

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

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PLAINVIEW, TEXAS, FRIDAY, NOVEMBER 17, 1916

WAYLAND COLLEGE NEEDS ADDITIONAL EQUIPMENT

BAYLOR UNIVERSITY PRESIDENT TELLS JUST WHAT IS NEEDED AT LOCAL SCHOOL.

WILL GET FULL JUNIOR CREDITS

Expenditure of \$1,000 Will Give Library and Laboratory Facilities That Are Necessary.

To hear Dr. S. P. Brooks, president of Baylor University, and erstwhile candidate for the United States Senate from Texas, a large crowd gathered Wednesday night at the Baptist Church. Rev. I. E. Gates, pastor of the church, and formerly president of Wayland College, introduced the speaker.

"The first visit I made to Plainview," Dr. Brooks prefaced his remarks, "was in my own, a selfish, interest. This time my visit is entirely unselfish. I have no axe to grind." And he thanked the people of Plainview for the generous support accorded him in his recent race for the Senate.

Launching into his theme, education, he directed attention to the primeval man and his crude manner of life. "The strongest ruled," he said. "In that day there was no use for the Pullman car, the flying machine, the full-dress suit. The modern conveniences, which have become modern necessities, are the result of development. God gave man legs, but didn't teach anybody to walk. God gave man brain, but didn't teach anybody to think. God gave man a tongue, but didn't teach anybody to talk. Human progress has been a succession of stumblings, and man has had to find his way out.

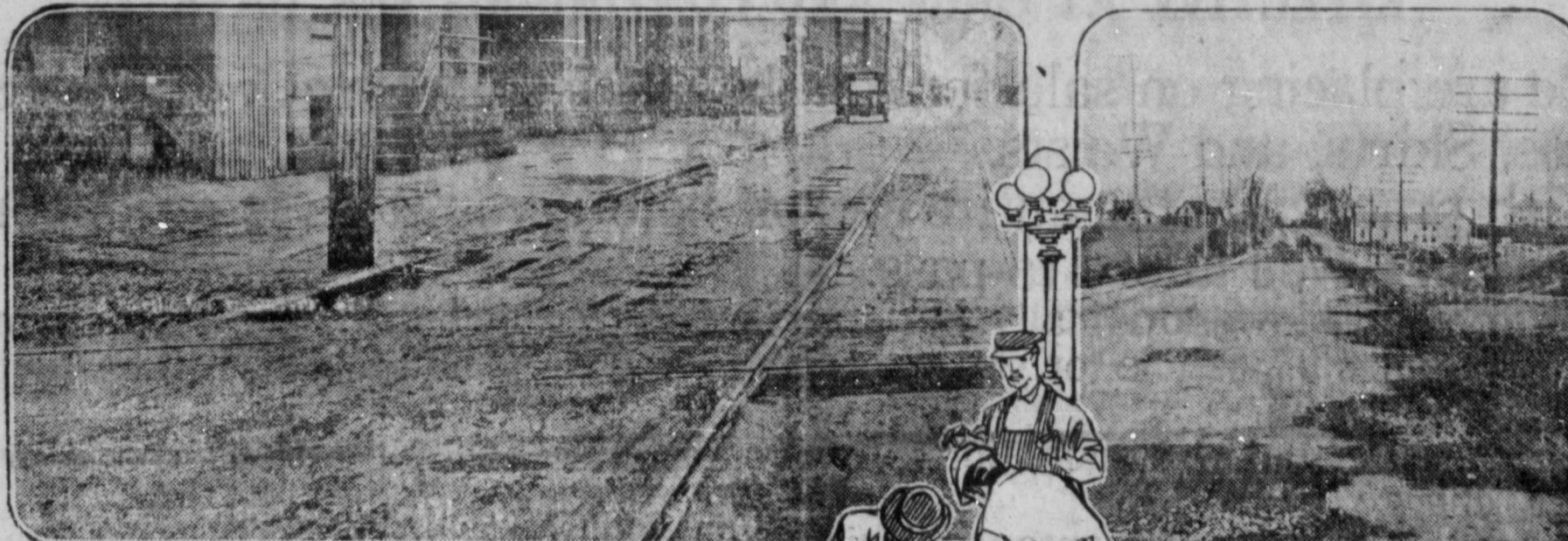
"Gunpowder was the first thing to show equality of men. The average man paid tribute to a king, because that king was strong. When the king was insulted by another ruler the serfs went out and fought for him. With the advent of gunpowder men found that the serf was the equal of the king in a physical way. We catch our first glimpse of democracy with the advent of gunpowder.

"Luther first preached the doctrine of individuality in matters of religion," he stated, as he applied previous remarks to the realm of religion.

"The weakest government on the face of the earth is a democracy where the individuals are ignorant," was his statement when he drew a parallel between education and progressive government. "I cast no aspersions on my friends back there, and pay no compliment to you, when I praise the push and pioneer spirit of the people of Northwest Texas. Your children will take your brain and your blood, but they will not take your knowledge. My forefathers and yours found that they could not promote a democracy unless they could promote schools. Institutions like Harvard University, founded in 1636, had for their primary object the education of the ministry. In the early days it was thought absolutely necessary to educate the ministry, but not so much importance was placed on educating the laymen. Yale University, William and Mary, Kings College (now Columbia), were organized for similar purposes. Later there came our own Brown University, at Providence. The state university is strictly a Western development. Massachusetts has no need of a state university; Harvard serves her. Likewise, Yale serves Connecticut, Brown Rhode Island and Princeton New Jersey."

"The progress of Chicago University, founded by Rockefeller, the Carnegie Institute and our own Rice Institute, with its \$11,000,000 endowment and daily income of \$1,200, was reviewed. Then the speaker touched on the history of the denominational institutions of the Middle West and Southwest, all founded about the same time, each denomination hoping to educate its ministry and as much of the laity as possible in the tenets of the mother church.

"The primary purpose of education," he said, "is to uplift the human race and the individual training of each child. Passing resolutions and taking hat collections is merely playing with a great enterprise. I believe you have a wonderful opportunity of making a great institution of Wayland Baptist College—not great in the sense of Chicago University, of Harvard University and others, but great in its influence on the lives of the young people of this country and town.



PAVING THIS STREET IN A TENNESSEE CITY INCREASED PROPERTY VALUES IMMENSELY.



THIS PAVEMENT IN A SOUTH CAROLINA TOWN NEARLY DOUBLED PROPERTY VALUES.



STREETS LIKE THIS ARE A DISGRACE TO ANY COMMUNITY.

THE KIND OF PAVEMENTS TO BE PROUD OF.

Shall We Have Paved Streets? It's Up to Us Tomorrow.

A Challenge to Progressive Plainview.

Tomorrow the citizens of Plainview are to vote on the paving question. It does not follow that paving will be done if Plainview votes itself under the paving law, but it does give the City Council authority to proceed with paving at any time they think the city is in position to pave. The defeat of the measure means that for many months, at least, it will be impossible for the city to pave. Without Plainview's voters declaring in favor of the paving law nothing can be done in this direction. The Herald is informed authoritatively that each member of the City Council and the Mayor favor paving at least a portion of Plainview's streets. It is reasonably sure that that body will proceed with paving plans if the election carries. The law provides that the city must pay at least one-fourth of the cost of paving.

Wayland Needs Library.

"Just now Wayland College sorely needs library facilities. The way to build a library is to buy books modern and up to date. Books on chemistry written forty years ago are useless. What is true now was not true then. And by that I mean, of course, that more is known now than was then and that the old theories are antiquated. But, you say, theology doesn't change and our theological books of the past are all right. But they are not. You ought to go now and buy a few books that are modern and up to date for your library—books that are accurately built, expressed in modern terms—so that one can walk the streets of Plainview and say, 'that's just a bunch of pious Psalm singers.'"

Must Have Laboratories.

"Wayland College needs a physical and chemical laboratory that will cost a few hundred dollars. One thousand dollars should buy the books and equipment needed. Give your teachers plenty of good reference books and equipment, so that those students can touch the teachers elsewhere than in their hearts. You ought to cease bragging about Plainview and the wonderful country unless you can do this! The three things Wayland College needs most are: (1) Relieve your president, so that he can come into contact with the citizens of Plainview and the contributory territory, and that calls for another teacher; (2) additional library facilities; (3) laboratory equipment.

"There are 240 students out there as good as I know anywhere, but let it be understood, no better. These students should have provision made for them.

Men Do Not See Social Duty.

"Do you know that the reason some of the men in Plainview are rich is because they secured land here and the people moved in? Then, certainly, they have some obligation to the society of this section. There are men here with wide acres who are tottering into the grave who haven't seen their social duty. The object of Wayland College is the good and culture of all citizens in the development of Christian citizenship, and not narrow proselytizing.

"Now, if you people will do what should be done for Wayland College, you can turn Dr. Gates loose and let him scape the cobwebs off the stars as he boasts of Wayland and Plainview."

Having concluded, Dr. Brooks took his seat, and President R. E. L. Farmer of Wayland arose, asking, "If we put in laboratory equipment, a new library and employ another teacher as suggested, what will be the standing of

my colleagues, with all the optimism I can, that you are going to do the necessary things and that Wayland students will be received at Baylor University on certificate from the authorities here as to the courses completed. Of course, when Baylor recognizes you, the University of Texas will do so also. They have never refused, though I have no direct assurance that they will accept the work.

"Let no one think for a minute that I am discouraging students from attending Wayland College. I am merely telling bare truth as to what should be done to make your school better and to correlate it with the universities," he concluded.

Wayland College, Dr. Brooks?" To which the following reply was made. "If you do that, Baylor University will receive your students on the individual merits of the students up to the junior year. My suggestion would be that you give more than sophomore work in English, Mathematics and History, thus giving them the required number of hours. Then when they come to Baylor we will give them the sciences for which you are not equipped, and I believe it would not be wise for you to attempt to equip for more than the elementary sciences. I am going home and say to

the owners of abutting property; but they are re-imburged for their expenditure by the increased value of their property. The man whose property is one block from a cardinal pavement is worth more money than if it were removed several blocks. The property still further out is enhanced somewhat, also. It is just that the man who receives the greatest benefit should pay the largest part of the cost. It is just, too, that the city should pay part of the cost, for these streets are used by every citizen of the town.

Pavement is the thing most needful for Plainview's progress. It's no easy thing for Plainview to pave its streets. It wasn't an easy thing to build our school buildings, our churches, our fine homes, our substantial business district. But it was worth the effort. Pavements are a challenge to the progressive, live-blooded citizens of Plainview. Their answer is the vote that will be cast tomorrow, Saturday, November 18.

WHO CAN VOTE?
Any resident tax-paying property owner is eligible to vote tomorrow in the paving-law election. If property on which taxes are paid is acquired even today the owner can vote. Of course, a poll-tax receipts is essential.

T. L. & D. COMPANY TO MOVE OFFICES TO GRANT BUILDING.
Between now and the first of the month the Texas Land & Development Company will move their offices from the Wayland Building to the Grant Building, where they will occupy ten rooms.

JOHN VAUGHN IS BACK.

John Vaughn, city marshal and tax collector, has returned from Hot Springs, Ark., where he has been for treatment. His health is much improved.

CANYON COMING TO W. B. C. WITH BLOOD IN THEIR EYES

The "Dope" Favors Wayland; But the Pedagogues Want to Avenge Early Defeat at Hands of Baptists.

Tomorrow, Saturday, afternoon Wayland College will meet one of its old adversaries, West Texas State Normal, on the Wayland grounds, at 3:30 o'clock. It is reasonably sure that the game will be a close one. The "dope" indicates that the local team is a little stronger. The first game this season with Canyon resulted in a victory for the Baptists, the score being 28 to 6. However, the Canyon team has improved much and her scores with other teams have been more favorable to her. Clarendon College defeated Wayland 13 to 0. Canyon scored on the Methodists, however, playing them a losing game 18 to 6. Canyon defeated Lubbock High School 18 to 0, and Wayland defeated that team 27 to 3.

West Texas State Normal is coming with a desire to get revenge on the Baptists, and is bringing a large number of rooters. The Baptists want to accentuate their recent victory over the Pedagogues by taking the second game from them.

NEW OFFICERS SWORN IN.

Dr. R. L. Ramsdell Is Appointed County Health Officer to Succeed Dr. A. H. Lindsay.

With the exception of the district, attorney, sheriff and a few justices of the peace and constables over the county, the new officers have been sworn in. District Attorney A. C. Hatchell will be given the oath when the returns shall have been officially canvassed by State officers, the statutes providing for this. Sheriff-elect J. C. Terry will not be installed until his bond shall have been approved by the State Comptroller. When this shall have been done the Commissioners' Court will reconvene and administer the oath.

The Commissioners' Court, before adjournment yesterday, placed the salaries of the county officers as follows: County Judge Clements, \$1,500 and fees allowed by law; County and District Clerk Wayland, \$500 and fees; sheriff, \$500 and fees; County School Superintendent Clements, \$300. County Treasurer Hamilton's salary is the commission on funds handled, and County Attorney Griffin's salary is the fees allowed by the statutes.

The commissioners, W. J. Espy, W. N. Claxton, J. W. Roberson and M. C. Cornelius, have taken the oath. All of these men have previously served, except Mr. Cornelius, who succeeds G. L. Phillips, of Runningwater.

Dr. R. L. Ramsdell has been appointed County Health Officer, to succeed Dr. A. H. Lindsay, whose term has expired.

Miss M. Della Ansley has taken the oath as deputy county and district clerk, and W. M. Jeffus will be Sheriff Terry's deputy.

J. S. Oglesby's term as county auditor having expired, the court will make an appointment at its next meeting.

MESSENGRERS TO BAPTIST CONVENTION ARE ELECTED.

The Baptist State Convention will meet in Waco Wednesday, November 22. The Plainview Baptist Church Sunday voted to send its pastor, Rev. I. E. Gates, with all expenses paid and to send the following messengers to the convention: R. M. Hick, G. E. Lewis, T. W. Sawyer, A. C. Hatchell, J. D. McGowan, J. W. Patterson and D. W. McGlasson. Messengers from the Ladies' Aid are Mrs. I. N. Brooks, Mrs. J. W. Patterson, Mrs. J. D. Hatcher and Mrs. S. W. Smith.

GIVING BOGUS CHECK IS SWINDLING UNDER THE LAW.

In Justice Court, before Justice of the Peace Earle C. Keck, W. C. Watson yesterday pleaded guilty of giving a check without funds in bank to cover, and was fined \$21.75 and given a short jail sentence. Giving a check without funds to cover is swindling under the Texas law.

BEN'S BARBER SHOP SOLD.

A deal has been consummated whereby Bert Bryles and Ed Carpenter become owners of Ben's Barber Shop. B. E. Sebastian, formerly proprietor, will continue the cafe operated in connection with the shop.

Extraordinary Special Sale

Extraordinary Special Sale

Extraordinary Special Sale

Ladies' Suits, Dresses, Skirts and Waists at Extra Special Prices

EFFECTIVE AT ONCE AND CONTINUING TEN DAYS

We are placing on sale for ten days our entire stock of New Suits, Dresses, Skirts, and Waists.

With practically the entire season before you, this is an opportunity you can't well afford to pass.

Our prices are lower originally, our styles are newer, and with the further marked reductions, makes it possible for you to obtain the newest and most stylish garments at very little cost to you.

We guarantee entire satisfaction in every instance—all alterations made without additional charge.

Come early and take advantage of wider selections.

Ladies' Suits, Dresses, Skirts and Waists at Extra Special Prices

Jacobs Bros. Co.
THE ONE PRICE CASH STORE

Extraordinary Special Sale

Does Pumped Irrigation Pay?

A Summary of the Status of Pumped Irrigation in Kansas.

By H. B. WALKER,
State Irrigation Engineer, Manhattan, Kansas.

Does pumping for irrigation pay? This is a question yet unanswered for many who are considering irrigation in Kansas. Indeed, it is a most difficult question to answer. In fact, no direct reply is possible. Every farmer must consider the problem of pumping from a broad standpoint and then use his own judgment for a satisfactory answer.

Kansas has not yet secured enough data covering continuous records of pumping operations to tell definitely if the average man is successful. Information of this character is needed to put irrigation in its rightful economic place in agricultural development. When it can be shown without question that a pumping plant is a business investment for the average farmer, then it will be an easier matter to borrow money to develop pumping districts.

During the last two years I have made investigations of over 125 pumping plants in Kansas for the purpose of studying the methods and practices of farmers who are pumping for irrigation. These investigations were made of typical farms throughout the western third of Kansas. The general premises among the farmers owning pumping plants are that irrigation is profitable. In very few cases, however, are these premises founded upon fact. Nearly everyone "thinks" pumping for irrigation pays, but when it comes to backing these impressions

with figures to show net profits there is a lack of definite knowledge.

Among the 125 pumping plants visited, less than five per cent of the owners actually knew in dollars and cents whether or not their plants were profitable. Many had good reasons to believe that it was a good investment, and in every instance the owner of a plant felt sure that it would pay if carefully handled. In every instance where a man had kept a record the pumping plant was a profitable investment. This in itself is encouraging. It was noticeable, moreover, that the man who had kept a record was the most careful operator of his plant.

Judging from the records obtained on the 125 irrigated farms in Kansas, at least 43 per cent of the individual farm pumping plants of the State are non-revenue producing investments. We have in Kansas approximately 225 farm irrigation pumping plants. Practically 90 of these plants are not operated in a way which will produce revenue, and the investment is so placed that depreciation is always going on. This lack of operation is not generally due to poor pumping equipment or lack of water, but it is due almost entirely to the indifference of the owner. It must be admitted that an efficient pumping plant is an important factor in successful irrigation, but among the many Kansas idle plants are numerous first-class installations. A good well with a good pump and suitable

power does not insure profitable irrigation. There must be a man behind the plant to consistently and persistently operate the machinery to supply the water for the best yields. The greatest boost for Kansas in the way of irrigation is not more wells and more pumps to throw more water, but more men with practical irrigation experience to operate these existing idle plants.

The idle-plant problem emphasizes the "personal equation" in the success of individual pumping-plant operation. With every other factor perfect, if the individual has no natural liking for irrigation, his efforts are almost sure to meet with failure. There are many misfits in irrigation work. We must not, therefore, judge pumping by individual conditions; we should form our conclusions more from average conditions. A large number of our idle plants were installed to demonstrate that water could actually be secured in quantities sufficient for irrigation. These demonstrations, so far as they were intended to apply were successful. It has been definitely demonstrated that the water is there and machinery does lift it to the surface. The new settler, however, who comes into our pumping district to investigate conditions views with considerable apprehension the idle pumping plant, and why should he not do so? Every unused irrigation plant is a monument to a dead investment.

In Kansas, where the pumping plant is not used for a very long period during the year, the electric motor is a very desirable power. A first-class motor represents an investment of about 30 per cent of the cost of an oil engine of equivalent horsepower. The depreciation in an electric motor is relatively small. With a slight depreciation and a low invest-

ment we are eliminating two sources of expense which must be considered in pumping-plant operation. When these are considered as they should be electric power at a relatively high rate quite often has an economic advantage.

My investigations included 16 typical shallow-water electric-driven plants in the Garden City district. In no case did I find the farmers dissatisfied with the electric-driven plant.

Keep away from freak ideas and freak machinery, was the advice of Chester Carter, of Garden City, a graduate of the Agricultural College, who read a paper on "Recent Developments in Pumping-Plant Installation."

"Probably the most striking change, and the one which would appeal to the casual observer," said Mr. Carter, "is the general improvement of the looks of pumping plants and their permanent character."

"As has been the tendency in all branches of building and construction in the last few years, there has been a decided tendency towards the use of concrete in every place possible. In very few plants of recent construction will one find the old frame house and the old-style wooden curb in the well, or the unsightly rattletrap galvanized-iron or wooden discharge box.

"In nearly all of these plants the pump has been placed on a neat and substantial concrete pit, and the pump and motor, or engine, housed in a solid and permanent-looking house constructed of concrete."

"A great deal of this improvement in the appearance of the completed pumping plants can be traced to the present attitude of the owners rather than to those who are installing plants. The owners no longer look upon the installation of a pumping plant as a doubtful investment, but realize that they are increasing the value of their land by at least \$50 an acre and that they are installing something which, by proper installation and care, may be made to last a lifetime, and something that by proper handling may be made to pay big returns on the investment. They, therefore, insist that they get efficient plants which will add to and not detract from the looks and general appearance of the land."

APPLE LEAF-SEWER.

The apple leaf-sewer, sometimes termed the apple leaf-folder, is readily controlled by the use of a spray of 2 pounds arsenate of lead to 50 gallons of water. This spray should be used on young orchards before June 15. In older orchards spraying with arsenicals for the codling moth will also protect the trees from the leaf-sewer.

These insects, if not controlled, may seriously affect the foliage, as the larva after folding one leaf and exhausting its food supply, passes on to other leaves. One larva may damage several leaves in a season.

Care should be taken to handle alfalfa hay so as not to lose leaves, as these contain considerably more than 50 per cent of the feeding value of the hay.

Automobile Painting

By experienced men. In a dust proof shop.

Richards Automobile Painting Co.
One door west of Knight Auto Co.

Why Sleep With Cold Feet When You Can Sleep on a Sealy and Be Comfortable?

WE have just received a shipment of these Famous Sealy Mattresses and invite you to inspect them and learn why so many who own Sealys are so enthusiastic about them. There is a reason why the Sealy is found in the house of discriminating folks.

Thanksgiving Day Is Coming

Mrs. Housewife will have something indeed to be thankful for if she will permit us to place a HOOSIER CABINET in her kitchen. She will be thankful for it in the preparation of the Turkey Day meal and she will be thankful for it every day thereafter. There are so many labor saving conveniences, so much storage capacity, so many less steps necessary, and so much satisfaction in the ownership of a Hoosier that you will wonder why you waited so long to avail yourself of the opportunity of possessing one. The cost of a Hoosier is the last consideration when comparing its many advantages.

Garner Brothers
Furniture and Undertaking

Cold Days Require Coal

Why is it that some folks always delay their coal buying and the installing of their stoves until the last minute when every member of the family has run the risk of serious cold or pneumonia and until all of the coal and stove dealers are so busy they cannot give the best service? Surely the wise man will not be caught in a blizzard with his coal supply not yet laid in.

We have the supply of coal, we have the prompt service, and the prices are lower now than they will be when winter gets here. Isn't it good health insurance, isn't it good business, isn't it the sensible thing to do to place your order now?

Just phone us at 162 and we will do the rest.

ALLEN & BONNER

IT'S STOVE TIME

Vortex Hot Blast Heaters
Round Oak Soft and Hard Coal Burners
Barler Oil Heaters

Donohoo-Ware Hardware Co.

Community Correspondence

HEIGHT OF LADIES WILL DETERMINE PRICE OF BOXES.

New Equipment for Runningwater School Has Been Received—Cold Weather Prevents Church Services.

RUNNINGWATER, Texas, Nov. 14.—The past few days have been very much like winter. This morning all the fences and trees were covered with ice.

There were no services at the church here last Sunday, on account of the bad weather.

Next Sunday Rev. J. H. Bone will fill his regular appointment.

The new desks have arrived and have been put up, and our schoolrooms present a far better appearance. We also have a new set of maps and a chart. A new set of playground equipment has recently been purchased.

On the evening of November 24th the Mothers' Club will give a play, entitled "Our Aunt from California." We will also have a candy sale. The boxes will be sold according to the height of the lady whose name is on the box—ten cents for each foot and five cents for each inch over the number of feet. "No reduction for high heels or high hair dressing."

Roy Upton spent Sunday with home folks, in Plainview.

The Literary Society will meet next Friday evening at 7:45 o'clock.

SPRING LAKE STOCKMEN SEND SEVERAL LOADS TO K. C.

SPRING LAKE, Texas, Nov. 14.—The remains of Mr. Morgan, who lost his life when his home burned, Monday night, were laid to rest in the Dimmitt Cemetery. Rev. McRoy had charge of the funeral services.

W. A. Head sold his farm last week, receiving \$20 per acre.

Mr. Dickson brought 200 head of two-year-old heifers from Dimmitt Saturday. Mr. Dickson has bought two farms here one from H. M. Packard and one from M. Dotson. These farms, together with grass land leased, make an ideal small cattle ranch.

Mr. and Mrs. Rudd, of Missouri, who have been visiting their son, Elmer, of this place, returned to their home Monday.

Mr. and Mrs. H. M. Packard motored to Plainview Thursday.

The Ladies' Aid will meet at the church next Thursday for an all-day meeting.

Messrs. W. A. Head, M. E. Cleavenger, J. D. Trumbull, L. F. Harris and D. G. Axtell shipped cattle to Kansas City Friday. W. A. Head made the trip with the stock.

E. N. Rudd and son, Ival, took grain to Plainview Wednesday.

Ralph Packard was severely injured when a horse fell with him.

P. D. Vore marketed his hogs at Plainview Thursday.

Mrs. L. F. Harris visited in the O. C. Axtell home last week.

The people of Spring Lake and Dimmitt country raised the sum of \$300 for Mrs. Morgan and her children, who lost their husband and father and home Monday night.

Spring Lake and Sunny Side Literary Societies met at Spring Lake Tuesday night. A fine program and debate were enjoyed by a large audience. We were very much pleased with the appearance of "The Whirlwind," which has been resurrected, with Miss Hazel White as editor and Miss Ona Yelton and Messrs. James Reddington, Roy Greenlee and Cecil Johnston as assistants.

Mrs. Fred Ott left for California Monday, in response to a telegram received from her daughter, Mrs. C. L. James, stating the severe illness of her little daughter, Ruth.

LITERARY SOCIETY ORGANIZED AT PROVIDENCE SATURDAY.

LONE STAR, Nov. 15.—The snow that has fallen the past two days has made our farmers smile, as they were about through sowing wheat.

Our Sunday School attendance was a little slim Sunday, on account of the bad weather.

Mrs. W. B. Bradford, of Tulla, is visiting the family of her brother, E. G. Foster.

The Providence people organized a literary society last Saturday night.

G. C. Hartman and family spent Saturday night with his father, in Lockney.

E. C. Dodson and family attended church at Whitfield Sunday.

W. B. Hatchett and wife were visited by Mr. Foster and family last Sunday.

Miss Suetta Fowler, who teaches music in Silvertown High School, visited home folks here Saturday and Sunday.

Mr. Oates, of Russellville, Ark., is spending a few weeks with his sister, Mrs. W. H. Rankin.

Mrs. Rebecca Dodson spent last week with her niece, Mrs. John Fry.

THE LIBERTY NEWS.

LIBERTY, Nov. 13.—Snowy, cold and bad weather at present.

Shelby Leach left Friday for Kansas City.

Mrs. Near and daughter, Martha, of south of Plainview, spent Friday with Mrs. J. J. Boston and daughter, Alma.

J. J. Groff and family spent Sunday with Herman Tumberg and wife.

C. P. Seipp is suffering from a carbuncle on his arm.

The Liberty Social Club meets with Mrs. R. E. Houston Thursday.

D. N. Alexander and wife took supper Thursday evening with C. C. Alexander and wife.

Misses Hazel and Dorothy Wheeler, Alma and Alice Boston and Helen and Eileen Groff and Messrs. C. P. Seipp, Frank Lundgrum, Tony Schlonest, Van

Boston and Clifford Wheeler spent Sunday with Mr. and Mrs. E. E. Freeman and wife and Miss Roxie Range. Miss Maggie Ross, of Plainview, is staying with Mrs. Nick Klein at present.

Mr. and Mrs. L. L. Wheeler entertained a jolly bunch of young people—between thirty-five and forty—at their home Friday evening, with a wienie roast. Games of all kinds were played, and at the appointed hour the wienies were roasted by couples and were served with buns, hot coffee and apples. At a late hour the crowd departed, and all reported a splendid time throughout.

The Mothers' Club of Woodrow district gave a social, at Woodrow School, Saturday evening. Despite the cold and disagreeable weather, a nice crowd was present, and sandwiches, hot chocolate and coffee and all kinds of pie was served to those present. Over \$19 was realized from the social, which will be used for the benefit of the school and its attendants. Miss Dora Seipp received the cake, which was given to the most popular young lady.



Waco, Texas account Meeting Grand Chapter A. F. & A. M., November 27th. Tickets on sale Nov. 25th and 26th final limit Dec. 20th, \$16.30 for the round trip.

Fort Worth, Texas, November 20th to December 2nd, annual meeting Texas State Teachers' Association; tickets on sale November 29th and 30th, final limit December 4th. \$13.50 for round trip.

Dallas, Texas, November 13th to 17th, Reunion Scottish Rite and Shrine Meeting. Tickets on sale November 11th, 12th, 15th and 16th, final limit Nov. 29th and 30th. \$14.75 for the round trip. For further information call on or phone 224.

JOHN LUCAS, Agent

A 50 Cent Box of Chocolates 29¢
Every Saturday for (cash)

Get here early for there will be a rush for the great Candy Special which we shall put on sale. We've offered you many a good value before but never one equal to this. Lady Evelyn Chocolates are genuine 50c quality and a particularly attractive assortment. The box, too, is a work of art and so pretty that it makes the Chocolates taste all the better. You'll want several boxes at our Special One-day price of 29c.

THE R. A. LONG DRUG STORE
PHONE 327

FOOTBALL!

Canyon Normal
VS.
Wayland College

Saturday, Nov. 18th

WAYLAND FIELD
3:30 O'CLOCK

Admission . . . 35c

For Another Week We Will Continue the Remarkable Sale Prices Which We Have Been Offering for the Past Fifteen Days

As we announced in putting on these special prices, this was to be a money raising and stock clearance sale of seasonable cold weather groceries. We mean just what we said that we will move the goods by pricing them at such figures that you couldn't afford not to buy them because this winter when everything to eat keeps getting higher and higher those who recognize close prices now and avail themselves this week, as the many have during the past ten days, may sit back and have plenty to eat in their larders and chuckle over how much more the fellow is having to pay who didn't buy at the right time and the right place.

Just now before the holidays and the long cold months of winter when the members of the family will need more food to keep up body warmth you are seldom able to get any reduced prices on food stuff. The merchant generally takes advantage of the conditions and raises rather than lowers his prices, so be wise while you have the opportunity and stock up with the staple and fancy groceries this week that you must have during the winter.

Don't put off the selection for some of our stocks are getting low and of course you will want to fill all the bill at these special prices.

L.J. Warren Grocery Co.

Phones 233 and 234

Ugh! But It's Cold

It is that, but—you men and ladies down town don't have to be out in it half as much as you may think at first. Let's figure the thing out and arrive at a sensible conclusion.

Why walk home half way to Runningwater or Lockney at noon when you might just as well avoid the cold and get a quick hot luncheonette right close to your place of business. A bowl of Chili, any of the several tasty hot bouillons we are ready to serve, several kinds of sandwiches, hot chocolate, and other light lunch and hot drink delectables. Now really it may not be the heavy pork and beans sort of meal but it will make you feel mighty good and warm and will stick to your ribs too.

Try it tomorrow if the day is bitter and see how much it beats walking way out home at noon and just about the time you get warmed thru walking right back again.

After the luncheon step to the fruit counter and take a sack of assorted fruit to the store or your office if you think that you will get hungry during the afternoon.

If you smoke visit the cigar counter before you go out and complete the deal with a fragrant cigar or a package of cigarettes of your own particular choice.

We are here to serve and ask you to render a verdict.

Everybody's Confectionery

H. E. JOBE, PROPRIETOR

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

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\$3.00 a Year; \$1.00, 6 Months. Advertising Rates on Application.

Why such a dearth of wholesome public fine-arts concerts and recitals in Plainview? Nothing really good has been announced for the winter months, and Plainview is generally renowned for her culture and refinement—her appreciation of the classic.

Despite the high cost of living, the Panhandle and Plains country is enjoying unprecedented prosperity. Why should the South Plains farmer worry over an increased cost of flour when wheat is selling in the neighborhood of \$2.00 per bushel?

UNIVERSITY PRESIDENT CRITICIZED WAYLAND COLLEGE.

In a plain, common-sense talk, Dr. S. P. Brooks, president of Baylor University, told a Plainview audience Wednesday night that Wayland College was not doing the work it should. That's putting the proposition pretty plain; but no plainer than this man, who is vitally interested in the educational institutions of Texas, and especially those of his own denomination, spoke his convictions. As Dr. Brooks sees the situation, there is no inherent trouble. WAYLAND JUST SIMPLY DOESN'T HAVE THE EQUIPMENT NECESSARY.

That's a criticism, and The Herald is sure it is a just one or such a man as Dr. Brooks would never have made it. Dr. Brooks' criticism should not discourage the citizens of Plainview nor the trustees of the college. It should rather spur them on to the completion of the plant of Wayland College so that it will rank as it should. Happily, Dr. Brooks has pointed out in a plain way just what is needed. It is up to Plainview and the contributory territory to give Wayland what it needs. Dr. Brooks states that if equipment which can be purchased for \$1,000 is supplied, Wayland's standing as a junior college will be unquestioned. That means that all that is necessary for a graduate of Wayland College to enter Baylor University, or any other university which accepts Baylor's work, is for the authorities here to certify that a certain amount and grade of work has been done.

There has been much good money spent to make Wayland College a junior college of the first rank. Too much energy has been directed toward reaching this goal to allow the school to retrograde. There are men in Plainview and elsewhere who have given liberally to the support of the school both in energy and money. Many men are devoted to its interest in a manner of loyalty that is admirable. There's nothing to do but to raise the desired amount of money and to do it immediately.

Some men's loyalty to Wayland College is based on the dollars and cents it brings to Plainview; others are devoted to it in a stronger devotion, spiritual. Either class should do whatever they conscientiously believe they are able to do to assist the school. Men who reap the benefit in a financial way of the school's presence should reciprocate at this time.

Don't wait for a committee to look you up on this proposition. Take the initiative. Call President Farmer and tell him to count on you.

The Public School News

Volume I November 17, 1916 Number 3

As "Scop" Saw Football Game Between Plainview and Floydada.
The Plainview vs. Floydada football game was a very tight one. Floydada team was of more average than Plainview. No one on either side was hurt. There was about two hundred people from Plainview. There was very few from Floydada. The game was a very nice one.

The Senior Class has begun work on the annual for this year. Elmer Hoge, a 9A pupil, is kept out of school with typhoid fever.

High School students have begun preparations for the County Spelling Match, to be held next April. The first of a series of interesting contests was held last Friday, between the 8A and 8C rooms. At the close of the 40-minute period neither side had been spelled down, but 8C had the majority still on the floor.

Spanish pupils are glad to welcome Miss Klader back in the school work. Miss Kinder is taking the place of Miss Finks, who resigned her work this week.

Jewell Donnell, of Abernathy, is being kept away from school this week by illness.

There has been a number of new students enter the High School during the past week.

The cold weather the first of this week caused an unusual number of tardies and absences.

Last Friday the sad news of the death of Clarence Street, a former student of P. H. S., was received. Clarence was one of the brightest and most popular students P. H. S. ever had.

The football boys have found a new plan whereby they are securing better attendance at their games. It consists of selling tickets to the several rooms, rather than to individuals. They tried the plan first at the Floydada game. It worked admirably, as the boys made all their expenses and even had a surplus.

Don Wallen returned Wednesday from a trip to Lubbock.

C. W. Rinehart, of Carthage, Mo., is in Plainview on business.

J. P. Crosley, of Amarillo, was here today on business.

Horace Gooch, of Amarillo, is here on business.

F. F. Bishop, of Wichita, Kansas, is in Plainview.

F. W. Axtell, president of the Axtell Company, manufacturers, of Fort Worth, is in Plainview on business.

Mr. and Mrs. R. C. Pittman, of Amarillo, was here Thursday.

R. J. Parsons, of Amarillo, was here yesterday on business.

J. O. Crockett, of El Paso, is in Plainview after a few days' absence, during which he was in El Paso for a short time.

W. A. Shofner, formerly principal stockholder in the Plainview Mercantile Company, is here on business. His home is now Port Lavaca, Texas.

C. F. Jarrett, of Lubbock, was a visitor in Plainview yesterday.

Mrs. Phillip A. Sontag and child and Mr. and Mrs. L. E. Rodewig, of Davenport, Iowa, were in Plainview this week on business.

Mr. and Mrs. R. E. Cooper, of Turkey, were business visitors in Plainview this week.

P. L. Hancock, of Silverton, was here Wednesday on business.



Now is the Time to Have that Group Picture Taken

Let us show you our special display of attractive new styles. We are perfectly equipped for making group pictures and will please you with the quality of our work.

Make the Appointment Today

Cochrane's
Ground Floor Studio

This is the New Dixie Pattern

We have a splendid showing of silver plate that was made to resist hard wear and yet be beautiful. We call this the "Dixie" pattern. It is so good the Hallmark stores have arranged to control its entire output. It is really the best value we have ever come across in table plated ware. Better come in and see it. Any comparisons you wish to make will convince you that though low in price, it offers more intrinsic value than any other make you can find.
W. PETERSON, Jeweler & Optician

The HALLMARK Store

Compelling Prices

Cash Grocery Co's. Specials

Never before in the history of the Grocery Business have prices made such material advances. Raw materials, at the present rate of advance, will soon be too high for the average consumer. Flour, sugar, lards, compounds, potatoes and canned goods are all advancing. **CASH GROCERY CO.** has taken the precaution to buy in large quantities ahead. Many articles listed below could not be replaced at the prices quoted. If you are in the market for any quantity, better buy today.

- | | | | |
|--|--------|---|---------|
| BACON AND HAMS. | | COMPOUNDS. | |
| S. & S. Majestic Breakfast Bacon, pound | 30c | 10-pound Cottolene | \$1.90 |
| Laurel or Banquet, pound | 23c | 10-pound size Jewell, Flake White or White Cloud—under market | \$1.50 |
| Dry Salt, good quality, pound | 20c | Crisco, large size | \$1.25 |
| S. & S. Sugar-Cured Hams, pound | 23c | 50-pound cans Compound | \$7.50 |
| BAKING POWDER. | | 100-pound cans Compound | \$16.00 |
| All 25c sizes for | 20c | FLOUR. | |
| All other sizes same proportion. | | | |
| BEANS AND PEAS. | | The Flour market is all upset again. Wheat is worth \$2.00, which will mean \$3.00 per sack for Flour in a short time. For a limited time we will sell— | |
| Lima, Navies, Pinks or Blackeyed Peas, pound | 10c | Red Star (hard) at per 100 pounds | \$5.00 |
| CANNED GOODS—FISH. | | Pride of Texas (soft), per 100 pounds | \$5.00 |
| American Sardines, each 5c; dozen | 50c | Light Crust | Out |
| American Sardines, Underwood's, each | 10c | NEW NUTS. | |
| Norwegian Sardines, in olive oil | 15c | Almonds, best quality, pound | 25c |
| Fish Flakes, White, extra quality, 2 for | 25c | Black Walnuts, pound | 25c |
| CANNED FRUITS. | | English Walnuts, large, pound | 25c |
| Apples, full quarts, 2 for | 25c | Hazelnuts, arrival, pound | 25c |
| Apples, gallons, each | 40c | Pecans, good quality, pound | 25c |
| Apricots, California Club, extra quality, 2 for | 35c | Olives, individual, 5 ounce, each | 10c |
| Per dozen, in heavy syrup | \$2.00 | Olives, Sylmar Ripe, each | 15c |
| Cherries, Royal Anne, white, each | 25c | Popcorn, extra quality, 3 pounds for | 25c |
| Peaches, Ideals, good quality, 2 for | 25c | POTATOES. | |
| Ideal, per case, 2 dozen | \$3.00 | Our price, pound | 3 1/2c |
| Pineapple, 25c size Del Monte, each 17c; dozen | \$2.00 | Per 100 pounds | \$3.40 |
| CANNED VEGETABLES. | | Sweet Potatoes, pound | 2 1/2c |
| Asparagus Tips, Panther, good quality | 25c | Red Star Health Bran, sold exclusively by Cash Grocery Co., sterilized package 25c | |
| Panther Brand, dozen | \$2.00 | RICE. | |
| Corn, extra standard quality, 2 for | 25c | 10,000 pounds Fancy Head Rice at, per 100-pound sacks | \$5.50 |
| Per case, 2 dozen, this week | \$2.75 | 14 pounds for | \$1.00 |
| Hominy, large size, 2 for | 25c | Broken Head, 100 pounds | \$4.50 |
| Hominy, Dairy Maid, packed in pure milk, extra quality, 2 for | 25c | 20 pounds for | \$1.00 |
| Dairy Maid, case, 2 dozen | \$2.50 | SOAP. | |
| Veribest, extra quality Kraut, 2 for | 25c | 13 bars any kind White Laundry Soap | 50c |
| Pork and Beans, White Swan, 2 for | 25c | Case of 100 bars | \$3.75 |
| Tomatoes, No. 3 Victory, 2 for | 25c | Lenox (yellow), 7 for | 25c |
| Per case, 2 dozen | \$2.90 | Case of 100 bars | \$3.40 |
| CATSUP. | | SUGAR. | |
| Wapeo, pints, 25c value | 19c | 12 pounds Sugar for | \$1.00 |
| Snyder's, pints, 35c value | 30c | 100-pound sacks for | \$7.90 |
| Catsup in gallons | 85c | This is below the market. If you are in the market, buy today. (Subject to change.) | |
| Coconut in bulk, long shredded, extra quality, pound | | Fresh Vegetables from California every Monday and Friday. | |
| Cheese in packages, Green Chili, Pimento or plain, each | | Florida Grapefruit, large size, each 10c | |
| COFFEE. | | Fancy Apples, all sizes and kinds. | |
| Arbuckles', 10-pound quantity | \$2.25 | For Christmas, don't forget that we will have a bigger assortment of Fruits, Nuts and Candies than ever before. | |
| Folgers', full line now | List | Fleischman's Yeast twice a week. | |
| Peaberry in bulk, Our Leader; ground while you wait; guaranteed; pound | 25c | | |
| SYRUPS. | | | |
| Karo, Blue Label | 50c | | |
| Pancake, Mary Jane or Royal | 50c | | |
| Dora or Velva, ribbon cane | 75c | | |

CASH GROCERY COMPANY
PURE-FOOD PRODUCTS. O. E. BRASHEAR, Mgr. PHONE 101.
Our deliveries leave on schedule time—9:00 and 11:00 a. m.; 3:00 and 5:30 p. m.
Store opens promptly at 7:00 a. m. and closes at 6:30 p. m.



No guess work You can know
You will get good results and have healthful, wholesome foods by using
KG BAKING POWDER
Ask your grocer—he knows

"CRYSTAL CAFE"
SPECIAL SUNDAY-DINNER MENU, SUNDAY, NOVEMBER 19.

SOUP.	
Chicken Broth with German Noodles	
RELISHES.	
Sliced Tomatoes	Jumbo Celery Hearts
Olives, Plain	Young Radishes
Olives, Stuffed	Heinz' Sweet Pickles
Heinz' Sweet	Dill Pickles
MEATS.	
Baked Turkey with Oyster Dressing	Cranberries
Roast Leg of Pork with Apple Sauce	
Roast Prime Ribs of Beef with Brown Sauce	
Bolled Short Ribs of Beef with Brown Potatoes	
ENTREES	
Stewed Chicken with German Noodles	
Veal Loaf with Cream Sauce and Green Peas	
Cod Fish and Cream on Toast	
SALADS.	
Nut	Combination
VEGETABLES.	
French Peas in Cream	Macaroni and Cheese
Snowflake Potatoes	Asparagus Tips in Drawn Butter
DESSERT.	
Vanilla Ice Cream with Marble Cake	
Sliced California Peaches with Whipped Cream.	
DRINKS.	
Cocoa	Hot Chocolate
Coffee	Tea
	Milk
50c PER PERSON.	
WE ALSO SERVE A SPECIAL SUNDAY SUPPER.	

SOCIETY

Telephone Number 72

ANNOUNCEMENTS.

Mrs. H. W. Harrel and Mrs. Preston J. Woodridge are entertaining this afternoon with a matinee party at The Olympic Theatre.

The membership contest put on by the Rebekahs has closed, and the losing side (the "greens") are to entertain the winning side (the "pinks") Monday night, in the I. O. O. F. Hall.

COUNTY OFFICIALS ARE DINNER GUESTS OF MR. AND MRS. LEWIS.

The county officers, both the incoming and the retiring, enjoyed the hospitality of Judge and Mrs. W. B. Lewis Wednesday, when they entertained, at

their home, with a delightfully planned dinner.

Those present were: W. N. Claxton, W. J. Espy, G. L. Phillips, J. W. Roberson, M. C. Cornelius, W. H. Murphy, Chas. Clements, J. W. Wayland, J. C. Terry, J. G. Hamilton, L. D. Griffin, Chas. Wilson and Dr. R. F. Hare.

MRS. T. B. CARTER ELECTED PRESIDENT THE HIGHLAND CLUB

Mrs. E. B. Hughes entertained the Highland Club and a number of guests at her home, 809 Austin Street, Thursday afternoon.

Four tables were arranged for forty-two, and a number of games were enjoyed, after which a short business session was held. Mrs. T. B. Carter

was elected president of the club and Mesdames D. F. Sansom and Mont Carter were elected as new members of the club.

A one-course luncheon was served before the close of the event.

Those present other than club members were: Mesdames R. A. Underwood, E. L. Dye, Oscar Collier, Elmer Sansom, J. P. Davis, Ira W. Little and R. E. Burch.

MRS. J. J. LASH HOSTESS FOR GUEST FROM COLUMBUS, OHIO.

The Halcyon Club had delightful entertainment Wednesday afternoon, when Mrs. J. J. Lash, of Denver Street, was hostess. Quite a number of guests in addition to the members enjoyed the hospitality. Mrs. G. W. Nosker, of Columbus, Ohio, was named as guest of honor.

A number of games of "42" were enjoyed, after which a two-course luncheon was served, consisting of creamed oysters on toast, pickles, celery, cheese balls, fruit salad and coffee; second course, English plum pudding with hard sauce.

The guests other than the club members were: Mesdames Wm. Cook, C. W. Wilson, W. W. Underwood, R. A. Underwood, B. H. Towery, J. L. Vaughn, L. T. Mayhugh, E. T. Coleman, J. M. Adams, E. Graham, H. W. Harrel, G. C. Keck, J. R. Kerley, Geo. E. Doubleday, G. Graham, H. C. Howard, Chas. McCormack, E. H. Bawden, C. D. Wofford, R. B. Tudor and G. W. Nosker, of Columbus, Ohio.

SERVICES AT ST. MARK'S.

Elder J. S. Wicks, of Amarillo, will preach at the St. Mark's Episcopal Church Sunday morning and evening.

MRS. T. O. COLLIER HOSTESS FOR THE "FIVE HUNDRED" CLUB.

Tuesday afternoon Mrs. T. O. Collier was hostess to the "500" Club, at the home of Mrs. J. C. Anderson, 815 El Paso Street.

At the conclusion of the game a salad course was served to the club members and Mesdames D. H. Collier, E. L. Doland, Bob Meyers, J. C. Anderson, Jr., and J. W. Longstreth.

The Woman's Missionary Society of the Presbyterian Church will meet with Mrs. Meharg Monday at 3 o'clock.

BIRTHS.

Born, to Mr. and Mrs. Bruce Morton, November 7, a boy.

Born, to Mr. and Mrs. Wm. C. Turner, November 8, a boy.

Born, to Mr. and Mrs. Thornton Jones, November 11, a girl.

Born, to Mr. and Mrs. Henry Owens, ten miles south of Plainview, November 15, a boy.

W. C. Clubb has returned from Hot Springs, Ark. He states that Mrs. Clubb is enjoying better health now than for ten years past.

Miss Fink, teacher of Spanish in the Plainview High School, has resigned her position. As yet no official action has been taken by the board on her resignation. Miss Lucille Kinder is now teaching in the Spanish department.

E. L. Dalond, manager of Southwestern Telephone Company's exchange at Plainview, is in Temple attending a meeting of the State Y. M. B. L. officials. Arrangements will be perfected there for the State meeting, which is to be held in Plainview next spring.

T. J. Shelton suffered a broken arm early in the week when his Ford car backfired.

R. D. Gibbs and Lieutenant Ernest Fowler have returned from the border, their enlistment terms with Company L, Fourth Texas Infantry, having expired.

A marriage license, the first since he became county and district clerk of Hale County, was issued today by County and District Clerk Jo W. Wayland, to Est Milton and Miss Nina Hadley.

Mr. and Mrs. H. R. Tarwater, of Runningwater, are here today on business.

D. M. Hopper, of Lockney, was here Tuesday on business.

Dr. Blakemore, who is ill at the home of his son, L. M. Blakemore, north of Plainview, is very low.

Judge H. C. Randolph returned yesterday from a business visit in Amarillo.

Mrs. A. Wilterding left yesterday morning for San Angelo, where she will visit with relatives. She was accompanied by her small son.

W. A. Nichols is in Waco on business.

O. D. Coan had business yesterday in Amarillo.

J. J. Barton, of Bartonite, was in Plainview today on business.

Judge and Mrs. C. H. Curl, of Littlefield, were shopping in Plainview today.

The telephone number of THE SOUTH PLAINS MOTOR CO. is 535. 14.

Richards Bros. & Collier | RICH-LIER | Richards Bros. & Collier

Just Thirty More Shopping Days Before Christmas

There can be no better time than now to buy. Our stock from street to street is in fine shape.

STAPLE PIECE GOODS

Notwithstanding the unprecedented advance in prices of merchandise we offer many standard lines of staple merchandise at the old price. Some of these prices cannot be maintained many days longer. We have no inferior merchandise to offer as substitute for our regular lines, nor is our purpose to offer such goods. Our quality record must be kept up.

WOOLEN DRESS GOODS

The Rich-lier Store presents a most varied line of fine woolen dress goods. The season's popular cloths are shown in shades that satisfy the wishes of the most cynical buyers.

- All wool serge, 36 inches wide, 65c
- Fine storm serge, sponged or shrunk, \$1.00
- 50 inch broadcloths \$1.00
- All wool fine velour \$1.50
- Gaberdine at \$1.75 to \$1.00
- Poplins, novelties, plaids, etc, 85c to \$3.50

LADIES CLOAKS

The new creations continue to reach us weekly and represent the very latest ideas in cloakdom.

The styles and prices on these new goods are so attractive that they quickly pass on to be worn. Come in and look over the cloaks that are just in.



LADIES SUITS AT REDUCED PRICES

That our ladies suits are correct in style and price has been demonstrated by popular favor this department has received during the past few weeks. Dozens of ladies have been fitted and they are the best dressed people you see on the streets of Plainview.

There are yet excellent assortments of suits here to select from, beautiful styles in Serge, Poplin, Gaberdine and Broadcloth. Sizes 12 years to 46 1/2.

- \$8.50 buys suits worth up to \$14.50
- \$10.35 buys suits worth up to \$17.50
- \$16.50 buys suits worth up to \$23.50

All other suits worth up to \$45.00 at prices to effect quick sales in this department.

FUR MUFFS AND COLLARS

Years ago we had our experience with the unreliable kind of furs. Now its good furs or none at this store. We are the exclusive sellers of Narobia furs in Plainview. A fine guaranteed fur at a moderate price. We also show the newest styles in skunk, opossum, Hudson Seal, Mole, Mink, etc.



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

TO SEE PRICES UP IN THE STARS

Buy It Now or Buy a Telescope

See the point? You need the goods and I need the space for Holiday Goods

SHOES.

Tanners say common Shoes will be \$15 to \$20 a pair in a short time. Why not be safe and buy them NOW. I sell "ALL-LEATHER" SHOES. Only leather will stand weather and wear. My prices are the old style, but I can't control price style beyond present stock. NOW is the time.

SKIRTS.

There is no two alike. They are made in the Latest Styles of the best of fabrics. The sizes are 25 to 28 waist, 33 to 38 length. Here is the reason: They are made of mill-ends and couldn't be sampled, so I bought them at a price and sell them at price—not one in the lot worth under \$7.50 and up to \$12.00; while they last only \$4.50 each. Shout this for a bargain—**\$15—MEN'S SUITS—\$15.**

They are strictly all wool, made up in any style you select, with fit and workmanship guaranteed. Overcoats, too. Better order NOW and have them delivered any time before Christmas. Nearly 300 fabrics.

CANDY.

This is THE candy store. Pure, fresh Bonbons, Cocoanuts, Peanut Brittle, Burnt Peanut Fudge and all the other BEST ONES, 15c per pound.

Fine Chocolate Creams, Cherries, Pineapple, Raspberry, Nut Tops and Peanut Clusters, 25c per pound.

RIBBONS.

The Prettiest line you have seen, in all widths and colors. On account of PRICE, buy it HERE. To be sure of what you want, buy it NOW. 1c to 35c per yard.

Extra good Lacey, 5c and 10c per yard. Extra good Bleached Cambric Muslin, 10c per yard. This is extra value—about 12 1/2c. Fast-color Gingham, 10c per yard. This is like money from home.

HOSIERY.

I've got a big line—bought 'em to sell! You need them NOW—priced 10c to \$1.25 per pair—for all the family.

PANTS.

Thick-set Corduroys, warm and strong, \$3.00.

Doeskin—almost air tight—a new pair if they rip—only \$2.50 per pair.

Just got in a bunch of Boys' Knee Pants, 50c to \$1.25. Serge, Corduroy, Cashmere.

Cocoa Door Mats, 85c.

Wire Door Mats, \$1.00.

Spring Clothes Pins, 3 dozen for 15c.

Extra big value in Enameled Ware, Roast Pans, Tin and Aluminum Wares. Not only useful, but very much appreciated as gifts. Often an inexpensive gift is more appreciated than a costly present.

PIPE WRENCHES.

Not many left. Some of these you'll never get again at the price.

18-inch Wrenches 85c

24-inch Wrenches \$1.25

36-inch Wrenches \$2.00

Men's Heavy, Ribbed Shirts and Drawers 50c

6-ounce Peroxide 15c

16-ounce Peroxide 25c

Finest Talcum Powder 15c

Borated Talcum 10c

Nice lot Toilet Soaps 5c

Best Ink Tablet in Texas only 5c

25 Envelopes 5c

Williams' Shaving Soap 5c

Chinese Sacred Lilies, only 10c each.

Daffodils, Jonquils and Tulips, 8 for 25c.

Grape Hyacinth, Crocus, Snow Drops, Spanish and English Iris, 16 for 25c. Fresh Bulbs; only a few left.

Alarm Clocks, guaranteed for one year 85c

300 Brass Pins for 5c

I can't tell you half of it. I'd bring it around and show it to you but it will be easier for you to COME—NOW.

BEN LANDERS "The Right Price Man" Wayland Building

You're Perfectly Safe

In buying a blue serge suit at this store.

Here You Get

- 100 per cent wool
- guaranteed fast colors (This is important to you)
- and hand workmanship.

You will agree that we can save a nice piece of you money when we sell you a suit at

\$15 or \$20

REINKEN'S

Clothing and Shoe Store

Look for the Big Electric Sign



Special Sale of Dresses

Here is an opportunity to make a handsome saving on beautiful new dresses. Sizes are 14 to 42. No garments reserved---all go at these prices. Several dozen to select from.

- All Dresses up to \$ 9.75 for \$ 5.00
- All Dresses up to \$17.50 for \$10.00
- All Dresses up to \$25.00 for \$15.00
- All Dresses up to \$35.00 for \$20.00

We are closing them out. Come early and have your size and color you prefer.

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE

With the Home Economics Clubs

Waco, November 13, 1916.
Dearest Club Girls:

We have so much to talk about in this club letter I hardly know where to begin. I will have to tell you first about the Cotton Palace and the many attractions to be seen here. Of course, we have a wonderful exhibit agriculturally speaking, and, incidentally, alluding to my girls' club exhibits, I am very proud of the ribbons that adorn our fruit and textile exhibits brought from the Cotton Palace. I am sure I have never exhibited more artistic and elaborate needlework than I have on exhibit here, and which has been admired by the thousands of visitors who have called at our booth.

Saturday was county school day and club day. It kept me busy for several hours registering the several hundred club girls of McLennan and Falls counties who came to attend the fair and the county convention. We were disappointed in not finding a photographer to make our club picture, as we picnicked under the pretty trees at lunch time.

Excitement ran high when it came time to announce the winner of the beautiful kitchen cabinet donated by the Hub Furniture Co., of Fort Worth, which is on display in our attractive booth. A big, printed placard rested on an easel all the week calling attention to the cabinet to be given away in a club contest, and hundreds of people stopped to admire it and ask questions. Hundreds of disappointed ladies turned away when told the cabinet was for club girls only. It was won by Maurice Burke, of Oak Grove Club, McLennan County, and I think when the award was made she was the happiest little girl on the grounds. We were also given hundred of cook books by the Imperial Sugar Company and 25 pounds of sugar to be used in our club demonstrations.

I must compliment the club of Lott, Falls County, for the splendid work accomplished along school lines. They turned over to the school board a few days ago \$100, to be used for their school improvements, made all by themselves. Mrs. McWilliams, whom you met at Austin, is a wonderful supervisor over this club. Travis, Falls County, made a report of having made application for their apportionment of the million-dollar school fund. If that school does not get it, with the assistance of Professor Robbins, Mr. O. S. Massey and the club girls, I shall be surprised.

I must tell you about the splendid fair of Collin County, held at McKinney the past week. It was without doubt the most creditable county fair I have ever attended. The club girls made an excellent showing and won many prizes. Foote won the club prize for the best club exhibit.

Next comes the Gulf Coast Exposition, to be held in Corpus Christi. We have been given a great chance to show what we can do, as far as our club efforts go, and we must make a good showing there. We have been provided with most generous prizes. I will take the Cotton Palace exhibits there and will then return them to the respective owners after this fair is over.

I want to again call the club girls' attention to the kindness of the press of Texas in printing our club letters, lessons and reports. I wish you to show your appreciation of this gen-

CHARACTER IN READING.

The Youth's Companion does more than entertain: it affords the reader a mental and moral tonic. Its stories are not only well told, contributed by the best writers of stories, but they maintain the standards, reflect the ideals of the best homes. They do not throw a false glamour over the tawdry things of life. Rather do they depict the courageous, the healthful, the simple—the true life of the greater number with their adventures, their conflicts of temperament, their failures and successes. In 1917 The Companion will print 12 serials and story groups, besides fully 250 single stories and sketches, all for \$2.00. The Forecast for 1917, which we will send on request, tells all about the great features of the coming volume.

By special arrangement new subscribers for The Youth's Companion can have also McCall's Magazine for 1917—both publications for \$2.10.

Our two-at-one-price offer includes:

1. The Youth's Companion—52 issues of 1917.
2. All the remaining issues of 1916.
3. The Companion Home Calendar for 1917.
4. McCall's Magazine—12 fashion numbers of 1917.
5. One 15-cent McCall Dress Pattern—your choice from your first number of the magazine—if you send a 2-cent stamp with your selection.

THE YOUTH'S COMPANION,
St. Paul St., Boston, Mass.
New Subscriptions received at The Herald office.

erosity by reading your local paper, giving to your local editor any news items that may be of value to him. Try to prove your appreciation of this kindness in a material manner. You can do it. I felt very happy indeed when at the press dinner here a few nights ago. Several of the editors commended our club work. Let us strive all the harder to make our press and our community proud of us.

With lots of love to all,
MRS. J. L. LANDRUM.

PUMPING OIL

Complaints are often heard that the action of the piston in an automobile cylinder tends to pump the lubricating oil up into the combustion space. A simple remedy for this condition, which is said to be satisfactory, is to round off very slightly the upper outside corner of the upper piston ring. This does not affect the compression in the least, and the action is to permit the upper ring to pass the oil on the cylinder walls on the up stroke, instead of scraping it up to the top of the cylinder; while in the down stroke the surplus oil is scraped back.

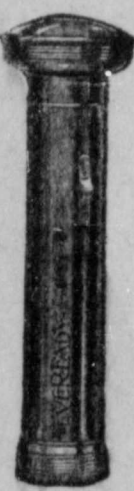
On the other hand, the up stroke of the lower ring tends to carry the necessary oil for lubrication up the cylinder wall, while on the down stroke the rounded lower corner of the ring would pass over the oil thus distrib-

uted and leave it behind. The intermediate rings should have both upper and lower corners eased, so as to disturb the oil as little as possible, allowing it to remain and perform its function as a lubricant.

After testing his 17 cows through a cow-testing association, a Nebraska farmer sold 7 and received more profit from the 10 remaining animals than he had received formerly from the whole herd.

Xmas Gifts

EVEREADY FLASHLIGHTS



Low in price but high in value and appreciation.

A large assortment of styles to select from.

New Batteries Every Week

\$1.25
\$1.50
\$1.75

\$1.50
\$1.75
\$2.00

Get yours now while the stock is complete. They are ABSOLUTELY the best gift for the money.



Garrison-Conner Electric Co.

The House with Sensible, Practical Gifts

\$1.00

\$1.00



SEE THE CHEVROLET

A real automobile for only \$540.00

E. N. EGGE AUTO COMPANY
Plainview, Texas

LONG-HARP DRUG COMPANY



Mr. Vanderpoel now has charge of our Jewelry Department

We have just installed a stock of SOUTH BEND watches, all sizes and prices.

Diamonds, all kinds of Set Rings, Perfume Bells, Ear Screws, Broaches, Hat Pins, Stick Pins, Silver Knives, Forks and Spoons.

In fact we have everything carried in an up-to-date drug and jewelry store.

You don't have to be a judge of jewelry to get a square deal here.

LONG-HARP DRUG COMPANY

Progressive and Progressing
Phone 161 Motorcycle Delivery

PREPAREDNESS

On every hand, claim is being made for preparedness, some really worth while others simply taking advantage of the popularity of the word.

Electrical Preparedness

Is perhaps as vital as any ever suggested. To prepare the home, the office, the work shop, or any other place where men and women gather, means to increase the efficiency, to lessen the cost and the labor, to protect the eyes, and to cut out dirt and oil or gas smells.

The Winter Reading

Absolutely demands that you have the pure light furnished by electricity to preserve the eyes of the little folks who study, and the older ones who read for pleasure and profit. The long evenings will be a pleasure if you will wire your home for electric service.

We will be glad to figure your wiring job without any obligation on your part. Phone 13 for wiring service.

TEXAS UTILITIES CO.

Fresh California Vegetables

Twice each week, during the winter months, we have made arrangements to receive express shipments of the seasonable fresh vegetables from Sunny California. These shipments will reach us each Monday and Friday and on those days you may expect some rare treats in fresh delicacies for the particular menu. Get the habit of phoning each Monday and Friday just before noon and asking what we have in that day's shipment.

Fruit Cake Ingredients

It's getting mighty close to Thanksgiving time and the fruit cake should be aged a little before you serve it. These cold days seem to be just the sort to make you think of such goodness anyhow and possibly Mother could be induced to cut one of the cakes before Thanksgiving. As long as it is now necessary for fire in the kitchen practically all day anyhow why not get the fruit cakes baked and out of the way?

We have the candied citron, pineapple, cherries, raisins, all kinds of fresh nuts, orange and lemon peel, all kinds of delicate spices and syrups, and just as many other goodies as you may care to put into the cake of cakes.

And Speaking of Baking

No baking can be quite complete unless the fundamental ingredient is carefully selected. HELIOTROPE FLOUR is one of the really few dependable flours which will give you maximum baking satisfaction.

A New Car of Heliotrope is Here

That means that we are supplied and you may be supplied if you will say the word with a wholesome flour at a consistent price—an important point during these days of uncertainties. Phone for your sack of Heliotrope today.

Pierson & Smith

Phone 348

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**

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

Have that old, hard Mattress cleaned and made over before cold weather sets in. HANDY MAN'S SHOP. Phone 475. 11-24

FOR SALE OR TRADE—Six-cylinder Hudson Car, in perfect condition. See W. F. GARNER. tf.

WANTED—To rent four- or five-room house. T. O. COLLIER. tf.

BOARD AND ROOM with private family. Modern home. Two men or married couple preferred. Table board. Inquire 1011 Austin St. 2-pt

The largest assortment of Cedar Chests for your selection in Plainview at GARNER BROTHERS. tf.

FOUND—Auto Chain between Tulsa and Kress. Owner may obtain same at Herald by payment for this ad.

WANTED—To buy good second-hand house located in or near Plainview. Inquire at Herald office. 2t.

WANTED TO LEASE—A section of raw or improved land to break. Give description, location and terms in letter to P. O. Box 575 or Phone 489. tf.

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

STRAYED—One brown mare mule, 10 years old; both ears split in the ends; no brand. Will pay \$10 for information leading to recovery of same. J. L. MARTIN, Route A. 4t-pd.

WANTED—Plain sewing. MRS. HUNT, Westcoat House. 5t-pd.

FOR SALE—Second-hand Ford touring car, with General Electric starter. Good condition. J. F. DUNCAN, Jr. tf.

We Renovate Feather Beds. HANDY MAN'S SHOP. Phone 475. 11-24

WANTED—From 2 to 6 sections of good, level, unimproved land in Hale or adjoining counties. Give full description in first letter. Address H. J. PICKNEY, 294 E. Jefferson, Dallas, Texas. 2t-pd.

WANTED: Position as carpenter's helper. Phone 100 or 416. 2t-pd.

JUST RECEIVED—2,000 feet of picture moulding. We are prepared to frame your pictures on short notice. GARNER BROTHERS. tf.

ONE SECOND-HAND CAR cheap. See WILSON MOTOR CO. for particulars. 4t-pd.

FOR SALE.
One horse, buggy and harness; in good condition. Terms to right party. ALFALFA LUMBER CO. tf.

WHY PAY RENT!
Can make terms on six-room, modern house located within four blocks of the Square. W. F. GARNER. tf.

We work only experts in our repairing and refinishing of Furniture. HANDY MAN'S SHOP. Phone 475. 11-24.

MONEY LOANED—On choice improved Plainview properties. Five years. Describe your property fully, addressing J. F. WELLINGTON, Fort Worth, Texas. 5t-pd.

FOR SALE—Chevrolet car, practically new. Ran only 3,000 miles. See M. P. GARNER. tf.

FARM WANTED—Wanted to rent farm in Hale County; also a good small house in Plainview. Write, giving description, to FLEMING RAMSEUR, Nashville, Ark. 3t-pd.

WANTED—Quilting to do with patent quilter on machine. HOUSE NO. 313, South Broadway. 2t-pd.

FURNISHED ROOM, close in. Electric lights, bath and use of phone. Phone 478.

TANKAGE—PLAINVIEW PRODUCE COMPANY. tf.

FOR SALE—100 nice Jersey milk cows, 3 to 6 years old. Will sell in lots of 10 and make price according to cows selected. Forty good work mules, 3 to 6 years old. Will sell one span or whole bunch. One thousand coming three-year-old steers. Will sell in lots of 100. Address J. M. BASSETT, Crosbyton, Texas. 4t.

ALFALFA SEED 15c a pound. PLAINVIEW PRODUCE CO. tf.

JUST RECEIVED—A new shipment of Rugs at GARNER BROTHERS. tf.

FOR SALE—One Oakland Car, good as new. Special price if sold at once. PEOPLE'S SUPPLY STORE. Phone 337. 2t.

WANTED—A few piano pupils by an experienced teacher who has studied four years with Leschetizky, in Vienna, and is a graduate of the New England Conservatory, Boston. Will make a special rate to the first who apply. Telephone 382, or write MISS MARY WIGHT. 2t-pd.

Those bed-room and dining-room sets and library pieces that will make the home more cheerful and comfortable this winter await you at GARNER BROS. tf.

TANKAGE—PLAINVIEW PRODUCE COMPANY. tf.

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

JUST TRY IT, and see how a Deltex Rug will improve the appearance of any room in the house. A new shipment of the mat GARNER BROS. tf.

WANTED—Bright young woman to enter training school for nurses. Phone PLAINVIEW SANITARIUM. tf.

FOR SALE—A new Ford car. Special bargain if sold at once. PEOPLE'S SUPPLY STORE. Phone 337. 2t.

POTATOES.

I am offering for sale until December first, at my place, 5 1/2 miles southwest of Spring Lake, 500 bushels or more of Irish potatoes at 2 1/2c per pound in quantities of 10 bushels or more, and 3c in quantities up to 10 bushels.

These potatoes are excellent for table use and are good keepers. J. L. LINVILLE, Spring Lake, Texas. 2t.

THESE COLD NIGHTS sleep on a good Ostermoor or Sealy Mattress. They are here for you at GARNER BROS. tf.

FOR SALE—Several teams of young Belgian mares, or trade for cattle. F. A. BAYLIES, Ranch 10 miles south-east of Hale Center. tf.

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

FOR SALE—At a bargain, good horse and carriage. Address "X," care Herald. tf.

We repair, polish and set Stoves. HANDY MAN'S SHOP. Phone 475. 11-24.

WANTED—An able and healthy girl to do several hours' housework per day. Inquire of MRS. CHAS. REINKEN, 907 Restriction Street. tf.

Deltex Rugs in all the latest patterns at GARNER BROTHERS. tf.

FOR RENT—Nice room with good family board. Also a few table boarders wanted. Two blocks from square. MRS. L. W. DALTON. 2t.

CEDAR CHESTS are mighty convenient for storing away the summer clothing and having it come out fresh again next spring. We have a beautiful line. GARNER BROS. Phone 105. tf.

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

To Cure a Cold in One Day
Take LAXATIVE BROMO Quinine. It stops the Cough and Headache and works off the Cold. Druggists refund money if it fails to cure. E. W. GROVE'S signature on each box. 25c.

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

L. A. KERR, Architect.
Office at Falton Lumber Co. Phone 107. Home Phone 423.

W. A. TODD, Agent
All Kinds of Insurance
Office No. 14, First National Bank Building. Phone 129.

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.

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. tf.

GEORGE 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

HARRISON & KERR CO.,
General Contractors.
Office at Falton Lumber Co. Phone 107. Home Phones, 325 and 423.

EVER SALIVATED BY CALOMEL? HORRIBLE!

Calomel is Quicksilver and Acts Like Dynamite on Your Liver.

Calomel loses you a day! You know what calomel is. It's mercury; quicksilver. Calomel is dangerous. It crashes into your bile like dynamite, cramping and sickening you. Calomel attacks the bones, and should never be put into your system.

When you feel bilious, sluggish, constipated and all knocked out and believe you need a dose of dangerous calomel, just remember that your druggist sells for 50 cents a large bottle of perfectly harmless and doesn't gripe. Dodson's Liver Tonic, which is entirely vegetable and pleasant to take and is a perfect substitute for calomel. It is guaranteed to start your liver without stirring up your inside, and can no salivate.

Don't take calomel! It makes you sick the next day; it loses you a day's work. Dodson's Liver Tonic straightens you right up and you feel great. Give it to the children, because it is perfectly harmless and doesn't gripe.

SEE ME FOR
FARM LOANS
Cattle Loans
I also buy vendors lien notes.
Money Ready in One Week
Promptest of service.
J. C. Rawlings
3rd National Bank Bldg.
PLAINVIEW, TEXAS

Lax-Fos, A Mild, Effective Laxative & Liver Tonic
Does Not Gripe nor Disturb the Stomach.
In addition to other properties, Lax-Fos contains Cascara in acceptable form, a stimulating Laxative and Tonic. Lax-Fos acts effectively and does not gripe nor disturb stomach. At the same time, it aids digestion, arouses the liver and secretions and restores the healthy functions. 50c.

Miss Rebecca Ansley
SPIRELLA CORSETIER
Telephone Number 304

ARE YOU
establishing yourself in the World of Successful Men?
A BANK ACCOUNT inspires Confidence, increases your Prestige and helps you to Succeed.

THIRD NATIONAL BANK

Coal mines have advanced prices three times during the past 6 weeks, and the outlook of another advance on or before Dec. 1st. If good coal can be had at any price then, we should like to supply your needs while present prices prevail, and we have plenty of Simon Pure Nigger-head lump and nut, also Peerless coals, Arkansas and Pennsylvania Anthracites.

Our prices are always within the market.

E. T. COLEMAN
Coal and Grain Dealer
Phone 176 Between Depots Plainview, Texas

LOOK! LISTEN!
German Heaters

The German Heater is an economical stove, it burns the Smoke, Gas and all Combustible matter in the Fuel. Hence reduces fuel bill and eliminates all soot in stove pipe. When you use a German Heater you warm the floor and get a uniform heat over the room. Call and let us show you.

Plainview Hardware Co.

SPECIAL ANNOUNCEMENT

GOOD THINGS ARE COMING FAST TO THE MAE I. THEATRE

The splendid patronage we have been enjoying makes it possible to offer our patrons more good things. We promise others as rapidly as the producers release them. In appreciation of the faith of our ever increasing run of regular customers we are striving to keep the Mae I. a progressive play house—one that will merit your confidence. Note the excellence of the programs in the schedule below. Until further notice the following weekly schedule will be followed, COMMENCING MONDAY, NOVEMBER 20th.

Every Monday	Special five part De Luxe feature production (drama).	Every Thursday	Keystone Comedy in two parts. Two act drama. One part scenic and comedy cartoon and a one part comedy.
Every Tuesday	Billie Burke in "Gloria's Romance," in two parts (drama). One part scenic. Two act drama and a one part comedy.	Every Friday	Triangle Fine Art Production in five acts. One part scenic and animal study and a one part Vogue Comedy.
Every Wednesday	Triangle Fine Art Production in five acts and a one part Vogue Comedy.	Every Saturday	Keystone Comedy in two parts. Two act drama and two single reel comedies.

(Cut this out and preserve for future reference)

Matinee 2:15 p. m.
Evening 7:00 p. m.

MAE I. THEATRE

ADMISSION
5c and 10c

Personal News

Mr. and Mrs. F. A. Bayles, of Hale Center, returned to Plainview Wednesday morning, after a visit of several weeks in Des Moines, Iowa.

M. M. Bonner returned Wednesday from Amarillo, where he had been on business.

Wyatt Johnson has returned from an overland trip to Clovis and Roswell, New Mexico.

Hal Wofford went to Amarillo Wednesday on business.

Rev. A. L. E. Weber left Wednesday for Tahoka, where he will preach Sunday.

E. C. Richards, proprietor of Richards' Paint Shop, left Wednesday for Tahoka on business.

Clyde C. Cockrell, of Amarillo, was here Wednesday en route home from a trip over the South Plains.

Jno. P. Crawford returned Wednesday from a trip to Kansas City on business.

C. M. Abbott, of Plainview, has erected a building and opened a blacksmith shop in Abernathy.

Chas. Spencer is in San Antonio.

W. A. Watson has returned from an extended visit in Illinois.

S. M. Nations has returned from Oklahoma, where he visited a daughter who is ill.

Mrs. Griscom Bettie has returned from Boston, where she has been visiting her parents.

Misses Marie and Daisy Gidney have returned from an extended visit in Dallas and Fort Worth.

Mrs. J. Walter Day is visiting her sister, Mrs. Adams, in Slaton.

Mrs. F. M. Lester, of Canyon, arrived this morning for a visit with her daughter, Mrs. L. A. Knight.

Mr. and Mrs. F. W. Clinkscales and Mr. and Mrs. Robert Malone left Wednesday on a ten days' hunting trip.

Misses Donnell and Brown, of Wayland Baptist College, were in Amarillo yesterday.

Miss Bess Brown, of Wayland College, was in Kress Wednesday.

Rev. J. M. Harder returned this morning from a business visit in Amarillo.

P. J. Becker, district manager for the S. W. Telephone Company, was in Plainview this morning en route to Lubbock.

Miss Pauline Milwee left this morning for Amarillo, where she will visit with friends for a few days.

C. W. Barnes had business in Lubbock yesterday.

Miss Lissie Bell Walker, formerly on the faculty of Wayland College, has accepted a position at Highland Park Academy, Dallas, where she will be associated with Professor Renugh, a French landscape gardener of prominence.

Nick Alley, of Hale Center, was in Plainview Tuesday on business.

Dr. E. M. Harp, of Abernathy, was a business visitor in Plainview Wednesday.

G. H. Rutherford, of Amarillo, was in Plainview Wednesday on business.

C. V. Bryson left Wednesday morning for Comanche on business.

Dr. J. C. Anderson returned this morning from Dallas, where he has been for the past few days on business.

Last week C. B. Reeves sold for \$33,000 five hundred and seventy-five head of cattle which he has been grazing. L. A. Knight purchased four hundred head of two-year-old steers, for \$20,000; Dr. Johnson, of Jamestown, N. Y., bought one hundred head of steers, and Mr. Hinko, of Kress, purchased seventy-five cows.

WANTED—A few pupils by a pianist and teacher recommended by Leschetzky and a graduate of the New England Conservatory. Has been head of music in The Western Oxford, Ohio; Millersburg Female College, Kentucky; Tudor Halls, Indianapolis, and for ten years had a highly successful private class in Indianapolis. Is here for her health, and will make special rates to first who apply. Write MISS MARY JOSEPHINE WIGHT. 1t-pd.

GET BUSY QUICK

You can't tell whether you will need a heavy winter suit, sweater, and an overcoat tomorrow, or whether medium fall weight suit without the trimmings will be the most comfortable thing to wear. As long as the weather changes are so frequent and so variable it becomes necessary to have all of the clothing you possess ready for wear on a moment's notice. It behooves you therefore to keep your wearing apparel in the best of shape by having it regularly pressed and cleaned in

THE Waller Tailoring Co.

WAY

Just because a few days get warm is no sign that you will not need an overcoat this winter. Better not wait longer to place the order with us for an Ed. V. Price coat, made to your individual measure.

DRY CLEANERS **PHONE 188** TAILORS

We are not responsible for colors in cleaning this season.

LISTEN

If you are not saving a little money, if you are not making some provisions for the future, you will eventually drop out of the race. The seed of success is not in you.

**Build You a
Home
Plainview
Lumber
Comp'y**

SHE LIKES IT!

ASK any housewife who has changed the family table drink from harmful coffee to helpful INSTANT POSTUM whether the change has been a success.

The answer may well induce you to make the change yourself.

Less "nerves," better temper, clearer complexion, improved digestion and steadier heart after a trial, demonstrate conclusively that the change from coffee to POSTUM is a wise move for the whole family.



"There's a Reason"



Restful, Luxurious Comfort

is suggested by our high-class Easy Chairs, models of elegance and indicative of repose. All our furniture has a distinctive superiority that appeals to refined tastes. We invite those about to furnish a home, or desiring a single article of furniture, to inspect our stock before purchasing elsewhere. We have better goods at lower prices.

W. E. WINFIELD

Phone 95

"Where Your Business Is Appreciated and Your Money Buys Most"



Two Boon Companions

are SNOW WHITE FLOUR and good bread. If you employ the first you are always sure of the second. They go together, even when accompanied by only moderate baking skill. Order a sack of SNOW WHITE flour today. Don't mix it with other flours. Give the SNOW WHITE a chance to show what it can do by itself. Fully guaranteed.

For sale only by

T. L. GORDON GROCERY