

# THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

VOLUME 26, NUMBER 90

PLAINVIEW, TEXAS, FRIDAY, NOVEMBER 5, 1915

## \$25,000 STOCK COMPANY TO HANDLE COUNTY FAIR

HOLDINGS OF INDIVIDUALS LIMITED TO FIFTY SHARES, IS PLAN AT PRESENT.

## TO BUY PERMANENT GROUNDS

Buying Forty Acres of Land and Erecting Adequate Buildings Part of Program.

A move which has been on foot for two years culminated Tuesday night, when, at a meeting of the temporarily organized Hale County Fair Association, it was decided to form a corporation with a capital stock of \$25,000.

The old board of directors of the Hale County Fair Association, which was purely a voluntary and co-operative association, resigned October 6, and the former president, O. E. White, and J. J. Ellerd, A. G. Hinn and Chas. Reinke were appointed as a committee to select a temporary committee which would look after organizing a stock company to carry on the fair.

On this committee were appointed L. A. Knight, J. H. Slaton, W. W. Underwood, R. C. Ware, E. H. Humphreys, A. E. Harp, P. J. Woodriddle, E. Dowden, J. W. Longstreth, O. M. Unger, J. C. Hooper, E. R. Williams, Chas. A. Malone, Nick Alley, Carl Goodwin, E. T. Coleman, J. M. Waller, E. B. Miller, J. M. Adams, W. E. Winfield, W. A. Nash, Wm. Barrett, Frank Nicket, Bob Matsler, Fred Weyl, Dick Hooper, J. W. Pipkin, E. H. Perry, J. M. Carter, E. F. Hardin, Col. R. P. Smyth, Judge L. S. Kinder, H. C. Randolph, Clint Shepard, J. C. Woolverton, M. D. Henderson, Judge J. E. Lancaster, J. R. DeLay, E. L. Doland, A. B. Martin, Bob Meyers, E. E. Roos, Ben Smith, Chas. Reinke, J. J. Ellerd, A. G. Hinn and C. E. White. Probably other members will be added at a later date.

With a capital stock of \$25,000, it is thought by the promoters that adequate grounds and buildings for a larger and better fair can be secured. The success of the last two annual fairs which the county has held under the auspices of unpaid, volunteer workers, has led the association to believe that a stock company would be profitable. The affairs of the Hale County Fair could be handled more business-like, too.

At present the plan is to limit the holdings of individual members to fifty shares, or \$500. Shares will probably be sold at \$10.

Forty acres of ground, and probably more, in some well located, accessible addition, will be bought by the Association.

## B. T. HATCHELL NOW HAS BUSINESS AT POST CITY.

B. T. Hatchell, formerly a citizen of Plainview, was here this week visiting friends and attending to business matters. Mr. Hatchell and family now live at Post City, where he is keeping a meat market.

## AUTO PARTY RETURNS.

Mr. and Mrs. W. A. Wheelock, who have been the guests of Mr. and Mrs. R. B. Tudor, left yesterday morning in their car for Dodge City, Kansas. They were accompanied home by Miss Eva Wheelock, of Lubbock, who came up yesterday in time to join them here.

## FALLS FROM PLAYHOUSE AND BREAKS HIS ARM.

Yesterday W. F. Garner, Jr., five-year-old son of Mr. and Mrs. W. F. Garner, fell from a playhouse at the home of his aunt, Mrs. Hanley Wasson, three miles northwest of Plainview, and broke his forearm.

## ELROD FUNERAL YESTERDAY.

The funeral services of A. O. Elrod, who shot himself Tuesday, were held yesterday at the Plainview Cemetery, under the auspices of the Plainview and Runningwater Woodmen of the World lodges. Rev. J. H. Bone, of Hale Center, preached the funeral sermon.

The father of the deceased, W. A. Elrod, and a brother, A. C. Elrod, of Hooker, Okla., were here to attend the funeral.

## Y. M. B. L. IS CONSIDERING MATTER OF PAID SECRETARY

Members Discuss Plans at Luncheon at Waller Tailoring Company's.

The Young Men's Business League held a luncheon last night at the Waller Tailoring Company's place of business.

The League is considering the matter of employing a secretary, since the work of that office has become too pressing for any member of the League who is in business or employed. The full time of a competent secretary will be required, and the meeting last night was to discuss ways and means of maintaining an office and a paid secretary, if such action be considered feasible.

## SYNDICATE BRINGS LARGE PARTY TO SEE SOUTH PLAINS.

A party of thirty-five persons arrived Thursday with representatives of the Texas Land and Development Company to see the South Plains country. They came with a view of buying farm homes in this section.

General Manager J. W. Longstreth has been touring the irrigated district east of Plainview with the visitors for the past two days.

## MUNCY CASE CONTINUED.

Judge L. C. Penry, counsel for the defense, stated this morning that the Muncy case has been continued until the third week of the May term of the District Court of Deaf Smith County. Judge Penry has just returned from Hereford.

## RICHARDS BUYS HATCHELL HOME

T. E. Richards has purchased the A. C. Hatchell home, 400 Jones Street, and is occupying it as a residence.

## REV. HARDER SELLS CALVES FROM CROSBY COUNTY RANCH.

Rev. J. M. Harder has sold and delivered a car of Hereford calves from his ranch, in Crosby County. C. B. Harder is manager of this property. It will be remembered that Rev. Harder purchased last spring a bunch of Hereford cows from the Riser herd, at Canyon City, one of the most renowned breeders in this section. The calves sold brought around \$50 a head, it is stated.

## REV. KIKER IS EDITOR OF CONFERENCE MINUTES.

Rev. O. P. Kiker, presiding elder of the Plainview District, has been elected editor of the Conference Journal of the Northwest Texas Conference. He has been editor of this publication for several years.

## PRESBYTERIAN CHURCH WILL HAVE SPECIAL MUSIC SUNDAY.

There will be special music by the choir of the Presbyterian Church Sunday. Miss Buchheimer will sing at the morning service.

## OGG'S PONIES ARE RUNAWAYS.

An exciting runaway occurred Wednesday about noon. The team of A. T. Ogg, drayman, got away and ran down Covington Street to the Santa Fe Railroad, then turned west to Pacific Street and around the public square. The light spring wagon they were hitched to was damaged slightly.

## PACKAGE-DELIVERY MOTOR-CYCLE PUT ON BY DRUGGISTS.

The R. A. Long Drug Company has put on a motor package-delivery car. License number 717 was given the new vehicle by County Clerk B. H. Towery.

## BIRTHS.

Born, November 4, a boy to Mr. and Mrs. James R. DeLay.  
Born, to Mr. and Mrs. Ben H. Bailey, eight miles south of Plainview, November 4, a girl.

## BASKETBALL SERIES WILL NOT BE PLAYED BY GIRLS.

The series of five basketball games between the girls of Seth Ward College and Wayland Baptist College has been called off, according to Professor T. L. Girault.

## HALE COUNTY SENDS BIG EXHIBIT TO WACO FAIR

LARGEST COLLECTION PLAINVIEW COUNTRY HAS EVER SENT TO FOREIGN FAIR.

## PERRY AND HANBY IN CHARGE

Have Reserved Thirty-Five Feet of Space in Which to Show South Plains Products.

The largest display the Plainview country has ever sent to a fair was loaded out yesterday morning for Waco. Under the auspices of the Plainview Chamber of Commerce, an excellent exhibit will be shown at the Cotton Palace, November 6-21.

This morning a large shipment, three boxes, of red kaffir, milo maize and other grains was sent by express. Ten heads of the sorghum grain weighed approximately twenty-five pounds. It was cut on one of the Texas Land & Development Company's demonstration farms.

Sunday and Monday the Hale County booth will be a bower of flowers. M. D. Henderson and Col. R. P. Smyth are out today in cars collecting dahlias, chrysanthemums, asters, nasturtiums, ornamental grasses, etc., which will be sent to decorate the booth for Sunday and Monday.

## Write Your Friends.

It has been suggested that all citizens of the county who have friends or relatives in Southern or Central Texas write post cards to them telling them that Hale County will have a booth at the Cotton Palace, and asking them to see it and to tell their friends who may attend to call.

E. H. Perry and Dr. J. D. Hanby are in charge of the booth for Hale County. Mr. Perry, who has been connected with most of the work of this nature that has been done in this section, stated that with the single exception of Sudan grass, this is the best collection of farm products Hale County has ever sent to foreign expositions.

Both Mr. Perry and Dr. Hanby are experienced in arranging booths. They were eminently successful at the International Soil-Products Exposition at Denver, capturing a total of 104 awards.

## Hale Has 35-Foot Booth.

Hale County has reserved thirty-five

(Continued on Page Eight.)

## "NOT HESSIAN FLY HERE," SAYS STATE ENTOMOLOGIST

Insects Found on Wheat Field Are Not Breaded Insect, but Leaf Hopper.

Hale County farmers, in the main, do not know what a Hessian fly looks like.

C. B. Reaves doesn't, and he is a big wheat grower. Col. R. P. Smyth, secretary of the Chamber of Commerce, doesn't, and he has lived in this section for many years—is one of the pioneer settlers—and has studied the insects of all kinds which have been considered pests.

Several days ago these gentlemen, and The Herald editor, went to Mr. Reaves' big farm to examine a small insect which had appeared in large numbers on some volunteer wheat. After chasing around over the field with hats, a few of them were caught and bottled.

Colonel Smyth wrote the State entomologist, F. B. Paddock, asking what the insect was. In reply, Mr. Paddock states:

"These insects prove to be a leaf hopper, known to entomologists as Cicadula 6 notata Fall. They have occurred in Texas periodically for a good many years. Normally, these insects feed upon grasses which are usually found around grain fields. The winter is usually passed in the adult stage. That is, this insect may be found active on warm days throughout the entire winter. It seems quite probable that the eggs are laid upon the plants in the early spring. These insects do their injury by sucking the juices of the plant. When infesting a grain field, as I understand the case to be in your locality, the measures against this insect are very unsatisfactory. When attacking pasture lands such measures as mowing short, raking and burning are suggested. However, none of these are suitable to grain fields. Also, the fact that this insect appears spasmodically makes it all the more difficult to combat. When the grain is cut these insects undoubtedly fall back upon the grasses in the immediate vicinity of the grain fields. It might be advisable to watch at such times, and if such a condition exists it might be possible to at least destroy the grass in waste places.

"It is quite probable that most of the injury has been done for this fall. If a cold spell should occur shortly the feeding of these insects will be cut short."

## LUBBOCK COUNTY WINS SUIT AGAINST HALE IN NOLAN COUNTY DISTRICT COURT

HALE LOSES TEN THOUSAND ACRES HELD FOR TWENTY-FOUR YEARS, BUT HAS TO REFUND NO TAXES COLLECTED—WILL APPEAL CASE

A jury in the Nolan County District Court gave a decision favoring Lubbock County this afternoon in the case of Lubbock County vs. Hale County. This suit involved possession of ten thousand acres of land which Hale County has held for twenty-four years. Lubbock County asked for the taxes which have been collected from the owners of the land during this time, but the court held against them. In claiming a right to the land, Hale County's defense was the statute of recognition.

A. B. Martin, who, with Judge L. S. Kinder, has been counsel for the defense, returned this morning, and the news of the defeat was sent to him by Judge Kinder, who is still at Sweetwater. The case went to the jury last night about nine o'clock.

Mr. Martin stated this afternoon to a representative of The Herald that the case would be appealed and threshed out in the higher courts.

## AMERICAN TROOPS WON'T HAVE TO CROSS BORDER

RETREAT OF VILLA TEMPORARILY DISPOSES OF QUESTION OF AIDING AMERICANS.

## LEFT 336 DEAD ON FIELD

Officers of U. S. Army Believe Movement Merely a "Nibble" to Test Strength of Garrison.

WASHINGTON, Nov. 3.—The retreat of Villa troops from Agua Prieta has temporarily disposed of the question whether American troops should be authorized to cross the border in protecting lives and property of American citizens. It is pointed out that whenever conditions demanded such a course permission would be received from the de facto government, and that there is ample precedent to warrant such manipulation of troops. American and Mexican troops operated on both sides of the Texas line several years ago, when lawlessness was at its height.

DOUGLAS, Ariz., Nov. 3.—Whether General Francisco Villa intends to press home his attack on Agua Prieta or pass up the border town and play for bigger game, the western coast cities of Guaymas and Mazatlan, which would give him ports for securing much-needed supplies, is a problem that is puzzling both the American Army officers and the Carranza forces in Agua Prieta tonight.

Early today the Villa army began to move away from Agua Prieta toward Naco, and tonight that town reported 500 Villa troops already had reached there. Approximately 4,000 others were reported by train passengers as having been seen along the road leading toward Naco.

## Try to Buy Food.

It is known, too, that Villa agents have been endeavoring to purchase much-needed supplies of flour and corn, and preparations have been made at Naco to take care of those wounded in Monday's fight around Agua Prieta, in which Villa's artillery kept up fire for a brief period, resulting in only slight damage to the city.

On the other hand, General Calles' scouts report that the main body of Villa's army, reinforced during the day by an unknown number of men from the east, is still within a few miles of Agua Prieta. Villa has succeeded in getting near to water supply at Calladones and Anavacachi Pass, and limited food supplies also have reached him. All day long, too, wagon trains loaded with supplies of ammunition have been passing from the east.

## Ready for Action.

Every precaution was made in Agua Prieta today for another attack. General Funston, commanding American forces, also made preparations late today by posting troops at vantage points from immediate contact with the border. Strict orders had been issued to keep residents of Douglas far away from the international line.

Two or three companies of infantry were sent to Naco during the day. This was merely a precautionary measure. The general opinion among American army officers is that Villa has fooled the Carranza forces, that he merely "nibbled" at Agua Prieta and, finding it much tougher than he expected, will

## SETH WARD WILL MEET CLARENDON TEAM SATURDAY.

Game Between Methodist Schools Will Be Played During Annual Conference.

The football game scheduled between Clarendon College and Seth Ward College, at Clarendon, Saturday is of unusual interest. The two teams have previously this season played a tie game. Then, too, the Saturday try will be before the annual conference of Methodist ministers, and both schools being fostered by this organization, there is much friendly rivalry.

Eighteen persons left this morning in the Seth Ward party. Professor G. R. Henderson, coach, and Professor H. B. Cogdell accompanied the squad.

now ignore it, with its much-coveted supplies of provisions and ammunition, and after his army is thoroughly rested and provisioned will strike down through Hermosillo and Magdalena to the west coast for a campaign of much greater importance.

## Funston Sees Villa.

A brief interview between General Funston and General Villa took place yesterday over the barbed-wire fence marking the international line a short distance from Agua Prieta. At that time General Villa assured General Funston that he wished to avoid bringing American troops into the conflict. What else was said is not known. General Funston would not talk.

What little firing there was today was done mostly by the forces in Agua Prieta. A Calles scouting party bumped into a Villa machine gun this morning, with disastrous effects to Calles' forces. The three-inch guns of Agua Prieta threw several dozen shells at the Villa forces moving west.

Six hundred Carranza cavalry was sent eastward before noon to capture two Villa cannons which were left in position because the horses had been killed, but they were repulsed by a Villa guard estimated at 500.

Major Luis Block, of General Calles' staff, said six Carranza soldiers had been killed today, but did not say whether they were lost by the scouting party or in the attack on the Villa guns. A Villa shell from one of the guns also killed seventeen cattle in Agua Prieta.

## Leaves 336 Dead.

Villa dead left on the field are 336. Two hundred were counted lying west of Agua Prieta and 136 to the east. Calles' dead were twenty-five soldiers and his wounded seventy.

Calles sent out cavalry forces to keep in touch with the rear guard. Brigadier General James Parker arrived today from San Antonio, Texas, to observe military operations here. He will not take command.

Villa soldiers who came to the border pleading for food and water said General San Ramon, a former Zapatista, was killed Monday at a water-hole southwest of Agua Prieta.

## J. M. ROBINSON, OF AIKEN, DIES IN FORT WORTH HOSPITAL.

News has been received here of the death of J. M. Robinson, of Aiken, who went to Fort Worth two weeks ago for an operation at a sanitarium in that city. His remains were taken to Anna, Collin County, where interment took place last Friday.

Mrs. Robinson returned Wednesday, accompanied by her brother, A. S. McLin, of Springfield, Mo., who will remain with her for some time.



## Prize-Winning Composition Written by Gladys Finch

Awarded First Place and Given Prize Offered by Professor J. W. McCord for Best Report on Judge W. E. Prescott's Address Before Pupils of Lamar School on His Recent Visit to Plainview.

The State of Texas has rich farming land which should be used in agriculture.

Each boy and girl should learn how to farm, how to hoe and make a straight row, how to till the soil, and how to tell good seed from bad seed.

If Mr. Prescott had his way about the schools in the State of Texas there would be an agricultural department in each school, so each boy and girl could learn how to till the soil and make a straight row.

Farming is the oldest, the most important and most necessary industry in the United States, because if it were not for the farmers the citizens who had other work to do would go hungry. The farmers make a living

for the citizens of our country. The people of our country should not all be farmers, and the farmers should have a change once in a while, and not do the same thing over all the time, for they get tired of the same old thing over and over and lose interest.

Mr. Prescott wishes the school to get up an agriculture club of tomato raising and canning or baby-hog raising for the girls and wheat and corn for the boys.

If we need any help in our club, he wishes us to write to the State Agricultural Department of Texas, and we will receive help.

He wishes us great success in our school and club work.

## TEXAS A. & M. PLANS GOOD PROGRAM FOR RURAL SCHOOLS

Herald Has Copy of Thanksgiving Exercise Manual From Department of Agriculture.

Clarence Ousley, director of the Department of Extension of the Texas Agricultural and Mechanical College, has sent a copy of a Thanksgiving program especially prepared for rural schools. Most of the rural schools of the State will use the program. One of the features is a Thanksgiving address prepared by the A. & M. College faculty. Appropriate songs and readings are also included.

This program is an excellent one, and its general use throughout the State is advisable.

May See Program at Herald.

Any teacher of a rural school in Hale or adjoining counties may see the draft of the program by calling at The Herald office. As many copies as are needed can be secured through Clarence Ousley, director of the Department of Extension of the Texas Agricultural and Mechanical College, College Station, Texas.

A. & M. Thanksgiving Address.

Below is a reprint of the A. & M. College address, which is part of the planned program:

"Under the providence of God, in the smiles of bountiful nature, with prudent forethought, and by careful tillage and studious husbandry, the farmers of Texas this year have escaped the calamity of cotton production beyond the world's needs. They have fed their own families and their live stock with home-grown supplies, and have furnished a surplus for the peoples of starving and war-ridden lands. They have thus made sure their own sustenance, are blessed with better health by reason of better and more varied food, and are enjoying a measure of prosperity for which they had hardly dared to hope a year ago.

"The fertility of the soil, which the plant absorbs in its making and which heretofore has been sold with the crop marketed in the raw state, has been



Every business man takes advantage of modern methods of communication because they are a necessity to him in his business.

Photography offers a personal voluntary means of communication that is appreciated by friends, family and posterity. To them your portrait will carry a message of thoughtfulness and regard.

Make an appointment for a portrait as you would make a business appointment. Modern methods of photography will make the experience a pleasant one.

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**

returned to the earth by live stock production for another's time and labor, and has afforded assurance against failure by dependence upon a single crop involving a whole year's investment. Cotton, being the surplus crop, has been a net gain in cash returns, as it will always be when food and feed crops are raised in sufficient quantity; and when the farmer's land is thus employed and his labor thus distributed an excess of cotton is impossible. Smaller debts have been incurred in the making of crops this year and they are the more easily discharged; with food and feed plentiful, there is comparatively little need for going into debt to make a new crop, and the closing year, despite the disorders and disasters of a war involving half the world, finds Texas farmers freer from debt, enjoying greater comfort, and better fortified for another year of endeavor, than at any time during the past decade.

"Moreover, the year's experience has demonstrated that when the farmer exercises forethought and discretion in planting, cultivating and marketing he will not fail, and that when he fails he should not blame Heaven for tangled ends and sit and grieve and wonder." With these lessons comes the sense of obligation upon the farmer to conserve the resources of soil and to leave to his children and to future generations a richer possession than was left to him.

"For these blessings and these conditions, it is becoming that gratitude be expressed to the Giver of all gifts, the husbandman of all the earth, for the wisdom of bringing success out of calamity, for the intelligence to see a better way, and for the steadfastness to pursue that way resolutely hereafter as the way of prosperity and happiness.

"It is becoming, also, to recognize and express appreciation for all the agencies of education that touch rural life; for the spirit of co-operation between all the instrumentalities of agricultural betterment; for the spirit of service which is giving to our agriculture a large force of men and women endeavoring by practical means to make farm life more profitable and enjoyable; for recognition of the truth that farm problems are the concern not only of the farmer, but of all the people, and for recognition of the truth taught in the parable of talents that the divine way to obtain material blessings is to make the largest possible use of present opportunities, so that by proper use of what we have we may have the more."

### SHEEP-FEEDING YARDS WILL BE BUILT AT FORT WORTH.

Stock Yards Company Uses Best Ideas Gathered From Inspection of Many Stations.

Ground was broken Monday morning by the stock yards company for a sheep-feeding station north of the yards. The feeding plant probably will be completed between December 1 and 15, and will have a capacity to care for and feed 15,000 sheep. Already thirty cars of feeder sheep have been purchased by the company to be put on feed as soon as the plant is opened. Besides these, one of the operators in the sheep market will place about 1,500 on feed.

The plant will consist of three feeding barns, partially enclosed and covered, 60 feet wide by 300 feet long, and will be equipped with modern appliances, such as self-feeding troughs and watering places. The plant is situated on a high, rolling piece of ground contiguous to the stock yards. It will also have ample sewerage facilities, so as the most perfect sanitary arrangements may be maintained.

One object of the stock yards company in installing the plant is to teach Texas stockmen and farmers that sheep can be finished at home as well as in the North, thereby preventing thousands of dollars leaving Texas that

goes North now." A second object is to make the Fort Worth market a market for feeder sheep as well as for fat sheep, and also to afford a better market for feeder sheep. Stockmen will be allowed to feed at the station as well as those who buy for feeding purposes. According to a stock yards official, it is the purpose of the stock yards company to foster the "Buy-It-Made-in-Texas" movement, by showing that it is unnecessary to ship sheep out of Texas with no prospects of getting them back into the State again.

During the late summer and early fall the supplies of sheep are insufficient for the demand, but with the feeder plant in operation this fault may be overcome.

Before finally adopting plans and specifications for the plant, the stock yards company sent a representative to all the leading sheep-feeding plants in the North to get ideas and take the best of those ideas and use them in the construction of the Fort Worth plant.

The Fort Worth market gets the bulk of its supply of sheep each spring from the San Angelo and Del Rio sections of the State. Very often these sheep are not fat, and when a large number are thrown on the market prices slump and the shipper either has to sell at a loss or ship North and dispose of his holdings as stockers and feeders at a still greater loss. With the operation of the new plant these losses will be obviated, and the shipper can finish his sheep here and dispose of them as the demand requires without flooding the market.

### HALFWAY.

HALFWAY, Texas, Nov. 3.—Farm work moves on a pace. Our men are in the fields long before the "king of day" makes his appearance in the east, and after he has disappeared below the western horizon.

Messrs. R. L. Hooper and Wm. Barrett are hauling wheat to market.

I. J. and J. L. Helm, J. E. Stewart, D. W. Hooper and Mr. Moon have had threshing done the past week.

The stork was in our midst last week, visiting the home of W. W. Pinkerton and leaving a little boy.

Mrs. Lewellyn and daughter, Allene, returned from the Dallas Fair last week.

The Mothers' Club of Halfway is getting up a comic entertainment, entitled "The Peak Sisters," to be given on the 6th of this month.

Our community was shocked and saddened yesterday by the news of the death of Owen Elrod, by his own hand. Mr. Elrod was well and favorably known here, having lived in this part of the country most of the time for a number of years. He had been suffering from very poor health for some months.

Mrs. Basil Huguley surprised her husband with a turkey dinner on his twenty-sixth birthday, October 31st. Only the relatives, consisting of the families of B. B. Huguley, R. L. Hooper, W. W. Collins and Mrs. N. K. Smith, were present.

The Hale County Singing Convention meets at Halfway on the fourth Sunday in this month.

We will have all-day services here on Thanksgiving. The Sunday School, the University, Home and School League, and the school will unite to give the program.

### BELLEVIEW.

BELLEVIEW, Texas, Nov. 3.—The Belleview school opened Monday, with Miss Donna Lancaster, of Canyon Normal, as teacher. There was an enrollment of 20, and there will be more when harvest is over.

Mr. and Mrs. Burt Willis, J. T. Terrell and others were in Plainview Monday.

Kay Terrell has been quite sick, but is said to be better.

Mrs. W. W. Kurfuee was shopping in Plainview Tuesday.

Rev. A. B. Roberts preached at Belleview school house Sunday afternoon.

The Herald acknowledges receipt of appreciation from the Sunday School at Kress of Mr. and Mrs. Solon E. Groff, who are moving to New York. The length of the resolution prevents publication in full.

### KRESS.

KRESS, Texas, Nov. 3.—The German minister went in an auto 9 miles west of Kress and preached at the Central Plains school house Sunday afternoon.

The Methodist Ladies' Missionary Society had a box social Saturday night, at the Hall.

Miss Lydia Behrends and Mrs. Henry Behrends, of Auburn, were shopping in Kress Monday.

Rob Rousser is on the grand jury at Tulla.

Miss Eva Sheihagen came to her home Thursday, after a visit at Fort Worth and Dallas.

There was a masquerade party at Mr. Hobbs' Friday night, and a good crowd had a good time.

S. E. Groff had a big crowd at his

sale, October 28. He got a good price for what he sold. He and his wife will go to New York to live.

Will Rousser and Los Knight went to Kress Saturday night to attend the camp of W. O. W.

T. A. Oliver was delivering wheat in Kress Saturday.

Mr. and Mrs. Clarence Browning are the happy parents of a baby girl, born Saturday, October 23.

Mrs. Amos Meyers returned home

from attending the missionary meeting at Floydada last week.

Harry Greefield shipped a carload of cattle to Canyon Saturday.

Rev. O. P. Kiker, presiding elder of the Plainview District, was in Kress Sunday afternoon, winding up the affairs of the Kress and Happy charge.

Mrs. B. Y. Dickinson was in Floydada last week attending the district missionary meeting.

Rev. B. Y. Dickinson left Tuesday for

Clarendon, to attend the annual meeting of the Northwest Texas Conference.

### CARD OF THANKS.

We wish to thank the people of Runningwater and vicinity for their kindness to us during the death of our husband, son and brother.

MRS. DAISY ELROD,  
W. R. ELROD,  
A. C. ELROD.

## Announcement

I have arranged to have the local agency for the

### Marion and Imperial Cars

I am unloading today a carload of Imperial Automobiles.

Best Car in the World for \$850

See these cars on display at the Avery Warehouse and arrange for a demonstration.

## W. R. SIMMONS

# Your Credit is Good

## AT OUR STORE

And this doesn't mean that we sell groceries any higher than other "good goods" stores. We simply economize at other points and you get the groceries on credit as cheaply as if you paid cash.

### The Saving of Dimes Means Saving of Dollars

The prices given on the following articles should convince you that we are offering you the lowest possible prices on good things to eat.

25 lbs. Fancy Colorado Potatoes . . . 50c

25 lbs. Choice East Texas Pumpkin Yams . . . 50c

20 lbs. Fancy Onions . . . 50c

16 lbs. Pure Cane Sugar \$1

Fresh Cranberries, per quart . . . 10c

Fresh Cabbage, per pound . . . 2 1-2c

Fancy California Walnuts, per pound . . . 20c

Fancy California Almonds, per pound . . . 20c

Fancy Filberts, per lb. 25c

Fancy Pecans, per lb. 20c

Hale County Turnips, per bushel . . . 50c

Justice Corn, per dozen cans . . . \$1.00

Cottolene, large can \$1.25

No. 2 Tomatoes, per doz. cans . . . 95c

No. 3 Tomatoes, per doz. cans . . . \$1.25

3 packages 10c Crackers . . . 25c

3 packages 10c Cakes 25c

Fresh Red Emperor Grapes, per pound 12 1-2c

Libby's Sweet Pickles, bulk, per quart . . . 25c

Libby's Dill Pickles, bulk, per quart . . . 20c

3 lb. can Maxwell House Coffee . . . 90c

14 bars Crystal White Soap . . . 50c

Fresh Oysters at all times

We have other prices just as close as these and will be pleased to quote on anything that you may need for your pantry.

## Vickery-Hancock Grocery Company

PHONE 17



### The Film Perils of Cyril Maude

One of the Latest Celebrated Actors to Step Before the Camera Is This Actor-Manager of London, an "Aristocratic Player Trained in the Best Tradition of the Late Victorian Stage."

From the Literary Digest.

The "realistic" school of American dramatic art threatens more and more each year to take over the entire dramatic interests of the country and paraphrase a famous scenario-writer to the tune of "All the world's a film and all the men and women merely film artists." The "nickel theater" of earlier days has retired to the seclusion of the suburbs. In any metropolis the rock-bottom price for admission to a picture-performance is a dime. A quarter is not by any means an uncommon price. In New York we have the two-dollar movie; and certain bold hearts have predicted moving-picture shows which the public will storm for the privilege of paying five dollars a seat. But behind the screen—or rather, behind the film—evolution has been making the same strides. The movie actor—or perhaps we should say, the film artist—has prospered in like degree. He was once an actor of low esteem; he is now of the highest rank. He refers to his less fortunate brother of the boards as one who "has to talk to get it over." If the stage-actor try to refute him, he has only to clinch his sneer with the fact that many and many a "regular" actor has of late been glad to accept lucrative positions with one or the other of the big film companies.

One of the latest celebrated actors to step before the camera is Cyril Maude, the London actor-manager. In The Sunset Magazine he writes a diary of his adventures in the capacity of film artist. To whet our appetite for his recital, the editor of that magazine begs us to consider the strange case of this "actor-manager of London, owner of a playhouse there and of half a dozen companies touring the provinces, and entertainer of British peers at his own town house in Kensington and at his country house in Surrey," who is manifestly an "aristocratic player, trained in the best traditions of the late Victorian stage," now ordered without ceremony "to fight duels, make love, leap into the sea, and fight Indians and lions from dawn until midnight." It sounds as though "the best traditions of the late Victorian stage" would have to go by the board in such a muddle of circus performances, but as a matter of fact, Mr. Maude was engaged in interpreting the character of "Peer Gynt," whose adventures, you will recall, were both numerous and varied. Mr. Maude begins his diary as follows:

This is Monday, and I am writing to

tell you about my adventures today. Well, first of all, I had to be at the studio ready dressed by eight-thirty, and of course I duly was. When I got there I found a whole lot of supers waiting about to appear in a Virginian ball. After waiting some time dressed up as a planter about 1840, I was told to get into a motor with two seconds and a doctor, all dressed rather as I was, and we were taken about three miles to some lovely woods in the neighborhood of the mountains, a lovely drive, and there we fought a duel and I duly killed my man, after rehearsing it several times; whereupon a distracted maiden we had brought with us in the car, and with whom I had been supposed to be carrying on at the ball, rushed to the dying man and wept over him! She then abused me in the most violent manner, and I went off with my second, not caring a rap! And so, as Pepsys would have put it, back to the studio—where I indulged in a ball of my own giving and flirted with the maiden and was scowled at by the young good-looking man whom I had previously killed! We also danced a Virginia reel and carried on on a balcony and I was struck on the jaw (which is becoming rather jowly, by the way), whereat I was much incensed and challenged the youth to the combat at which I had previously killed him! Meanwhile, in an interval, I had some lunch which the faithful Britton had fetched me from a pastry cook's. Then I was told to jump into the car again, and I was taken to the outside of a lovely colonial mansion of mine in the South, and there I was seen explaining to some friends in bell-toppers that I was going to leave the house and go away and see the world!

The second day is like upon the first. He goes in a car with "a strange young lady whom I had not seen before" and her mother to a stunning country house framed in mountain scenery. He continues:

On my arrival there I found myself drinking rather doubtful-looking mint juleps with three other boon companions in the dress of 1830 or so, and presently along comes the girl I had come up with in the car, and she drops her fan. I pick it up, and follow her, as usual on the watch for a flirtation. Then follows another scene, where I am looking after her as she is having tea on the veranda (a man is mowing the lawn just in front of us, occasionally stopping to watch us, but not often. They are more than accus-

tomed to movies here). I then find myself in another picture as I come up to the girl, sit down, and flirt hard (I am getting very used to this flirting business in this piece. It is becoming a habit). One or two more scenes and I finish. En voilure again! We return to the studio.

"Please, Mr. Maude, will you become young 'Peer Gynt' now?" Then I set about to try and revive my youth and get into my Rip-like rags.

Again I find a fresh maiden, rather plump, but small this time, waiting for me. (What a devil of a chap Peer was!) I am at once in a scene where her young, lumpish-looking husband is very much upset because, though he has been that day married to her, she will have nothing to do with him, and has locked herself up in a barn. Nothing daunted, I offer to help him by luring her out of the barn, and then I shut him in—and away to the mountains. Then home very tried, but mostly tired in anticipation of what I have to do on the morrow. I have to be up at four!

And so it goes. In the diary of the next few days are many strange glimpses of the deeds of this mild-mannered man whom American audiences know best as "Grumpy." Glancing here and there, we read:

We reached the island of Catalina. In a very makeshift sort of place I had to make up and dress as a slave-dealer. Then we did a scene in which I sold slaves to an awful-looking villain, a wonderful scene with slaves climbing over the sides of the ship and being taken ashore in boats. Then followed scenes with one of my numerous lady-loves, and finally I had to jump clean off the high bows into the sea to escape from the police.

I was put ashore in a boat, and we went through a scene where I was lurching with some friends under a canopy on the coast of the Mediterranean, and they deserted me and went off with my yacht, and I cursed the day I was born and prayed to God to avenge

me, and while I prayed I suddenly turned at the sound of the yacht exploding in the distance.

We reached this wild and weird spot about 5 a. m., and found buggies waiting to take us across the desert through a blinding sand-storm to a place called Palm Springs. Dressed up as a Turk now, if you please, I was taken to an Arab encampment on the desert about seven miles farther on. Through sand-storm and over rough places we went and at last came in sight of a regular

Arab settlement. Here I was put on an Arab steed and made to enter the camp on it.

On my appearance—after careful rehearsals—the Arabs all rushed at me with drawn swords, which was rather

embarrassing for the horse and for me, who had not ridden for some years. I then had to dismount and, holding up my hand, appear to bleed them, where-

(Continued on Page Six.)

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

## CURATIVE VALUE IN FOOD?

"Recalling that 90 per cent of disease results from errors in diet, then foods properly prescribed by the physician can justly be said to have curative value."

—Dr. Henry B. Hollen, in the Medical Standard.

One of the errors in the diet of many people is the use of foods robbed of the vital mineral salts (phosphate of potash, etc.) which are absolutely necessary for proper balance of body, brain and nerves. The result is a long list of ills, including nervous prostration, kidney trouble, constipation, rickets in children, and so on.

Twenty years ago a whole wheat and barley food, containing all the nutriment of the grain, including the priceless mineral elements, was devised especially to correct errors in diet. That food is

## Grape-Nuts

It fulfills its mission admirably.

Another physician says:

"Nearly half the year my breakfast consists of a dish of Grape-Nuts, one or two eggs, or fruits. I RECOMMEND IT TO MY PATIENTS CONSTANTLY and invariably with good results."

This wholesome food not only builds sturdy health and strength, but fortifies the system against disease. Ready-to-eat, nourishing, economical, delicious—

"There's a Reason" for Grape-Nuts



"No!— I Said Calumet!"

"I want what I ask for—I know what it would mean to go home without it. Mother won't take chances—she's sure of Calumet—sure of light, wholesome, tasty bakings—of positive, uniform results—of purity and economy. You try

**CALUMET**  
Baking Powder

—lay aside your favorite brand once and you'll never go back to it. Calumet is the world's best Baking Powder—it's moderate in price."

Received Highest Awards  
New Cook Book  
Ever—See Slip  
In Pound Can.



Cheap and big can Baking Powders do not save you money. Calumet does—it's Pure and far superior to sour milk and soda.

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

### Who pays the bills of the fellow who won't?

The cash system eliminates the bad accounts. It makes it possible for us to share the profits with you in lowered charges for better work.

When the norther comes be prepared with a cleaned and pressed overcoat and sweater. It can't be far off so phone today for us to have your winter togs put into the best of condition by the new service of

**THE**  
**Waller Tailoring Co.**  
**WAY**

Tailors Dry Cleaners  
Phone 188

We Pay Return Charges on All Parcel Post Packages

## CASH ONLY

Beginning on Monday, November 8, we will sell for CASH ONLY.

This "cash only" policy excepts nothing but your physician's prescriptions.

By selling for cash we will give you service unexcelled. Our quality is the best—our prices right.

We appreciate your patronage of the past and will make an added effort to merit it in the future.

**J. W. Willis Drug Co.**

INCORPORATED  
PHONE 44



# The Plainview Evening Herald

—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.

## DRAINAGE WOULD NOT BE EXPENSIVE.

From talks with men who are in a position to know, we find that an adequate storm sewer, which would drain the water from Northwest Plainview into the draw, would not be expensive. One good storm sewer and probably two ditches, we understand, will accomplish the desired result; namely, turning the flood water from rains into the draw, the natural outlet for water, instead of directing it down the streets of the city.

Such a system, too, would protect Lake Plainview from overflow, and the Syndicate would be able to maintain a good driveway and keep it open to the public.

## A TRACTOR SHOW FOR THE PANHANDLE AND PLAINS.

There is widespread interest among the farmers of the entire Nation in tractor plowing. Owing to the level surface of the lands of the great Plains area, special interest is being aroused in this section. The farm of large acreage is the rule now in the Panhandle and a part of the South Plains section of Texas. The tractor is evidently more peculiarly adapted to use on farms having a large acreage and low grades.

The question of what type of tractor is best suited to the needs of the average farmer is a perplexing one. The use of tractors is new. No particular make of the smaller type, which apparently is the only kind for the average farmer, has been thoroughly tested in this section. In other words, farmers here do not know what tractor will have the longest life, which one will cost less for repairs and for operation, which one is most applicable to the peculiar needs of the individual farm.

As the Dallas Morning News states the problem in Tuesday's issue,

There is but one way to supply the information that is sought by these inquiries, and that is to enable prospective purchasers to see the actual working of the several tractors on the market. The chances of making a mistake in choosing are so many, and the consequences of those mistakes so grave, that if the farmer who has never seen a tractor engine in operation acts the part of a doubting Thomas, not merely as to the practicability of some particular engine, but as to the feasibility of tractor plowing itself, his skepticism is neither unnatural nor unreasonable. Hence, there is wisdom in the suggestion of Professor Gee, of the Agricultural and Mechanical College, that a power farming demonstration, such as that held recently at Fremont, Nebraska, be held somewhere in Texas. Sixty thousand farmers from all over the Middle West, Professor Gee says, attended the show at Fremont, and as a result of it, he adds, a large number of tractor engines were sold. Earlier in the summer a like show was held in Oklahoma, at Enid, if memory is not at fault, and while the attendance on that occasion was, of course, not nearly so large as at Fremont, the size of it and the sales of tractors resulting attested the lively and widespread interest in power farming among the farmers of Oklahoma.

Certainly one, and perhaps two power farming demonstration shows should be held in Texas, like that recently held in Nebraska. That they would attract a large number of farmers there can be no doubt. The many inquiries being made are a guaranty of that. It is no less certain that, if the tractor merits all that has been said of it, such exhibitions would result in the rapid increase in the use of them, a thing in itself highly desirable, if they have the economic value credited to them. And a further result would be to preclude the making of many mistakes that are likely to occur if these investments are made without careful and painstaking study. It seems to The News it would be well worth while for some one of the several organizations engaged in the promotion of agriculture to concern itself with this subject, with the view of bringing about one or more such exhibitions in Texas as that held in Nebraska.

This suggestion of the News, that perhaps two tractor shows for Texas during the coming year would be profitable, is timely. The writer does not doubt that the Dallas paper had in mind the fact that conditions in the Panhandle and South Plains country are different from those in Central and East Texas. Here the farms are large and the grade light; there the farms are ordinarily small and frequently heavy grades are encountered. A type of tractors applicable to one section might not be adaptable to the needs of the other; hence the advisability of holding two tractor shows. Then, too, the average transportation cost to the farmers would be lessened.

The South Plains section is already working on a tractor show, under the auspices of the Plainview Chamber of Commerce. The Herald suggests that the Plainview show be made one for the Panhandle and South Plains. If letters being received now by the secretary are an index, it is to be participated in, not only by the jobbers and manufacturers of the Southwest, but of the entire Nation. Plainview is centrally located. Transportation cost to farmers from New Mexico, the Panhandle and the South Plains will be fairly equalized in such a show, and Plainview is ready and anxious to entertain those who would attend.

## Digest of the Day's News

Dallas is planning a pageant to celebrate the coming of the Liberty Bell, November 18.

### Los Angeles Dynamiting Case.

David Kaplan, the last of the Los Angeles Times dynamiters to be arrested, has, according to information given the press agencies from Los Angeles, arranged to turn state's evidence against Matthew Schmidt, the mechanic of the McNamara gang, who was arrested in New York on July 4, last, after a world-wide chase.

With the completion of the aviation post near Fort Sam Houston, the six aeroplanes composing the First Aero Squadron of the United States Army will fly from Fort Sill, Okla., to San Antonio, to take station. At headquarters of the Southern Department in that city Monday it was announced that buildings of the aviation post will be finished about November 20, and it is

expected that the flight from Fort Sill will begin on or about that date. The flight of the six aeroplanes will be a novel undertaking.

Arrangements have already been made for stops at Cleburne, Hillsboro, Fort Worth and Wichita Falls. Other stops will likely be arranged.

The Mississippi State Board of Health, Jackson, Miss., Monday announced the result of experiments with a pellegra squad conducted at the Rankin State convict farm by Dr. Joseph Goldberger, of the United States Public Health Service. The board stated that Dr. Goldberger, by the experiments, has demonstrated the correctness of his theory, previously announced, that pellegra is produced by unbalanced diet, and that he is convinced the disease can be cured by a balanced ration.

The Arizona anti-alien labor law was Monday declared unconstitutional by the Supreme Court.

The Supreme Court's decision affirms the decision of a special Circuit Court which also held the law unconstitutional.

## Press Comment

And shall we now be expected to make Carranza a loan?—Philadelphia Inquirer.

The Kaiser, it is said, weeps for France. Or is he merely crying for Paris?—Philadelphia North American.

Only way the Kaiser can keep from going to the front is not to go anywhere.—New York American.

Considering his direction of late, the Russian bear would be more dead if he were a mule.—Washington Times.

Judged by the offers he has made to Bulgaria, the Kaiser might be willing to give Canada to us if we would help him in the Balkans.—Indianapolis Star.

New Orleans now has an opportunity to organize a World's Fair at the completion of the Panama Canal.—Boston Transcript.

Mr. Bryan promises to be active in politics, but never again to hold office. Nobody can prevent him from being active in politics.—Pittsburg Dispatch.

Evidence is becoming conclusive that old Mother Nature knew mighty well why she didn't put a waterway across the Isthmus of Panama.—Boston Transcript.

We recognize Colonel Roosevelt's self-restraint in not pointing out that with the right man in the White House there would be no slides at Panama.—New York Evening Post.

Increased church attendance and a general decrease in drunkenness are among the reported results of Chicago's first "dry" Sunday. It must be a novelty in Chicago when only the pews are full.—Pittsburg Chronicle-Telegraph.

Victor Murdock says Mr. Roosevelt would run for President if he were certain of election. A careful search of the country might discover one or two other patriotic citizens who would make the race on the same basis.—Nashville Southern Lumberman.

Some college professors apparently haven't been told yet that the Malthusian theory went out when preventive medicine and modern sanitation and scientific agriculture and electricity came in.—Boston Transcript.

With the price of drugs soaring toward the blue empyrean, it begins to look as if we would all have to remain healthy this winter. The cost of dying keeps pace with the cost of living, it would seem.—Buffalo (N. Y.) Commercial.

### STORE SORGHUM GRAINS.

The Record has been advising farmers to hold their cotton during these bear raids, when the price falls below 12 cents. The Record has advised all that time that 12 cents be the minimum price. W. F. Sterley advises farmers to hold their sorghum grains for feeding purposes next year. There is a large crop of sorghum grains, and the prices prevailing do not justify farmers rushing to the market. They are advised to store and hold for next year and to plant other crops in the acreage devoted this year to sorghum grains.

Texas had a bumper corn crop, a bumper hay crop, and excellent crops of other feedstuffs. All this had a tendency to force down the price of sorghum grains. Then, why should farmers make a sacrifice?

They are planting wheat more largely than ever, and wheat is selling at \$1.10 a bushel. Corn is in demand at a fair price. Sorghum grains take the place of corn as a feedstuff and are equal to corn in their food values.

This advice is timely.

Mr. Sterley is a practical man, a student and a close observer. There is a time for farmers to hold their stuff; there is a time for them to market their stuff. They should watch the market quotations and protect themselves. They should store for the future and plant substitute crops which can be marketed more advantageously.—Fort Worth Record.

### NOW SELLING FEED.

W. A. Bedell, of Lamesa, which is in the Plains country of Texas, reports probably 2,000 carloads of forage grain will be shipped from Dawson County alone this fall, including milo maize, kaffir corn and feterita. Sudan grass has been introduced there. Range grass is very good.

"We could handle many times the number of cattle we have," Mr. Bedell said. "Ranchmen and stock farmers are endeavoring to get hold of cows and breeding stock, as they feel that by raising forage feeds they can take care of more cattle than when they depended on range grass alone."—Fort Worth Live Stock Reporter.

### "TRADE AT HOME!"

"Trade at Home!"  
 The merchant shouted.  
 As he stamped upon the floor  
 While the mail-order buyer  
 Walked serenely past his door.  
 When the home folks  
 Send to Sawbuck  
 For their prunes or underwear,  
 You can hear this merchant stutter—  
 Think he has a right to swear—  
 Till you see him get a parcel  
 Tied in wrapping paper brown—  
 And find out the boasting merchant  
 Buys his printing out of town!  
 —Jabs, in the New Mexican.

### SOCIALIST SPEAKING.

Mrs. Dora Mertz, of Dallas, Texas, will lecture at Plainview Monday afternoon, November 8th, on economic conditions. Everyone is invited.

### CUNNINGHAM IS SUCCESSOR OF J. H. AVERY, RESIGNED.

Governor Ferguson has appointed David H. Cunningham, of Comanche County, as chairman of the Livestock Sanitary Commission to succeed J. H. Avery, resigned.

## Is Your Home

one of the hundreds at which the Plainview Laundry man calls today for

## Family Washing?

If Not,  
 Phone  
 125

Your most delicate linens will be returned to you sweet and clean. Our processes do not injure.

## Plainview Laundry

REX LINDSAY, Manager



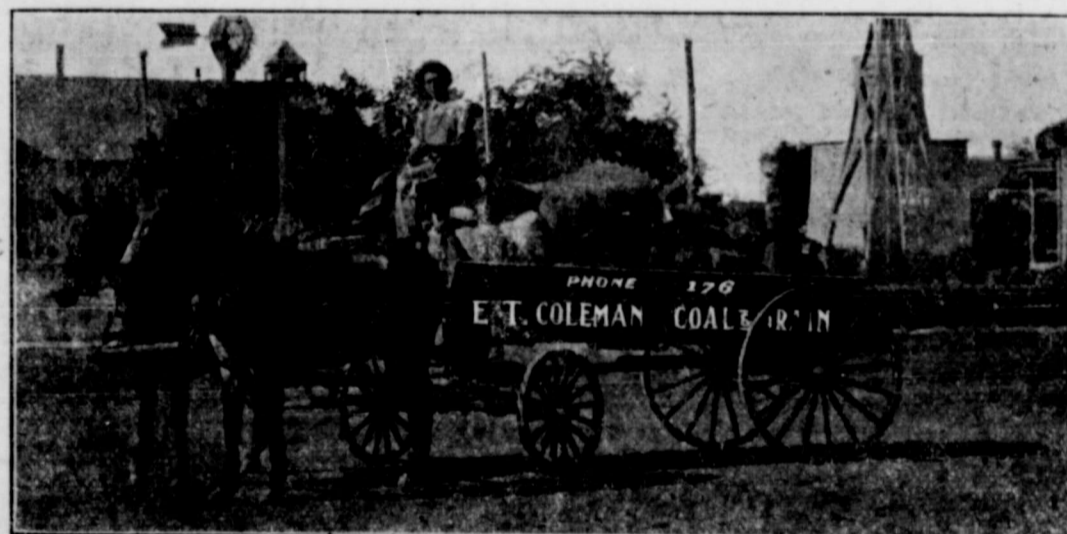
## Our \$15 Suits

Our \$15 line has been materially strengthened by the addition of several broken lines of higher priced suits.

EXCELLENT VALUES AT \$20 and \$25

## CARTER-HOUSTON'S

"GOODS THAT SPEAK FOR THEMSELVES"



**WHY WAIT?** You are going to need that load of coal before you realize it. These fine days won't last always. **BE PREPARED**—You can't find better grades of coal at better prices than we will deliver for this week.

**E. T. COLEMAN COAL and GRAIN CO.**  
 PHONE 176

We are pleased to note that Plainview can boast (correctly) of having more good people than any town on the Plains.

We have had our store open 5 days and a great number of these good people have called to see us and we extend a cordial invitation to you to call and get our special prices on first-class *groceries* and *fresh meats*. No order too small or no order too large for us to fill.

PHONE  
 116

## G. E. LEWIS

WAYLAND  
 BUILDING



# SOCIETY

Telephone Number 72

## CLUB CALENDAR

The Mystic Club meets Saturday afternoon, at the Woman's Club room.

The Browning Club will hold its first regular meeting for the winter Saturday afternoon, at the home of Mrs. J. C. Anderson, 314 White Street.

Mrs. Oscar Collier, 410 White Street, will be hostess Tuesday afternoon for the Five Hundred Club.

The B. F. Club meets Tuesday afternoon, with Mr. Jack Galloway.

The Benevolent League will hold its regular monthly meeting Wednesday afternoon at three o'clock, at the City Hall.

### MRS. J. O. WYCKOFF IS NEW PRESIDENT OF BRIDGE CLUB.

The Bridge Club was delightfully entertained Tuesday afternoon by Mrs. R. W. Otto, 303 Eureka Street. The guests additional to the members were Mrs. J. W. Grant, Mrs. J. A. Testman, Mrs. R. B. Tudor and Mrs. W. A. Wheelock, of Dodge City, Kansas.

Among those enjoying good luck in the game were Mrs. P. J. Woodredge, for the club, and Mrs. W. A. Wheelock, for the guests.

Elaborate refreshments were served. During the business session, Mrs. J. O. Wyckoff was elected president for the ensuing year and Mrs. Everett Dye was elected to membership.

The club will meet with Mrs. L. S. Kinder Tuesday, November 16.

Robert Alley, of Hale Center, was here on business yesterday.

### PARTY FOR FAOLA WARREN ON HER TENTH BIRTHDAY.

Monday afternoon the home of Mrs. E. E. Warren, 311 Adams Street, was beautifully decorated with bright autumn leaves and chrysanthemums in honor of her little daughter Faola's tenth birthday.

At four o'clock ten merry little girls arrived and spent two happy hours in various games and contests, after which they were invited to the dining room. The place cards were pictures of little girls drawn in crayon. Ice cream and fruit were served, and then much merriment was afforded by the little girls standing off and taking turns blowing at the ten candles on the cake. Most of them succeeded in blowing out one.

Faola was the recipient of a number of beautiful gifts.

Those invited were: Louise Graves, Thelma McGee, Dorothy Vonderpool, Elizabeth Simmons, Grace Haden, Minnie Quisenberry, Daisy Hunsaker, Roberta Tudor and Marguerite Dorsett.

### MRS. C. A. MALONE HOSTESS FOR THE HALCYON CLUB.

The Halcyon Club met in pleasant social session Wednesday afternoon with Mrs. C. A. Malone, 612 Slaton Street. The home was especially attractive for the occasion with nasturtiums and chrysanthemums.

Forty-two was enjoyed until the serving of a beautifully appointed luncheon to the members and Mrs. H. W. Harrel, the special guest of the hostess.

Mrs. A. M. McMillan will entertain the club on the 17th with a theater party.

### ONE HUNDRED SEVENTY-FIVE ATTEND HALLOWEEN RECEPTION

Mesdames Pickett, H. A. and C. D. Wofford and Miller Are Hostesses.

The autumn season offered the suggestion for the wealth of chrysanthemums used Tuesday afternoon at the brilliant reception given at the home of Mrs. James Pickett by Mrs. Pickett, Mrs. H. A. Wofford, Mrs. C. D. Wofford and Mrs. E. B. Miller.

The guests were met by Mrs. C. R. Houston and introduced by Mrs. Tom Carter to the hostesses, who stood in waiting in the living room amidst a setting of white chrysanthemums, which were banked in richest profusion on all sides of the room and hung gracefully from a Japanese basket suspended from the ceiling.

In this environment of beauty the guests were pleasantly entertained for a few minutes by Mesdames E. Graham, J. W. Longstreth, H. C. Randolph and J. Walter Day.

Mrs. John P. Crawford stood at the entrance to the dining room, which was decked with glorious chrysanthemums of golden hue. The lace-covered table was centered with a crystal candelabra shaded with yellow. Here Mrs. J. C. Terry and Misses Lena Williams, May Kinder, Edna Harrington, Celestine Harp and Nell Sansom served cider, the true Halloween beverage, supplemented by cake and salted nuts.

Mrs. R. A. Underwood, Mrs. L. C. Wayland and Miss Esther Lou Harp had charge of the music room, which was all abloom with the chosen flower in shades of rosy pink.

Favors suggesting the Halloween season were bestowed by Mrs. D. F. Sansom as the guests left by the east entrance of the home.

Others in the house party were Mesdames J. C. Hooper, John Vaughn, S. M. Wilks and J. W. Vines.

Candles, with shades of the prevailing colors, were the only lighting used at this beautiful initial reception of the season.

More than a hundred seventy-five guests called during the afternoon.

### GIVES LUNCHEON.

Mrs. G. B. Simmons entertained with a luncheon Tuesday, honoring Mrs. F. P. Powell, of Plainview, and Mrs. J. C. Culbertson, of Hamlin. A bountiful dinner, for which the Bullards have long been famous, was very much enjoyed by the guests. A center piece of chrysanthemums and roses adorned the table. Covers were laid for Mrs. Powell and Misses Elizabeth and Frances Powell, Mrs. J. C. Culbertson, Mr. and Mrs. D. B. Bullard, Ike Bullard, Mrs. G. B. Simmons and Lena Simmons and Miss Mattie Middleton. In the afternoon the guests played forty-two. A pean hunt in the grove was also a pleasurable part of the afternoon.—Waxahachie Light.

### MRS. J. H. SLATON HOSTESS FOR THE HIGHLAND CLUB.

Mrs. J. H. Slaton, 400 Prairie Street, was hostess yesterday afternoon for the Highland Club. Chrysanthemums, the radiant beauties of the autumn, were used in decorating the rooms en suite.

To meet with the club and enjoy a game of Forty-two, the hostess invited Mesdames L. C. Wayland, R. E. Burch, F. W. Clinkscales, Albert Howell, J. C. Anderson, H. C. McIntyre, G. B. Doubleday and F. E. Blasengame and Misses Viola Justus and Lula Howell.

After a well appointed two-course luncheon, the club adjourned to meet Thursday, November 18, with Mrs. E. H. Humphreys, 213 Prairie Street.

### PLAINVIEW PEOPLE ATTEND LIBERTY SINGING CONVENTION.

Mr. and Mrs. W. H. Mason, Lawrence Gray, L. C. Penry and family and Mrs. R. B. Hulien and daughter had a pleasant outing Sunday at the Singing Convention which met at Liberty on that day.

### REBEKAHS GIVE SHOWER FOR MRS. WALLACE WINFIELD.

Mrs. Wallace Winfield, a bride of the week, was honored Wednesday evening by a shower at the home of her parents, Mr. and Mrs. I. W. Elliott, on Eureka Street.

The shower was given by the local lodge of Rebekahs, of which Mrs. Winfield is a member. A number of miscellaneous articles comprised the gifts, including a variety of pretty towels.

At the same time a handkerchief shower was given by the Rebekahs for Mrs. Kelly King, who leaves this week for her new home, at Lubbock.

The guests brought with them homemade candy, popcorn and wafers, which were enjoyed during the evening.

### GUESTS AT PLAINVIEW CLUB.

The Plainview Evening Herald, published at Plainview, Texas, in its issue of Tuesday, contained an account of the "As You Like It" Club, which met in the home of Mrs. John F. Garrison. Mrs. Garrison was formerly Mrs. R. L. Goodloe, of this city. Her home is the permanent meeting place of this club. Mrs. Garrison has furnished the basement of her home as a club house. Miss' Hallie Groce, of Waxahachie, is now her guest, and she was present at the meeting. Mrs. J. Lea Gammon, who is visiting Mrs. Mary B. Ackley, at Canyon City, was also a guest of Mrs. Garrison for the club meeting.—Waxahachie Light.

### MRS. GRISCOM BETTLE IS HONOR RECEPTION GUEST.

Mrs. T. Hammond and Mrs. J. T. Jones and Daughter Are Hostesses.

The coming into our midst of Mrs. Griscom Bettie (nee Miss Dorothy Ball, of Boston, Mass.) was the occasion yesterday of a pretty informal reception at the suburban home of Mrs. T. Hammond.

To meet Mrs. Bettie, the bride of a month, Mrs. Hammond, Mrs. J. T. Jones and daughter, Miss Nell Jones, of Alken, invited their friends to call between the hours of three-thirty and five-thirty.

The rooms were simply but attractively decorated with autumn flowers in various shades of yellow combined with the rich greenery of ferns.

In the receiving line were Mesdames Hammond, Bettie and Jones, Mrs. Anna Harris, of Knightstown, Ind., and Miss Nell Jones. Assisting in the living room were Mrs. J. W. Longstreth and Mrs. J. R. McLaughlin.

In the dining room, from an attractively decked table, dainty refreshments were served by Mrs. Nell Dorsey and Misses Marie Gidney and Elcitra Hammond.

Mrs. W. S. Fife presided in the music room, assisted by Misses May Kinder and Celestine Harp. An informal musical program was continued during the afternoon. Miss Pauline Millwee received the guests with charming courtesy. Between sixty and seventy-five guests enjoyed the gracious hospitality extended by the hostesses.

H. W. Garrett and family, of Italy, Texas, arrived Wednesday, and will move on a farm near Plainview which they have recently purchased.

J. Walter Day came in from Kansas City yesterday with a party of men looking for farm locations.

Miss Irma King, who has been visiting her parents, Mr. and Mrs. H. L. King, returned to Ralls Wednesday.

Mr. and Mrs. J. N. Morrison left yesterday morning for San Francisco, where they will attend the Panam-Pacific Exposition.

A. B. Dunn has returned to Coleman, after several days spent in the Plainview country on business.

M. D. Henderson returned yesterday from Kansas City, where he has been on business.

Miss Kathryn Polansky left yesterday morning for Luftin, where she will visit with relatives for a few days.



Society Brand Clothes

## Buy One of These Tested Suits or Overcoats

and you'll get good looks a plenty with highest quality woolen fabrics. The cloth of every one tested and proved right before it leaves the shops. There's a substantial feel to the goods that you'll like. There's a greater degree of wearability that will make good through long life. And thorough, skilful tailoring such as peculiarly marks *Society Brand Clothes*.

Test the quality in these *Society Brand "Double Service" Clothes* yourself—give them a rough and tumble wear. Know what good stuff they're made of and how they're made.

*Society Brand "Double Service" Clothes* are sold on honor and guaranteed to stand up. If not we'll hand you back your money.

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

PLAINVIEW, TEXAS

Rev. W. B. Phillips left yesterday morning for Lubbock, where he will preach Sunday.

J. J. Lash will leave Sunday for Waco, where he will attend the Cotton Palace.

M. D. Henderson will attend the Cotton Palace, at Waco, November 6-21.

Miss Jessie Beal went to Amarillo Wednesday to undergo an operation for appendicitis.

Mrs. George Brewster, of Lockney, came over Wednesday to visit her sister, Mrs. J. M. Shafer.

I. Jacobs, of Wolfe City, arrived Wednesday to visit his sons, who are in the dry-goods business here.

W. P. Strickland, of Amarillo, had business in Plainview Wednesday.

T. Pryor Metcalfe, of Amarillo, was in Plainview Wednesday on business.

J. B. Miller, of Crockett, was here Wednesday looking after business.

W. K. Barron, of Amarillo, was a visitor in Plainview Wednesday.

Rev. and Mrs. J. W. Winn left Wednesday morning to spend the winter at San Angelo.

Elder W. P. Skaggs, who has just closed a successful meeting at the Church of Christ, returned to Vernon Wednesday.

Geo. E. Lucas, of Austin, has been here this week looking after his landed interests on the Plains.

Mrs. A. A. Kirk left Wednesday for Sulphur Springs, to be with a brother who is very sick.

Dr. O. S. Cook and wife, of Hale Center, were in Plainview yesterday.

Mrs. A. D. Woodmansee, of Skidmore, Bee County, arrived yesterday morning for an extended visit with the family of her son, Lee Kemble.

J. R. Kelso and wife, of St. Louis, arrived in Plainview this morning.

S. L. Dale, of Paducah, was here Thursday.

Mr. and Mrs. Sam Farnsworth, of Lockney, were in Plainview yesterday.

E. A. Shackelford, of the southwestern part of the county, was in Plainview today.

L. H. Tandy, of Lubbock, was here yesterday.

W. E. Tandy, of Canadian, was registered at the Ware Hotel yesterday.

T. J. Rutledge, of Paducah, was in Plainview on business yesterday.

J. R. Doss, of Palestine, is in Plainview. Mr. Doss is a grain buyer.

W. C. Howen, of Hale Center, was in Plainview yesterday.

J. B. Cates, of Cone, was a business visitor in Plainview yesterday.

W. H. Cooke, of Clarendon, was in Plainview on business yesterday.

W. P. Strickland, of Amarillo, had business in Plainview Thursday.

J. T. Moore, Jr., of Amarillo, was here yesterday on business.

Mrs. J. W. Webb, of San Marcos, arrived yesterday to visit her daughter, Mrs. Jas. R. DeLay.

Mrs. L. Lee Dye returned this morning from a visit to Kansas City.

V. J. Edwards, of Petersburg, was a business visitor in Plainview today.

W. E. Cox, of Deep River, Iowa, was here this week on business.

## Make the House a Home

Not all houses are homes—they are cold and uninviting to the family and guests alike. A home may not be much of a house but it can be made "comfy" and cheerful with little touches here and there.

A warm rug of cheerful pattern or a bright new linoleum won't make a home but they will help a lot toward making it. Let us show you our big stock of floor coverings.

**E. R. WILLIAMS**  
FURNITURE and UNDERTAKING

## WILSON BROS.

# SMART SHIRTS

in newest patterns and colorings. A collection of handsome soft-bosom shirts, with French cuffs and plain cuffs; plain soft bosoms or pleated bosoms.

A full range of collar sizes and sleeve lengths. These are *not* patterns you will see everywhere, but a carefully selected assortment of rich patterns and attractive colors.

Very exceptional values at \$1.00 and \$1.50

SEE OUR WINDOWS

**REINKEN'S** Clothing and Shoe Store  
"WE DO AS WE ADVERTISE"



Wilson Bros



## THE FILM PERILS OF CYRIL MAUDE

(Continued from Page Three.)

upon they all with silent movie-voice proclaimed me Allah, and I, extremely pleased with their foolishness, blessed them again and went into the tent. (All this time the temperature was about 195.)

Then occurred another scene, in which I was seen watching the dancing-girls (extremely immodestly clad, I thought, but I dare say I should not have thought so had I been a Turk) prancing about. I took a fancy to one of them (in the picture, I mean) and beckoned to her, whereupon she immediately flopped herself upon me and kissed me hard. Then came another scene, where the dancing-girl jumped on the horse beside me and kissed me again (very warm work at 105 in the shade). Then we were taken to a forest and some more pictures were taken for another part of the story. Back to Los Angeles. Ye gods, what a day!

We were bundled into the car and went into the woods up in the mountains, and this time I had to do the scenes where I met the pure love of my life. I first saw her going to church with her little sister (real good girls in the movies always have little sisters) and her aged but excellent mother and her old father. And then I followed her up the mountain pass and gazed into her liquid eyes with my bleared ones, and gazed after her as she walked up to the photographer (awfully nice Italian).

Then a very strenuous scene in the clouds, driving a pair of very realistic reindeer up to heaven, in a dream. Of course, this meant a great deal of rehearsing, and the lights went out and a number of things went all wrong. After this I had to make up again as the oldest "Peer," and then I went through the most strenuous scenes of the lot, in a way. It was the shipwreck, where we were on a platform extremely cleverly constructed to look like the deck of a big ship. Five or six men stood at the four corners and tilted it this way and that, while men overhead sprayed heavy rain on us from above, and others showered buckets of water all over us; meanwhile bombs of lightning-powder kept exploding, everybody shouted and cursed, and the Devil or Death or something horrible came out of the cabin and glared at me, and then came an awful scene with any amount of terribly realistic waves coming over me—and, at last, home to bed by one o'clock.

I had to dress up and do the shrdu I had to dress up as the semi-old "Peer" and go and do a scene escaping from a lion up a tree. First of all, the lion was let onto the stage, and then he wandered about in front of the camera while the Italian in a cage photoed him. Such a splendid-looking lion, too! And then he was let out and I was let in and climbed up a tree in a tremendous funk, and I came out of the stage very dirty and hot after my climb up the tree.

I came back to the studio while some of the people were left there to get more photos of the lion rushing to the foot of the tree raging mad to get me! And here I am having a bit of lunch prior to going and having a fight with Indians near a cottage in the mountains, and then I hear I have to go and do a scene in the sea with a cook and the Devil!

### KANSAS CITY PAYS WELL FOR PANHANDLE YEARLINGS.

KANSAS CITY STOCK YARDS, Nov. 1.—Cattle trade last week was satisfactory to sellers after Monday, a good, strong market on all kinds every day, and cattle took good fills.

The supply today is 33,000 head, and sales are steady to strong on both killing and country grades. As was the case last week, about 75 per cent of the supply is stockers and feeders. The good demand of last week continues, and there is ample outlet. Kansas is the heaviest buyer, Missouri is a good second, and Illinois is buying more cattle now than any time in two years. On Wednesday of last week 15,400 stockers and feeders were shipped out to the country, a new high record for a single day here, and during the week 51,707 head went out, biggest week ever known here. Also, for the month of October a new high record of stocker and feeder shipments out was made, at 185,690 head.

The Panhandle and New Mexico had choice yearlings here today up to \$8.50, good yearlings and twos at \$7.00 to \$7.75, some plain feeders weighing around 1,000 pounds at \$6.90 to \$7.10. Colorado had plain horned feeders weighing 950 pounds at \$6.85, dehorned feeders weighing 1,009 pounds at \$7.00, yearlings and twos at \$7.00 to \$7.50, cows \$5.50 to \$6.25.

Twenty-four cars of Montana beef steers were included today, 1,170 to 1,320 pounds average, which sold mostly at \$7.60, a few at \$7.50. Montana beef steers sold here last Thursday at

\$7.50 to \$8.00, cows at \$6.95. Oregon feeders sold at \$7.15 today, cows \$6.00. Western Kansas has first-class wheat prospects, and is buying cattle to graze the wheat fields. Fed steers sold up to \$19 today, and the margin between feeders and finished steers, in conjunction with corn at 49 to 50 cents a bushel, is stimulating demand for feeding steers.

Sheep receipts 13,000, market strong. Lambs are quotable up to \$8.75, some medium lambs today at \$8.40 to \$8.60, light-weight Mexican feeding lambs, choice, \$8.25 to \$8.40, good Western feeders \$8.00 to \$8.25. Mexican "Pee-wees" around \$7.75. Fat ewes are worth up to \$5.85, wethers \$6.50, yearlings, both fat and feeding, around \$7.00. Breeding ewes find ready sale up to \$7.00, according to age, and feeding ewes sell at \$4.75 to \$5.00. "Shortage" is written all over the probable run of sheep and lambs here for the next two months, and strong prices are predicted by both buyers and sellers.

J. A. RICKART,  
Market Correspondent.

### 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 held 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 bery 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.

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

**Before You Buy**  
a typewriter, see and try the New Woodstock for ten days without cost to you Costs less and sells no payments of \$3 per month.

**S. S. Sloneker**  
Plainview, Texas

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. TOWERLY,  
(SEAL) Clerk District Court,  
Fri. 4t. Hale County, Texas.

Manuscript Covers at THE HERALD. —Adv. 11

## CASH GROCERY CO'S. SPECIALS

Economical buyers use our ads. Watch for them.

- Big new lemons, per dozen 20c
- Fresh country butter, per pound 30c
- 16 lb. sugar for \$1.00
- 12 lb. potatoes for 25c
- 10 bars Woodchuck laundry soap 25c
- Regular 25c catsup 19c
- Regular 30c Beechnut Peanut Butter 24c
- Plain or stuffed olives (individual size) per bottle 10c
- All regular 25c sizes baking powder for 20c

### COFFEE

- Ground by electricity any way you want it.
- Best Peaberry on earth, per lb. 25c
- A good choice Peaberry 20c
- 4 lb. Wasp Brand, with premium 90c
- 3 lb. Limited high grade coffee \$1.00
- 3 lb. Royall's Blend \$1.19
- 2 1-2 lb Schillings Best \$1

- New South pure cane syrup 65c
- Dora Brand P. & F. 65c
- 10 lb. Compound, any kind \$1.20
- Light Crust flour, per sack \$1.85

Every sack guaranteed. New nuts of all kinds just arrived. See our window.

We deliver \$2.50 worth free, all orders under \$2.50 five cents extra will be added for delivery.

**Cash Grocery Co.**  
Phone 101

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. 11

## 365 Copies

One every day is the number you now receive with a year's subscription to

## The Fort Worth STAR-TELEGRAM

the popular growing newspaper, which has the largest mailing list of readers in the state. The regular price is \$6.00 a year, but

## For \$3.25

during "Bargain Days" you get a full year's subscription to this daily and Sunday metropolitan newspaper. Thus the proper time to subscribe is during the "Bargain Days," because then you

## Save \$2.75

Remember, The Star-Telegram is a seven-day-a-week paper, with both day and night full wire service, and is printed at an hour based upon train departures from Fort Worth, the railroad center. This exclusive system assures the reader the

### Latest News First

And in addition to the complete daily issue, with its many excellent features you get the big Sunday copy, with its magazine-color section. A paper of unusual interest to every member of the family.

### Call at This Office

And we will send you order for \$3.25 and save you the bother. Don't forget the Annual "Bargain Days" date is between—

**DECEMBER 1 to 15 Only**

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

### Special Excursion to Dallas, Texas



—ACCOUNT—  
**Southern Medical Association**

Nov. 8th to 11th

Tickets on sale November 7th, 8th and 9th, final limit November 20th.

**\$14.75 for the Round Trip**

For further information phone 224

**JOHN LUCAS, Agent**

CALL THE HERALD FOR JOB PRINTING. PHONE 72.

## BE READY FOR THE INEVITABLE COLD SPELL

It will come soon enough. Will you be ready to guard the family against the dangers of the change?

### Place Your Coal Order Now

We can give you quicker service and you won't have to shiver and wait when the change comes.

**ALLEN & BONNER**  
PHONE 162

## TEN CENTS SAVED ON EVERY DOLLAR

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"



## The Successful Man

will tell you that the first rule of the game is a cash balance in the bank.

It is safe to play the game according to the rules.

**THIRD NATIONAL BANK**  
PLAINVIEW, TEXAS



RATES
ONE CENT PER WORD
EACH INSERTION

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

THE MARKET PLACE
OF THE
SOUTH PLAINS

TO MY FRIENDS AND PATRONS:

Having just returned from Fort Worth, where I received special training under Miss Dorothy Goldbloom, of Lincoln, Nebraska, I am now prepared to handle the most difficult figures and types and guarantee perfect satisfaction in the fitting of Spirella Corsets. Miss Goldbloom is a member of the Spirella Educational Staff of Lincoln, Nebraska, and was in charge of the Training School for Corsetieres at Fort Worth. I shall be pleased to see all of my friends and give them the benefit of our special lessons in poise and adjustment. REBECCA ANSLEY, Phone 304. Spirella Corsetiere. It.

We are in the market for Dry and Green Hides in any quantity. RUCKEN PRODUCE COMPANY. Adv. tf.

ATTENTION.

Those hot drinks are now ready at the KASH KANDY KITCHEN. tf.

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

FOR RENT—Two large furnished rooms. Single men preferred. Phone 416. 2t.

Call 72 for Second Sheets.

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

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

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

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.

One fine registered Hereford male; 5 years old, A No. 1. Call or write me at my place, five miles north of Abernathy, Texas. DR. E. M. HARP. Nov. 26.

FOR SALE CHEAP: Ford touring car. In good shape; fully equipped. KNIGHT AUTO CO. tf.

300 tons ensilage; two sections grass to go with it. Will feed out for purchaser. J. A. LUTRICK, Hale Center. 2t.

A fine line of Mattresses for comfortable winter beds. We also have the Beds and Springs—lots of them. W. E. WINFIELD. 2t.

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. tf.

See our full line of pretty new Rugs and Linoleums. W. E. WINFIELD. Phone 95. 2t.

Extracted honey, best quality, in any quantity at 9 cents a pound. L. J. WARREN GROCERY CO. 2t.

WANTED—Several cars of maize heads. ELMER SANSON, Ansley Building. 4t.

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

STRAYED—HOG—Duroc - Jersey sow; light color, about 2 years old. Owner can have same by identifying animal, paying for this ad and keep of hog. 2t.

Frankfurters, Sliced Bacon, Bologna Sausage and other Meats at WARREN'S GROCERY. Phone 233. 2t.

No matter what your furniture needs for any room in the house, we can supply them, at right prices. W. E. WINFIELD. Phone 95. 2t.

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. tf.

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

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

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

FOR RENT.

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 turkeys; 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. 5. Kress, Texas.

That good Schottlen's Coffee, with the right taste and aroma, at WARREN'S. Phone 233. 2t.

Eat Sandwiches and drink Coffee at the KASH KANDY KITCHEN. tf.

All of the Fresh Breakfast Foods for the fall breakfast menus at VICKERY'S. Phone 17. tf.

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

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

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. tf.

See BELLIS & FRANCISCO about Plumbing and Wiring. Phone 492. tf.

Bulk and Bottled Pickles of all kinds at WARREN'S GROCERY. Phone 233. 2t.

Call 72 for Manuscript Covers.

Have your rooms Repapered before the cold weather comes. We have a fine assortment of patterns and a wide range of prices. W. E. WINFIELD. Phone 95. 2t.

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.

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. tf.

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.

Get your Sandwich Lunch at the KASH KANDY KITCHEN. tf.

SHEEP IN OKLAHOMA.

Large Numbers Are Being Distributed Throughout That State by Capitalists.

The good work of J. W. Hutchins, vice president of the Oklahoma National Stockyards Company, and George L. Browning, president of the Southwest Reserve Bank, who have waged during the past year a strenuous campaign to induce the farmers of Oklahoma to raise and fit more sheep for market, is beginning to bear fruit.

A few days ago farmers in Logan County completed arrangements for shipping in several carloads of New Mexico sheep. These will be distributed in small lots on a number of the best farms. More sheep will be bought later, and a number of purebred males will be purchased in the North. The men purchasing the sheep will form a co-operative shipping association to market their sheep and other livestock in carload lots on the large markets.

R. B. Bradley, of Afton, in Ottawa County, recently purchased 360 sheep and will place them on his farm northwest of Alton. His sheep will constitute the first large flock in Ottawa County. Mr. Bradley negotiated through the First National Bank of Miami for his purchase.

R. R. Cobb, one of the most prosperous farmers of Custer County, has purchased 3,000 head of sheep in New Mexico and will ship them to his farm on Barnitz Creek and feed out his large crops raised this year. Mr. Cobb came to Custer County at the time of the opening and homesteaded a quarter-section of land. Every year Mr. Cobb has raised much grain and feeds it to livestock. He owns several of the best quarter-sections of land in Western Oklahoma.

TRY IT! SUBSTITUTE FOR NASTY CALOMEL

Starts Your Liver Without Making Every Druggist in town—your drug-You Sick and Can Not Sallivate.

gist 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, harmless to both children and adults. Take a spoonful at night and wake up feeling fine; no biliousness, sick headache, acid stomach or constipated bowels. It doesn't gripe or cause inconvenience all the next day like vio-

lent calomel. Take a dose of calomel today and tomorrow you will feel weak, sick and nauseated. Don't lose a day's work! Take Dodson's Liver Tone instead and feel fine, full of vigor and ambition. Adv.

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.

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

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.



"Bell" Connection Solves Farm Problems. Said a prosperous and Up-to-date farmer: "We like to joke the women-folks about using the telephone, but I guess we men use it as much as they do. We find the Long Distance Bell connection feature of our service a wonderful convenience." Have you a telephone connected to the Bell System? Ask our nearest Manager for information, or write The Southwestern Telegraph & Telephone Co.

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.

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.

There is more Catarrh in this section of the country than all other diseases put together, and until the last few years was supposed to be incurable. For a great many years doctors pronounced it a local disease and prescribed local remedies, and by constantly failing to cure with local treatment, pronounced it incurable. Science has proven Catarrh to be a constitutional disease, and therefore requires constitutional treatment. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, Ohio, is the only Constitutional cure on the market. It is taken internally in doses from 10 drops to a teaspoonful. It acts directly on the blood and mucous surfaces of the system. They offer one hundred dollars for any case it fails to cure. Send for circulars and testimonials. Address: F. J. CHENEY & CO., Toledo, Ohio. Sold by Druggists, 75c. Take Hall's Family Pills for constipation.

ILLUSTRATORS-DESIGNERS AND ENGRAVERS THE COCKS-CLARK ENGRAVING CO. BARCLAY BLOCK DENVER

Important Notice to Automobile Owners

AMALIE 1-2-3 NON-CARBON CYLINDER OIL

Comes in ONE COLOR and ONE WEIGHT. Ask for "Amalie 1-2-3 Non-Carbon Cylinder Oil," and insist on getting it, avoiding substitution.

Sonneborn Bros. DALLAS

Piles Cured in 6 to 14 Days Your druggist will refund money if PAZO OINTMENT fails to cure any case of Itching, Swelling, Bleeding or Protruding Piles in 6 to 14 days. The first application gives ease and Rest. Soc.

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.

LISTEN

WE fail to rise because we don't strive to rise, because we don't aspire beyond the just-enough-to-get-along. Then we are likely to rail at those above us, behind whose achievements and possessions there is a long line of persistent, untiring endeavor.

BUILD YOU A HOME

PLAINVIEW LUMBER CO.

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

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 BOOK OF OLD TIME SONGS FREE for the asking. Established 1890. SAN ANGELO

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

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

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

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

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



## LANSING SENDS EMPHATIC NOTE TO GREAT BRITAIN

Several Passages Are Sharp, but Note Is Not Beyond Diplomatic Treatment.

WASHINGTON, Nov. 3.—At the instance of the British Embassy, copies of the latest American note to Great Britain protesting against interferences with neutral shipping will be handed to the British Ambassador and the French Ambassador in Washington simultaneously with the delivery of the note by Ambassador Page to the British Foreign Office. This is in recognition of the fact that France is equally concerned with Great Britain in the subject matter of the note, having by official orders of the French Admiralty adopted the British rules governing seizure and detention of neutral ships and cargoes substantially without change.

### Lansing's Note Emphatic.

It is learned that Secretary Lansing's note contains some sharp passages and is very emphatic in condemnation and protest against several features of the British orders in council. Objection is made particularly to that part of the British order in council under which cruisers have diverted from their voyages and detained for long periods in British ports American vessels bound for the neutral ports of Northern Europe. It is held under the general principles of international law that while these vessels might properly be stopped and searched on the high seas they should not be taken to distant ports for examination, at great loss to the ship owners, unless the British authorities possess information that absolute contraband is included in their cargoes.

### Not Beyond Diplomatic Treatment.

Though the issues are understood to be strongly presented by the United States, they are not regarded as beyond the reach of diplomatic treatment at this stage. It already has been intimated by Sir Edward Grey in the British Parliament, however, that the whole subject may be rapidly nearing a phase when a peaceful and satisfactory adjustment can be reached only by means of an international commission.

The American note has been sent to London by special messenger, and probably will be delivered to the Foreign Office by Mr. Page this week.

### ELECTION RETURNS INDICATE DEMOCRATIC GAINS, IT IS SAID.

WASHINGTON, D. C., Nov. 3.—A statement issued tonight from the headquarters of the Democratic National Committee, commenting on the election returns of yesterday, said:

"The elections yesterday show that while the Republicans and Bull Moose have gotten together in some States, the Democracy has made large gains from the Progressive ranks. This is notably true in Massachusetts, from which State the first official returns are available. The Democratic gubernatorial candidate, Governor Walsh, made a wonderful race. He polled the largest vote ever given a Democrat in the State, while Mr. McCall, the Republican candidate, ran way behind the normal Republican vote given party nominees in recent years. The boast of the Republicans in Massachusetts that they would carry the State by from 25,000 to 40,000 majority remains unfulfilled.

"The total vote given Walsh was 229,312, while McCall received 235,918 votes. The vote for Governor Walsh was nearly 20,000 greater than he received two years ago and 37,000 more than he received in 1912. President Wilson received only 173,400 votes, as against 298,175 for Taft and Roosevelt. Taft received 265,966 votes in 1908, which is 30,000 more than the vote given McCall yesterday."

### \$1,000,000 DRY DOCK WILL BE BUILT AT GALVESTON.

GALVESTON, Texas, Nov. 3.—The immediate construction of a \$1,000,000 dry dock in Galveston harbor to handle the overflow of ship building and repairing occasioned by the unusual marine activity resulting from the present European war is the plan announced by J. J. Kane today. While Mr. Kane has been considering the construction of a dry dock and marine railway for several months, it had not been his intention to spend more than \$500,000 at first. But the aid of financial interests of the North having been enlisted and the need for such repair station in Galveston having become acute, it is now decided to spend \$1,000,000.

The announcement of the naval policy of President Wilson and his Cabinet has also been a large determining factor. The policy, if executed, will give the Eastern shipyards more orders than they can fill for several years, as many of them already have orders booked now for the next two or three years.

### SETH WARD COLLEGE NOTES.

The students of Seth Ward are enjoying the week-end holidays resulting from the absence of several members of the faculty, who are attending Conference. A number of the dormitory students are leaving for their own homes, or for those of their friends, and Seth Ward is beginning to look lonesome and deserted.

Mr. and Mrs. Whitworth and family, of Matador, were here Saturday and Sunday to see their son, Randolph Whitworth, who is a student of Seth Ward.

W. A. Nash was present at chapel Monday morning, and made an interesting talk to the student body.

Saturday evening, October 30th, the dormitory parlors were left to the spooks and hobgoblins, while a jolly bunch of youngsters enjoyed themselves making candy and popping corn in the kitchen. The fun was so contagious that everyone joined in it—even a few stray spooks—and not until a late hour, when the goodies were all gone, did the hilarity cease.

Mrs. S. W. Page and little son visited her children at Seth Ward last Wednesday.

The first public Fine Arts recital by students of Seth Ward College for the year was given in the college auditorium Monday evening, November 1. A large crowd was present, and the well rendered program was enjoyed by all.

The program follows:

**Part I.**  
"Dance of the Wood Sprites" . . . Forman  
Mildred Johnson.  
"Springtide" . . . . . Becker  
Miss Glenn.  
"Narcissus" . . . . . Nevin  
Mattie Jordan.

(a) "If" . . . . . Kipling  
(b) "A Man's a Man for a' That" . . . . . Burns  
Houston Bolin.

"Who Knows?" . . . . . Ball  
Miss Williams.  
"The Butterfly" . . . . . Grieg  
Nannie Mae Dunaway.

Tenor Solo . . . . . Selected  
Ernest Fowler.

**Part II.**

"A Lecture by One of the Six" . . . . . Elizabeth Latrick.

"Beloved, 'Tis Morn'" . . . . . Alyward  
Dr. N. B. Mayhugh.

Bercuse from "Jocelyn" . . . . . Godard  
Ressie Rountree.

"Afterwards" . . . . . Mullen  
Fred Cousineau.

"Galop de Concert" (quartette) . . . . . Milde  
First Piano—Nannie Mae Dunaway  
and Johnnie Pearl Leveridge.

Second Piano—Ressie Rountree and  
Mrs. Eula Howell Brown.

REPORTER.

### SAN ANTONIO BANK TAKES OVER TEXAS RAILROAD.

That the Federal Bank and Trust Co., of San Antonio, together with a syndicate of Eastern capitalists, has taken over all the interest in the Altus, Lubbock and El Paso Railroad is the authentic information which is of utmost importance to a busy section of the Panhandle.

The parties will at once commence renewing and reviving the building bonus contracts in the various Texas counties on the railroad line, and upon the closing of these contracts will resume construction. The line between Memphis and Lubbock will be pushed to completion first, a distance of 128 miles, and tact plans require the road to be in operation within fourteen months. The Oklahoma connection will be reached within two years.

The line between Memphis and Lubbock passes through the counties of Lubbock, Hale, Floyd, Briscoe and Hall and from Memphis it will run to Wellington, the seat of Collingsworth County, 30 miles northeast, and from the Collingsworth County line will enter Oklahoma territory.—Amarillo Daily Panhandle.

Mrs. G. W. Graves returned Tuesday from Dallas, where she has been for two weeks visiting friends and seeing the Fair.

Mrs. J. W. Pierson, of Amarillo, came down yesterday to visit her son, Paul Pierson, of this city.

W. H. Soderland, who has been visiting relatives at Olton, left this week for Chicago.

Mrs. Anna E. Harris accompanied her daughter, Mrs. W. S. Pife, on her return from Kingston, Ind., Saturday. She will visit with Mr. and Mrs. Pife.

Rev. R. L. Flowers, of Wichita, Kansas, was in Plainview today en route home. He has been visiting Professor Marvin Edwards, at Floydada. Professor Edwards accompanied Rev. Flowers to Plainview.

Mrs. Dawson, of Floydada, was in Plainview this morning, shopping.

C. C. Heck arrived this morning from business trip.

Rev. G. E. Darling, of Wesson, Miss., is visiting friends at Wayland College.

### A LAMB INVESTMENT.

From The Country Gentleman.

On the average diversified farm no animals are more profitable than sheep. On rough, hilly land, where a considerable share of the farm is not suitable for cultivation, no better use can be made of the land than to pasture it with sheep. And this is especially true where the pastures are rocky and not suited for cattle.

Of course, sheep, wool and lambs now command a better price than they did a few years ago, but beef cattle and other animals and farm products in general are more valuable, hence it is reasonable to suppose that sheep and wool will not seriously decline in value in years to come.

Last year, in August, we purchased eight ewe lambs at an average of \$4.50 a head. This year, however, the same kind of lambs would be sold for more than a dollar more a head. These eight ewe lambs were pastured last fall and early winter in a brushy pasture, in the cornfield, and in other fields where forage was plentiful and going to waste. During the winter they consumed, at a rough estimate, about a dollar's worth of stored corn each. Last spring the eight young ewes produced eight lambs. Their wool was sold at twenty-eight cents a pound, netting \$2.40 to the ewe. The buck lambs were sold at weaning time for five dollars each, and the ewe lambs were retained for breeding. These ewe lambs now have a market value of about seven dollars each, making the lamb crop average about six dollars for each animal. The now mature ewes are worth fully seven dollars and fifty cents each, which represents a gain of three dollars each for the year. The buck purchased to mate with the young ewes for last spring's lambs was sold this summer for the same price as was paid for him last fall, and his wool more than paid for his keeping, hence there was no actual cash cost for breeding.

Counting the value of the wool, the lambs and the increased value of the young ewes, our flock of eight during the year has given a gross profit of \$11.40 for each breeding ewe—considerably more than 200 per cent profit. The net profit on each animal would easily be ten dollars, which is still more than 200 per cent.

The above profits on sheep are not unusually large for this year, but rather common. Our nearest neighbor, from whom we purchased our lambs last summer, made fully as much as we, while another neighbor sold his spring lambs at \$7.60 each and wool at thirty-three cents a pound. Our flocks are made up of grade Shropshires.

One reason why we decided to keep sheep was that a large share of our farm is hilly. The pastures and fields

are foul with weeds, brush and sprouts. We have lived on this farm but a few years, and the cost of fighting the brush and weeds has been large. We believed that sheep would help us in this work of cleaning the land, and they did help. It is our aim to increase the flock gradually and fence every field with woven wire, rotating the sheep in the pastures and fields till the land is clean and the pastures set with good grasses.

### W. B. SLAUGHTER SURRENDERS TO UNITED STATES MARSHAL.

W. B. Slaughter, of Dallas, under several indictments for misapplication of the funds of the Mercantile National Bank of Pueblo, Colo., of which institution he was an officer, surrendered at Fort Worth Monday morning to United States Marshal W. J. McDonald.

Judge Edward R. Meek, of the Federal Court, fixed his bond at \$10,000. The statement was made that C. C. Slaughter, of Dallas, would sign the bond, and the defendant was instructed to accompany the marshal to Dallas to have this done.

### CARD OF THANKS.

Words are inadequate to express our appreciation of the kindness and sympathy shown us by our neighbors and friends through the sickness and death of our little son and brother.

MR. AND MRS. CHAS. FLACK,  
JOE FLACK,  
TED FLACK.

### HALE COUNTY SENDS BIG EXHIBIT TO WACO FAIR

(Continued from Page One.)

feet of space in which to display her products. Plenty of produce to fill out this space was shipped, although it was assembled in less than thirty-six hours.

This is the first time Hale County has been represented at the Cotton Palace.

This is a brand-new exhibit of Hale County produce grown this year. Those who worked it up deserve much credit for completing the collection in such a short time.



### Here Is Merchandise Service

To show every man who comes into our store that we realize our obligation. His continued satisfaction is our job. One of the ways we can do this best is by showing you Cooper's Underwear made in the hills of Vermont. Delightfully comfortable and gratifying to the skin. Keeps its shape after long wear and many trips to the laundry.



"The Stretch That Comes Back"—Let Us Show You

**COOPER'S "Spring-Needle" UNDERWEAR**

Bennington Built With Patented Closed Crotch

**REINKEN'S "WE Do as We Advertise"**

# Firestone

Smooth Tread and Non-Skid **TIRES**

**Highest In Quality—  
Not Highest In Price**

**SPECIALIZED** production improves quality and cuts cost. There is no arguing with that Industrial Law.

And that is why Firestone Tires *beat* competition in quality and *meet* competition in price.

Firestones are built by post-graduates in tire making. Tire authorities, crack foremen, extra good workmen, logically land in the Firestone Family of Specialists—

**America's Largest and Leading Organization  
Devoted Only to Tire and Rim Service**

Their greater knowledge, experience and skill gives you the extra quality, extra mileage.

Their greater efficiency saves you on the price.

And the largest exclusive tire factory, envied by the whole industry for its advanced facilities and scientific methods, saves you more on the price.

Make our advantage in production your advantage in buying.

Get the multiplied mileage of Firestone quality at the low cost of Firestone efficiency and volume.

**All good dealers sell Firestones to their  
most experienced trade**

**KNIGHT AUTO COMPANY**



## INSURE YOUR BUSINESS

Advertising will "insure" your business Mr. Merchant. A business that is not built upon advertising depends upon either location or personality. Such a business may be swept away by a death or the expiration of a lease.

But the advertised business becomes an institution. It has an individuality and personality of its own, which accident will not take from it.

When an ordinary business must be disposed of, the assets consist of stock and fixtures.

The advertised business has the added asset: *good will*. It has crystallized its reputation and made its very name a thing of definite value.

And the best part of it is that this valuable insurance may be obtained at less than no cost at all. The premiums in the way of advertising bills, if properly expended, are quickly regained through increased sales.

It is practically a case of eating one's cake, yet having it intact, for the permanent benefit grows as the temporary benefits are enjoyed.

It will pay any merchant or manufacturer to write the advertising manager of The Herald and ask for further information about *business insurance*.

**THE EVENING  
HERALD**