

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

Hale County Herald

Quality Job Printing; Book and Pamphlet Designing.

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

VOLUME TWENTY-FOUR

PLAINVIEW, TEXAS, FRIDAY, NOVEMBER 21, 1913

NUMBER SEVENTY-TWO

SHIPPING LIQUOR IS FELONY NOW

New Law Prohibits Express Companies or Other Carriers from Receiving or Transporting Intoxicants.

SIXTEEN NEW LAWS

"Blue Sky Law," Affecting Corporations, Is One of Important Statutes Effective Monday at Midnight.

The shipment of liquor into "dry" territory is a felony now, punishable with not less than one nor more than three years in the penitentiary.

Peace officers are given the right to forfeit shipments; and express companies and other carriers are prohibited from receiving and transmitting such shipments.

Druggists to Make Affidavit. The other liquor law effective this week has to do with the dispensation of intoxicants in "wet" communities.

A conviction for a violation of the provisions herein may be had on the unsupported evidence of an accomplice or participant, and such accomplice or participant shall be exempt from prosecution for any offense under this law about which he shall be required to testify.

Under the first Allison law, both retail and wholesale druggists faced a difficult situation as to the method of supplying druggists with alcohol, which is used in many prescriptions

and compounds as a solvent and essential ingredient. Licensed druggists may obtain alcohol by accompanying their orders with an affidavit and filing same with the District Clerk of their respective counties.

The new civil 9:30 o'clock closing law is simple enough as to text. It provides that the licenses of retail liquor dealers violating the criminal 9:30 o'clock closing law may be forfeited, and also authorizes recovery upon the bonds and forfeiture of licenses of any retail liquor dealers violating any law of the State relating to the regulation, sale or transportation of intoxicating liquors.

A new form of application under oath for a license to engage in the sale of intoxicating liquors at retail is provided for and required by the new law. The would-be saloon keeper is required to swear that he had not since the first day of May, 1909, violated the 12 o'clock closing law nor since July 1, 1913, violated the 9:30 o'clock closing law (criminal). He must further state under oath that he has not sold and will not sell to minors, to students or to habitual drunkards upon whom notice has been

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BRAZIL'S "WHITE COAL"

Brazil is the richest country today in "white coal" (water power). The fall of the Iguassu on the frontier of Argentina is superior in extent, in height and in volume to Niagara. The fall of the Iguassu, or the Santa Maria, is fifty meters; that is seven meters more than that of Niagara. Its power has been measured at 14 million horsepower. It is known that the fall of Sete Quedas, on the frontier of Paraguay, has about 5 million horsepower, and the cataract of Paulo Affonso, on the Sao Francisco River, composed of several falls, has a total level difference of eighty-one meters and a million horsepower.—Le Brasil Economique.

GOVERNMENT READY TO GIVE US EXPERT

William L. Rockwell Says Irrigation Service Will Co-Operate with Local Interests.

FIELD TESTING NECESSARY

Experiments as to Time, Amount and Manner of Application of Water Mean Larger Profits.

The United States Department of Agriculture is willing to place an irrigation expert in the Plainview country, provided local people will co-operate with the Department, according to W. L. Rockwell, of San Antonio. Mr. Rockwell is in charge of all irrigation investigations in Texas.

It goes without saying that such a man would help our country inestimably. Experiments as to the time, amount and manner of application of water so as to secure best results would mean larger crops for less expenditure of effort and money. One result would be that a man could realize just as large profits on smaller acreage than he does now, or can expect to do without expert assistance. This would mean more farmers in the country and more business for merchant, banker and professional man in town.

All that the Government asks is that we bear a portion of the expense of placing such a man in our district. It is another investment which would pay returns too large to let go by.

In a letter to O. M. Unger, secretary of the Chamber of Commerce, Mr. Rockwell says:

"As you are already aware, Irrigation Investigations has at various times been strongly urged to locate a man in the Panhandle, to give advice and direct, in a way, farm operations in the matter of irrigation development. Our Bureau would be only too glad to comply with this request, but

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THINKS RICE NOT FULLY APPRECIATED

Dallas Woman Suggests Substituting Oriental Grain for Higher-Priced Potatoes.

MOLDS SOAP SCRAPS

Material Collected from Small Particles Heretofore Discarded Yields Profit.

"To the careful housekeepers who are striving to reduce the high cost of living I would commend one article of food—rice," a Dallas woman writes. "It seems to me that it is too little appreciated; its use being confined chiefly to puddings. Try it as a substitute for the higher-priced potato.

"Cook and serve it with any good meat gravy, and see how good and nourishing it is. To keep it from being the pasty mass to which some cooks reduce it, nearly fill a two-quart boiler with water. When the water begins to boil stir in one cupful of rice and one teaspoonful of salt; let cook until the grains are soft, then drain in a colander. If the colander is placed with the well-drained rice in a warm oven for a few minutes the appearance as well as the taste of the rice is improved.

"This dish, which may be cooked in a casserole, is a delicious substitute for meat: Two cupfuls of cold rice, one-half can of tomatoes, one teaspoonful of salt, dash of red pepper, a small piece of onion, one-fourth pound of grated cheese. Cook for an hour—though longer cooking improves it—and serve from the dish in which it was baked.

"For some time I had been saving the little tiny bits of soap which were left when the cake of toilet soap had been used down to a small piece. Everybody knows how difficult it is to try and wash one's hands with a tiny remnant of a once full-sized cake, so I usually discard mine before it has become too small for comfort.

"These pieces of discarded soap had accumulated to several dozen bits, at least, and I thought I would try and make some use of them. I cut them into chips about the size of peanut

kernels, put them in a small tin cooking utensil and added a little water, but not enough to cover them. This I heated, stirring steadily until it began to bubble at the edges. When I thought it had melted sufficiently I had ready a small ablong tin box which once held, I think, cigarettes or tobacco. This I greased a little with cold cream and poured into it the melted soap, to which I had added a few drops of violet perfume.

"The soap was a rather thick mass, so I pressed it down as flat as I could with a knife and let it cool. When cool it was still soft enough for me to run the knife down the sides and turn it out onto a piece of waxed paper. I cut it in halves and after a few days it became quite hard and I now have two nice cakes of soap ready for use. The surface of the soap is rough, but that will quickly disappear when used. There are streaks of darker colors in with the lighter shades, and several different odors in the madeover cakes, but the general odor is faint and very pleasant."

FEDERATED CLUBS PLAN INTERESTING PROGRAM.

Mrs. Heard Will Conduct Parliamentary Drill at Calvary Baptist Church Saturday Week.

A varied program has been arranged by the Federated Clubs of Plainview for their first meeting, Saturday week. The Clubs will meet at Calvary Baptist Church, November 29. An invitation is extended to all friends of the Club.

The Civic League, Browning Club, As-You-Like-It Club, Travel Study Club and Mystic Club, federated last spring for the purpose of general town improvement and the building of a public library for Plainview, are the clubs embraced by the federation.

The program has been arranged as follows:

- Parliamentary Drill—Mrs. R. G. Heard.
Violin Solo—Mrs. Grady Pipkin.
Quartette.
"What Seth Ward and Wayland Colleges Mean to Plainview"—Mrs. W. M. Pearce.
Reading—Miss Lena Williams.
Paper on China—Miss Edna Mayhugh.

"TIME TO PLOUGH" SAYS H. BLUEHER

New Mexico Irrigation Farmer Says Ploughing This Fall Will Benefit Land.

CONSERVES MOISTURE

Man Who Produced \$25,000 on 25 Acres of Land Thinks We Do Not Appreciate Our Soil.

It is time to plough, according to Hermann Blueher, of Albuquerque, New Mexico. Plowing this fall will be of even more benefit to the soil than working next spring—if either must be dispensed with. Rain is falling during the fall. The man who plows, Mr. Blueher says, will save all of the rainfall for his crops next spring. And this rain saved will go far toward making a crop, even if there is a dearth of precipitation during the growing season.

Land left baked this fall permits rain to drain off; even if this water permeates the soil to a slight depth, it is taken up at once by wind and sunshine. Plowing now also turns under vegetable matter and adds humus to the soil.

Soil plowed now not only catches a supply of moisture for next crop season; it will not blow away next spring like soil which is turned up for the first time then, Mr. Blueher says.

Speaking of the Plainview country, Mr. Blueher says that sometime we will produce crop yields here which no one dreams of at present. In the Albuquerque country, according to Mr. Blueher, scarcely more than 1 per-cent of the soil is tillable. Around Plainview more than 75 percent is tillable.

Mr. Blueher produced \$25,000 from a little more than 25 acres last year. This was a sand hill when Mr. Blueher took hold of it. Commercial fertilizers and irrigation have made it produce at the rate of \$1,000 an acre. Mr. Blueher employs about fifty men on this tract.

Col. R. P. Smyth went to Lubbock, Texas, to-day.

THE FORD CARS ARE HERE A Carload of Them

Get one before Thanksgiving and take the family out to get the pumpkins for the pies and the fodder for the house decorations.

The whole family, old and young, large and small, will enjoy a Ford outing and a combination Thanksgiving and Christmas present of a "little Ford in the family."

A Ford will go wherever other cars can—in fact it will go many places other cars can't go. Let us prove it to you.

For demonstration see the cars at The Plainview Rubber Co.'s Shop.

Barker & Winn Plainview, Texas

'Long About Thanksgivin' Time

S. E. KISER

Ain't it splendid to be livin', 'long about this time o' year, Just around about Thanksgivin', with the mornings crisp and clear; With the children's cheeks a-glowin', with the future lookin' bright, And the shops and mills a-goin' like red blazes, day and night! Ain't it bracin', ain't it cheerin', when the colts kick up their heels, To approach the corn crib, hearin' turkeys gobblin' for their meals? Don't it make a fellow kinda satisfied with life and glad, When it's got so hard to find a thing that's goin' to the bad? Ain't it fine to feel the nippin' of the brisk breeze at your nose, When the old dead leaves go zippin' down the lanes in scraggly rows, When you've hay to feed the cattle, when you love your fellow men, And you've money you can rattle in your trousers, now and then! Ain't it fine to wake from dreamin' of the home your boyhood knew And to find the glad sun beamin' just the way it used to do, Long ago, about Thanksgivin', when you'd energy to spare, When your pa and ma were livin' and the days were always fair!

SHIPPING LIQUOR IS FELONY NOW.

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served, either himself or knowingly through his agent or representative. Provision is made for the filing of the formal applications with the State Comptroller, and he is given power, if from credible evidence he has cause to doubt the truthfulness of the application as to obeying the laws already in existence, to refuse the license. The law then requires all retail licensed liquor dealers to close their places of business between the hours of 9:30 p. m. and 6 a. m. on week days and between the hours of 9:30 o'clock on Saturday nights and 6 o'clock on Monday mornings.

Under the construction of the law already made by the Attorney General, it is not sufficient to close down the bar at the specified time, as under the old law, with restaurants, news stands or other business run in the same premises permitted to continue open. Under the interpretation of the new law, the bar must not only be shut down, but the premises must be absolutely closed down, and there must be no one in the premises for any cause between the hours of 9:30 p. m. and 6 a. m.

Any other business conducted in the same premises must be shut down at the same time as the saloon. Furthermore, owners and employees must leave by 9:30 p. m., so that the effectual closing in some cases will be some minutes in advance of that time, to allow the bar to be closed down and deserted by the hour set. Although the Attorney General's Department does not pass absolutely upon other States are cited to show that is the usual rule.

Under this holding, neither the saloon keeper nor any employee could sleep within the premises, and it would not be sufficient to shut down the bar by pinning or fastening down canvas or curtains and continuing some other business, such as a restaurant, news stand or shoe shining stand in another part of the premises. In other words, no ingress or egress to the premises may be permitted during the hours of closing.

Hardly less stringent is another interpretation placed upon the law, which would prohibit saloons abso-

The Herald's Classified Want Ad Section

FOUNTAIN DRINKS

Hot Chili, the very best we can make. Try it—others say it's the best. J. W. WILLIS DRUG CO. —Adv. tf.

Try our Hot Tomato, Chicken and Beef Bouillons. We try to emphasize their quality and our service. J. W. WILLIS DRUG CO. —Adv. tf.

LIVESTOCK

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

MULES FOR SALE.

One large team mare mules, broke to work, coming 4 and 4 years; one small team well-broke, 5 and 8 years. See E. E. WINN REALTY CO. —Adv. 69. Plainview, Texas.

FOR SALE—Pure-blood Shorthorn Bull, subject to registration; coming yearling. Phone 230. BOB MARTINE. —Adv. tf.

ROOMS

WANTED: Furnished house for the winter. Answer care of Herald. —Adv. tf.

FOR RENT—Furnished bedrooms. MRS. L. W. DALTON. Phone 146.

We serve dainty, appetizing Luncheonettes in considerable variety at our Fountain. J. W. WILLIS DRUG CO. —Adv. tf.

NOTICES

The public is hereby notified that no camping, hunting or fishing will be permitted on Sections 111 and 102, Black A, Swisher County. Any one trespassing on these lands will be prosecuted. —Adv. tf. OTUS REEVES.

DO YOU WRITE

With the Shafer Pen? Guaranteed for 10 years; never leaks; always ready to write; self-filling.

I carry the Highest Grade of Typewriter Ribbons, for all makes of Typewriters, and Carbon Paper—the kind that lasts. You will use no other.

lutely from serving drinks off their premises. This has its most marked effect in the cases of restaurants near

IF you have a used automobile, or anything else "on wheels" which you would like to sell, let a Herald For Sale Ad bring you a buyer who NEEDS IT, and to whom it would be a bargain at a FAIR price! Not in "keeping everlastingly at it," but in keeping at it until you accomplish it—that is the winning policy in Herald want advertising.

Local Agent for the Oliver Typewriter, at 17c per day,—the make that lasts forever. Will exchange for other makes.

Watch my Christmas Prices on Jewelry. The Pioneer Jeweler. Next to Busy Bee Cafe. —Adv. tf.

REAL ESTATE

FOR SALE: On easy terms, 11-room house, with fine young orchard; 3 1/2 lots. Phone DR. GUYTON. Ad. tf.

320-acre improved farm near Plainview, in Shallow Water Belt, to exchange for land in the Gulf Coast country or near Houston. E. E. WINN REALTY CO. —Adv. 65.

CHRISTMAS SUPPLIES

PECANS. Best grade Pecans, 16 cents; a good quality for 12 1/2 cents per pound, in 50- and 100-pound lots, delivered in Plainview. R. H. DUNMAN, Coleman, Texas. —Adv. 74.

If you are looking for something for your "HUBBY" or "INTENDED" for Christmas, come to our store and get a Griffon Desk Set. They are guaranteed to please. We have them in all sizes and prices. R. A. LONG DRUG CO. Phone 327. —Adv. tf.

by or adjoining saloons, pool halls, etc., where drinks have formerly been ordered sent in by the saloon. The

HOUSEHOLD NECESSITIES

DICK'S TIN SHOP is prepared to put up your Stoves, and do all kinds of Repair Work. —Adv. tf.

ALFALFA LUMBER CO. handles best Rockvale Coal and Niggerhead Coal. —Adv. tf.

The Ladies' Guild of the Episcopal Church will hold their Annual Bazaar December 12 and 13, at Paxton & Oswald's Furniture Store. —Adv. tf.

Call The Herald for Business Cards.

CAR OF APPLES on track. TYE & VAN DEVENTER. —Adv. tf.

Hot Chocolate with Whipped Cream at all times at J. W. WILLIS DRUG CO.'S Fountain. —Adv. tf.

No fish bait in WAGGENER'S Apples. Phone 545. —Adv. tf.

LUMBER DIRECT FROM MILLS. "Lumber direct from Mills to consumer; wholesale price. Lumber, shingles, doors and windows. Write for Price List." KOUNTZE LUMBER CO., Kountze, Texas. —Adv. tf.

Call The Herald for Business Cards.

new ruling holds that since the place of delivery is the place of sale, no drinks may be served off the premises of the retail dealer.

The same ruling is applied in forbidding deliveries after the closing hours, even though the sales may have been made before the closing time. There, again, the time of delivery is held to be the time of sale, and goods may not be sold at one time and delivered later.

These rulings also have a far-reaching effect upon service of intoxicating liquors by clubs and the like.

Blue Sky Law.

Next to the two liquor bills, the most important of sixteen enactments that went into effect at midnight Monday are the "blue sky law" and the new building and loan association law.

The blue sky law is intended to protect citizens of Texas from wildcat companies in mining and various lines of industry. Railroads and interurban companies and banks are exempted from its operation, but all other corporations to have as many as twenty-five stockholders come within its terms. Promoters are required to give bond to protect subscribers to stock, and before foreign corporations may offer stock for sale in Texas they must have at least 50 per cent of their total capital stock subscribed and paid in. Similar provisions apply to increases of stock by oil, mining or gas corporations already existing.

Before beginning the sale of stock within the State the promoters must file with either the Secretary of State or Commissioner of Insurance and Banking a copy of its charter, list of assets, statement of promotion fees, commission, incidental expenses and such other matter as may be required. The Secretary or Commissioner would then be empowered to employ such experts as he might deem necessary to determine the actual value of the property or assets of the corporation before issuing to the corporation a permit to sell stock in Texas. If a permit shall be refused, the parties applying therefor may bring suit in the District Court of Travis County, Texas, to require the official to issue the permit, upon proper showing, the law provides. Investigations are to be made at the cost of the corporation applying for a permit.

The new act to provide for the incorporation and regulation of certain corporations generally known as building and loan associations and for their regulation also is of considerable importance. The new law provides that capital stock may be issued in the par value per share of not less than \$25 nor more than \$200, with dues or monthly payments on the stock. There are provisions for monthly meetings, at least, by the board of directors and for lending of the funds of the associations to the highest bidders among its membership, upon proper security. The building and loan associations, when in-

COAL AND GRAIN

ALFALFA LUMBER CO. handles best Rockvale Coal and Niggerhead Coal. —Adv. tf.

ALFALFA LUMBER CO. handles best Rockvale Coal and Niggerhead Coal. —Adv. tf.

LOST AND FOUND

LOST—Conklin Fountain Pen, silver mounted. Finder please return to HORACE P. PETERS. —Adv. tf.

STRAYED—To my place six miles north of Hale Center, on or about November 12, 1913, twenty-eight pigs and four sows; all Duroc-Jerseys. "V" shaped cuts at base of right ear. Owner will call and pay for feed and paper advertisements. KEITH AN-GUS CATTO. —Adv. tf.

MISCELLANEOUS

REMEMBER—Osteopathic Essay. DR. PENNOCK. —Adv. 72.

Ten-cent, 15-cent and 25-cent bundles of old papers at Herald office, to put under your carpets.

FOR EXCHANGE: Good section 11 miles S. W. of Tulla, in shallow water, unimproved. What have you to exchange for half of it, subject to incumbrance of \$2,250, or whole tract subject to an incumbrance of \$4,500? BOX 8, Tulla, Texas. Adv. tf.-pd.

FOR SALE: One 1,500-pound motor truck, new, at a bargain. Phone 517. —Adv. tf.

NO BETTER FLOUR SOLD IN PLAINVIEW THAN WE SELL AT \$2.75 PER CWT. EVERY SACK GUARANTEED. USE IT AND SAVE MONEY FOR CHRISTMAS. BRAN, SHORTS, MEAL, CAKE AT LOW PRICES. C. E. WHITE SEED CO. —Adv. tf.

Can't help licking your lips when you bite WAGGENER'S Apples. Second door north of Donohoo-Ware Hdw. Co. Phone 545. —Adv. tf.

proper enforcement would make necessary. The law presupposes that the fees provided will support the cost of their enforcement.

GOVERNMENT READY TO GIVE US EXPERT.

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are not able on account of lack of funds. It is now, however, in a position to assist in this work if the people most interested will also take hold and help. As I told you when at Plainview, the Department is ready and will place a man in the field, paying his salary, if the balance of the expense will be borne by others.

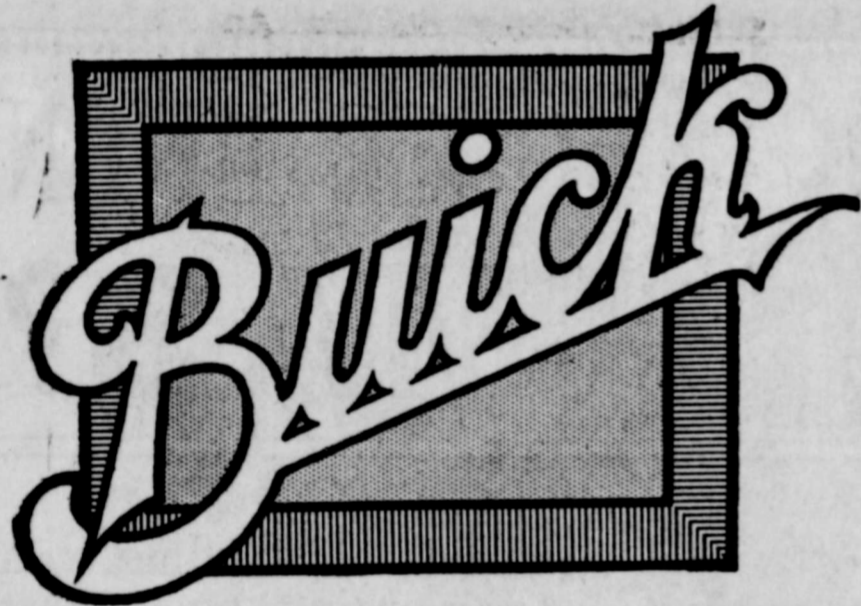
Regarding the work: It is my opinion that more effective work can be accomplished by placing a man in charge of a demonstration farm, where the best methods as regards time, amount and manner of application of water to crops can be actually determined in the field, than by sending a man there to go from place to place, giving advice only, he not having had the opportunity of learning just what methods will bring the best results. Field testing, under actual conditions, is the only means of obtaining this knowledge, which data must be obtained in the Panhandle as elsewhere. At present Plainview appears to be the logical point for such work. A man located in such work could give advice regarding the proper installation of pumping plants, the laying out of land for irrigation, and other questions, and could occasionally, perhaps, go out to surrounding districts.

If an arrangement could be made between yourselves and the Texas Land and Development Company to enter such a co-operation the proposition might be worked out—the Department furnishing the man, the land and water supplied. The balance of the expense to you need not exceed \$1,000 to \$1,200 per year. The work taken up should be continued for at least three years. Realizing the need and benefit of such an investigation, I simply make these suggestions and submit them to you for your consideration."

ANNOUNCEMENTS.

A "Kangaroo Court" will be held at the Court House at 8 o'clock Friday evening, November 28. The docket will appear in Friday's Herald.

The Choral Club will meet in its regular practice Monday evening, at the Calvary Baptist Church.



The Car that Sells By the Trainload

THE LINE

Model B24, Roadster, 28 horse power, \$950 Model B25, Touring Car, 28 horse power, \$1050 Model B36, Roadster, 35 horse power, \$1225 Model B37, Touring Car, 35 horse power, \$1315 Model B55, Six Cylinder Touring car, 45 horse power, \$1995.

The Delco System cranks your car, lights your lamps, ignites the charge in the cylinder. One system—control from the driver's seat.

There are some motor cars that sell for less money than Buicks. But they cost more.

There's a model for everybody in the 1914 Buick line. Everything is left side drive and center control.

For a man who wants just a light gad about, there's the \$950 roadster. It has a motor that's a wonder, is good looking, easy riding, and there's all kinds of power and speed.

The touring car on the same chassis is a buy that makes everybody wonder how we do it for the money.

The B-36 roadster is the peppiest four cylinder car you ever drove, and it has all the style that makes the people you pass take that second look. The B-37 on the same chassis has caused a bigger sensation than any other four cylinder car brought out by any concern in the past few years.

The Buick Six is a rich man's car at a business man's price. It's a car we guarantee will travel a given distance in high gear with a full load at a speed not to exceed four miles an hour, and we guarantee it will negotiate that same course with a full load at a speed not less than fifty-five miles per hour without vibration, and carry its load at all speeds and under all conditions with perfect comfort to the passengers, and we further guarantee it will do all this on less gasoline than any other six-cylinder car manufactured.

We guarantee that the Buick six-cylinder car with five passengers will tour over ordinary roads on not to exceed one gallon of gasoline consumption to every fifteen miles travelled, and frequent actual road tests have assured us that it is possible to get as high as twenty miles per gallon. Every part fitted to a hair's breadth.

PLAINVIEW MACHINE AND AUTO SHOP

The American Adding Machine

The Latest Adder Costs But \$35 See our exhibit—ask for 10 day's trial



Here is a new price on a competent Adder. On a machine that is rapid, full-size and infallible.

The very latest machine, built by men who know, in one of the largest metal-working shops.

It is an individual Adder, to be placed on one's desk, close to one's books and papers. To take the place of the central machine requiring skilled operators.

It is also intended for offices and stores where costly machines are a luxury.

The price is due to utter simplicity, and to our enormous output. Seven keys do all the work.

Each copied number is shown up for checking before the addition is made.

The machine will add, subtract and multiply. With very slight practice anyone can compute a hundred figures a minute. And the machine never makes mistakes.

Countless offices large and small, are getting from these machines the highest class of service.

Now we make this offer so that offices everywhere may learn what this machine means to them.

Ten Day's Test

We will gladly place in any office one American Adder for a ten days' test.

There will be no obligation, and charges will be prepaid.

Compare it with any non-lister—even the costliest. Let anyone use it. See if any machine can serve better than this.

Just send us this coupon and we'll send the machine.

Form for requesting the American Adding Machine, including fields for Name, Street Address, City, and State.

Manufactured and Guaranteed by American Can Co., Chicago Sold in Hale County by The Herald Publishing Co. Plainview, Texas

# Your Thanksgiving Dinner

## City Bakery

H. J. DILLINGHAM, Proprietor

Fruit cakes on hand all the time, only 30c per pound.

Eight or ten other mixtures of cakes and cookies always in stock.

Give us your order for specials, we can bake anything that can be made of flour.

When you have that party call the

**CITY BAKERY**

## We Thank You for Your Patronage

We promise to give you the very best groceries for your money, and endeavor to make our service better and better.

We want your orders for your Thanksgiving dinner. We have all the ingredients for your specials:

English Walnuts, Pecans, Hazelnuts, Brazil Nuts, Almonds, Shelled Nuts of various kinds, Figs, Seeded Raisins, Currants, Citron Peel, Lemon and Orange Peel, Fancy Apples, Florida Oranges, Fresh Fruit Cakes, Fancy Candies, Etc.

Call us when in need of anything in staple or fancy groceries. We have it.

**Warren & Scudder**

Phones 244 and 145

Plainview, Texas

## Fruit Cake 18 Months Old

made by the National Biscuit Company and sold by the

## East Side Grocery

G. S. FAIRRISS, Proprietor

is the most enticing food you can include on your Thanksgiving menu.

We also have a nice, clean stock of staple and fancy groceries from which you can select the rest of your dinner.

**Phone 148**

## Thanksgiving Dinner Menu

Oyster Cocktail with Crackers—Warren & Scudder.

Cheese Bisque Soup, Celery, Olives and Radishes—Sewell Grocery Co.

Creamed Halibut, Roast Turkey with Mushroom Dressing, Tongue Salmi—Sewell Grocery Co.

Welch Grape Sherbet—Blasingame & Klinger.

Asparagus Tips on Toast—Johnson & McLaughlin.

Peas in Crustades—East Side Grocery

Tiny String Beans—Vickery-Hancock Grocery Co.

Fig Compote with Caramel Sauce—Warren & Scudder.

Date Souffle, Macaroon Ice Cream, Devils Food Cake, Sunshine Cream Cake, Fruit Cake—H. J. Dillingham and East Side Grocery.

Mince and Pumpkin Pies—H. J. Dillingham.

Cafe Noir—Johnson & McLaughlin.

Armour's Grape Juice—J. F. Coan & Son.

Nuts and Fruit—Blasingame & Klinger.

Cook Your Dinner with Gallup Coal—E. C. Hunter Coal Company.

Use table linen from Plainview Merc. Co.

## DO NOT WORRY

If you want your Thanksgiving Dinner like the Herald will have or a whole lot more added, phone us your order. We have all these things and then some.

Turkeys, Cranberries, Celery, Cream Swiss Cheese, Va. Swiss Cheese, Pineapple Cheese, Brick Cheese, Edam Cheese, Limburger Cheese, American Cheese, Jap Persimmons, Smoked Halibut, Smoked White Fish, Blood Red Salmon, Golden Bloaters, Anchovies, Russian Sardines, Fet Milkers, Codfish Tongues, Pigs Feet, Pickled Tongues, Mackerel.

We have all these, besides any fruit or vegetable that can be had. We handle the best celery and will have enough for all that want Thanksgiving Dinner, of the best.

**Sewell Grocery Co.**

Phones 139 and 8

**Gallup Coal** is the best coal for your Thanksgiving and every other dinner. We weigh all deliveries on the public scales and guarantee correct weights.

**E. C. HUNTER COAL CO.**

Phone 331

## Thanksgiving - Goodies

Fruit Cake, All Kinds of Fies and Cookies, Nuts, Almonds, Pecans, Walnuts and Filberts, best grades of Chocolates, and cheap Bulk Candies, Apples, Oranges, Bananas, in fact everything good to eat.

**Johnson & McLaughlin**

PHONE 76

## THANKSGIVING DAY

**We Suggest for Your Breakfast**  
Grape Fruit, Oranges, Apples, Bananas

**We Suggest for Your Dinner**  
Oranges, Apples, Bananas, Lemons, Cocoanuts, Malaga Grapes, Welch's Grape Juice, Walnuts and Pecans.

**We Suggest for After Dinner**  
After Dinner Mints, Candy-Box or Bulk, Cigars.

**We Suggest for Your Supper**  
Marshmallow Roast.

We have just received a fresh supply of everything mentioned. Phone 263, write or call—we will deliver.

**Blasingame & Klinger**  
Phone 263

## TABLE LINEN For Your Thanksgiving Spread

50c, 75c, \$1.00, \$1.25,  
\$1.75 and \$2.00

Napkins to be hemmed, per doz.  
\$2, \$2.50, \$3.50, \$4, \$5, \$6

Napkins hemmed per dozen  
\$1.25 and \$1.50

Silent Cloth per yard  
\$1.00

*Plainview Mercantile Co.*

## Appointments for Your Thanksgiving Table

Tumblers, Goblets, Water Sets, Plates, Cups and Saucers, Butter Dishes, Cream and Sugar Sets, Tea and Chocolate Sets, Bread and Butter Plates, Tooth Pick Holders, Silverware and in fact anything for the table.

Surely you have learned to know that our prices are right.

**J. F. Coan & Son**  
Phone 269

# Some Plainview Business Builders

Some Plainview Business Players, who are always at the bat, never fan and are "safe" players for the purchaser from any and every position of the world's exacting business diamond.



**TALK IT OVER**  
With Your Neighbor Who Uses  
**ROCKVALE COAL**  
Then Phone the  
**Alfalpa Lumber Co.**  
163 and get a ton



**A GOOD CATCH**  
But a Better One  
is to catch the habit of trading where you get Pure Drugs, Courteous Treatment and the best of everything in the drug line.  
Try Us and Be Convinced  
**R.A. LONG DRUG CO.**  
Phone 327 Free Delivery Plainview, Texas



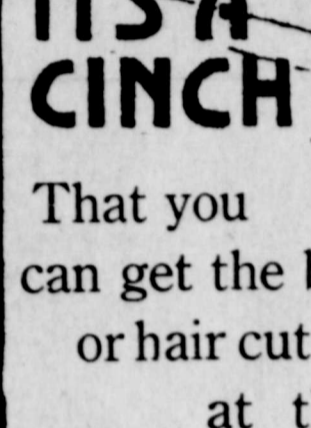
**PRETTY NIFTY STYLES**  
in Photos at  
**COCHRANE'S STUDIO**  
See our special Hand Finished Portraits for Xmas Presents  
Come now and avoid the Rush



**A GOOD BEGINNING**  
for the day use  
*Pride of the Plains*  
**Flour**  
MADE BY THE  
**Harvest Queen Mills**  
which took first prize at the Dallas State Fair over all mill exhibits.  
Phone 151



**YOU'RE SAFE**  
if Maxey has the **CONTRACT**  
Take him your Plans  
Figures Submitted on all Classes of Work  
**J. B. MAXEY**  
General Contractor Phone 418



**IT'S A CINCH**  
That you can get the best shave or hair cut in town at the  
**Elk Barber Shop**



**A CRITICAL MOMENT**  
When your clothes are soiled, send at once to the  
**Plainview Laundry Co.**  
CARTER LINDSAY, Mgr.  
Phone 125



**LOOK 'EM OVER**  
Beautiful Cut Flowers and Blooming Plants  
We carry full stock of bulbs and seeds for fall planting...  
**Plainview Floral Co.**



**DON'T MISS**  
All the joy of sweet music in the home. It is easy to buy a Piano if you trade with  
**J. W. Stovall Music Co.**



**WALK**  
on a good walk when you  
**WALK on WALKS**  
laid by  
**Galhoun Bros.**  
PLAINVIEW, TEXAS  
Phone 454



**IF YOU CAN'T FIND**  
That Ball Buy a Peerless Mazda Lamp from  
**Hyde Plumbing & Electric Co.**



**GO IN**  
At the front door and eat a good meal at the  
**Busy Bee Cafe**  
Best Meal in Town for the Money



**COME IN**  
and see  
**Clint Shepard**  
when you want to buy or sell horses, mares or mules.  
Plainview, Texas



**SACRIFICE**  
a little time and let us show the  
**Overland Car**  
**Egge-Corlett Auto Co.**  
Plainview, Texas



**YOU'RE OUT**  
of luck unless you see  
**A. M. Hamilton**  
before you place your order for  
**Tin Work, Galvanized Iron and Roofing Work**  
Plainview, - - Texas



**GET 'EM OVER**  
at our store  
**Sam L. Seay**  
FOR GROCERIES  
You Will Not Need An Umpire to Decide for You When You See Our Goods and Get Our Prices.  
Telephone Number 348




**YOU CAN MAKE A HIT**  
with that girl of yours if you buy her a box of  
**FINE CANDY**  
from  
**Blasingame & Klinger**



**AFTER THE GAME**  
follow the crowd to the  
**Majestic Theater**



**COME ON**  
and buy  
**Spalding Sporting Goods**  
**Basket Balls, Foot Balls and Volley Balls of the**  
**Donohoo-Ware Hdw. Co.**  
Plainview, Texas Phone 80



**BAD DECISION**  
If you are not protecting your property against fire  
**C. E. McClelland**  
Rooms 13 and 14 First Nat'l Bank Bldg.

The Twice-a-Week Herald at \$1.50 a Year Gives All the News All the Time

# Tire Repairing

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

**The Clark Rubber Co.**  
Plainview, Texas

# All Skin Remedies Fail?

Have you tried all the advertised skin remedies without success? Have you sought medical treatment in vain? And you still suffer from that irritating itch, that horrible, unsightly skin disease? Do not despair. Come to our store and we will GUARANTEE YOU INSTANT RELIEF. We will let you have a full size bottle of the D.D.D. Prescription for Eczema, a simple, antiseptic wash, on our positive guarantee that unless it stops the itch AT ONCE it will cost

you not a cent. You owe it to yourself to take advantage of this offer. We are confident it will succeed or we could not afford to make the offer. D.D.D. is a penetrating liquid that kills and washes away disease germs, leaving the skin smooth and healthy. A 50c bottle is enough to start the cure of the most obstinate cases of Eczema, Psoriasis and allied diseases. D.D.D. soap is a valuable aid. Ask us about it.  
R. A. LONG'S DRUG STORE.

# High Fuel Bills are cut in two by the use of Cole's Hot Blast Heaters and Garland Stoves AND Ranges

They  
Warm the house  
Bake the bread  
And roast the meat  
That make the man

For Demonstration See

**R. C. Ware Hardware Co.**  
Telephone 178

## WHERE BROOM HANDLES GO.

Ninety Million of These Useful Articles Are Thrown Away Each Year.

Do you realize, light-hearted reader, as you sweep the autumn leaves from your doorstep or make the hearth trim for a cheery evening or otherwise lay hands upon that seemingly simple implement, the broom, that you are toying with a tenebritic problem?

Have you heard the warning of the learned statistician that 90,000,000 broom handles are going to waste each year in this prodigal land, and that so dire a strain upon our forest resources calls for serious National thought?

Will you not be one in a crusade of earnest souls to check this wanton extravagance and devise some plan for conserving the country's future supply of broomsticks?

The broom itself is necessarily an ephemeral thing. Its purpose in life, as Colonel Roosevelt once said of himself, is to spend and be spent. The better it is used the sooner it wastes away. The good broom dies young; only the bad are burned to the socket. There are, to be sure, rascally brooms that begin to shirk their duty before they are half through their allotted span of service; but the most conscientious broom cannot be expected to last as long as its aristocratic kinsman, the toothbrush. Its term is as brief as that of the season's straw of which it is born.

For the broom handle, however, there is no such excuse. A little thrift mated to ingenuity should make the average broom handle serve several generations, as Chinese garments are said once to have done. Yet, the American people are heedlessly throwing away 90,000,000 broom handles every year.

What is to be done? Shall our noble forests be ruthlessly destroyed merely to satisfy an idle whim for new broom handles? Science admonishes us that this will come to pass unless we grapple this problem in a spirit of practical patriotism. Surely the American people, whose resourcefulness has converted into wealth broken bottles and waste paper and old tin cans and a hundred other once unconsidered trifles, will not fail to utilize the broom handle. Frivolous persons may be disposed to treat this matter lightly, but the frugal and really philosophic will grasp its far-reaching consequence and never rest satisfied until they have found a solution.—Atlanta Journal.

## WHY NOT GIVE A PLANT?

Small Ferns and Umbrella Plants Make Pretty Greenery for the Table.

One need not think only of the luxurious Boston fern, the splendid azalea or an expensive 5-foot palm when the thought of giving a plant strikes one. There are dozens of smaller plants equally acceptable and infinitely cheaper.

Small green plants that can be used on the dinner table, in the window garden, or anywhere in the hall or house will be most welcome gifts, for almost every woman will enjoy a greenery that will grow and develop under her care.

Among the smaller and hardier ferns, the holly is an ideal one for the Christmas season. A good-sized holly fern can be purchased for fifty cents.

The umbrella plant will appeal to all lovers of green things, and as an ornamental gift it has few rivals. It is very sturdy and costs little. Also it is easily grown. An umbrella plant can be purchased for fifty cents, and a very full, tall one can be had for seventy-five cents to a dollar.

If you want to give your woman friend something really novel, try one of these umbrella plants. With it should always go a deep saucer to stand the pot in, so that it can be kept constantly in water. The Japanese wares offer a wide variety of these saucers from which to choose.

An asparagus fern is rarely pretty and graceful. A small, wide-spreading one in an ornamental pot is most attractive. Plant and pot together need not cost over seventy-five cents to a dollar.—The Delineator.

## NAVY LACKING IN "SKY PILOTS."

Secretary Daniels Will Ask Congress for More Chaplains, He Says.

Newport News, Va., Nov. 15.—Neglect of religion by the United States in its navy is a reproach to the Republic, Secretary Daniels declared here recently in an address before the United Brotherhood of Men's Bible Classes. The Secretary announced that he will ask Congress immediately to provide chaplains and welfare secretaries proportionate to the navy's personnel.

Twenty-four chaplains, he said, are all that the Government now provides to look after the religious welfare of the navy's sixty-seven thousand men, the number of chaplains not having been increased since 1842, when the personnel of the navy numbered twelve thousand men.

## PROMINENT MEN INVESTIGATE POSSIBILITIES AT LITTLEFIELD.

Littlefield, Texas, Nov. 14.—Littlefield had the distinction of entertaining last night some of Texas' most prominent politicians and business men, in the persons of J. S. Williams, of Paris; Clarence Ousley, of Fort Worth; Louis Wortham, legislator, of Fort Worth; John L. Wortham, now of Lubbock County; W. M. Silver, of Dallas, and G. F. Gehde, of Lubbock County. These gentlemen are in this section of the State transacting business and investigating the shallow water proposition.

Give your advertising a chance. Don't scrimp. Don't pinch. Pay for good stuff; it will come back buttered on both sides.

Get Stationery at The Herald.

## 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 guarantee 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 guarantee—the famous Dodson's Liver Tone. R. A. Long Drug Co. will refund 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 remedy and feeling better, keener, healthier, 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 these 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 wonderful thing in the world for constipation.

All this without the slightest interference with your regular habits.—Adv. 72

## COCHRANE'S STUDIO



A Photo of yourself for a holiday gift. Cochrane has received some new style mountings and is making some special style portraits for this purpose. Ask about it.


Where they make High Grade Photos

## FORD OWNERS!



Equip your car with a Bosch Magneto by the use of the BOSCH-FORD attachment. No machine work necessary, 25 per cent more speed and power. Remember we maintain all magnetos indefinitely. Owners and dealers write for Booklet "H" to the Service Station of the

**Bosch Magneto Co.**  
Amarillo, Texas



If you're face to face with the transportation question--you're wise if you choose a Ford. It's the strongest--the lightest--the most economical car on the market. And its first cost is lowest by many dollars. Buy today.

Five hundred dollars is the new price of the Ford sedan; the touring car is five fifty; the town car seven fifty—all f. o. b. Detroit, complete with equipment. \$45 freight to Plainview. Get catalog and particulars from Barker & Winn, Plainview, Texas.

## It Always Helps

says Mrs. Sylvania Woods, of Clifton Mills, Ky., in writing of her experience with Cardui, the woman's tonic. She says further: "Before I began to use Cardui, my back and head would hurt so bad, I thought the pain would kill me. I was hardly able to do any of my housework. After taking three bottles of Cardui, I began to feel like a new woman. I soon gained 35 pounds, and now, I do all my housework, as well as run a big water mill. I wish every suffering woman would give

# CARDUI

## The Woman's Tonic

a trial. I still use Cardui when I feel a little bad, and it always does me good."

Headache, backache, side ache, nervousness, tired, worn-out feelings, etc., are sure signs of womanly trouble. Signs that you need Cardui, the woman's tonic. You cannot make a mistake in trying Cardui for your trouble. It has been helping weak, ailing women for more than fifty years.

**Get a Bottle Today!**

## "All is Well That Ends Well"

Along with dyspepsia comes nervousness, sleeplessness and general ill health. Why? Because a disordered stomach does not permit the food to be assimilated and carried to the blood. On the other hand, the blood is charged with poisons which come from this disordered digestion. In turn, the nerves are not fed on good, red blood and we see those symptoms of nervous breakdown. It is not head work that does it, but poor stomach work. With poor thin blood the body is not protected against the attack of germs of grip—bronchitis—consumption. Fortify the body now with

DR. PIERCE'S  
**Golden Medical Discovery**

an alternative extract from native medicinal plants, prescribed in both liquid and tablet form by Dr. R. V. Pierce, over 40 years ago.

More than 40 years of experience has proven its superior worth as an invigorating stomach tonic and blood purifier. It invigorates and regulates the stomach, liver and bowels, and through them the whole system. It can now also be had in sugar-coated tablet form of most dealers in medicine. If not, send 50 cents in one-cent stamps for trial box to Dr. Pierce's Invalids' Hotel and Surgical Institute, Buffalo, N.Y.

**The Common Sense Medical Adviser**  
IS A BOOK OF 1008 PAGES HANDSOMELY BOUND IN CLOTH—TREATS PHYSIOLOGY, HYGIENE, MEDICINE AND A COMPLETE HOME PHYSICIAN. Send 31 one-cent stamps to R. V. Pierce, Buffalo, N. Y.

Calling Cards All the latest styles in engraved or printed cards on short notice. PHONE 72

# How Would You Judge a Man You Have Never Seen?

Suppose you have only a few letters from a man or firm with whom you are contemplating business relations. You know nothing but what the letters tell you, but do you know everything a letter can tell?

The kind of stationery a man employs is a powerful index to his character.

For example: Almost without exception the man who selects one of our best bond papers for his letter paper and office forms does so for reasons that would influence only a reliable man, a man proud of his business, jealous of its reputation, and seeking always a higher standard for all things associated with his business.

These bonds are not bought by accident. They are made "a little better than seems necessary," and stationery of this character has little appeal except to men who do their own work more carefully than ordinarily expected. Those who use higher grade bonds want the best for themselves, which might indicate that they would expect you to want no less.

We will be glad to show samples not only of our best bonds but of any stock for any purpose.

Phone 72 or call at our office.

**Herald Publishing Co.**

# TWENTY PER CENT DISCOUNT

**On All Men's Suits and Overcoats  
On All Women's Coats and Suits  
Beginning Saturday Morning, November 22  
and Closing Saturday Night, Nov. 29**



Copyright 1913 The House of Kuppenheimer

## *Kuppenheimer Clothes Included in This Sale*

We've known a few people who seem to take a certain pride in being carelessly dressed, but we never really enjoyed having them around.

On the other hand we know a host of good fellows, patrons and friends of this live store, who get any amount of keen pleasure out of their clothes through knowing that their personal appearance is up to their character standard.

We will show you in this sale some of the newest ideas in Fall and Winter Garments from

### THE HOUSE OF KUPPENHEIMER

There's a delightful assortment of fabrics, an endless variety of styles, a size for every make of man and the price is consistent with the pure wool quality and unapproachable tailoring. Regular prices are \$18, \$20, \$22.50, \$25, \$30, but next week you will get 20 per cent off.

Come in any time and make your selection; we're not particular about which price you choose; we're simply anxious that you should come to know us and our clothes better for then we can count you among our friendly steady patrons.



Copyright 1913 The House of Kuppenheimer

## *Palmer Garments in the Sale Too*

### *We Invite*

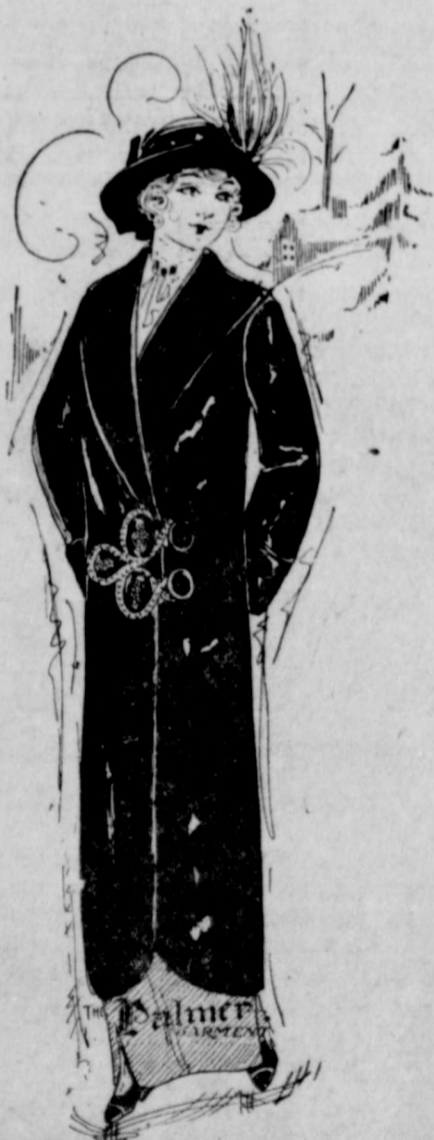
all women and misses who are interested in the newest coat ideas, to call at our store.

Our showing is very distinctive--you'll see quite a variety of garments all priced at reasonable figures, and then there's the 20 percent off. We have both the cloth and pile fabrics and such opportunity to please your individual taste has not been offered for a long time.

#### *"The Palmer Garment"*

Your attention is also directed to the trademark on each garment. In our estimation, it designates the best garment possible to obtain--it means, style, quality, fit, value and satisfaction.

We want you to see these garments and learn that this is the THE store that can please you.



### *On Windy Days*

or when the air is cold--or the snow driving, you will appreciate the comfort of Palmer coats. The big muffler collars are not only stylish and attractive, but a real joy when they are turned up. Notice the graceful lines of these coats--the large, conspicuous buttons--but, better still, come right here and see the coats.

If you want a stylish coat in some cloth fabric, or if you'd prefer it in plush, caracul, astrachan, or any of the pile fabrics, we can please you. And you'll get Quality, too, for each coat is a "Palmer Garment."



**200 Pairs Men's, Women's and Children's Medium Priced R. J. R. Shoes received this week. This should interest you even though they are not included in our Week's Sale.**

# Plainview Mercantile Company

W. A. SHOFNER, Manager