

OUR NEW FALL GOODS HAVE ARRIVED

Which constitute a wonderful assemblage of a well-selected and desirable line of seasonable merchandise—Every department showing complete assortments.

Ladies' Dress Goods---

A wealth of new fashionable Dress Fabrics, in Plain and Novelty Woolens, Superb Silks, Dainty Crepes, Crepe de Chines, and Georgettes.

Ladies' Ready-to-Wear---

Direct from designers of clothes that bear the marks of exclusiveness and individuality in our Ladies' Ready-To-Wear, are Ladies Suits from \$10 to \$35, Ladies' Coats from \$7 to \$25, and Ladies' Dresses from \$3 to \$25.



Shoes for Men, Women and Children

If you want to be sure of Shoe Efficiency, select from our new stock of 1917 models. Nothing better was ever offered in this community. You have only to see them to be struck with their great superiority, and they are very moderately priced.

Men's Shoes from \$2.50 to \$6.00; Women's Shoes from \$2.00 to \$6.50; Misses' Shoes from \$1.50 to \$4.00; Boys' School Shoes from \$2.00 to \$4.50.



Men's Clothing and Furnishings

We have a line of Men's, Young Men's, and Boys' Suits, that for the last-minute style, superior material and competent workmanship, can't be duplicated in the market. They are the last word in correctness in every particular, and are very reasonably priced.

Men's Suits from \$9 to \$21; Young Men's Suits from \$7 to \$14; Boys' School Suits from \$2.50 to \$7.50.

Bring your cotton money to us and receive big Values in Return

J. C. Haden & Sons

POPULAR GOODS at POPULAR PRICES

MATERIAL SHORTAGE AFFECTS RED CROSS

The local chapter of the American Red Cross was compelled to dis-

continue the classes in sewing and knitting early this week because of the non-arrival of their supplies, caused by a big shortage in the material

market. The ladies expect that material will be available within a few days, when the work will again be resumed.

HOOVER SENDS WHEAT MESSAGE TO OKLAHOMA

His Personal Representative Talks at War Conference in Oklahoma City — Explains Matter of Price-Fixing.

1. Price-fixing of wheat was an absolute necessity as a war measure. It is vital to winning the war.
2. The price agreed upon for this year's wheat crop was set by a committee of twelve, six of whom were either actual farmers or directly representative of farmers' interests.
3. This price is not satisfactory to anyone. Consumers would like it to be lower; producers would like for it to be higher.
4. The length of the war and the ultimate outcome will be probably effected very materially by the attitude farmers take. This is the time for farmers to be patriotic with wheat.
5. The price for this year's crop has been set and it will not be changed. Farmers should ship their wheat now, before transportation is tied up with corn and coal.
6. Congress gave the price-fixing commission power to set a price only on wheat, meal, flour, beans, and potatoes. This power should have been extended to other things also.
7. The 1918 price, \$2.00 at the principal primary markets, was set by Congress. It is a minimum price. If peace comes and the wheat now tied up in India, Russia and Australia is released farmers might have to take a much smaller price than this were it not for the guarantee by Congress. This is an absolute guarantee.
8. This minimum price on wheat may make wheat the most profitable crop farmers can raise.
9. The vital importance of conserving our wheat resources makes it the patriotic duty of all of us to eat something besides wheat, and feed something else than wheat, even though it cost us more, wherever possible for us to do so.
10. World conditions were such that had the Government not taken charge of the wheat supply, the price might have gone so high that our country would have been torn with food riots in cities, and strikes throughout the country. Or it might have been forced much below the price set by the Government.
11. Remember at all times that victory for our nation demands that we raise and conserve all the wheat that we possibly can. Any sacrifice we make for this is small beside the sacrifice of the boys whom we are attempting to feed with this wheat.

The above is the message of Herbert Hoover to the people of Oklahoma. It was delivered by J. W. Shorthill, a member of the Federal price-fixing commission and one of the board of five directors of the United States wheat corporation, the organization in charge of this year's wheat crop. It was part of a talk given by Mr. Shorthill before members of county councils of defense, editors and other citizens in Oklahoma City on Friday, Sept. 28. The speaker was sent to Oklahoma directly by Mr. Hoover.

Mr. Shorthill emphasized the fact that it is absolutely necessary that the Government take charge of the wheat crop. And also that this is a war measure and must be met as such. It is a measure that world conditions, the welfare of our soldier lads and the welfare of the nation demands.

Bevo

Put on the Bevo Glasses when you set the table for the bite you've prepared for the guests of the evening. As a suggestion for a dainty lunch: Cream cheese and chopped olive sandwiches (on brown bread), Dill pickles, Shrimp salad, Ice cold Bevo.

Itself a nutritive drink, Bevo makes an appetizing and delightful addition to any meal—hot or cold, light or heavy.

Bevo—the all-year-round soft drink.

Sold in bottles only and bottled exclusively by ANHEUSER-BUSCH—ST. LOUIS

LOOK OUT FOR THESE LIARS

German Sympathizers Are Circulating in Falschoods in Regard to the Food Pledge Cards.

As the campaign for signers to the "Food Pledge Cards" is about to be inaugurated, it is well that the attention of the public be called to the machinations of disturbers, malcontents or German hirelings, who in some sections are assiduously devoting their efforts to a misrepresentation of the facts concerning this movement, as they do all movements designed for the winning of the war.

The following letter should be read by all in order that they may be prepared for the sort of talk that may possibly be made to them, and in the event you are approached by such a person, be sure and let the proper authorities know of it.

The letter follows:

"Norman, Okla., Sept. 29, 1917.

"It is reported from Washington that in some sections of the country an organized campaign by German sympathizers has been made to discourage the signing of the Food Pledge Cards. False claims have been made that the request to can and dry food products was to enable the Government to confiscate half of whatever was made up in each home and that all persons who signed the Food Pledge Cards were really enlisting for war service.

"Such statements are wholly without foundation and are made either through ignorance or with seditious intent.

"The sole purpose of the Food Pledge Card Campaign, beginning October 21st, is to save feed in order that hundreds of thousands may not starve to death. From every patriotic and humanitarian point of view, this campaign is deserving of the active support of every thinking citizen.

"Will you please ask every one of your readers to report at once any statements similar to those above, in order that the matter may be promptly investigated.

"Yours very truly,
"STRAFFORD D. BROOKS,
Federal Food Administrator for Oklahoma."

552 AN ACRE REVENUE FROM COTTON

A farmer friend of the editor, who lives "somewhere in Bryan county", west of Durant (he requested us not to mention his name for fear his neighbors might assume too greatly about his wealth), tells that from 20 acres of prairie cotton, planted late, he will pick seven bales of cotton. For his seven bales of lint he will receive \$825.00, and for his three and a half tons of seed he will receive \$210.00, a total of \$1,035 from his twenty acres, or more than \$52 an acre.

IMPEACH SENATORS WHO HINDER

Senator Wadsworth of New York has petitioned the United States Senate for the impeachment and removal of United States Senators La Follette, Gorman and Stone, on the ground that they are obstructing and hindering the Government, and thereby giving aid and comfort to the enemy. He asks that they be regarded as enemies of the United States.

PROMPT ACTION AVERTS TROUBLE

A constipated condition not only poisons the blood stream, but quickly affects the nerves and other organs, causing biliousness, sick headache, sour stomach, bloating, etc. Foley Cathartic Tablets are mild in action, yet cleanse thoroughly, with no nausea nor cramps after effect. Keep bowels regular, stomach sweet, liver active. For sale by Stone Drug Co. (adv.)

CONSIDER DRAFT REGULATIONS

Washington, Oct. 4. Changes in the regulations governing the next draft for the National Army will be considered at a conference of the State representatives of the Provost Marshal General. Examinations of the 7,000,000 remaining men will proceed as soon as the regulations have been satisfactorily drawn.

Changes in the regulations have become necessary in view of the first call and are expected to take into consideration more the personal interest of the men and give protection in instances where the exemption claims are on their face sufficient for the drafted men being rejected. Numerous instances appeared in the first draft where men were forced to close out their business on account of being called to the service and owing to the speed necessary in obtaining the first increment of men the department did not have opportunity to discriminate between bona fide claims and the spurious ones.

A vast number of the local and district boards contented themselves with certifying up people who obviously possessed claims for exemption, in order, it is assumed here, to shift the burden to the war department officials. Men with club feet, shriveled arms and a lot of other deformities have been sent by the local and district boards, knowing that the department gave a final physical examination at the camps before the drafted men were enroll-

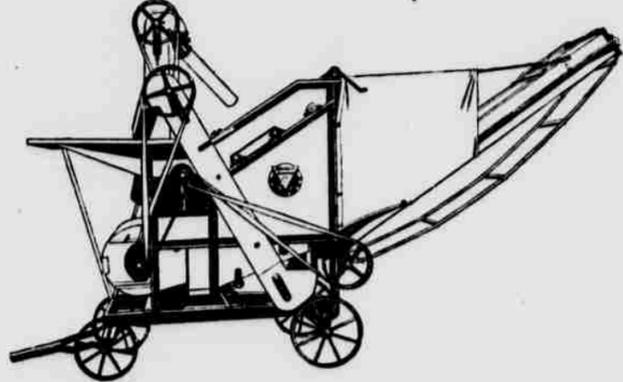
Whenever You Need a General Tonic Take Grove's.

The Old Standard Grove's Tasteless chill Tonic is equally valuable as a General Tonic because it contains the well known tonic properties of QUININE and IRON. It acts on the Liver, Drives out Malaria, Enriches the Blood and Builds up the Whole System. 60 cents.

Attention Mr. Farmer

Why not be independent of big threshing rigs—Own YOUR OWN MACHINE, which will not only thresh your peanuts clean and in quick time, but any grain you grow, such as wheat, oats, milo maize, cane, alfalfa, peas, beans, etc.

The Southwest Mfg. Co., of Oklahoma City, offers you such a machine, built of all steel, under a positive guarantee to stand up to the test of doing as good work as any of the large machines.



Remember, 3 to 5 men constitute a full crew; 6 to 8 h. p. gasoline engine ample power.

Own one of these rigs and grow more food stuffs, and make your farm declare its maximum results.

Write for descriptive literature and prices, or see Roy Pattillo, Local Dealer.

Southwest Manufacturing Co.

Watch this space next week. Oklahoma City, Okla.

An Acknowledgement--

As has been said, "An honest confession is good for the soul."

We acknowledge the fact that our business outgrew our delivery system, so much that our customers have had ample grounds for complaint. So there are any two alternatives—one to curtail our business to fit the delivery service—the other to increase our delivery capacity to meet the demands of our growing business—and we have chosen the latter.

Beginning October 15, we will add another wagon to our delivery service, and this we are sure will redeem our reputation for prompt delivery.

If you can't give us your Grocery business, try our Fresh Meat Department for 30 days.

Yours for Good Things to Eat.

White House Grocery

Both Phones 83.