

Community Correspondence

SUCCESSFUL MEETING WAS HELD AT MOUNT HOPE.

Rev. G. I. Britain and Rev. White closed a very successful meeting at Mount Hope Sunday night. There were many conversions, and eight were baptized Sunday evening, at the Ed Farmway place.

Mr. Edwards returned from a visit at Floydada last week.

Mr. Wallers of McGregor, Texas, visited at the home of W. C. Ooley last week.

Frank and Otis Murray of Floydada visited at the J. B. Smith home last week.

Mr. and Mrs. McWilliams and children of McGregor, Texas, visited several days at the Ooley home. They left Monday for their home.

There are a number of cases of whooping cough in our community.

John Edwards sold his farm here to Henry Blackby last week.

Mrs. Ona Over of Oklahoma is visiting her parents, Mr. and Mrs. Starks.

Miss Erna Boedeker is entertaining company from Panhandle City.

Miss Golding returned Saturday from a two weeks visit at Mackerel.

The infant daughter of Mr. and Mrs. Geo. Dieter died Monday morning of summer complaint, after a few days' sickness.

COMMISSIONER ROBERSON TO MOVE TO KENTUCKY.

PETERSBURG, Texas, Aug. 20.—These are busy times in this part of Hale County. Some farmers are threshing and others plowing. We haven't had much rain, but crops look very well.

The protracted meeting at the Baptist Church closed Sunday at 12 o'clock. Rev. Hyde, from Kentucky, did the preaching. There were several accessions to the church.

J. W. Roberson has sold his property here and will move to his old home in Kentucky. We regret to see this nice family leave, but we think we will get to welcome them back in a year or two.

Miss Lee, from Rails, is the guest of her sister, Mrs. Lewis.

Miss Laura Knupp has been with us for a week, much to our joy. She returned home today, in company with Fred Wiese and his sister, Miss Alyce Wiese.

Miss Mattie Gregory is visiting relatives and friends here. She has been attending the Normal at Canyon. She will teach near her home, in Rule, Texas.

Miss Pauline Collier of Canyon is the guest of Miss Annie Hegl.

Clarence White is in Clovis, New Mexico, seeing after his father's interests there.

Charlie Jay is still at Mineral Wells, and we are sorry to report he is not improving very much.

A play will be given under the auspices of the Mothers Club, at the Public School Auditorium, Saturday night, August 25th, for the benefit of the school.

Eugene Horne has returned from a pleasant visit to some folks, at Hugo, Okla.

Clint Gregory of Rule, Texas, is the guest of his many relatives here.

ROPING A YEARLING, COWBOY CHOKES HIMSELF.

LITTLEFIELD, Texas, Aug. 22.—F. E. Burnett, a cowboy at Yellow House Ranch, while roping a yearling yesterday, got the rope twisted around his neck and was nearly choked to death. Dr. Anderson reports him out of danger at this time.

GOOD RAINS IN LONE STAR COMMUNITY.

LONE STAR, Aug. 22.—Good rains have fallen here during the past ten days, and growing crops are looking fine.

Brothers Haddack and Wilkins closed a good meeting here Sunday at eleven o'clock, which they had been holding the past week. Brother S. W. Smith and Brother J. W. Saffle of Plainview will preach for us the next eight or ten days.

We regret to learn that E. G. Foster's little girl who has been in the sanitarium the past three weeks is still livery ill. Her condition has been serious all the while, but yet we have hopes of her recovery.

Mrs. Hannah is visiting her son, Mr. Hannah, and daughter, Mrs. Hamilton.

Mr. Crostwalt and family of Providence attended church here Sunday.

There was a family reunion held at W. T. Reeves' Sunday, in which a number of relatives attended.

Some of our boys have ben in the second draft, and will be in Floydada Tuesday for examination.

Mr. E. C. Dodson and daughters were callers at the Herald office last week and visited the wonderful press

they have installed in their office.

Mrs. May Hutchinson and boys, Elma, John and Derwood, have moved to their new house, 1 1/2 miles south of our school house. They purchased one quarter of land last spring and have it nicely improved.

LIBERTY NEWS.

LIBERTY, Aug. 22.—Quite a number attended Sunday School at this place Sunday.

A jolly bunch formed a charivari for Julius Johnson and bride Tuesday evening, and a pleasant time was reported.

Mr. and Mrs. C. P. Scipp, who have lived in Plainview since their marriage, last June, have moved back to our community, on the farm formerly owned by Tony Schionest.

Rev. S. J. Upton of near Plainview will preach here Sunday at 11 o'clock.

The Hale County Singing Convention meets with the Plainview class the coming Sunday.

Edgar Johnson and family, C. P. Scipp and wife and Frank Lundgren dined Sunday with J. J. Groff and family.

Clifford Lundgren of Wausa, Nebr., visited his cousin, Frank Lundgren, the past week.

Carol Gundrum and wife gave a dance Tuesday evening.

Mrs. E. E. Freeman is entertaining her brothers from Emporia, Kansas.

Miss Eileen Groff took supper Sunday evening with Miss Sallie Buchanan.

Miss Ethel Tyler and her mother, from south of town, called in our community Sunday afternoon. Miss Tyler will teach this school the coming year.

C. C. Alexander and family spent Sunday with M. L. Alexander and family.

Julius Johnson and wife spent Sunday at the home of A. E. Tumberg and family.

Alvin Holmgren's entertained friends at dinner Sunday.

The Baptists will commence their revival meeting in this community Sunday, at the evening hour.

Mr. and Mrs. H. J. Fair left last week for a visit with relatives in Trenton, Mo.

LIBERTY CLUB TAKES UP RED CROSS WORK, TOO.

The Liberty Social Club met Thursday with Mrs. T. H. Hickman. Mesdames Carter and Hughes of Plainview, and Mrs. Alvin Holmgren were visitors to the club.

The Red Cross work was discussed and taken up.

The hostess served ice cream and cake, and was assisted by her mother, who is visiting her from Missouri.

SECRETARY.

MAXWELL AGENCY TO OCCUPY BROOKS BUILDING.

Until the new Speed Building on Broadway is completed, the Maxwell Agency will occupy the front half of the Brooks Building, having rented

from E. N. Egge, who has been occupying both the Fields and Brooks buildings with his garage and automobile business. The South Plains Motor Company transferred their Maxwell stock Wednesday night.

NOTICE.

Notice is hereby given that at a meeting of the Board of Trustees of the Plainview Independent School District, held on Thursday, August

the period of compulsory school attendance, in the Plainview Independent School District, for the ensuing term, was changed from the opening of the school term, on September 3rd, 1917, to Monday, November 5th, 1917.

By order of the Board of Trustees, this August 24th, 1917.

R. A. LONG, President.

Attest:

JOHN F. SANDER,

Secretary.

3t.

Final Clean-Up of Men's Summer Suits

Your unrestricted choice any Summer Suit in the store, values up to \$10.00, ONLY



Come in Before Sizes are Depleted

Jacobs Bros. Co
THE ONE PRICE CASH STORE

"Plainview's Fastest Growing Store"



Announcement

I have arranged for the local distribution of the

STUDEBAKER

and will stock all models and designs of the 1918 Series.

BUY NOW—

Studebaker

PRICES WILL ADVANCE ON SEPTEMBER 15TH

| | PRESENT PRICE | AFTER SEPT. 15 |
|------|---------------|----------------|
| FOUR | \$985 | \$1050 |
| SIX | \$1250 | \$1385 |

F. O. B. FACTORY

Other models will advance proportionately

—SAVE MONEY

GEO. SAIGLING

Studebaker Dealer

Cars Stored at Egge's Garage



A Special Exhibition of the New Mechanical Bookkeeper at THE THIRD NATIONAL BANK

A cordial invitation is extended to you to come into this bank and inspect the wonderful Burroughs Bookkeeping Machine which we have just installed. This "bookkeeper with brains of steel" that cannot make a mistake is on exhibition in our banking room.

We want you to see just how this machine operates—how it adds, subtracts and figures balances without an error. Our bookkeepers will show you exactly how our books are posted by machinery. The demonstration will be both interesting and instructive. Samples of the work will be distributed to every one present.

This machine has been installed for the purpose of giving added protection to our depositors. We urge you to call and become acquainted with this improved method of handling your account.

Third National Bank

SECRETARY HOUSTON DISCUSSES BREAD NEEDS OF NATION.

WASHINGTON, D. C., Aug. 24.—The first of a series of five regional conferences of agricultural leaders to consider steps to promote interest in the program for winter wheat and re-planting this fall was held in Wash- ington, D. C., August 15. The confer- ence was opened by Secretary of Agricul- ture D. F. Houston. In addition to some of the New England States, New York, New Jersey, Pennsylvania, Illi- nois, Maryland, Virginia, West Vir- ginia and North Carolina were repre- sented.

Secretary Houston addressed the conference as follows:

"This is the first of five conferences we have arranged to hold in the country in connection with the wheat prob- lem. Conferences of this sort seem to be in this emergency especially essen- tial. Last April we had a general confer- ence in St. Louis. The impression I then formed has deepened as we have passed, that this Nation is excep- tionally fortunate in having laid, gener- ations ago, the foundation for scienti- fic and practical agriculture not only for the whole Nation in the Federal Department of Agriculture, but also for each State, in the land-grant col- leges. In the State Department of Agricul- ture, and in the great farmer orga- nizations. Representatives of these agencies in St. Louis in two days came to the conclusions the wisdom of which has not been generally or successfully questioned, the substantial part of which has now been enacted into law. Not only was there evolved then a program involving legislation, but a program involving organization and co- ordination of agencies for more effec- tive assistance in this crisis. Such organization was quickly developed, and I imagine that in this direction, as in others, the Nation has given demon- strations of efficiency that no other nation has equaled. The response of all the agricultural agencies has been tremendously gratifying. The farmers have done their part with enthusiasm and patriotism, and for the most part they were favored by Nature. The re- sult is, as you know, that in a number of important crops the Nation will have this year enormous yields.

"But, similarly enough, from mili- tary standpoint we were unfortunate in respect to the very crop of which we have the most immediate and pressing need. Wheat bread seems to bepecu- liarly the war bread, due to its own special characteristics as well as to the habits of European nations with

whom we are associated in this war. It was not the farmers' fault that the guar- did not have a large wheat crop. A large acreage was planted, but there was a tremendous winter killing; and so we have the very short crop of last year followed by a short crop this year.

Increased Production Is Essential.

"It is highly essential that we omit no step to secure a production of wheat during the next year which will be greatly in excess of the normal needs of this Nation. My own con- viction is that, whether we have peace or war, this Nation is going to be called upon for some time to come to feed a considerable part of the popula- tion of Europe and to furnish it with agricultural supplies and equipment. A continent going through what Europe has gone through for the last three years, and is continuing to go through, does not quickly get on its feet. The waste of men, the loss of human life, the impairment of many of those who survive, the destruction of work animals, the waste of farm equip- ment, the impairment of labor, the dis- organization of labor, the disruption of the normal processes of agriculture—all these things entail heavy burdens and handicaps; and it is going to take Europe a considerable period to get where she was before this war came on.—There are doubtless some of you who know the conditions of the South after the Civil War and recall that in agriculture even the South did not get on a normal basis until well in the eighties.

Explains Price-Fixing Legislation.

"I speak of this because there may be doubts in the minds of farmers as to whether they will take too great a risk in planting a large wheat acreage next year. I am no prophet. None of you perhaps would be willing to dogmatize, but I think we might agree that the economic conditions will be such as to assure wheat producers a normal and profitable return.—We should bear in mind also that in the Food Control Bill this compensation matter has been dealt with by the Congress. The in- tention of Congress is reasonably clear. It seems that it intends that the wheat grower should have a guaranty of at least \$2 a bushel. But it is diffi- cult to interpret Section 14. It starts out very valiantly, leaving it to the President to determine whether there is an emergency which may require the stimulation of the production of wheat and authorizing him to take steps, in case he determines that there is such an emergency, to assure the farmers of a reasonable price—of a guaranteed minimum—and authorizing him to make

rules and regulations. Then Congress inserted the statement 'that the guar- anty shall not be dependent on the ac- tion of the President, but shall be ab- solute.' I do not know just what that means. It does not make it the duty of anybody to carry out this thought. It is not dependent on the action of the President. It does not say on whom it is dependent. Nor does it state what the price is, except that it shall not be less than \$2. But, taking the language as a whole, it was clearly the intention of Congress that there should be for the 1918 crop a guaran- teed price of not less than \$2 a bushel. I am not prepared to speak for the Food Administrator, who is to deal with this section, and doubtless there will be forthcoming a clear statement of his conclusions at the proper time.

Tells About Other Crops.

"It is important, as I have said, that we have an abundant supply of wheat to satisfy our own needs and a large part of the needs of Europe from this time at least to the end of the next wheat season. But it is also very im- portant that the suggestions made shall be wise, that we shall not inter- rupt our large agricultural enterprises in other directions, unduly unbalance our agriculture or undertake to do things which are not desirable from a physical point of view, which are for- eign to the habits of the people, and for which they do not possess the requisite facilities. So, then, our prob- lem is not merely one of wheat pro- duction. It is of necessity in no very small sense a problem of the entire agriculture of the Nation. Doubtless this will be revealed fully as you pro- ceed with the discussion.

Other Conferences Contemplated.

"It has been our thought that, after holding the wheat conferences, we should call conferences to consider live-stock problems and those of general farming for which we shall have more time for reflection.

"It is very gratifying to those of us who are trying to render service here to witness on every hand the most patriotic and fine spirit of service on the part of the people throughout the Nation. This is not a task that any one group of men, any set of Government officers can do. We are no longer fought by a comparatively few groups of individuals. They are fought by entire nations and won by those nations with the largest resources most effec- tively organized and directed. I think this Nation is giving a demonstration, and will continue to give a superb demonstration in the field of organiza- tion, in the direction of great resources

and is going to teach the peoples of the world that Democracy is really what we claim it to be—the best form of government.

All Have Opportunity to Serve.

"Leadership is as wide as the Nation. No man can say today from what quarter the suggestion may come that may most adequately solve a particu- lar problem, whether it be a civic or a military problem. It is one of the tremendous advantages of Democracy, that any person, no matter how hum- ble, may have the opportunity to serve the Nation. It is stimulating to know that this is so and it is encouraging to realize the prevalence of the spirit of service. I know that you have come here in this spirit of service, in which hundreds of thousands of men are coming for different purposes from every corner of the Union. It would be presumptuous, almost impertinent, for me to thank you for coming here, because you are simply gladly doing your duty."

Similar conferences, under the im- mediate direction of Doctor R. A. Pear- son, assistant to the Secretary, are scheduled as follows:

- Atlanta, Ga., August 17. Indianapolis, Ind., August 20. Kansas City, Kans., August 22. Spokane, Wash., August 27.

RUPERT M. CRABB, Teacher of PIANO AND VIOLIN, Studio, Wayland Building, Room 10.

Miss Rebecca Ansley SPIRELLA CORSETIER Telephone Number 304

THE SECOND LIBERTY LOAN.

"The Second Liberty Loan of 1917" will be the official name of the second issue of the Liberty Loan.

Secretary of the Treasury McAdoo has issued a public statement warn- ing the public against recurring unre- liable reports regarding the next Lib- erty Loan purporting to give informa- tion as to the date, amount, and other details relative to the issue. He states these reports are merely speculative and the public should not be misled by them; that these matters have not been determined upon, and as soon as they are settled official announcement will be made; in the meantime unoffi- cial reports should be regarded as un- founded.

USED HIS EARS.

"Ow's that!" yelled the wicket- keeper. "Hout," said the umpire. "But hit 'it me on the head," pro- tested the batsman. "Hi don't know where hit 'it you," responded the umpire. "But Hi knows the sound of wood, so hout you goes!"

Diseases are not the only things that are contagious. Courage is contagious. Kindness is contagious. Manly integ- rity is contagious. All positive virtues, with red blood in their veins, are con- tagious.—Henry van Dyke.

NURSE WANTS WORK. References. Nine years' experience. MRS. C. M. BURGE, Speed Block, Plainview. 32-pd.

FEDERAL TIRES advertisement featuring images of tires and text: 'Four strong steel cables built into the base of each tire—this is the big "Extra Service" feature that helps Federal Tires deliver unusual mileage. This Double-Cable-Base Construction removes the cause of most tire failures. It is the surest known protection against slipping-off-the-rim, blowouts, rim cuts and pinched tubes. Your first set will show you how radically Federals cut the tire cost of motoring. DISTRIBUTED BY McGLASSON-ARMSTRONG RUBBER CO. The Federal Rubber Co. of Illinois Factories: Cudahy, Wis.'

Willard Threaded Rubber Insulation advertisement featuring an image of a man with a Willard battery and text: 'That's the distinctive feature of the Still Better Willard Battery announced this week in the Saturday Evening Post. Come in and let us tell you how 196,000 little threads solved a big problem at which battery engineers had been working for years. Complete battery service includes keeping you posted on the latest improvements in batteries, just as much as giving expert repair service, having rental batteries for you, and helping you care for your battery. We give complete service—Willard Service. O. T. RUSHING Willard Service Man With McGlasson-Armstrong Rubber Co. Phone 73 Willard STORAGE BATTERY Willard Threaded Rubber Insulation'

Chesterfield CIGARETTES advertisement featuring an image of a man smoking and a pack of cigarettes, with text: 'Chesterfield CIGARETTES of IMPORTED and DOMESTIC tobaccos—Blended. "They please the taste great! But also—" If a cigarette simply pleased the taste, smokers used to let it go at that. But not now. Because Chesterfields give smokers not only a taste that they like, but also a new kind of smoking-enjoyment— Chesterfields hit the smoke- spot, they let you know you are smoking—they "Satisfy"! Yet, they're MILD! The new blend of pure, natu- ral imported and Domestic to- baccos—that tells the story. And the blend can't be copied—don't forget that! Ask for Chesterfields—next time you buy. They "Satisfy"!—and yet they're Mild! 20c 10c'

TO INCREASE COUNTY AGENTS.

Plans have been made to expand immediately the co-operative extension work of the United States Department of Agriculture and the State agricultural colleges, by a large increase in the number of county agricultural agents and home demonstration agents. Women agents will be placed for the first time in the larger towns and cities. More or less technical training in agriculture and home economics will be required in this service. The appointments are to be made on the recommendation of the director of extension work at the State college. Approximately 1,400 men agents and 500 women agents are at present employed. The plans formulated contemplate the extension of the men county agent work to all the rural counties of the Union in which there is a need for the work and the placing of an additional agent in some of the larger counties already organized. They also contemplate a considerable increase in the number of women agents engaged in extension activities. The number to be employed will depend upon the number of trained men and women available. Proved ability in leadership as well as technical training will be required. The use of city agents in the conduct of the extension work of the department is a new departure made desirable by the importance attached in the present food crisis of the world to the conservation and efficient utilization of foods. The city demonstration work will be carried on by women agents who will work in co-operation with the existing organizations of women.

The aim of the extension work is to carry directly to as many people as possible information in regard to proved methods of agricultural production and home economics. Economy in the purchase and use of food, and methods of food conservation by canning, drying, etc., will be emphasized. The men county agents are concerned chiefly with agricultural production, while the women are employed in demonstration work in home economics.

With funds furnished in the food production bill, the States Relations Service also will seek greatly to enlarge the enrollment of young people in the boys' and girls' clubs which are devoted to increasing agricultural production and conserving the food supply through canning, drying, and other means.

The service also will work out problems in the efficient utilization of various foods and will aid institutions devoted to agricultural education to plan and conduct courses of instruction especially suited to the present emergency.

MAKE SAUERKRAUT.

Simple Home Treatment Will Conserve Cabbage, String Beans, Cucumbers and Beets.

Now is the time to make sauerkraut, say officials of the United States Department of Agriculture. Tremendous rainfall throughout the country has resulted in an enormous cabbage crop. Nine out of every 10 pounds of cabbage is water. Lack of rain last year sent the price of cabbage from \$2 and \$5 a ton to \$100 and \$200.

One million dollars' worth of last year's crop of cabbage was made into sauerkraut, but even so there was such a shortage of this valuable food material that the price rose from \$3.50 a barrel to \$35.

Fermenting an Ancient Art.

The ancient art of pickling or fermenting food, as a cheap and simple means of preserving it in large quantities, is highly indorsed by the department's experts. On account of the great development of canning industries, this healthful method of food preservation has been lost sight of in recent years in the individual homes, but it now offers a safe and sane method of caring for the perishable products coming on to the market in quantities too great for immediate consumption.

Advantages of Method.

The advantages of this method of food conservation, by use of salt brine, say the department's officials, are that it is simple, requires little labor, practically no outlay of capital, and takes care of food in larger quantities. The method also lends variety to the home menu. The ferment which develops in the food is thought by some to have a beneficial effect on the health. It is the same acid that develops in sour milk, which has had such wide vogue as a healthful beverage. Uncle Sam has been quick to appreciate the value of fermented food in the diet of soldiers, and has ordered large quantities of cucumber pickles, sauerkraut, etc. Not only cabbage, cucumbers, and beets can be very successfully preserved at home by this process, but string beans, beet tops, turnip tops, and other food materials which would otherwise go to waste.

Fermentation of vegetables is successful either in Northern or Southern States. Full information will be sent by the department to anyone wishing full details regarding the method.

HODGE A CANDIDATE.

Thos. F. Hodge of Sweetwater has announced his candidacy for the office of State Comptroller. Mr. Hodge won wide recognition of his ability while secretary of the West Texas Agricultural and Mechanical College Association.

GOVERNMENT URGES FARMERS TO USE CHEAPER FEEDS.

Corn Fodder, Straw, and Other Roughages When Fed With Concentrates, Make Good Rations.

WASHINGTON, D. C., Aug. 24.—"It is time to quit shoveling grain indiscriminately into live stock. Good live-stock farming demands it and the need of more food requires it. Feeding grain to meat animals with a lavish hand is responsible for one of the greatest feed losses on the farms of this country. Hay, fodder, silage, and pasture are the cheapest feeds, and will carry animals along with a minimum of grain. Keep the frames of the young animals developing on these cheap feeds. Withhold the full grain ration until the finishing period arrives. Breeding cattle may be wintered on the cheaper feeds."

This advice of Animal-Husbandry specialists of the United States Department of Agriculture to stock feeders is not emergency advice only; it is the sound logic of meat production, which American farmers must learn if they are to compete successfully with European meat producers in the coming generations. These are good days to learn the lesson of feed conservation. In *Farmer's Bulletin 873, "The Utilization of Farm Wastes in Feeding Live Stock,"* specialists tell how to use these cheaper feeds in rations for cattle, sheep, and horses.

A tremendous waste of feeding stuffs occurs annually on American farms, according to figures presented in this publication. In 1914 about 120 million tons of straw were produced in the United States. Of this amount, 55 per cent was fed to live stock, 15 per cent was burned, 8 per cent sold, and 22 per cent plowed under or otherwise disposed of. Corn stover produced in the United States is estimated at 245,253,900 tons, of which 81½ per cent is fed to cattle and other stock. No figures were obtained to show the percentage that is wasted in the feeding, but at least 35 per cent of the total amount produced represents actual waste.

This waste of corn stover can be checked, it is said, through use of better methods of feeding fodder and stover and it can be almost entirely stopped through the use of silos. Straw and stover are best utilized for feed when accompanied by concentrates, such as cotton-seed meal. If the large amounts of cotton-seed meal ordinarily used for fertilizer in the South were, instead, fed to live stock

and the manure used for fertilizer, the value of the meal would be increased from 50 to 85 per cent.

Practical experience as well as experimental work has taught that straw and stover can be used very economically in the rations of almost all kinds of live stock. They can be used in the fattening rations of all farm animals except hogs, and should compose the larger part of all winter or keeping rations of cattle, sheep, and horses. Breeding herds of beef cattle or dry dairy cows can be successfully kept on rations composed largely of these roughages. Flocks of breeding ewes do well on such feeds when some grain

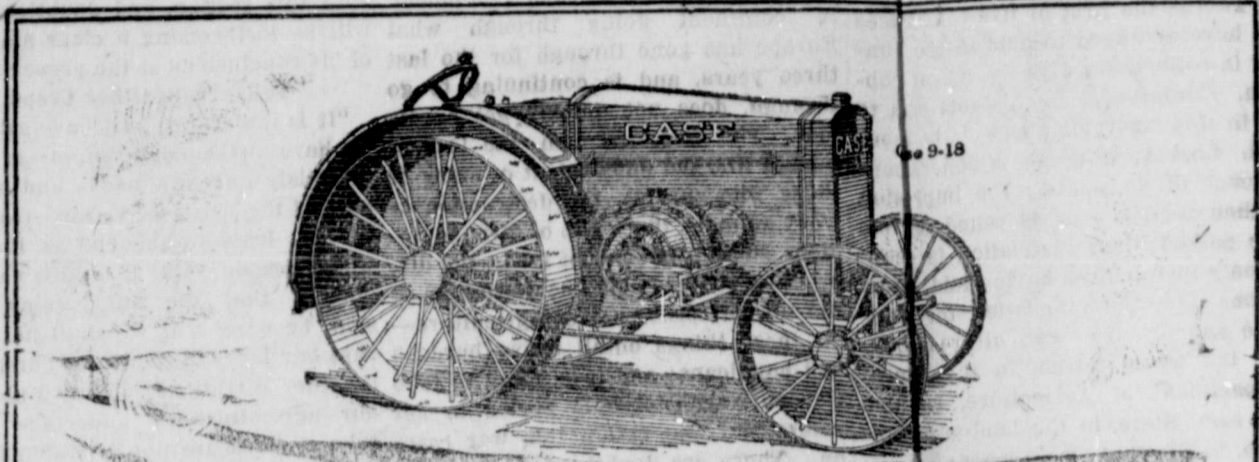
is added. Horses doing very light work or no work at all need little grain if given a plentiful allowance of clean, light straw or stover. Under certain conditions, of course, grain should be added to the ration, but it should be conserved as largely as possible for human consumption. The bulletin mentioned suggests various rations which are made up principally of these waste feeds.

A GOOD BAG.

Buffalo Bill, who said that with hard work a man should live to be a centenarian, talked, at a reunion of Kansas

avalrymen, about straight shooting. "It is hard work to learn to be a good shot," he said. "We Americans are better shots than most," he continued. A French prince visited me on my ranch once, and we went out after birds. I came back with a full bag, but when I asked the prince what he had killed he said proudly: "Of ze birds, none; zey are too difficile; but ze wild cows and calves, I 'ave nine pair ze 'ill."

Just try the cultivation of the sunny side of your nature for a year. It could revolutionize your whole life.—G. S. Marden.

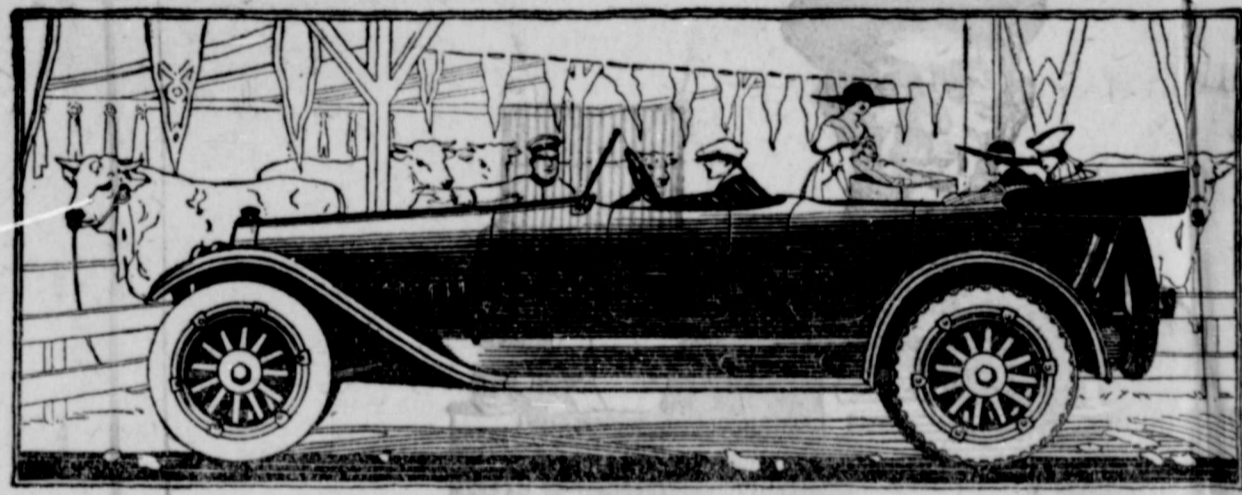


THIS SMALL TRACTOR FITS ANY FARM

This small Case Tractor is conservatively rated at 9 horsepower draw bar pull and 18 horsepower on the belt. It is more easily handled than a team. It is only 10 ft. 3 in long, 4 ft. 10. wide and 5 ft. 1 in. high. Weighs about 3600 lbs. It does the work of six horses in the field and a boy can handle it. You can drive it day and night, never gets tired. Every farmer can afford one. It will do your work economically—faster and better, so why wait? Order now. We will teach you how to hitch it to any job.

Let us explain fully and quote prices

E. N. EGGE AUTO COMPANY



How Our Car Ideas Have Changed

About the lightest Light Six, size considered, was the Mitchell a few years ago. Then we called a halt on lightness, and started the other way. In the past three years we have doubled our margins of safety. We have done this largely through better grades of steel. But many parts—steering and driving parts and axles—are now vastly oversized.

This for safety and endurance, and for ultimate economy. We are building a 200,000-mile car. Yet no lighter Mitchell model ever averaged so many miles per gallon. Nor could it match the latest Mitchell in any performance feat.

No Extras to Add

We used to omit as most cars do, many widely-wanted features. We let buyers add them at an extra cost to keep down our basic price.

But we found that many of these extras were things that every buyer wanted. And we could add them for a fraction of their cost as extras. So we made them standard equipment. The latest Mitchells include 31 features which are very rare indeed—all of them things you'll want.

One of these is shock-absorbing rear springs. They eliminate the need for shock absorbers, making it the easiest-riding car you have ever seen. Yet in two years since we adopted them not a single spring has broken.

Our Luxury Staff

We left everything for many years to a great engineering staff. But when we completed our new body plant, we organized a luxury staff.

We employed artists, experts and skilled craftsmen to make the Mitchell a beauty car. They examined 257 new models so that no attraction would be overlooked. In the past year alone they have added 24 per cent to the luxury cost of the Mitchell.

You will agree, we believe, that the latest models are the handsomest cars of their class. And each style is exclusive, because all Mitchell bodies are our own creation.

Factory Efficiency

We used to buy many Mitchell parts and make some in a slow and costly way. Then we employed John W. Bate, the famous efficiency expert. We gave him carte blanche to build and equip a model automobile plant.

The result has been to cut our factory cost in two. We build nearly the whole car, chassis and body, under efficiency methods. The result is that Mitchells, despite all their extras, are amazingly low in price.

Many makers in these respects have not yet changed as we have. On that account the Mitchell has lately multiplied in popularity. For the first six months of the present fiscal year our sales increase was 160 per cent.

Go and inspect the hundred extra values which distinguish Mitchell cars. See at your dealer's the list of great engineers who have bought the Mitchell for their own use. See the endurance records, amounting to 40 years of ordinary service.

The result, we believe, will vastly change your own ideas of a fine car.

TWO SIZES

MITCHELL—a roomy 7 passenger six, with 127-inch wheelbase and a highly developed 48-horsepower motor.

\$1525

Four-Passenger Roadster, \$1560. Sedan, \$2240. Cabriolet, \$1960. Coupe, \$2060.

Also Town Car and Limousine.

MITCHELL JUNIOR—a 5-passenger Six on similar lines, with 120-inch wheelbase and a 40-horsepower motor. 1-4 inch smaller bore.

\$1250

All Prices f. o. b. Racine.

PLAINVIEW MACHINE AND AUTO COMPANY

MITCHELL DISTRIBUTORS

MAXWELL

Most Miles per Gallon Most Miles on Tires

A servant who vigilantly saves money for you is a good servant.

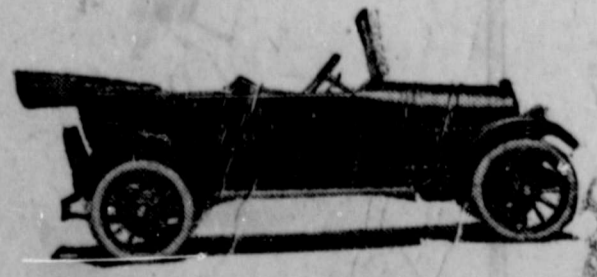
The Maxwell engine steadfastly cuts your gasoline bills in half.

That's because the Maxwell engine is built right.

Every mechanical detail of the Maxwell, indeed, is built right—

—the smooth, wear-proof clutch, running in oil; the trouble-proof, simple transmission; the mighty axles—every vital part, in short.

The Maxwell price and Maxwell upkeep cost are both so low that any man—and this means YOU—can afford to own one of these cars.



Touring Car \$745
Roadster \$745; Berlin \$1095
Sedan \$1095. All prices f. o. b. Detroit

South Plains Motor Co.
Vickery-Hancock Bldg.
Telephone 677

TRIBUTE TO THE COW.

(Address by Col. F. M. Woods at the opening of a sale of Shorthorns at Springfield, Illinois, in 1897.)

Grand and noble brute, of all man's animal friends she is the greatest. To her we owe the most. Examine into all the channels of trade into which she enters and note the result should she be blotted out. A Sunday stillness would pervade the great stock yards of our large cities and grass would grow in the streets. One-half the freight trains that plow the continent from ocean to ocean would sidetrack, for there would be nothing for them to do. Fifty per cent of the employes would draw no pay on Saturday night and our tables would be bare of the greatest luxuries with which they are now loaded. The great plains of the West, that the cow has made to blossom like the rose, would revert to the Indians from which they came, and millions of prosperous homes would be destroyed. None other like the cow. There is not a thing from nose to tail but what is utilized for the use of man. We use her horns to comb our hair, her skin is on our feet and horses' backs. Her hair keeps the plaster on our walls, her hoof makes glue and her tail makes soap. She gives us our cream, our milk, our butter and cheese, and her flesh is the meat of all nations. Her blood is used to make our sugar white, her bones when ground make valuable fertilizer, and even the contents of her paunch she has herself put through the first chemical process for the manufacture of the best quality of white board paper, and now it has been discovered that that paper can be made into the best false teeth. Oh, you who would abuse the cow, I wish that I could for once take from your table as you are about to sit down to the evening meal all that the cow has placed thereon. I'd take up the cup of milk sitting by the baby's chair. I'd take the cream biscuit, the custard pie, the cream for coffee, the butter, the cheese, the smoking roast or beef or steak or the sweet corned plate of juicy meat. In fact, I'd leave you to make your meal upon Irish potatoes, beet pickles and toothpicks.

No other animal works for man both day and night; by day she gathers food and when we are asleep at night she brings it back to rechew and manufacture into all the things of which I speak. She has gone with man from Plymouth Rock to the setting sun. It was her sons that drew the prairie schooner for the sturdy pioneer, as inch by inch they fought to prove that "Westward the Star of Empire takes its way." And the old cow grazed along behind and when the day's march was done she came and gave the milk to fill the mother's breast to feed the suckling babe that was perchance to become the future ruler of his country.

Who says that what we are to a great extent we do not owe to man's best friend, the cow? Treat her kindly, gently, for without her—words fail me to describe.

It was the cow that made it possible for man to change the great American desert into a land of happy and prosperous homes. When she came the buffalo disappeared, the Indian teepee gave way to the church, school house and home, and where once the wild wolves howled today children prattle, grass grows, flowers bloom and birds sing.

TOP HOGS BRING \$19.20 IN KANSAS CITY.

KANSAS CITY STOCK YARDS, Aug. 29.—Cattle receipts were 30,000 head today market 10 to 25 cents lower, more in some cases, nothing prime included. Hog receipts were 6,000 head, market 50 cents higher, nothing choice included, best here \$19.20, but good hogs weighing above 225 pounds would go at \$19.40. Sheep supply was 2,000, market 25 cents lower, some lambs weighing 62 pounds and not fat at the top, \$15.75.

Beef Cattle.

Weakness set in last Thursday at noon on all kinds except prime finished cattle, which are scarce, and would sell today about as high as any time. An outside buyer was today looking for prime heifers, willing to pay \$13.00, but the best he could find was some good grass heifers, for which he paid \$9.75, steady with last

week. Other grass heifers at \$8.75, and some heavy cows at \$8.75, were called 50 cents lower than last week. The best pasture steers here brought \$11.75, and lower grades of weighty steers sold today at \$9.00, light Oklahomas to \$7.00. These cattle are 50 to 75 cents lower than best time last week. Laho killing steers weighing 890 to 970 pounds sold today at \$9.00, Oregon cows, 948 pounds, at \$8.50, Oregon steers at \$11.25 to \$12.50. Chicago had 29,000 head today, with expectation of only 20,000, St. Louis 12,500, St. Joseph 4,600, too many for the capacity at their markets. Heavy declines are reported from each of these markets.

Stockers and Feeders.

Prices declined 50 cents after Tuesday last week, and quit somewhat lower than end of previous week. The market is 10 to 25 cents lower today, and this week should prove a good time to buy. Stock steers range from \$6.75 to \$9.00, feeders \$8.50 to \$10.00, flesh steers for feeding much easier to get away from the packers than heretofore, at \$10.50 to \$11.50.

Hogs.

Top hogs sold at \$19.20 today, as compared with a top of \$17.35 one week ago. At that, the top price today did not represent the real market, for good hogs would have brought \$19.40, more than two dollars' advance in a week. The market is 50 cents higher today, and there seems to be no stopping it till it runs past twenty cents a pound some little distance. Demand for pork for soldiers at the front puts no restrictions on the prices. Aside from the small receipts, quality is lacking and weights are light to an extent that is alarming, in view of probable future requirements for pork products.

Sheep and Lambs.

The market has declined materially from the high point last Wednesday, when \$16.75 was paid for choice Colorado lambs, a sale of the best here today being at \$15.75, though the lambs weighed only 62 pounds and were not

choice by several points. Natives sold at \$15.55 today, good fat ewes worth around \$10.00. Breeding ewes are worth \$12.00 to \$14.00, a few head of black-face ewes to a trader today at \$15.00, three years old and under.

J. A. RICKART,
Market Correspondent.

THE MAID'S SACRIFICE.

"But, my dear," said his wife, after he had complained about the food the new cook had brought in. "You know during these terrible times it is absolutely necessary that we make great sacrifices."
"Oh, of course, but what I object to is the cook's making hers in the form of a burnt offering."

MONEY TO LOAN

8 PER CENT SIMPLE INTEREST

I have the cheapest and best loan proposition on South Plains lands.
See me and I will explain to your satisfaction.

J. F. GARRISON

PLAINVIEW

TEXAS

Farmer Friends,

How about building that implement house to protect your machinery? They have cost you too much good money to allow them to remain out of doors this winter. Don't say lumber is too high, the little additional cost in advance of lumber, you will not notice it. We have a heavy stock of lumber on hands, and will be glad to help you plan and estimate cost of your buildings. Come, we will talk it over.

A. G. McAdams Lumber Co.



R. E. COCHRANE
Specialist in
High Grade
PHOTOGRAPHY

Wayland Baptist College—This institution offers excellent advantages in the Departments of Music, Art, Expression, Business, Education etc. Students who finish in our Academy will be admitted to schools or colleges of university rank. Students who complete our two years of regular College work will be admitted to the Junior year in the best Colleges or Universities.

Best Educators are now agreed that it is better to take Academy or Junior College work in a regular Junior College. Young and immature students can not have the personal attention and individual attention in larger Colleges or Universities which they would have in a school like Wayland or other Junior Colleges.

The Department of Education which has been recently added will be in charge of Dr. W. A. Wilson, an educator of long and successful experience, who has made special study of educational problems in America and Europe. Special attention will be given to those who wish to prepare themselves for the work of teaching. Write for catalogue or confer with us personally.
R. E. L. FARMER, President



FORT WORTH, TEXAS.—Annual meeting of National Association Postal Clerks, September 3rd-8th, dates of sale Sept. 2nd and 3rd final return limit, September 9th. **Fare \$15.25.**

DALLAS, TEXAS.—Annual Convention of Brotherhood of Painters, Decorators and Paper Hangers of America, Sept. 10th-23rd. Dates of sale 9th and 10th. Final return limit September 24th. **Fare \$16.50.**

DALLAS, TEXAS.—National Association of Letter Carriers, September 3rd-8th. Dates of sale 2nd and 3rd. Final return limit September 9th. **Fare \$16.50.**



it's fun being the father of a good boy
and it's fun to pay him for the affection he gives with the things that bring fun and health to him.

a Maxwell car gives him—and you too—a contempt for distance. and the big outdoors where the flowers and birds are. and the canyons where pleasure abounds. and swimming holes in country streams where you and I have played. an and increased love for dad.

MAXWELL ECONOMY

A Proven Fact—Some Authentic Records for Your Consideration.

- Burton, Rountree Co. (Dallas dealers: Dallas to Garland and return—one gallon gasoline—34 8-10 miles.**
- Wright & Co. (Fort Worth Dealers) One gallon gasoline, 39 2-10 miles.**
- San Angelo dealer: One gallon gasoline, 39 9-10 miles.**
- Wroe (Austin dealer): One gallon gasoline, 38 1-10 miles.**
- Guarantee Motor Co. (San Antonio dealer): Around North Loop and to Alamo Heights and return against a**

25-mile wind, 28 2-10 miles
All cars carried four passengers.

Across the Country Records:

- Dallas to San Antonio, 7 hours and 34 minutes—298 2-10 miles**
- Jacksonville to Tampa, 25 miles thru sand, 7 hours, 23 minutes—276 miles**
- All records made with observers. Stock cars carrying four passengers**

We Have Moved to Temporary Quarters in the South Room of Egge's Garage.

Yesterday we moved in the south room of the E. N. Egge Auto Co. Garage where we will be temporarily located during the time of erection of our new building. Here we will be comfortably located for the time being and invite our friends to visit us here. Remember there will be no cessation in the selling of Maxwells or the rendering of Maxwell service during our temporary absence from our old location.

SOUTH PLAINS MOTOR CO.

MAXWELL DISTRIBUTORS

J. M. Lipscomb, Mgr.

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

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

H. S. HILBURN & E. B. MILLER, Owners.

OWEN M. RICHARDS, 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.

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

THE BENEDICT ARNOLD OF TODAY.

Official Germany hailed the entry of America into the world struggle as insignificant. The American army was called "contemptible." Soon the tables will change.

American ingenuity and resourcefulness is destined to play an important part in the war of the nations. America, peace-loving nation that it is, has never burdened itself with a large standing army. Favorably comparable with the armies and navies of the world at the outbreak of hostilities our forces became insignificant as the hostile powers of Europe armed every available man and transformed quickly into armament their national wealth.

America has undertaken a gigantic experiment. From the ranks of its citizens she is attempting to raise an army the peer of any on the globe. Her augmented navy will rank with the best and her fast destroyers are designed to end the submarine menace. Crowding into three months' training a course in the technique of war for officers of the new national army and throwing into the training camps forces to be made ready for war within few months are typical American solutions of a big problem. The success of the experiment, which has been unequalled in the world's history, depends upon the stamina, virility and determination of the youth of America—those men between the ages of twenty-one and thirty-one who have been called to the colors through the selective draft. America is being tested to the core. Making the drafted army of America the efficient fighting force that it should be is a challenge to the pluck, grit and manhood of America's youth and can be accomplished only through consecration on the part of those who are to bear arms for their country and the co-operation of the citizens at home.

The man or woman who takes steps to discourage in any manner the man whom the draft has called out, or who is contributory in diminishing his morale, harbors a spirit typical of the man whose dishonor has made contemptible to all true Americans the name Benedict Arnold.

The Department of Agriculture is wanting to see a pig in every family. Even the boys on Hale County farms can do their bit by raising one or more pigs.

WAR AND PEACE PREPAREDNESS.

For whatever wheat the farmers of this country will raise during the coming year there will be an abundant market. Uncle Sam will require an enormous amount of breadstuff for the national army which will soon be reporting to the cantonments in the various concentration camps. The story of the Kansas farmer who this year sold his wheat for a profit of \$97.00 per acre on his land—more than he asked for the land itself—will be repeated over and over again in the next two years on the farms of the Great Plains area.

The South Plains farmer can do his bit toward helping the nation win its war by maintaining production of foodstuffs, livestock and feedstuff.

Never before has such demand for food supplies and clothing been made on the United States. To equip the drafted army with clothing and to keep it well fed is a Herculean task and one which will test to the core American initiative and ingenuity and our perfected commercial organizations.

Even if not actually called to the colors the South Plains farmers can do their bit in helping the nation by planting all the breadstuff grain they can possibly care for and by increasing the production of livestock.

The country has been practically drained of horses and mules of the type needed by the army. Clothing mills have been taxed to the utmost to meet the requirements of the government in equipping the national army with clothing and even now it is feared that issues of clothing will be delayed on account of inability to supply the demand. The Plains country produces little, except its wool and hides, which can be used in the manufacture of clothing, but its possibilities of contributing for the markets an abundance of grain is almost unlimited.

When the war shall have closed England and France will demand enormous numbers of work animals, horses and mules, and a new nucleus for its livestock. These the New World must supply. To America they will look for their livestock and aside from meeting the requirements of its own government during the war, America owes it to herself to be prepared to recoup itself when the war shall have closed by an abundant supply of livestock and other commodities which will be required by other nations. America should not only prepare herself for the war but for the peace which is to follow.

NEW TELEPHONE DIRECTORY IS READY FOR DISTRIBUTION.

A new telephone directory for the Plainview exchange has just been completed by The Herald, and Manager Ira A. Dodd of the Southwestern Telegraph and Telephone Company will have the directories issued to subscribers within the next few days. Limited to the telephone subscribers, this book is a very accurate city directory of Plainview.

LOCAL BALL CLUB WINS FROM FLOYDADA.

The ball game Wednesday between the Floydada team and the Plainview Maxwells resulted in a victory for the local aggregation by a score of 11 to 3. The battery for Floydada was Moore and Moore. Presley and Johnson worked for the locals. The affair was a swiftest in which the Maxwells garnered sixteen bingles and the visitors five.

VON HINDENBURG'S NEPHEW FIGHTS FOR OLD GLORY.

Paul Francis Schlick, nephew of General von Hindenburg, who is a student in the Sheffield Scientific School at Yale, has enlisted in the United States navy. He is a naval engineer. His mother is a sister of the German general.

Juror Becomes Ill.

Loumie Hagland, one of the jurors sitting in the case of W. R. Matsler vs. Panhandle and Santa Fe Railway Co. became ill yesterday afternoon, suffering with stomach trouble. He was able to attend to his duties as a juror last night.

THREE MORE RECRUITS FOR ARMY THROUGH POSTMASTER.

The last three men to make application for enlistment in the Federal service through the local postmaster, P. O. Sanford, are J. A. Richardson of Ellen and Riley H. Culbert and Newton Colbert of Spur.

GOULD A WEAKLING.

TOMS RIVER, N. J., Aug. 22.—George J. Gould, Jr., of Lakewood, N. J., appeared before the draft exemption board here today, and was rejected as being physically unfit.

BIRTHS.

Peru, to Mr. and Mrs. H. C. Howard, at Dallas, a boy, August 18.

Miss Bertie Barton and daughter, Helen, of Quanah, have returned to their home in Quanah, after a visit with the family of J. J. Barton at Bartonsite and A. J. Baker at Hale Center.

The Red Cross Society needs you to sew. Enlist yourself for work on any day from 3:30 to 6 p. m. Mrs. T. P. Whitis, chairman supplies committee, will be glad to furnish further particulars.

Lee and John Stephens and families left Sunday for Rockdale, Texas, formerly their home, for a visit with friends and relatives.

Mr. and Mrs. Z. C. Steakley have returned to their home in De Leon, after a visit with the family of D. W. McGlasson.

FOR SALE—Practically new Ford Car, equipped with high-tension Bosch Magneto. See W. E. BOYD, at Boyd Grocery Co.

Contemporaries Do Not Recognize Significance of National Events

What Washington Did for Country is Known to Every American, But Support Given Him During War of Independence Indicated Misconception on Part of Many of the People.

We reverence the name of Washington. At a time when the nation is again tried it would be a good thing to read some of the letters of Washington, and see the way his great heart bleated at the utter failure of support either from the army or from the people for which he fought.

To be sure, 350,000 men enlisted for service in the American Revolution at one time or another to fight an English foe that was never more than one-third as large.

But they fought for a few weeks, and became tired and went home. They were ill clothed, ill fed, ill supplied with ammunition.

And of that 350,000, Washington was almost never able to muster more than

20,000 for effective service at one time; and the capture of Trenton was made with only 4,000.

Time after time he prepared for operations which might have won decisive victories and shortened the war. And he could not carry them out, because the people who ought to have stood behind him did not prepare for a hard-fought, long-continued war, and could not give him support.

Few chapters in all history are more depressing than the story of the War of 1812. Not one single important battle was won by the American forces on land.

At Badensburg, the American militia, behind breastworks, fled at the first volley from a little force of Brit-

ish regulars not one-third their number. And the British marched across the bridge and burned the capitol.

"We are coming, Father Abraham," sang the men of 1861; but Lincoln, waiting day after day in Washington, cried out in agony of heart: "My God, will they never come?"

And when they did come, it was to march to ignominious defeat at Bull Run.

They were untrained boys, who had enlisted for ninety days. The war was to be quickly over; no one thought it would be a long war. And because no one thought it would last long, it dragged itself out for four years, when it ought to have been fought through in two.—Woman's Home Companion.

Rev. and Mrs. A. B. Roberts left Monday morning for Temple, where Mrs. Roberts will undergo a surgical operation.

Mr. and Mrs. G. W. Archibald of Durant, Okla., are the guests of Mrs. Archibald's mother, Mrs. J. L. Vaughn.

Barnett O'Bryan, editor of the Hale Center Record, was a visitor in Plainview Wednesday.

News About Women's Wear



THE very first authentic fall fashions are authoritatively shown by **CARTER-HOUSTON'S**—And Such Style!—And Such Distinction!—And Such Lines!

—no woman ever dreamed of more becoming, more interesting, more truly delightful fashions.

In our swagger coats, suits and separate dresses there is nothing left to be desired.

These clothes were bought for women of every type of figure—and more than this—we have carefully considered that most subtle thing—personality!

TO SEE THESE THINGS WILL BE A REVELATION OF CORRECT FASHION IN ITS HIGHEST FORM.

We want you to see them right along as they come in. We make you welcome to come daily into our suit department and see what we have. We want you to become even better acquainted with this wonderful department. Don't wait until next week, or next month. Come now.

CARTER-HOUSTON'S

"Goods That Speak For Themselves"



Announcing New Models

The new Buick line for Nineteen-Eighteen is complete from every standpoint—of finish, refinement, comfort and service and provides a car for every demand.

The successful development of the valve-in-head motor by Buick builders proves what can be done when the idea is right and its application sound.

Those who buy Buicks will ride in utmost luxury and good taste

E. E. ROOS

BUICK DISTRIBUTOR.

J. J. LASH'S Real Estate Corner

712 BROADWAY. PHONE 633. PLAINVIEW, TEXAS.

We have 160 acres on main road between Kress and Plainview will trade equity for town property or good notes, or will lease to a man that will break it for crop.

Have 1,280-acre ranch, all smooth plains land, 10 miles from railroad town; eight sections leased land goes with it. See us for price. It is worth the money.

Have 886 acres well improved farm land in Oklahoma not far from Gainesville, Texas, will trade for Plains land. Owner states it has been paying \$3,000 to \$5,000 per year rent.

Have party wanting a section of land; has \$2,000 in notes, two good residence properties and some cash. If you have the land, come in and talk it over.

Have half section near Kress below the market. See us quick for price and terms.

Have a section in Castro County, fine grass, and good crops all around it, will sell at a bargain and give good terms at 6 per cent.

Have a well improved ranch of 5,280 acres, all good Plains land, well located. See us for price and terms.

Have a good improved ranch of 7,620 acres in New Mexico only \$7.50 per acre; good terms.

Have several buyers for land. Come in and list your farm with us.

Have an improved half section, most of the land ready for wheat, will sell at a bargain and give terms on deferred payments at 6 per cent.

J. J. LASH REAL ESTATE CO.



ANNUAL AUGUST BLANKET SALE ONE WEEK Beginning Saturday, August the 25th

An early shipment of cotton and woolen blankets reached us several weeks ago, and are piled high on our counter. These goods were contracted for many months ago and represent values that would otherwise be unobtainable.

Its the same "Dependon" line that we have sold for the past eight years and the quality is fully up to the standard. No more beautiful coloring in plaids and border stripes will be shown from any makes. These goods are different from the ordinary blanket lines because of the excellent weave and pretty color combination. Only a few prices may be quoted here.

| | |
|--|--------|
| 57 x 79 Wool Finish Blanket, Special | \$1.50 |
| Large White \$2.50 Blanket for | \$2.15 |
| 68 x 80 Heavy Gray Blanket for | \$3.25 |
| 70 x 78 Wool Finish Blanket \$2.75 value | \$2.35 |
| 66 x 77 Heavy Plaid Blanket \$4.00 grade | \$3.50 |
| Large Plaid Woolen Blanket \$8.00 value | \$6.50 |

These reductions in prices are for one week only. We strongly advise our patrons to make purchases during the six days and have advantage of the liberal saving.

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE



New Styles in the LADIES' SUITS FOR FALL WEAR

Many of them have jackets that are only sufficient-ly long enough to reach to a little above the knees; many others to a little below.

Some, however, are of uneven lengths being shorter in the front than at the sides and back.

The skirts are designed to conform to them, being simple instead of elaborate in design in order to offset the cumbersome which elaborateness would encounter when worn with long coats.

In the larger sizes they have a tendency to outline the figure; in the smaller loose straight lines effects predominate.

Materials most popularly used are velours, pop-lins, broadcloths, serges, and gaberdines.

We are now showing an extensive line of the new Fall Suits at \$12.50 to \$60.00.

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE

SOCIETY

Telephone Number 72

MISS AGNES COLEMAN HOSTESS ON HER BIRTHDAY.

On her fifteenth birthday, Wednesday, Miss Agnes Coleman, daughter of Mr. and Mrs. E. T. Coleman, entertained a number of her young friends. Motoring to Pioneer Park, a picnic supper was served, after which the guests attended the Olympic Theatre, enjoying the movies.

The invited guests were little Misses Kathryn Willis, Alta Hall, Crystelle Owens, Mary Bain, Lula Malone, Pauline Pritchett, Mary Allan Malone and Marguerite Willis and Masters Lon Robinson, George Keys, Harold Bawden, Leslie Randolph, John Thompson, Tull Abraham and Robert Anderson.

MR. AND MRS. G. W. ARCHIBALD ARE DINNER GUESTS.

Wednesday evening Mr. and Mrs. Albert Hinn gave a seven-o'clock dinner honoring their guests, Mr. and Mrs. G. W. Archibald of Durant, Okla. Those present were the honor guests, the host and hostess, Mr. and Mrs. Ellis Carter, Mr. and Mrs. Tom Carter and Miss Edna Mayhugh.

Before a shipment can be made to the Red Cross Society it is necessary to have one hundred pounds of made-up supplies. Help is needed for this sewing. Enlist yourself for this work on any afternoon you can best arrange to be there.

J. J. Barton of Bartonste was a visitor in Plainview yesterday on business.

Vaughn Gouddy of Amarillo has returned to his home, after a visit with his parents, Mr. and Mrs. F. B. Gouddy. Charles Tunnell, who has been employed in the harvest fields in the Plainview country, has returned to his home in Tahoka.

Mr. and Mrs. J. F. Garrison, Little Daughter, Dice Garrison, and Mrs. Garrison's maid returned last night from an auto trip through Colorado. B. M. Johnson of Hale Center was a visitor in Plainview this week.

J. B. Maxey has returned from a visit in Colorado.

Mrs. Otis L. Williams left yesterday for a visit at El Paso.

Chas. McCormack received a message yesterday stating that Mrs. G. W. Pierce of Calvert, mother of Mrs. McCormack, had died Wednesday night, the funeral to be held yesterday. Mrs. McCormack and her daughter, Grace, were with Mrs. Pierce when she died.

Robert McGlasson has returned to Valley Mills, after a visit with the family of D. W. McGlasson.

Mr. and Mrs. J. M. Shafer have left on an overland trip to New Mexico points for Mrs. Shafer's health.

Lieut. S. F. Murphy, who has been attending the Officers' Training Camp at Fort Logan H. Root, Ark., visited relatives here this week. Lieutenant Murphy, who is in the Quartermaster's Department of the National Army, will attend a six weeks' school at the Philadelphia Quartermaster's Depot.

Griscom Bettle, who has property in the Aiken irrigation district, has been assigned to the second Officers' Training Camp at Ft. McPherson, Ga.

Lieutenant Ray Jordan of Tuffa visited friends here this week.

Mr. and Mrs. C. D. Powell have returned to Plainview, after a visit with Mr. Powell's mother, Mrs. M. M. Powell, at Amarillo.

Miss Nelle Sanson will leave next week for Chicago, where she has accepted a position as teacher of the Dunning System of Music.

C. B. Thomas was in Amarillo Tuesday on business. J. O. Wyckoff left Tuesday for Merizon, Texas, where he will spend several days fishing.

R. M. Ruffner of Electra has accepted a position as prescription clerk with the Dye Drug Co., and has assumed his duties. Mr. Ruffner is an addition to the Rexall Store's force.

Mr. and Mrs. E. Dowden and Mr. and Mrs. R. C. Ware and daughter, Helen, have returned from an automobile tour in the mountains of New Mexico.

Dr. E. Lee Dye was in Amarillo Tuesday on business.

Mrs. F. A. Cole and daughter, Lucille, and Gwendolyn Norton returned Wednesday from Lockney.

Mrs. Roy Sanson, who has been visiting relatives here, left Wednesday afternoon for her home in Kansas City.

Mr. and Mrs. W. H. Spaulding of Midland are visiting Mr. and Mrs. John Conner.

Mr. and Mrs. John Conner and family and Mr. and Mrs. Logan Largent and family returned Sunday from a sight-seeing trip through Colorado.

Miss Stella Bryant of Amarillo has returned to her home, after a visit with the family of Mr. and Mrs. G. C. Keck.

Mrs. M. E. Merrill of Lubbock is expected today for a visit with Mr. and Mrs. G. C. Keck.

Miss Anna Irick returned yesterday from Boston, where she has been studying the Fletcher Method of music teaching. She will teach in Floydada this year.

Mrs. Lal Lewis and daughter returned yesterday from Kansas City and spent a day here shopping before returning to their home in Floydada.

Mrs. Ples Nelson of Floydada was here yesterday on her way home from Kansas City.

G. E. Lewis returned Tuesday from a business trip to Fort Worth, Dallas and Waco.

The Red Cross has three hundred cut-out suits to be made up for the boys in France. They need help from you and you and you.

A. M. McMullan was in Ralls yesterday on business.

Owen M. Richards, who has been employed as editor of The Herald for the past two months, left Wednesday morning for a visit with friends and relatives in Trinidad, Colo.

W. R. McCloskey, manager of the Spring Lake Ranch, in Lamb County, is spending a few weeks in Colorado, making the trip in his car.

Miss Mabel Hill is visiting with friends in Lamesa.

Mrs. W. A. Parish of Houston is the guest of her brothers, W. W. and R. A. Underwood.

Mrs. Bettie Connally and son of Grapevine are the guests of Mr. and Mrs. D. W. Wallace, near Whitfield.

I. M. Clubb and family of Oklahoma are the guests of W. C. Clubb and family.

Miss Margaret Harp has returned from a visit with relatives in Chaning, Texas.

Mr. and Mrs. H. W. Harrel are visiting their daughter, Miss Alice, in Houston.

Mrs. F. M. Lester returned Wednesday to Canyon, after a visit with her daughter, Mrs. L. A. Knight.



IT'S A CINCH NOW

That our feed crops are assured by recent rains. We knew it would happen because we are in one of the best countries on earth, and the people are the cream of the earth.

The best we can secure in goods and values are not good enough for these good folks—our friends and customers—but we have made every endeavor to get the things you need and want. We have bought many new things far in advance and these shipments are beginning to arrive. A carload of stoves and ranges arrived yesterday. Other shipments will be coming in frequently and you will always find here something new.

We emphasize our service department—we ask you to try it for repair work, upholstering, etc.

W. E. Winfield

"The Second Best Furniture House in Plainview."
Our Competitors say so.

Announcement of Change of Policy

On September 1st We Will Change From Our Present Credit System To A Strictly Cash Basis For Everyone

There will be no favored few. Every nickel's worth of goods will go from our store for cash only, or phone orders will be collected for on delivery.

We appreciate our past patronage. There is a great deal of it which has been most businesslike and pleasant but unfortunately all folks are not alike and we have to pay our wholesale bills promptly, so it becomes necessary to treat all alike on our new policy.

By eliminating bookkeeping costs and other costs connected with a credit business we will be able to sell quality groceries for less money. We expect to give you the advantage of the change in costs to offset any inconvenience you may experience with the change in system.

We invite your continued patronage under the new policy, and to those whom we are not now serving we ask you to test our prices, our quality and our service.

Bennett Grocery Company

PHONES 6 AND 7

PHONES 6 AND 7

DEER HUNTING IS EXTERMINATED IN FIFTEEN STATES.

WASHINGTON, D. C., Aug. 24.—While 15 States will have no big-game hunting this year, because deer have been exterminated or because the stock has been so reduced that the season is closed, there are 33 other States, according to the U. S. Department of Agriculture, which will have an open season for deer hunting. This season ranges from four days in New Jersey and six days in Massachusetts and Vermont, to two months or more in some of the Southern States. These seasons will open in August in Oregon and in most parts of California; in September in the rest of California and in Idaho, South Carolina, and Virginia;

in October in Maine, New Hampshire, New York, Georgia, Montana, Wyoming, Washington, Nevada, Arizona, and New Mexico; in November in Michigan, Minnesota, Wisconsin and several of the Southern States; and in December in Pennsylvania. In about one-third of the States the law allows the hunter one deer a year, and in most others, two.

The Department of Agriculture urges all persons to co-operate to secure the best possible protection of deer, so as to get the maximum amount of venison as a source of meat. It is estimated that about 80,000 deer are killed legally in the United States each year. These produce nearly 10,000,000 pounds of venison. The Biological Survey of the U. S. Department

of Agriculture says that this number of deer can be very largely increased, since only two or three States produce more than 10,000 deer a year and many less than 4,000. When 1,100 deer are obtained in a State as densely populated as Massachusetts, it should not be difficult, says the Department, to increase the total in the other States by at least 25 per cent. Every pound of venison brought in from the woods should be made to save a pound of beef, mutton or pork raised on ranch or farm.

The co-operation of the game commissioners, conservation associations and other organizations is requested by the Department as an aid in securing accurate reports of the number of deer killed in each State this year.

Such reports should prove of value for comparison with the returns from other years and may tell whether the number of deer annually taken in any State may be increased without impairing the breeding stock.

A PEOPLES WAR.

"The great fact that stands out above all the rest is that this is a Peoples' War, a war for freedom and justice

and self-government amongst all the nations of the world, a war to make the world safe for the peoples who live upon it and have made it their own, the German people themselves included; and that with us rests the choice to break through all these hypocrites and patent cheats and masks of brute force and help set the world free, or else stand aside and let it be dominated a long age through sheer weight of arms, and the arbitrary

choices of self-constituted masters, by the nation which can maintain the biggest armies and the most irresistible armaments—a power to which the world has afforded no parallel and in the face of which political freedom must wither and perish."—Woodrow Wilson, President of the United States.

J. H. Vanderslice of Abernathy was a visitor in Plainview Wednesday.

AUTUMN EXHIBIT

Of a Carload of New House Furnishings

You have most likely visited homes where every piece of furniture seemed to invite you to stay a little longer—where good taste in the furnishings combined with genuine comfort made every guest feel welcome.

The purpose of this display is to show you how your home can be made just as attractive and hospitable by the use of correct furnishings.

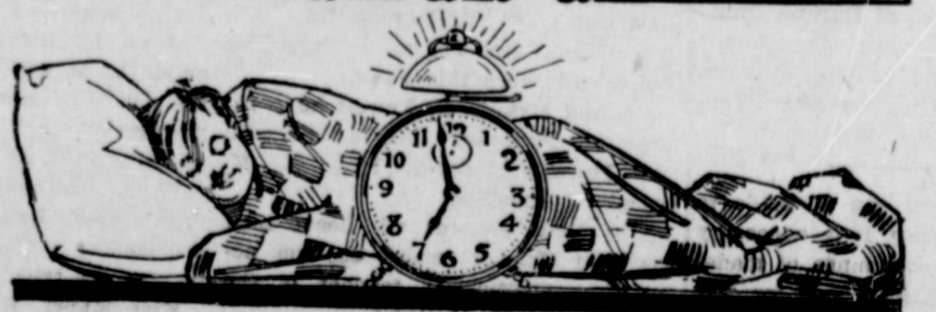
Visit this store today—you will be delighted with the quality and good taste of our furniture designs and surprised at the moderate prices on all of our furnishings.

Fine furniture is not a luxury beyond your reach—we are as able to buy as advantageously as anyone and we can duplicate any prices you may have—our selling plan makes a well furnished home possible for everyone interested in quality furniture.

You Sleep Soundly on a

Sealy Sanitary Tuftless Mattress

—ask any alarmclock



GARNER BROS.

"Marvin & Blake"—Meet Us!

Texas Land and Development Co.

P. B. BARBER, Farm Manager

PLAINVIEW, TEXAS

August 25, 1917.

My Dear Sir:

As you know, feed at this time is selling at almost prohibitive prices. This Company, so far this year, has sold almost all their alfalfa to local parties. It has been sold, hauled into town and fed that evening. No alfalfa to speak of has been stored, so that those having stock will start the winter with almost empty barns. The recent rains have insured the kafir and milo crop, but even though crops are going to be short and will not last until next year's feed is grown.

With the world facing a great feed shortage and our own country asking more of the farmer than ever before, it behooves all of us to take care of the crops we do raise, so that the loss or waste will be cut to a minimum.

It has been shown without danger of contradiction, that a silo will save from one-third to one-half the corn crop. The Texas Land & Development Company is erecting one one hundred ton silo and two two hundred ton silos. Believing that several farmers in this immediate community are interested in the silo and would appreciate the opportunity of seeing one erected and having it explained to them, we are taking this method of inviting all who are interested to the Demonstration Farm, one mile from Plainview on the Lockney road. This silo conference will be held Wednesday, August 29th, at Two P. M.

At that time, we will have two silos completed and the third in the process of construction. Please tell your neighbors about this silo demonstration and ask them to come, as the invitation is cordially extended to all who are interested.

Yours truly,

P. B. BARBER,
Farm Manager.

PBB-PD.

TABOKA MAN WILL OPEN DRY GOODS STORE HERE.

A. H. Lindley of Tahoka was here last week looking for a suitable building in which to open a stock of dry goods and clothing. He has determined to locate here if a suitable building can be secured. The approximate date of his opening will be October 1st.

Rev. W. M. Pearce, formerly a resident of Plainview, was here Wednesday en route to Amarillo from his home in Crosbyton.

Professor Jas. E. Willis, dean of Wayland Baptist College, has resigned his position at the college to accept the position of superintendent of the public schools at Canyon City.

Rev. B. H. Oxford of Hale Center was a visitor in Plainview Wednesday.

E. A. Gilbert of Runningwater was a visitor in Plainview Wednesday.

Rev. A. L. E. Weber left Wednesday for Panhandle.

Captain Austin F. Anderson was in Ralls Wednesday on business.

WANTED—1,000 women to do plain sewing. call any day after 3:30 at the Elks Lodge rooms. Liberal wages paid in the pure gold of a duty performed for humanity through the Red Cross.

There is a Red Cross Bureau already organized at Berne which will maintain communication between Americans taken prisoners by Germany and their homes in the United States and will forward supplies and food stuffs which the men in German prison camps will need.

HALE COUNTY DRAFT QUOTA IS FINISHED.

(Continued from Page One.)

Absalom Pearce, Hale Center. Exemption on grounds of dependency was overruled in the case of Scott Richardson, from Fannin County. Those discharged after physical ex-

amination are: Clay Geoney Williams, Plainview; Henry A. Foy, Mitchell County; Maxey J. Aldridge, Plainview; James Marvin Earl Welch, Plainview; O. T. Rushing, Plainview; Gabriel S. Upton, Plainview; Delos Milfred Green, Olton; Joe Abney, Plainview; Marion D. Applewhite, Wise County; Creed H. Hancock, Plainview; Chester Leroy Bayley, Plainview; Willie D. Boone, Nolan County; George Morgan Jennings, Terry County; Marvin Leroy Smelser, Plainview; Claud Sylvester Keeter, Plainview; Ira Albert Trobough, Plainview; Robert Lee Smith, Plainview.

There are five or six whose names are being withheld pending the outcome of re-examination.

WASHINGTON, Aug. 22.—A full statistical report on the operations of the draft law will be prepared by the provost marshal general's office as soon as the mobilization of the first increment of 687,000 men of the na-

tional army has been completed, some time early in October. Pending the preparation of the report no steps toward calling a second increment to the colors will be taken.

The first increment will fill all the training areas to capacity and there will be a surplus of men besides those assigned to the regular army. The regulars are now 12,000 above full authorized war strength by voluntary enlistment, and the national guard is in a similar situation. Training facilities already are taxed to make ready for men now available, and it is regarded as unlikely that organization of an additional 500,000 men of the national army can be begun until the spring of 1918.

It is possible some provision may be made whereby all the sons of one family will not be taken. A new definition of the status of married men may be one of the things acted on. Another matter to be worked out is the status of aliens.

REAL ESTATE

Ruby Theatre going out of business. Have complete picture show fixtures, consisting of 320 theatre leather-upholstered chairs, two machines and one screen; all in first-class order. Can sell all or part at a bargain.

We have a fine 320 acres, all good, smooth land, four and one-half miles from station, at \$23.50 per acre. A bargain.

Have 320 acres 8 miles east of Plainview, at \$31.50 per acre.

Have 160 acres improved, good land 5 miles of Plainview at \$45.00 per acre.

Have a good, modern house with two large lots in west part of Plainview at a bargain.

Have 320 acres in north part of Panhandle to trade for Hale County land or Plainview property.

Have a good house to trade for land not over 10 miles out.

Have several buyers for small houses not too far out. If the price is right.

Have buyers for one to three or four sections of Plains land.

Also have buyers for stock hogs and cattle.

Stephens & Van Howeling REAL ESTATE

Office in Stevens Building — Over Third National Bank

HALLMARK

Bracelet Watches

Have been temporarily out of these watches but a new stock is here now

\$15 to \$38

WILBERT PETERSON

Jeweler and Optician

Attention, Music Lovers



Have you ever heard the wonderful new.

Edison Phonographs?

If not, come in and let us have the pleasure of demonstrating it to you.

Bargains in new and second-hand pianos. New stock of Player Rolls and Sheet Music.

Ryden & Son's Music Store

621 Ash Street Plainview, Texas

We Do Npt Need the Business But You Need These Prices

Special on Mexican Beans, 10 pounds for \$1.00

BUY NOW.

Plainview Best Flour until we have sold 100 sacks, at per sack \$3.20 (not over 100 pounds to a customer)

Sugar at 10c a pound (but it is sweet).

Fancy No. 2 White Swan Pork and Beans, regular price 20c per can, special price per can 15c (limited amount to customer).

Fancy No. 3 Wapco Can Tomatoes at per dz cans \$2.00

Fancy No. 2 Wapco Tomatoes at per dz cans ... \$1.80

We have about 100 cases good sugar corn No. 2 size, regular price 20c per can at per can 15c (limited amount to a customer)

We will sell you six boxes of Search Light Matches for 25c (Why pay 10c a box for them).

In our New Racket Store we handle every thing (nearly). Mr. Man if you want a new tailor-made suit worth \$25.00 give us your order now and we will fill same for \$15.00

ASK FOR OUR PREMIUM TICKETS, THEY ARE VALUABLE.

G. E. LEWIS

Phone 116

Wayland Building

Poultry Poultry

We will load a car of live chickens in Plainview, Thursday, August the 30th and will pay you the following prices in cash for poultry delivered to our warehouse just east of the Flour Mill.

- Hens, per pound 12c
- Friers, per pound 15c
- Old Cocks, per pound 6c
- Stags, per pound 8c
- Ducks, per pound 8c

Remember this price is good for one day only THURSDAY, AUGUST THE 30TH.

At the present price of feed it don't pay to feed hens that are not producers.

Merchants Produce Co.

Just east of Flour Mill

Plainview, Texas

WE WANT YOUR BUSINESS

Our facilities for handling it justifies us in asking you for it.

We are in the market for your wheat and oats and all other grain you have to sell with top-notch prices.

We offer a full line of Feedstuffs for sale with prices within the market. Also Simon Pure Nigger-head Coals, the most heat for the least money.

A well equipped wagon and feed yard for customers.

Just and courteous treatment make my place headquarters whether we trade or not.

E. T. COLEMAN

COAL AND GRAIN DEALER

Phone 176

Between Depots