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Jacobs Bros
THE ONE PRICE SPOT CASH STORE

Community Correspondence

GOOD RAIN AT LITTLEFIELD.

LITTLEFIELD, Texas, Aug. 31.—D. L. Schellenberg has just moved in and begun improving his farm north-west of town. Mr. Schellenberg is the third farmer to come from California to Littlefield recently. G. G. Wiebe has moved in with his family from Canada, and reports some six other families from there will reach here within the next sixty days. New families are moving in almost weekly, and this community is enjoying a substantial, steady growth.

A splendid rain fell here today, the second recently. Crops are very promising, many farmers having as good a chance for feed crops as last year. A very large acreage will be planted in wheat this fall.

RUNNINGWATER NEWS.

RUNNINGWATER, Texas, Sept. 1.—Brother Longstreet filled his regular appointment here last Sunday.

Miss Gladys Hardin is visiting Miss Esther Anderson this week.

J. W. Taylor is having his house painted.

Mrs. Mosley and Mrs. Duncan visited Mrs. Elrod Wednesday evening.

S. W. Waddill was out here Wednesday in his new Ford.

Roscoe, Walter and J. D. and Misses Ona and Stella Hanbuh visited in the C. F. Knight home from Saturday to Monday.

Miss Fannie Locke, of Canyon, is visiting her parents this week.

Misses Audrey and Clois Knight attended church at this place Sunday night.

Alvie Willis, of Plainview, visited relatives here Sunday.

Mr. and Mrs. Ed Monzingo have purchased a new Hudson car.

Mrs. H. R. Tarwater returned from a visit in Tennessee last Saturday.

Marion Leamon left last Tuesday for Hulver, Texas.

The Hollness meeting will begin here the eighth of September.

BAILEY COUNTY SUNDAY SCHOOL CONVENTION MET AT THE "Y-L."

SPRING LAKE, Texas, Sept. 4.—Messrs. Wallas Phipps and Norman Cleavenger were in Muleshoe the first of the week.

Misses Myrtle and Beatrice Vore are attending Teachers' Institute at Plainview.

Mrs. W. S. Hall enjoyed a visit from her mother the first of the week.

Mrs. M. E. Cleavenger visited with Mrs. Dorothy Helm, near Plainview, Friday.

Mrs. P. D. Vore, who has been visiting her sister at McCloud, Okla., returned home Saturday.

S. M. Rice, of Hereford, was here the first of the week.

O. C. Axtell and F. Ott took grain to Hereford Wednesday.

Mrs. M. E. Cleavenger and son Jesse were shopping in Plainview Saturday.

Mrs. Willis White entertained Mrs. Leona Harris and Misses Nettie Miller, Gladys Axtell, Hazel White, Fern Axtell and Charline White.

The C. E. Society of this place is planning to attend the C. E. Rally at Friona September 10.

D. G. Axtell, C. E. Bales, Ansel Bales and Rev. McRoy were among those who attended the Bailey County Sunday School Convention, which was held at the Y-L Ranch Sunday.

Revival services will be held at the

school house this week.

The Ladies' Aid and Missionary meeting was held at the home of Mrs. O. C. Axtell Thursday. Notwithstanding the inclemency of the weather, there was a good crowd in attendance.

HUGO STEWART IS PRESIDENT MT. VERNON LITERARY CLUB.

MOUNT VERNON, Sept. 3.—The Young People's Literary Society met Friday. The following officers were elected: Oliver Shelton, president; Hugo Stewart, vice president; Mrs. Z. A. Dunman, secretary and treasurer; Miss Glenna Thomas, assistant secretary; Jamie Duncan, Mrs. Roxy Harp and Fred Cox, program committee. This society will have their first program Friday evening at 8:30. Everybody is invited.

A large number attended Sunday School Sunday afternoon. The school is growing fast. Fred Cox is the new superintendent.

There were fifty-two present Sunday evening to hear Rev. G. I. Brittain, of Plainview. He says we have the best school in this country and the best attention.

There will be singing at 8:30 p. m. every Sunday night. The public is invited.

KRESS NEWS.

KRESS, Texas, Aug. 31.—We had a nice rain in the vicinity of Kress Wednesday night and Thursday. Another good shower fell Friday.

Leon Riegel and Valy French took of Kress, and Valy French and Well Bush motored to Plainview Tuesday evening.

The Kress elevator is now completed. Bring in your wheat now, boys.

Mr. French and Miss Bertie Jones, of Kress, motored to Liberty Wednesday evening to attend church.

Mr. and Mrs. J. V. Boston called on Mr. and Mrs. J. C. Gilbert Sunday afternoon.

Mr. and Mrs. Frank Roberts returned home Wednesday evening from Amarillo. They report that Mrs. Charley Bush is getting along fine at Amarillo.

Leon Riegel and Valy French took dinner Friday with Miss Rena Gilbert, of Kress. Mr. Riegel and Mr. French will leave Sunday morning for White Deer, Texas. They will build an elevator at that place.

J. V. Boston, of near Kress, left Friday morning for Amarillo on business. He will return Saturday morning.

F. T. Skipworth, of near Kress, is ill.

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, Sept. 1.—Two thousand cattle came in today, killing cattle unevenly lower, under the influence of a heavy run at Chicago, and a break there, stockers and feeders about steady. Beef steers are around a quarter lower than Wednesday, cows steady to 25 cents lower. A rather light run is expected the first of next week, and there should be a good market.

Beef Cattle.

Killers seemed anxious for cattle Wednesday and Thursday, when the strike seemed sure to come, and prices were strong those days. Today there is some weakness, most of the packers well supplied, and the shipping outlet on killing grades closed. Order buyers say Eastern killers gave them

good orders since Wednesday, and they will be strong bidders the first of the week.

Best fed steers this week brought \$11.00, and Kansas pasture steers reached \$9.50, bulk of the grass steers at \$7.25 to \$8.50. Lighter Oklahoma grass steers \$6.50 to \$7.25, Oklahoma wintered steers up to \$8.25. Colorado beef steers weighing around 1,050 pounds sold this week at \$6.75 to \$7.35, and some Oregon steers brought \$7.25 to \$7.65.

Stockers and Feeders.

Stockers and feeders declined 15 to 30 cents after Tuesday, but a good many buyers came in, and sales today are steady with yesterday. Demand the first of the week was strong, and the market would doubtless have held up except for apprehension about railroad service. Good red feeders sold up to \$7.50 today, and there is a fair demand for stock cattle, everything desirable in the yards being pretty well cleared. Shipments out of stockers and feeders in August were 113,000 head, compared with 54,000 in August last year.

Hogs.

A fair Friday run came in, 5,000 head, and the market lost its keen edge of yesterday, most of the order buyers being temporarily out of the market, because of railroad rulings. The top was \$10.90, 20 cents under top yesterday, and bulk of sales ranged from \$10.50 to \$10.85, heavy hogs up to \$10.85. The situation has a strong undertone, and when order buyers get into action again doubtless this strength will assert itself. For the moment, the market is uneven, with a weak tendency.

Sheep and Lambs.

Sales yesterday were 50 cents higher than previous day, but the support given the market was taken away today, and sales are off 25 to 50 cents. Utah lambs at \$10.25. Thursday the Gemell, Idaho, lambs brought \$10.75, Utahs making the same price. Feeding lambs this week sold up to \$10.10. The market is quiet today, but the strength of yesterday, though it is

partly gone, was a hopeful sign. Ewes are worth \$7.00 or better, wethers \$7.50.

J. A. RICKART,
Market Correspondent.

BATTLE CREEK AT PLAY.

Battle Creek as a community is learning to play. The business and professional man, as well as the children, are being educated in the art through the efforts of the Community Play Committee of the Chamber of Commerce. Certain days are set aside during the year for entertaining the young people. The entertainment takes the form of play festivals, Venetian nights, Hallowe'en celebrations, community dances, roller skating, community Christmas trees, outdoor sports, parades, automobile rides, masquerades, etc. The business men are not only interested in giving the youth a good time on these occasions, but take an active part themselves in the general play. The children, in turn, respond heartily to calls for assistance when it is needed during "clean-up" week, in fly-swatting contests, vegetable garden contests, and other civic affairs.

The principal event of the present season is the children's play festival, held this year on June 22 and 23, under the immediate supervision of the Community Play Committee of the Chamber of Commerce, assisted by the business men and school officials, who acted as hosts. The festivities started off on the afternoon of June 22 with an exhibition by the Boy Scouts. In the evening the children were taken for an hour's automobile ride. One hundred automobiles were furnished for this purpose by the owners of cars in the city. The play festival proper was participated in by over 3,000 children from the grades below the eighth. One hundred prizes were offered to the best costumed. The retail merchants had bought 10,000 noise-making toys, paper hats, squawkers, horns and flags, which were distributed to the children as they were lined up for the parade, in which many well known public and historical

characters were represented. A floral play given by children from between the first and fifth grades was staged on three large truck floats. There were ponies, a Ferris wheel and a merry-go-round, on which the children enjoyed themselves free of charge. Ice cream, cake, sandwiches and soft drinks were served to them for one cent a portion.

In the evening the annual community dance was held, on the new asphalt pavement near the center of the city, the pavement being sprinkled with oatmeal to make a smooth dancing surface. The block was brilliantly lighted for the occasion and roped off from the traffic. Five thousand couples can be accommodated on this dance floor, and there were fully that many present on the evening in question, from all walks of life. One end was reserved for colored people, and the opposite end for very young children who were learning to dance. The Grand Trunk band of forty pieces furnished the music. Men were not permitted to wear their hats or to smoke on the dance floor. No criticism could be made of the conduct of the dancers during the evening.

The children's play festival on the business street will probably be made an annual event, as the care of the children and their transportation to Athletic Park have been, in the past, a serious problem.—The American City.

All of the 28 counties of Utah contain portions of National Forests, and consequently all share in the 25 per cent of the National Forest receipts which is paid over to the road and school funds. This is true of no other State.

One hundred and thirty thousand maps of the National Forests will be distributed to tourists this summer. These maps show the best camp sites, good hunting and fishing grounds, roads, trails, and telephone lines, and give directions how to reach points of interest.

We Have Put In Stock a Full Line of School Books and Supplies

We think we are offering the best 5c tablets ever offered the public. Pencils, inks, erasers, composition books, arranged so we can give you prompt service.

As an encouragement to the boys and girls to make our store their headquarters we are going to give a first-class raincoat, now in our store window, to the one bringing us the largest number of Rexall tablet covers. This will be awarded on Saturday, October 28th. So buy all your supplies here and get full benefit.

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Buy in September it Will be Higher

12 1-2c Heavy Brown and Bleached Cotton Flannel 10c

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12 1-2c Heavy Outings, extra quality, White, Pink and Blue 10c

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We are making extremely low prices on Muslin Underwear, Shirt Waists, and Middies; all summer Slippers in Ladies' and Children's at big reductions; all summer Underwear specially low to close out.

New goods coming in every week. Our Ladies' Coat Suits and new Fall Shoes will be in this week. Wait for our stock.

We will as usual save you some money on Fall and Winter Merchandise. Always glad to show you our goods.

HAMNER'S DRY GOODS STORE

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"SELLS IT FOR LESS"

Plainview, Texas

The Next Step in Agriculture

By HON. F. B. MUMFORD.

Dean of Agriculture, Missouri University, Columbia, Missouri.
Address Before Texas Farmers' Institute, Austin, Texas.

It is a very significant fact that in these recent years unusual interest has been taken in the farmers' affairs. The business interests, the railroads, the banks, the representatives of big business interests, and all those people whom we generally class as the commercial interests of this country have suddenly taken a great interest in the affairs of the farmers. Another class of people recently has come to feel in-

terested in your success or in my success as farmers—that class is the ultimate consumers—those people who have to buy the things that you and I grow for them to eat and wear. Almost the last class of people in our population to take a wide interest in the affairs of agriculture has been the farmer himself.

Now, why is it that we have at this time come to take such an active in-

terest in Agriculture? Our State of Missouri had three thousand farmers come in to the University of Missouri to discuss their problems. I think we have come to a time when we must recognize the fact that American Agriculture has passed the primary stage; that we have a new set of problems, that we are confronting a new set of conditions that may or may not be met by those plans and by those activities which have been sufficient in the past. For the first time in the history of this country, consumption has practically overtaken production. We are no longer producing a surplus for export; we are actually importing large amounts of agricultural products. This great agricultural country is importing agricultural products of many kinds! In the near future, we will be importing larger amounts of agricultural products! We can not solve this problem confronting us today as problems were solved fifty or a hundred years ago. We can not, when competition becomes too great in a certain agricultural community, pull up stakes and move. That time has passed. Practically all the cultivated land has been occupied, and for these problems to be solved by the farmers of this country, they must be solved on lands now occupied.

Now because of the fact that we are in a transitional stage of agriculture, because we are just passing out of the primary stage of agriculture, it is dangerous for any man to undertake to generalize—to say where we are and what we are going to do. Nevertheless, it is true that we can find certain tendencies, certain great outstanding conditions and facts which are true to agriculture in general. I want to emphasize the fact at this point that I am speaking of agriculture in general, and what I may say will not apply to any given community. Now, in the first place, the great natural resources are being used up and the fertility of the soil is being lost. It is actually true that we have less intrinsic value in the soil than we had fifty years ago. We have less of those materials which go to make all of these products we call agriculture. We have improved our methods, we have improved machinery, we have better methods of seed selection, better methods of cultivation, and if it were not for this fact we should see a greater decline in farm crops than we have seen. But in spite of all of these new methods, in spite of the development of agricultural schools and colleges, in spite of all these tremendous advances, it is still true that the actual yields per acre are declining. When our friends, the commercial interests, look at the yields of America compared with those of Europe, there is great concern. We see America, 13 to 15 bushels per acre; Europe, 30 bushels per acre. This is often pointed to as inefficiency of the American farmer. You and I have been inefficient. The yields of the crops are less and the farmer is called inefficient. It is easy to jump at a conclusion like this, but it is quite dangerous. This is illustrated by a farmer who had a sick horse whose symptoms were the same as those of his neighbor's horse. He went over and asked his neighbor what he had given his horse when it was sick. The neighbor told him that he had given it a pint of turpentine. The farmer went home and gave his horse a pint of turpentine, and it killed him. The next day when he went over to his neighbor's he told him that the turpentine killed his horse. The neighbor said, "Well, it killed mine too." Now, I want to say this, that all this talk about the inefficiency of the American farmer is rot; it isn't true. The American farmer has done as well as any other intelligent man would have done under the circumstances. He has accomplished as much or more than any other farmer of the world. Now, how are we going to measure efficiency—yields per acre? If we do, the American farmer would be nowhere. We would go to China and Japan. If you want to read a novel, read "Forty Years of Agriculture," by Professor King on the agriculture of Japan and China. Among other things, Professor King tells of a family of twelve living on 2.3 acres, and the amounts they raised per acre were simply amazing, surpassing anything we have ever seen in this country, but at what a cost of human labor and happiness. Yield per acre is not and should not be a measure of efficiency. The true measure of efficiency is the product per man, and measured from this standpoint the American farmer is the most efficient farmer the world has ever known. The production of a bushel of wheat in Texas represents one-fifth of the amount of human labor that the same amount would require in Germany or France. I shall probably have more to say about the efficiency of the farmer a little later, but it seems to be true, moreover, that this combination of circumstances confronting the American farmer has made his profits less. I know some of you will immediately call my attention to the numerous automobiles, etc., on the farms and the more luxuriant way of living, but what I want to say is this, that it is more difficult for the American farmer of today to make a good interest on his investment than it was fifty years

ago. It is more difficult today in the developments of the agricultural sections of this country for a young man without capital to buy land and pay for it from his earnings than it was seventy-five years ago.

Now, another thing to which our attention is called is the fact that the older agricultural sections are losing in popularity. This is regarded as evidence that there is something wrong with the rural districts. Why, if one of our cities should lose 5,000 people in the course of a decade, it would be regarded as evidence that the city was on the decline, on the road to destruction. So, when a great agricultural

community loses in population, as many have, it is pointed to by the commercial interests as evidence that there is something wrong with agriculture. But, such a loss usually occurs in the best agricultural districts. Now, what does this mean? Why, it means that the individual farmer today is more efficient than he was ten, fifteen, or twenty years ago. We don't need as many people.

But perhaps worse than these things which I have mentioned, but very intimately associated with them, the great rural social institutions—the rural church and the rural school—have fallen behind in this procession, in this

rapid progress. Now a great many educated leaders have come to the conclusion that the rural school is a less efficient institution today than it was thirty or forty years ago. In some sections that may be the case. It used to take a real man, who had to have something besides brains, and he had to have brains too to teach a rural school forty or fifty years ago. But, what I want to say to you is that the rural school is not less efficient than it was fifty years ago, but it has lagged behind. It has not kept pace with the city schools and colleges. City and

(Continued on Page Four.)

Watch this Space in Friday's Herald



One way second class Colonist tickets will be on sale September 28th to October 8th to California and certain intermediate points.

Sovereign Grand Lodge I. O. O. F., Chattanooga, Tennessee, September 13th to 23rd, final return limit September 28th, round trip \$43.40.

Old Cowmen's Reunion at Sweetwater, September 7th and 8th. Tickets on sale September 6th and 7th, final return limit September 11th; one and one-third fare for the round trip.

State Livestock and Products exposition at Roswell, N. M., September 18th to 22nd. Tickets on sale September 16th to 21st, final return limit September 24th. Round trip \$10.00.

For further information call on or phone 224.

JOHN LUCAS, Agent



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Note how carefully she seals her jars and glasses; for that is one of the main reasons why her preserves are always a success.

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It is a pure, odorless, tasteless wax, the best seal for all kinds of jars, bottles and glasses.

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Houston, Texas

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Our low costs in doing business, our volume of business, our cash basis, and many other details of saving mean that we can and do give you the advantage in prices when you are in need of groceries. We can verify these statements and ask the privilege of doing so if you will let us have your orders during the month of September.

We are sure of one thing that any time that you are displeased and we don't make it right that you will go elsewhere; so you see the necessity of our maintaining our high standard at all times. The thing we most need is your first order. After that we will try to keep them coming if our policy means anything to you as a careful buyer.

If we haven't before served you we want to do so now, if you are already a customer we want you to be pleased well enough to stay with us.

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THE NEXT STEP IN AGRICULTURE.

(Continued from Page Three.)

village schools have progressed to the point where today a high school is better than a college was sixty years ago. These educational advantages and opportunities so easy for the city boy or girl has been absolutely denied the country boy at home. It has so happened in our country that the Chinaman, the poorest immigrant that lands in New York or stops in any great city, has better educational opportunities than does the boy or girl of the richest farmer who stays at home. That is not right for our farmers' boys and girls. They have an equal right to education, and they must get it at home.

I haven't time to discuss the rural church. I wish I knew enough to do so. But suffice it to say that it, too, has fallen behind; along with the school, the church house in the open country has fallen behind, and we have gone to town, moved to town and left the churches to take care of themselves.

Another evidence of the changing agricultural conditions is the large number of farmers of the old agricultural districts who are now tenant farmers. This is regarded as another evidence of the decline in agriculture, of bad social indications, bad for the vocation of agriculture. I think it is, but I don't believe it is quite as bad as it has sometimes been pictured. Now, all the problems that confront the industry of agriculture are not the fault of the farmers. They are not found out, but affect business, nevertheless. Along with these, we find the cost of distributing things that you and I raise is too great to talk about the inefficiency of the farmer. Somebody ought to begin to talk about inefficiency of our organization of distributing farm products. Somebody ought to suggest that we have farm advisers for the merchants in order to help them to organize their business. But since the farmer gets only 42c on the dollar for what the consumer pays, the distributors are getting too much, or the plan of distributing is inefficient, in some way. I cannot spend time to decide what way you should do. That is the business of an organization like this; the farmers themselves will have to take hold of this matter if it is ever settled right!

Now, I suppose we don't need to talk any longer about the rural-credit system. President Wilson a day or two ago signed the rural-credit bill, and I suppose it will be easy for you and me to get all the money we want, especially if you have a good deal of money already. If you haven't money or any character, or anything else, it will be pretty hard to get money even now! What are we going to do about all these things? What are some things

we can do? It would be a very presumptuous person indeed who would stand before this audience of intelligent farmers and undertake to solve this question offhand, and I am certainly not that person. But, some things can be done; some things are greatly evident. There are some that would attempt to solve this by asking the farmer to give up some of the staple products and engage in freak farming. I have never been able to understand why it is that the city man comes to the conclusion that when a farmer is not successful he is using the wrong method of farming, instead of planting corn, oats and wheat, he should plant mushrooms, or something like that. It is my judgment that the solution will be, when found, how to grow corn better, wheat better, gather more profitably. The agriculture of this country is diversified, and always will be. There will be some specialization, but that will never govern. There always will be a demand for fruit and vegetables, but that demand is infinitesimal compared with the demand for corn, wheat and meat products, and I suppose we will have to give up the idea of growing strawberries and stick to corn, cattle and hogs.

Now, we can solve our problems in another way, as have the farmers of China and Japan. We can by experience gradually work out a system that will fit our conditions and fit us to the conditions, whatever they are. That can be done. The farmer will probably emphasize experience. He will tell us that the only way you can learn agriculture is to go through the mill yourself; that you can't learn it any other way than a hold of the plow handle. You can learn it that way—I can personally testify to the fact—and the farmers can get knowledge that way, but how long will it take. You may get it with the help you have had in about four thousand years. That's the time it took the Chinese and Japanese to do it. But that is putting it off a little too long to get the benefit for us or our immediate children. Every other industry has found it to its economical advantage to make the largest use of modern science. It is only in recent years, however, that the farmer has been able to take any advantage of science for the solution of his problems. This is not to be wondered at—for science is new. But, let me tell you, farmer, the time has passed when we can afford to close our doors to any help that science or anything else can bring to us.

I remember, two or three years ago, visiting a friend of mine who was a chemist of a great packing plant in Chicago. I went through the laboratory—it looked like our University laboratories—and I said, "Look here, George, what are you doing here in this big plant?" He told me he was a chemist. I told him I knew he was a chemist and knew nothing about mak-

ing money, and asked him why they were paying him a big salary in that big money-making concern just to fool with chemicals. "They seem to think I am earning my salary." "Well, I'm from Missouri; you've got to show me," I replied. He told me that when he was given the position he went in to see the manager and see what he was supposed to do. The manager told him that the only thing he had to do was to look around over his plant and see if there was any changes or improvements, that could be made which would cause his plant to make more money. The chemist found that this packing company was losing thousands of dollars per year by not extracting the fat from the waste that was going into the sewers. And there were other money-saving improvements.

Now, if the packing company finds it worth while to have a chemist tell him how to make money, why shouldn't the farmer have one? The farmer can't be a chemist himself. And he can't afford to hire a chemist. He can't go to school for the purpose of learning to do his own scientific work, and he can't afford to have an expert do it for him. I don't know what the average-size farm in Texas is—I suppose about 1,000,000 acres. In Missouri it is about 125 acres, and it makes a farmer scratch to make a living for himself, let alone hiring a chemist. Now if science is ever to be brought to the farmer, it must be done through the Government or through the State. The Government recognized that fact years ago, and established agricultural experiment stations. They were established for the purpose of doing for the farmer and agriculture generally just what the chemist did for the packing company. If your problems are not solved, you have not made use of these advantages. Tell them what your problems are. They will help you, I am sure. You have these experiment stations in Texas, and it is for your own good that you support and take care of them. It is the only means by which you can get this service. If you were organized as business interest are, then you could afford to employ experts.

Now, I wish I could suggest to you some plan by which we could improve the marketing situation. But I don't know of any other plan than to say that we must first get together and organize. We must do that. There is no other way to solve these problems. The University can't do it for you; the Agricultural Department can't. They can't build your rural schools; you will have to build them yourselves. You must solve these problems yourself, or they never will be solved.

We have in the State of Missouri a great strawberry section. That section shipped out a great number of strawberries to Minneapolis. Other sections shipped the same day to the same city. As a result fifty carloads of strawberries were shipped to Minneapolis on

that same day. Those people had a strawberry feast—more than they could eat. The result was that many cars brought nothing—not enough to pay the freight!

Again, there is a story of a cattleman who shipped several trainloads of cattle to Chicago. When the commission merchant had deducted his commission, transportation, etc., the cattleman owed him \$13.00. The commission merchant wired him to that effect, and the cattleman wired back that he didn't have any money, but that he could send him another trainload of cattle. But, too often the situation is like that.

I wish I had time to take up some of the other questions. You are hot and I am hot, and there are other speakers to follow me. But I want to say this: In my opinion one of the greatest needs, one of the most important steps that we, as farmers, could take is to provide for ourselves and our children better educational opportunities. I do

not mean education in the general sense alone, but I mean education as applied to agriculture. I mean that every school, from elementary to high school and college, should teach agriculture. I want our children when they start to farm to know how to go about it efficiently. I want them to know and learn in a short time what all science has learned and taught about this subject during the centuries past. No one is going to do this

for us. We have got to do it for ourselves. As difficult as it may seem, we must get together; we must organize for these things.

You have been very patient with me, and I want to thank you very much. I am glad to have been here.

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

MUSIC STUDIO

Mr. Herbert Wm. Reed opens his studio August 30. M. E. Church, right side entrance, Phone 651. Instruction in voice, piano, pipe organ, cornet.

Every Day—

Grape-Nuts food, with its wonderfully crisp, delicate flavor, is found on thousands of tables the world over.

The native sweetness of whole wheat, combined with the zest of malted barley, produces a food unparalleled for flavor and nourishment. Ready to eat, easy to digest, delicious—

Grape-Nuts with Cream

is an ideal daily ration for workers in all lines of human endeavor.

"There's a Reason"

LONG-HARP DRUG CO.

"THE NYAL STORE"

We Have a Complete Stock of School Supplies

We have purchased the exclusive rights for this town of Stafford Inks. This ink is sold in bottles which will not spill. You can turn it over—roll it around—and your ink will not spill.

We Can Sell You Six Pencil Tablets for 25c

See Our Stock Before Buying
We are here to serve you

Long-Harp Drug Company
PROGRESSIVE AND PROGRESSING

Free Delivery

Phone 161

IT'S A GOOD HABIT

Get the habit of making this establishment your general headquarters. Its a good time to commence with the beginning of the new month. You will find our service above complaint, our selling force courteous, and our goods of a uniformly high standard.

We want to know you better and have you know us and what we are endeavoring to give to the Plainview public.

We have just fitted our cold drinks parlor in the most approved style and we especially emphasize our service to the ladies.

Our "smoking" selection is extensive and its still growing. If you are a smoker you will enjoy the wide range of selections we offer in cigars and tobaccos.

Our sheet music stock is kept up to the minute. Its an extremely popular line at extremely popular prices.

We haven't learned just what best suits your fancy but if there is anything in our line you want and don't see it we will be glad to have you suggest it.

Everybody's Confectionery

H. E. JOBE, Proprietor.

Carriage Painting as Well as Automobile Painting

SHOULD NOT ONLY DEMAND

First Class Material and a Dust Proof Building

but that exact workmanship necessary for a factory finish. Satisfy yourself as to our workmanship and let us figure with you on your carriage or automobile painting.

RICHARDS AUTOMOBILE PAINTING CO.

ONE DOOR WEST KNIGHT AUTO CO.

PLAINVIEW, TEXAS

Motor News of General Interest

DUTIES OF ROAD PATROLMAN.

Friend of the Motorist in that He Is Required to Remove All Broken Glass.

The patrolman on the roads in the States having such employees is an individual whose labors always interest the traveler who sees him at work, although his duties are rarely understood.

These duties vary widely in different States, in fact, but where the patrol system is well developed they are the counterparts of the duties of that invaluable although humble railway employee, the section boss. In New Hampshire, for example, each patrolman must go over his section daily, rain or shine, except on Sundays and legal holidays, unless he is in charge of a little traveled road which does not require such continuous attention.

He has to keep all culverts and ditches open and free from rubbish, to remove all loose stone and rubbish from the road, to see that the guard rails are safe and well painted and to cut the brush and weeds on the roadsides and on the inside of all curves. He is the friend of the motorist because he is the man whose duty it is to remove the broken glass from the road.

In New Hampshire he is specifically required to put his entire section in the best condition possible every Saturday, so that Sunday travelers may experience a minimum of inconvenience. It is his duty also to put up fences or red lanterns giving warning of obstructions, to keep a record of every accident on his section and to furnish all possible aid to those who meet with an accident. He has charge of the dragging of earth and gravel roads and the patching of more durable types. He is also a deputy fire warden.

HINTS TO CAR OWNERS.

When installing tire chains it is not advisable to have them too tight. If the chains are held in a fixed position the tread of the tire is apt to be loosened at these points. If the chain is slightly loose it will work around to different positions and cause less injury to the tread.

When making motor adjustments it is usually necessary to exercise a little patience in order to get the best results, for the reason that the effects of adjustments are not always instantly apparent. In carburetor adjustments, for instance, the motor must be given a little time to feel the changes made, and the results obtained immediately following the turn of a needle valve or an air valve spring may be misleading.

The holes drilled in mufflers sometimes are rough and ragged, with the result that the escaping gases set up a whistling noise anything but agreeable. Smoothing off the rough edges will usually eliminate the unwelcome sound.

When two or more leaves of a spring break it is not advisable to install new leaves without resetting the spring. If the spring is used for some time its set is different from that of the new leaves installed, and the effect results in another broken spring very soon.

The practice of driving in ruts will wear out a tire faster than any other individual bad habit. Obviously this method of driving exposes to wear the part of the tire least calculated to bear it. The main strength of the tire lies in the tread. The side walls are made comparatively thin, because wear on them is not expected, and yet, by running in ruts, that is exactly where the hardest wear falls.

COLOR IN A NEW ROLE.

Red as a favorite color has long held its position as king of the paint box. As an accessory for the motorist, however, it is not so well known. The main benefit is reserved for the woman, for red has long been restrained to an occasional tie or other small note in men's clothing.

Tourists in the hotter sections were the first to discover and make known

the impunity to be derived from the use of red as a protection against the sun. A single thickness of chiffon prevents any sunburn whatever. Orange is an even better color, taking precedence here at least over the king of colors. But orange is not so popular a color, and the tourist in the Southwest and far South more often wears the red veil.

While it might be rather unusual to wear the bright, flaming colors in the city haunts of man, for the touring trip they are extremely desirable. Moreover, the woman who dares draw the attention of many can insure herself against sunburn and freckles by wearing such colors even on the city boulevards.

The principle is the same as that which leads the photographer to use the red glass or orange lantern in his darkroom. Its use is equally as fit for the woman motorist as for the photographer, especially if she has a delicate skin.

AN ITEMIZED BILL.

An old church in Belgium decided to repair its property, and employed a celebrated painter to touch up and restore a large religious painting. Upon presenting his bill, the commit-

tee in charge refused payment, unless the details were specified, whereupon the artist presented the items as follows:

- To correcting the Ten Commandments \$ 5.12
- Embellishing Pontius Pilate, and putting new ribbons on his bonnet 3.02
- Putting new tail on the rooster of St. Peter, and mending his comb 2.20
- Re-plumbing and gilding left wing of Guardian Angel 5.18
- Washing the servant of the High Priest and putting corn-me on his cheeks 5.02
- Renewing Heaven, adjusting the stars, and cleaning up the moon 7.14
- Touching up Purgatory, and restoring lost souls 3.06
- Brightening up the Flames of Hell, putting new tail on the Devil, mending left hoof, and doing several odd jobs for the damned 7.14
- Rebordering the robes of Herold and adjusting his wig 4.00
- Taking the spots off the son of Tobias 1.30
- Cleaning Balaam's ass and putting one shoe on him 1.70

- Putting Earrings in Sarah's ears 1.71
- Putting new stones in David's sling, enlarging the head of Goliath and extending Saul's legs 6.13
- Decorating Noah's Ark and putting a head on Shem 3.31
- Mending the shirt of the Prodigal Son and cleaning his ear 2.39
- \$58.42
- The bill was paid.—Selected.

To prevent pedestrians being injured by automobiles leaving garages an automatic alarm has been invented that rings a bell and displays a danger signal as cars pass over parts of its mechanism.

FOR RENT—Two rooms furnished for light housekeeping. Three blocks east of Herald office. It-pd.

Black and White at THE REXALL STORE. FOR RENT—Unfurnished rooms, close in. Phone 286. 2t-pd.

As It's Done Now.

"Professor, I want to take up international law. What course of study would you recommend?"
"Constant target practice."—Louisville Courier-Journal.

Black and White at THE REXALL STORE. FOR RENT—Unfurnished rooms, close in. Phone 286. 2t-pd.

STUDEBAKER

Yesterday we received a carload of these highly dependable cars. They have been unloaded and are now on display and ready for demonstration at our new store room in the Avery Building. We have purchased this property and expect to make it the Plainview home of the Studebaker.

IMITATED BUT NOT EQUALED

It is over a year ago that the present series of Studebaker cars were announced to the public. Six months ago added refinements and improvements on this same series were announced. Since then no company manufacturing automobiles has been able to offer the public a series of cars which equals the Studebaker in dollar for dollar value.

For the same power, the same roominess, the same comfort, in other cars you have to pay hundreds of dollars more.

In its field, Studebaker leads every producer of motor cars in the world. In number of seven-passenger SIXES and seven-passenger FOURS manufactured and sold since July, 1915, Studebaker leads every manufacturer in the world.

Other companies have changed their price, changed their designs, and changed their models. They have announced new models. But no company has been able to improve in any way on the style, appearance and up-to-dateness of Studebaker design—Studebaker continues to be a "year ahead" just as the public said it was a year ago.

The people who buy motor cars know motor car values. They know, because they take the judgement of people who have tried Studebaker cars, and found that in actual value and in service, Studebaker lives up to its leadership. Wherever Studebaker cars are used, they sell more Studebaker cars.

POINTS OF SUPERIORITY

MOTOR—A 3½ x 5, cast-in-block, six-cylinder motor, which, in simplicity, accessibility, efficiency, economy, and power, has been proven during the last thirteen months, in all parts of the world, as one of the most remarkable motors ever used in a motor car.

REAR AXLE—The Studebaker full-floating rear axle, which has been developed through four years of service and experience under hundreds of thousands of Studebaker cars. Even the giant power of the big Studebaker "SIX" motor cannot tear apart or wear out the gears and shafts of special Studebaker steel in this Studebaker axle.

CHASSIS—The Studebaker Golden Chassis is still the most beautiful chassis, not only in appearance, but in accessibility, simplicity, efficiency, and life-saving factors of strength.

SPRINGS—The three-quarter elliptic special Studebaker steel springs, with torque arm and radius rod driving members, are still standards of perfection. New ideas have been tried, first by Studebaker in its experimental laboratories, and by other manufacturers under cars which they sold to the public, and no spring suspension has yet been found which will equal the three-quarter elliptic of the Studebaker in comfort, road-ability, in perfect mechanical operation—it costs more than other types, but its superiority renders cost negligible.

ELECTRICAL SYSTEM—The Studebaker electrical system, developed by four years' study concentrated on Studebaker, has developed the lightest, most efficient, the most reliable lighting and starting system ever put on an automobile. There is no electrical system in the world, at any price, which is superior in any way, or perhaps even equal, to that now used on Studebaker cars—and this system has been designed exclusively for Studebaker.

STYLE—The beautiful body lines of the Studebaker car have not been affected by freakish fads

and fancies. Artistic refinements have been incorporated from time to time, but it has not been necessary to make radical changes to attract public attention. Studebaker cars are sold on intrinsic merit and beauty.

CROWN FENDERS—The crown fenders, first introduced and still used by Studebaker, have been copied and imitated by every other manufacturer.

FINISH—The beautiful paint and varnish work on the Studebaker car can never be equaled at the price by any other manufacturer, and will not until other manufacturers possess the manufacturing experience and facilities of the great Studebaker Corporation.

UPHOLSTERY—Studebaker continues, in spite of advances in the cost of genuine leather and curled hair, to use these materials in Studebaker cars, and no other manufacturer within hundreds of dollars of the Studebaker price can afford to use material of this quality in finishing its cars.

SERVICE—Systematic Service, originated and promoted by Studebaker, has been imitated by other manufacturers, but no other manufacturer has so large or responsive a dealers' organization to co-operate throughout the entire country in making this service national, and when you buy a Studebaker car, no matter where you drive you find Studebaker Systematic Service. This, in itself, is a feature which makes the appeal of Studebaker cars very strong to the average buyer.

STUDEBAKER—Back of the Studebaker car there is a history of unparalleled good will and business success, extending over sixty years, giving assurance to the owners of Studebaker cars that their purchase is not an experiment, not a gamble, but an actual investment, and there is no car in the market, in ratio to first cost, which has a higher second-hand value than a Studebaker. This is an indication of public confidence in the products of the great House of Studebaker.

Willard
STORAGE BATTERY

Where There's a Will—

The fellow who really wants to get results from his storage battery doesn't need to look any farther than this.

Plainview Battery Company
714 Broadway

Free inspection of any battery at any time

THE NEW AUTO REPAIR SHOP

Located in the Avery Co. Building just south of Nash's Hotel

Offers you not only excellent service in the repair of all kinds of automobiles at reasonable charges but we will have a big stock of

Ford Parts and Specialties

in a few days. This will make it easy for you to have us equip your car while we have it in our repair shop.

All of Our Work is Guaranteed

A. W. (Dutch) OBERSTE

Four \$875 f. o. b. Detroit	Six \$1085 f. o. b. Detroit
J. D. PELPHRY	
Avery Building, One Door South of Nash Hotel. Plainview, Texas	

The Plainview Evening Herald

TWICE-A-WEEK

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

HERBERT S. HILBURN, Editor E. B. MILLER, Business Manager

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

\$1.50 a Year; 75c, 6 Months. Advertising Rates on Application.

The many county fairs of West Texas bespeak the prosperity of the section, many of them being initial attempts.

THE FARM LOAN ACT.

The first step has been taken to give the man on the farm the peculiar sort of credit that he needs. But it is truly only the beginning. The bill has become law, the commission has been appointed and is organized, but the next steps have not been taken to establish the twelve banks provided by the law to engage in the farm-loan business.

It must be decided where these twelve banks are to be located. Stock must be sold and capital be paid in, and each institution must be properly organized, housed and equipped for its peculiar business. Literature and instructions must be distributed, that the people may learn the powers and limitations of the system and may learn to use it. Then local associations of borrowers must be formed, that the system and the needy individual may get together and do business.

There are thousands of farmers who need the assistance of the land banks that are to be. They ought to have had that assistance long ago. But they will have to exercise patience, now that relief begins to come into sight. In six months' time perhaps—or maybe in a longer, maybe in a shorter time—the land banks doubtless will be ready for business.

Even then, do not expect the system to solve all your credit problems. For a man's ability to borrow of the new banks will be limited by what he has. The time must come, of course, but this law does not provide for it, when adequate help will be extended to worthy tenants, who have little or nothing, in the struggle for home ownership.—Farm and Ranch.

DOES ADVERTISING INCREASE THE COST?

Occasionally the question is asked—generally by persons who have not studied the situation—who pays for advertising?

The answer comes sometimes, the merchant; others answer, the consumer.

There is an economic principle recognized in advertising, just as potent and as powerful as that of large-scale production in industry. No one thing lowers the cost of production more than large-scale production. The first aid of large-scale production is advertising. It is a powerful salesman which helps to dispose of goods produced.

Advertising does not cost the consumer, for the part it plays in aiding in large-scale production reduces the cost enough to absorb its own cost.

It does not cost the producer, for it is a strict economy, making possible his large production and sale. For him it has the value of an automatic process, since it makes it possible for him to reach thousands of people through printed words, whereas formerly the seller was limited to his vocal organs.

In tracing back the history of advertising, signs and criers are found in Greece, Palestine and Rome, where they were used for public announcements and a few private purposes. Pompeii has furnished us with many wall inscriptions in red and black, as well as the familiar Roman signs, the amphora and two slaves for a wine shop, a goat for a dairy, or a boy being whipped for a school. In the Middle Ages the public crier was a familiar figure. It was, however, the advent of printing and later the newspaper which furnished an adequate medium for advertising. America, the land of most and greatest newspapers, is the premier in the world of advertising. Seventy-five per cent of the money spent in the United States for advertising purposes is spent with the newspapers, which are the recognized medium of publicity for quick returns. Other forms are occasional catalogue and booklet; street advertising, including car signs and bill boards; salesmen and personal advertising.

INTEREST IN THE COUNTY AGENT.

The records of inquiries for farm lands kept at the Kansas Agricultural College show that almost invariably the prospective purchaser desires to know if there is a county agricultural agent in the county concerning which he inquires. Again, some farmers declare outright that they are searching for land in a country which has the benefit of an adviser. None of us is too old to learn. The farmer who knows it all doubtless can be found in ample numbers, but the percentage is not greater than in other vocations. As a matter of fact, it takes a bigger man to know it all in farming than in any other occupation, and probably the number of "smarties" is smaller among tillers of the soil. Even a lot of those grizzled old chaps, taught in the school of experience, have come to understand that younger men, who have been real students, may have learned something which has escaped them in the costly experience route to knowledge. The county agent who fills his job is a much-valued member of the community. It is easy enough to understand why the thinking farmer manifests a disposition to locate in a section where such aid is available.—Breeder's Gazette.

"PROGRESS" A SCHOOL CREED.

This week Plainview has as guests the members of the Hale and Lamb County Teachers' Institute. There is no class which can do more good in the real development of the South Plains country than our school teachers. It is commonly charged that the schools of Texas are behind the schools of states of more and older development. It is a fact that will be borne out by the reports of State officials that nowhere in Texas are found better rural schools than in West Texas, especially in the Panhandle District.

Hale County and Lamb County can reasonably be proud of their rural schools. New school buildings, teacherages—better equipment in a material way show the interest of the good people of this section in their schools. There are few of the larger districts which do not pay the maximum tax allowed under the present State law.

But there is always room for improvement.

You find no subject upon which the people of these two counties are more nearly of one mind than the school question. Their school creed is "progress."

WE NEED AN ORDINANCE THAT WILL "HOLD WATER."

Free delivery of mail in Plainview has been sought for some time, and assurance is given that all that is wanting is more sidewalks. In some instances only connection between the walk and the curb is needed; some alley crossings are bad; then there are a few—only a few—persons who own lots in the central portion of the town who do not wish to put in sidewalks.

Any property is enhanced in value by reason of sidewalks more than the cost of installing the walks. They are a convenience which the public in any live, wide-awake city demands. That means that Plainview citizens demand good walks.

In the community life there are civil rights, just as with the individual. The citizens of Plainview collectively have rights as much as any individual, and the time comes when the individual must recognize this truth.

The enactment of an ordinance that will "hold water" and force property owners who are "bull headed" to build walks will be favored by a majority of the citizens of Plainview.

KASH KANDY KITCHEN SOLD.

P. E. Yordy today purchased the Kash Kandy Kitchen from Mrs. Mattie Wicker, and will continue the business under the old firm name. Mr. Yordy, who is a practical candy maker, is from Pampa. His son will be associated with him in the business.

LEWIS BUYS BARTSCH MARKET.

G. E. Lewis, grocer in the Wayland Building, has purchased the meat market owned by Fred Bartsch, and will move the market into the building with his store. The deal was consummated today.

WAYLAND FINE ARTS FACULTY IN OPENING RECITAL FRIDAY.

Friday evening at eight o'clock the fine arts faculty of Wayland College will appear in a recital, at the college auditorium. Prof. R. E. L. Farmer, for the college, has extended an invitation to all to attend, without charge, and become acquainted with the work of this department.

The program for Friday night is: Invocation—Rev. I. E. Gates. Violin Solo—Souvenir (Franz Drdle)—R. M. Crabb.

Reading—Scene I, Captain January (Laura E. Richards)—Miss Bess Brown.

Vocal Solo—Knowest Thou Not That Fair Land (From Opera, Mignon Thomas)—Miss Ophelia Donnell. Piano Solo—Polonaise C-Sharp Minor (Chopin)—Miss Elizabeth Ziegler.

Reading—(a) Prior to Miss Bell's Appearance; (b) Somebody—Miss Brown.

Vocal Solo—Sing, Sing, Birds on the Wing (Godfrey Muting)—Miss Donnell.

Piano Solo—Prelude (Rachmanoff, Op. 3)—Mr. Crabb.

Demonstration of Fletcher Music Method, by Miss Ziegler.

SAN ANGELO MAN WITH THE PLAINVIEW CREAMERY.

H. V. Bosley, of San Angelo, has accepted a position as buttermaker with the Plainview Creamery. He assumed his duties Monday morning.

CATCHES A BADGER.

H. R. Tarwater, of Runningwater, caught a large badger and brought it into the city Monday evening. It is in the custody of the firemen at the City Hall.

TEXAS UNIVERSITY EXTENSION WORK SHOWS BIG INCREASE.

AUSTIN, Texas, Sept. 1.—The growth in the number of correspondence students in the University of Texas is one of the remarkable evidences of the interest felt in education by the citizens of Texas. During the three summer months, June, July and August, 763 individuals have enrolled in the various college courses offered by correspondence, against 612 matriculations for the same three months in 1915—an increase of 151 students. During the same months 55 women's clubs of Texas have registered for group study courses under the direction of University professors. These clubs represent an average membership of from 15 to 20 members. Something like 2,000 people, therefore, have registered for study in the University who will not be in active attendance in the class rooms. This total will probably be nearly doubled during the remainder of the year.

Mrs. W. E. Herring, of Amarillo was the guest today of her brother, J. W. Day.

Mrs. H. E. Clark and daughters, of Owatonna, Minn., came in the latter part of the week. They will be here for several months.

Perpetual Motion

And its no secret about what makes it go. Lots of folks have found out. Have you?

The "All Leather Line" of shoes is part of it. "Red Goose" School Shoes are children of the family. The school things are going some. Better see what makes it.

The notion counter is very attractive. Hard to keep it filled.

I don't need to tell you why after you look it over but you may tell somebody else.

Some mighty good values in piece goods.

The stocking line is just about complete 10c to \$1.25 a pair.

Tell the old man about the cord end suspenders at 25c a pair, also the 85c dress shirts.

Stetson Hats \$4.00 and \$4.50, fine bunch silk four in hand ties 25c.

Got some new ribbons at 15c and 25c.

Ladies extra size black skirts fine, \$7.50. It will pay you to come often. Anything for anybody.

Landers Wayland Building

ANNOUNCEMENT

I have purchased the Bartsch Meat Market and will move the same to my store in the Wayland Building. This will better fit me to give all the meat customers I have had and those of Bartsch's Market an improved service, which I assure you I will be pleased to do.

I will appreciate the patronage of Mr. Bartsch's customers as I have my own, and hope to add to them all in and near Plainview who are willing to give my service and prices a trial.

G. E. LEWIS

Phone 116

We Sell for Cash Only

Plainview, Texas

Rarely Lovely New Autumn Merchandise

New Suits to Grace the Brilliant Autumn Season

Have you felt that tinge of autumn in the air? The teasing breeze nips you wickedly, and then laughs gleefully because you shiver. You begin to desire new warm raiment with a dash as elusive and as fascinating as that breeze,

We have exerted every effort to satisfy those desires. We

have filled our store with garments whose style and beauty is beyond question. We are waiting only for you to come and enjoy the golden harvest.

Come and see them here. You will find them a realization of your unexpressed desires.

CARTER-HOUSTON'S



Balanced Rations For Dairy Cows

WASHINGTON, D. C., Aug. 30.—The feeding of a dairy cow should be governed by the cow's capacity to produce milk. By keeping a daily record of each cow's production, the skillful feeder soon finds that some cows in the herd respond to an increased allowance of feed and return a good profit on it, while others are limited in milk capacity, and overfeeding them is unprofitable. Profitable feeding requires a thorough knowledge of the individual cows as well as of the values of feeds.

The following general rules are given in a new Farmers' Bulletin of the U. S. Department of Agriculture, No. 743, "The Feeding of Dairy Cows," as a guide for winter feeding by the inexperienced feeder:

1. Under most circumstances the cow should be fed all the roughage that she will eat up clean, adjusting the grain ration to the milk production. Only when the cow tends to become overfat should the quantity of roughage be restricted.

2. A grain mixture should be fed in the proportion of 1 pound to each 3 pints or pounds of milk produced daily by the cow, except in the case of a cow producing a flow of 40 pounds or more, when the ration can be 1 pound to each 3½ or 4 pounds of milk. An even better rule is 1 pound of grain each day for every pound of butter fat produced during the week.

3. Feed all the cow will respond to in milk production. When she begins to put on flesh, cut down the grain.

For the most profitable milk production, the cow must be fed a balanced ration at the cheapest price such ration can be provided. By balanced ration is meant the combination of such a proportion of nutrients and in such quantities as the cow requires to maintain her bodily functions and as she can utilize in the production of milk. These nutrients are classified as protein, carbohydrates, and fats. Protein is one of the principal constituents of milk; fats and carbohydrates perform much the same functions, that is, produce energy and heat, and in the balancing of a ration are usually classed together. If the cow is given a ration containing an excess of either element, the excess is liable to be wasted; hence the economical importance of a balanced ration.

Corn silage, corn stover, timothy hay, millet hay, prairie hay, hays from the common grasses, straws of the various cereals, and cottonseed hulls may all be classed as low in protein content, while legume hays, such as alfalfa, the clovers, cowpeas, soy beans and oats and peas, are classed as roughage high in protein. Grain and concentrated feeds are the chief sources of protein, and the mixture should be made to fit the class in which the roughage belongs.

Compounding a Grain Mixture.

A few simple rules for making up a grain mixture are given briefly below:

1. Make up the mixture to fit the

roughage available. With roughage entirely of the low-protein class the grain should contain approximately from 18 to 22 per cent of protein, while with exclusively high-protein roughage the grain ration need contain only about 13 to 16 per cent.

2. Select grains that will furnish the various constituents, especially protein, at the least cost, using home-grown grains if possible.

3. Be sure that the mixture is light and bulky.

4. The mixture should be palatable.

5. See that the grain has the proper physiological effect upon the cow.

All these suggestions should be kept in mind in order to obtain the best possible combination of grains. The following table shows the digestible protein content of the more common grains and by-products feeds. The percentage columns are arranged in 5 per cent divisions:

Approximate Digestible Protein Content of Various Grains and By-Products.

AVERAGE 5 PER CENT. (2.5 to 7.4 per cent.)	
Corn meal.	
Corn-and-cob meal.	
Heminy feed.	
Dried-beet pulp.	
AVERAGE 10 PER CENT. (7.5 to 12.4 per cent.)	
Wheat, ground.	
Oats, ground.	
Barley, ground.	
Rye, ground.	
Buckwheat, ground.	
Sorghum grains, ground.	
AVERAGE 15 PER CENT. (12.5 to 17.4 per cent.)	
Wheat bran.	
Wheat middlings.	
Dried distillers' grains (rye).	
AVERAGE 20 PER CENT. (17.5 to 22.4 per cent.)	
Gluten feed.	
Malt sprouts.	
Dried brewers' grains.	
Dried distillers' grains (corn).	
Cocoonut meal.	
Peanut meal with hulls.	
Cowpeas.	
AVERAGE 25 PER CENT. (22.5 to 27.4 per cent.)	
Buckwheat middlings.	
AVERAGE 30 PER CENT. (27.5 to 32.4 per cent.)	
Gluten meal.	
Linseed meal (both processes).	
Soy beans.	
AVERAGE 35 PER CENT. (32.5 to 37.4 per cent.)	
Cottonseed meal.	
AVERAGE 40 PER CENT. (37.5 to 42.4 per cent.)	
Peanut meal (hulled peanuts).	

The percentage of protein in a grain mixture may be found as follows: Take any number of parts of any number of feeds in the table, and for each part put down the percentage of the column in which it is found. Add these numbers and divide the sum by the number of parts. Examples:

1 part wheat bran	15
1 part cottonseed meal	35
1 part gluten feed	20
3	3) 70
Per cent protein	23.3
3 parts wheat bran (3 x 15)	45
2 parts cottonseed meal (2 x 35)	70
1 part gluten feed (1 x 20)	20
6	6) 135
Per cent protein	22.5

The approximate price of a ration per pound of protein may be ascertained as follows: Divide the total price of the mixture by the average protein content as derived above. The mixture costing the smallest price per pound of protein, other things being equal, is the most economical. Unfortunately, other things are never exactly equal, for the physiological effect of the grain, bulk, and palatability must also be taken into consideration. Practically all the grain feeds low in protein are rich in carbohydrates, but grains are used primarily for their protein content, as almost invariably the carbohydrates can be produced more cheaply in the form of corn silage, cornstalks, etc. While the above-mentioned method of testing the economy of a grain ration is not entirely accurate, it is usually a safe method to follow.

GOOD PRICES EQUALIZE DECREASED CROP YIELDS.

DALLAS, Texas, Aug. 30.—July and August weather have not been favorable to the maturing of crops. The long, severe drouth in the southern counties was broken on July 4 by a heavy rain, which has been succeeded by others at frequent intervals, sprouting the seed planted in February and filling up the water holes and courses and restoring the range. There has been so much precipitation in this section that the cotton fields are weedy and the farmers have not had sufficient opportunity to keep them clean. In the counties east of the line from Waco to San Antonio, rain has been plentiful, producing a vigorous growth and fruitage of crops; in other sections of the State the weather has been dry and hot, except for seasonable local rains in some of the Red River counties. In the drouthy sections the hot weather has put an end to the ravages of the boll weevil; in areas of sufficient rainfall, this damage has gone on unchecked.

The weather for August has resulted in a general drouth over the State, interspersed with small rains of strictly local character, and a Gulf storm that swept a number of southern counties August 18. These conditions have been unfavorable for the crops. The early planted corn that escaped the April freeze had time to mature a good crop, but the late planted corn has been generally cut down in yield by lack of moisture at fruiting time. Speaking generally, Texas has made a half crop of wheat, a 65-per-cent out

crop, corn, sweet and Irish potato crops under the average, and a 65-per-cent fruit crop. The hay crop, it is estimated, will be 30 per cent short, but all of these products have commanded and are commanding good prices, and, considering the yield and price together, the outcome, insofar as it is affected by agricultural conditions, is not such as to indicate a decline in the business outlook.

The chief interest at this time is in the cotton prospect. An acreage larger than that of last year was planted, but present indications are that the yield will be little, if any, better than last year's production, which was 3,175,000 bales. The general drouth in connection with boll weevil damage in sections of the State where there has been no insufficiency of rainfall and the effects of the storm in the southern counties are responsible for the indicated small yield.

The prolonged dry weather has affected unfavorably the grain sorghum yield, but these crops, being drouth resistant, will make a fair yield. Almost 300,000 acres of peanuts have been grown, and much of the crop will be threshed and offered for sale; owing, however, to the shortage of corn, grain sorghums and hay, much of the crop that would have gone to the oil mills will be baled, nuts and vines together, and kept by the growers for feed.

NORTHWEST TEXAS.—(Counties lying north of the T. & P. Railroad and west of the Santa Fe Railroad out of Fort Worth.) The lower counties have been suffering from two months of drouth, which has reduced their corn yields and unfavorably affected their feed crops. Cotton has stood up well, but the heat, having put an end to danger of large losses from boll weevil, has caused much shedding in areas of local showers, and has brought

about an earlier opening of the bolls than usual. Most towns in this section have ginned their first bales. The peanut crop, a good drouth resister, is maturing, and will make a fair yield, but not at all so good as it would have been with seasonable rains. In the Staked Plains area the ranges have been drying up until a general rain in eastern New Mexico and the western Panhandle counties, August 20-23, brought much-desired relief.

NORTHEAST TEXAS.—(Counties east of the Santa Fe Railroad and the Trinity River south to the 31st parallel.) This section, especially the Red River counties, is in about the best condition of the whole of Texas. Early corn did well on the black lands and in the northern counties, and is up to the average in most other places. The dry weather has hurt cotton to some extent, but not so badly as in other sections, the heat, while causing some shedding, having put an end to the boll-weevil menace. The peanut, cane and sweet potato crops have done well in most of the counties.

CENTRAL TEXAS.—(Counties lying west of the Trinity River and a line from Madisonville through Brenham to San Antonio and east of a line from San Antonio to Abilene and south of the T. & P. Railroad.) There has been no considerable drouth in the eastern half of this section, and as one result the boll-weevil damage has been extensive and heavy. A good corn crop matured in the lower counties, but that in the upper portion, having been replanted very late, did not get far enough along to escape the summer drouth. Feed crops are only fair.

SOUTHEAST TEXAS.—(Counties lying below the 31st parallel and east of a line from Madisonville through Brenham to San Antonio, and from San Antonio south to the Rio Grande.)

The rice crop promises to be very good; corn and most other crops in this section north of a line from Palacios to San Antonio are good. A storm on August 18, coming inland between Brownsville and Corpus Christi, did heavy damage, blowing the cotton out of the open bolls and blowing off unopened bolls, damaging feed crops and other crops in the field, and causing much loss as far north as Brenham, centering, apparently, over LaSalle, McMullen, and Webb counties.

SOUTHWEST TEXAS.—(Counties lying south of the T. & P. Railroad and west of a line from Abilene through San Antonio to the Rio Grande.) This section, largely a stock range, has, in the main, been in good grazing condition during August, with local dry areas. (Crop Bulletin No. 6, Texas Industrial Congress.)

The Worst Possible.

Jones (to his grocer)—"You seem angry, Mr. Brown."

Brown—"I am. The inspector of weights and measures has just been in."

Jones—"Ha, ha! He caught you giving fifteen ounces to the pound, did he?"

Brown—"Worse than that! He said I'd been giving seventeen."—Tit-Bits.

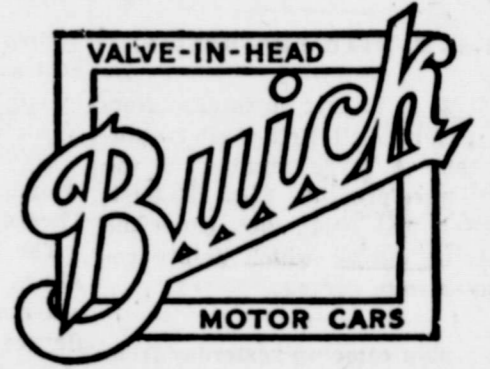
Black and White at THE REXALL STORE. tf.

I make a specialty of Remodeling Dresses and Coat Suits. MRS. BUSSELL. Phone 145. 2t.

Black and White at THE REXALL STORE. tf.

FOR RENT—Two or more furnished rooms; modern; close in. 406 East Seventh Street. tf.

THE BUICKS ARE HERE



We are glad to notify the public that we are this week unloading several cars of Buicks. We wish to thank those that have been patiently waiting for their arrival and to advise that we will distribute them impartially.

WE HAVE

- The D-6-45 5 Passenger Touring Car at \$1095, Delivered
- The D-4-35 5 Passenger Touring Car at \$730, Delivered
- The D-6-44 Roadster at - - - \$1050, Delivered

The rightness of the Buick valve-in-head motor has made the Buick conspicuous for leadership. It is so reliable—so near trouble proof and yields the maximum of service with the least possible expense. Nothing has been omitted in the construction of these cars to make their goodness and beauty lasting.

The owner of a Buick valve-in-head motor car obtains from his investment a satisfaction which grows in completeness as his car continues in service. He marvels at the manner in which the matchless Buick motor retains its snap after thousands of miles of use.

He is pleasantly surprised to discover that his car improves with age, and that it runs with an ever increasing smoothness.

And his satisfaction is increased and intensified when he finds out that the value that is built into Buicks is the lasting value of carefully chosen and rigidly inspected materials.

There can be no more satisfactory possession than a Buick valve-in-head motor car. Come in and inspect them.

E. E. ROOS

Opening the Book of Fashion to the Many Chapters on NEW FALL MILLINERY

You may be sure of liberal selections for one thing, and unrivalled beauty for another.

And because of an uncertainty among the Paris creators as to size, all sizes are represented and one is just as fashionable as the other.

Besides smart sailors, demure pokes and rakish line turbans, there is a newness in the form of Napoleonic and Continental models—and of all materials Panne velvet, Lyons velvet and Hatters plush are the favorites.

Written chapters will tell you less than a single glimpse. So we ask you to come and see our wonderful collection.

R. & H. MILLINERY COMPANY

UP-TO-DATE HAT SHOP



STEPPING FROM THE CODE OF MODES HERE ARE THE NEW SEASON'S MOST DISTINGUISHED EXAMPLES

TODAY we announce our complete readiness for the new fall season with a very comprehensive and most distinguished showing of fashionable things in ladies and misses apparel, having elaborated upon any showing ever offered by this store in previous seasons. We have this year broadened the number of authentic models as well as in distinction and novelty features of the garments now assembled here.

We feel that we may now invite you to this store with the assurance that you will see a most profuse variety of fashion's smartest conceptions for the new season. Apparel for ladies in which the last decrees of fashion are met. Coats, Coat Suits, Millinery, Blouses, Skirts, Gloves and Dress requisites for women and misses of which the inherent charm and refinement will appeal to you. **WE WELCOME YOUR VISIT.**

THE NEW WOOLENS

Now have their showing here in all of the Very Latest Patterns for Fall—the Novelty Mixtures, the Bold Plaids, Self Colors and Stripes—showing materials for practically any kind of wearables you want for Fall and for the occasion you want it. Fancy 58-inch Plaid Zibbaline Coating at, per yard, **\$4.35**; 58-inch black and white Coat or Suiting and Check or Stripes, per yard, **\$2.35**; 48-inch fancy plaid French Serge, per yard, **\$1.95**. Many other beautiful patterns at, per yard, **50c to \$5.00**.

Our Suits Will Please and Delight You

The beautiful materials of Wool Velour, plain and self-striped Gaberdines, Broadcloths, Callot Checks—many richly trimmed in fur, others braid and velvet trimmed—in the colorings for Fall of Burgandy, Plum, Raisin, Rubber Grey, Purple, Blue and Black.

Some are plainly tailored, while others are in very novel effects, featuring those with flare ripple effects and close-fitting bodice. In coats with lower section or below waist line well flared, at **\$25** we are showing some unusual values.

Every Suit has a rich and novel lining, most of the linings being silk, and any woman who likes a bit of dash, style and originality about her Suit will certainly be pleased with our early showing, at **\$15.00 to \$60.00**.

Our Coats Reveal Some Rare Style Features

It doesn't seem that prettier creations in Coats were ever shown than the ones that we now have on display here—the wonderful Styles, Materials and Colorings; Belted, Semi-Fitted and Full-Flared Models, in English Velour, Vicunia, French Cut Plush and other materials.

Some show the new deep collar and cape effects of self materials. Others are richly finished with entire collar and cuffs of some rich fur, and on the same garments have a belt of fur and a generous band of fur is placed around the bottom of the Coat. You may select a very stylish model here at **\$25.00**.

Others in the latest ideas at **\$12.50 to \$95.00**.

THE NEW SILKS

We now display a very striking and engagingly smart collection of the real Silk Novelties for the new Fall Season—an unusual range of Plaids and Stripes—in Taffetas, Crepe de Chine, Poplins, and a very pretty display of Georgette Crepe in all of the new Autumn Shades. 36-inch Taffeta, in all colors, plaids and checks, per yard, **\$1.75**; 36-inch Taffeta in stripes and plaids, in sport effect and richly colored, at, per yard, **\$2.00**. Other Silk Materials in a profusion of designs and colors at, per yard, **50c to \$5.00**.

THE LOVELY CREATIONS IN MILLINERY

Perhaps the spirit of the new season expresses itself first of all in the New Millinery Models. It seems that the new headwear always carries the first air of the new vogues from season to season. The smartest ideas of all fashions are summed up in the New Hat Styles so artistically that it is felt by every woman who really knows Style. To them our Autumn showing will deliver a mode message distinctively different.

In fact, you can get a real inspiration of Fifth Avenue and others closely exemplifying the Paris vogues—with the unusual touches in trimmings, with a slight touch of the war vogue or the war veil, rather. Other striking conceptions are shown in a broad variety at anywhere upward to **\$35.00 and higher**.

THE VERY STYLISH BOOTS

presenting those which are recognized by Fashion authorities as being correct, in a very high quality, which always makes any article high or low in price. If the Quality is no good, any price is high, and more so than ever Quality has first consideration here.

But Fashion has stamped it correct and she has set her heart upon it for Fall—the new 8-inch Black Kid Boot with grey top and spike heel. And it's here—the new dark brown Kid Lace Boot and Apricot Top, slender toe; and so we have it—the new Stone, or Stone Grey, and Champagne Top and pretty heel and toe, and they're ready, too, and many others, in all shapes.

At **\$6.00 and up** our line is certainly attractive.

Others at **\$3.00 and up**.

Fur Trimmings New Collars

Fashion says that this is to be a season of fur trimmings. It's fur here and fur there. It's fur for the gown, fur for the veil, fur for the coats and suits—in fact, it seems that no garment is hardly complete without a touch of fur about it. We are fully prepared to meet the demands of the new season in all colors, widths and kind, at, per yard, **50c to \$3.00**.

Pretty Collars shown this season are very interesting in their new designs and generous shapes—pretty near any style to please your individual taste. Many crisp and dainty shapes, differing from any ever before shown, are now on display here. Collars for the new Suit or Collars for the Blouse, and other occasions, will be found here, **50c to \$1.50**.

New Corsets To Bring Out Your Graceful Lines

You may now procure at this store any of the new fall Gossard Front-Lace Corsets designed to bring out the graceful lines of the new Fall Costumes, which is so vital to your better appearance; for if your corset is not correct, no suit or gown can have a correct appearance, for the corset is the real foundation to all good dress.

We show models for every figure at prices of from **\$2.00 up to \$8.50**.

THE VERY CHARMING BLOUSES

showing distinctive Autumn creations in a range of colorings which includes all of the Dark and Light Tones, the predominating colors in Stripes and Plaids to harmonize with your new Fall Suit or Skirt.

Shown in Pussy Willow Taffetas, Satin, Georgette Crepe, Crepe de Chine and Charmeuse.

Showing very dainty models in Georgette Crepe and Crepe de Chine, featuring those with bead trimmings, which she has set her heart upon for Fall. Others in lace, with latest jabots and frill effects, with hand-embroidered and lace trimmings.

We offer some very compelling models at **\$5.00**.

Others at **\$1.25 to \$12.50**.

Fall Sweaters Stylish Kid Gloves

In the past week we have received a shipment of the new Autumn Silk and Wool Sweaters, in colors of Peach, Cardinal, Emerald, Rose and Mahogany; also in plain colors, with contrasting trimmings, belted and plain models, pockets and many new collar ideas.

\$3.00 to \$7.00.

The new Fall Vogues call for many varieties in Gloves to complete the costume. We may say that our stock is complete in this line. Practically every kind of Kid Glove wanted will be found here, in colors with contrasting trimmings and buttons and many novel ideas.

\$1.25 and upwards.



NEW FALL UNDERWEAR

In every weight and material, beautiful Unions, with lace collars, half sleeves and lengths, well finished with lace; others well tailored in full lengths. Teddies, Corset Covers and Chemise, with dainty lace trimmings, all carefully made and proportioned so as to fit the figure in every respect. And the prices are low, considering the workmanship and quality of the materials used. Prices, per garment, **50c upwards**.

Fashionable Models in New Fall Skirts

Dozens of new models, from the cheapest to the finest; styles that are particularly different, featuring those in flare ripple effects. Others with yoke and gathered effect. Vivid checked models in Taffeta; some in Wool, Gaberdine and Serge; fancy belts and snappy pockets and buttons; in plaid and self stripes. Misses' and Ladies' sizes at **\$3.00 to \$14.00**.

Plainview Mercantile Co.