

If You See It in
The Herald
It's So.

The Twice-a-Week Hale County Herald

PUBLISHED IN THE HEART OF THE IRRIGATION BELT OF THE SOUTH PLAINS

Quality Job Printing;
Book and Pamphlet
Designing.

VOLUME TWENTY-FOUR

PLAINVIEW, TEXAS, FRIDAY, AUGUST 22, 1918

NUMBER FORTY-SIX

OUR FIREMEN WIN PANHANDLE MEET

Plainview Volunteers Take First Cup and Reel Races; Second Stamese Coupling, at Sweetwater.

PECOS GETS NEXT MEETING

Fuqua Cup Was Won at Vernon Last Year and at Dalhart Two Years Ago.

Plainview's Volunteer Firemen won two first places and one second place at the Sweetwater meet Wednesday. The local men made 29.6-15 seconds on the reel race, as against 29.14-15 seconds by the Cisco team. A prize of \$75 was awarded.

The local team won the Fuqua cup race for the third time. It was brought home two years ago from Dalhart and again from Vernon last summer. Plainview's time was 21.14-15 seconds. Roscoe was two seconds slower, and Cisco required 24.1-15 seconds to make the coupling. Second prize in this race was a Chief's Trumpet, which was given by Plainview when the Panhandle meet was held here.

Cisco won the Stamese Coupling Race in 59.6-15 seconds, against 65.6-15 seconds by Plainview and 73.13-15 seconds by Roscoe. The first prize was the Dalhart nozzle; second prize the Vernon loving cup.

The next meeting of the Association will be held at Pecos, Texas.

The boys say that Sweetwater gave them fine treatment. The town gave her department \$700 with which to entertain the visitors. Twenty-six towns had delegates present.

A banquet was tendered the boys by their Plainview friends at the Busy Bee Cafe to-night.

ASKS \$25,000 DAMAGES.

J. R. Kerlin Sues Julian Bassett for Termination of Lease.

District Court is trying the case of J. R. Kerlin against Julian Bassett. It seems that Mr. Kerlin had leased 7,848 acres of Eastland County school land, and that county had reserved right to sell upon giving lessee ten days' notice. Bassett bought the land and gave Kerlin notice, himself. The County Commissioners did not give lessee any notice. Kerlin took no action and Bassett moved Kerlin's cattle off the land. Damages in the sum of \$25,000 are asked.

The case of E. F. Mitchell vs. Choc Morgan, trespass to try title, is being tried to-day. The case of the State of Texas against Nolan Lang will be taken up Monday.

The case of E. F. Sparrow vs. R. M. Ellerd, for \$33,000 commission, resulted in a hung jury.

MRS. WILSON ENTERTAINS AT RESTRICTION STREET HOME.

The reception given this afternoon by Mrs. L. G. Wilson at her home on Restriction Street was largely attended. Mrs. Charles McCormack received the guests at the door. Misses Ethel Wilson and Lucile Kinder served cider in the hall.

Others composing the house party were Mrs. L. G. Wilson, Mrs. Murray Malone, Miss Konolle (who is visiting with Miss Ethel Wilson), Mrs. R. W. O'Keefe, Miss Stringfellow, of Los Angeles, Calif.; Mrs. W. E. Armstrong, Mrs. John Crawford, Mrs. Clint Shepard and Mrs. Dr. Lindsay.

A color scheme of lavender and white was carried out in decorations and refreshments. Musicians of Plainview entertained the guests during the afternoon.

SETH WARD PROFESSOR MARRIES FORMER PUPIL.

W. H. Schuhmann and Miss Alice Schuford Wed; Will Manage Boys' Dormitory.

Prof. H. Schuhmann, of Seth Ward College, and Miss Alice Schuford, of Colorado City, Texas, were married Wednesday evening, at the bride's home, Rev. J. M. Schuford's. Mr. Schuford is pastor of the Methodist Church at Colorado. The groom and his bride came in on the northbound Santa Fe train Thursday, and went immediately to Seth Ward College.

Professor and Mrs. Schuhmann will have charge of the boys' dormitory at the college this year.

The courtship began when Miss Schuford was a pupil of Professor Schuhmann in the public schools.

COLORADO INTERESTED IN SOUTH PLAINS WATER.

Auto Party Asked Many Questions by Irrigation Farmers About Development of Shallow Water.

Colorado is interested in the shallow water of the South Plains.

Geo. W. Corlett, of the Egge-Corlett Auto Company, and family and E. B. Miller, of The Herald, and family have just returned from a two weeks' business and pleasure auto trip through the resort state, where they found much interest manifested in what the South Plains is doing in water development.

In helping to boost South Plains irrigation the party distributed advertising matter in the irrigation districts of Colorado, and at nearly every town persons on the streets and at the hotels asked questions about what was being done here.

At Loveland and Longmont, Platte Valley centers, irrigated lands are selling from \$500 to \$1,000 an acre. This land depends upon ditch irrigation resulting from river flow. This method is uncertain and irregular. When farmers and investors were told that on the South Plains every man controlled his own water supply, and that a single well could irrigate a section of land, they became immediately interested. When they learned the price of South Plains land they became more interested.

At Lamar, Rocky Ford, La Junta and Las Animas, in the Arkansas Valley irrigation district, where land is worth from \$100 to \$500, the same interest was manifested.

At Canon City, in the fruit section of the upper Arkansas Valley, land is worth from \$800 to \$1,200 an acre. Here also the progressive intensive farmer wonders at the opportunities the South Plains offers.

Good crops and careful intensive farming characterize these Colorado garden spots, and serve to emphasize what can be done in this country by the employment of the same methods. The party made the trip of nearly 1,600 miles in an Overland 69.

MRS. KERR ENTERTAINED IN HONOR OF HOUSE GUESTS.

Mrs. E. L. Kerr proved herself a charming hostess Thursday afternoon, when she entertained with a ten-table "42" party, honoring Mrs. H. S. Grimes and Miss Helen Gerrish, guests of Mrs. Kerr.

The Kerr home, 201 South Walnut Street, was thrown wide open, with genuine hospitality. Mrs. Kerr and her house party, composed of the honor guests, Mrs. H. S. Grimes, Miss Helen Gerrish, Mrs. J. J. Bromley, Mrs. L. A. Kerr and Mrs. Robert Tudor, by their gracious hospitality when greeting the many guests who came and went during the reception hours, filled each one with delight.

The connecting rooms were made more attractive by the artistic arrangement of ferns and blossoms.

Mrs. Kerr's two daughters, Misses Jennie and Jessie, and Miss Minnie Cook presided at the punch bowl.

During the afternoon a two-course luncheon was served. The first course was olives and sandwiches and the second was cream and cake.

MABEE MAY WRESTLE.

Oklahoma Champion Writes That He Will Be on Mat Again.

Roy Mabee is out on his farm in Oklahoma. He left the hospital several days ago. H. E. Skaggs is in receipt of advice from the Oklahoma champion that he expects to do some more work on the mat within sixty or ninety days. The doctors do not offer him any encouragement in this belief.

Mabee had his knee fractured when his Indian motorcycle collided with John Newton's automobile in Plainview four weeks ago.

COMES FROM TENNESSEE TO WED CHILDHOOD LOVER.

Miss L. C. Heineman, of Henderson, Ky., came in Wednesday on the twelve-five train, and was met by J. N. Hay, operator at the Santa Fe depot. Miss Heineman and Mr. Hay were childhood sweethearts—and the distance from Tennessee to Texas only made the love chords stronger.

Near four o'clock they were at the Court House, and Judge W. B. Lewis said the ceremony making them one.

They will make their home in Plainview. At present they are boarding.

CALIFORNIA FARMS GROW NO WEEDS

Where Land Costs \$500 to \$1,500 an Acre Profits Come by Intensive Cultivation.

WEEDS TAKE UP MOISTURE

Judge Joe Lancaster Says That Conditions Are Finest in Hale County; Requires Work.

Weeds take up moisture and plant food which would produce a profit if, instead of the weed, some plant were grown. That is the lesson Judge Joe Lancaster had impressed upon him on his recent tour of the West. The farmers out there won't let weeds grow. Weeds steal from fruit trees, grapes, alfalfa—they "eat up" profits.

Concerning conditions in the irrigated West, Judge Lancaster says:

"Having just returned from a six weeks' trip through six western states, and having visited many irrigated districts during this time, I have been requested by friends to write an article giving the facts as I found them to exist in the various irrigation districts visited, in order to make a comparison with the Plainview district."

"My first stop was at Phoenix, Arizona. Here we found an abundance of water, the source of which was the Roosevelt Dam. We found some magnificent crops here, alfalfa being the principal one. We also found good farmers and poor farmers. The crops of the good farmers always looked well, and showed prosperity, while the crops of the poor farmer, though separated from the good farmer by a barbed wire fence, only looked shaggy, and suggested laziness and failure. This, however, is true in every state and in every branch of industry.

"Having gone over the territory
(Continued on Page Six.)

FEDERAL INSPECTOR COULD NOT GET HOUSE.

Teachers Coming in for Fall Term Find Difficulty in Renting Homes, Too.

Plainview wants more homes—has wanted them for twelve months. Half a dozen houses have been built, but the congestion is more noticeable now than it has been. Many families move here for the schools, but it doesn't seem now that they can get anywhere to live.

Rents are high enough to yield a good return on investment, too. Last week a lady called up The Herald office, saying she had a four-room house for rent. She wanted \$20 a month for the place, and the house was taken that day.

W. A. Curtis, Federal inspector, who has been sent to Plainview from Omaha, Nebraska, could not find a house this week. He rented furnished rooms. Professor Harrison has been having trouble, too, finding a home for some of his teachers. Of course, where the teachers are single, they don't have so much trouble; but good boarding places are scarce.

A great many people believe that a modern house where furnished rooms might be secured would find ready rent. Modern rent cottages would pay well on investment, and the land on which they were built would increase right along. Plainview is growing.

BASEBALL GAME GOES TO WESLEY BARACAS.

Intermediate Leaguers Lose 8 to 14 in Game at Sunday School Picnic.

The Wesley Baraca Class of the Methodist Church won from the Intermediate Leaguers in a game of baseball at the Sunday School picnic yesterday. The score was 8 to 14; five innings were played. Three home runs by Hilburn, of the Baraca Class, was the feature of the game.

A large crowd of the little folks attended the picnic at the Wayland Grove. Watermelons and lemonade were served by the committee; individual basket dinners were spread on the picnic grounds.

HARLAN TO WED MISS GARRISON.

License was issued this morning to E. Harlan and Miss Laverda Garrison. Both of the young people are well known in Plainview. Miss Garrison is living near Wichita Falls now.

LAKE AT PIONEER PARK HOLDS NOW

Puddling Stops Leak of Texas Land and Development Company's Reservoir.

COPPER SULPHATE FOR WEEDS

Miller Says Carp, Gold Fish and Bass Will Be Placed in Lake Plainview.

Puddling seems to have stopped the leak in the Lake of the Texas Land and Development Company at Pioneer Park. H. I. Miller, American Manager for the Pearson Interests, with headquarters in New York City, is in Plainview. Mr. Miller said yesterday that the Lake is holding now. It required almost constant pumping to keep up the water level before the puddling was done.

Mr. Miller says that the dam will be put in just below the natural grove in the Park. This will keep water away from the trees; heretofore water has stood all around these trees. This would ultimately have killed them. Many other trees will be put out when planting season comes.

The Lake just north of the Santa Fe depot has been treated to a bath of copper sulphate, according to Mr. Miller. This will kill the weeds. After a month or six weeks the Company will put carp and gold fish in the lake. Carp are vegetarians, and will keep the water free of vegetable growth. Gold fish will eat all larvae, thus preventing mosquitoes. A little later the lake will be stocked with bass.

Mr. Miller says that the Company has developed twenty farms. They now propose to bring purchasers for these lands. Development work will continue. It is the purpose of the Company to develop all of its 60,000 acres into small farms and sell the land as it is developed.

Mr. Miller expresses himself as more than pleased with the outlook in the Shadow Water Belt.

AXLE ALMOST DOUBLED WHEN AUTO HITS DITCH.

E. W. Bassett Runs Into Place Where Culvert Had Been Removed; Party Bruised.

E. W. Bassett had the front axle of his big seven-passenger Stevens-Durre automobile bent almost double early this week when he hit a ditch on the Petersburg road. It seems that a culvert was taken out of this road sometime ago, and nothing has been done with the place. Mr. Bassett says that it is about a foot deep and four feet wide.

There were eight in Mr. Bassett's party. None of them was seriously injured, but such a place might easily wreck a car and kill the occupants.

Mr. Bassett says that you can hardly see the place until you are too near it to stop the automobile. That doesn't matter. It looks like such a place ought to be fixed before a day passes; nothing but negligence can account for such a place in our roads.

E. E. Roos, proprietor of the Plainview Machine and Auto Shop, said yesterday that he had called the attention of the road overseer to this place six weeks ago, and the commissioner promised to fix it. Mr. Roos is right in his statement that such places make the county liable; they certainly will turn tourists to other roads and give Plainview a bad name. Nearly all the culverts around Plainview are in very poor condition. The casual observer naturally thinks that our Commissioners ought to see that culverts are fit to cross.

GOVERNMENT WILL STAMP OUT CATTLE DISEASES.

W. A. Curtis Is Sent to Plainview from Omaha, Nebraska, to Fight Fever and Scabbles.

The United States Government proposes to stamp out scabbles and Texas fever. It was for that purpose that W. A. Curtis was sent here last week from Omaha, Nebraska. Dr. I. E. Barr has been transferred to Lubbock.

"It may take twelve months and it may take five years," Mr. Curtis said yesterday. "We are going to work on the 'Scab' first; then we will take up Texas fever."

Mr. Curtis says that a force of co-workers will be sent here, and the work taken up in a systematic order. The rooting out of these two diseases will mean much to Texas stockmen.

SCOTT OUTRUNS TRAIN WITH BUICK ROADSTER.

Temple Boy Tests Hale County Roads in Successful Effort to Catch Father at Kress.

"Look!" It was the exclamation of a dozen people on the north-bound Santa Fe train Friday afternoon. And as they looked, from out a cloud of dust sprang a panting gray thing. It lurched to one side, righted quickly. The speed of the train seemed that of a huge creeping monster in comparison.

The living freight, crowded to one side of the cars, saw a man and woman bent low over the pulsing form which was distancing them. It was alongside the engine, and the watching passengers were almost upset by quick response of their coach to a call "up in front." The man on the box had no notion of permitting a puny road runner to dash past him. Wide open went the throttle. It was man against man—engine with steel girders lying smooth against automobile racing over a South Plains highway.

A. C. Scott, Jr., had driven his father to the depot. Dr. Scott was going to Temple. After the train came in he discovered that he had left his passes at home. Helen Temple Farm is 4 1/2 northwest of Plainview. "I'll meet you at Kress," young Scott called. His father's objection was drowned in the whirl of his roadster's motor.

Mr. Scott drove home; his sister knew where the passes were, and recognized the note of excitement in her brother's voice. Miss Margaret Lewis, of Temple, Texas, is visiting at Helen Temple Farm. On invitation she climbed into the car, and the throbbing engine seemed to lift driver, companion and automobile into nothingness.

The train had already gone. It is thirteen miles to Kress; and Mr. Scott's trip home increased the distance he must race by nearly four miles. His handicap didn't matter. When the engineer brought his train to a stop at Kress a dust-covered youth stepped up to Dr. Scott, who had been so engrossed in professional matters that he hadn't noticed the race. His son had brought the passes. Mr. Scott and Miss Lewis made their run in a Buick Roadster, Model 29. The car has been driven about a year and a half, Mr. Scott says.

CONCERT ON ROOF GARDEN TO OPEN WAYLAND, SEPT. 16.

First Campaign for Students Made This Summer by President Gates; He Expects 500 Students.

A band concert on the college roof garden will open Wayland College's fourth session, September 16. There will be refreshments, too, according to President I. E. Gates.

Dr. Gates has made this summer the first systematic campaign for students that has ever been made by the college. He says that after going over practically all of Northwest Texas carefully, he expects not fewer than 300 students at Wayland this year. Baptists over Northwest Texas are very friendly to their college at Plainview.

Instruction will be offered in literary courses, music, art and expression. Professor J. E. Watson will be in charge of the Business Department of the College. This summer the teachers have been studying at the University of Chicago and other leading educational institutions. They will bring to their pupils new inspiration for work.

The handsome main building at the college is being finished up. Plaster and paint are now being put on the inside walls. Everything will be in first-class condition for the opening, Dr. Gates says.

PRETTY MORNING RECEPTION HONORING MISS KONOLLE.

Miss Ethel Wilson Entertained for Former College Room-mate, Visiting from Sequin.

Among the many pretty morning affairs given this week for Plainview visitors was the "42" party, from nine to twelve o'clock, Thursday at the residence of L. G. Wilson, on Restriction Street. Miss Juanita Konolle, of Sequin, Texas, a former room-mate of Miss Ethel Wilson while at Baylor University, was the guest of honor.

Miss Rosa Stringfellow, of Los Angeles, California, a guest of Miss Rosa Fowle, served punch. Forty-two was played at seven tables.

At noon a two-course luncheon was served.

COLLEGE LARGEST ASSET TO TOWN

Representative Citizens Point Out Reasons Why Endowing Seth Ward Is Selfish Investment.

ACTIVE CANVASS TODAY

Financial Help to Town Little Less Than Intellectual and Moral, Banquet Speakers Say.

If figures can convince you, the statement that Plainview's two colleges are the largest assets which the town has may be proven easily. Individuals will agree that a college is a fine thing to any community; they seldom consider that it is a great financial institution.

For the amount of money invested either Seth Ward or Wayland College bring more money into Plainview than any other institution which the town has or may secure.

A sort of "get-together" banquet was held at the Busy Bee Restaurant Wednesday night. Speakers at this banquet called attention to many interesting facts. J. M. Adams, Editor of the Plainview News, showed how the two local colleges actually bring into this town a minimum of \$120,000; and with the growth of the colleges this amount will increase.

"People must first feel good financially," James R. DeLay said. Then Mr. DeLay pointed out that when he was mayor two years ago there were not fewer than 70 vacant houses in Plainview, and as many the year before. There is not now, nor has there been a vacant house for any length of time in twelve months. The colleges, Mr. DeLay thinks, are largely responsible for this condition. It would be wise investment, he thought, to raise the \$50,000 endowment.

Help Public Schools. "Education is the greatest factor in making human life," said Professor B. M. Harrison, superintendent of schools. "Human life is based on knowledge—not of text books alone, but, in the most liberal sense, no man can live more than he knows."

The colleges will help our public schools, Professor Harrison said. They will create a spirit of learning, and will bring into the town the best boys and girls from all over the country.

Judge W. B. Lewis cited the benefits of three colleges to Abilene, Texas. The schools, he said, keep up the prosperity of Abilene. "No college can be what it ought to be until it is endowed," Judge Lewis said, "because its idea of service causes it to give to the youth his education for less than it costs to produce that education."

Rev. J. T. Hicks spoke of the value of the college to the town, morally and religiously. Rev. S. A. Barnes explained that it is necessary to raise an endowment of \$50,000 for Seth Ward before the General Conference will accept the school. Dr. J. F. Owens, A. A. Hatchell, Dr. C. C. Gidney and Rev. A. B. Roberts made pointed talks showing why it is a wise investment to the town to secure this endowment.

Twenty Families in Two Years. R. A. Long cited twenty families who have moved to Plainview during two years because of the college. These people brought their money here and spend it here. The endowment will make possible better work; that means more families will come. In view of these facts, Mr. Long said, it is proper that Plainview should make most of the investment in this endowment.

"I see nothing which speaks so much for the permanent welfare of Plainview, or any other town, as do its schools," Otis Trulove said. It is, then, the highest wisdom to make these institutions permanent. If this endowment is raised, the Rev. J. T. McClure told the banqueters, Seth Ward is secured forever; and the benefits of the college accrue to Plainview forever. Brother McClure paid a high compliment to the management of the Busy Bee for the way in which they, served the banqueters.

Active solicitation for contributions was begun to-day. President Pearce says that he has secured several thousand dollars as a result of the first day's work.

YOU MUST NOT SWIM.

Notice is hereby given that men and boys must cease swimming in Pioneer Park. This lake is in view of the road. Offenders will be prosecuted.

J. C. HOOPEE, Sheriff.

"Best By Every Test"

is what all who have used it say of

White Crest Flour

Try a Sack Today

WRIGHT & DUNAWAY

PHONES

35

355

INCREASED RECEIPTS LOWER KANSAS CITY MARKET.

Outside Buyers Add Strength to Prices of Hogs; Sheep and Lambs Stronger.

Kansas City Stock Yards, Aug. 18.—After Tuesday last week receipts of cattle increased, and prices eased off a little. Prime fed cattle declined very little from the high time. Kansas grass cattle lost 25 to 50 cents, feeders 25 to 35 cents, stock cattle 10 to 15 cents, quarantine steers 10 to 25 cents, butcher grades unchanged.

Estimators were at sea respecting prospective supply to-day, and that item did not, therefore, influence the market last week. Quarantine cattle closed firm Friday, some sales 10 cents higher. Receipts of cattle today amount to 24,000 head, and the market is amply able to take care of them.

All classes are selling well, butcher grades of natives, quarantine cattle and stock cattle leading in the demand. No great number of dry weather cattle are here.

Oklahoma shippers report that unless good rains come soon fifty per cent of the cattle remaining in the quarantine district heretofore destined for the fall market will be sent to the cottonseed mills. In Kansas wherever there is old corn on hand a similar policy is popular, as confidence in the winter market for fat cattle is pretty general among stockmen. The large number of buyers from Iowa and states east of the Mississippi here in the last two weeks testifies to that.

Prime heavy steers sold at \$8.85 today, fair to good \$7.60 to \$8.35; Kansas grass steers \$6.25 to \$8.00, quarantine grass steers \$5.25 to \$6.50, grass cows \$4.50 to \$6.00, veal calves \$7.00 to \$9.25, stock steers \$5.50 to

\$7.25, feeders \$6.25 to \$8.00.

Hogs have been selling better since Thursday, including today, when they advanced 5 to 10 cents. Packers show more interest, possibly on account of the growing activity of outside order buyers, who secured 15 per cent of all the hogs that arrived here last week. Quality is also better, and few sales are under \$8.00 today. Top today is \$8.60, bulk \$8.00 to \$8.45. A three-car drove sold to a packer at \$8.55. Receipts 5,000 here today.

Sheep and lambs are selling stronger since the middle of last week, best native lambs today \$7.25. Dealers say choice Utah lambs would bring \$7.50 on today's market.

Straight Utah yearlings brought \$5.10 today, mixed Utah wethers and yearlings, \$4.75, mixed Utah wethers and ewes \$4.40, medium Utah lambs, 51 pounds, \$6.50. Receipts are running light, 5,000 here today, and the supply will be moderate for some weeks ahead, as natives are about done running, and Westerns have not fairly started as yet.

J. A. RICKART, Market Correspondent.

SPREAD POND GOSPEL IN KANSAS

Hodges Asks Engineering Schools to Send Experts Over the State.

Topeka, Kans., Aug. 19.—Governor Hodges began the work today of getting a force of forty or fifty expert pond builders to supervise the building of reservoirs throughout Kansas some week in September. The Governor wants to see one hundred thousand ponds averaging not less than an acre built in Kansas to store the surplus winter snow and rainfall. The Governor sent a letter to the state engineer at Manhattan and to the engineering departments of the state university and the state agricultural college today. He asked that they pick out as many men as could be spared from the regular school work one week next month, men who had had some engineering training. The Governor wants the heads of the engineering departments to prepare sets of plans and specifications for pond building and give each of the men in the supervising force a series of six or eight lectures on pond building.

These men are to be sent out over the state wherever there is a community that is interested in pond building, and these men will lay out the plans for each pond and supervise the work on each one to see that it is built right and capable of holding water.

See DICK'S TIN SHOP for Tower and Stock Tanks. —Adv. tf

TAILORED SUITS ARE TRIMMED SIMPLY.

Coat and Skirt Suits for Coming Season More Useful Than Ever; Delightful, Too.

Delightful and more useful than ever are the coat and skirt suits of the coming season, the majority of which are suitable for dress wear or street in a wide range of handsome materials, says the Kansas City Star. The blouse effects are constantly growing in favor—in fact, they are the preferred designs for the soft, supple goods like the velour surfaced ones and the new chevoit weaves.

All tailored suits are extremely simple of cut, but more or less complex of silhouette, and, contrary to preceding seasons, very little trimming is used, the success of the costume depending largely on graceful draping and swathing of materials.

In the blouse the fullness is distributed across the sides, which pouch a trifle over the crushed satin belt. The fronts cross each other, the right side over the left, in a tab that reproduces the one of the tunic, and similarly is trimmed and held in place with the oval shaped buttons.

The soft collar rolls up high about the neck, and the soft purple satin tie running under the tab hangs out below it in a loop and tasseled end. The three-quarter length sleeves are set into dropped shoulders, finished with soft roll-back cuffs and trimmed with the soutache motifs.

AT LAST A NEW BLOUSE.

Jockey Polka Dots Add Vivid Touches to Waists Worn with Short Skirts.

Among the very new blouses for resort wear is one with a white ground and a brilliant polka dot in it. These are the jockey waists which were brought into fashion by the renewal of racing near New York and its attendant stir and excitement, says the Kansas City Star.

The blouses are worn by slender women with short white skirts that are fastened down the front, and the stockings match the color of the polka dot. As a rule, it is better to omit a colored girdle unless one can stand this style of waist drapery particularly well.

The skirt of today is still made with its slight fitted extension above the normal waist line, and there is no need for any other kind of finish. The woman who wishes to look pictorial may add a sash of brilliant color that goes once around the waist, is crossed at the side and loosely knotted over the left hip.

The polka dot blouse does not need such an addition of color, as it pro-

Free Baking School!

Paxton & Oswald cordially invite the ladies of Plainview to attend a free baking school at their store beginning

Monday, August 25th, 1913

and continuing during the week

Mrs. E. M. Aldrich, an expert in the art of practical and economical baking will prepare and serve new and delicious dainties. Seats will be provided so you may sit in comfort. Lectures each afternoon from 2:30 to 5:30.

Monday's menu will consist of Health Club Tea Biscuits, Devil's Food Cake, Corn Bread, Doughnuts, Health Club Special Cake.

A Standard, Glass Measuring Cup will be given to each lady returning to the Baking School the front part of the label which reads [25 oz. One Spoon] taken from a 25 oz. can of

Health Club Baking Powder

"For Success in Every Baking"

COCHRANE'S STUDIO



Where They Make HIGH GRADE PHOTOS

Keep it Raining

Don't let your garden bake after the rains but retain the moisture by adding to it occasionally with the

Hardin Porous Tile System

Reach the roots without sealing and baking the surface. Let us tell you about it at our factory.

South Plains Tile Company

N. Govington St.

Plainview, Texas

Some Exceptional Bargains in Land

5120 acre ranch of good smooth land just being put on the market at a price that is worth investigation, is located just right to cut up and sell out in smaller tracts.

640 acres is just four miles from a railroad town, is joined on three sides by Land purchased by the Syndicate, it lays just right, is all good smooth Land, and right now can be purchased below the market.

160 acres improved farm six

miles from good town, has an eight room house, well and windmill, barn sheds and other out buildings. 100 acres in cultivation. Is all fenced and cross fenced, one-half mile to good school, is an ideal location and the price is right.

Come and see us, or write or wire us just what you want. We have other lands and it might be we have just what you are looking for. Correspondence solicited and promptly attended to.

E. E. WINN REALTY COMPANY

Plainview, Texas

vides quite enough for any costume. It has long sleeves and an open neck and is unlined. Like all other blouses, it must sag deeply over the girdle. The tight back in any kind of waist, except in a formal evening gown, is considered old-fashioned.

It is an artistic thing to do—this loose draping of the blouse over the extra large waist line of today, for the proportion of the figure is in this way better maintained.

3 MILLION ACRES FOR CATTLE.

Great Areas in Wisconsin Offered to Stockmen.

Milwaukee, Wis., Aug. 19.—Headed by Senator Stephenson, the great land owners of Northern Wisconsin, including many of the big lumber companies, are offering the cattle raisers of the drouth-stricken Southwest more than 3 million acres of rich pasture

land at nominal charges upon which they can run their herds and fatten them for the market, and thus break the beef famine predicted by the bureau of animal industry of the government.

There has been an abundance of rain in Northern Wisconsin this year, and the wild hay crop is double its usual extent. An immense acreage, estimated by A. W. Sanborn, of the state board of public affairs, to be close to 4 million acres, is available for pasturage.

From Marinette, Wis., comes an offer by the chamber of commerce to supply pasturage for sixty-five thousand head, this offer being made direct to Governor Cruce, of Oklahoma.

On this cut-over land the growth of grass is now over two feet, and the problem of water is amply solved with the numerous lakes and trout streams that cut up this section of the state. The fact that feeding on

this pasturage is feasible, Mr. Sanborn says, has been proven by the experience of men who frequently ship into the state and pasture large herds on this cut-over land with success.

FOR SALE.

4-room modern house, with 3 lots, 150 by 185 feet; nice young orchard, and outbuildings. Located in Beth Ward Addition. Price and inspection on application. J. A. FAWVER, Box 321. —Adv. tf

The Oscar Graham Co. will open the local theatrical season at the Schick September 3rd, in "The Higher Law." —Adv. tf

For Weakness and Loss of Appetite The Old Standard general strengthening tonic, GROVE'S TASTELESS CHILL TONIC, drives out Malaria and builds up the system. A true tonic and sure Appetizer. For adults and children, 50c.



CHECK - THE - GOODS

as we deliver them to you, and, in quantity and quality you will always find our Groceries just as they ought to be. We cater to the kind of trade that comes back to us through being satisfied with our service in every particular. We handle only the best and freshest goods and we charge only reasonable prices. Give us one trial—that is all we ask. Then you'll buy here regularly.

WRIGHT & DUNAWAY
Phones 35 and 355

FOR THE BEST SERVICE AND HIGHEST SALES

Ship Your Cattle, Hogs and Sheep to

DAGGETT - KEEN
Commission Co.

E. M. Daggett,
Cattle Salesman

Chas. Daggett,
Cattle Salesman

"We're Our Own Salesmen."

FORT WORTH, TEXAS.

Life-Time Experience in the Business. Feeders and Stockers Bought on Order.

Write, Wire or Phone for Market Advice.

A. H. Keen,
Hog and Sheep Salesman

PHONES: Prospect 501; Long Distance 213.



E. Cohn,
Cashier

YOUR NEXT TRIP EAST
WHY NOT GO VIA
NEW ORLEANS
One of the World's Famous Cities



Operates Two Through Trains Daily and Grants Stop-over at New Orleans or All Through Tickets Without Extra Cost The Metropolis of the South and the Most Interesting City in the United States.

Your Local Ticket Agent will Give You All Information or Write
A. D. BELL, Dallas, Texas
GEO. D. HUNTRE, Gen'l Passenger Agent

J. E. SLATON, President
W. C. MATHES, Vice President
GUY JACOB, Cashier

The First National Bank
Plainview, Texas

CAPITAL STOCK \$100,000.00
SURPLUS AND UNDIVIDED PROFITS 170,000.00

SAFE DEPOSIT BOXES FOR RENT
Your business solicited, appreciated and protected.

Sidewalks, Gutters, Floor Work, Etc.

CALHOUN BROTHERS

General Cement Contractors

See us before you contract for anything made of cement

WANTED! HOMES FOR THE FAMOUS FAULTLESS STARCH DOLLS

Send 6 tops from ten-cent packages of Faultless Starch and ten cents in stamps (to cover postage and packing) and get Miss Elizabeth Ann, 22 inches high. Send three tops from ten-cent packages and four cents in stamps and get Miss Phoebe Prim or Miss Lily White, twelve inches high. Send tops from five-cent packages if you wish, but prices as many are required. Cut this ad. out. It will be accepted in place of one ten-cent or two five-cent tops. Only one ad. will be accepted with each application.

BEST STARCH FOR ALL PURPOSES.

NOTE! IF YOUR GROCER DOES NOT HAVE FAULTLESS STARCH SEND US HIS NAME. WE WILL WRITE HIM AND IF HE ORDERS WE WILL SEND YOU A DOLLAR FREE FAULTLESS STARCH CO. KANSAS CITY, MISSOURI.

WE LOSE 10 BILLION A YEAR.

A German Author Itemizes the Great American Waste; Remedies as in Germany.

American wastefulness is a subject which has given our own and foreign writers opportunity for frequent and condemning criticism. But in all that has been written nothing approaches in extent and mercilessness the statements made by Frank Koester in a cent book on America, called "The Price of Inefficiency."

Saying that there are countless other important items of loss which because of unknown factors cannot be definitely determined, Mr. Koester charges Americans with a waste of 10 billion dollars a year, says the Kansas City Star. This, he points out, amounts to \$100 for each person in the country and \$300 for each wage earner, on whom the burden principally falls. All this waste which the author considers in his estimate he says is entirely avoidable. The figures, we are told, are the result of careful and frequent estimates by government experts and by persons closely acquainted with conditions in the fields of activity where the waste occurs.

After itemizing the great national errors, the author proceeds to state causes and remedies.

A Giant Bound Hand and Foot.

"We are facing an acute but intensely complicated crisis in the existence of the Nation," Mr. Koester says, "and the contributing causes are numerous and grave, with remedies difficult to understand and more difficult to apply. The country is like a giant, bound hand and foot and tormented on every side in an intolerable situation, but hopeless of any relief."

"A young nation with vast natural resources. The fair way ahead was free and clear, but suddenly we find that our resources have been squandered and are approaching exhaustion; that we have been betrayed by our financiers and politicians, and led into the blind alley of disaster."

"In a national crisis of this kind the statesmanship of a country should be its guiding light; but where are the statesmen to be found? Where are the leaders who are not chiefly concerned with their own political interests? A government should be an inspiration and a guiding force, an encouragement for industry and business, but instead of exhibiting such a firm and fruitful policy our administration is one of waste and gross inefficiency."

"What it all means in dollars and cents alone may be computed, but what it means in unrest, distress, discouragement and misery is beyond any human calculation."

Millions and Millions in Waste.

To those of us who are accustomed to pride ourselves on the marvelous financial growth and prosperity of the United States the following charges of carelessness and extravagance will seem incredible in their sweep and bigness:

"We waste a billion cubic feet of natural gas daily, the most perfect of fuels; enough to supply every city of more than one hundred thousand population in the United States."

"We waste 22 million dollars a year in the manufacture of coke in lost

VERIFY IT.

The Proof Is in Plainview, Almost at Your Door.

The public statement of a Plainview citizen is in itself strong proof for Plainview people, but confirmation strengthens the evidence.

Here is a Plainview citizen who testified years ago that Doan's Kidney Pills relieved weak kidneys, and now states the result was permanent. Can any sufferer from kidney ills ask better proof? You can investigate. The case is right at home.

P. C. Russell, Moreland St., Plainview, Texas, says: "I have used Doan's Kidney Pills, procured from the Long Drug Co., for acute lameness in my back and sluggish kidneys. They have certainly helped me and are the only remedy that ever gave me lasting relief. I still use Doan's Kidney Pills when I need a kidney remedy, and always get benefit. You are at liberty to continue using my testimonial as heretofore."

For sale by all dealers. Price, 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other. —Adv. 46

FOR SALE.

1913 Model Motor Cycles and Motor Boats at bargain prices, all makes brand new machines, on easy monthly payment plan. Get our proposition before buying, or you will regret it; also bargains in used Motor Cycles. Write us today. Enclose stamp for reply. Address

LOCK BOX 11, Trenton, Michigan. —Adv. 55-1

Think of It! "Our Home," \$1.30 per sack. C. E. WHITE SEED CO. Ad. tf.

gases, 540,000 tons of ammonium sulphate of similar value and nearly 400 million dollars of tar, worth 9 million dollars, a total, with other wasted by-products, of 55 million dollars.

"We waste a vast sum yearly by not utilizing our deposits of peat as fuel. The value of available peat beds is estimated at 39 billion dollars."

"We waste millions in horsepower every year by failure to utilize our water power. At \$20 a horsepower a year, which is below the average price, being less than one cent a horsepower an hour, this waste amounts to 600 million dollars."

"We waste 238 million dollars annually in losses through floods and freshets. The most of this could be prevented by proper engineering in the erection of levees and dams."

"We waste 500 million dollars a year in soil erosion. Through the neglect of farmers to work their land and prevent the formation of gullies, the fertility of the soil is washed into the lowlands and seas."

"We waste vast land resources by failure to drain swamps and overflowed areas. These lands could be reclaimed at small expense, increasing the value of the land threefold and supplying homes for 19 million people."

What We Lose on Farms.

"We waste 659 million dollars a year through losses to growing crops, fruit trees and grain in storage by noxious insects whose multiplication is largely due to careless methods of agriculture."

"We waste 267 million dollars a year through the attacks of flies, ticks and other insects on animal life. A greater loss is caused by the enormous sacrifice of human life due to mosquitoes, flies, fleas and other germ-carrying insects."

"We waste 100 million dollars annually in losses to live stock and crops by wolves, rats, mice and other predatory animals."

"We waste 93 million dollars a year in losses of live stock due to disease, of which 40 million dollars is chargeable to Texas fever, while tuberculosis, scabies and cholera are next in importance, all of which are largely preventable, if not eradicable."

"We waste 772 million dollars in losses of income due to industrial diseases; that is, diseases which attack workers on account of their employment, and the unsanitary conditions in which the work is carried on."

"We waste 1 1/2 billion dollars through loss of life and illness to industrial and other workers through preventable diseases, accidents and carelessness. The truth of this is corroborated by the fact that the expectation of life in Germany is ten years longer than in America."

"We waste \$2,503,900 a year in the form of 1,465 human lives (using \$1,700 as the economic value of a human life, the governmental estimate) in coal mine accidents, which are almost wholly preventable."

"We waste 10,585 lives and the cost of 169,538 injuries in railroad accidents."

"We waste 200 million dollars in lax administration of the government itself. This is equivalent to the economic value of 176,470 lives."

"We waste a considerable proportion of our vast pension expenditures of 172 million dollars due to fraudulent and undeserved pensions granted."

The cost of the pension armies of Germany, France, England and Austria-Hungary is less than 100 million dollars."

"We waste 25 million dollars in handling the mails, while the German government makes a net profit of 28 million dollars on a much smaller gross business."

Great Losses in Fires.

"We waste 250 million dollars annually in fire losses to buildings and other structures."

"We waste 400 million dollars a year on the city water supply used for fire fighting, in fire department charges and in distribution charges, all of which makes the loss per capita in this country ten times that of European countries, showing the grossest waste and inefficiency."

"We waste 650 million dollars annually in mismanagement of railroads, of which 300 million dollars is due to personal services, 300 million dollars in fixed charges and 150 million dollars in supplies."

"We waste perhaps a greater sum in private manufacturing establishments. While this has not been estimated by experts, yet since the railroads of the country are valued at 11 billion dollars, while the value of manufactured products exceeds 7 billion dollars, and since railroad efficiency is 70 per cent, while manufacturing efficiency is 60 per cent, the loss in manufacturing is probably greater than in railroad inefficiency."

"We waste in the careless handling of eggs 40 million dollars, largely due to breakage in transportation."

"We waste 25 million dollars a year by failure to adopt the potato drying process used in Germany, that proportion a four potato crop rotting unnecessarily."

"We waste 12 million dollars in failure to utilize the leaves of potatoes

VELIE WROUGHT IRON VEHICLES

Are in a Class by Themselves

Single Reach Gears
Easy Riding Springs
Light Draught Axles
Carefully Inspected Hickory Wheels
Yellow Poplar, Piano Polished Bodies
Trussed Hickory Shafts
Extra Wrought Fifth Wheels

Vehicles which last a life time and give continuous good service.

We have a complete assortment in stock.

R. C. Ware Hardware Co.

Phone 178



Excursion to Chattanooga, Tennessee

Account Annual Encampment Grand Army of Republic September 15th to 20th. Tickets on sale September 9th to 17th inclusive at fare of \$34.55 for round trip return limit September 28th or by payment of 50c and deposit of ticket with Special Agent of Nashville return may be extended to October 17th.

Phone 224 For further information apply to R. F. BAYLESS, Agent

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Third National Bank

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Ansel Building, Northeast Corner Square

Capital \$100,000.00

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COULD SCARCELY WALK ABOUT

And For Three Summers Mrs. Vincent Was Unable to Attend to Any of Her Housework.

Pleasant Hill, N. C.—"I suffered for three summers," writes Mrs. Walter Vincent, of this town, "and the third and last time, was my worst."

I had dreadful nervous headaches and prostration, and was scarcely able to walk about. Could not do any of my housework.

I also had dreadful pains in my back and sides and when one of those weak, sinking spells would come on me, I would have to give up and lie down, until it wore off.

I was certainly in a dreadful state of health, when I finally decided to try Cardui, the woman's tonic, and I firmly

believe I would have died if I hadn't taken it.

After I began taking Cardui, I was greatly helped, and all three bottles relieved me entirely.

I fattened up, and grew so much stronger in three months, I felt like another person altogether."

Cardui is purely vegetable and gentle-acting. Its ingredients have a mild, tonic effect, on the womanly constitution.

Cardui makes for increased strength, improves the appetite, tones up the nervous system, and helps to make pale, sallow cheeks, fresh and rosy.

Cardui has helped more than a million weak women, during the past 50 years. It will surely do for you, what it has done for them. Try Cardui today.

Write for Chattanooga Medicine Co., Ladies' Advisory Dept., Chattanooga, Tenn., for Special Instructions on your case and 64-page book, "Home Treatment for Women," sent in plain wrapper. J-28

The Cheerful Life

It is the right of everyone to live and enjoy the cheerful life. We use it to ourselves and those who live with us to live the cheerful life. We cannot do so if ill health takes hold of us.

The wife, mother and daughter suffering from hot flashes, nervousness, headache, backache, dragging-down feeling, or any other weakness due to disorders or irregularities of the delicate female organs—is not only a burden to herself, but to her loved ones.

There is a remedy. Forty years experience has proven unmistakably that

DR. PIERCE'S Favorite Prescription

will restore health to weakened womanhood. For 40 years it has survived prejudice, envy and malice. Sold by dealers in medicine in liquid or tablet form. Dr. Pierce's Favorite Prescription Tablets can be had of druggist or mailed on receipt of one-cent stamps—for \$1.00 or 50c size. Address R. V. Pierce, M. D., Buffalo, N. Y.

Dr. Pierce's Pleasant Pellets regulate and invigorate stomach, liver and bowels. Sugar-coated, tiny granules.

DR. E. O. NICHOLS,
Specialist in Diseases of the Ear, Eye, Nose and Throat. Glasses Fitted.
Office in Finkle Building, Next Door to Third Nat'l Bank, Plainview, Texas.

WOMAN DIED OVER COOK STOVE.
Killed by excessive heat this hot weather, when death could have been avoided by buying our Cooked Bar-Other Lunch Meats. OTTO'S MEAT because, Cooked Ham, Sausages, and MARKET. —Adv. tf.

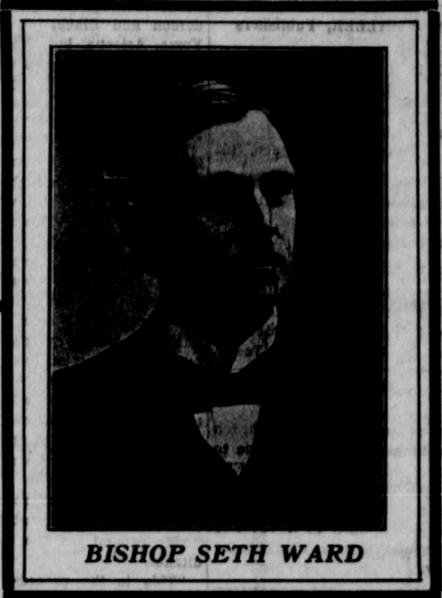
Cures Old Sores, Other Remedies Won't Cure. The worst cases, no matter of how long standing, are cured by the wonderful, old reliable Dr. Porter's Antiseptic Healing Oil. It relieves Pain and Heals at the same time. 25c, 50c, \$1.00

"White Lilac" is a pure soft wheat flour. C. E. WHITE SEED CO. Ad. tf.



W. M. PEARCE, President

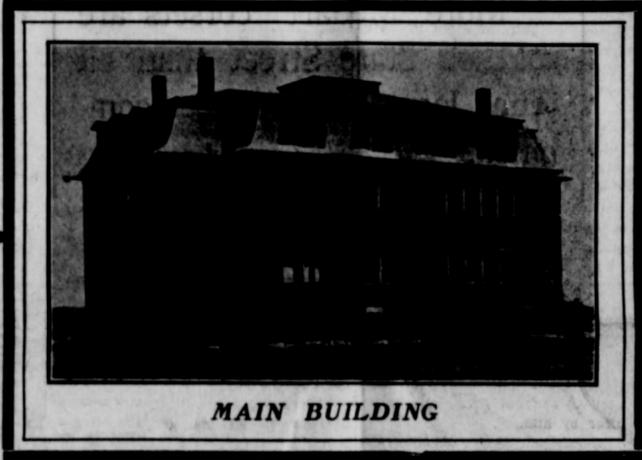
**SETH
WARD
COLLEGE**
IS LOCATED



BISHOP SETH WARD

in the center of the best Junior College District in Texas, and has the largest patronage, in proportion to the amount invested, of any school in the State. The enrollment the last school term proves this fact.

*Help
Your
School*



MAIN BUILDING

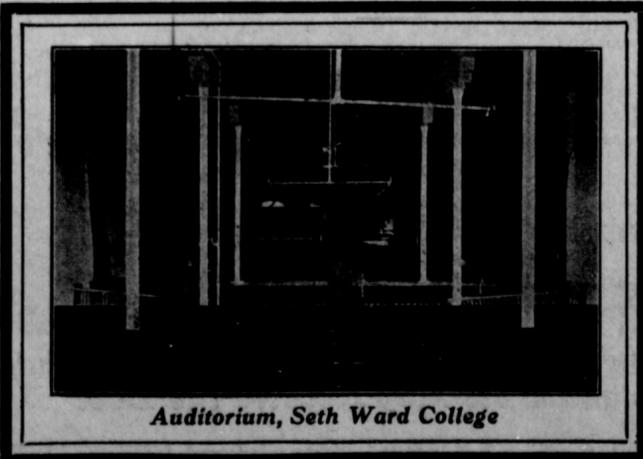
*Help
Your
Town*

The Campaign for the Endowment of Seth Ward is the greatest movement for Christian Education that has ever been launched in the Panhandle.

The placing of that institution upon a substantial basis will guarantee its life forever, and will help Plainview more, financially, intellectually, morally and religiously, than would a new railroad or any other enterprise.

The notes are not to be paid before five years, and can be extended then.

We are depending on you.



Auditorium, Seth Ward College

**Seth
Ward
College**



From Seth Ward With "its Eyes on Plainview"

The Twice-a-Week
Hale County Herald
Issued on Tuesday and Friday.

BROWN & MILLER, Publishers

BUFORD O. BROWN, Editor
E. B. MILLER, Business Manager

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etc., should be addressed to THE
HERALD PUBLISHING COMPANY,
Post Office Box 368, Plainview, Texas.

NOTICE.

All announcements of any church
pertaining to services are welcome to
the columns of The Herald FREE;
but any announcement of a bazaar,
ice cream supper, or any plan to get
money, is looked upon as a business
proposition, and will be charged for
accordingly.

Subscription Price \$1.50 per year
(Invariably in advance)

THE GET-TOGETHER SPIRIT.

All Missouri turned out Wednesday
and Thursday to help improve the
roads of that Commonwealth. Govern-
or Major says that 300,000 men re-
sponded to the call, and the Governor
led the forces.

Isn't it a fine thing for men in every
part of a great state to be out for two
days, forgetting their own business,
working on a single project for the
benefit of the whole people?

That is the sort of co-operation that
makes a town, a state or nation great.

FOR THE WHOLE PEOPLE.

Secretary McAdoo's plan for the use
of government funds to aid in market-
ing the season's crops, recently an-
nounced as a policy of the present
administration, is of large interest to
the whole people. It is an even more
legitimate use of government funds
that they should help in moving the
harvests of the Nation than the use
made by former administrations to
relieve a situation caused by the or-
gies of Wall Street.

The placing of \$50,000,000 at the
command of rural banks in the South
and West gives aid where money is
sorely needed at this season upon
terms advantageous to the farmers of
America. The government will be-
come the mortgagee of the vast out-
put of American farms, taking good
commercial paper at 65 per-cent of its
face value.

President Wilson and his co-work-
ers have been at Washington not yet
six months. He has already given
proof that he is a servant of the peo-
ple, and that he proposes to serve with
authority the great mass of Ameri-
cans.

Indeed, President Wilson is apply-
ing very sanely the gospel of "the
square deal" for the whole people.

**THE CHRISTIAN COLLEGE
PRE-EMINENT.**

A college education doesn't make a
man; but it helps.

A college education ought to give
a man finer ideals, endow him with
the power to think new thoughts, to
conceive finer and more serviceable
ideas, to build his character more
solidly upon the foundation of truth.
Where a college training does not en-
able a man to more readily adapt him-
self to new conditions, to solve more
quickly and with more satisfaction, to
himself and all mankind, the vexing
problems of society—the failure must
lie with the college or the man, or
both.

The glamor of our universities at-
tract many men who are unfitted for
the training offered. Other men go
to these institutions and sink their in-
dividuality, their sense or responsi-
bility, their entire selves.

The average youth of 18 to 20 years
has no more business in one of the
great universities of America than he
has in Chicago or New York City.
Like the city, our great universities
are superb training schools for the
man or woman who has the funda-
mental training to profit by what he
may find there.

The Christian college (and that
means the small college) stands pre-
eminent in American history.

Eighteen college graduates have
been Presidents of the United States;
sixteen of them came from the Chris-
tian college. Eight Justices of the
Supreme Court (prior to 1908) were
college men, and seven were products
of the Christian college. Eleven out
of eighteen presidents of the greatest
American universities came from the
Christian college. Sixteen out of
eighteen college men among our recog-
nized men of letters have come from
the Christian college.

The Christian college yields the
largest return in character and serv-
ice for the amount you invest in it of
any institution yet conceived.

**CALIFORNIA FARMS
GROW NO WEEDS.**

(Continued from Page One.)

pretty thoroughly with Messrs. Hen-
derson and Black, we proceeded to
Yuma, Arizona, but, feeling a deeper
interest in the districts where the irri-
gation was carried on by pumping the
water from wells, I left Messrs. Hen-
derson and Black at Yuma and went
direct to Pomona, California. It was
here and in the territory adjacent to
Los Angeles I spent the major part
of my time, making investigations of
pump irrigation. It was here I dis-
covered many startling facts. In or-
der that the reader may have a fair
conception of the facts, I will state
that practically the entire valley from
Los Angeles to Pomona was originally
a barren waste covered with rocks,
bushes and cactus, but when it was
found that water could be had under
this land, then men with money and
brawn began to remove the rocks—
often tons from a single acre. Then
brush and grubs were removed; then
followed the scraper, to level the land.
After this, cement reservoirs were
constructed and cement tile was laid
under ground for the main or head
ditches.

"This is the process by which a
barren waste was transformed into
one of the most beautiful and fertile
valleys of California.

"From the above you will see that
several hundred dollars per acre was
spent in order to prepare the land for
successful irrigation. To the land
after being thus prepared was added
the expense of boring the wells and
installing the machinery for pumping,
which, from the best information I
could get, cost them fully twice the
amount it costs to bore and install the
same class of machinery in the Plain-
view district.

"I am also informed by the best
authorities that the cost of lifting the
water is probably from two to three
times more than it costs to lift the
water at Plainview.

"In order that the reader may better
understand the correctness of these
statements, I will give the data of one
or two of the wells. The man in
charge informed me that in boring the
well they went 350 feet, where they
struck the first strata of water; they
continued boring to the depth of 1,100
feet. The draw-down was fifty feet,
making the lift around 400 feet. At
this well they used a pump made by
the Pomona Deep Well Co. and use a
Fairbanks-Morse 40 horsepower en-
gine, and got water ranging from 225
to 300 gallons per minute, which ac-
commodates 150 acres in oranges.
The average depth of the lift of water
in California is from 150 to 300 feet,
and the average production of water
is from 225 to 400 gallons per minute.

"The largest well I saw in the Los
Angeles and Pomona districts fur-
nished only 1,050 gallons per minute.
This well was owned by Mr. S. O.
Houghton, of Van Nuy, about 20 miles
northwest of Los Angeles. This well
accommodated 160 acres of alfalfa,
as pretty as any field I ever saw. Mr.
Houghton had a Layne-Bowler pump,
which was run by electricity. In fact,
the Layne-Bowler pumps are taking
the lead in California, and the farm-
ers are discarding their engines for
electricity where they can get it.

"Notwithstanding the cost of land,
the removal of rock and grubs, level-
ing the land, boring the well, install-
ing the machinery, etc., these men
claim they are making good money.

"The way they make the water go
so far is, first, by erecting cement
reservoirs, and by laying cement tiles
for head ditches, and thereby saving
practically every drop of water to go
into the soil; second, they resort to the
best systems of conserving the mois-
ture, by creating the dust mulch after
each irrigation. This constant culti-
vation prevents the land from baking
and keeps down all weeds and grass,
which are not allowed to grow. The
farmers when asked why they kept
the vineyards and orchards so clean
replied: 'The water necessary to
grow one large weed would mature
several bunches of grapes or several
oranges, and if, say, one thousand
weeds were permitted to grow on one
acre of land it would materially re-
duce the profits on the land.'

"I don't believe I would exaggerate
if I should state that I could span with
thumb and finger every weed that
could be found on 500 acres of many
orchards and vineyards. This is what
I call intensive cultivation. It pays.

"I see this article is getting too
long to complete without wearying the
reader, so I will mark it 'To be con-
tinued,' and next week I will endeavor
to give some additional facts, make
comparisons and draw conclusions to
show, I think, conclusively, that Hale
County is in the heart of one of the
finest and most promising irrigation
districts in the entire West.

Respectfully,
"J. E. LANCASTER"

TO WHOM IT MAY CONCERN:

Plainview, Texas, Aug. 16, 1913.
Notice is hereby given that the
former Firm doing business under
the Firm Name of Henderson & Grant
has been by mutual agreement dis-

LADIES

Too Much Care

cannot be given to the fit of
your coat-suit or dress. Justice
to yourself and your gown de-
mands that you be properly
corseted.

Call and be fitted in one of
our new models of

"American Lady"
\$1.00 to \$5.00
"Modart" lace front
\$3.50 to \$10.00

Either makes an excellent foun-
dation giving those slender
graceful lines, while comfort is
never lost to sight.

More "Modart" corsets are
sold on State Street than all
other lace front corsets com-
bined.

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE

102 North Pacific St. PLAINVIEW, TEXAS 107 West Main St.

solved, and J. W. Grant succeeding to
the business of the Firm, and all busi-
ness of the old Firm will be looked
after by him.

(Signed) M. D. HENDERSON,
—Adv. tf. J. W. GRANT.

SAFER THAN CALOMEL.

**Dodson's Liver Tone at Night Will
Straighten You Out by Morning;
Calomel May Knock You
Out of a Day's Work.**

If you are a calomel user, next time
you are tempted to buy it ask your
druggist if he can absolutely guar-
antee the drug not to harm you. He
won't do it, because he CAN'T do it.
But here is a perfect substitute for
calomel which the druggist does guar-
antee—the famous Dodson's Liver
Tone. R. A. Long Drug Co. will re-
fund your money without question if
you are not thoroughly satisfied.

Go to R. A. Long Drug Co., whom
you are acquainted with, and find
out about the great number of people
who are taking this remarkable reme-
dy and feeling better, keener, health-
ier, and better able to enjoy life than
they ever were when taking calomel.

Why? Because calomel is a poison
—one that may stay in the system,
and, while seeming to benefit you
temporarily, may do harm in the end.
If you haven't felt those ill-effects
so far, it is because you are fortunate
enough to have a strong constitution.
Don't take the risk any longer. Get
a bottle of Dodson's Liver Tone (50c)
and note how easily and naturally it
corrects all bilious conditions, how it
clears away that sick headache and
coated tongue, how it sets you right
without ache or gripe. The most won-
derful thing in the world for consti-
pation.

All this without the slightest inter-
ference with your regular habits.
—Adv. 46

**BUSINESS PERSONALS THAT
WILL SAVE YOU MONEY.**

"The Higher Law" will be the open-
ing attraction at the Opera House,
Sept. 3.

You save money when you buy "Our
Home" Flour from C. E. WHITE for
\$1.30 per sack. —Adv. tf.

My loan proposition is a clean one.
Let me explain it to you. H. A. WOF-
FORD. —Adv. tf.

Your money back if you do not like
"White Llac." C. E. WHITE SEED
COMPANY. —Adv. tf.

NOTICE TO SETH WARD PATRONS

We take this method of answering
the many inquiries that are coming
to us about our Commercial Depart-
ment. The Board of Trustees has de-
cided to discontinue that department.

We know that a commercial course
as given by the average commercial
college is of little value to a man in
the business world and is valued lit-
tle by business men, and that it can-
not be given to any profit at all un-
less the student already has a good
foundation in literary subjects. We
are trying to give the literary equip-
ment that is so much needed to-day.
This is not a short course, nor is it an
easy thing to acquire. If it was it
would be of no value.

Respectfully,
Adv. (Signed) W. M. PEARCE.

TO WHOM IT MAY CONCERN:

The undersigned will not be re-
sponsible for any signatures made on
papers or any debts whatsoever con-
tracted by Douglas S. Murphy.
Ad. 46 LOUISE S. STEPHENS.

The Plainview Orchestra has been
secured as an added attraction for the
opening of the Schick Opera House,
Sept. 3. —Adv. tf.

Reserve Wednesday, Sept. 3, on your
calendar for the opening of the local
theatrical season. —Adv. tf.

LOST: Watch charm; "F. L. T."
on one side and "The All-Seeing Eye"
on the other; at Sunday School picnic.
Return to A. A. HATCHELL, at Pax-
ton & Oswald's. —Adv. tf.

A strong play presented by a strong
cast will delight you at the opening
of the Schick, Sept. 3. —Adv. tf.

"Our Home" is the highest-grade
hard wheat flour milled. Sold and
guaranteed by C. E. WHITE. Adv. tf.

If you do not want to be disap-
pointed when you bake a cake, use
"White Llac." C. E. WHITE SEED
COMPANY. —Adv. tf.

SHEEP FOR SALE: Herd of
young stock sheep and registered
Shropshire bucks. Address "OWN-
ER, Box 62." —Adv. tf.

There will be no advance in prices
for the opening of the Schick Opera
House Sept. 3, when the Oscar Gra-
ham Co. will appear in "The Higher
Law." —Adv. tf.

Let L. D. RUCKER PRODUCE CO.
handle your GREEN and DRY HIDES.
—Adv. —

Why pay some one a commission to
loan you money at 8 per cent, when I
will lend it to you at 8 per cent with-
out commission? H. A. WOFFORD.
—Adv. —

My loan proposition is not a scheme
to get Life Insurance, nor a commis-
sion from the people who borrow the
money through me. H. A. WOFFORD.
—Adv. —

Reserve your seats early for the
opening of the Schick, Wednesday,
Sept. 3. —Adv. tf.

FOR SALE.

Five-room house, 408 Eureka St.,
fourth house north of Christian
Church. Apply to S. W. STALEY, at
Long's Drug Store. —Adv. 47

Use Amarillo Flour for light bread
and cakes. "There's a Difference."
—Adv. —

FOR SALE OR TRADE.

Good farm; one Pope-Hartford auto-
mobile.

Will trade nursery stock for second-
hand sacks, peach seed or stock.
—Adv. — 47-pd.

The 3-act society drama "The High-
er Law" and the Plainview Orchestra
at regular prices for the opening of
the season at the Schick, Sept. 3.
—Adv. —

FOUND—Misses' red jacket, on
street last week. Apply to Herald
office. —Adv. 46

C. E. White sells and guarantees
"White Llac." C. E. WHITE SEED
COMPANY. —Adv. tf.

You can't buy better light bread
Flour than "Our Home." C. E.
WHITE SEED CO. —Adv. tf.

LOST—By W. M. Pearce, a large
bunch of keys. Phone 360. Adv. tf.

SHEEP FOR SALE: Herd of young
stock sheep and registered Shropshire
bucks. Apply at Herald office. Adv. tf.

FOR SALE—1,000 ewes for October
delivery. W. B. HALE, Tulla, Texas.
—Adv. — 46-48-50-52

Highest Patent Amarillo Hard
Wheat Flour, \$1.30 now. PEOPLE'S
SUPPLY STORE. —Adv. tf.

Wayland Baptist College

**Opens Its Fourth Session
Tuesday, September 16th**

ALL DEPARTMENTS

Literary, Music, Art, Expression,
and Commercial---in charge of
teachers who have studied in the
best schools of America.

Our elegant College Building
is being finished inside. The
plasterers and the painters are
now busy completing their work.

**"A South Plains College Where South Plains
Boys and Girls May Receive the Best"**

I. E. GATES, President

LOCAL AND PERSONAL

B. O. Brown had business in Amarillo Wednesday.

Mrs. Hubb Gibb, of Amarillo, went to Lubbock Thursday.

Mrs. Mary Ford, of Matador, went to Lamesa, Texas, Wednesday.

Miss Minnie Cheshir, of Lockney, went to Sweetwater, Texas, Wednesday.

Miss Maggie Estes, of Kress, came in Wednesday to visit Miss Maggie Lackey.

Mother Piercet, who has been visiting in Plainview, returned Wednesday to Bluffdale, Texas.

Miss Zoe West returned to Merkel, Texas, Wednesday, after a visit to friends in Plainview.

Mrs. Ernest Sears went to Texarkana Wednesday, to visit her sister, Mrs. A. S. Herrington.

Miss Archie Burkett, of Putnam, went home Wednesday, after a visit to Mrs. E. Guthrie, at Lockney.

Miss Bettie Nance, who visited C. T. Nance and family this week, returned Thursday to her home, at McGregor.

C. S. Peyton, District Plant Chief for the Southwestern Telephone Company, was here on business Wednesday.

Miss Claudia Love, of Lockney, was here Wednesday, en route to Waurika, Oklahoma, where she will visit Mrs. E. B. Brooks.

Mrs. Jack Willis, who has been at the Guyton Sanitarium some days, is rapidly improving, and will be allowed to go home soon.

Miss Shell Merrell, of Colorado City, was in Plainview Thursday, from Lockney, where she has been visiting Miss Florence Millwee.

Miss Kathleen Alexander, who has been the guest of Mrs. Otis Trulove for two weeks, returned Wednesday to her home, in Meridian, Texas.

Mrs. T. W. Arp, of McGregor, Texas, who visited C. A. Wofford and R. L. Orman and families this week, returned to her home Thursday.

Mrs. B. E. Harris, who visited her daughter, Mrs. A. E. Young, is going this week to Denison, Texas, to visit another daughter, Mrs. S. V. Rhea.

Milton Burleson is visiting friends in Plainview. He is on a return trip from Washington, D. C. Mr. Burleson is connected with the Post Office at El Paso.

Dr. J. V. Guyton went to Rochester, Minnesota, Saturday, where he will be in attendance on lectures at the Mayo Institute of Surgery. He is expected to return in about two weeks.

J. L. Craig went to Duke, Okla., Thursday to visit his sons, J. T. and J. E. Craig, and will join his wife on return. She has been in Oklahoma some weeks visiting the sons.

Miss Louise Wilkinson and little Misses May and Anna Kruger, who have been in Plainview visiting their father, A. M. Kruger, horticulturist for the demonstration farm, returned Thursday to their home, at Aurora, Illinois.



THE "Palmer" GARMENT

Eliminates Style-Worries and Tiresome Visits to Busy Dressmakers

Palmer Coats
\$6.50 to \$55.00

Palmer Suits
\$15.00 to \$48.00

Complete fall line now in Stock



We have just received an advance *Shipment of Fall Hats*, bought especially to match our Palmer line of garments.

A beautiful line of *Lucille Evening Dresses* just in. All styles, shades and qualities to select from.

Plainview Mercantile Co.

"The best and prettiest dry goods store on the Plains"

Judge L. C. Perry returned to-day from Austin.

Miss Lela Cowen, of Canyon, went to Sweetwater Friday.

T. E. Richards and wife returned to-day from the Eastern markets.

Mrs. J. F. Copeland and children moved this week from Tiago, Texas, to Canyon, Texas.

Mrs. C. E. Spath, of Sweetwater, returned home Friday, after a visit to W. Y. Price and family.

Ellis Carter returned to-day from Colorado, where he has been on a pleasure trip for some weeks.

Mrs. Fred Mitchell, who was operated on at Guyton Sanitarium, will be able to return home in a few days.

J. H. Riley left Wednesday for Waco. He and his little daughter have been visiting his mother, Mrs. R. M. Peace, and his sister, Mrs. J. D. Smith, at Plainview, and a brother, Z. T. Riley, at Lockney.

Mrs. E. J. Meyers went to Kress Wednesday.

Dr. H. A. Berry, of Oklahoma, was in Plainview Thursday.

W. H. Watson went to Brownfield to-day, to visit his little girl.

Miss Eddie Ham, of Gordon, Texas, returned home from Canyon Friday.

E. B. Miller and wife returned yesterday from a two-weeks' stay in Colorado.

A. G. Duncan, of Floydada, was here Thursday, on the way to Amarillo on a business trip.

W. A. Nash left Wednesday for Oklahoma City, where he will spend a week or ten days on business.

T. J. Breeding and son, S. W. Breeding, of Hillsboro, are here prospecting. They are very enthusiastic about the irrigation wells in the Shallow Water Belt. The elder Mr. Breeding said, "You can't beat the Plainview water anywhere in the world."

Mrs. M. F. Rook returned Wednesday from Dallas, Texas.

Irene Trobridge returned home, to Floydada, today, from Canyon.

C. D. Hughes, of Lockney, was here Thursday, en route to Canyon.

Miss Julia Rush, of Lubbock, returned home Thursday, after a visit with Miss Burt.

Judge W. M. Key and wife, of Austin, came in Thursday to visit their daughter, Mrs. T. P. Whitis.

Mrs. F. P. Powell has as her guest for several weeks her sister, Mrs. U. T. Buckner, of Waxahachie.

L. Ham, who has been attending the Normal at Canyon, went home, to Gordon, Texas, Friday.

Miss Julia Robertson, who has been visiting Mrs. H. C. McIntyre, went to Haskell, Texas, Wednesday.

A. A. Anderson and bride came in from Chicago Thursday to visit the bride's parents, Dr. and Mrs. J. W. Grant.

Miss Elizabeth West returned Saturday from Denton, Texas, where she has been visiting relatives for a month.

Miss Carrie Chambers came in from Amarillo to-day to visit Miss Ola Bishop, at the residence of J. B. Nance.

W. T. Cooper and family were in Plainview Thursday, on their way home, to Lockney, from a visit to Amarillo.

Mrs. J. H. Wayland and Mrs. Brahears returned Wednesday from Lubbock, where they have been visiting some days.

Mrs. W. W. Middleton, of Abilene, and her children went to Lockney Thursday, to visit her mother, Mrs. H. H. Holcomb.

Miss Gertrude Wyatt, of Seminole, Texas, who has been in Plainview visiting Miss Ford, returned to her home Wednesday.

Mrs. A. F. Stern, of Fort Worth, who has been visiting at the home of D. C. Yauger, at Olton, returned home Wednesday.

Miss Lula Goode went to Kress Wednesday, to visit Miss Nell Webb.

Miss Frances Pike went to Sweetwater Thursday, to visit her mother.

Dr. L. Lee Dye and wife went to Tulla Thursday, to visit Dr. Dye, Jr.

Miss Minnie Stephenson, of Lockney, returned Thursday from Amarillo.

J. N. Cox and wife returned to McGregor Thursday, after visiting in and around Plainview for some days.

R. E. Cochrane left Wednesday for Bovina and Hurley, where he will do some commercial work for the Coldren Land Company.

T. J. Scott and wife are in Plainview visiting their daughter, Mrs. T. P. Andrews. After leaving Plainview, Mr. and Mrs. Scott will visit at Melrose, New Mexico, before returning to Mobeetie, Texas.

COMMUNITY CORRESPONDENCE

ABERNATHY.

August 13.—Mrs. Bonnie Hudgins, of Hale Center, is spending a week in Abernathy.

Mr. Will Evans has purchased himself a new "Hup" car.

Messrs. Caldwell, Shelton, Hester and Merrill were Plainview visitors Tuesday.

Mr. Clarence Thomas had the misfortune of getting his foot crushed in the hay press this week.

Mr. Martin Caldwell, of Uvalde County, is spending a few days with his parents.

Mr. and Mrs. W. H. Griffith are the proud parents of a big boy.

The union meeting is in progress this week.

Mrs. Sarah Hart has returned from a several weeks' visit with her daughter, Mrs. Caltharp, of Farwell.

Mr. E. C. Raney, of Plainview, is in Abernathy working in behalf of Seth Ward College.

deepest sympathy to the bereaved family.

Rev. Jewell Howard preached here last night, at his regular appointment. He had a good congregation, as he always delivers a fine sermon.

The carpenters are at work on Abernathy's new school building.

Mr. F. G. Owens has gone to Los Angeles, California, for a vacation.

Miss Dora Thomas is doing sewing now in Abernathy, at R. M. Hardesty's dry goods store.

The Royal Neighbors' team of Abernathy went to Lubbock last Saturday to put on the work for the Lubbock team. The ladies served the visiting team to ice cream and cake. They all reported a good time.

Mrs. W. H. Griffith's mother is visiting her now, from Chillicothe.

Mrs. J. R. Stratton has returned from a visit with her mother.

OLTON.

August 20.—Mrs. Hill and daughter, of Lipscomb, Oklahoma, are visiting Mrs. Hill's brother, R. H. Miller, and family.

Mrs. Fannie McClung, after spending several days with home folks, returned to Amarillo.

Mrs. W. W. Pugh entertained a number of ladies on Thursday of last week to a 12 o'clock dinner.

Mrs. A. F. Sterne, after visiting her brother, D. C. Yauger, and family, went to Amarillo Wednesday, where she will visit a short time before returning to her home, in Fort Worth.

Henry and Anabel Miller visited relatives in Hereford last week.

Miss Hattie Fitzloff entertained a number of young people at the home of Mr. and Mrs. L. E. Ensign Saturday night.

Mrs. J. J. Clark entertained a number of ladies to dinner on Tuesday of this week.

Mrs. G. T. Gallaway entertained the little girls, at her home, Wednesday afternoon in honor of Flavia Erb and Anna Pugh.

R. T. Branson and sister, Miss Bessie, are in Plainview having dental work done this week.

J. L. Branson and daughter, Miss Bessie, have lately returned from a trip to New Mexico, where they were visiting Mr. Branson's daughter, Mrs. Haughn.

Mrs. B. A. Dodson is visiting her mother, in Lockney, this week.

L. L. French and wife have moved to the Ensign property recently occupied by M. Dotson and family.

M. Dotson and D. C. Yauger were in Plainview Tuesday.

KRESS.

Aug. 20.—The Misses Estes, of Auburn, were callers in Kress Friday, and attended the Embroidery Club, at Mrs. Greenfield's, in the afternoon.

Mr. and Mrs. F. Robards drove to Tulla Saturday.

Mrs. Minnie Weidner, of Des Moines, took the train at Kress Saturday to visit friends in Plainview for a week.

Rev. Moore, of Kress, will preach at Central Plains school house Sunday morning, August 24th.

Mr. and Mrs. Ormsby went to Tulla Sunday evening, to visit with his parents.

Mr. W. Walker and grandson, of Auburn, were callers in Kress Saturday.

Mr. and Mrs. Robert Rousser are the proud and happy parents of a baby boy born Monday.

Mr. J. W. Wright, of Tennessee, has been visiting with his daughter, Mrs. Kerr, and will leave this week to visit other relatives, in Oklahoma.

Mrs. J. Fedderson and son, of Auburn, were callers in Kress Tuesday.

The Baptist Church will start a protracted meeting Sunday, the 24th.

Ruth Overly went out west Tuesday to visit with her sister, Mrs. May Rousser.

Mr. Will Rousser was a caller east of Tulla Monday.

WHITFIELD.

August 20.—Mr. and Mrs. R. B. Walling and family left last Thursday for Clarendon, Texas.

Rev. Winn filled his regular appointment here Sunday.

Ennis Harvey and wife, who have been here visiting B. F. Foster and family, left for their home, at Hillsboro, this week.

L. A. Shelton sold his farm to Mr. Clifford Wimberly last week.

The ice cream supper at Mr. and Mrs. Tom Moore's Saturday night was well attended.

The Methodist revival will begin here at Price school house the 5th Sunday. Everybody is invited.

Mrs. R. H. Neal was a guest of Mrs. W. A. Williamson Monday afternoon.

Mr. and Mrs. L. A. Shelton went to Tulla Tuesday, on business.

Mr. B. F. Foster's father and mother, who have been here visiting for the last week, left for their home, at Hillsboro, Texas.

Mr. L. A. Shelton took a load of hogs to Plainview Thursday.

Calling Cards at The Herald.

WE have vacated our Old Quarters and moved next door into the building formerly occupied by the Busy Bee Cafe.

We still have our assignment stock of good groceries which must go at sacrifice assignment prices.

This is a splendid chance to buy goods you must have at our cost prices. Call today and stock up.

Vickery-Hancock Grocery Comp'y

JOSEPH FOWLER, Assignee

VISIT THE NEW
Busy Bee Cafe

**New Throughout
Best Equipped
Clean Service**

**Special Tables for Ladies, Automobile Parties
and Families. Screened Counters for Men
Who Do Not Care to Eat at Tables.**

Call to See Us for Best Service

Next Door to Old Stand

EXTRA SPECIAL

A Dollar Show at Popular Prices

The Airdome week commencing **MONDAY, Aug. 25**

Extraordinary engagement secured at great expense, on the qualified recommendations of numerous managers and musical schools, especially from Lindsborg Conservatory.

Change - of - Program - Every - Performance

A MUSICAL TREAT OF THE SEASON
Bistolfi's "Multum in Parvo"
ITALIAN ORCHESTRA
On Their Way From San Francisco to New York

One Hour of Entrancing Music. Concert Follows Pictures

The Usual Three Reels of High-Class Pictures Daily



Featuring the Young Master of the Violin--Signor Enrico Trumani, the Equal of any on the concert stage. Most artistic and unique aggregation late from San Francisco Orpheum. Following are some of the selections which will be rendered, and those desiring Special Numbers may ask for same. Do not miss hearing this Wonderful Little Orchestra.

Not a Vaudeville Feature But a Remarkable Concert Company

Special Number, "The Passing of the Regiment"	Spring Song	"La Paloma"
Meditation	Violin Solo by Signor Enrico Trumani	Arie and Quartette from "Rigoletto"
Grand March from Tannhauser	"Tramunarel"	Plantation Medley
..... Wagner	Overture, "Poet and Peasant"	German, French, American, Irish, Mexican and Italian Patriotic
Serenade Suppe	Airs and Latest Popular Compositions.
Sextette from "Lucia"	"The Rosary"	
Berceuse de Jocelyn--Lullaby	Miserere from "Il Trovatore"	
..... Goddard Verdi	

Prof. Bistolfi Will Give the History and Meaning of Every Number Rendered
DELIGHTFUL--EDUCATIONAL--INSTRUCTIVE

A DOLLAR PERFORMANCE FOR 10 Cents Children
20 Cents Adults

This Orchestra will be well and favorably remembered by all who witnessed their unique performance here three years ago under the auspices of the Elk Lodge, at the Opera House and at Wayland College. They will be pleased to meet the many friends made at that time.

**A SUCCESSFUL TEST
ON SUMMER TILLAGE.**

**Cultivating Land One Season Without
Crop Destroys Weeds and Renders
Plant Food Available.**

The question of summer tillage has been a doubtful one with many farmers. It has been remarkably successful with others. The idea of working land two years to get one crop does not sound good to many producers, especially when they want returns at once.

To summer till means to cultivate the land one season without crop, growing the crop the second year. Summer tillage keeps the land free from all weeds. The continuous soil mulch conserves the moisture and makes plant food available.

The work of summer tilling should begin early in the spring. The first work should be done by double discing the land. The mulch formed by the disc should be kept loose and free from weeds by harrowing after each rain. A dashing rain may make the second discing necessary, especially if weeds begin to grow. Every effort should be put forth to keep down the weeds and to keep the surface loose to a depth of at least three inches.

Plow the land deep (7 or 8 inches) during the latter part of June or early in July. Keep the common harrow going immediately after the plow. It is a good plan at this time to pack the freshly-plowed land with a sub-surface packer, or a disc harrow set straight.

The farmer who summer tills must remember that weed and crusts are not permissible either before or after plowing. During long dry spells, more frequent and deeper cultivations are necessary, especially if the firm soil just below the mulch begins to get dry and hard.

The following successful demonstration in wheat growing by Grimes Brothers, of White Deer, Texas, in 1913 shows conclusively the value of summer tillage:

During the season of 1912, they summer tilled 26 acres of fair, average farm land, which was plowed 7 inches deep. The wheat (Turkey Red) was

sown from September 14 to 16 with a grain drill at the low rate of 15 pounds per acre, resulting in an extra good stand. This wheat received no rain and very little snow for several months between September and April. The total rainfall on this crop between sowing and harvesting time was 4 inches, 2 inches coming on April 17 and 2 inches on May 9. The yield was 34-12 bushels per acre by actual weight, testing 60 pounds to the bushel.

The real value of summer tilling is shown when we state that 139 acres of the same class of land sown to the same class of seed and grown by the side of the summer-tilled wheat, on land that was well prepared but cropped every year, gave a yield of 14-5-7 bushels per acre, having a test of 59 pounds per bushel.

This difference of 19½ bushels per acre, or nearly 5 bushels more than twice the yield of the yearly crop, is certainly worth while.

The cost of wheat production on the every-year cropping system averages about \$7.50 per acre. We will assume that it costs double this amount, or \$15.00 per acre, to produce summer-tilled wheat, though this is too high. The value of summer-tilled wheat in this demonstration, figured at 85 cents per bushel, would amount to \$28.95, or a profit of \$13.95 per acre, while the value of the wheat on the land cropped every year would be \$12.50 per acre, showing a profit of \$5.00 per acre. H. M. BAINER, Agricultural Demonstrator, Santa Fe System, Amarillo, Texas.

INSPECTIONS.

Inspections of the towns entered in Holland's Magazine Contest began August 1, 1913, and will be continued until all of the towns in the contest have been inspected and scored. To decide between towns making close scores second and even third inspections may be made.

No information will be given as to the date on which any town may be visited by inspectors. All towns must be ready without warning on and after August 1.

Each town entered in the contest

will be inspected and scored on the following points:

- Conditions of Streets, Parks and Alleys.
- Water, Water Supply and Drainage.
- Collection and disposal of garbage.
- Removal and Disposal of Sewerage.
- Condition of Vaults and Privies (if no sewer system).
- Condition of Vacant Lots.
- General Appearance of Homes.
- Ventilation and Care of Public Buildings and Semi-Public Buildings.
- Public Conveniences, Especially Those for Schools.
- Presence of Flies, Mosquitoes and Other Disease-Carrying Insects.
- Handling and Exposure of Meat, Fruit, Pickles, Ice, Milk and Milk Products, and Other Food Products Offered for Sale.
- Such Special Conditions as May Directly Affect the Health and Cleanliness of a Town.
- All inspections will be made wholly at the expense of Holland's Magazine, and will be under the personal supervision of Dr. M. M. Carrick, medical director in charge.

EARLY AUTUMN FASHION NOTES.

Rubber girdles and sashes to wear with bathing suits are a boon to the woman who worries about the wrinkles and creases and faded streaks that appear in a silk or satin sash after it has been in the water many times. These are made in the soft and attractive colors in which rubber bathing caps are made, and are cut on graceful and becoming lines.

A wide strip is folded about the figure for a girdle, and it is finished with long, fringed sash ends. Often a bunch of rubber flowers adorns the meeting of the sash ends and girdle.

The fashion for wearing felt hats for summer outings is so deep rooted that it is difficult to tell the difference this year between summer hats and those of early fall. One model which ranks itself with the hats of early fall is made of gray felt, modeled on stiff, straight lines.

The round crown is banded with a 3-inch fold of gray suede, a little darker than the hat, piped on each side with a cord of deep violet silk.

An attractive hat for a young girl is made of white straw, with a simple, rounded crown, and an even, rolling brim. The hat is encircled with a wide, box plaited fringed ruching made of white taffeta silk. On the right side of the hat a small bunch of roses is half hidden in the wide, full ruching.

Fruit is much used to trim late summer hats. It is usually made of silk, sometimes of velvet and it can be made at home by the women with imagination and clever fingers. It is sometimes made of beads. The beads, in a clear, bright color, are hung on fine wire and wound around and around little forms made of cotton batting.

Bright red beads suggest strawberries, especially if two crossed strawberry leaves are fastened under each fruit. Violet beads make good plums, and, if the rounds are smaller and a dozen of them are bunched together, they look like grapes.

APPENDICITIS BOOK FREE!

The Adler-i-ka book, telling how you can EASILY guard against appendicitis, and how you can relieve constipation or gas on the stomach INSTANTLY, is offered free this week by J. W. Willis, druggist. —Adv. 46

C. E. WHITE will sell you "White Lilac" for \$1.50 per sack and refund your money if it is not satisfactory. tf

Electrical Specialties

**Electric Signs
Motors of All Kinds
Sewing Machine Motors
to 600 H. P. Motors**

General House Wiring
Lamps, Fixtures
Agents for the "Ohio" Vacuum Cleaner,
the only one that has proven successful. Call us and we will send man to demonstrate.

Conner Electric Co.
Telephone 13 Ellerd Building

Automobile Section



In the old days, you'd think it silly extravagance to pay three thousand for a horse. Then why buy a heavy, expensive car today--when the "nifty," sturdy Ford performs its intended service so wonderfully well--and at so small a cost?

Think what these prices mean--for the car that has stood the tests: Runabout \$500; Touring Car \$550--f. o. b. Detroit, with all equipment. Get catalog and all particulars from

BARKER & WINN
Plainview, Texas

EXPERT PROPOSES LARGER TIRES TO RELIEVE TRUCKS.

Manager for Motor Truck Company Says Overloading is Serious Menace to Industry.

"The solution of the problem which is so seriously affecting the Truck Industry in Baltimore, is state legislation requiring larger tires," says C. W. Martin, Manager of the Motor Truck Tire Department, The Good-year Tire & Rubber Company, Akron, Ohio.

"City Engineer McCay should have proposed a law prohibiting the overloading of motor trucks instead of suggesting that motor trucks be barred from certain streets in Baltimore.

"The motor truck, with its wonderful and unparalleled growth, has become an economic necessity, and such restrictions would work hardship on society. If there were legislation requiring that the certain width tire should be used to take care of the load, there would be no danger of cutting up the streets.

"Overloading is the most serious problem that confronts truck owners today. The evil is so prevalent that would not be at all surprised to see such bill introduced at early sessions of many State Legislatures. Such a bill, beyond doubt, will be passed wherever presented without question, as its logic is plain and distinct.

"It is rumored that the Auto Club of Maryland already has some such project in mind.

"Providing such a bill is passed, the question will be easily settled, with a great advantage gained by all parties concerned. Not only will the city be saved the extra expense of repairing streets that have seen the use of heavy and overloaded trucks, but the legislation will also be a benefit to the truck owner. Trucks with

the proper size of tire equipment aid materially in prolonging the life of the motor, while the tires will undergo the wear and tear to which they are subjected with a much less detrimental effect.

"In Porto Rico, where they use carts and wagons to transport sugar cane, the government regulates the width of the wheels. In other words, the breadth of the iron tire must be in proportion to the weight and capacity of the wagon."

BUILT A 5-MILE ROAD IN A DAY.

Business Men Worked Beside Prisoners on Arkansas Highway.

Fort Smith, Ark., Aug. 19.—With the temperature hovering about the century mark and the dust six inches deep at places, five hundred business and professional men of Van Buren and Crawford County, with two hundred teams, today built a 5-mile macadamized road between Van Buren and Figure Five, the first link in the 45-mile pike to be built by like methods between this city and Winslow. Men of professions and letters worked side by side with a large number of city and county prisoners, who earned their liberty by putting in the day with pick and shovel.

MOTOR CAR ENHANCES FARMS.

Use of the Road More Than Doubles the Price Per Acre.

The motor car has put many a place on the map that was not there before. It has also changed the color of a considerable part of the map from an indigo blue to a brilliant gold. If these statements are too subtle, I shall illustrate my meaning:

A railroad ran its line through a man's farm not so far from Philadelphia. Land had been selling for \$100

an acre in that neighborhood. The owner sued for larger damages than the company offered to pay, and he named \$600 an acre as the true figure. A neighbor testified for the railroad that he had tried in vain to sell his own farm at \$300 an acre.

A year afterward this ground sold for \$750 an acre, and the following year for \$1,500. I am informed by the attorney who tried the case against the railroad that the automobile, rather than the railroad, which is only used for freight, has multiplied the value of farm land in that particular section by fifteen in less than ten years.—Philadelphia Ledger.

HOW TO START

A POULTRY FARM.

Go Slowly, Says Expert, and Make the Birds Pay Their Own Way.

In making a start, it is advisable to go slowly, and make your birds pay their own way, gradually extending your business from the profits of your birds; if you cannot make 100 head show a satisfactory profit, there is a poor prospect of doing so with a larger number. When you have gained sufficient experience, and all is going well, then if you have the means you can hasten the desired increase in your flock by further expenditure.

The poultry business differs from most other callings in this respect. If you start business as a butcher, or grocer, or some other store, once your store is stocked you have only to open the door and the money starts to come in; with poultry, unless you start with a large and complete stock and plant (a somewhat expensive matter), you must first build your fowl houses, provide incubators and brooders, etc., in addition to paying for food for all the stock you hatch for about six months before there is any return; therefore, these things must be considered by those who contemplate keeping poultry for a living.

Those with a very limited amount of capital who desire to keep more or less fowls to increase their income, and at the same time carry on their present occupation, can do so with very little, provided they have sufficient time to attend to their stock, or have a wife or some other member of the family to do so.

There are three ways of starting, viz.: With hens, chickens or eggs. The simplest and most economical way is undoubtedly to commence with chicks and a brooder. These will require very little time and attention beyond feeding the chicks and keeping the brooder clean. While the chicks are growing their permanent house can be built in spare time, but those who intend ultimately to go into the business of poultry-keeping for a living, I advise to start with a few hens and hatch out and rear their own stock. This is a somewhat more expensive method—for, of course, an incubator or two and brooders will be required. Still, these are things that must be got some day, and one may just as well do so at once if funds permit.

Hens vs. Incubator.

In commencing by buying eggs, the incubators and brooders will still be necessary, and it will be found more profitable to buy the hens and produce your own eggs than to purchase them. I have not taken into consideration the hatching by hens, as this method is not nearly so satisfactory as good incubators. Nowadays a good machine can be bought for the money required to buy a dozen broody hens, and in any case broodies are practically unprocurable in quantities until the hatching season is about half over.

Presuming one starts with, say, a couple of pens of birds, each pen containing eight hens and a cockerel, he could rely upon filling a sixty-egg incubator every week, and, as it takes three weeks to hatch hen eggs, he could keep three machines going with this number of birds. It is not advisable to keep eggs longer than seven days if they are to be hatched in incubators, so that in order to get the full benefit of all the eggs laid he must use three incubators, and fill them at intervals of one week. Some will naturally say that one incubator is enough for a start, but it will be seen from the above that unless you can dispose of your surplus fertile eggs for setting (not an easy matter for beginners) you must accept the market price of table eggs for them for two weeks out of every three, as it would not be much use keeping them for three weeks to a month in the incubator when the first lot of chicks came out. Three incubators are no more difficult to understand and operate than one, and half an hour each day is all the time that three small machines will take up.

There is practically an unlimited demand for day-old chicks, and if you hatch more than you require for yourself, the surplus chicks will soon pay

TIRE COST

If your tire bills are heavy, weigh your car. Then compare its weight and tire sizes with those given below.

Good tire service is secured by a light-weight car with easy springs and large tires. There is no other solution for tire trouble; no other way to avoid excessive up-keep expense.

Franklin cars are the lightest cars for their size, power and speed. They carry the least unsprung weight. The power of the engine is transmitted through a flexible drive to the rear wheels without reach or torque rods. This saves in slippage wear on the rear tires. Here are the Franklin weights and tire sizes:

Six "38" touring or phaeton	3328	pounds,	tires	4 1-2 in. and 5 in.
Six "38" 7-passenger touring	3480	"	"	5 in.
Six "30" touring	2993	"	"	4 1-2 in.
Four "25" touring	2520	"	"	4 in.

These weights include full equipment, gasoline and oil. In considering tire size bear in mind that the capacity of a tire to carry its load is practically all in the cross section of the tire and not in its diameter. A 4 1-2 inch tire is 25 per cent more tire than a 4 inch tire of the same diameter. A 34x4 1-2 inch tire is 19 per cent more tire than a 36x4 inch tire and costs 15 per cent more.

The actual figures are what count when you want the facts--and the facts show that Franklin owners get double tire mileage. Let us send you our "tire" folder which gives the tire mileage secured by Franklin owners in all parts of the country.

Next week we'll tell you why Franklin is synonymous with motor comfort.

J. J. ELLERD

Ellerd Building

Phone 60

Plainview, Texas

Could You Use An Automobile--

--of Course You Could.

A spin into the country would be mighty fine these warm evenings.

Many slightly used cars--good as new--can be obtained by inserting a "want ad" in the Herald--and at tremendous reductions. Herald Want Ads Get Results.

Tire Repairing

All kinds of tire and casing repair work. Vulcanizing and inner lining our specialty. All work guaranteed.

Carter-Winn Rubber Co.
Plainview, Texas

real music--not average vaudeville music--but real music--Bistolff's Italian orchestra, playing at the palace this week, is the best possible entertainment. There are three real artists in this company, and they play any of the standard opera selections requested by the audience. They are thorough musicians and attend to strict interpretation of music masterpieces. Requests for selections have come so heavy that their program is growing longer each performance, though they seem to take this added burden in good part. Joseph Bistolff is the leader, Signor Enrico Turmann, violin, and Carlo Trumani, viol. They will be here for several days.--Tulsa (Okla.) World.

Bistolff's Italian Orchestra comes to the Aldrome all week, commencing Monday. --Adv. tt.

Call The Herald for Business Cards.

for the incubators, etc. Of course, one incubator will do, but in that case it will be better to purchase the eggs for hatching as required, as the number wanted to keep one machine going will cost less than sufficient hens that lay enough eggs to do so in seven days.--P. Hodson, in San Antonio Express.

ITALIAN ORCHESTRA AT STAR THEATRE.

Those who are inclined to judge a performance simply by the price of admission were highly delighted and greatly surprised at the wonderful performance of the Italian Orchestra at the Gem Theatre last night. They are artists with temperament and excellent interpretation. They put their hearts into their work. In fact, they produce music soulful and impressive.

The young violinist is a virtuoso. None better has ever been heard in our city, and his solo work alone is worth many times the price of admission.

Everybody should hear these Italian artists. All can benefit by such delightful playing. The management of the Gem Theatre deserves credit for affording the music lovers of Parsons such a rare treat. It is seldom that the public anywhere is offered similar opportunity at such small cost.--Parsons Sun.

The Italian Orchestra is at the Aldrome all week, beginning Monday, August 25. --Adv. tt.

FOR MUSIC LOVERS.

With nine vaudeville acts out of ten there is nothing to prevent the average theater goer from leaving in the middle of the act. Many of the tenth kind are passed over with but a passing thought. To lovers of



Our repair work has taught us how to judge the quality of tires

As tire surgeons we are in a pretty good position to know all the inside facts about the relative value of the different makes of tires.

Every day tires of all makes and styles are brought to us--they are in all conditions both from wear and abuse--so naturally in our repair work, we have become rather expert in rubber and fabric tire knowledge.

Knowing tires from the inside as well as the outside, we do not hesitate to sell and recommend

Goodrich Tires

Best in the Long Run

We know from our experience that you will get full mileage and service value from every Goodrich Tire you put on your car--and full value received means satisfaction on your part and more business for us in the end.

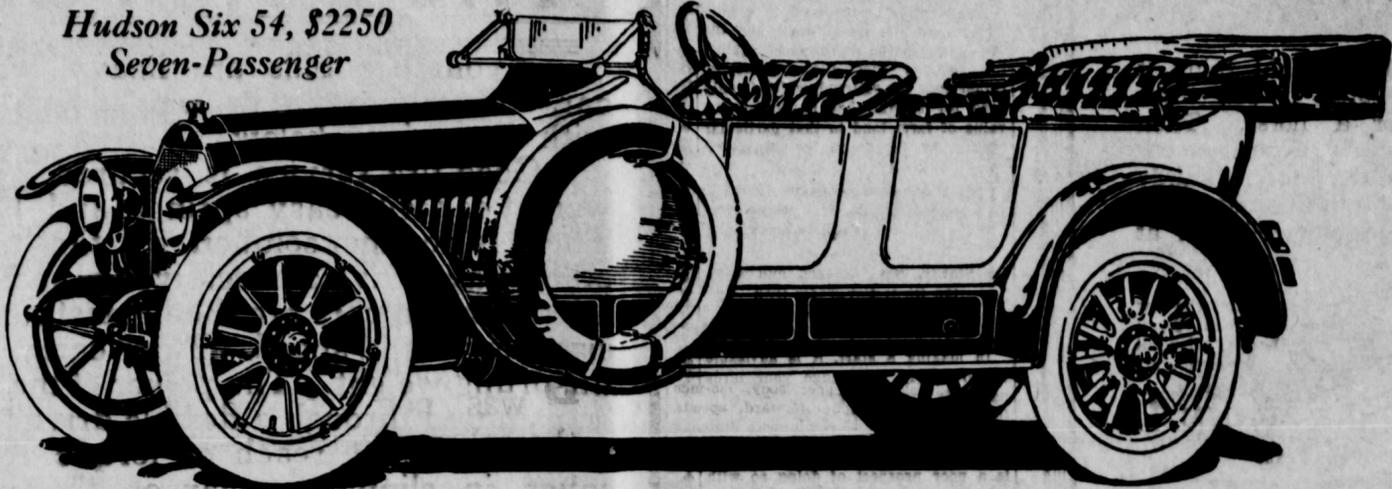
We have a fully equipped repair department that is at your service in any emergency--or when in need of an extra "spare" or a set of tires, call or phone us.

Plainview Rubber Company

Automobile Section

The New Ideal of a Distinguished Car

Hudson Six 54, \$2250
Seven-Passenger



HERE now is a car which typifies the ideals of the time. This streamline body—this long, sloping hood—this absence of angle at the dash—this low-hung chassis—these crowned fenders—this placing of extra tires so the front doors are left clear—these things belong to the car of today.

The consensus of the world's best opinion is that this type of car marks the coming ideal car. These are radical changes but they are coming as surely as foredooms came—and as suddenly.

All the best foreign cars—English, French and German—will this year exhibit exclusively this new streamline body. And all men know that what they adopt in body design becomes the world-wide vogue.

Our designers have added a hundred minor effects. They have Americanized—have Hudsonized—the type. So the car is distinctive. There will be no other just like it. But it embodies what we regard as the highest conception of the modern trend in bodies.

And we believe that every connoisseur will consider this new HUDSON Six the handsomest car exhibited.

Engineering Pauses

We can claim in this car no great advance as regards fine engineering and no HUDSON

owner expects it. Fine engineering has limits. For the past four years Howard E. Coffin and his able engineers have given their best to the HUDSON. Last year they brought Sixes pretty close to perfection. So close that the HUDSON Six jumped in one year into the foremost rank among Sixes.

These men have worked out in this new-model car a vast number of minor engineering improvements. They have added scores of new mechanical features—some of them quite important. But we never expect to build a much better chassis than we built in our last year's Six.

This year's advances lie mainly in beauty, in comfort, in conveniences, in room. We have combined the best in lines, finish and equipment with the best in engineering. We have succeeded in making the HUDSON Six the masterpiece it is.

Now the Ideal Car

We now feel that this HUDSON 54 offers the utmost in every wanted feature. It has the staunchness of steel Pullmans. It has the comfort of Turkish lounging chairs. It has the speed of express trains. It is free from all the troubles which annoy the inexpert.

No man knows how to build a car more

handsome and impressive. No conveniences are absent, no modern features lacking.

And all these things are here included in a Six 54, with seven-passenger body, at the record price of \$2250 (f. o. b. Detroit, Michigan).

The New Features

These are among the new features we bring out in this model. No mention is here made of the countless features in previous HUDSON models which we still retain.

- Seven-passenger body.
- 135-inch wheelbase.
- Left side drive. Right hand control.
- 36 x 4 1/2-inch tires.
- Extra tires carried—as never before—aboard of the front door. This leaves both front doors clear.
- Four forward speeds.
- Pure streamline body.
- Low-hung body.
- No angles at the dash.
- Wide tonneau doors.
- Gasoline tank in dash.
- Electric self-cranking, with the rapid type of the Delco system built especially for this car.

Powerful electric lights with dimming attachment for city driving. They also set as ordinance lights.

Extra seats in tonneau fold into back of front seat, entirely out of the way.

Jeweled magnetic speedometer in dash, with new concealed noiseless gears.

Every operation and control placed within reach of the driver's hand. Gasoline and oil control, lights and starter.

Individual Yale lock and ignition control, prevents theft of car.

Rain-vision windshield built as part of the car. Genuine Pantasote top. Curtains that are carried in the top can be instantly adjusted.

Electric horn—trunk rack—tire holders—license carriers—everything.

Come See It—Come Today

Come to our showrooms and see this new achievement. It is not merely an improved car—it's a real innovation. It will display to you all the best thought of the day in automobile designing.

Come see it while it's new. Catalog on request.

BROWN MOTOR COMPANY
Plainview, Texas

DIMMING DEVICE

GAINS IN FAVOR.

Local Dealer Calls Attention to One of New Hudson Features.

All over the country ordinances are being drafted and legislation introduced for the proper regulation of electric headlights. In many localities (notably New York City) even electric sidelights at the dash are tabooed, unless frosted, says William Steinhardt, in the San Antonio Express.

These frosted or dimmed headlights became then, of course, merely warning signals to other users of the highway, and are of no assistance whatever to the driver in lighting up a dark roadway. Therefore, the elimination of the sidelight as an unnecessary complication and an added weight and current user and the installation of a dimming device meeting legal requirements, but still of service to the operator in lighting the roadway, would seem the satisfactory solution.

Many makers are adopting this system for 1914, and it is believed that it will be general for 1915. Ordinances and State Legislatures will undoubtedly be directed along this line.

EDUCATING FOR AUTOMOBILE.

High School Students Given Chance to Learn All About Car.

In the last ten years the automobile business has grown so fast that today

it is one of the big industries of the country. Many things have been said pro and con about the automobile, but there is no denying the fact that it has been the means of putting cities on the map and of opening up opportunities to the skilled workman such as never before were heard of.

According to J. F. Hartz, president of the R-C-H Corporation, Detroit, this great demand for skillful and intelligent workmen has had its effect on the public school systems in a number of cities. The school boards have recognized the opportunities afforded young men in the automobile business, and have arranged a special course whereby they can co-operate with automobile factories in giving the young men a practical knowledge of the trade.

So far the most successful plan has been to let the student spend his first year wholly in high school studies. The second year he divides his time equally between school and shop, working one week at his school studies and the next in the automobile plant. Naturally, this work is not compulsory, as the young man does not have to select his course until the beginning of his second year in high school. At that time he generally knows whether he is going to prepare for college or business, and, if the latter, he usually selects the trade course. This not only gives him good practical training, but also teaches him the value of money, as he is paid for the work he does at the factory.

This co-operative educational plan has been successfully carried out in a

number of cities. In many cases the first year students were found to be failures in regular high school work, but later on showed a natural liking for the practical work in the shop.

When they leave school these young men find no difficulty in securing positions and commanding salaries of first-class mechanics. There are a number of men filling important positions in the R-C-H plants who got their start in this way. They all credit their success to the early training and to the fact that they found out in the beginning the vocation that was best suited for them.

FEW CHANGES IN OVERLAND FOR 1914.

Price Is Lowered on This Popular Car.

Specifications of the new models of the Overland car, just announced by The Willys-Overland Company, Toledo, Ohio, reveal a line applying three body designs to the same chassis construction. In keeping with the policy of the Overland Company, not to announce new models to the public until prospective buyers may view the new product in the showrooms of the dealers, this announcement, through the first public description of the 1914 Overland line, finds Overland dealers in the possession of sample cars and ready to do business.

The 1914 Overland cars are not radically different from those of the season just past, although they show differences in a number of points, most of the changes being in the matter of dimensions and added equipment rather than in other respects.

A brief review of the details shows that the motor is very similar in construction to that of Model 69, of which 40,000 were built during the 1912-13 season.

The motor is somewhat larger, 4 1/2 by 4 1/2 inches, and has been improved by the adoption of a constant level splash lubricating system. The push rods can be removed without disturbing the camshaft, being held in place by drop forged claws. The operation of the push rods is made almost noiseless by the use of bronze caps fitted over the push rod tops.

In order to compensate for the lower volatility of present-day gasoline, the intake manifold has been redesigned and given a smaller diam-

eter. The universal joint is larger than last year, to compensate for the increased power.

The three-quarter floating Overland rear axle remains the same as before, as also does the braking equipment.

A roomy cowl dash touring body seating five passengers and finished in dark green with light green striping and nickel aluminum trimmings is mounted on a wheelbase of 114 inches; its doors are U-shaped, very wide, and hinged at the front on disappearing hinges, so that the sides of the body remain without projections.

At the rear of the front seats, where the passengers' feet occasionally come in contact with the finished body surfaces, a protector strip is provided. The steering wheel is 18 inches in diameter, and the steering post carries a carburetor adjusting lever within easy reach of the driver's hand.

The roadster body is of attractive design, also of the cowl dash type, with a 32-gallon gasoline tank at the rear. Back of the tank is a large steel tool compartment, rectangular in shape and large enough to carry reg-

ular touring necessities. Both touring car and roadster have vertical tire carriers in rear, accommodating two spare casings. All spring ends have bronze bushings.

The radiator of the new Overland is of an improved type, with large water spaces.

The touring car and the roadster are electrically lighted, current being furnished from a Willard storage battery carried at the right side of the running board and the dashlight, which illuminates the instruments, such as speedometer, ammeter, etc., is connected with this tail-light in series, so that the proper working of the tail-light is indicated by the dash-light.

The tops are hooked to the brackets of the sidelights, which leaves the front of the car unencumbered and certainly adds to the sightliness of the covering when the top is up. Touring car and roadster, equipped with electric horn, Stewart speedometer, clean vision ventilating windshield, mohair top, side curtains and boot, tools, jack, pump and electric lights and storage battery included.

sell for \$950.00. When equipped Gray & Davis electric engine starter and generator, the price is \$1,075.00.

MIXTURE OFTEN TOO RICH.

"Motorists should never use too rich a mixture of gasoline," says Emil Grossman, manufacturer of spark plugs. "Too rich a mixture causes carbon in the cylinders and also a loss of power, and, besides, is expensive. It is much cheaper to shut down on the gasoline and open the air valve, and your car will give better results, more mileage per gallon and will require less overhauling and scraping of cylinders for carbon deposits."

FOR SALE OR TRADE FOR STOCK.

316 acres 8 miles of Ralls, Crosby County, Texas; good agricultural land. \$15.00 per acre; \$4.70 per acre down, balance 16 years at 6 per cent interest.

CHAS. SCHULER, Owner, Petersburg, Texas.

PAINTING

Automobiles, buggies and sign painting, artistic decorating, upholstery, and buggy top trimming neatly and correctly done.

Henry E. Hagood
Office at Carter-Winn Rubber Company

FEDERAL TIRES

Egge-Corlett Auto Co.

Panhandle Distributors
Write Regarding Local Agency.

Automobile Section



For Vacation Pleasure or Home Entertainment the **Columbia Phonograph** Excels. You can enjoy the most famous entertainers without living in the city or paying opera prices.

We have a complete line of records.

Ask for particulars regarding the Columbia Installment Plan.

R. A. Long Drug Co.

lectures given by leading specialists, and by study of the government and commercial exhibits of materials and equipment. This year's session of the Congress, which will be held at Detroit during the week of September 29, will bring together the greatest authorities in the land on every line of road and street work, and will be supplemented by the most remarkable and instructive series of exhibits ever shown in this country.

NEW HUDSON TIRE RACK LEAVES FORE DOORS FREE.

No Engineering Changes Except Minor Improvements, Says Brown; Gasoline Tank in Dash.

"The new Hudson carries its tire racks entirely in front of the fore door," said Byron Brown to-day. "The gasoline tank is carried in the dash, too." Other features of the Hudson "6" which Mr. Brown enumerated were seven-passenger body, 135-inch wheel base, four forward speeds, powerful electric lights, with dimming attachment for city driving.

"We claim no great advance as regards fine engineering, and no Hudson owner expects it," Mr. Brown continued. "Fine engineering has its limits. For the past four years Howard E. Coffin and his associates have given their best to the Hudson. Last year they brought Sixes pretty close to perfection—so close that in one year the Hudson Six jumped into the foremost rank among Sixes. A number of minor engineering improvements have been made."

The Hudson Six 54, with seven-passenger body, sells at \$2,250 f. o. b. Detroit, Michigan.

TOLL GATE TO BE CUT OUT OF BORDERLAND ROUTE.

Terry County Is Establishing New Road for Travel Without Charge; Improving All Highways, Says Judge.

The old toll road in Terry County on the Borderland Route is to be done away with. Tourists going west will have no more tolls to pay, according to advice received from Hon. George W. Neill, county judge.

In a letter addressed to O. M. Unger, Judge Neill says: "This county has established a new road running north from Brownfield to the county line, to intersect a road thence direct to Lubbock. We are letting contract to grade it in first-class condition. This road will go west of Meadow, the village that has the toll gate. Please say to tourists that we will soon discontinue the toll line, by opening up a better road west of it."

Judge Neill also says that Brownfield is securing the Southern Route to the Pacific coast, and they are making better roads all along the line. He has just returned from Roswell, and says that a splendid highway is being provided all the way to the Pecos Valley metropolis.

The toll charge has heretofore been \$1.00.

LYNN COUNTY BUSY IMPROVING ROADS.

"We are ready to do anything you want us to do," said Judge Joe Stokes, of Lynn County, in a phone conversation with B. O. Brown, secretary-treasurer of the Western Division of the Colorado-to-Gulf road. Mr. Brown advised Judge Stokes that all asked for was a good dirt road. He suggested that low places be graded and dragged after each rain, and that culverts be made first-class. Judge Stokes says that Lynn County is working, and will put her part of the highway in the best possible condition.

SETS RECORD IN OCEAN SWIM.

Sam Richards Covers Twenty-four Miles from South Boston to Boston Light and Back.

Boston, Mass., Aug. 18.—A new swimming record was made yesterday when Sam Richards, of South Boston, swam to Boston light and back, a total distance of twenty-four miles, in 13:09. This is the first time that the return swim has ever been made. The swim to the light is known as one of the most difficult attempted by swimmers, on account of the strong currents encountered. Richards was in good condition when he finished.

SET SPARK PLUGS CAREFULLY.

"Don't use a heavy wrench in tightening the brass bushing, or the porcelain might crack when you least expect it," says Emil Grossman, manufacturer of spark plugs, "and also be sure you don't leave any of the nuts loose on the spindle, or a loose electrode will cause leakage of compression and finally cause a blowout. Another thing to be careful about is to be sure that you have not screwed the spark plug into the cylinder so carelessly that there will be a leakage of compression. Tighten the new plugs up after the motor has run for a few minutes, if it is needed then."

SWIMS FROM SWEDEN TO DENMARK.

Stockholm, Sweden, Aug. 15.—Nils Stenstroem, a Swede, yesterday swam across the sound from Lanskrona, Sweden, to Skodsborg, Denmark. The distance in a direct line is about ten miles, but Stenstroem had to contend with stormy weather, a rough sea, and strong currents, and took 9:20:00.—Chicago Tribune.

TO TRAIN HIGHWAY BUILDERS.

A movement is on foot to make the American Road Congress an annual training school for road and street officials whereby they may increase their efficiency through attendance at

The Buick Creed

A Buick automobile must be so built that it will, at all times and under all circumstances, give the owner **uninterrupted use of his investment.** Every Buick owner is entitled to, and will receive, prompt and efficient service—the kind that will insure him the motoring pleasures he expects.

BUICK reputation, so pre-eminently firm and fair, was not won by chance, but is due to the policy established with the production of the first Buick car and so consistently adhered to ever since—that of giving the owner the maximum of service for the minimum of cost.

No matter what its price, a Buick car must and will give the maximum of that service for which it was intended, and must bear its proportion of the responsibility of maintaining that high prestige which Buick cars have attained.

Watch for our 1914 Announcement in Next Week's Herald

Plainview Machine and Auto Shop

E. E. ROOS, Proprietor

TO MAKE ALL FRANKLIN AUTOMOBILES LITTLE SIXES.

Big Sixes and Four-Cylinder Air-Cooled Cars Will Give Way to Most Popular Model.

The Franklin Automobile Company will make all its cars Little Sixes, according to J. J. Eller. Mr. Eller and his brother are representatives for the Franklin car.

Heretofore the Company has produced two models in four-cylinder cars and a "Big Six," all air cooled. The "Little Six" has proven so popular that the Franklin Company has concluded to quit making the other models. They figure that by turning out only one model they can produce even better values than the Franklin now gives. The "Little Six" will be air-cooled, just as it now is.

BUICK BUILDING SIX CYLINDER CAR FOR 1914.

Full Floating Axle; Left Drive and Center Control Some of Popular Car's Features.

Buick is building a "six" for 1914. The six-cylinder car will be put out as a touring car and a roadster. The engine will develop 48 actual horsepower under brake test.

Buick will continue to build four-cylinder cars in Models B-24, B-25, B-36, B-37 and B-38.

All models have center control, left drive. The famous Buick Overhead Valve will be a feature again this year. The rear axle will be full floating. The Delco system of electric self-ignition and lighting will be used.

E. E. Roos, local representative for Buick cars, said this morning: "No line of motor cars at any price can show more value than will be found in the Buick for 1914. Every tried feature is retained and such new ones as have been demonstrated have been added."

FRANKLIN MAKES PERFECT SCORE IN ENDURANCE RUN.

In the recent endurance run of the San Antonio Automobile Club, from San Antonio, Texas, to Galveston and return, a Franklin roadster driven by O. M. Burt, of San Antonio, made the only perfect score. It was an owner's

run, no dealer or factory man being permitted to compete, and the grand prizes offered by the San Antonio Light were all won by the Franklin.

When the San Antonio Automobile Club started to organize this run to Galveston it was distinctly understood that it was to be an owner's run, and when reports came in of bad roads and long strain of the 600 miles of fast driving the number of entries was reduced to seven. Every car that left San Antonio reached Galveston on schedule time and without accident.

Road conditions on the way down lacked little of being perfect. The return trip, however, found roads that had been soaked by heavy rains.

Mr. Burt's Franklin roadster was one of the cars that attracted the most attention on the run, since it was the only car that traveled with both its gasoline and oil supply under official seal. This was done at the request of Mr. Burt, who had such faith in his car that he contracted not to replenish his supply of gasoline or oil between San Antonio and Galveston. The car carried 15 gallons of gasoline and one of oil. It not only accomplished the feat but had several gallons to spare, averaging over 17 miles to the gallon of gasoline.

SET SPARK PLUGS CAREFULLY.

"Don't use a heavy wrench in tightening the brass bushing, or the porcelain might crack when you least expect it," says Emil Grossman, manufacturer of spark plugs, "and also be sure you don't leave any of the nuts loose on the spindle, or a loose electrode will cause leakage of compression and finally cause a blowout. Another thing to be careful about is to be sure that you have not screwed the spark plug into the cylinder so carelessly that there will be a leakage of compression. Tighten the new plugs up after the motor has run for a few minutes, if it is needed then."

TO TRAIN HIGHWAY BUILDERS.

A movement is on foot to make the American Road Congress an annual training school for road and street officials whereby they may increase their efficiency through attendance at

DEPOSITORY FOR SCHOOL FUNDS.

Notice is hereby given that the Board of Trustees of the Plainview Independent School District will, at its meeting to be held on the 25th day of August, 1913, select a Treasurer to serve for a term of one year, beginning September 1, 1913.

The Treasurer selected will be that person or corporation who offers satisfactory bond and the best bid of interest on the average daily balances for the privilege of acting as such Treasurer.

W. C. MATHES, President, Board of Trustees.

\$50 REWARD.

Two 2-year-old mules disappeared from my place, 6 miles southeast of town, since Friday night, June 20. Branded X on left jaw; small wart on left shoulder of one mule. \$50 reward. Notify SHERIFF OF HALE COUNTY or J. A. COX, Plainview, Texas. —Adv. tf.

TO TRADE FOR CATTLE.

320 acres fine land, clear of incumbrance, 2 miles from Floydada, to trade for cattle.

BROWN MOTOR CO., Plainview, Texas. —Adv. tf.

DON'T YOU OWE YOURSELF SOMETHING?

For beautifully illustrated literature descriptive of the numerous splendid resorts throughout Wonder home-like and not unreasonably expensive Colorado and along the Pacific Coast, including the Great Colorado Chautauqua at "Boulder the Beautiful," address A. A. GLISSON, General Passenger Agent, "The Denver Road," Fort Worth, Texas.

Little vacations in those directions are always worth more than they cost! —Adv. tf.

Don't fail to see the forceful 3-act society drama "The Higher Law" at the opening of the Opera House, September 3. —Adv. tf.

FOR SALE OR TRADE.

SEE OWNER for sale good 6-room home on 5 acres of land, well located. FOR SALE OR TRADE, 6 acres beautifully located in West Boswell Heights. 318 acres 7 miles northwest of Hale Center. 320 acres 20 miles northwest of Plainview.

J. C. GOODMAN, Box 742, Plainview, Texas. Adv. 46-F-pd.

STRAYED.

Four horses, 3 yearling fillies, 2 blacks, 1 bay and 1 sorrel, old mare, small. \$10.00 reward for their recovery. CHAS. SCHULER, Petersburg, Texas. —Adv. 47.

Wednesday, Sept. 3, the Schick will open with the 3-act society drama "The Higher Law." —Adv. tf.

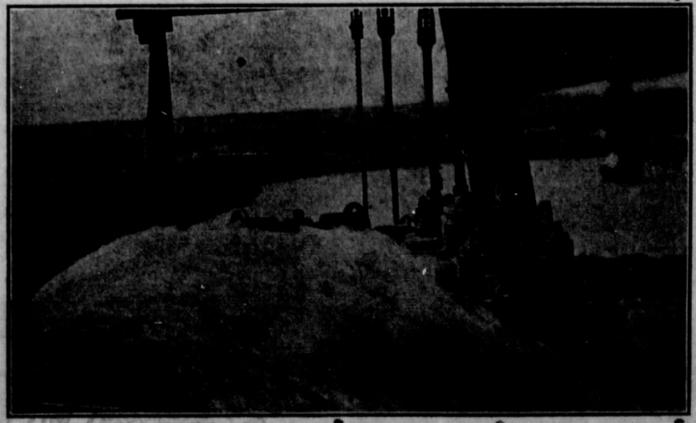
FOR SALE.

On easy terms, 11-room house, barn and fine young orchard, with 5 1/2 lots. Call Phone 270. —Adv. tf.

WELL DRILLING

IN BOTH SHALLOW AND DEEP WATER BELTS

Well on Helen Temple Farm Pumping 3,000 Gallons Per Minute. Drilled by Layne and Bowler.



It takes water to irrigate and not wells. We can deliver the water for less money. Investigate.

We are the largest water developers in the world. Get our literature and quotations before contracting.

LAYNE & BOWLER CO. Plainview Texas Houston

1914 Overland \$950

35 Horsepower

Electric Lights

114-inch Wheelbase

Again the Price Comes Down

--again the value goes up!

--again we prove the power and possibilities of large production.

Last year we built 40,000 cars. This was not enough for the demand by nearly 10,000 cars. This year we will manufacture 50,000 cars (twice as many as we did two years ago) cover the car with additional value and what will strike you as most remarkable, *make the price lower than ever.* Such is the net economical result of manufacturing one type of automobile on an enormous scale.

You who have followed our success from season to season have watched our annual models grow in value and decline in price. And as our prices came down our production went up. We have always and unfailingly given the public more automobile for less money than any other manufacturer in the industry.

Here are the big 1914 facts!

The motor has been enlarged. The bore is 4 1/8 inch--stroke 4 1/2 inch. It is conservatively rated at 35 horsepower and will develop 50 miles an hour. It has a 5 bearing crankshaft and three bearings on the camshaft.

The wheelbase has been lengthened to 114 inches. This, as you know, is the average wheelbase of \$1200 cars. And a long wheelbase eliminates road jars and rut jolts.

The tires are larger -- 33x4 inch Q. D. Large tires insure less upkeep expense, smoother operation and add to the appearance of the car.

The body design is symmetrical and graceful. It will appeal to those who admire the beauty of simplicity. It has a European cowl dash and full U doors (fore and rear) with disappearing hinges. The body is richly finished in dark Brewster green, edged with lighter green stripings and trimmed in heavy polished nickel and aluminum.

The upholstery is Turkish--soft, luxurious and comfortable. The rear back-cushion is 18 1/4 inches deep.

\$950.00
COMPLETELY
EQUIPPED

Specifications and
Equipment

With Gray & Davis Electric
Starter and Generator--\$1075
f. o. b. Toledo.

Electric head, side
and tail lights

Storage battery and
ammeter

35 horsepower motor

114 inch wheelbase

Timken bearings

Splitdorf magnito

Model R Schebler car-
burator

Three-quarter float-
ing rear axle

33-4 Q. D. tires

Brewster green body
with green striping,
nickel and alumin-
um trimmings.

Cowl dash

Turkish upholstery

Mohair top and boot

Clear-vision wind-
shield

Stewart speedometer

Electric horn

Flush U doors with
disappearing hinges

Brakes are very large. Respond gradually, positively and smoothly without jumping or jerking. Either brake will keep the car under perfect control at any speed with a full load.

Rear axle is three-quarter floating, fitted with the famous Hyatt bearings. Front axle is I beam section, drop-forged in one heat without welding. Timken bearings on front wheels.

The equipment is the pick of the market--and is complete. It includes such high-priced features as one of the finest electric lighting systems with storage battery. Head, side and tail lights are electric. Dash light is also electric. All light and control buttons are located on the dash under the cowl. Set flush with the dash is a \$50 Stewart speedometer--the most practical speed indicator in the world. Timken bearings, Splitdorf magneto, Model R Schebler carburetor, Electric horn, 18-inch Steering Wheel, Mohair top and boot, and a clear vision windshield are a few of the many other finishing touches that go to make it the car complete.

The foregoing is but a short digest of the newest Overland, yet it concisely itemizes and sums up the greater Overland value. When you fully realize what an exceptional and economical buy the 1914 Overland is--after the great value facts have become firmly lodged in your commercial and calculating brain, remember this--*that in the very face of this increased value the price has again come down.*

Price reduction is a condition that is controlled and regulated by factory facilities--the larger the manufacturer the lower he can market his merchandise. As we are producing more cars of this type than any other manufacturer in the world we can effect industrial economies which make it possible for us to market a car that will, on the average, cost you thirty per cent. less than any other similar model.

Now--see this car.

Deliveries will be made according to the action you take. Prompt action means prompt delivery.

Demonstrations Now Going on All Over the World. Make Your Appointment Immediately

Egge-Corlett Auto Company

Panhandle Distributors

Write Regarding Local Agency



Overland Model 79