

# THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

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PLAINVIEW, TEXAS, FRIDAY, OCTOBER 29, 1915

## NEW TELEPHONE TOLL LINE TO FLOYDADA BEGUN TODAY

One Copper and One Iron Metallic Circuit Will Supplant Old Iron Grounded Line.

This morning active work on the construction of a new toll line to Floydada and Lockney was begun by the Southwestern Telegraph and Telephone Company.

The old line is along the public road to these two towns, and as soon as the new one, on a more direct route, is completed the line now used will be wrecked.

Twenty-foot cross-arms and cross-arms are to be used in construction, about fourteen hundred poles being required. There will be two lines, one a number 10 iron metallic circuit; the other a number 12 copper circuit. Fourteen thousand six hundred pounds of copper wire will be used.

The construction gang of twenty-five men will be kept busy sixty days building the new line and wrecking the old. If the weather is not good, they will make Plainview their headquarters for a longer time.

Manager E. L. Doland, of the Plainview exchange, said to a representative of The Herald this morning: "Service over the number 10 grounded circuit to Lockney and Floydada has been unsatisfactory, and the company began construction of this line as soon as the necessary arrangements for right-of-way, etc., could be made. It has been the policy of the company to keep in advance of the development of the various sections and serve in the best way possible."

The Southwestern Telegraph and Telephone Company has spent large sums of money improving the service in the South Plains country. It is rumored that this is not the only construction work the company has in mind, but no official statement can be secured.

## DR. BATTLE DOESN'T WANT PRESIDENCY OF TEXAS UNL.

Board of Regents Ask for More Time in Which to Select Permanent Head.

Dr. W. J. Battle, acting president of the University of Texas, has withdrawn his name as a candidate for the presidency of Texas University. A rather stormy session of the Board of Regents has been under way in Austin. Following Dr. Battle's statement that he did not desire to be considered as permanent president, the Board of Regents asked for more time in which to consider the matter of selecting an executive.

Dr. Battle has been acting as president since the resignation of Dr. Mezes, who became president of the University of New York City. At that time he was dean of the faculty. Dr. Battle will serve as president of the university until a successor is appointed.

## RESCUE WORKERS' MEETINGS HELD AT NAZARENE CHURCH.

The last of the rescue workers' meetings will be held at the Nazarene Church, instead of the Methodist Church. Rev. W. H. Phillips, pastor, will preach Sunday evening at the church. Rev. H. C. Morrison will conduct all other meetings, except on Saturday evening, when Rev. J. T. Upchurch will give a lecture on rescue work.

The quarterly conference for the Nazarene Church will be held tomorrow.

## PLAINVIEW MAY HEAR NOTED BOSTON EXPRESSION TEACHER.

Through Miss Bernice Duggan, expression teacher of Seth Ward College, arrangements are being made for the coming of Henry L. Southwick, president of Emerson College of Oratory, Boston, Mass.

Mr. Southwick will go this winter on a western tour, and while en route may be persuaded to stop in Plainview during the first week in December and give a recital. Miss Duggan, who has been a pupil of Mr. Southwick, is, with the co-operation of the Federated Clubs of the city, working to that effect.

Mr. and Mrs. C. M. Muncy, of Tascosa, left Thursday morning, after a visit of a few days with L. J. Warren and family.

## Southwest's Prosperity Is In Evidence In Kansas City

L. A. Knight, president of the Third National Bank, returned Wednesday from Kansas City, where he had been on business. Mr. Knight said this morning to a representative of The Herald that business conditions in Kansas City are excellent. Conditions generally in the Southwest are the very best, is Mr. Knight's impression from his visit to the big banking and business center.

## J. D. TROBROUGH RECEIVES FIRST NEW POLL TAX RECEIPT.

Only Four Have Been Issued by County Tax Collector J. C. Hooper.

The first new poll tax receipt was issued to J. D. Trobrough, County Tax Collector J. C. Hooper has issued only four of the new receipts.

## MRS. CHAS. REINKEN'S MOTHER DIES IN CHICAGO.

Mrs. Chas. Reinken has received a telegram advising of the death of her mother, Mrs. M. Dalies, in a hospital in Chicago.

## MEMPHIS JURIST HERE.

Judge J. M. Pressler, formerly associate justice with the Court of Civil Appeals at Amarillo, is in Plainview on business. Judge Pressler resides at Memphis now.

## LUBBOCK-HALE BOUNDARY SUIT IS MAKING SLOW PROGRESS.

A. B. Martin notified The Herald by phone call from Sweetwater today that the plaintiff had begun today to offer testimony in the case of Lubbock County vs. Hale County in the suit over the boundary line between the two counties. The defense will probably begin its testimony tomorrow or Monday and the case will go for decision about the middle of next week.

## MUNCY CASE TO TRIAL MONDAY AT HEREFORD

Judge D. B. Hill, of Dalhart, Will Preside Over Case Famous Throughout Southwest.

The case of the State of Texas vs. Mrs. Bertie Muncy, charging murder of her husband, at Lockney, May 24, 1913, is set for Monday in the District Court at Hereford, Texas. Judge D. B. Hill is to preside.

This case was brought from Floyd County to Hale County District Court on a change of venue. The case was tried at Plainview, resulting in a hung jury. In the District Court of Hale County last August two verdicts were exhausted in an effort to secure a jury. The case was then transferred to Hereford.

## HUNTING IN CROSBY COUNTY.

Judge H. C. Randolph and J. W. Longstreth, manager for the Texas Land and Development Company, are in Crosby County hunting.

## "BEN'S" NEW ELECTRIC SIGN.

Ben Sebastian has just installed a new electric sign, operated by a motor, for his barber shop.

## BIRTHS.

Mr. and Mrs. W. W. Pinkerton are the proud parents of a baby boy who arrived October 26. They live at Halfway.

## FARMERS ARE BUSY.

Plows in the Plainview Country Are Working Overtime. Farmers are busy in the fields completing harvesting. Nearly every farm has all the teams and men available at work.

## HALE COUNTY SINGING CONVENTION AT LIBERTY.

The Hale County Singing Convention will meet at Liberty Sunday, October 31. A basket dinner will be given in connection with the singing.

## A City Maintaining the Pace

A city or town is very much like an individual. The live man keeps abreast with the times in every line. The live city maintains the pace of the times.

Griffin, Georgia, last September installed an ornamental street lighting system. The project was assured by the agreement on the part of a majority of the merchants to pay for the installation according to the frontage of their respective buildings. After this was done, a committee was authorized by the merchants to complete the matter, having full power to act.

The system is composed of five-light standards and the lighting is done by three-wire, 220-volt alternating current. The current is obtained from one centrally located transformer and is distributed underground with lead-encased cable, enclosed in galvanized-iron pipes. This transformer is energized by a separate feeder running from the sub-station, so that all the White Way is controlled from the station. Arrangements were also made for cutting out each block separately. The system is operated from dusk to 10:30, except on Saturdays, when it is run until midnight," says the American City.

Other live towns, many not as large as Plainview, are keeping abreast with the times. Many of the towns of the South Plains and Panhandle area are enjoying up-to-the-minute systems of street lighting. Many towns smaller than Plainview can put her to shame in the matter of lights.

Plainview's live; she's progressive—her splendid schools, excellent sidewalks, sewage and waterworks system, fire-fighting equipment, splendid homes and excellent citizenship bespeak that fact. Let's keep her abreast with the times!

## AMERICAN PROTEST SENT ON BRITISH INTERFERENCE

Covers All Phases of Intercepting Neutral Trade and Contains Ten Thousand Words.

WASHINGTON, Oct. 27.—America's long-considered protest against British interference with commerce between the United States and Europe has been dispatched to London by special messenger, and will be presented by Ambassador Page at the British Foreign Office next week.

It became known today that the note, which is about 10,000 words long, and covers exhaustively the argument of the American Government on all phases of interference with neutral trade, was approved by the President last Saturday and started on its way to London Sunday. Alexander W. Kirk, third secretary of the American Embassy at Berlin, who has returned to Washington carrying documents from Ambassador Gerard, was entrusted with the mission on his return journey to Berlin.

Until today the fact that the communication had been sent was kept secret, instructions having been given to officials that no announcement of any kind was to be made about it. That it contains a repetition of arguments made in the note of March 20, which recorded the Washington Government's first protest against the order in council or so-called blockade, is admitted, but no intimation was given by officials today as to what measures are proposed in the event that there is no modification of British practices.

Not only does the latest communication cover the various notes and memoranda sent by the British Government since March 30, but it also acknowledges and discusses the lengthy notes that came from Great Britain in January in response to the first protests by the United States against interference with neutral trade.

It was the note now on its way which former Secretary Bryan advocated sending at the same time that the second Lusitania note was dispatched to Berlin, last June. President Wilson declined to send it at that time because of the fear that the United States might be placed in a position of bargaining for its right with Germany on the basis of its attitude toward Great Britain.

## DUCKS PLENTIFUL ON LAKES.

Ducks are plentiful on the lakes around Plainview. Many small hunting parties are being made up. Duck hunting on the Plains is a fine art, and only the experienced have much success. The man from the creeks, who has been accustomed to "slipping up" on game, is hopelessly unlucky; while the strategist, who is familiar with Plains hunting methods, is often very successful.

## FARMERS TO AMARILLO.

The Farmer's Business College husky football team will go to Amarillo tomorrow for a game with the fast Amarillo High School team.

James McBride returned to Crosbyton yesterday morning, after a visit with friends here.

## DOUBLE HEADER FOOTBALL GAME EAST SIDE SATURDAY

Seth Ward Will Play Amarillo Military Academy and Silverton Meets Plainview High.

Two football games will be played on the East Side grounds tomorrow evening. Seth Ward meets for the first time this season the Amarillo Military Academy team. This team lost to Clarendon by one touchdown. The Seth Ward eleven played Clarendon here a scoreless game. Coach Henderson, of Seth Ward, says his team is in good trim.

The Plainview High School meets Silverton High School, beginning at 2:30 and completing their game in time for the intercollegiate game at 4 o'clock. Plainview High defeated Silverton on the Silverton field last Saturday.

Tickets are on sale which admit to both games.

## ELLIOTT BUYS H. F. LONG'S HOME.

Mr. and Mrs. H. F. Long have sold their home, on California Avenue, to I. W. Elliott, and will move to Miami, Arizona. Mr. Long leaves on Sunday. Mrs. Long and children will remain here several weeks visiting her parents. Mr. and Mrs. L. C. Penry.

## HALE COUNTY HAS ISSUED LICENSE TO 713 AUTOISTS.

Probably No County in Texas Has More Cars in Proportion to Population.

One of the evidences of the prosperity of the South Plains section is the number of automobiles owned by townspeople and stockmen and farmers. Hale County has issued licenses, according to County Clerk B. H. Towery, to 713 owners of automobiles. In proportion to population, Hale has probably more automobiles than any other county in Texas.

## PAINTING WARE HOTEL.

The Ware Hotel is being improved in appearance by a coat of paint.

## MANY BIG WHEAT FIELDS IN THE PLAINVIEW COUNTRY

L. A. Knight, Alone, Will Have More Than Two Thousand Acres of Grain.

Anticipating another big wheat year, the farmers of the Plainview country have planted large acreages of wheat. The good price the grain has brought appeals to farmers. The demand has been good. Wheat is one of the most easily raised crops of this section.

C. B. Reeves, who had a crop of over seven thousand bushels last year, has planted a larger acreage this season. His yield was a little better than twenty bushels to the acre.

L. A. Knight, one of the extensive wheat planters, will have at least two thousand acres of wheat when all his fields have been planted. He will put in more than this if his working force can plant more. Last season he raised 30,000 bushels, and the average yield on his farms was twenty bushels to the acre.

H. V. Tull, who raised 2,914 bushels on 76 acres last year, has increased his acreage.

R. M. and J. J. Ellerd will have about a thousand acres of wheat. R. M. Ellerd stated this morning that arrangements have been made for six hundred acres and that probably more will be planted. The Ellerd brothers had about six hundred acres last year, and harvested a good crop. R. M. Ellerd thinks there is a fine season already stored for wheat.

## SEARS CASE JANUARY 10.

The case of the State of Texas vs. W. G. Sears, who is alleged to have shot the sheriff of Briscoe County, Jim Long, will be tried in the January term of Hale County District Court, instead of November 10, as was stated in Tuesday's Herald.

W. C. Gordon, who with his family has moved here for the winter, left Wednesday on a business trip to his old home, at Yankton, S. D.

## TEUTONIC ALLIES HOLD OPEN ROAD TO TURKEY

ARE IN POSITION TO SEND GUNS AND MUNITIONS TO BULGARIANS AND TURKS.

## SERVIA'S POSITION CRITICAL

North Hard Pressed, but Allies Are Holding Together in Southern Portion.

LONDON, Oct. 27, 10:10 p. m.—The German army which crossed the Danube at Orsova has joined hands with the Bulgarians who invited Serbia near Prahovo, and the central powers now have an open road through Northeastern Serbia and Bulgaria to the Aegean Sea and Constantinople. They are thus in a position to send guns and munitions by river and railway to their Bulgarian and Turkish allies, who will be greatly strengthened thereby.

The invasion of the northern portions of Serbia by the Austro-Germans continues, while Bulgaria is putting forth a strong effort to secure control of additional sections of the Belgrade-Saloniki railway.

So far as the north is concerned, Serbia, it is feared by her allies, is doomed, but in the south, reinforced by the British and French, who are now fighting by her side, Serbia is using all her strength to throw the Bulgarians back. After the French victory at Krivolak the Serbians, according to the Athens report, were able to recapture Veles, an important railway and road junction just south of Uskup, where a big battle is still in progress.

## May Be Robbed of Macedonia.

It is argued here that if the Bulgarians can be held in the south until Anglo-French reinforcements, which are now on the way, arrive Bulgaria may yet be robbed of Macedonia, which she has set her heart. But the Allies would also have to make an attempt to block the road to Turkey, and their big attack may be directed elsewhere.

The internal situation of Bulgaria, which is reported serious, may have some effect on the campaign. A military conspiracy against King Ferdinand, Athens dispatches say, has been unearthed and the leaders have been shot. Many of the inhabitants of Bulgaria are said to be still loyal to Russia, and are showing disinclination to join the colors.

The Roumanians, too, are displaying some uneasiness as to the inactivity of their government, and an agitation in favor of the Allies is being carried on, according to unofficial reports, by influential leaders.

The Allies, however, are depending on their own resources and arranging to throw into the Balkans as many men as can be spared. At the present time they can not weaken the other fronts, as the Germans are showing considerable activity. The latter have made still another counter attack in the attempt to recapture La Courvine in Champagne, which the French recently took from them. Strong German patrols were observed in the Loos region, but were dispersed.

## Met by Counter Attacks.

The Germans continue their attacks against the Russians in the Riga and Dvinsk districts, and claim to have penetrated the Russian position near the railway line north of Dvinsk. They could not hold all the ground gained, as the Russians launched immediate counter attacks.

While the position in this region remains serious for the Russians, they appear on the whole to be holding their own.

In the south, on the other hand, along the Styria River and Galician frontier, the Russians report successes both in carrying through their own attacks and repulsing German attacks.

The Italians are persisting in their offensive, and although their progress is slow, they seemingly are making advances.

## SETH WARD GIRLS WIN FIRST OF SERIES OF FIVE GAMES.

Yesterday afternoon, on the Seth Ward grounds, Seth Ward College defeated Wayland College girls at basketball by a score of 26 to 20. This is the first of a series of five games which will be played between the girls of the two schools. The next game will be Thursday, November 4, on the Wayland grounds.

## TEXAS BOYS AND GIRLS RELIEVED CATTLE INDUSTRY

Nationally Circulated Magazine Tells of Work of Boys and Girls of State in Baby Beef Clubs.

How the boys and girls of Texas saved the day for the State's main industry—cattle raising—is told in The American Magazine for November by Stanley Johnson, with an introduction by C. C. French, who is well known in the Southwest. Mr. French has materially assisted the South Plains section by organizing clubs out here. The author of the article credits Mr. French with starting the baby-beef movement. The message of Sam Matthews, 15-year-old president of the Baby Beef Clubs of Texas, and Sam's picture are prominently displayed. Sam's message was: "Come in, boys, and join this game, and we shall help keep down the high cost of living as well as make some ready cash."

"Texas raises one-seventh of the beef we eat," Johnson says. One evening C. C. French, of Fort Worth, remarked to a fellow ranchman: "There's only one way to save the cattle business, and that is to get the boys and girls interested in it."

### Saw Big Savings.

"At that time 500,000 calves were slaughtered that might have been raised by a few months' feeding from a \$2,000,000 value to a \$35,000,000 as baby beefs, a salvage of tremendous significance to the State. The baby beef clubs of boys and girls under 20 are now doing this. These clubs came into being in 1912. They now number thousands in enrollment, and clubs have been formed also in Virginia, Georgia and other states. The latest statistics from the agricultural department show a gain in beef animals for the first time in years—an increase of 1,212,000 head since 1914. In 1910 there was one beef animal to each 1.5 of our population, and in 1912 one to each 2.5. The turn has come."

French, who is now doing the same work for the Extension Department of the Agricultural and Mechanical College that he did as assistant secretary of the Fort Worth Stock Yards Company, wrote the following introduction to the article:

"We were getting very much depressed about the cattle industry when I called on our boys for help. All the rest of the world was complaining because the beef itself was disappearing."

"As scientific cattlemen, we all knew what the matter was, but we could not make the adult Texas ranchman see it. We knew that property that would be worth millions by waiting a few months a year or more, was being destroyed; we were killing calves when we should be raising 'baby beefs.'"

### Boys Caught On.

"But the boys caught on. Such boys as Sam Matthews, and the many like him, are worth more to the State at sixteen than a dozen of a certain kind of impenetrable men at 40."

"These boys of our beef and pig clubs are going to help bless Texas, and all our states, by getting our agriculturalists to understand the meaning of 'diversification.'"

"What I think of the American boy I have gained by watching him show

us where there is at least \$35,000,000 more money in the State. "We have never understood him. He should be allowed to vote earlier. Next to the possibilities of the earth, the American boy is our greatest national asset, and without him, in Texas at least, we should never have had these possibilities."

## EDISON, IN FRISCO, HEARS PHONOGRAPH IN NEW JERSEY.

His First Attempt at a Telephone Conversation Successful Over 3,400-Mile Line.

Notwithstanding the fact that for many years Thomas A. Edison, the great inventor, worked hard to perfect the telephone, he had never until October 21, last, Edison Day, carried on a conversation by telephone, says the report of the event received here by Manager E. L. Doland, of the Southwestern Telegraph & Telephone Company.

At that time, as part of the celebration of the thirty-sixth birthday of the electric light, an address of congratulation by Miller Reese Hutchinson, chief engineer of the Edison Company, reproduced from the disc of a phonograph at Orange, New Jersey, was transmitted, part way by wire and part way by wireless telephone, to Mr. Edison, guest of honor at the San Francisco fair. Results were perfect. The "American wizard" heard words that had been spoken into a "talking machine," brought to life again and projected through the ether across 3,400 miles of intervening space. Mr. Edison used the transcontinental wire lines of the Bell telephone system for his reply.

Meanwhile, at Chicago, was J. J. Carty, chief engineer of the American Telephone & Telegraph Company, "listening in" on the exchange of compliments across a continent. From this point the man who developed the wireless telephone took occasion to announce to the great inventor and those

of his staff who were separated from him by the breadth of the Nation, the success of the recent experiment with the wireless telephone, by which audible speech had been passed from Washington to Paris, France.

"Wonderful, wonderful!" exclaimed Mr. Edison over the telephone wires. Shortly thereafter he gave out the following remarkable statement, as quoted in the report received here by Manager E. L. Doland:

"It may seem strange to those who know of my work on the telephone carbon transmitter that this is the first time I have ever carried on a conversation over the telephone. To talk across a line 3,400 miles on my first attempt at a telephone conversation seems to be a pretty big undertaking, but the engineers of the Bell system have made it easier to talk that distance than it used to be to talk thirty-four miles. In my research work I have spent a great many years listening to the phonograph, but it gives me a singular sensation to be in California and hear the phonograph over a telephone all the way from Orange, New Jersey."

## KANSAS CITY MARKET WAS OVER-CROWDED MONDAY.

KANSAS CITY STOCK YARDS, Oct. 25.—There was a strong demand for yearlings and twos last week, and good ones sold 10 to 15 cents higher. Good feeders also sold slightly stronger, and grass beef steers fully steady, corn-fed cattle 10 to 25 cents higher. Cows and bulls lost 10 to 25 cents.

Today the supply is 15,000 cattle, market on killing cattle steady to 25c lower, best yearlings and twos steady to 15 cents lower, common stockers 15 to 25 cents lower, cows steady to 10 cents lower. Trade was active, a very large percentage of the supply being stock cattle, and plenty of buyers here, while the relatively small number of killing cattle found ample outlet at the decline noted.

Offerings, of course, included a wide

variety, but the demand was equally diversified. Panhandle yearlings of high breeding sold up to \$8.30, good ones around \$7.80, plain \$6.75 to \$7.00, twos up to \$7.75. Colorado twos sold around \$7.00, yearlings \$7.25 to \$7.40, one lot of 1,000-pound feeders \$7.15, Colorado-Southern beef steers \$6.15 to \$6.50, 20 cars of Wheeler & Lavender beef steers, 1,090 pounds, at \$6.85, Colorado cows \$5.50 to \$6.00. Five cars medium Wyoming beef steers, around 950 pounds, sold at \$6.85. A shipment of Idaho dairy stock, including wet Holstein cows, sold at \$6.00 to breeders, the fat end at \$5.50 to \$5.85.

Cattle receipts here today were the largest on record at Kansas City for a single day's market, and the clearance made showed a remarkable demand for all classes of cattle. It is the buying season in the corn states. One Ohio order for 15 car loads went unfilled, the buyer being unable to get anything at what he considered low enough prices.

## MAY SUSTAIN THREE-CENT INTERSTATE FARE RATE.

A decision favorable to the railroads is expected at the November conference of the Interstate Commerce Commission early in November, according to newspaper interviews with Fort Worth traffic men who have returned from the recent meeting of the Southwestern Passenger Bureau at St. Louis, Saturday. The matter of a new interstate tariff, covering Southwestern states, and permitting a straight rate of three cents through all states on interstate fares, will probably come up before the commission.

## THE YOUTH'S COMPANION.

The Plainview Evening Herald is in position to make a special combination offer on The Herald in combination with The Youth's Companion. The two publications may be had from now until the first day of December for \$3.25.

On new subscriptions to both publications we will send The Youth's Companion and The Herald until January 1, 1917, for \$3.25.

Nothing will make your boy or girl a better Christmas gift than The Youth's Companion. Parents generally read it before the younger people complete it, too.

The Herald will give your family the local and county news.

Remember the time limit on this offer.

**Get It Where They Have It and Guarantee the Quality**  
**THE R. A. LONG DRUG STORE**

# The Friend Making Store

## Quick Sales—Small Profits

### The Policy of this Store:

Give every customer old or young the best value possible for the money. Prompt attention to every one. Satisfy every customer, big or little, or refund the money.

We prefer to sell the best, most satisfactory, rather than something not quite so good on which we make a few pennies more. If we can make friends and customers the profits will take care of themselves.

We are always glad to see you at our store. We will give children the same full value we would give grown-ups. We consider School Children great advertisers. Satisfied customers are our best advertisements. Your parents need not worry but can send you to our store with the certainty you will get just what you want.

Now don't you enjoy dealing with a store like this, one that you can depend upon in every way? Surely you do.

We carry a full line of groceries—the best of everything.

Along with this policy we employ such high-class assistance as Miss Madie Crager, who is our efficient cashier and bookkeeper. If she happens to make a mistake we are always glad to correct it.

A. J. Crager and Frank L. Stovall are two of the most efficient grocery salesmen in Plainview. They are at your service at this store

## For Next Week We Offer

8 pounds coffee for ..... **\$1.00**  
Strained honey, per pound ..... **8 1-2c**  
Windmill oil, regular 60c, ..... **45c**  
Royall's coffee, 3 pounds ..... **\$1.25**  
Bulk Peanut Butter, per lb. .... **25c**  
All kinds of bulk and bottled pickles.  
With every 25c can of Caulmet Baking Powder we give you a 5c tablet free.

We are unloading a carload of  
**"OUR BEST" FLOUR**  
While wheat and flour are advancing we are still selling this flour at  
**\$3.75**



### Slow Moving Groceries

are unknown here. We never have any old stock to clog up our shelves. There's a reason of course. It is that we handle only the kind of groceries you want more of after trying. Another reason is that our prices are very low for such good groceries, as you will discover with your first order.

# L. J. Warren Grocery Co.

Phones 233-234



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## Young Men's Suits and Overcoats

There is snap and style in our different line of clothing for young men. Quiet effects if you like, but if it's the more attractive patterns we have a variety that will catch any young man's fancy—the swell lines are all there—a high-priced custom tailor would give you no better.

We promise that if you come here for your suit you will be dressed distinctive, fashionably and economically. Fit positively guaranteed. May we have the pleasure of showing you?

Big showing at

**\$15, \$17.50, \$20 and \$25**

Mackinaws, from the Mackinaw country.

Lounging robes \$5 and \$10.

Shoes, hats, shirts and the newest ideas in all furnishings.

## CARTER-HOUSTON'S

"Goods That Speak for Themselves"



A portrait sent to the absent ones now and then, binds the friendships of youth, bridges distance and knits closer the ties of family and kinsfolk.

Our fast lenses, modern methods and equipment, prompt attention and courtesy to patrons have made sitting for photographs a real pleasure.

Our prices are consistent with the high quality of our work.

Make an appointment today

See our new Mary Pickford Lighted Portraits

Special Low Rate for Short Time We also allow credit for any photographic tickets that have been sold in Plainview. But see us before paying an agent a commission. We have no agents

## Cochrane's Ground Floor Studio

## POPULATION OF TEXAS IS ESTIMATED AT 4,344,710

Gain of 447,168 Since 1910, Which Is Proportionately Greater Than That of New York.

WASHINGTON, D. C., Oct. 26.—Texas has gained more in population during the five-year period ending July, 1915, in proportion to the 1910 population than has the State of New York. The 1910 census gave Texas 3,896,542, and New York 9,113,614. The estimate of population as of July 1 of this year gave New York 10,986,568 and Texas 4,344,710, thus giving Texas a gain of 447,168 and New York a gain of 872,954. These estimates are made by the Bureau of the Census on an arithmetical basis. In previous times when the census was taken exactly ten years apart, the annual increase was assumed as one-tenth of the decennial increase, but as the time for taking the enumeration in 1910 was changed from June 1 to April 15, the time elapsed has been considered as 118.5 months. The annual increase from 1900 to 1910 is obtained by dividing the total increase by 118.5 and multiplying the quotient by twelve. This rule is applied in ascertaining the increases here given.

Some time ago the department ceased to issue statements concerning the estimated growth of cities, on account of the complaints that floated in from ambitious cities which claimed that they had been slighted. Now the information is furnished on request. Any town can have a special census taken under Government supervision by applying through its Congressman, and paying the cost of the work.

**100,399,318 in United States.**  
Under the foregoing rule, on July 1 of this year, continental United States had 100,399,318 population, as against 91,972,266 in 1910. The census and estimate for Southwestern States were as follows:

	1910.	1915.
Arkansas	1,574,499	1,713,702
Louisiana	1,656,388	1,801,306
New Mexico	327,306	396,917
Oklahoma	1,657,155	2,114,307
Texas	3,896,542	4,344,710

Dallas, according to the estimate, has grown 26,378 in the last five years, its total population now being 118,482. The estimate does not take into consideration any extension of city limits, or the gathering within the city proper outlying suburbs.

**Cities of 8,000 or More.**  
The following is shown for Texas cities of 8,000 and more people:

	1910.	1915.	Gain.
Arlene	9,204	13,522	4,318
Amarillo	9,957	17,366	7,409
Austin	29,860	34,016	4,156
Beaumont	20,640	26,572	5,932
Brownsville	10,517	12,736	2,219
Cleburne	10,364	11,878	1,494
Corpus Christi	8,222	10,076	1,854
Corsicana	9,749	9,978	229
Dallas	92,104	118,482	26,378
Denison	13,682	14,594	912
El Paso	39,279	51,936	12,657
Fort Worth	73,312	99,528	26,216
Galveston	36,981	41,076	4,095
Greenville	8,850	9,879	1,047
Houston	78,800	108,172	29,372
Laredo	14,855	15,605	750
Marshall	11,452	13,348	1,896
Palestine	10,482	11,633	1,151
Paris	11,269	12,275	1,006
San Antonio	96,614	119,447	22,833
Sherman	12,412	13,433	1,021
Temple	10,933	13,104	2,171
Texarkana	9,790	12,181	2,391
Tyler	10,400	11,629	1,229
Waco	26,425	32,756	6,331
Wichita Falls	8,200	11,499	3,299

\*Census for Galveston in 1910 was an estimate based upon the increase from 1900 to 1910.

**Largest Cities of the United States.**  
By the same method of figuring, the following populations of the larger cities of the United States result:

San Francisco	448,502
Denver	253,161
Atlanta	184,873
Chicago	2,447,015
Indianapolis	265,578
Louisville	237,012
Baltimore	584,605
Boston	745,139
St. Paul	241,999
Minneapolis	353,460
St. Louis	745,988
Kansas City	289,879
New York	5,468,190
Cincinnati	406,706
Cleveland	656,975
Columbus	209,722
Dayton	125,509
Philadelphia	1,683,664
Memphis	146,113
Nashville	115,978
Salt Lake City	113,567
Richmond	154,674
Seattle	330,834
Spokane	142,990
Tacoma	108,094
Milwaukee	428,062
Oakland	190,803
Los Angeles	475,367

Rev. and Mrs. W. M. P. Rippey returned yesterday morning from Amarillo, wher they went to meet their son who was en route to Idaho.

## HOGS FOR PORK PRODUCTION.

By I. B. BURK.  
Associate Professor in Animal Husbandry in A. & M. College of Texas.

In selecting hogs for feeding, breeding, marketing, or show purposes, the form and quality demanded by the consumer should always be kept in mind.

The demand is greater for hams, loins, back and shoulders, because the largest percentage of the meat-eating public prefers lean rather than fat pork. The belly, neck and jowl are in less demand, hence they are lower-priced cuts. Therefore, the butcher and packer discriminate against the animal with a heavy jowl, large paunch, narrow, thin-fleshed back and loin, and a small, ill shaped ham, because this kind of animal will not dress out a high percentage of good meat in the important places and does show a larger development in the regions of low-priced meat.

The butcher naturally prefers an

animal that is well developed in the regions of high-priced cuts and showing as little paunch and waste as possible, because this kind of an animal will dress out a higher percentage of better meat and hence will be more profitable to him.

Although the butcher's demands must be met, the feeder and breeder select for health and thrift, and an animal that will make consistent, economical and rapid gains and at the same time will be a product of high-class quality when finished. In order that a type be selected to fill all of these demands, four considerations are of the greatest importance. They are: Form, quality, size, and constitution.

The form has reference to the general outline or shape of the animal. The lard type hog should be rectangular in form, showing a deep, broad, medium length, compact body. The lower line should be straight, while the back or top line should show a gradual, even arch from the shoulders to the tail head. The body should be wide, with its width carried uniformly from

front to rear. The body should also be well balanced and fully developed in all parts, presenting a symmetrical form from every angle. The legs should be short and the flanks low and full. In detail, the animal should present a short, wide head, clear-cut features about the face and jaw, a bright, active eye and a thin, medium-sized ear. The neck should be short, attaching neatly to the head, and blending smoothly with the shoulders. The shoulders should be broad, deep, smooth, fully developed, compact and

full on top. The ribs should be long, well arched, giving a deep, wide chest, which denotes a strong constitution. The crops located just back of the shoulders and the fore flanks should be smooth, fully developed, giving a large heart girth. The spread of back should be the same as that of the shoulders and hams, giving a smooth, even width throughout the whole length of body. The sides should be deep, long and smooth, full and straight. This supplies plenty of room for the consumption of food and also the proper de-

velopment of the foetus, and at the same time does not show an excess of paunch, which is a waste in dressing.

## TYPHOID VICTIM ENTITLED TO WORKMAN'S COMPENSATION.

The Supreme Court of Wisconsin, in session at Madison, has handed down an opinion holding that typhoid fever contracted through drinking water furnished by the employer and resulting in the death of the employee is an accident within the meaning of the workmen's compensation act.



## THERE ARE

two great classes of people—the BUILDERS and the DRIFTERS.

The BUILDERS cultivate the habit of saving money; the DRIFTERS never upon a BANK ACCOUNT.

TO WHICH CLASS DO YOU BELONG?

Answer this question by opening a BANK ACCOUNT.

**THIRD NATIONAL BANK**  
PLAINVIEW, TEXAS

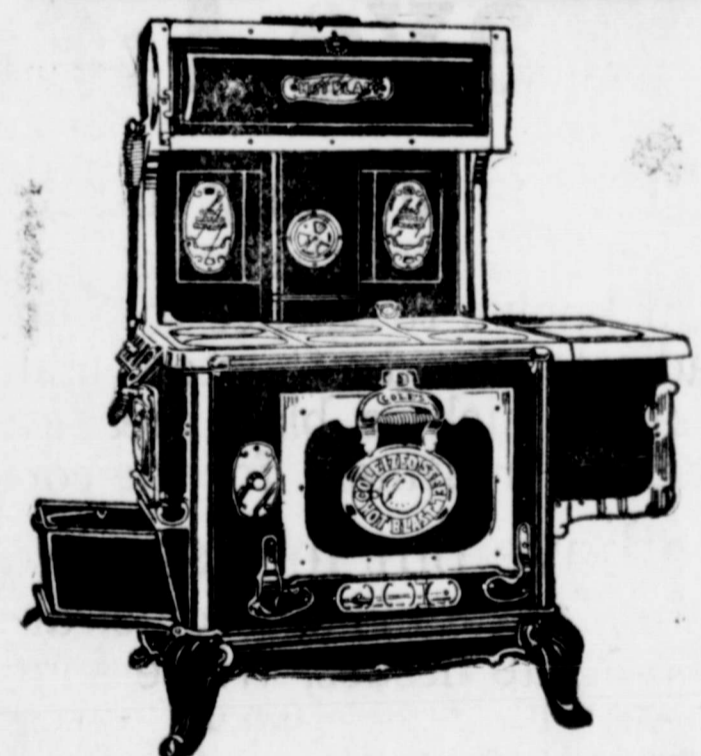
## Open Today, Saturday, October 30th

We will open Saturday, October 30th, a Brand new grocery and market, a Brand new stock. Every item new at Brand new prices, for cash only.

We will be pleased to have everybody in and around Plainview give us a trial order to convince you that we are going to save you money. Our store is located in the Wayland Building, southwest corner of the square. Phone 116.

**G. E. Lewis**  
**Sanitary Cash Store**

## We Jumped at the Chance

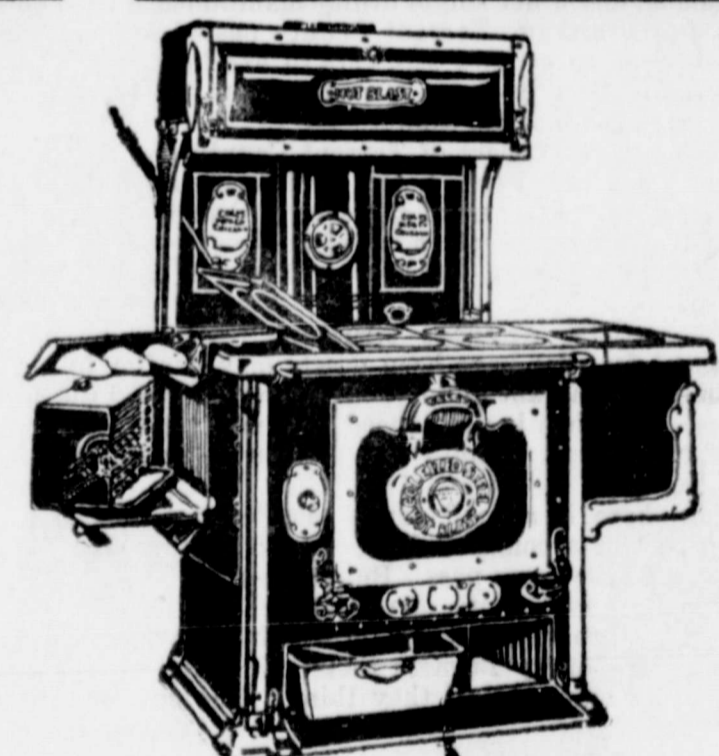


to give our friends the benefit of this great bargain offer. By special arrangement with the Cole Mfg. Co. we give each purchaser of Cole's Hot Blast Range this beautiful 22-piece set of Guaranteed Pure Aluminum Ware

**FREE**

During the Hot Blast Days Only

Remember the Dates



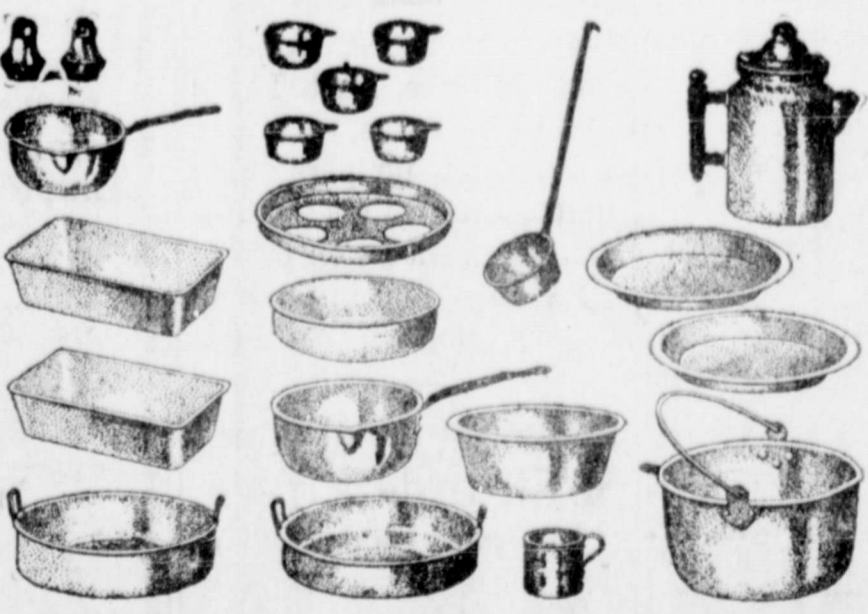
Invest in the tried and true **Cole's Hot Blast Range**

Double the buying power of your money.

Its reputation for durability and economy is now nation wide. Such universal satisfaction can only be based on unequaled value for your money.

Come in early with your friends and have the expert show you part by part—the many valuable labor saving, time saving and money saving exclusive features.

Rain or shine we are expecting the Finest Exhibition in the history of our business. It will profit you to come.



Cook the family meals with one-third less fuel by using

**Cole's Hot Blast Range**

The Hot Blast Draft stops the scandalous waste of fuel now going up the chimney unsaved. The Fresh Air Automatic Oven insures sanitary even baking—easily doubles the oven capacity. Made of Copper-alloy Boiler Plate iron—greatest rust-resisting iron known. Malleable iron features, air-tight, hand riveted construction.

Exclusive sanitary features. So easily cleaned the year around, just one or two rubs with a soft cloth instantly brightens it up. Simple to operate—saves miles of steps.

Odorless and Smokeless Broiler. Broils meats to a Queen's taste—all the tenderness and nourishment saved—a perfect toaster too.



**OCTOBER 28-29-30**

**R. C. Ware Hardware Co.**



**The Plainview Evening Herald**  
TWICE-A-WEEK

Published Every Tuesday and Friday Evening by—  
**THE HERALD PUBLISHING COMPANY,**  
Corner Broadway 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.

**CHARITY A PROBLEM EVERYWHERE.**

Every city and town has its problems of charity work. And rural sections are not free.

The plan of a united charity organization is appealing more strongly to the cities and towns as time goes by.

Just now El Paso is re-organizing its various associations for charity work into one central bureau. This plan has been adopted because it is economic, as has been demonstrated in thousands of cities and towns in the United States.

Endorsing the movement, The El Paso Herald states editorially: "To business men, the new organization will be not only a positive relief from annoyance, but a positive saving. Every merchant, banker, and business man is besieged by applicants for special charity, under guises innumerable. They are expected to give to churches, lodges, etc., to which they belong, and in addition they are besought by representatives of numerous other organizations and by individuals who may or may not be worthy of relief.

"It is impossible for each individual business man to investigate the cases as they come up. No doubt, in many cases alms are doled out to get rid of a nuisance, while in other cases deserving persons fail to receive that to which they may be entitled. With the Associated Charities in full working order, all cases thus arising would be referred to the central organization, which would be able to report on a large proportion without going outside of the office files, and which would investigate where necessary to start a new file. The central organization would either refer the applicant to an appropriate affiliated organization, or would extend direct relief, in deserving cases.

"One feature that might be made of use would be a private bulletin to members, setting forth unworthy cases in such a way as to protect the public against fraud.

"In return for such service, business men would subscribe a stated amount monthly or annually to the Associated Charities 'budget.' They would receive a placard to be posted in their places of business, which alone would deter many applicants. And they would receive pocket cards by means of which they might definitely refer any individual applicant or any case believed to be deserving, to the central organization for report and relief."

The Benevolent League of Plainview is voluntarily acting in the capacity of an associated charities for Plainview. Its officers serve without salary, needless to say, and are live, aggressive workers.

This week funds are being solicited to make up the winter budget of the organization.

It occurs to The Herald that the business men and private citizens could spare themselves considerable annoyance—for it is annoying to be interrupted at busy times by applicants for charity—by turning whatever fund they desire to use for transient charity cases to the Benevolent League. Cards can be given those who donate to the League which in turn will dismiss an applicant and refer him to the League, which can investigate the case and give aid if necessary.

Plainview is becoming a Mecca for mendicants, and if the truth were known we would probably find that much of the money which has been given this class has been bestowed on unworthy applicants.

The Benevolent League, too, distributes money and supplies to local cases, which, indeed, is its most important and most helpful work. For, it is said, "Charity begins at home."

That deserving case right in Plainview, to which you would want to contribute if you knew of it, may escape you; but the Benevolent League probably has it in mind.

**TARRANT COUNTY'S GOOD ROADS AN EXAMPLE.**

Good roads are community builders. Roads are the connecting links between the producer of the rural section and the markets of the towns and cities. They serve a greater percentage of the people than almost any other single utility maintained by the city or county.

A few years ago Tarrant County passed a large bond issue for road improvement. Now stretches of excellent roads, passable in all kinds of weather, reach out from the county metropolis, Fort Worth, into every section of the county.

It costs the farmers of Tarrant County less money now to haul their produce into Fort Worth, or Mansfield, or Arlington, or any of the other good towns of the county than it did before. The construction of the roads, which are of the most approved type, macadam, has not been a burden on the people; for the bonds were wisely planned.

Foundations, drainage structures, alignment and grades are permanent features have been wisely looked after in the light of an investment in Tarrant County. The repair bill and the cost of upkeep on these roads has been reduced to a minimum. The first cost was high, but Tarrant County is anticipating good returns from the investment.

Now, here is a road whose maintenance cost is less than the upkeep cost of a common dirt road. Of course, the cost of upkeep may grow as the years pass. But repairs are kept at a minimum.

Ask Tarrant County merchants what they think of their bond issue for good roads and the improved highways which have resulted. Ask Tarrant County farmers their opinion. Ask tourists who pass through the county what they think. The answer will favor good highways.

E. A. Caldwell, of Amarillo, was in Plainview on business yesterday.

C. W. Mussett, of Albuquerque, was in Plainview on business Wednesday.

Mr. and Mrs. W. A. McCluskey and Miss Susie Keiser, of Spring Lake Ranch, were visitors in Plainview Wednesday.

J. H. Reagan, of Floydada, had business in Plainview yesterday.

Chas. A. Lewis, of Temple, has been a visitor in Plainview this week.

Mr. and Mrs. Dick Rector, of Austin, were in Plainview this week.

Mrs. Belle Walker, of Forney, Texas, came in Wednesday to visit her daughter, Miss Lissie Bell Walker, art teacher at Wayland Baptist College.

Dr. G. J. Williams and daughter, Miss Ethel, were visitors to the State Fair from Plainview.

Mr. and Mrs. E. E. Roos motored to Lubbock on Monday.

R. G. Harp went to Kansas City Sunday with a train load of cattle from the Spade ranch.

Solon E. Groff, of Kress, will move to Fort Plain, New York, the first of the month. He has held an auction sale, disposing of his farm implements and livestock.

C. W. Barnes has returned to Amarillo, after a visit here with friends.

Chas. Reinken has returned from a business trip to Kansas City.

Mrs. Pearl Scott, of Cushing, Okla., is here studying art with Mrs. L. C. Bonnington.

Theodore S. Lewis, of Dayton, Ohio, arrived in Plainview yesterday on a business trip.

L. L. Sheeley, of Union City, Ohio, came in Wednesday to look over the Plainview country.

Ed Blair returned on the excursion train from Dallas Tuesday.

LOOK HERE: 1914 Harley-Davidson two-speed twin motorcycle, fully equipped, going to best offer. Run fifteen hundred miles. Perfect condition guaranteed. PRACTICALLY NEW. See C. R. SPENCER, Plainview.

ff.

ff.

ff.

**Dress Forms as U R**  
made by Mrs. M. Fellows,  
500 Grover st. Phone 498.  
All work guaranteed.

E. E. Roos left yesterday morning for Dallas, where he will attend to business.

LADIES bring your dress-making to 500 Grover st. All work guaranteed. We cater to high-class trade. Phone 498.

Largest shipment of

**REXALL Remedies**

Ever shipped to the Panhandle of Texas have just been received. Every bottle guaranteed.

**DYE DRUG CO.**

E. Lee Dye, M. D.

**CASH GROCERY CO'S. Specials**

**Quick Delivery**

- Fresh eggs, per doz. . . . 30c
- 16 lb. sugar . . . . . \$1.00
- 12 lb. spuds . . . . . 25c
- 3 cans Chili Con Carne . 25c
- 3 pkgs. mince meat . . . 25c
- 6 cans Oil Sardines . . . 25c
- Pumpkin, large can . . . 10c
- Kraut, large can . . . . 10c
- 2 pkgs. Arbuckle coffee 45c
- Schillings best coffee, pound . . . . . 40c
- 3 lb. Limited coffee \$1.00
- 3 lb. Royall's Blend \$1.25
- (Recently demonstrated at R. A. Long Drug Store)
- 5 lb. good Peabury coffee . . . . . \$1.00
- Fancy lemons, doz. . . . 20c
- 10 bars Yellow soap . . 25c
- 10 lb. Compound, any kind . . . . . \$1.20
- 10 lb. Cottolene . . . . \$1.40
- 7 boxes matches . . . . 25c

Fresh tomatoes, apples, grapes, dates, East Texas Pumpkin Yams, Sweet and hot peppers, Egg Plant, turnips, Cranberries, Hallow'en pumpkins, fresh Coconuts, new Pecans, English Walnuts.

**We deliver \$2.50 orders free.** All orders under \$2.50 five cents extra will be added for delivery. Positively no exceptions to this rule.

**Cash Grocery Co.**  
Phone 101  
O. E. BRASHEAR, Mgr.

**EXTRA SPECIAL ANNOUNCEMENT TO THE MEN AND YOUNG MEN OF THIS COMMUNITY**

**More than 250 Brand New Up-to-Date Models of Men's and Young Men's Clothes**

Positively not one suit other than Fall 1915 styles are offered now at special prices to close out quickly.

On account of misunderstandings between the

**A. B. KIRSCHBAUM CO.**  
Makers of these clothes

and ourselves we have decided to discontinue handling their line.

Hence the most astonishing sale announcement ever made in this section on clothes so well known and right at the beginning of the fall season.

Considering these circumstances it is not a question of whether you can afford to buy a suit at this time, it is a question of whether you can afford **not** to buy.

**ALL KIRSCHBAUM SUITS**

- Regular \$15.00 and \$16.50 values . . . **\$11.50**
- Regular \$20.00 values now . . . . . **\$15.75**
- Regular \$25.00 values now . . . . . **\$18.50**

ACT NOW AND GET BEST SELECTION

**Jacobs Bros**  
THE ONE PRICE SPOT CASH STORE

**Electro Prismatic Wave Generator**

**THIS** is the only machine of the kind in this part of the country, and is the greatest treatment known to science to promote growth of hair, to eradicate dandruff, stop falling hair, for all facial troubles, such as black heads and pimples, and is an excellent treatment for the complexion.

We have put in a stock of Marinello goods. Lettuce Cream is fine for cleansing, Tissue Cream for building up tissues, Whitening Cream for the complexion, Tar Tonic for dandruff, Follicle Lotion and Scalp Pomade for dry and itching scalp. In connection with these treatments we use the red and blue light system. Blue light for the scalp, the red light for the face. These treatments are for both men and women. We are now prepared to give the very best and latest treatment for the face and scalp that can be given anywhere. Ladies need have no fear coming to our beauty parlor at any time, for we assure you that no business house in Plainview is more particular than we are.

We have an up-to-date news stand. Handle about 80 different kinds of magazines, including the Curtis publications. We take subscriptions or renewals, and offer special club rates. We handle Dallas Morning News, The Evening Journal, Ft. Worth Star-Telegram, The Sunday Denver Post and Sunday St. Louis Post-Dispatch. Take subscriptions to the Dallas Semi-Weekly Farm News.

Mr. Hammons has charge of the tailor shop. He is a first-class workman. His cleaning, pressing and alteration can't be excelled. Years of experience in cities and large shops qualify him for his work. We guarantee every piece of work. We have the two lines of made-to-fit tailored clothes of Lamm & Co. and Rose & Co.

**ELK BARBER SHOP**  
PEACE & DENDY, Proprietors

# SOCIETY

Telephone Number 72

## ANNOUNCEMENTS.

The Bridge Club meets Tuesday afternoon at three o'clock with Mrs. R. W. Otto, 303 Eureka Street.

Mesdames James Pickett, H. A. Wofford, C. D. Wofford and E. B. Miller will be hostesses at a reception Tuesday afternoon from three to six, at the home of Mrs. Pickett, 806 Restriction Street.

The Baylor Club will meet with Mrs. L. W. Dalton Tuesday evening at 7:15 o'clock.

## NEEDLECRAFT CLUB.

The Needlecraft Club met in pleasant social session Friday afternoon with Mrs. James Tucker, in Highland Addition. The rooms were bright with chrysanthemums and roses, white and yellow being used in the dining room. Sandwiches, coffee and cake were served.

The next meeting will be with Mrs. Wayne Wright.

## MRS. J. W. WILLIS HOSTESS TO 44 MEMBERS LADIES' AID.

### Officers for Baptist Organization for Ensuing Year Elected.

Forty-four members of the Ladies' Aid and Missionary Society of the Baptist Church met at the home of Mrs. J. W. Willis last Monday, in their regular missionary meeting.

The subject for discussion was "The Foreign Mission Survey." Mrs. R. F. Ivey was leader of the program. Interesting papers and talks were given by Mesdames Knupp, Dorsett, Tandy, Waller, Lipscomb, McIntyre, Wilson and Hutchings and Miss Marrs.

This was the time for the annual election of officers, and the following ladies were elected to serve for the ensuing year: Mrs. R. F. Ivey, president; Mrs. G. W. Graves, first vice president; Mrs. D. L. Hammer, second vice president; Mrs. J. M. Malone, secretary; Mrs. A. Van Howeling, treasurer; Mrs. I. N. Brooks, chairman personal service; Mrs. O. L. Halley, teacher of Bible; Mrs. W. A. Donaldson, assistant; Mrs. R. B. Longmire, teacher of Mission Study Class; Mrs. T. D. Lipscomb, assistant; Mrs. A. C. Hatchell, organist; Mrs. Clint Shepard, assistant; Mrs. T. W. Sawyer, reporter.

Mesdames Halley, Brooks, McIntyre, Hall, Wayland, Ivey, Knupp and Holland were elected messengers to the State meeting of the B. W. M. W., which convenes at Austin November 17th.

Circle B, as hostess, served coffee and cake, while the ladies enjoyed a delightful social hour.

REPORTER.

## TRAVEL STUDY CLUB TO BE REPRESENTED AT BROWNWOOD.

### Receive Fine Map of England, Country About Which Club Is Studying.

The Travel Study Club met Friday for the continued study of England, with Mrs. J. W. Pipkin in the chair and Mrs. E. F. Sansom as leader.

During the business session, Mrs. J. W. Longstreth was elected to represent the club at the meeting of the State Federation at Brownwood, November 9-12.

The club has just received a fine map of England, and the members hope to derive much benefit from its use.

During the study hour, Miss Mayhugh gave an instructive talk on Northumbria, the land of ballads and minstrelsy, tracing its history from earliest times down to the reign of King Alfred.

Mrs. E. F. Sansom gave a fifteen-minute lecture on the great Northumbria epic, "Beowulf," dealing with the plot, the significance of the epic, and the metrical form.

There was a general discussion of the monks of Columba Ceadda, and Cuthbert, and the poets Caedmon and Cynewulf; also of Baeda, "The Father of English Learning."

REPORTER.

## THE "AS YOU LIKE IT" CLUB WITH MRS. H. C. MCINTYRE.

In the absence of Mrs. J. F. Garrison from the city, the "As You Like It" Club met Friday afternoon with Mrs. H. C. McIntyre, 313 Prairie Street.

An entertaining meeting was enjoyed by those in attendance, but because of the absence of several members the program was incomplete.

The club will meet again November twelfth.

## B. F. CLUB MEETS WITH MRS. F. W. VANDERPOOL.

The B. F. Club met Tuesday afternoon with Mrs. F. W. Vanderpool. The regular election of officers took place at this time, resulting in the election of Mrs. E. L. Kerr, president; Mrs. H. H. Rodgers, vice president; Mrs. J. E. Winslow, secretary. Mrs. John F. Sander was elected as a member.

During the social hour, dainty needlework occupied the time until the serving of a salad course.

The next meeting will be with Mrs. Jack Galaway, November 9.

## MRS. FRANK JONES HOSTESS FOR CIRCLE NUMBER TWO.

The regular monthly meeting of Circle No. 2 of the Woman's Missionary Society of the Methodist Church met yesterday afternoon with Mrs. Frank Jones, on Eureka Street.

The Hallowe'en spirit pervaded the occasion in refreshments and decorations.

Mrs. Thomas Gibbs, chairman of Circle No. 2, presided. After a Scripture reading, some of the guests present gave piano selections.

Mrs. Jones, assisted by little Misses Blanche Bone and Minnie Webb, dressed in Hallowe'en costumes, served delightful refreshments, consisting of pumpkin pie, cake and coffee, to the sixteen ladies present.

## SHOWER FOR MRS. LALLA DAVIS.

She Will Leave Soon for Her New Home, in Amarillo.

Mrs. Lalla Davis, who leaves next week for her new home, at Amarillo, was honored Wednesday afternoon with a handkerchief shower by some of her intimate friends. The event took place at the home of Mrs. E. L. Kerr, 201 Walnut Street.

Mrs. Davis, who had been invited to spend the afternoon with the hostess, was surprised at the incoming of her friends and still more surprised when invited into the dining room, "where a little feast had been prepared." The feast proved to be a shower of beautiful handkerchiefs. Each one present brought not just one, but several, and those who could not come sent their contributions.

Miss Lillie Ellerd gave a reading, which added much to the pleasure of the afternoon.

Later a dainty salad course was served to the following: Mesdames Lalla Davis, O. B. Jackson, L. A. Kerr, J. F. Sander, B. L. Spencer, M. A. Rook, W. A. Nash, E. A. Rogers, H. H. Rodgers, John Winslow, West, Mary Anderson and E. L. Kerr, and Misses Lou Sander and Lillie Ellerd.

Mrs. W. Y. Buchanan, who has been spending the week with her sister, Mrs. R. G. Harp, returned Wednesday to the Callahan ranch.

## ARTISTS PLEASE IN RECITAL AT PRESBYTERIAN CHURCH.

Entertainment Was Financial Success, Too, Nearly Fifty Dollars Being Realized.

Beginning with the piano and vocal solos of Misses Scudder and Wheeler, both of which were received favorably by the audience, the Fine Arts Recital at the Presbyterian Church last night, under the auspices of the Ladies' Aid Society of that church, was a success.

The selection from "Miss Minerva and William Green Hill," by Miss Lena Williams, a popular local artist, was a strong delineation of negro character and the mischievous pranks of the average boy. Nor was Miss Williams' encore less appealing, being the beautiful tribute of Dr. Henry Van Dyke to America, the land "where the sky is full of sunshine and the flag is full of stars."

A beautiful and popular duet by Miss Buchheimer and Ernest Fowler was followed by a violin number by Miss Wolters, of Wayland Baptist College.

"Woman's Mission," by Mrs. Hattie Quisenberry, was a strong appeal to the feminine side of woman's nature. The speaker, in well chosen and beautiful language, stated that the making of a home and domestic life, with all its responsibilities, was truly "Woman's Mission." At the same time, Mrs. Quisenberry, by her strong intellectual ability and charming personality, demonstrated the fact that woman is capable of entering any field side by side with man.

The quartettes by Misses Buchheimer and Wade and Messrs. Smith and Todd, in the first, and Messrs. Todd and Fowler, in the second, were heartily enjoyed by the appreciative audience.

Many present last night recalled the old-time reading "How Ruby Played" when Miss Nell Sansom took her place at the piano. The instrument talked, sang, thundered and whispered under her skillful touch. Her execution not only recalled the great composer himself, but the number was one of his noted compositions, the "Staccato Etude."

Miss Duggan, of Seth Ward, captivated her auditors not only by her splendid rendition of "Behind the Palms," but by her ingenuous manner and charming personality. She showed ability in her chosen line all the more by her girlish enthusiasm.

A vocal solo by Miss Buchheimer was another triumph for this Plainview songstress.

The accompaniments by Miss Jeter, of Wayland College, were an attractive feature of the program.

The floral decorations, arranged by the ladies in charge, formed a beautiful environment for those who took part in the program.

### Was Financial Success.

Forty-seven dollars was added to the treasury of the church by reason of the recital.

### HONORING MISS LILLEY.

Mrs. J. W. Willis entertained a few friends Wednesday afternoon honoring Miss Eleanor Lilley, of Colorado Springs, Colo., who has been the guest of her sister, Mrs. R. E. Meyers.

Late autumn flowers contributed their brilliancy for the event.

A contest, and readings by Miss Lilley and Miss Lena Williams, and music by Marguerite Willis, the daughter of the home, furnished entertainment for a pleasant afternoon. An elaborate salad course was served.

The guest list included the honor guest and Misses Lena Williams, Marie Gidney and Ethel Williams, and Mesdames R. E. Meyers, Chas. McCormack, J. M. Malone, J. R. DeLay, George Hutchings, L. G. Wilson, B. O. Sanford, Grady Pipkin, A. M. McMillan and F. W. Clinkscales.

### PRESBYTERIAN LADIES' AID.

The Ladies' Aid of the Presbyterian Church met in social meeting Monday afternoon with the president, Mrs. W. E. Risser.

Refreshments were served and \$10 collected for the treasury of the Aid.

Rev. O. L. Halley went to Canyon Wednesday on business.

C. A. Malone and family, accompanied by Beal Pumphrey, visited Crosbyton and other points south this week.

Miss Willie Young has returned from a visit to the Dallas Fair and to relatives at Denison.

Miss Eleanor Lilley, of Colorado Springs, Colo., who has been the guest of her sister, Mrs. R. E. Meyers, leaves today to spend the winter on the Atlantic coast.

Hon. L. C. Penry returned Wednesday from Floydada.

Miss Jessie Beal, bookkeeper and collector for the Southwestern Telephone Company, has been transferred to Sweetwater for several weeks.

Mrs. H. M. Nashburn, who has been visiting her brother, Rev. A. W. Saffle and family, left Wednesday for her home, at Merkel.

# TEN CENTS SAVED ON DOLLAR EVERY

In accordance with our policy of giving the best value for the lowest price the quality of the merchandise will permit, we take pleasure in announcing to our many friends and customers that beginning Monday, November 8, 1915,

## All Sales Will be Made for Cash

By doing away with the expense of a bookkeeper and collector, and the percentage of loss occasioned by failure to collect some accounts, we will be able to turn this loss and expense to the benefit of our customers in closer prices.

## But we offer you an additional saving on purchases

With every article bought you will receive a Cash Register Ticket showing the exact amount of the sale. Save these tickets until you have ten dollars worth and we will redeem them with one dollar's worth of merchandise of your own selection which means a saving to you of ten cents on every dollar spent with us.

We will appreciate your cooperation in this move for greater efficiency.

# DUNCAN'S PHARMACY

"The Store Where You Feel at Home"

## Wool Shirts and Sweater Bargains

# HAMNER'S DRY GOODS STORE

Offers special prices on men's wool shirts, girls' and men's sweaters and many other seasonable goods. Read our advertisements. We advertise our goods and we have what we advertise.

\$1.50 Misses' Red Wool Sweaters, sizes 30, 32 and 34 only ..... 98c

\$2.00 Men's White Wool Jersey Sweaters special price. .... 98c

\$1.50 and \$2.00 Wool Shirts, assorted sizes and colors. Only 3 dozen this lot at ..... 98c

\$1.25 Bed Blankets in tan color only ..... 98c

See our complete line of Blankets, upto \$7.00. Extra special at \$2.00 per pair.

### Underwear

Specially priced for 10 days only

One lot Misses' Vests 2 to 9 sizes, regular 25c and 35c garments, only. 19c

25c Reuben Vests in cotton ..... 19c

50c Reuben Vests in wools ..... 38c

Boys 25c and 35c Undershirts. This lot only, each. 19c

### Miscellaneous Specials

Fancy Oil Cloth 15c

White Oil Cloth ..... 17 1-2c

25c Talcum ..... 15c

Cotton Batts only ..... 45c

12 1-2c Red seal Gingham ..... 9c

12 1-2c cotton flannel ..... 10c

2,000 yards more of that 10c outing at only 8 1-3c yard

We have just received complete line of the Everwear Hosiery. None better made. Come in and get our prices.

# HAMNER'S DRY GOODS STORE

"Sells it for Less"

One Door West Winfield's Furniture Store

## Active, Red-Blooded Boys

Get their clothes at

# REINKEN'S

because here they are given

Stylish Patterns

Durable Fabrics

Best

Workmanship

Big variety of Knickerbocker pants for your selection.

# REINKEN'S

Clothing and Shoe Store

"We Do as We Advertise"

**CONSERVATIVE ENGLAND AWAKENS TO VALUE OF ADS.**

Concrete evidence of the value of advertising, and the fortunes made through publicity, has been shown, directly and indirectly, so often that plays, books and short stories on the subject are common in the United States.

The growth of two-by-four shacks to acres of factories, as in the case of "Postum," to great fortunes and honors, as in the cases of Douglass and Heinz, all products of judicious advertising, are known of every student of advertising.

There is hardly a newspaper publisher in the country that cannot tell a story of the time when the biggest concern in the city did business in a stuffy store, and often asked an extension of time for the payment of advertising bills.

Only a few nerveless and spineless enemies will not acknowledge that advertising is as important as rent, or a few that should wear wreaths, as their brains are dead. Eventually, however, this type are advertised—by the sheriff. Then they get back to the trenches and wait for the whistle.

All this is pretty well understood in this country, but to have conservative England, where advertising has been almost considered unethical, come forward and unconsciously acknowledge its wonderful worth is really interesting.

The wonderful campaign for recruits via the printer's-ink route is well known, and has put the seal of approval of the English Government on newspaper advertising.

Even greater than this recent testimonial is a series of really inspiring contributions by eminent business men of England on business success.

The list of contributors looks like an English advertising directory.

With few exceptions, the great fortunes of the aggressive gentlemen were hewn from the logs of business with a keen advertising adz—a figure for keen ads.

What some of these men say, and they stand at the head of their respective lines, should do more for the wonderful advertising revival in England, that has been so generally prophesied at the conclusion of the existing trouble, than any one thing that has happened in some time.

The successful men who give such fine advice in the work under discussion believed in the expression of the late Hon. W. E. Gladstone:

"Nothing except the mint could make money without advertising."

And they have proved their point with wealth and titles.

**CITATION BY PUBLICATION.**

THE STATE OF TEXAS.  
To the Sheriff or any Constable of Hale County—GREETING:

YOU ARE HEREBY COMMANDED, That you summon, by making Publication of this Citation in some newspaper published in the County of Hale, if there be a newspaper published therein, but if not, then in any newspaper published in the 64th Judicial District; but if there be no newspaper published in said judicial district, then in a newspaper published in the nearest district to said 64th Judicial District, for four weeks previous to the return day hereof, Theodore Davis, whose residence is unknown, to be and appear before the Honorable District Court, at the next regular term thereof, to be holden in the County of Hale, at the Court House thereof, in Plainview, Texas, on the 10th day of January, A. D. 1916, then and there to answer a Petition filed in said Court, on the 18th A. D. 1916, then and there to answer a bared on the docket of said Court No. 1041, wherein Cora E. Davis is plaintiff and Theodore Davis is defendant. The nature of the plaintiff's demand being as follows, to-wit: Suit for divorce and custody of their minor daughter, Valeria Davis. Alleging abandonment for more than three years before filing of this suit with intention of not returning and without cause; and alleging that she is a bona fide inhabitant and resident of Texas and of Hale County, and has been such for more than a year prior to the filing of this suit; and alleging her ability to take care of the child.

HEREIN FAIL NOT, And have you before said Court, on the said first day of the next term thereof, this Writ, with your endorsement thereon, showing how you have executed the same.

Given under my hand and seal of said Court, at office, in Plainview, Texas, this, the 22nd day of October, A. D. 1915. B. H. TOWERY,  
(SEAL) Clerk District Court.  
Fri. 4t. Hale County, Texas.

**RUNNINGWATER.**

RUNNINGWATER, Texas, Oct. 28.—The Runningwater school boys have organized a ball team.

Parilee Hughes stayed all night with Grace Gibson last night.

Miss Dona Knight and Basil Fruin were quietly married, at the home of the bride, Saturday morning. They

took a wedding tour to Hooker, Okla. Miss Lizzie Meyer spent Saturday and Sunday with Laura Hinkel, near Kress.

R. M. Hester and W. M. Harold visited C. F. Knight and family Wednesday night.

Gladys Knight was shopping in Plainview Saturday.

**PRAIRIE AVENUE.**

PRAIRIE AVENUE, Texas, Oct. 26.—Chas. Barrett is the new secretary and manager of telephone line No. 9016.

Sam Nations, Jr., returned Sunday from North Dakota. He has been working there all summer in the harvest fields.

There will be a pie supper and a play at Providence Saturday night.

Mrs. Joe Barrett visited her son and family last week.

Most everybody from here was in Plainview Saturday.

Everybody is busy in the fields nowadays.

Mr. Griffith was here Tuesday. Joyce Ooley is on the sick list.

Mr. and Mrs. Chas. Barrett visited at Floydada Sunday.

Mrs. Thomas, of Floydada, is visiting her daughter, Mrs. Chas. Barrett, this week.

**LIBERTY.**

LIBERTY, Texas, Oct. 27.—Everybody come to Sunday School Sunday morning promptly at 10 o'clock.

The Hale County Singing Convention will meet at this place Sunday, October 31. Everybody come and bring a well filled basket.

The singing at the Lemaster home Sunday evening was well attended.

Miss Helen Groff spent Saturday night and Sunday the guest of friends in Plainview.

Rev. S. J. Upton, of Plainview, delivered a splendid message at this place Sunday afternoon.

Liberty school is progressing nicely. There are three new pupils, Bertin Houston, Irene Horton and Myrtle Shallabarger.

Miss Minnie Lemaster was the guest of Eileen Groff over Saturday night and Sunday.

The young people enjoyed a party at the Gundrum home Friday evening.

Some of our people are attending the revival at the mission this week.

A number of our people was in Plainview Saturday.

Professor Payne was a caller in Crosbyton the latter part of the week.

**Liberty Club.**

After the business meeting, the hostess, assisted by her daughter, Miss Hazel, of Plainview, served a delicious two-course luncheon.

Mrs. J. E. Flamm and daughter, Mrs. J. W. Richards, entertained the Liberty Social Club last Thursday afternoon.

The club will next meet with Mrs. J. J. Groff and daughters, on November 4th.

Manuscript Covers at THE HERALD. —Adv. 4t

**HALFWAY.**

HALFWAY, Texas, Oct. 25.—The farmers are progressing nicely in gathering their bountiful crops of milo and kaffir and in planting a large crop of wheat.

W. A. Miller is grazing a nice bunch of sheep on maize and oats, getting them ready for the spring market.

We are proud to note the prosperous condition of our neighborhood. Sam Howard has recently purchased a new automobile, and Bud Cornelius has made his family happy by the purchase of a new piano.

G. J. Miller and wife, of Runningwater, were in our midst recently prospecting and visiting their son.

Slim McMan has bought a new automobile. He will move back to his farm soon.

Many from our community attended the box supper at West Side Saturday evening. It was a very pleasant affair.

Miss Allie Hooper returned home from Amarillo Monday, and is doing nicely, which we are glad to hear.

The school at this place has organized a literary society, with Miss Al-mira McComas as president, Miss Mavis Smith as vice president, and Bryan Dye as secretary. The society will meet every third Friday afternoon and render a program.

Miss Mell and Edna Stewart gave a birthday party last Saturday night. All reported a good time.

Bain Nell made a pleasant trip to town Saturday.

Mrs. A. D. Hooper and little son, A. D., Jr., of Mayfield, spent Thursday with her sister-in-law, Mrs. R. L. Hooper.

Mrs. Willie West, of Hale Center, visited Mrs. J. W. Dye Monday.

R. L. Hooper went to Plainview on business Tuesday.

Harry Huguley has bought a new buggy.

Clabe Dye and Miss Lena Kaiser spent Sunday evening at the home of Miss Sadie Miller. The time was spent in music and singing.

Brother Bagwell, the Baptist preacher of this place, preached Sunday. There were three conversions. The

preacher baptized these converts during the afternoon.

D. H. Spence had business in the city Thursday.

Mrs. E. A. Gilbert was quite sick last week, but is getting along all right at present.

I. J. Helm and family spent Saturday in Plainview. They report a good time. Miss Lois Foley, of West Side, spent most of last week with her sister, Mrs. Jim Helm, of our community.

**FARM AND RANCH LOANS  
-:- R. A. UNDERWOOD -:-**

**EXCURSION TO DALLAS**

—ACCOUNT—

**TEXAS STATE FAIR**



October 16th to 31st, inclusive

Tickets on sale daily until Oct. 30th, limit Nov. 2nd.

Round Trip **\$13.25**

For further information call on or phone 224.

**JOHN LUCAS, Agent**

**FOOTBALL  
SATURDAY, OCT. 30th**

**PLAINVIEW HIGH SCHOOL**

VS.

**SILVERTON HIGH SCHOOL**

At 2:30 p. m.

**SETH WARD**

VS.

**Amarillo Military Academy**

At 4 p. m.

**EAST SIDE GROUNDS**

**BOTH GAMES FOR 35c**

**Holiday Season Goods**

**Fresh Arrived at Vickery-Hancock's**

Candied Cherries.

Glaced Pineapple.

Lemon Peel.

Orange Peel.

Fancy Seeded Raisins.

Imported Currants.

Fancy Citron.

New English Walnuts.

Filberts.

Pecans.

Almonds.

Celebrated Maxwell House Coffee.

Swans Down Cake Flour.

New Mackrel and Cod-fish.

Rolled Herring and Anchovies.

Fresh Oysters all the time.

**VICKERY-HANCOCK  
GROCERY COMPANY**

Phone 17

**The New Auto is Here  
The Change in  
Service Begun**

Have you seen it? It means quicker, more efficient and cleaner service to the man or woman who uses

**THE  
WALLER TAILORING CO.  
WAY**

Next Monday comes the profit sharing plan. You pay cash but you pay less. We have reduced the cost to you by reducing the cost to us. When we decided to "cut out" book-keeping and collections we also decided to give you the benefit of the lessened cost. This change also enables us to give closer personal attention to the class of work we do. You benefit two ways.

We have promised ourselves and we promise you that whenever it is possible we will still further improve

**THE  
Waller Tailoring Co.  
WAY**

Tailors Dry Cleaners  
Phone 188

**We Pay Return Charges  
on All Parcel Post  
Packages**

FIVE THEATRE TICKETS GIVEN TO THE FIRST FIVE PHONING MISPELLED WORD IN THE WANT ADS.

THE EVENING HERALD'S LIVE WANT AD PAGE TELEPHONE NO. 72

BRYANT CANDY PACKAGE FREE TO EVERY CHILD WHO BRINGS TO THE HERALD PAID WANT AD AMOUNTING TO 25 CENTS OR MORE.

We are in the market for Dry and Green Hides in any quantity. RUCK-PRODUCE COMPANY. -Adv. 1f.

Eat Sandwiches and drink Coffee at the KASH KANDY KITCHEN. 1f.

FOUND.

Black silk parasol. Owner can secure same by calling at The Herald office. 1f.

OUR FLOURS cost you just a little less and are just a little better than other brands. HARVEST QUEEN MILLS. -Adv. 1f.

New shipment of Dried Fruits of all kinds and a fine lot of Fresh Apples at L. J. WARREN GROCERY CO. Phone 233. 2t.

HALLOWE'EN NOVELTIES.

Halloween silhouettes, cats, witches, owls made of black paper, gummed for sticking. Lunch sets-napkins, lunch plates, crepe paper table cover, appropriate for the season. HERALD PUBLISHING CO. Phone 72.

FOR SALE-Fifty head pure-bred Duroc Jersey Hogs, about half gilts, and three Jersey cows, fresh soon. Inquire Herald office. 4t-pd.

FOR SALE-A good second-hand windmill. Apply to POLK F. BRYAN. 4t.

Get your Sandwich Lunch at the KASH KANDY KITCHEN. 1f.

Schotten's Coffee, one of the best brands ever offered in Plainview, sold exclusively at WARREN'S. A school bag free with every three-pound can. Phone 233. 2t.

FOUND-A Palm Beach ladies' Norfolk coat. Owner can have same by applying at The Herald office and paying for this ad. 1f.

Don't forget that on November 6th A. K. HAWKES COMPANY'S expert optician will test eyes and fit glasses at the store of DUNCAN'S PHARMACY. Be sure to take advantage of this exceptional opportunity. 2t.

TO TRADE-160-acre farm, well improved, for nice home in Plainview. EUELL WRIGHT, at Winfield's Store. 1f.

FOR SALE-Surrey which cost \$185, used very little, for sale cheap. C. W. SEWELL. 2t.

Highest quality or medium quality Second Sheets at THE HERALD OFFICE. We deliver them to you in a hurry. Phone 72. -Adv. 1f.

At the store of Duncan's Pharmacy, on November 6th, A. K. HAWKES COMPANY'S expert optician will test eyes and fit glasses. Take advantage of this splendid opportunity for obtaining the best optical service procurable at reasonable prices. 2t.

We are in the market for Dry and Green Hides. Highest prices. ALLEN & BONNER, Coal and Grain Dealers. -Adv. 1f.

We have some fine stationery we want to initial for you. Something distinctly new. Initials in any color. THE HERALD. -Adv. 1f.

FOR SALE OR TRADE-A five-passenger car, in good condition. Will sell or trade for grain or stock. For further information apply to E. N. EGGE. 4t.

FOR SALE-Two desirable N. E. corner residence lots on Restriction Street, unimproved, at a bargain. For price, etc., address OTUS REEVES REALTY CO., Plainview, Texas. 1f.

LOST, STRAYED OR STOLEN-One gray-and-white kitten. Finder please return to MRS. HATTIE QUIS-ENBERRY, at Carter-Houston's, for reward. 1t.

Your Visiting Card reflects your personality. Are yours truthful? Ask THE HERALD for printed and engraved samples. -Adv. 1f.

VICKERY says he has New Mackerel, Imported Cod Fish, Fresh Oysters and Kalamazoo Celery. 1f.

100 HEAD OF SHOATS for sale by R. B. C. HOWELL. 2t-pd.

A big shipment of Pickles has just reached us. There are Sweet and Sour Pickles and Olives in bottles and bulk. L. J. WARREN GROCERY CO. Phone 233. 2t.

Call 72 for Typewriter Paper.

NOTICE-STEER CALVES.

If you want any number of good grade Hereford steer calves, write ELLIS RICHARDSON, Holloway, New Mexico. 4t.

FOR SALE-320 acres of good land near Plainview, in the Shallow Water Belt. MARTHA DAVIS, Wabash, Ind. Route 6, Box 139. 4t.

Styles change in Visiting Cards. Are yours of the approved size and letter? Our Engraved Cards come from the best copper plate engravers. Call 72. -Adv. 1f.

ATTENTION. These hot drinks are now ready at the KASH KANDY KITCHEN. 1f.

Kalamazoo Celery, New Mackerel, Imported Codfish, Fresh Oysters, at VICKERY-HANCOCK GROCERY CO. Phone 17. 1f.

We are in the market for Dry and Green Hides. Highest prices. ALLEN & BONNER, Coal and Grain Dealers. -Adv. 1f.

These cool mornings and evenings make New Mackerel, Imported Codfish and Fresh Oysters sound mighty good. VICKERY - HANCOCK have them. Phone 17. 1f.

WANTED-To trade Overland auto for feed or live stock. Address BOX 575, Plainview, Texas. Nov. 15

FOR SALE.

60 acres in alfalfa (good); 35 acres in commercial orchard in full bearing;

70 acres locust firewood and post a-plenty;

75 acres for cultivation; 80 acres fine grass.

All inclosed in hog wire; cross fenced. Nice cottage, good barn, meat house, chicken house, 300 quail (no shooting or trapping), 4 acres fine turpines; chickens left on premises. Possession at once. Nine miles to railroad. Shop and full equipment tools and machinery. No correspondence-come and see. Fine school building in 400 yards of place. \$1,000.00 CASH; until January 1st, 1917. JNO. ESTES, Nov. 22. Kress, Texas.

All of the Fresh Breakfast Foods for the full breakfast menus at VICKERY'S. Phone 17. 1f.

Get Tungsten Lamps with a guarantee from BELLIS & FRANCISCO. Phone 492. 1f.

PLOWING CONTRACTOR. If you have any plowing you want done-sod or old land-see or write J. E. SIMPSON, Lockney, Texas. The job will be appreciated. Nov. 1.

Get the habit of getting it at VICKERY'S. If it's to eat, we have it. Phone 17. 1f.

Some 3-year-old mules. Some work and brood mares. Some good feeder lambs. Some breeding and feeding ewes. For sale, cash or credit. SANSOM & SON. Office, Ansley Building. 4t.

BOARD AND ROOM at WESCOAT HOUSE, 304 White St. Nov. 8-pd.

FOR SALE-Two hundred acres of alfalfa pasture. Sub-irrigated. Plenty of water. Address BOX 575, Plainview, Nov. 15.

FOR SALE-One of the best east-front residence lots in Plainview. Also cheap town lots-NO CASH, NO INTEREST, NO TAXES. One or two good farms for sale at right price. Wish to list a few close-in land bargains. HESS & WILKS, OFFICE OVER OLYMPIC THEATER. Jan. 4-pd

Oysters, Fish, Pickles, Fruits and Fall Vegetables you will always find at VICKERY'S if they are to be gotten. Phone 17. 1f.

New Kraut at L. J. WARREN GROCERY CO. 2t.

See BELLIS & FRANCISCO about Plumbing and Wiring. Phone 492. 1f.

For Plain and Fancy Sewing see MISS ANNA BROWN, 311 Adams St. Phone 137. Satisfaction guaranteed. 4t.

FOR RENT-Three large unfurnished rooms with bath and lights. Well located. Phone 438 or 76. 1f.

TO EXCHANGE.

Six-acre tract with 8-room house, good barn, well and windmill; water piped into the house from elevated tank; all kinds of fruit, irrigation plant with engine; all fenced; just outside corporation limits on north-west. Will exchange for good property closer in or cheap land. Also have some other good propositions for exchange. E. E. WINN REALTY CO., Ford Building. 3t.

Call 72 for Manuscript Covers.

It's time to buy fall Groceries. We have a complete line of Pickles, Oysters, New Walnuts, Breakfast Fish, and all of the usual line of staples. VICKERY - HANCOCK GROCERY CO. Phone 17. 1f.

You are invited to come to the PLAINVIEW NURSERY and see the stock of Home-Grown Trees that we have to offer you, which will be sure to give you success if you plant them. We will trade Nursery Stock for real estate, good notes, live stock, peach seed, or second-hand sacks. We also have two good full-blood Red Poll bull calves for sale. PLAINVIEW NURSERY. 8t-pd.

Typewriter Paper at The Herald.

FOR SALE-50 to about 200 head high-grade to full-blood cows, calves and registered bulls. For particulars address BOX 66, Plainview, or phone 273. 1f.

PUFFBALLS AS FOOD.

A correspondent for an English agricultural paper has the following to say regarding puffballs as food:

"Just at this time the giant puffball (Lycoperdon giganteum) is at its prime, and offers many excellent and inexpensive meals to country dwellers, but it is seldom indeed that its merits are appreciated. As I write, the fragments of a splendid puffball that might have provided a free meal for a family lie on the road outside, where some one has trampled it under as 'rank p'isin.' This fungus, if picked when it is young and white-fleshed, is perfectly wholesome, and, if cut into slices and fried, it makes a delicious and satisfying dish. Care, however, must be taken not to eat it when the flesh shows a yellow tinge."

Do you read The Plainview Evening Herald's want ad column? The buyers and sellers of the South Plains meet on this page twice each week. -Adv. 1f.

"Nothing Shallow but the Water."

TRY IT! SUBSTITUTE FOR NASTY CALOMEL

tarts Your Liver Without Making You Sick and Can Not Sallivate.

Every druggist in town-your druggist and everybody's druggist-has noticed a great falling off in the sale of calomel. They all give the same reason. Dodson's Liver Tone is taking its place.

"Calomel is dangerous and people know it, while Dodson's Liver Tone is perfectly safe and gives better results," said a prominent local druggist. Dodson's Liver Tone is personally 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 constipation, you have only to ask for your money back.

Dodson's Liver Tone is a pleasant-tasting, purely vegetable remedy, than nasty calomel and without making you sick, you just go back and get your money.

If you take calomel today you'll be sick and nauseated tomorrow; besides, it may sllivate you, while if you take Dodson's Liver Tone you will wake up feeling great, full of ambition and ready for work or play. It's harmless, pleasant and safe to give to children; they like it. -Adv.

The Quinine That Does Not Affect The Head Because of its tonic and laxative effect. LAXATIVE BROMO QUININE is better than ordinary Quinine and does not cause nervousness nor ringing in head. Remember the full name and look for the signature of E. W. GROVE. 25c.

DR. S. C. ROSS, D. V. M., Veterinary Surgeon and Obstetrician. Graduated Kansas City Veterinary College April 8, 1915. Calls Answered Day or Night. Lockney, Texas.

DRS. SMITH & SMITH Will be at Dr. Owens' Office in Plainview every Tuesday. Specialists in the Treatment of PILES, FISSURES, and all RECTAL DISEASES. No cutting, tying and cauterizing. Treatment safe and sure. No detention from business or pleasure.

DR. MINNIE B. HARMON, Osteopathic Physician. Office of Dr. N. B. Mayhugh, Grant Building. Phone 538.

DR. E. O. NICHOLS, Specialist in Diseases of the EYE, EAR, NOSE, and THROAT. Office in The New Donohoo Building, First Door South of Olympic Theatre-Upstairs. Telephone 58.

Automobile Owners IF A GALLON OF 100 per cent Pure Pennsylvania AMALIE 1-2-3 Non Carbon Cylinder Oil Lasts approximately twice as long as Asphalt Base Motor Cylinder Oil, which is the cheapest in the long-run? SONNEBORN BROS. DALLAS

To Drive Out Malaria And Build Up The System Take The Old Standard GROVE'S TASTELESS chill TONIC. You know what you are taking, as the formula is printed on every label, showing it is Quinine and Iron in a tasteless form. The Quinine drives out malaria, the Iron builds up the system. 50 cents

GEO. ALLEN The House Reliable Oldest and Largest PIANO and MUSIC HOUSE in Western Texas. Latest Sheet Music. MUSIC TEACHER'S Supplies, etc., etc. Catalogue and BOOKS OF OLD TIME MUSIC FREE for the asking. Established 1890. SAN ANGELO

Deafness Cannot Be Cured by local applications, as they cannot reach the diseased portion of the ear. There is only one way to cure deafness, and that is by constitutional remedies. Deafness is caused by an inflamed condition of the mucous lining of the Eustachian Tube. When this tube is inflamed you have a rumbling sound or imperfect hearing, and when it is entirely closed, deafness is the result, and unless the inflammation can be taken out and this tube restored to its normal condition, hearing will be destroyed forever; nine cases out of ten are caused by Catarrh, which is nothing but an inflamed condition of the mucous surfaces. We will give One Hundred Dollars for any case of Deafness (caused by catarrh) that cannot be cured by Hall's Catarrh Cure. Send for circulars, free. F. J. CHENEY & CO., Toledo, O. Sold by Druggists, 75c. Take Hall's Family Pills for constipation.

Phone 612 For Special Orders On Roses, Bouquets, etc., Also Fresh Vegetables D. C. Aylesworth

LET US OVERHAUL YOUR CAR We Can Do It Right and Save You Money We Sell the Good Gulf Gasoline and Supreme Auto Oils We Weld All Kinds of Castings for Automobiles and Farm Machinery BUY YOUR AUTO SUPPLIES FROM US. WE APPRECIATE YOUR BUSINESS. No Job Too Large; No Job Too Small. All Work Guaranteed. E. N. EGGE AUTO COMPANY Phone 646

L U M B E R When you buy from us you can depend on receiving the best to be had and at prices that are right. Plainview Lumber Co.

ILLUSTRATORS-DESIGNERS AND ENGRAVERS EXCLUSIVE THE COCKS-CLARK ENGRAVING CO. SACRAL BLOCK. DENVER. ETCHING

STORAGE! Can rent storage space on railroad track by day, week or month. Charges Reasonable. Inquire of F. L. BROWN at R. C. Ware Hardware Co.

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

WANTED Farm Loans-\$500.00 and Up On Hale or Adjoining Counties. 8 to 10 Years Given With Option to Pay Out in 3 Years. No Life Insurance Red Tape About This. Box 687 THOS. P. WHITIS Plainview, Texas Phone 229

For Sale by Owner West half Survey No. 3, Block C-2, on main road from Petersburg to Abernathy, 320 acres, of which 240 are in cultivation, good three-room house, stable, well and windmill, and no better land in Hale County. Price \$6,500. Terms: \$2,000 cash, \$500 December 1, 1917, \$500 December 1, 1919, and \$3,500 December 1, 1922. Deferred payments draw 7 per cent and payable on or before maturity. Can you beat it? Address MRS. O. B. IRIONE, Worthington, Ohio

CALL THE HERALD FOR JOB PRINTING. PHONE 72

Floyd County Land & Abstract Company Lands, Loans and Abstracts C. H. FEATHERSTON FLOYDADA, TEXAS



**\$11.65**

Two Prices  
Only

**A Great Sale of  
Ladies Suits**

**\$18.90**

Two Prices  
Only

Form No. 260.

**THE WESTERN UNION TELEGRAPH COMPANY.**

INCORPORATED  
21,000 OFFICES IN AMERICA. CABLE SERVICE TO ALL THE WORLD.

ROBERT C. CLOWRY, President and General Manager.

Receiver's No.	Time Filed	Check

**SEND** the following message subject to the terms  
on back hereof, which are hereby agreed to.

**Our Reply  
Western Union  
Night Letter**

**H. Black Reply  
Western Union  
Telegram**

Plainview, Oct. 26

H. Black Co.  
Cleveland, Ohio.

Answering--Yes if suits are most wonderful bargains--can use twenty-five suits. Don't send unless suits are latest models. Prefer plain colors, box and belted coats fur trimmed mostly and sizes sixteen to forty well assorted. Reserve privilege of keeping or returning entire lot. If shipped, rush and wire our expense.

Richards Bros.  
& Collier

81 DA K 108 Blue  
Cleveland, Ohio 143 pm 26th-15

Richards Bros. & Collier,  
Plainview, Texas

We have a limited number of Wooltex suits to distribute among our co-operators and customers. Mr. Bernstein recommends you to take on twenty-five assorted of these suits. We are not sending these suits for selection since an assortment of different types of suits and different materials have to go in at this price. Suits consist of Broadcloths, Gaberdines, Poplins, Cheviots and Tweed.....We offer these to you at '---' a most wonderful bargain. Will assist you toward further progress and we surely recommend the acceptance of our offer. Please wire answer to forward.

H. Black Co.  
5-39pm

73 DA B 8  
Cleveland, Ohio,  
426 pm Oct.  
27th, 1915

Richards Bros.  
& Collier,  
Plainview,  
Texas

Shipping twenty-five suits today at special prices.

H. Black  
354pm

**This Unparalleled Suit Sale  
Opens Saturday, October 30th  
NOTHING IN EIGHTEEN YEARS EXPERIENCE EQUALS IT  
The Entire Immense Stock to Select From--Every Suit  
a New Fall and Winter 1915 Style**

You will note from the above how admirably the H. Black Co. makers of WOOLTEX Suits, are co-operating with us in an effort to place Wooltex garments with as many of our customers as possible. To those who may not be familiar with WOOLTEX let us say that we know of no make that is better. Every garment is a high class garment usually selling at from \$27.50 to \$75.00 a suit. Coats may be had for somewhat less.

Every Suit in the Store goes in this Sale at

**\$11.65 or \$18.90**  
JUST TWO PRICES

About Forty-five of these suits are worth \$27.50 to \$39.00. A very few are as low as \$12.50 to \$16.50. Sizes are 12 to 47. A \$20.00 Suit can be had for \$11.65; a \$39.00 Suit for \$18.90.

There are so many suits here that we will be able to please almost any lady and to fit almost any figure.

During this sale we will fit all garments but can do only the slight alterations without additional charges.

No mail orders will be filled at these prices and garments altered or kept out an entire afternoon positively may not be returned.

SPECIAL PRICES ON DRESSES ALSO

**Richards Bros. & Collier**  
WHERE PEOPLE WHO DRESS BEST TRADE

102 North Pacific Street

Plainview, Texas

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