

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, TUESDAY, DECEMBER 9, 1913

NUMBER SEVENTY-SEVEN

LIMIT ON PARCELS UP TO 50 POUNDS

For All Distances Outside of the First
Two Zones Limit Is Fixed
at 20 Pounds.

BOOKS GET NEW RATE

Charges for Third and other Zones
Are Also Materially Reduced
by Burleson.

Postmaster General Burleson's proposals to increase the weight limits of parcel post packages in the first and second zones from twenty to fifty pounds, to admit books to the parcel post, and to reduce rates in the third, fourth, fifth and sixth zones, have been approved by the Interstate Commerce Commission.

The maximum weight of parcels to all zones beyond the second was increased from eleven to twenty pounds.

The New Rates.

The approved changes in rates and weights to be effective January 1, 1914, follow:

To reduce the rates for the third zone from seven cents for the first pound and five cents for each additional pound to six cents for the first pound and two cents for each additional pound.

To reduce the rate for the fourth zone from eight cents for the first pound and six cents for each additional pound to seven cents for the first pound and four cents for each additional pound.

To reduce the rates for the fifth zone from nine cents for the first pound and seven cents for each additional pound to eight cents for the first pound and six cents for each additional pound.

To reduce the rates for the sixth zone from ten cents for the first pound and nine cents for each additional pound to nine cents for the first pound and eight cents for each additional pound.

Service Pays Its Way.

"It seems obvious," says the commissioner, "that the service to the public will be promoted by these changes, provided the revenue from the service is not less than the cost thereof. Your experiences and statistics seem to show clearly that the revenue will not be less than the cost of the service."

"We can conceive of no opposition to the increased weights and reduced rates proposed except from the carriers that transport the mails. We have had some objections from them on the ground that the increased weight should not be permitted until provision for additional compensation to the carriers has been made."

It is provided, "that the rate of postage on parcels containing books weighing eight ounces or less shall be one cent for each two ounces or fractional part thereof, and on those weighing in excess of eight ounces, the one parcel post rates shall apply." This is to be effective March 16, 1914.

A Flat Rate on Gold.

Consent was also given by the commission to the admission of shipments of gold, gold bullion and gold dust in Alaska and to and from Alaska in packages weighing not more than eleven pounds. The rate of postage fixed is two cents an ounce or fraction thereof for all distances.

The change relating to books has strongly been urged by circulating libraries, schools, colleges and publishers ever since the establishment of the parcel post service, as the present restrictive weight limit and rates on books are prohibitive to a great extent, except in the case of catalogues.

It was not deemed advisable to place the order changing the classification of books in effect on January 1, as it was desired to give at least three months' notice to firms whose catalogues were now being printed.

DOWDEN IS LOCAL SALES MANAGER.

E. Dowden is local sales manager for the Texas Land and Development Company. He succeeds Joe Hess in that capacity. Mr. Hess feels that he can make larger profits by going into the field as a salesman. He will work Colorado for the Development Company.

THREE BUY IRRIGATED FARMS.

The Texas Land and Development Company sold two 80-acre tracts and one 40-acre tract of land to parties whom they brought in Thursday. The purchasers will locate on this land.

COUNTY AND COMMISSIONERS' COURTS TRANSACT BUSINESS.

County Court, in session this week, has disposed of three cases before it. R. B. Tudor vs. P. & N. T. Railway, in two suits for damages in shipment of live stock, were compromised.

J. C. Hooper vs. P. & N. T. Railway, in suit for damage to stock injured on railroad track; plaintiff was awarded full damage by the jury late this afternoon.

Commissioners' Court paid J. S. Oglesby, Dallas, \$100 for auditing the county books, and contracted with Mr. Oglesby to audit the books yearly for the same amount.

J. B. Maxey having completed work on bridge over Wayland Draw, the Court ordered final payment of \$621.

INDUSTRIAL CONGRESS TO AWARD PRIZES SATURDAY.

Railroads of State Give Reduced Rates
to Meeting of Prominent
Agriculturists.

The address of Col. Henry Exall, president of the Congress, will be a feature of the Texas Industrial Convention which meets in Dallas Saturday. Mayor W. M. Holland will welcome the visitors on behalf of the city, and C. W. Habson, president of the Dallas Chamber of Commerce, will also speak. W. C. Hogg, of Houston, will respond on behalf of the Congress.

An address on marketing will be delivered by Professor Charles B. Austin, of the University of Texas. Clarence Ousley, of Fort Worth, and Professor C. M. Evans, of the State A. and M. College, will discuss silos. Professor C. P. Bull will speak on the National Corn Exposition to be held in Dallas next February.

In the afternoon the names of 160 successful prize-winning contestants will be announced, and they will be awarded cash prizes in gold, amounting to \$10,000. All railroads have authorized a round-trip rate of one and one-third fares to Dallas, on sale December 12th and on December 13th for trains arriving in Dallas before noon. Tickets returning will be good for trains leaving Dallas December 14.

REV. BARNES PLEADS FOR UNITY OF EFFORT.

Pastor of Methodist Church Says Individual or Community Can Do
Nothing Alone.

"Unity without God is nothing," said the Rev. S. A. Barnes, pastor of the Methodist Church, Sunday morning. God is the essential thing. Lack of harmony and unity is an evidence of a backslidden life. Discord in a church is a pretty sure sign that the church is backslidden. One of the best evidences of Godliness is unity, and where there is unity we may say always there is Godliness.

"Godliness is conditioned upon unity. I can plan for these coming twelve months, and you can co-operate in those plans, but unless you look to God our plans will fail. If God be with us, success is sure to come."

"You may not like me personally. It is not a question of my agreeing with you in everything that you undertake; it is a question of being big enough to lay aside whims for the glory of God and the salvation of men."

"If I went over this town as a grouch, complaining about everything, you would not want me for your pastor. I would not blame you."

"I am here," the preacher said, "for the entire town. You may hold back, but you will be the larger loser. The church will continue its progressive march when I am dead, and when every one of you is dead."

DUNCAN HAS ATTRACTIVE CHRISTMAS DISPLAY.

Duncan's Pharmacy has a big Christmas tree in one show window. His streamers and shelf decorations are especially attractive. In his fountain he has blocked up a big display of fancy boxed candies. Visitors say that Plainview's windows will compare favorably with those of any of the larger cities.

MOTHERS' CLUB TO HEAR REPORT ON STATE MEETINGS.

Superintendent B. M. Harrison will make a report on the recent State Teachers' Meeting held at Dallas before the Mothers' Club Friday. The club meets at 3:30 o'clock.

Mrs. Harrison will report on the recent Mothers' Congress. After invocation there will be music, selected. Miss Katherine Duckworth will read.

INTEREST GROWING DAILY IN CONTEST

ASK FOR COUPONS AT STORES AND VOTE FOR YOUR FAVORITE CANDIDATE. CONTESTANTS GET MANY NEW SUBSCRIBERS TO THE HERALD

The candidates and others interested in The Herald Voting Contest will soon have the opportunity of seeing the piano which is to be given to the lady having the largest number of votes. The company of whom we are securing the piano writes us that it will be shipped at once. When it arrives the fact will be made known, so that you may come and look it over.

To own a magnificent \$400 Upright Piano will be the privilege of some lady in this section through The Hale County Herald Contest. To secure some of the other big prizes offered will be the privilege of other young ladies in the contest, and work is required to win—that's all.

The Herald offers this great opportunity to its readers and friends. It's yours. Votes are coming in to this office by the thousands, and the contest is just two weeks old.

Nothing is more talked about in this community at present than the great prize voting contest inaugurated by The Herald, and votes are in great demand.

The town and country are being scoured for them and the merchants who are giving prizes are continually being asked for coupons.

Many people are willing to help their friends in this contest and are only waiting to be asked. The first candidate to ask, of course, will be the one to get the assistance of friends.

Those who desire to enlarge their count should get out among their friends and make their wants known. The prizes that are offered are surely worth the small effort required. Let each contestant show the people that she has the determination to succeed in anything she undertakes and that she is out to win.

The list of prizes and rules and regulations will be found on another page of this issue.

The first count in the contest will be made December 30, at which time \$10 in gold will be awarded to the contestant having the largest number of votes at the time.

The Herald has mailed letters, rules and regulations to all contestants to date, but if there are any who have failed to receive them, if you will kindly call at The Herald office you will be supplied.

Those who do not fully understand the rules and regulations of this contest may call or write this office and we will be pleased to go over the proposition with them.

Remember to have your friends save the merchants' coupons.

R. A. Long Drug Co.
Donohoo-Ware Hardware Co.
Wilbert Peterson.
E. R. Williams.

25 VOTE COUPON

Send this vote to The Herald office within 15 days from date and it will count for TWENTY-FIVE VOTES. No money is required with this Coupon.

VOTE FOR _____

TUESDAY, DECEMBER 9, 1913

NOMINATING BLANK POPULAR VOTE CONTEST.

I hereby nominate or suggest the name of _____, 1913.

(Address) _____

As a lady worthy to become a candidate in your Popular Voting Contest. I present this name with the distinct understanding and agreement that the editor shall not divulge my name. This does not obligate me in any way whatever.

(Signed) _____

(Address) _____

SYNDICATE STRIKES COAL NEAR LOCKNEY.

But Six Feet Vein of Lignite Is 125
Feet Below Surface; "Entirely
Surrounded by Water."

The Texas Land and Development Company's drill passed through a vein of lignite six feet thick Friday in one of their wells about 3 miles west of Lockney. The coal is about 125 feet below surface; it has a heavy stratum of water on top of it and an "ocean of water" underneath it, according to E. Dowden.

It isn't likely that the coal will be made use of. However, if our wells go dry, as some of the more timid have suggested, coal mining may be substituted.

TWENTY GUESTS ENJOY GOING-AWAY DINNER.

Mrs. E. Dowden Is Hostess for Joe
Hess at Ware Hotel
Banquet.

Twenty persons were guests of Joe Hess at his going-away dinner Sunday. Mr. Hess entertained at the Ware Hotel.

Mrs. E. Dowden was hostess for Mr. Hess.

Those present were Mr. and Mrs. R. H. Wels, Mr. and Mrs. R. C. Ware, Miss Allie Ware and guest, Miss Socwell, of Amarillo; Mr. and Mrs. L. A. Knight, Miss Bettie Knight, Mr. and Mrs. R. W. Otto, Gus Otto, Mr. and Mrs. O. M. Unger, Mr. and Mrs. J. C. Woodredge, Mr. and Mrs. Hickman Price, Mr. and Mrs. E. Dowden, Joe Hess and two sons.

The menu was oyster cocktail, celery, stuffed olives, cream of corn soup, roast turkey and sage dressing, cranberry sauce, vegetables, Southern corn bread, plum pudding with brandy sauce, ice cream, home-made fruit cake and after-dinner mint.

CALLAWAY CLAIMS HEAVIEST PERCHERON COLT IN COUNTY.

Former Kansas Farmer Says as Good
Stock Can Be Grown Here
as Anywhere.

"I claim to have the heaviest registered Percheron colt, for his age, in Hale County," said E. Callaway, of Ellen, yesterday. Mr. Callaway's fine colt weighed 1,540 pounds at 20 months of age, after being led four miles to the scales. The colt stands more than sixteen hands high.

"This goes to prove that there can be as good horses grown here as in any country," Mr. Callaway says. The colt's grain feed has been crushed maize heads with bran; for roughness, kaffir fodder and millet hay have been given. If more of our farmers would raise such animals as this one, Mr. Callaway thinks, there would be considerable inducement for buyers to come here to buy horses.

MERCURY REGISTERED 19 DEGREES YESTERDAY.

Ten Degrees Colder Than a Year Ago,
but Higher Than December 7, 1912.

Monday at 7 o'clock the weather bureau thermometer registered 19 degrees. This morning the temperature was about 3 degrees warmer. The frost looked almost like snow. This is the coldest record for the fall months. Two days in October registered a minimum of 21 degrees.

One year ago the mercury stood at 29 degrees. However, on December 7, 1912, it dropped to 10 degrees, and on the day before Christmas it was only 6 degrees above the zero mark.

Only 40 of an inch of rain fell during December last year. Precipitation for the first four days of this month was 1.09 inches.

CROCKETT BRINGS FAMILY TO SEE IRRIGATED FARM.

J. O. Crockett came in Sunday from El Paso, in his special car. He was accompanied by Mrs. Crockett. Mr. Crockett recently purchased a quarter section of irrigated land from the Texas Land and Development Company. He says this is the greatest irrigated proposition in the world.

WEST SIDE SCHOOL RECEIVES LIBRARY.

Books for the West Side School have been received. There is a case and 40 volumes. This is a nucleus which the trustees and teachers at West Side hope to build into a substantial library.

UNIMPROVED LAND COST \$90 ACRE

Improved Farms Without Water Right
Valued at \$197.54 in Arizona
Project.

ALFALFA IS FIRST

Yield Is 4 Tons to an Acre; Water
Right Increases Cost to
\$257.54.

Unimproved land, without water right, in the Salt River Irrigation Project, Arizona, is held at \$90.68 an acre. Improved land, without water, costs \$197.54. Improved land, with paid-up water right, costs \$257.54, according to a Government bulletin just issued.

Yet, some of us here feel that we cannot afford to pay \$100 an acre for an improved farm and a big well!

There are other ways, too, in which the Arizona lands are not so attractive as ours, shown in the following statement from the Government:

"Salt River Valley has an abundance of the largest area of land irrigated by any reclamation project of the Government. This region is almost tropical in climate, the growing season continuing throughout the entire year. Its crops are varied and, where intelligent cultivation is practiced, the yields are large and profitable."

"A crop census just completed by the Reclamation Service for the year beginning October 1, 1912, and closing September 30, 1913, contains much interesting and instructive data relating to the operations of this reclamation. During that period the Government canals and reservoirs supplied water as required to 163,312 acres, of which 161,641 acres were cropped, on 2,680 farms, or an average of 60 acres per farm. The total crop yield is reported as \$4,552,879.40, or \$28.17 per acre."

"Alfalfa was the leading money crop. The total value of alfalfa hay and grain hay raised was \$2,412,280, or nearly 53 per cent of all crops." The value per acre of alfalfa hay was \$28 and the average yield 4 tons per acre.

"Among the high-priced crops and yields are the following:

"Citrus fruits, 706 acres produced \$84,780, or \$120 per acre.

"Watermelons, 350 acres produced \$35,000, or \$100 per acre.

"Deciduous fruits, 1,436 acres produced \$129,262, or \$90 per acre.

"Vineyard, 152 acres produced \$13,680, or \$90 per acre.

"Garden, 1,169 acres produced \$99,365, or \$85 per acre.

"Egyptian Cotton, 4,544 acres produced \$340,837, or \$75 per acre.

"Olives, 133 acres produced \$10,012, or \$75 per acre.

"Sugar cane, 487 acres produced \$36,562, or \$75 per acre.

"Cantaloupes, 980 acres produced \$58,830, or \$60 per acre.

"Among the cereals, wheat was first in returns of \$22.40, barley \$19.50, oats \$19.25, corn \$17.00 per acre.

"Sugar beets on 1,523 acres returned \$42.50, beans \$38.40, potatoes \$36.00 per acre, respectively.

"On the 2,680 farms reporting there are 12,184 horses, valued at \$1,175,175;

1,106 mules, valued at \$157,095; 40,451 cattle, valued at \$2,262,086; 6,419 sheep, valued at \$25,721; 18,807 hogs, valued at \$110,365; 169,240 fowls, valued at \$64,620; 4,119 ostriches, valued at \$539,450; 10,430 bee hives, valued at \$52,150. In addition to the above there are 98 automobiles owned by actual farmers, valued at \$120,000, and farm equipment valued at \$520,077. The project contains 185,603 acres, cleared and leveled, with a valuation of \$29,825,701, on which there are present improvements worth \$6,838,017, or a total gross land investment of \$36,663,718.

"The large acreage of suburban property in the vicinity of Phoenix and orchard and truck lands explains the high valuation of improved lands with water rights. The tenant farmers number 735, or about 25 per cent."

KANGAROO COURT THURSDAY.

After many postponements, the Civic League will hold their session of the "Kangaroo Court," at the County Court House, Thursday evening of this week at 8 o'clock.

LAYNE SECURES PATENT.

M. E. Layne, of the firm of Layne & Bowler, Houston, has secured a patent on a machine for making a water and oil screen. Mr. Layne was in Plainview last week.



Holiday Excursions

To all the Principal Points in the **SOUTH and EAST** on Sale **December 20, 21 and 22**, good for return limit, **January 18th**. Round trip **Excursion Tickets** to all Points within the **State** on sale from **December 20th to January 1st**, good for return limit **January 6th**.

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

OHIO MAN THINKS

PAVING WOULD PAY.

H. M. Ewing Says Visitors Would Not Spend Money Unless Favorably Impressed.

Paving would be a good investment for Plainview. That is the opinion of a great many of our most representative citizens. Right now, with thoroughfares practically impassable from the mud, the number of those who say "pave" has increased remarkably. Our visitors think paving would

pay, too. Ask most any observing man who comes as a prospective investor what Plainview needs most; about four out of five of them will say: "Pave your principal streets." Others think it is more sidewalks; still others say "street lights."

H. M. Ewing, of Coshocton, Ohio, is in Plainview, looking after his farms in the county. He thinks that the paving of our business section would pay big. "A man isn't going to buy land unless he is favorably impressed," Mr. Ewing said this morning. "The chances are very greatly that he won't feel like investing if he sees your

streets muddy like they are now, or rough, like they will be when they begin to dry out. Paving would be a fine investment for your town."

Mr. Ewing is making some improvements on his farms. He is partial to the Plainview country, and says that he will perhaps do some irrigating a little later on.

"The work of the Texas Land and Development Company has advanced Plainview and Hale County at least 10 years," Mr. Ewing said to a Herald reporter to-day.

EXPECTS 15,000 PEOPLE HERE IN FIVE YEARS.

Business Man Bases Prediction on Experience in 3 States and 15 Irrigated Districts.

Plainview a town of 15,000 people inside of five year! That is what a leading business man said last week. He isn't one of the "old timers." He is a newer man, and he bases his belief on experience in Ohio, Oklahoma and Texas.

This man's boyhood was spent in Ohio. He saw towns grow in the "Great North Country." He came to Oklahoma, as a young man, and watched towns grow there. He visited irrigation projects—about fifteen of them—all over America, and says that practically without exception communities in these districts have grown

with marvelous rapidity.

The Plainview country is better than anything he has seen, he says. And, basing his prediction on what has proven true in other places, this man believes that Plainview may reasonably expect to have 15,000 people in five years. Of course, it depends upon the spirit of co-operation for civic and industrial upbuilding, he says. Towns don't "just grow." They are built.

And this man repeated the opinion expressed by nearly every visitor—"What Plainview needs most now," they say, "is paving in the business districts, sidewalks in the residence section, and street lights." This means free mail delivery, a Federal Building, and a strong invitation to other industries to come in.

SNOW STOPS DENVER STREET CAR SERVICE.

Colorado Capital Has 24 Inches of the "Beautiful" and No Cessation Promised.

Denver, Colorado, is snowbound, according to Associated Press dispatches. At 7 o'clock Thursday night the Weather Bureau reported that 20 to 24 inches of snow had fallen in Denver and suburbs, with no prospect for cessation.

Street car traffic stopped by mid-afternoon Thursday. Thousands of people down town were unable to get

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

to their homes. Guests in the hotels were sharing their apartments with those who could not reach their places of abode.

Along parts of the continental divide from 36 to 48 inches of snow is reported.

Reports from over Colorado indicate no serious damage, owing to mild weather.

FRANKLIN SIX-THIRTY DOUBLES IN SALES.

Reports coming from the Sales De-

partment of the Franklin Automobile Company indicate that the new Franklin Six-Thirty, which was announced early this fall, will be the most popular Franklin car ever built. The sales for September and October were double the corresponding months of 1912.

The Franklin sales have been climbing steadily all year. For ten months of 1913, ending October 31st, the sales of Franklin cars showed an increase of 76 per cent over the same period of 1912.

See The Herald for Book Work.

See Our Jewelry Line
"What You Buy, We Stand By"

Silver Coffee, Tea, Sugar and Cream Sets

Gifts For That Loved One

Can be easily selected from the large stock of Holiday remembrances now ready for your inspection at

Duncan's Pharmacy

We will be more than glad to show you through and will lend you all the assistance possible in the selection of gifts for Friends, Sweethearts or Relatives.

Be Sure to See Our Line Before Buying

Jewelry, Quadruple Plated Silverware, Table Silverware in both Community and Rogers make, Cut Glass, Dressing and Manicuring Sets, Fountain Pens, Dolls, Etc.

Duncan's Pharmacy

Johnston's Chocolates and Bon Bons

Gift Books--Galore

CAN'T AFFORD TO LIFT WATER FOR IRRIGATING.

Visitor Thinks Cost of Pumping Profitable; but Other Sections Find It Profitable.

"You can't afford to lift water 40 feet and irrigate." It was a visitor talking; but that same opinion has kept a number of men in the Shallow Water Belt out of large profits which they might have obtained under irrigated farming; and has retarded the

soundest development of the country. "They lift water higher than that in California," ventured a listener. "Yes, but they grow tropical fruits," replied the skeptical one.

As a matter of fact, they grow alfalfa there, too. And sometimes there is no market for the fruits they grow. But the best proof that water can be lifted more than 40 feet at a profit is the fact that it is being done.

Take E. Graham, R. F. Alley, or J. F. Garrison. Mr. Graham, for example, found that the cost of producing

alfalfa, including pumping, wear of machinery, hire of laborers, team and machinery for baling—everything—was \$6.50 an acre for each cutting. The return, at \$16 a ton, was \$18 an acre, or \$11.50 NET. And Mr. Graham refused \$20 a ton for the hay, January delivery.

General experience has proven that the cost of each irrigation can be made less than \$2 for each watering of an acre on a lift of 60 feet.

"Take the figures of every farming district and you will find," said a man who has nothing to sell, "that irrigated farms will yield a much larger per-cent of profit, pumping water even 100 feet, than the best dry farms do yield, year after year. But you must mix brains with your water and your planting and reaping."

We would laugh at the idea of farming, except intensively, land that costs \$500 or \$600 an acre; but they do it in Jersey Island—make money growing live stock.

BAD TEETH HARBOR FOR TUBERCULOSIS.

President of Good Cheer Society Says Many Maladies Traceable to Lack of Dental Care.

Bad teeth and tuberculosis go hand in hand, gathering a harvest yearly that is appalling, says Theora Carter, president of the Society of Good Cheer in Kansas City, Mo. So true is the above statement that if the facts were

fully realized every child in our country would be compelled to submit to a dental examination before being accepted as a pupil.

It is estimated along scientific investigated lines that there are upward of 9 million children with bad teeth in the public schools, and only a portion of these children receive treatment or attention.

S. Adolphus Knopf, M. D., in New York Medical Journal, says "Impaired digestion is often one of the first symptoms of tuberculosis, and this impaired digestion is not infrequently due to a bad condition of the teeth.

"Ulcerated teeth may give entrance into the bones to tubercle bacilli accidentally inhaled or ingested, or as a result of secondary infection. It is almost impossible to cure tuberculosis patients with no teeth or with bad teeth.

"The lack of dental care in childhood has often brought about a general malnutrition, anemia and chloro-anemia, malformation of the maxillary bones, resulting from the loss of teeth, enlarged and suppurating cervical glands and many other ailments.

"Bad teeth, decayed teeth or the loss of teeth during childhood, its concomitant discomfort, pain, depression of spirit and lack of appetite produce that physiological poverty which renders the delicate system of the child not only more prone to tuberculosis, to the invasion of the germs of serious, acute contagious diseases such as measles, diphtheria, scarlet fever,

but also susceptible to nervous afflictions such as hysteria, chorea and St. Vitus dance."

The doctor is one of the unchartered good cheer men that spends time, money and a ripe medical knowledge to assist the masses free.

You can readily realize that good teeth in childhood means freedom from many diseases and a longer life.

Wise mothers are giving increased attention to the teeth of youngsters.

DR. C. B. BARR, Veterinarian
Office at Gilbert's Barn
Phones: Office, 219; Res., 478
Plainview, Texas



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 Salesman

Fort Worth, Texas

See our Market Letter in this paper

PHONES

Prospect 501 Long Distance 213



A. M. Keen, Hog and Sheep Salesman



GIFT OF GROCERIES

at Christmas would be practical and appreciated, especially by poor recipients to whom you wish to show your charity. But our Groceries are always acceptable by rich or poor because of their high quality. Everything you wish in the Grocery line delivered daily at your door. And our prices are admittedly reasonable for such high-grade goods as we sell.

WRIGHT & DUNAWAY
PHONES 35 and 355

Thoughtful Girl!

She Brought HIM a Gillette Safety Razor for Christmas

Others will be just as thoughtful when they make their selections from our useful gift lines.

By all means see our showings of Baking Dishes, Percolators, Silverware, Cutlery, Chafing Dishes, Aluminum Ware, Guns and Ammunition, Sporting Goods, Children's wagons, bicycles, velocipedes, and mechanical toys.

We also have big line of Shelf Hardware, China, Queensware, Wall Paper, Etc.

We can serve you well in our new location.

Plainview Hardware Company
Phone 293

Eddy, writing in Wallaces' Farmer.

Professor Dyche says that the only real substitute for a beefsteak is a Kansas sunfish, or mayhap a fresh "bullhead" yanked out of his retreat in a sluggish pond or a meandering stream. Instead of going to town and blowing in his hard-earned money for all kinds of fancy meats at the butcher's, the farmer should have a fish pond handy, where the ingredients of a cheap and palatable meal can readily be secured. Furthermore, Professor Dyche has succeeded in demonstrating the common sense of his proposition to such an extent that the Legislature has appropriated money for the largest and finest fish hatchery in the world, located at Pratt, Kansas. Specially built fish cars have been sent around the State, supplying fish to the farmers who have fallen in with Professor Dyche's ideas, and crappies, sunfish, bullheads and carp are now flourishing where they were never known before.

According to Professor Dyche, the native Kansas fish—especially the black bass and the catfish—are among the best table fish in the world, and he holds with that other fish authority, Hensall, that the black bass is superior even to the trout as a game fish. Even the much-despised German carp finds a defender in Professor Dyche. He says the carp is the best pond fish in the world, when considered from the number of pounds that can be produced per acre of water. He has issued a special bulletin on the German carp, giving ways to cook that fish, which he says will make it palatable. He estimates that it is possible to produce from five to ten pounds of German carp to one pound of native fish in the ponds.

This Kansas fish culturist has figured it out that meat can never be any lower in this country, because it takes the best of hay and grain to produce it, and, as the amount of land capable of producing the best feed is limited, the prices of meat must advance, if anything. Consequently, he believes the attention of the people should be turned to cheap and effective substitutes for meat. Fish offers the best substitute, in his opinion. He has figured it out that one meal of fish per week for each of the 300,000 families in Kansas would amount to nearly \$4,000,000 in a year, allowing an average of 25 cents for each "mess." With fish at about half the price of meat, the saving to the consumer would be about \$2,000,000.

Professor Dyche points out that in Germany and other European countries the rearing of fish is looked upon in much the same light as the rearing of poultry. The Chinese and Japanese

FARM FISH PONDS FURNISH CHEAP MEAT.

Kansas Zoologist Figures That Finny Tribe May Be Made to Help Family Larder.

Professor L. L. Dyche, whose educational specialty is "systematic zoolo-

gy" at the State University of Kansas, not to mention his being curator of mammals, birds and fishes in that institution, has been fish and game warden of Kansas for about four years, and during that time has just about convinced citizens that the real solution of the high cost of living is in raising fish on the farm, says L. M.

LADIES---

Write Long Drug Co. at the top of your Xmas Shopping list today. 'Twould be hard for you to see the equal of this stock of gift ideas --our store is a real "Santa Claus Land." By careful selection you can complete the list from top to bottom--for all the family--from our holiday stock.

MAKE IT

- A Columbia Phonograph for the Grand Parents
- A Parker Lucky Curve Fountain Pen for Son
- An Anasco Camera for Daughter
- A Manicure Set for Mother
- A Safety Razor for Father
- A Toilet Set for Sister
- A Gift Book for Brother
- Dolls and Toys for the Kiddies
- Post Cards, Christmas Tags and Stickers,
- and Seasonable Decorations for All the Family

Consider this Holiday Headquarters and let our efficient Christmas service and our big Yuletide Stock do the rest.

R.A. Long Drug Co.
PHONE 327

Store Phone No. 44

Prescription Dept. Phone 210

SELECT A DIAMOND FOR THE Gift of Gifts

The Diamond is the ranking jewel among Yuletide gifts of precious stones, and we have a nice line from which you may choose.

A Victor Often Settles the Christmas Question

"What to Give?" is best answered by the word "Victor." It is an ideal gift as well as the ideal musical instrument.

We have proof right here--the instruments themselves. Victors and Victrolas \$10 to \$200.

Complete your list by adding to it a Conklin Fountain Pen, an Eastman Kodak, a Howard Watch, a piece of Libby's Cut Glass, an Edison Phonograph, and a box of Norris "Atlanta Made" Chocolates.

We have Christmas decorations, tags, stickers, boxes, and post cards.

J. W. Willis Drug Co.

"The Rexall Store"

Drugs and Jewelry

have accomplished wonders in raising goldfish, which have been carefully bred and greatly improved.

The Kansas fish hatchery at Pratt is the most remarkable of its kind. No other institution for the propagating of fresh-water fish is as large. When completed, the hatchery will contain eighty-three ponds, covering a territory one mile long and a quarter of a section wide. Its cost will be about \$150,000. It is practically completed now, but room has been left for extensions, which will be finished as the Kansas demand for pond fish increases.

A dam 560 feet long across the Ninnescah River furnishes a supply lake of about ten acres, and water from this lake is carried to the hatchery through 21-inch pipe more than a mile in length. There are about 190 sluice gates, 94 concrete structures, and 300 wire mesh screens used in handling and controlling the water supply of the hatchery ponds. These ponds average about an acre in size.

Professor Dyche plans to put up a laboratory building, for the use of university students and all others who may desire to take a practical course in fish culture. It is believed that the fish culturist who makes a success of his business must not only know the habits of the fish, but he must be posted on the animal and plant life in the water which he proposes to stock with fish.

From this great fish hatchery it is proposed to send out fish that have attained the age of two years. Professor Dyche does not believe there is any use in stocking streams with fry which merely fall victims to older fish. A specially designed fish car has been constructed, and it is possible to transport fish in all kinds of weather.

Professor Dyche points out that the natural ponds in Kansas are few. These should be utilized wherever possible, in his opinion, and he has devoted much time and attention to the subject of cleaning such ponds and putting them in such condition that seines can be used. It is upon the artificial pond that the farmer must generally depend, and this applies to most other states, as well as to Kansas. Some ponds, constructed under Professor Dyche's direction, are located on hill-tops. Others are in bottom lands. The "lay" of the land and the possible water supply should determine the location of the farm fish pond. The Kansas fish culturist has devoted most of a pamphlet to the technical side of pond construction, going into the most minute details as to foundation, spillways, etc.

What is known as the "Sam Bailey" pond is held up by Professor Dyche as an example of what a farm fish pond should be. This pond was built by its owner, a farmer near Ninnescah, at an expense of \$25. It is almost on a hill-top, and its sole water supply is a well. The water is pumped by windmill power and carried into the pond through pipes. It has been stocked with crappie and bull pout, a kind of yellow catfish, and has supplied the Bailey family with many a meal of fish. For five years a four-acre garden tract has been irrigated from this fish pond, and returns from this garden have averaged from \$300 to \$500 per year. The pond is also used to water the farm stock, and thus in several ways it has proved its value.

Professor Dyche believes that such ponds on the farms of Kansas will add greatly to the beauty of the landscape, as well as providing their value in dollars and cents. Not only will

the farmer be able to reduce his expenses, and, by taking fresh fish to the city, reduce the expenses of the town folks, but he will have a beauty spot on his farm that can be used for boating in summer and skating in winter. Surrounded by groves of trees, these fish ponds will exert a beneficial influence on climatic conditions, in the opinion of Professor Dyche. In fact, this Kansas Piscatorial enthusiast believes that the farm fish pond is going to aid man in many ways, and the Legislature of Kansas has proved its faith in his theories by backing them to the extent of many thousands of dollars.

FRANKLIN ENGINEER DRIVES 350 MILES IN DAY.

The use of enclosed cars for touring purposes has been growing steadily for the past two years. The enclosed car for this purpose must be light in weight and particularly strong.

Arthur Holmes, chief engineer of the H. H. Franklin Manufacturing Company, has made some remarkable trips in a Franklin Six-Thirty Sedan during the past week. He drove to Boston (350 miles) in one day. Upon the return trip he came from Pittsfield, Mass., to Syracuse, N. Y., a distance of 192 miles, in 5 hours and 57 minutes, an average of over 32 miles per hour. A few days later, with the same car, he went from Syracuse to Buffalo in the morning in 4 hours and 45 minutes, and returned that afternoon in the same time. The distance from Buffalo to Syracuse is 156 miles, and the average speed in this trip was 32.8 miles per hour.

See The Herald for Book Work.

Don't Forget They Are Guaranteed to be Absolutely PURE and FRESH

Blasingame & Klinger

Telephone 263

N. Pacific Street

We Buy Right-We Sell Right

THE CLEARING SALE

Lowest prices in every Department

AT

The Rich-lie Store

is attracting the crowds that carry the cash. It is Quality Supreme that entices allured by extremely low Prices that's making brisk buying here.

Mohawk Sheets, \$1x90, cut to ... 70c
Blankets, Big Values, at
..... 40c to \$9.85 a pair
Bargain Counter Laces 2 1/2c up

Good Quality Comforts, Fine Silkoline
Covers \$1.65
1 Lot Ladies' Suits, \$10.00 to \$17.50
Suits, for \$5.00

All Reductions are from our regular
one-price, plain-marked, cash prices.

Furs \$2.50 each to \$39.65 set

1 Lot Ladies' Fine Crepe, Morie and
Charmeuse Dresses, \$25.00 to \$38.50
values, for \$18.35
Other Dresses at \$5.35, \$6.25

Men's \$16.50 to \$17.50 Suits for \$12.50
1 Lot \$16.50 to \$30.00 Suits for \$10.00
Boys' \$7.50 Suits for \$5.00
New Shipment of Stetson Hats Just In.

Christmas Suggestions

Why give worthless presents? Useful things are more appreciated.

Furs, Cloaks, Waists, Muslin Underwear, Kimonas, Linens, Collars, Bags, Silk Hose, Slippers, Gloves and Handkerchiefs for Ladies and Smoking Jackets, Bath Robes, House Slippers, Bags, Mufflers, Belts, Buttons, Hats, Ties, Silk Hose, Suspenders and Gloves for Men; Useful and Suitable Presents for every member of the family and for every friend.

Did You Get One of Our Big Price Lists? If Not, Have Us Send One to You.

Sale Continues Until Christmas

Richards Bros. & Collier

WHERE PEOPLE WHO DRESS BEST TRADE

PLAINVIEW, TEXAS

102 North Pacific Street

107 West Main Street

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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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)

IT'S POLL TAX TIME.

It is the time of year when Taxes are due. The appeal that every man should qualify for citizenship by paying his poll tax is based upon a principle for which our forefathers made their long fight of '76.

The suffrage is our hope for popular government.

Can you, then, conceive of a sovereign citizen who fails to pay his poll tax as anything other than a derelict? Qualify for citizenship this fall by paying your poll tax.

SHOP EARLY FOR CHRISTMAS.

Considerations of economy impel early shopping. You can get what you want, and at prices to suit. Don't wait and select from picked-over stocks.

The fact that early shopping insures the receipt of your gift for whomsoever it is intended urges early shopping.

Tired clerks and care-worn store-

keepers beseech you to shop early. Early Christmas shopping relieves you of care and it is a larger help to the shop girls.

CONSERVATION OF MEN.

Very recently our conservationist friends have awaked to the fact that the conservation of men is our largest task.

Protecting the timber, grass, soils, is well enough. But if our men had the right conception of their life heritage in this sphere, few would be so unfair as to rob his heirs of the heritage of the future.

It is gratifying that the Department of Education is giving more specialized attention to the training of boys and girls. The placing of hogs, cattle and horses upon a higher basis than boys and girls, so far as efficient bringing up is concerned, lies at the basis of many of our national ills.

Conservation of manhood and womanhood and of intellect is of first importance.

WANT TO HELP!

The young people of the Methodist Church spent an interesting hour Sunday afternoon studying "the foreigner." Authentic information was given as to how the foreigner is treated in America, and the suggestion toward making citizens of these incoming thousands should be done before they leave the home-land.

It is a fascinating subject; one of large importance. Thirty-six million of our citizens are foreign born or the children of foreign-born parents.

These are strangers in a strange land. Their lives are full of tragedy.

Do you want to help them?

There is a large work willing hearts may do with the Mexicans in our midst. They are anxious to learn.

It is more than a vision that if we do not Americanize these foreigners which come to America that they will foreignize us.

BEN BUYS ELECTRIC AUTOMATIC ENTERTAINER.

An electric automatic player in Ben Sebastian's Barber Shop is attracting considerable attention. Ben purchased the instrument last week from Clyde Grimes. Mr. Grimes was formerly in the employ of Blasingame & Klingler. The player is operated en-

tirely by electricity, the records being placed and needles set in that way. A 5c-piece starts any song you want.

RETAIL GROCERS FORM CREDIT ASSOCIATION.

W. J. Dunaway was elected president of the Retail Grocers' Credit Association, just formed in Plainview. Other officers are Wiley Johnson, Vice President; C. W. Sewell, Secretary; W. E. Boyd, Treasurer.

COMMUNION AT EPISCOPAL HALL SUNDAY MORNING.

Rev. J. S. Wicks will hold services at 11 o'clock Sunday morning in the Episcopal Guild Hall. Communion will be administered.

Congress will have to appropriate \$1,108,681,777 to operate the Government of the United States during the fiscal year, 1915, according to estimates prepared by each department and sent to the House by Secretary of the Treasury McAdoo. The estimates are \$39,255,066 less than those for the past fiscal year, but \$22,864,067 more than the appropriations for the past year.

Nice furnished rooms. Phone 336. —Adv. 11.

300 pairs Ladies' Silk Hose received today, at \$1.25 to \$2 a pair. PLAINVIEW MERCANTILE CO. Ad. 77

All kinds of Home-Grown Trees and Shrubbery delivered anywhere in town. D. C. AYLESWORTH, Plainview Nursery. —Adv. 79

DRS. GUYTON & NICHOLS

Surgery
—and—
Eye, Ear, Nose and Throat

First National Bank Building

Announcements

For County and District Clerk—
B. H. TOWERY.
S. S. SLOANEKER.
W. H. BOX.
For City Marshal—
JOHN VAUGHN.

Buy Something for the Home

Useful articles make sensible Xmas presents, and what can be better than something to adorn and brighten the home. Our furniture stock offers such an immense variety of useful and handsome articles that you will be sure to find just what you want to give as a lasting token of regard. The early buyer gets first choice. We will store anything you buy until needed. A visit will convince you that the quality and prices are right. Come in, make your selection, and we will put it away for you.

Some Suggestions from Our Holiday Assortment May Make Your Selections Easier:

- Telephone Stands
- Tabourettes
- Pedestals
- Hall Mirrors
- Costumers
- Music Cabinets
- Bissell's Carpet Sweepers
- Rugs
- Dining Sets
- Kitchen Cabinets
- White Sewing Machines

- Smoker's Stands
- Umbrella Stands
- Magazine Stands
- Pictures
- Picture Frames
- Cedar Chests
- Skirt Boxes
- Parlor Sets
- Bed Room Sets
- O-Cedar Mops and Polish
- Sealy Mattresses

We are never too busy to give the smallest purchase our most careful attention. If the roads are too muddy for you to get to town phone or write us--we will reserve your selections.

E. R. Williams

ACROSS FROM POST OFFICE

Special Inducement! Order Your Clothes NOW!

FREE

A Pair of Trousers or Fancy Vest

For a short time only, we are offering with every Suit or Overcoat purchased--From the Fall and Winter Line--a Fancy Vest or a Pair of Trousers Free! Clothes made to measure by

The Globe Tailoring Co., Inc.
CINCINNATI

Every garment is backed by the rigid guarantee of the makers. Take advantage of this NOW. 500 Patterns to Select From

PRICES \$20.00 to \$40.00

Let Us Take Your Measure NOW

Carter-Houston Dry Goods Company

LOCAL AND PERSONAL

H. C. Whitworth went to Hale Center on business today.
 R. M. Ellerd left today for Wilson County, on legal business.
 Judge Henry, of Floydada, was in the city today, on business.
 W. D. Lanford, of Hale Center, was visiting friends here yesterday.
 J. J. Rushing left Saturday for Iowa, to interest more prospectors in this country.
 W. C. Wright left today for Lorenzo, Texas, where he will run a traction engine for a thresher.

R. M. Ellerd returned Saturday from a trip to Central Texas, on business.
 Rev. Jewell Howard, of Amarillo, preached at Floydada Sunday night.
 Born, to R. S. Harnish and wife, of Plainview, a daughter, on December 4.
 Mrs. J. Wilson Boyle, of Lubbock, visited J. M. Shafer and family here Sunday.
 Mrs. E. M. Elliott, of Hale Center, visited Mrs. A. F. Quisenberry here Monday.
 Y. W. Holmes returned today from Amarillo, where he has been on legal business.
 C. L. Gilbert purchased a six-passenger Hupmobile of B. A. Hubbard last week.
 Mrs. Geo. W. Brewster, of Lockney, visited her sister, Mrs. J. M. Shafer, here Sunday.
 Misses Celestine and Pearl Harp went to Amarillo today to visit Mrs. H. McDonald.
 G. W. Lash, of Tulla, was here the past week having his eyes treated at the sanitarium.
 Geo. Saigling and John Oglesby spent Sunday at the Saigling Ranch, near Abernathy.
 W. G. Phillips and Fred Cousineau returned Saturday from a business trip to Amarillo.
 Mrs. Nix Harp and children left yesterday for Oklahoma City, where they will spend the holidays.
 Mrs. Teifollossy, sister of the late Lutheran minister in Plainview, went to Fort Worth yesterday.
 A. J. Wolcott, who has been visiting his cousin, H. M. Burch, returned today to his home, in Dallas.
 Miss Hallie Faulkner went to Tulla yesterday to spend the holidays with her brother, Paul Faulkner.
 Mr. and Mrs. L. H. Sloneker left Monday for Sweetwater, Dallas and other points, to visit relatives.
 J. A. Stephens, who has been here visiting his sister, Mrs. C. H. White, left today for Washington, D. C.
 W. A. Nash went to Abernathy today to hold a public sale. He will also hold one at Hale Center Friday.
 E. E. Terry, who has been attending Seth Ward College, left Saturday for Chicago, where he has a position.
 B. A. Hubbard went to Dallas Saturday to hurry up an order for some Hupmobiles that he is purchasing.
 Gus Weyl returned today to his home in Economy, Ind., after a visit of three weeks to his brother, Fred Weyl.
 Mrs. A. E. Wright, who has been here visiting her son, C. M. Wright, left yesterday for her home, at Omaha, Texas.
 R. A. McWhorter came in Saturday from Kalamazoo, Mich., to visit his family. He is in the land business at Kalamazoo.
 Mrs. E. P. Thompson and children, of Lockney, passed through here Saturday on their way to Wren, Miss., to visit relatives.
 Mrs. T. R. Bonner and children returned today to their home, in Sweetwater, after a visit here with J. S. Bonner and wife.
 J. W. Lusk, of Lockney, passed through here Monday on his way to Wichita, Kansas, to attend an engineering school.
 Mr. and Mrs. T. J. Van Andell came in yesterday from Oklahoma, to take charge of the City Bakery, which they purchased last week.
 Mr. and Mrs. J. M. Shafer and Mrs. J. L. Mitchell, from Fort Worth, left yesterday for West Gate, California, to spend the winter.
 Geo. P. Hill, Hermann Blueher and A. Chauvin, who have been here on business, left today for their homes, in Albuquerque, N. M.
 Mrs. J. A. Stallings and baby, Katherine, of Floydada, passed through here today on their way to Post City to visit Mrs. Stallings' mother.
 Mrs. B. E. Prosser returned today to her home, near Roswell, New Mexico, after a two weeks' visit here with her mother, Mrs. L. A. Jones.
 Mrs. M. E. Renfroe and Mrs. Lorene Lester, who have been visiting Mrs. Renfroe's daughter, Mrs. John Gist, left today for their home, in Gainesville.
 Miss Mae Alexander, who has held a position with the Plainview Mercantile Company for some time, left today for her home, in Andrews, Texas.
 Mrs. L. I. Halstead, who has been visiting her brother, S. A. Thompson, at Lockney, passed through here today on the way to her home, in Albuquerque, N. M.
 Rev. Leon Henderson, former pastor of the Methodist Church at Lockney, accompanied by his wife and baby, passed through here yesterday. They were on their way to Memphis, Texas, where they will make their home.
 Rev. O. P. Kiker, of Amarillo, passed through here Saturday, on his way to Floydada, on church business. He returned to this place this morning to take charge of his work as presiding elder of this district for the Methodist Church.
 Dr. J. D. Pickens, district deputy of the "Yoemen," in Parker County, is visiting Plainview. He says that the state manager will visit Plainview within a short time, with a view to organizing a "Yoemen's" Lodge here. There are already about 18 members here.

MAJESTIC BULLETIN

No. 162

Thurs., Dec. 11
 When the Debt Was Paid

Drama

Majestic

Makers and Spenders

Drama

Reliance

Crooks and Credulous

Drama

American

No. 163

Friday, Dec. 12
 Exoneration

Drama

In Two Parts

Demino

Bill Dodges Bills

Comedy

Keystone

No. 165

Saturday, Dec. 13
 Man of the Wilderness

Drama

Majestic

A Pitfall of the Installment Plan

In Two Parts

Comedy

American

Majestic

The Photo Play House Ahead
 ROSS D. ROGERS, Proprietor

NOTICE TO OUR PATRONS

Through these columns we wish to advise our friends and customers that, owing to general prevailing stringency in money matters, and our inability to obtain more than the usual accommodations from our wholesale grocers, we are hereafter compelled to adhere to a strictly thirty-day credit basis, excepting, of course, where satisfactory arrangements to the contrary have been previously made, and that, beginning at once, we will discontinue credit upon past-due accounts and hereafter upon all accounts of any previous month remaining unpaid by the 5th of any current month.

We sincerely regret the conditions that force this step, but deem it absolutely necessary and our only recourse is our desire to meet promptly all our obligations to wholesale grocers as they mature and to protect our best business interests in general.

The good-will of our many customers we consider our greatest asset, and we are grateful for the trade given us, desiring only to please and merit the approval of all. We trust the necessity of the above-mentioned slight change in our business management will be appreciated by our many friends and that not one of our many customers will suffer the least inconvenience thereby, as every one will be given ample opportunity of adjusting their account by the 5th of each month.

WARREN & SCUDDER
 Phones 145 and 244

Shop Early Shop Early Shop Early Shop Early Shop Early

Our Big Sale is well under way

Carter-Houston Dry Goods Co.

Just in Time for Christmas

Heavy Price Reductions in All Lines.
 Nothing Reserved

We especially call your attention to the following

Men's Suits and Overcoats

Men's Suits—made by Hart Schaffner & Marx. Any Hart Schaffner & Marx Suit in the house for \$17.50. Other Brands at similar reductions.
 For your convenience, we have divided our Men's Suits into three prices.
 All Men's Suits that sold regularly at \$30.00, \$27.50, \$25.00 and \$22.50 now on sale at, choice . . . \$17.50
 All Men's Suits that sold regularly at \$20.00, \$17.50 and \$15.00 now on sale at . . . \$12.50
 Men's \$12.50 Suits now on sale at . . . \$ 8.95

Carter-Houston Dry Goods Company

Men's Overcoats

Men's Overcoats—Hart Schaffner & Marx Overcoats, regularly priced at \$20.00 to \$30.00; our own Specials, priced at \$12.50 to \$20.00, now—
 \$30.00 and \$27.50 Overcoats . . . \$21.50
 \$25.00 and \$22.50 Overcoats . . . \$18.50
 \$20.00 Overcoats . . . \$14.50
 \$17.50 Overcoats . . . \$12.50
 \$15.00 Overcoats . . . \$10.75
 \$12.50 Overcoats . . . \$ 8.75
 One Big Lot Men's Overcoats, a special buy, will go in this sale at, choice . . . \$ 4.95

Carter-Houston Dry Goods Company

Extra Special--Men's, Fancy Hats!

Our "Chamois" Brand, made by Jno. B. Stetson Co., and "Beacon" Brand, made by Knox Hat Mfg. Co.:
 \$3.00 and \$3.50 Hats, now . . . \$2.39
EXTRA SPECIAL!
MEN'S PLEATED-BOSOM SHIRTS.
 \$1.50 and \$1.75 Grades, now . . . \$1.19
 \$2.00 Grades, now . . . \$1.49

Carter-Houston Dry Goods Company

Evening Slippers

Evening Slippers—made for us by Griffin & White Co., Brooklyn, N. Y.; black and white satin Evening Slippers, beaded and plain bows.
 Pink, Light Blue and Canary Evening Slippers, with Silk Rosettes, regular \$4.00 value, Sale Price . \$3.25

Carter-Houston Dry Goods Company

Boys' Suits and Overcoats

Made by H. A. Seinsheimer & Co.
 Cincinnati, Ohio "Perfection Brand."

All Boys' Suits and Overcoats, \$5.00, \$5.50 and \$6.00 values, on sale at . . . \$3.95
 All Boys' Suits and Overcoats, \$6.50, \$7.00 and \$7.50 values, on sale at . . . \$4.95
 All Boys' Suits and Overcoats, \$8.00, \$8.50 and \$9.00 values, on sale at . . . \$5.95

Carter-Houston Dry Goods Company

All Boys' Suits and Overcoats, \$9.50 and \$10.00 values, on sale at . . . \$6.95
 All Boys' Suits and Overcoats, \$11.00, \$11.50 and \$12.50 values, on sale at . . . \$7.95
 One lot Boys' Suits, broken lots, \$2.50 to \$4.00 values, choice . . . \$1.50

Ladies Shoes

Shoes—Women's Shoes, made for us by The Selby Shoe Co., Portsmouth, Ohio.
 Button Boots, Gun Metal and Tan Russia, \$4.00 grades, now on sale at . . . \$3.35
 Several numbers Ladies' \$5.00 grades Tan Russia Button Boots; Brown Calf Lace Boots, recede toe; Imperial Nubuck Button Boots, \$5.00 grades, on sale at . . . \$3.49
 Other grades at reductions.

Carter-Houston Dry Goods Company

Men's Shoes

Shoes—Men's Shoes, made for us by Hoyt Shoe Co., Manchester, N. H.; "The Beacon Shoe;" H. B. Reed & Co., Manchester, N. H., and Whitecomb Shoe Co., Haverhill, Mass.,—\$3.50 and \$4.00 Shoes
 Several lines Men's \$3.50 Goodyear Welt Shoes, black and tan, button and lace, at, per pair . . . \$2.95
 Lines of Men's \$4.00 Shoes, black and tan, button and lace, sale price . . . \$3.35

Carter-Houston Dry Goods Company

Ladies', Misses' and Children's Ready-to-Wear

Our stock in this department is all this season's purchases. Late models have just been placed in stock. Every article goes at a big reduction. You will have to see our offerings in this department to fully realize how much money we can save you.

Reductions from 25 Per Cent and to Even Below 50 Per Cent in Many Cases.

Carter-Houston Dry Goods Company

Wool Dress Goods, Silks and Dress Trimmings

—At a Big Saving—

We carry one of the largest stocks of Dress Goods in West Texas, and enjoy an exceptional trade in this department. However, to clean up the season, we are offering splendid values all through the line.

One Big Lot 35c Dress Goods . . . 19c
 One Big Lot 50c, 60c, 65c and 75c Dress Goods at . 39c

Carter-Houston Dry Goods Company

WE WOULD LIKE TO SEE YOU IN OUR STORE ONE OR MORE DAYS OF THE SALE

SALE CLOSES SATURDAY, DECEMBER 20th

Special Attention Given Mail and Telephone Orders. Parcel Post Packages Delivered Free of Charge

Carter-Houston Dry Goods Co.

114-16 N. Pacific St., Plainview, Texas

"Goods That Speak for Themselves"

Telephone 79 and 140

Shop Early Shop Early Shop Early Shop Early Shop Early

Let Christmas Giving Suggest Usefulness for 365 Days Rather Than Pleasure for the One Day

Many remembrances are worth but a flashing friendly thought--others are daily reminders of the thoughtful friend. Will you be the giver who will be remembered for one day or for one year?

Consider Our Prices; Consider the Usefulness of Our Gift Lines and Make a Decision This Week.

How would an "Air-Sweep" Hand Vacuum Cleaner meet the approval of yourself and the friend or loved one? They save many steps, much backache, and stand for genuine cleanliness. You don't know the value of a real cleaner until you have tried this one.

Then there's The Free Sewing Machine, another labor saver and our splendid line of Majestic and Round Oak Ranges and Vortex and Round Oaks Heater, fuel, labor and temper savers.

Aluminum Wear is always acceptable—we sell the "Ware that Wears" and Wagner's makes—both cast, spun and guaranteed. Surely you can select from our big assortment of double boilers, frying pans, Berlin kettles, Berlin saucepans, lipped saucepans, casseroles, ramikins, cream, gravy and soup ladles, dippers, waffle irons, cake griddles, combination and plain roasters.

FOR THE YOUNGSTERS

Velocipedes
Play Autos
Bicycles
Sidewalk Coasters

Ice Skates
Roller Skates
Foot Balls
Basket Balls
Volley Balls

Punching Bags
Rifles
Air Guns
Pop Guns

Donohoo-Ware Hardware Comp'y

Phone 80

KANSAS CITY CATTLE RECEIPTS 11,000 LESS THAN YEAR AGO.

Quarantine Steers Are Up 50c; Hogs Unsteady; Sheep a Quarter Higher.

Kansas City Stock Yards, Dec. 8.—Cattle receipts this week are a few thousand head larger than last week, which was cut into by the Thanksgiving holiday, but the supply is 11,000 head less than same week last year. This is taken as the beginning of the cattle shortage of the present winter at Kansas City, which is likely to become acute after the first of the year, on account of the short number of cat-

tle fed in Kansas particularly, and in other Kansas City territory as well.

Steer prices revived a little this week, yearlings selling 10 to 20 cents higher, up to \$9.15, though heavy steers are inclined to be dull, and the market without any great capacity for them, tops at \$8.50 this week. Cows and butcher grades added 25 to 50 cents to values this week, and demand was keen all week.

Quarantine steers sold barely steady, cows and calves stronger. Native veals are 50 cents higher this week. Some fairly good range stockers and feeders were here Monday, at \$7.00 and \$7.10, and native feeders sold up to \$7.75 this week, stockers

largely at \$6.00 to \$7.25. The demand for stockers and feeders was better, and prices are closing a quarter higher for nearly all kinds.

This increased demand, of course, left fewer cattle for killers, and thus helped the market all around.

Hog markets are uneven, with the declines slightly overbalancing the advances this week. Receipts are running fairly heavy, but are still insufficient for the demand, order buyers taking a good many hogs. Packers pursue waiting tactics, in efforts to depress prices, and on two or three days they were unable to fill their orders, and had to pay strong prices at the close of the market those days. Run is 5,500 today, market 5 to 10 cents higher, top \$7.70, bulk \$7.35 to \$7.65.

Sheep and lambs are a quarter higher this week. The supply is small today, and prices not fully tested, but the market is steady. Choice Missouri-fed Western lambs brought \$7.90 yesterday, yearlings \$6.75, wethers worth \$4.50 to \$5.25, ewes \$4.00 to \$4.60, feeding lambs \$6.00 to \$6.50. Receipts are running relatively light, and prices this week are on a parity with Chicago on most classes.

J. A. RICKART,
Market Correspondent.

CHRISTMAS SHOPPING— DO IT EARLY.

For the Baby.
For the baby—very new babies and those just a little older—there are offered in the shops surprisingly lovely things in caps, sacques and infant toys.

Daintiest of soft wool knitted sacques, white with blue and pink scalloping, are sold at \$1.25 up.

Flannel sacques with silk edges and just the wee-est, tiniest ribbon bow are to be had for as little as 75 cents.

Of course, after a boy is 6 months old the father expects to see him in trousers almost immediately. Sweaters can actually be bought for this age child at \$1, \$2 and so on.

Caps in hand-made styles and of batiste are as low as \$1. And little extra front flaps embroidered and with strings are reasonably priced.

Perfectly good-looking albatross and Henrietta cloth coats, decorated with white feather stitching and lined with china silk, appeal especially after

you have looked at the price ticket—\$3.00.

Very winsome are the tiniest of baby mittens, priced at 25 cents.

When baby goes in his tub he is not always pleased with his surroundings. If he yells lustily he may be provided with a toy called a bath boat. It is made of "loofa" sponge and has four or five little toys attached. This floats around on the water and amuses the baby.

Very fleecy veils, just the thing to protect the baby's face when he sleeps out of doors, are \$1.25 and up.

There are small gift boxes which contain fifteen toys. These are \$1.75.

There is a small bib holder composed of a linen band with flowers woven in the ends finished by snaps. This comes in a box with pretty card inclosed.

Baby books in which to record the wonderful doings and sayings of the only baby come from fifty cents up.

Baby plates with high rims, gay in colored figures, are fifteen cents each up to \$2.00.

(Most of these can be found in local shops.)

A GOOD TURN EVERY DAY.

Little Things Count to the Credit of the Boy Scout.

The Boy Scout of today must be chivalrous, manly and gentlemanly.

When he gets up in the morning he may tie a knot in his necktie and leave the necktie outside his vest until he has done a good turn. Another way to remind himself is to wear his scout badge reversed until he has done his good turn. The good turn may be a very big thing—help an old woman across the street; remove a banana skin from the pavement so that people may not fall; remove from streets or roads broken glass, dangerous to motor car or bicycle tires; give water to a thirsty horse, or deeds similar to these.

The scout also ought to know how to save life. He ought to be able to make a stretcher; to throw a rope to a drowning person; to drag an unconscious person from a burning building, and to resuscitate a person overcome by gas fumes. He ought also to know the method of stopping run-

way horses, and he should have the presence of mind and the skill to calm a panic and deal with street and other accidents.

This means that the Boy Scout must always be in the pink of condition. A boy cannot do things like these unless he is healthy and strong. Therefore, he must be systematically taking exercise, playing games, running and walking. It means that he must sleep enough hours to give him the necessary strength, and, if possible, to sleep very much in the open, or at least with the windows open, both summer and winter.

It means also that he should take a cold bath often, rubbing dry with a rough towel. He should breathe

through the nose and not through the mouth. He should at all times train himself to endure hardships.—From "Boy Scouts of America."

SAN ANTONIO FRANKLIN USES LITTLE GASOLINE.

Twenty miles on two quarts of gasoline was the record made by a Franklin Runabout driven by O. M. Burt, of San Antonio, Texas. Mr. Burt made a twenty-mile circuit of the North Loop about San Antonio, using the same car that established an economy record in an endurance run from San Antonio to Galveston last spring.

Get Stationery at The Herald.

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

The First National Bank

Capital Stock \$100,000.00
Surplus and Undivided Profits 170,000.00

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



What does your car need?

- ¶ Your car is like your home—to get the most comfort and pleasure out of it, its equipment must be renewed and added to from time to time.
- ¶ What does your car need now? Whatever it needs, you will find this place the best place to come to.
- ¶ We carry an extensive stock of auto accessories and supplies, and can undoubtedly show you what you are looking for.
- ¶ Drop by here today, and see the new

GOODRICH SAFETY TIRE

Best in the Short Stop

There has been a big reduction in tire prices--act now--we can serve you to best advantage.

Plainview Rubber Co.

W. California Ave.

Plainview, Texas

14 More Shopping Days Before

CHRISTMAS

You will find a suitable present for father, mother, sister or brother, wife or sweetheart, if you visit "The Best and Prettiest Dry Goods Store in Plainview".

For Men and Boys

Gloves, Mufflers, Watch, Ring, Stick pin, Tie Clasp, Ties, Suspenders, Handkerchiefs, Belt, Hat, Sweater, Hair Brush, Shoes, Cuff Buttons, Hosiery.

For Women and Girls

Furs, Mesh Bags, Silk Hose, Box Stationery, Hat Pins, Lavilliers, Bracelets, Watches, Bridge Sets, Varsity Bags, Table Linen, Blankets, Down Comforts, Gloves, House Shoes, Fountain Pen.

20 Per Cent Discount

Men's and Boys' Clothing
Men's and Boys' Sweaters
Men's and Boys' Overcoats

300 Pairs Ladies' Silk

Hose Received Today
\$1.25 to \$2.00 a Pair

20 Per Cent Discount

Ladies' Coats and Coat Suits
Ladies' Dresses and Skirts
Ladies' Sweaters and Waists

If it is new, up-to-date, advertised merchandise you are hunting, we can surely please you. Courteous attention given to everyone all the time. Your patronage solicited and appreciated. New shipment of Manhattan Shirts

Plainview Mercantile Co.

W. A. SHOFNER, Manager

SOCIAL HAPPENINGS.

ELK BALL AND BANQUET TO BE ANNUAL AFFAIR.

Plainview Elks are inaugurating their first annual ball and banquet. It will be the social event of New Year's eve. An elaborate menu will be served, and there will be ample entertainment for those who do not dance. Tickets are being sold at \$3 a couple. E. E. Roos is chairman of the committee making arrangements for the ball.

CHORAL CLUB TO MEET TWICE EACH WEEK.

At its meeting last night the Choral Club voted to meet each Monday and Thursday night until the first or second week in January, at which time the Club expects to give "The Holy City." Plans were made to sing "The Holy City" some time before December 19. The members decided last night that it would be wiser to take somewhat longer time for practice.

AS-YOU-LIKE-IT CLUB STUDYING SHAKESPEARE'S EDUCATION.

The As-You-Like-It Club will continue its study of Shakespeare, with Mrs. R. C. Joiner, this afternoon. The meeting is called for 3 o'clock.

Questions for study are:
Tell something of Shakespeare's education.

Tell of Shakespeare's life from the date of his marriage until he went to London.

Name some of Shakespeare's works written from 1591 to 1597.

In what years did he complete his series of English historical plays?

In what year was the "Merchant of Venice" written?

What were Shakespeare's three most brilliant comedies, and when were they written?

By 1599 what were Shakespeare's receipts as an actor for a year? Tell something of the prices paid for his plays at that time.

CIVIC LEAGUE TO CONSIDER RED CROSS SEAL CAMPAIGN.

At its meeting to-morrow the Civic League will take up the question of handling Red Cross Seals. Mrs. L. L. Dye, president of the Club, has been in correspondence with the Red Cross

headquarters. Plainview ladies hope to sell not fewer than \$50 worth of the seals.

SINGING CONVENTION FOR RUNNINGWATER.

The Hale County Singing Convention will meet at Runningwater the third Sunday in December. Singing will be engaged in all day. There will be dinner on the ground.

MYSTIC CLUB HAS MEXICAN DINNER WITH MRS. TANDY.

Spanish Dishes, Souvenirs and Decorations Were a Feature of Six O'clock Dinner.

The Mystic Club enjoyed a real Mexican dinner with Mrs. C. W. Tandy Saturday evening. The menu was in Spanish. Food was cooked by Mexicans who are in the employ of the Texas Land and Development Company. Favors and decorations were in the yellow, green and black of Mexico. Individual Mexican souvenirs were given.

Mrs. Cook, who has just returned from Mexico to spend some time with her parents, Mr. and Mrs. C. W. Tandy, supervised the dinner. She was assisted in serving by Mesdames Garrison, Coleman and Bagby. During the evening Mrs. Tandy showed her visitors a number of Mexican articles, including lace, blankets and moccasins, which Mrs. Cook had brought home.

Mrs. L. A. Knight was toast-mistress. Mrs. C. W. Tandy responded to a toast to "Bay View"—the study which the club is making. Mrs. Armstrong gave a toast to the hostess. Mrs. Dye spoke for "The Heroes of Mexico." Mrs. Harrington toasted "Our Club." Mrs. Kinder proposed a toast to "The United States and Mexico." Mrs. Brahan "To the Hostess."

FLOOD AND WASHOUTS STILL EFFECT FORT WORTH MARKET.

Cows and Heifers Constitute Bulk of Shipments; Spotted Conditions Shown in Hog Market.

Fort Worth Stock Yards, Dec. 9.—Conditions in the cattle market have remained unchanged during the first part of this week. All kinds of stock have been selling out early the last two days. Best cows in big lots have been selling from \$5.25 to \$5.50. Considering the bad weather conditions which have extended over the greater part of the State, the cattle supply

was all that could be expected.

The bottled-up condition of shipments which prevailed the greater part of last week on account of floods, especially in South and Central Texas, washouts and consequently impaired railroad service, has been considerably alleviated.

The stocker and feeder trade is rapidly showing signs of a healthier tone. Cows and heifers constitute the bulk of the trainloads received today and yesterday.

The following quotations represent the price range of this market on the various classes mentioned:

Beef Steers.
Choice to prime, 1,200 to 1,500 pounds \$7.50@8.00
Good to choice, 900 to 1,200 pounds \$7.25@7.50
Good to choice, 800 to 900 pounds \$6.50@7.25
Medium to good, 800 to 1,000 pounds \$5.75@6.50
Common to fair, 700 to 1,000 pounds \$5.00@5.75
Choice to prime yearlings \$8.00@8.50
Good to choice yearlings .. \$7.50@8.00

Stocker and Feeders.
Good to choice steers, 1,000 to 1,150 pounds \$6.50@6.85
Medium to good steers, 750 to 900 pounds \$6.25@6.50
Common to medium steers, 650 to 750 pounds \$5.25@6.25
Stocker cows \$4.00@5.50
Stocker heifers \$4.50@5.75
Good to choice stocker calves \$6.25@7.25
Fair to good stocker calves \$5.00@6.00
Common stocker calves ... \$4.00@5.00

The Hog Market.
Trade in the hog market during the past two days has shown spotted conditions. Prices differ little from values last week.

The following quotations represent the price range of this market on the various classes mentioned:

Choice to fancy, 255 pounds up \$7.70@7.80
Good to choice, 175 to 225 pounds \$7.60@7.75
Medium to good mixed, 150 to 200 pounds \$7.25@7.50
Common to fair light mixed \$7.00@7.25
Pigs \$5.00@6.50
DAGGETT-KEEN COM. CO.
By A. M. KEEN.

FOR SALE.

Two thoroughbred Shropshire bucks and one young Jersey bull for sale by E. DOWDEN. Address or call him at the Texas Land and Development Co. —Adv.

Retail Grocers Credit Association

We regret very much that conditions over which we have no control are such that we are compelled to make changes in our credit business, and in this direction we have organized a Retail Grocers Credit Association.

With the undersigned as members and any Retail Grocer that sells on credit will be eligible to membership in this association. Hereafter, we will expect all accounts to be paid not later than the 5th of each month, unless special arrangements are made to run longer.

Signed December 8, 1913, by

Sewell Grocery Company
Boyd Grocery Company
Wright & Dunaway
Johnson & McLaughlin
R. H. Germany
Sam L. Seay
Joseph Fowler, Assignee