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PRICE FIVE CENTS

MAIZE AND KAFFIR HAVE BECOME COMMERCIAL CROP

Wichita, Kansas, Banker Says Plains Grain Crops Will Become Even Greater Commercial Factors.

"Oh, sure! You have a lot of them," said E. E. Masterman yesterday morning in the Chamber of Commerce rooms when he saw the Hale County blue and red ribbons won at recent fairs and expositions. "You have the country to get them with. I'm indeed pleased and surprised with the development work going on here. I remember how favorably the Hale County exhibit at the Wichita, Kansas, Fair and Exposition and the International Dry Farming Congress, in October, impressed me and others who saw it."

"Kaffir and maize are wonderful grains. Three years ago we first were made to realize the importance of these crops as a commercial factor. During that year I was surprised to see large drafts attached to bills of lading from one point come through our bank. They made their appearance with astonishing regularity. I asked for the drafts to be put on my desk. Soon I found that a new grain with a high commercial value—kaffir and maize—was moving from the great southwest country to the north. During that season our bank handled eight hundred drafts with bills of lading attached for cars of this grain. You have in these grains a product that will increase in commercial value as the demand grows, and it surely will."

Mr. Masterman is Vice President of the Kansas National Bank of Wichita, Kansas. He spent Saturday, Sunday, and until noon Monday in Plainview on business for his firm.

DONOHOO-WARE DECORATE ATTRACTIVE WINDOW.

Three huge gobblers driven by a little girl form the base of an attractive window at the Donohoo-Ware Hardware Company's store. Thanksgiving spirit predominates. To create a desire for their handsome carving sets, the Donohoo-Ware Company has trimmed an entire window with seasonal advertising decorations.

Sweden Averse to Entering War on Germany's Side Now

NEW YORK, Nov. 17.—Advices have been received here through correspondence from Stockholm, Sweden, to the effect that Sweden wishes to remain neutral in the European war. Sweden early in the war was anxious to enter. The failure of Germany's whirlwind campaigns in France and the sober reflection of the people are supposed to be responsible for the change in their attitude.

HE LIKES PLAINVIEW.

C. W. Dickinson, of La Crosse, Wis., who has been looking over the whole State of Texas, left for home yesterday.

"I have been visiting Texas for the first time," he said. "I have been visiting Texas for the first time, but was never in this part of the State before. I am convinced that this is a great country. The amount of milo maize, feterita and other feed crops that you can raise here has the future of this country assured."

German Steamers Off Chile Are Flying Japanese Flags

VALPARAISO, Nov. 17.—The German squadron of Admiral Von Spee is again on the high seas searching for British vessels. When the Dresden and Leipzig completed their work of taking on provisions they steamed out of the harbor and joined the other ships of the fleet. This morning the ships then struck out the Japanese colors and headed westward.

WOULD NAME BABIES EMDEN.

CLEVELAND, Ohio, Nov. 17.—The Waechter Unzeiger, the leading German daily here, has suggested through its editorial columns that all German children born on November 10 be named Emden, in honor of the cruiser which was sunk recently.

SETH WARD AGAIN WON FROM MILITARY ACADEMY

Saturday Plainview Football Team Again Defeated Amarillo Military Academy; Score Was 44-0.

Seth Ward again defeated the Amarillo Military Academy Saturday afternoon. The score was 44-0. In the game played here at the opening of the season Seth Ward was victorious, piling up a score of 52-0.

Seth Ward kicked off to the Academy men. In four downs the ball was returned to Seth Ward's twenty-yard line. On an attempt to drop kick a goal the ball was lost to Seth Ward. Pritchett attempted a punt which was blocked but was recovered behind the goal for a touchback by Willis. Score at end of first quarter, 0-0.

Seth Ward kicked off. Amarillo was held for downs. Glenn made a touchdown on an end run. No goal was kicked. Glenn made the second touchdown on an end run and kicked goal. Pritchett made the second and third touchdowns on line backs. No goal was kicked either time. On a criss-cross forward pass Purdue made the fifth touchdown. No goal. Bishop made the sixth touchdown on a criss-cross end run and kicked goal.

In the third quarter Willis made a touchdown on an end run. No goal was kicked.

After the first few minutes the Academy men were never in striking distance of the goal.

Games for Thanksgiving.

On Thanksgiving: Amarillo Military Academy will play the West Texas Normal, at Canyon. Clarendon College will play Dallas University, at Clarendon.

Seth Ward College will play an all-star picked team, at Plainview.

Council Passes Ordinance Prohibiting Ballhooning

At a meeting of the City Council last night an ordinance was passed restricting the practice of announcing or advertising shows, theaters, athletic contests or any other attraction by means of a megaphone or other instruments on the streets of Plainview. Nothing in the ordinance, however, prevents the announcing of any attraction on the lot or lots on which the attraction is located. The person violating this ordinance shall be fined not less than \$1.00 nor more than \$10.00.

W. F. Kelsey was employed as city scavenger by the Council.

Mae I. Will Show Zudora; Herald Will Print Story

At New Rochelle, New York, the Thanouser Syndicate Corporation is enacting the scenes of "Zudora," a new serial production which has been created by Daniel Carson Goodman, James Cruze and Harry Benham, two popular Thanouser stars, are playing parts. Miss Marguerite Snow, a new actress, only eighteen years old, is playing the leading part, "Zudora."

Best of all, Plainview motion picture show patrons are to see this serial, which Thanouser calls its masterpiece. The Mae I. will offer its patrons Zudora in twenty episodes. Two will be released each week, making it a ten-week serial. The first release date of the film will follow the last release of The Million Dollar Mystery.

The Evening Herald has arranged for the story of Zudora. This novelization is by Harold McGrath, who wrote The Million Dollar Mystery, Kathlyn, The Man on the Box, etc. In order to find out what our readers want in connection with this story, we are publishing the following blank form. Check out the lines you would like to see in the story, and bring the blank to The Evening Herald office, put it in the mail for us, or leave it at The Mae I Theatre.

I prefer—
Reading the story immediately before the release of the films.
Reading the story after the films have been shown at The Mae I.

(Signed)

ENGLISH ARTILLERY ABANDONED.



These guns were left in the trenches at Maubeuge when the city was deserted by its defenders.

SIXTY-FIVE NEW MEMBERS UNDER NEW PASTORATE

Rev. O. L. Halley, New Pastor of Plainview Baptist Church, Has Had Very Successful Three Months.

Rev. O. L. Halley left yesterday for the State Baptist Convention, at Abilene. Before leaving, he spoke enthusiastically of the work of the local church. Since he came here, two months ago, the church buildings have been moved and consolidated and sixty-five added to the church membership.

Rev. J. L. Bagwell was ordained to the ministry last night at the Baptist Church. The pastor, Rev. O. L. Halley, was assisted in the service by Revs. J. W. Winn, S. W. Smith, I. E. Gates and L. S. Jones.

LITTLEFIELD.

LITTLEFIELD, Texas, Nov. 16.—Word has been received from Roswell, New Mexico, that Thomas J. White died there last Friday. Mr. White was 86 years old. He was the father of J. Phelps White and Thos. D. White, well-known cattlemen here, and half brother of Geo. W. Littlefield, of Austin, Texas, and W. P. Littlefield, of Kenna, New Mexico. Mr. White's remains have been sent to his old home, in Gonzales, Texas, for interment.

The first real freeze and killing frost of the season came last night. The weather continues pretty.

Governor Colquitt Issues Thanksgiving Proclamation

AUSTIN, Texas, Nov. 17.—Governor Colquitt has issued his proclamation whereby he "designates and proclaims Thursday, November 26, A. D. 1914, a day of thanksgiving to the Lord Almighty for his goodness and loving kindness. Due observance of the day is respectfully requested in all places where the people may gather together in public worship or in the transaction of private and public business."

WILL ORGANIZE COUNTY FEDERATION OF CLUBS.

Rural Welfare Object Sought in Organization to Be Perfected at Hale Center Saturday.

A rally will be held at Hale Center next Saturday for the purpose of organizing a county federation of clubs in the interest of the Rural Welfare Work. All the clubs in Hale County are asked to send delegates or to come en masse, if possible.

There will be no formal program, but several interesting features will be provided, among them a talk by Commissioner of Agriculture Ed K. Kone.

Mrs. E. Graham is president of the Rural Welfare Work in this district, which is comprised of eighty-five counties. Mrs. J. W. Longstreth is county chairman. Both of these ladies desire a large attendance from all the clubs in the county.

Those going from Plainview will start from the northwest corner of the square at nine-thirty a. m. A large delegation from the Plainview clubs is expected.

Union Stockyards Opened For Business in Chicago

CHICAGO, Ill., Nov. 17.—The Union Stock Yards have opened again for business. Nine days of scrubbing and disinfecting have rendered the pens sanitary enough, according to the opinion of Federal inspectors, for business to be resumed without danger. Cattle, sheep and hogs may be received for slaughter only. They must be shipped from disinfected pens and in disinfected cars.

Carranza Proposes Villa and Himself Leave Mexico

MEXICO CITY, Nov. 17.—Carranza has made a proposition to General Eulalio Gutierrez that he will retire from Mexico and leave the army under the generalship of General Gonzales and arrive in Havana not later than November 25, if Villa will turn his army over to General Gutierrez and be in Havana the same date. The Aguas Calientes convention must meet in Mexico City on the same date that Carranza and Villa are to reach Havana.

Culebra Cut in Panama Canal Is Again Filled Up

PANAMA, Nov. 17.—Navigation has again been stopped in the Panama Canal. Another upheaval from the bottom of Culebra cut has checked passage through the canal.

Official Statistics September and October on Cotton Crop

WASHINGTON, Nov. 17.—During the month of September, 1914, the amount of cotton consumed was 415,194 bales. Cotton on hand in manufacturing establishments on September 30 was 556,068 bales, and in independent warehouses 1,561,856 bales. The number of active consuming spindles for the month was 1,562,185. Domestic cotton exported during October, 1914, was 498,697 bales, and foreign cotton imported, 12,152 equivalent 500-pound bales.

TEXAS WILL NOT SEND WHEAT TO EUROPE.

WASHINGTON, D. C., Nov. 17.—The United States has approximately 300,000,000 bushels of wheat on hand this year for export, and practically all of it will be sold to the warring countries of Europe. According to a report issued to-day by the United States Department of Agriculture, the wheat production of the United States this year will be around 892,000,000 bushels, and only 601,000,000 bushels will be needed for food consumption and seed purposes at home.

The per capita wheat consumption of Texas for food is 5.4 bushels, and the total annual requirement for seed and food purposes in this State is 24,393,000 bushels, leaving a deficiency of production this year of approximately 10,327,000 bushels.

BUSINESS AND SOCIETY NEED THE PEACE OF GOD

Bishop E. A. Temple Preached and Administered Confirmation Rite at St. Mark's Church Sunday.

"And the peace of God, which passeth all understanding, shall keep your hearts and minds through Christ Jesus."—Phil. 4:7.

"The epistle to Philippians," said the Rt. Reverend Bishop E. A. Temple, of Amarillo, at the Episcopel Guild Hall Sunday morning, "is the most personal in the entire Bible. It applies to the Twentieth Century as truly as it did at the time of writing."

"The peace of God is needed in the face of the great European war now in progress. This was inevitable; it is the outgrowth of generations of hate and jealousy on the part of the rulers of Europe. The war itself is not so much a sin as it is the result of the sin of hate. The sin of Europe is hatred of nation for nation. The war is not according to the law of God."

"If the awful carnage that is going on to-day should be suddenly stopped as an answer to the prayers for peace, it would begin again and continue until the nations were taught the principles of truth and righteousness and justice."

"The Christian religion has not failed," Bishop Temple said. "It stands out to-day as never before. Was there ever before a time when a Christian nation was asked to pray for peace? Even the warring nations themselves have apologized for the war in the White and Blue Books issued by the English and the Germans. 'I pray that somehow, someday,' he said, 'that God will bring forth out of the ashes of Europe a universal peace, a peace that passeth all understanding.'"

"We are not a spiritual people; we are a material people. We need the peace of God in our political business and social lives. We need the peace of God to plan our lives. We try to outplan God by planning for ourselves. What we need is 'the peace of God that shall keep our hearts and minds through Christ Jesus.'"

The rite of confirmation was administered by Bishop Temple.

Beginning with the processional hymn by the vested choir, the entire service was solemn and beautiful throughout.

The laying on of hands as in the days of the apostles was conferred upon the following candidates for confirmation: Mrs. J. O. Wyckoff, Mrs. E. E. Peckham, Miss Norine Vickery and Grady Lindsay.

Archdeacon J. S. Wicks conducted the usual morning service preceding the sermon.

EAST MOUND.

EAST MOUND, Texas, Nov. 17.—We had a most enjoyable time at our school last Friday. Professors Hill and Marquis and Judge W. B. Lewis spent the afternoon with us. We also had a number of our patrons out that day. We had several songs by the school, an address by each of our visitors and short talks by two of our trustees.

Miss Carrie Wallace and Mr. Clayton Eiring attended church in Plainview last Sunday night.

We are indeed sorry to hear of the serious illness of Mr. Alfred Howell, who was stricken with appendicitis while on a trip to New Mexico.

Mrs. Winslow is nursing a severely burned hand, as the result of an accident to the gasoline stove last week, which almost caused her home to be destroyed by fire.

Mr. Monty Wallace, of Canyon, has been visiting his father and mother this week.

Dick Estes finished sowing his wheat Friday.

Mrs. D. W. Wallace and Miss Carrie Wallace were in town Tuesday.

Mrs. Ben Cox and little daughter Ona were in town Saturday.

Messrs. Long, Wade Wallace, Martin, Rush, Waddell and Estes were in town Saturday.

Mr. D. W. Wallace spent Friday and Saturday with a party of friends hunting in the sand hills.

Mrs. Waddell was in town Friday.

Mrs. D. Lore, of Haskell, returned from Floydada to-day to visit Mrs. Jack Moore.

ASQUITH'S REQUEST GRANTED BY COMMONS

PREMIER'S REQUEST FOR BILLION AND QUARTER DOLLARS AND MILLION MEN GRANTED.

WINTER IMPEDES FIGHTING

Heavy Flood Waters Have Checked Fighting in Neighborhood of Dixmude.

LONDON, Nov. 17.—The House of Commons to-day unanimously granted Premier Asquith's request for a billion and a quarter dollars and another million soldiers. "This is the greatest emergency in which the country has ever been placed," said Premier Asquith in asking for the money and men. "There are already one million two hundred thousand men fighting for the kingdom."

Great Britain will make a loan of fifty million dollars to Belgium and four million to Serbia. Lord Kitchenier is preparing a scheme to raise the pay of soldiers.

The severe winter has hampered movement of troops. It is reported that the Russians, clad in heaviest clothing, are marching through deep snow in East Prussia. In Northern France and Belgium blizzards are sweeping the trenches, causing intense suffering among the soldiers. Dixmude is flooded from heavy rains, and action there has practically ceased.

The German attacks in the British lines have become less fierce. It is thought here that the Germans have abandoned the coast campaign, and this is considered a victory for the Allies, in that they have never assumed the offensive in this territory, merely attempting to defend it from the Germans.

A dispatch from Athens reads: "The Turks lost two hundred and fifty men, and two guns destroyed in the bombardment of the forts of the Dardanelles. The former German cruisers Goeben and Breslau, now flying the Turkish flag, have re-entered the Bosphorus."

PARIS, Nov. 17.—The official communique says: "The situation is without modification."

ROME, Nov. 17.—The Russians are moving slowly on toward Cracow. Reports have reached Rome that the city is in flames. Whether this is from Russians entering the city or the retreating forces cannot be determined.

LONDON, Nov. 16.—The success of operations against the Turkish garrison at Sheikh-Said, and of the occupation of the Turkish forts at Turba by Indian troops, has been announced by the Secretary of the Admiralty. The British cruiser Edinburgh assisted them.

"The Turkish fort of Turba," says the Admiralty report, "is situated on the rocky heights close to the boundary of Turkish territory and the Aden protectorate. The guns of the fort command the isthmus connecting the peninsula of Sheikh-Said with the mainland."

"Three battalions of troops were landed in the face of opposition, but under cover of the Duke of Edinburgh's fire which had previously disabled the Turba fort, the Indians attacked the enemy's positions, being opposed by well concealed artillery and infantry fire."

"When the hills commanding Henli were occupied the division weakened and 200 of the enemy escaped over the isthmus on camels or by boats. Six Turks were killed, the remainder being wounded and taken prisoners."

"The fort was occupied and a large amount of munitions of war and six field guns were captured. The heavy guns were probably put out of action by the Duke of Edinburgh."

"The Indian casualties were one officer and fifteen men wounded and four killed. There were no casualties on the cruiser."

FOUR BUICK CARS SOLD BY E. E. ROOS LAST WEEK.

Tom Miller bought of E. E. Roos a 37 Buick last week, J. K. Milwee a Buick 25, T. H. McChren, of Matador, a Buick 37, and C. Cooper a Buick 25.

The Desert—and an Oasis

By Myrtle Middleton Powell

Plainview, Texas is a college town of 6,000 inhabitants—the commercial metropolis and geological center of the "shallow water" belt of the Plains country. It also enjoys the reputation of having more automobiles than any town of its size in the State. Recently Mr. O. M. Unger, president of the Plainview Chamber of Commerce, conceived a scheme by means of which these numerous automobiles might be used in a worthy cause, and thereby hangs a tale.

It has not been so very many years since it was generally supposed that the prairies of West Texas would produce nothing but cacti, mesquite and buffalo grass; and the Britisher's estimate of the soil, that "some of it's arable, most of it's 'orrible," was accepted by a majority of the people. When, in the summer of 1910, the first one of the "big" wells was brought in near Plainview, the wonderful amount of the fine, pure water gave rise to much excitement, and many other wells were drilled in a short time. Also, an irrigation expert was requested to be sent from the United States Department of Agriculture, at Washington, D. C., to conduct an examination and make report of the conditions found to exist. The Government man came, made a thorough investigation of the wells then in operation, also of the soils, climate and source of water supply, and reported to the Department at Washington that the Plainview district furnished a feasible and practicable proposition for profitable irrigation by pumpage; that the water was of excellent quality, abundant in quantity and lasting in character.

Since that time there have been more than a hundred "big" wells dug

in the Plainview district, not one of which failed to get ample water. One company, alone, of Eastern capitalists has spent over \$3,000,000 improving 60,000 acres of this shallow water land. Of course, with the certainty of water in inexhaustible quantity it was but a short time until the tide of immigration from the Northern and Eastern States set in—farmers hunting cheap land in which to establish a home. The Plainview Chamber of Commerce adopted a slogan for advertising purposes, "Nothing Shallow but the Water." The homeseekers came, saw and were conquered by the sight which met their eyes. Plainview was on the map.

Now it occurred, on a day, to Mr. Unger, as president of the Plainview Chamber of Commerce, that while the stranger within the gates was marveling at the wonders being shown him of these big wells gushing forth literally oceans of water, yet the home folks, the business men, professional men, bankers, storekeepers and clerks had many of them never seen the wonderful sight for themselves. Just as we are told that there are people who live their lives out within the sound of Niagara's roar without ever seeing the awe-inspiring cataract. So Mr. Unger proposed that an afternoon be devoted to "seeing" the irrigated farms around Plainview, and that as many of the owners of automobiles as would volunteer to do so should offer their motor cars and either drive themselves or provide a driver, and that they make a grand tour of the irrigated farms, some of which are from 10 to 15 miles out from town.

Accordingly, a time and place of meeting was appointed, and 70 automobiles swung into line and their

several hundred occupants were committed to the adventure of spying out the land to see if it was good. Stops were made at the larger wells and everybody got out to "see the wheels go round" in the engine room and to take a look at the big wells in action. Marveling with wonder and amazement at the sight of such a volume of water (3,000 gallons a minute) pouring forth to satisfy a thirsty land, the visitors, of course, wanted to taste and see if it was good. So each "stooped where the big streams thundered up and filled for himself a small tin cup."

The route of 60 miles included glimpses of wheat fields covering hundreds of acres, fruit orchards, vineyards and truck gardens, all in a high state of cultivation and giving promise of bumper crops. Grain fields and fruit orchards and truck gardens, do you say, in the Great American Desert? Yes, that is as the desert is in reality; not as you will find it put down in geography books. And they are too busy just now in that part of the country revolutionizing industrial conditions to bother about changing the books. Plenty of time for that. Meanwhile the desert smiles.

Many of the visitors who had doubted the plausibility of the wonderful tales they had been hearing in regard to the possibilities of irrigation had to admit that the half had not been told. And this first trade excursion for "home folks" was so successful that Mr. Unger is planning to repeat it soon for the benefit of those who failed to get in line on the former occasion.

TEXAS INDUSTRIAL NOTES.

SANTA ANNA.—The local Chamber of Commerce is negotiating with an Idaho concern for the purpose of securing a brick and tile plant for this locality. The company has already had representatives on the grounds looking for a prospective factory site.

It is thought the industry will soon be located here.

TEXAS CITY.—Sentiment is warming here in favor of the \$25,000 bonds to be voted on December 2nd for the construction of a system of sanitary sewers and sewage disposal plant. Very little opposition is being manifested against the project.

TRINITY.—Contract was recently let here for the grading and hard surfacing of 33 miles of roads in this county, and work is in progress. It is thought that the entire system will be graded and ready for the hard surface work by January 1st.

BALLINGER.—A cotton mill containing 3,000 spindles is being advocated for this city by the Young Men's Business League. Much encouragement is being given the project by local citizens, and it is thought the proposition will materialize.

BEAUMONT.—Much credence is being given the proposition started here by Mrs. W. H. Garretson, promoting the construction of a hosiery mill in this city with a daily capacity of 20,000 pairs of dyed stockings. The new industry will mean much to Beaumont, and will afford employment to several hundred men and women.

COMO.—A cargo of fine peaches were canned this season by Mr. G. S. Day, a prosperous farmer residing near here. He has a private cannery on his farm, and the putting up of the fruit cost him but very little compared with the profits gleaned from the sale of the product.

PEARSALL.—To successfully combat the tick-infected cattle on their ranches in this section, farmers have erected a number of dipping vats. Several thousand head have already been dipped and freed of the pests, and it is thought that these parasites can be completely exterminated through this process.

SANTA ANNA.—Work will soon be started on the erection of a \$20,000 hotel at this place. The project is being promoted by Brenham parties, and according to information given out by them it will be one of the most modern hostleries in all its appurtenances for its size in the State. It will be made of brick.

PARIS.—This city is assured of an abundance of ice next year, at a \$25,000 stock company has been formed here with the purpose of constructing a large plant in the edge of town. Work on the enterprise will be put under way shortly.

DANGER OF DEATH IN SILO FROM CARBON DIOXID GAS.

Careful Ventilation of Silos Before Entering Them Will Eliminate Danger, Says Medical Journal.

A recent fatal accident in Ohio calls attention to a danger to farmers which cannot be too widely circulated. Since 1875, when the first American silo was built by Dr. Manley Miles, this method of preserving forage for live stock has been generally adopted. Although the Department of Agriculture has frequently called attention to the danger of carbon dioxide gas accumulating in silos under certain conditions, no fatalities have been reported heretofore. On the morning of September 19, four workmen on the farm of the Athens, Ohio, State Hospital, ascended the ladder on the outside of a silo to an open door about twelve feet from the top and jumped down one after another onto the silage, the top of which was about six feet below the door. About five minutes after, two other workmen following them found them unconscious. Although a large force of workmen were immediately summoned and the bodies of the four men removed at once through a lower door, the physicians of the hospital who were unable to resuscitate any of the four men. Evidently the carbon dioxide gas had accumulated during the night, filling the silo up to a level of the door and forming a layer of carbon dioxide gas six feet deep. Such accidents, says The Journal of the American Medical Association, might easily be repeated on any modern farm.

"How to Start a Library Without Money" is the subject of a helpful little circular issued by the Division of Rural School, Department of Extension, University of Texas.

In various cathedrals, and in other places in Mexico, there are a great number of Spanish manuscripts bearing upon the life of the Texas Indians. According to Dr. L. M. Keasby, professor of Institutional History in the University of Texas, these manuscripts should be collected or copied and so codified as to present a picture of the aboriginal customs of the State.

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you Special Prices.
S. W. Corner Square, in Wayland Bldg.

**Artistic Photos for
Xmas Presents**

Nothing is more appreciated. See
the best and newest at
Cochrane's Studio
We make portraits that portray
character.

"Quality First" Tires

Safety and Service Guaranteed
We don't sell prices, but Good, De-
pendable Merchandise

Brown Motor Co.

HIGH CLASS MOTION PICTURES—the
kind the whole family enjoy. Combine
business and pleasure and we'll all be
happy.
Matinees daily 2:30 to 5:30
Evening 7:15 to 10:00
Admission, 5c and 10c

THE MAE I. THEATER
Across the street from New Grant Bldg.

If your combined purchases from all the merchants whose
names appear on this page, equals the amount opposite the
town you are from we will pay your railroad fare both ways,
or from any town in Texas on same basis. This offer holds
good from now until Christmas.

Be sure to purchase Round Trip Ticket, also be sure to
ask for a card from the first merchant you trade with; who
will take pleasure in explaining fully the details.

Plainview in the heart of the South
Plains, invites you to do
your Fall trading and Christmas
shopping in Plainview. In ac-
cepting this invitation you will be
pleased to find the largest stocks
of "Up-to-the-minute" merchandise
of great assortment, lowest prices
and 153 experienced sales-people
to serve you.

	Purchase Necessary		Purchase Necessary		
Floydada	\$1.45	\$29.00	Tulia	\$1.35	27.00
Lockney	90	18.00	Happy	2.20	44.00
Hale Center	75	15.00	Canyon	3.10	62.00
Kress	75	15.00	Littlefield	4.45	89.00
Abernathy	1.65	33.00	Hurley	6.05	121.00
Lubbock	2.55	51.00			

**SPECIAL—Make Your Plans Now to Exhibit at Hale
County's Big 1915 Fair. Dates Will Be Announced Soon.**

Everything for the Home
FURNITURE,
RUGS, CURTAINS,
STOVES

New and Second-Hand
We pay the freight on \$5 or more.

W. E. WINFIELD

Christmas Gift Goods

Drugs, Sundries, Toilet Articles,
Cigars, Hot and Cold Drinks

Duncan's Pharmacy

SADDLES, HARNESS, WHIPS,
LAP ROBES

The Right Kind of Goods

Graves Saddlery Comp'y

**LARGENT'S
BARBER
SHOP**

New and Sanitary
LET - US - DO - YOUR - WORK

Warren and Scudder

STAPLE AND FANCY GROCERIES

We pay freight on orders
for \$10 or more

Herald Publishing Co.

HIGH-CLASS JOB PRINTING

No job too small
No job too large

Plainview Hardware Co.

Hardware, Stoves, Paints,
Wall Paper, Sporting Goods
SEE OUR CHRISTMAS LINES

Ben's Shop

Plainview's Popular
Barber Shop

WE WANT YOUR TRADE

The Christmas Store

Gifts for every member of the family—

Toys, Games, Etc., for Children
Useful Articles for the Older Folks

Necessity Store

E. R. WILLIAMS

FURNITURE and
FLOOR COVERINGS
Across Street from Post Office

—Go to—

Willis Drug Co.

—for—

EVERYTHING IN THE
DRUG LINE

**Elk Barber
Shop**

Shaving, Shampooing, Hair Cutting,
Massaging, Baths
CIGARS - AND - MAGAZINES

Carter - Houston's

The Store Where

"Goods Speak for Themselves"

Best Standard Brands of

MEN'S, WOMEN'S AND CHILDREN'S
FURNISHINGS.

**Carter-Houston
Dry Goods Co.**

AUTO SUPPLIES and ACCESSORIES

"DIAMOND" TIRES

Guaranteed Repair Work

Plainview Rubber Comp'y

Santa Claus Headquarters

NOVELTIES, DISHES, CROCKERY,
NOTIONS, TINWARE AND
GLASSWARE

J. F. Coan & Son

**R. C. Ware Hardware
Company**

STOVES, RANGES AND HEATERS
GENERAL HARDWARE

Telephone 178

SATISFACTION GUARANTEED

When in the city don't fail to visit
our store. Let us show you our lines
of Rochester Ware.

Robeson Cutlery and Carvers
1847 Rogers Silverware
Libbey Cut Glass
Pitkin Brooks Cut Glass
Fern Dishes and Vases
O'Cedar Mops and Polish
Art Brass Bathroom Ware
Wear-Ever Aluminum Ware
Automobile Supplies

Besides everything you would expect
to find in a first class hard-
ware store

Donohoo-Ware Hardware Co.
Northeast Corner Square Phone 80

Allegretti Candies

Package and Bulk Confections
Cigars and Tobacco
Hot and Cold Drinks

The B. & K.

EAT WITH US WHILE IN TOWN

Best the Market Affords

Crystal Cafe

D. B. Watson

SECOND-HAND STORE

South Side Square
Everything in
FURNITURE AND HARDWARE
All kinds of Repair Work done. We
pay freight on \$5 or up.

A PIANO

The Xmas gift of all gifts for the
home is a
PIANO OR PLAYER PIANO.
Terms to suit you. See us.

Adam Schaaf
Established in 1873

We Invite You to Visit Our New Home Northeast Corner Main and N. Pacific Sts.
3rd--NATIONAL BANK--3rd

PLAINVIEW EVENING HERALD
THREE TIMES A WEEK

—Published Every Tuesday, Thursday and Saturday by—
THE HERALD PUBLISHING COMPANY
Corner North Pacific and Second Sts.

HERBERT S. HILBURN, Editor. E. B. MILLER, Business Manager.

Entered as second class mail matter July 1, 1914, at the Post Office at Plainview, Texas, under the act of March 3, 1879

\$1.50 a Year; 75c, 6 Months. Advertising Rates on Application.

ADVERTISING AND IMPRESSIONS.

Seasonal advertising is remunerative.

Do you think for a minute that the large department stores of the cities would persist in seasonal advertising if it doesn't pay? There are men in the large department stores who devote their whole time and all their energy during business hours to a study of advertising and advertising methods. Their sole aim is to create a desire for the goods the buyers have bought during the season. They keep their fingers upon the pulse of business. Theirs is the task of turning the stock. These men believe in seasonal advertising. Their windows and newspaper contracts furnish the proof.

The small merchant in the small city can profit by their example. His occasional or seasonal advertising will cost him no more in proportion to the goods sold than does the advertising of the large department stores. Their space in the papers costs them more money, their frontage in which is located the display windows costs more money, they pay more for their advertising men's service, their decorations are more expensive. All in all, in proportion to the sales made, there is no reason why the small city merchant should pay more for his advertising than does the city man, or the city man more than the small city merchant.

Occasional advertising pays. By occasional advertising we do not mean inadvertent, spasmodical advertising, but rather taking advantage of a certain season or occasion to impress the buying public with the up-to-dateness, the

progressiveness, and wide-awakeness of your store.

As an example of occasional advertising: A firm in Plainview has been using the newspapers to advertise carving sets for Thanksgiving. They have expended the amount of a man's wages for a day in fixing up their display window, which has been devoted entirely to carving sets. They have placed in the window costly decorations, some of them good only for this occasion—Thanksgiving. Do you believe that that firm thinks for a minute that they will sell enough carving sets from this advertising this Thanksgiving to get back in cold cash the money that the advertising cost them?

Here is the secret of the success of the occasional and seasonal advertising. The occasion or season is uppermost in the minds of the buying public. The advertising done then in connection with a certain article is impressive. The effect is psychological. The merchant has made an impression which at some time in the future can and will be recalled by the persons who see the window and the display advertising in the newspapers. Whenever he feels the need of a carving set, his mind inadvertently and unconsciously recalls the splendid display he saw at the hardware store. He thinks of that store first.

The store that makes the first impression on occasional advertising reaps the greatest benefit therefrom, in that the first sensation carried to the mind will be the strong one in the mind of the customer.

Mr. Merchant, start now on your occasional advertising for the three greatest occasions of the year—Thanksgiving, Christmas and New Year.

THANKSGIVING TURKEY IS NOT AFFECTED.

Foot-and-Mouth Disease Quarantines Do Not Interfere With the Poultry Market.

WASHINGTON, D. C., Nov. 17.—The rise in price of poultry of all kinds which is reported to have taken place in various States, cannot, in the opinion of experts in the U. S. Department of Agriculture, be in any way attributed to the outbreak of the foot-and-mouth disease. This disease does not affect poultry at all, and the Federal quarantines of various States—14 in all—now lay no embargo upon shipments of poultry. For instance, Rhode Island can still send out her Thanksgiving turkeys, although no cattle, sheep, or swine can leave her territory.

It is true that when a case of foot-and-mouth disease is found upon a farm, that farm is absolutely quarantined by the State or local authorities. No produce of any sort can leave it, the owner is not even permitted to drive his horses on the public highway, and, in some cases, his children are not allowed to go to school until the exposed stock have been done away with and the entire premises authorities exercise their own discretion in determining what restrictions should be placed upon shipments of produce from the area in the immediate vicinity of the infected farm. These areas are so limited in extent, however, that the amount of poultry

that may thus be prevented from reaching the Thanksgiving market is an inappreciable percentage of the total supply. Poultry from the uninfected areas in the various quarantined States can be moved freely without the least danger of spreading the disease or of injuring the health of the consumer.

SWENSON REVIEWS RE-OPENING OF COTTON EXCHANGE MOST SANGUINARY.

HOUSTON, Texas, Nov. 17.—E. P. Swenson, of Swenson & Sons, bankers and investors of New York City, and who has vast land holdings in this State, was in Houston yesterday. While here Mr. Swenson read with much interest the news that the New York Cotton Exchange would again resume business on November 16th.

He commented on the action taken by the Exchange in the most sanguine terms, and said that with the re-opening of this market a definite price for cotton will be restored and normal conditions will again prevail.

According to Mr. Swenson, the greatest benefit to be derived from the re-opening of this great channel of trade will be the resumption of business relations with foreign spinners, who will be influenced to make larger purchases of this staple.

♦ ♦ ♦ ♦ ♦
—For—
♦ WINDMILL AND PUMP WORK
♦ New or Repair
♦ —See—
♦ S. S. SLONEKER
♦ All Work Guaranteed. Phone 276
♦ ♦ ♦ ♦ ♦

BELGIAN WOMEN, WAR'S VICTIMS.



Photo by American Press Association.

THE LAND OF MESQUITE.

I have roamed about in this country o'er and o'er,
From Maine's rugged coast to Pacific's shore,
From the Lady of the Snows to where the Tropic blows,
But I like best the country where the Mesquite grows.

'Tis of Texas I sing—where the world shines new,
'Neath a cloudless sky of the bluest blue,
Where for miles and miles the horizon smiles,
As it rims the green plains where the Mesquite grows.

I won't deny that there is many a thing that vexes
Even in our wonderful State of Texas,
But if you don't like it, why you can hike it;
As for me, I raise my tent where the Mesquite grows.

Oh, yes, a Texas day is often hot and dusty and long,
And a Panhandle sandstorm isn't worth a song;
But a Texas night would the gods delight,
And the rarest nights are where the Mesquite grows.

Down East they think they own the whole history show;
We smile as we proudly point to the Alamo.
They talk of their heroes brave, we of the men who gave
Their blood for the Land where the Mesquite grows.

In Colorado they boast of a native nightingale,
And point to a bee-haw burro with a stumpy tail;
But here the welkin rings when the mocking bird sings,
And sweet his notes echo where the Mesquite grows.

You may fence us in—we have an empire all our own;
Our climate ranges from the arctic to the torrid zone;
Mountains and seashore—prairies wide and woods galore—
And rivers winding in and out where the Mesquite grows.

So, Texans, raise your glasses, filled to the brim
With the juice of the grape or the next best thing,
And give a toast. You have a right to boast
Of the fair Land where the Mesquite grows.

—Jua Sonstegard King.

GOVERNMENT TO HELP TEXAS HOG RAISERS.

WASHINGTON, D. C., Nov. 17.—The modern method of solving agricultural problems by investigating them, not only in the laboratory, but also on the farm in co-operation with the farmer, has given such admirable results that it is to be applied to the anti-hog-cholera crusade.

Congress has appropriated a half million dollars to carry on the work, and experiments will be made in all parts of the United States. The aim will be not only to exterminate the disease in the test sections, but also to discover the most practical, efficient and economical methods for continuing the work throughout the country. This investigation will fill a long-felt want in Texas, as the hog death rate in this State from cholera is 75 per 1,000 head and hog raisers are losing an average of 200,000 hogs, valued at \$1,720,000 from this disease annually.

TEXAS APPLE CROP STATISTICS.

WASHINGTON, D. C., Nov. 17.—The 1914 apple crop of Texas is estimated at 483,000 bushels, according to a report of the Federal Department of Agriculture issued recently. The yield in 1913 was 300,000 bushels and 500,000 bushels in 1912. The condition of the crop at the present time is 68 per cent of normal, and the average condition during the past ten-year period has been 57 per cent of normal. The apple crop of Continental United States is estimated at 230,249,000 bush-

els for 1914, while the yield last year was only 145,400,00 bushels. The average price being paid to farmers for apples at the present time is 62 cents per bushel.

James Otis Trulove, the mascot of the Seth Ward football team, returned from Amarillo yesterday.

Today's Markets

STOCK YARDS, FORT WORTH, Texas, Nov. 17.—CATTLE—Receipts, 6,000, including 800 calves. The market is steady.

HOGS—Receipts, 2,400. The market is 15 to 20 cents lower. Top, \$7.65; bulk, \$7.35 to \$7.55; light, \$6.90 to \$7.45; mixed, \$7.35 to \$7.55; heavy, \$7.45 to \$7.65; pigs, \$6.00 to \$6.50.

SHEEP—Receipts, 1,200. The market is steady. Daggett-Keen Com. Co.

LAMAR SCHOOL NOTES.

The First Basketball Team has organized and bought a new ball, and contemplates playing some good games before the season is over. Mae Hardin is the wide-awake captain of the team.

Mr. Harrison has been having some interesting spelling contests between the boys and girls in his room.

The Fourth Grade Football Team has had some fast games with a like team from West Side. The game Friday was in favor of the West Side boys. Our visitors play a good, clean game, and we are always glad to meet them. Other football teams of the town have been using the Lamar grounds, and we are much pleased to have them do so.

Mr. Harrison is doing some splendid work in manual training with several of the large boys.

The pupils in Miss Hunts room are enjoying the homelikeness of their room, having recently obtained curtains, pot plants, hanging baskets, globes of gold fish, etc. They will soon have a new book case with a beginning of a library. Then they will begin on plans to secure some suitable pictures for the walls.

Mr. and Mrs. W. R. Simmons entertained the following teachers at a six o'clock dinner on Friday, November 13: Mrs. and Mrs. A. G. Harrison, Miss McGilvary, of the High School; Misses Lacker, Danally and Hunt, of the Lamar faculty.

Letters to Santa Claus

Under this head The Evening Herald will publish letters from its little friends to Santa Claus. Bring them to The Evening Herald office or mail them.

Under this head The Evening Herald will publish letters from its little friends to Santa Claus. Bring them to The Evening Herald office or mail them.

Dear Santa Clause:
I want a foot ball, a flashlight, wind-up train on a track, stationary alcohol injline. I believe that this is enough.
CHARLES WHITE,
Plainview, Texas.

Your little friend,
ROSA SHIELDS.
FOR SALE—Small heating stove, Horse and buggy, sale or trade for MILK cow. Also one-ton motor truck for sale or trade. 304 Grover Street, or phone 517. —Adv. 1t.-pd.

Dimmitt, Texas,
November 15, 1914.

Miss Eula Mae Peace spent the week-end in Lockney visiting relatives. E. E. Warren went to Lubbeck today.

Dear Sandy:
Will you bring me a doll and a cra-

We Wash Everything

But the Body and Return Everything but the Dirt

Telephone 125

or
Flag a Wagon

Plainview Laundry

Rex Lindsay, Manager

I HAVE SOME EXCEPTIONAL BARGAINS

Both in town property and land, good locations. Call on us at the 1st National Bank Building and we will appreciate showing you and giving you our best prices and terms.

E. E. Winn Realty Co.

What Next Tailor?



THANKSGIVING DAY IS NOT FAR AWAY

Don't allow anything to keep you from calling today and leaving your measure

for a Suit or Overcoat tailored-to-order by

Ed. V. PRICE & CO.
Merchant Tailors,
Chicago

You'll be thankful November 26 and a long time afterwards

WALLER TAILORING CO.
PHONE 188

ENGLISH TROOPS LANDING IN FRANCE.

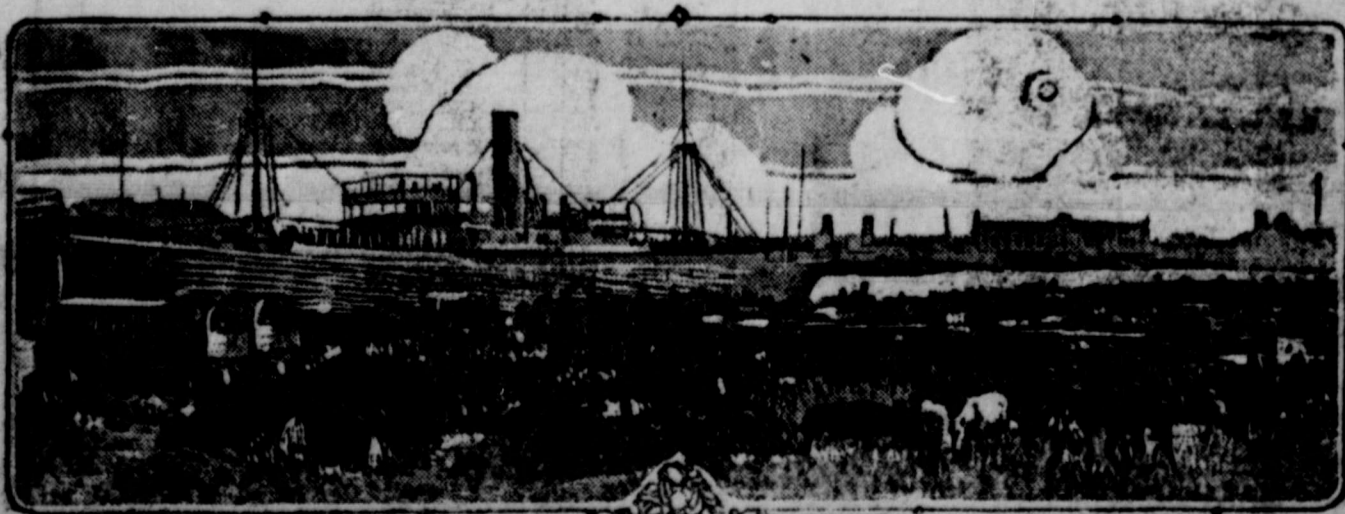
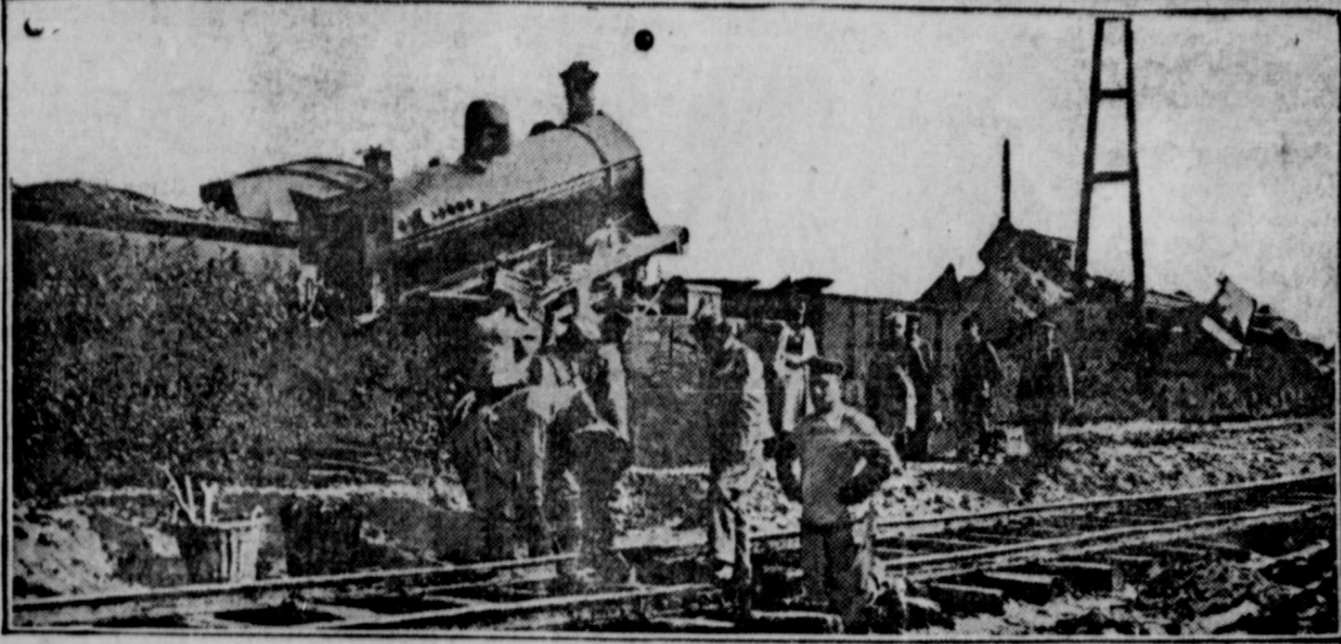


Photo by American Press Association.

LOCOMOTIVES WRECKED TO BLOCK TRACKS.



© 1914, by American Press Association.

The Belgians sent several locomotives at full speed toward the German lines at Malines. The locomotives were wrecked, and the tracks were blocked for hours.

SOCIETY

MISS ROSA FOWLE AGAIN HONORED.

Mesdames L. M. Faulkner and Robert E. Meyers entertain in honor of bride-to-be.

Saturday afternoon Mesdames L. M. Faulkner and Robert E. Meyers entertained, at the home of the latter, 209 White Street, in honor of Miss Rosa Fowle, who on Wednesday becomes the bride of G. Walter Archibald, of Durant, Okla.

The arriving guests were served punch by Mesdames George Hutchings and Peyton Randolph. The table on which the bowl was placed was lace covered and decorated with pink roses. White chrysanthemums were grouped effectively about the rooms, pink and white being the colors selected for the affair.

Upon the assembling of the twenty-five guests, each was asked to write a favorite receipt. These were placed between hand-printed covers and presented to the bride-elect.

Next in order was the reading of a "Fair Story Up-to-Date" by Mrs. Meyers, concluding with the words "and the fairy dropped a pillow in her lap filled with good gifts from her friends." This was really and truly done, a pink and white tufted pillow cover filled with presents being dropped in Miss Fowle's lap, who was, after all, the heroine of the story.

"It never rains but it pours." So the overflow of the shower was brought in a reversed parasol. The gifts and the way of giving was a complete surprise to Miss Fowle, who had been invited merely to a farewell party. A cluster of pink carnations was also presented to the bride-to-be.

Assisted by Mrs. G. C. Keck, the hostesses served a dainty salad course.

SUNDAY DINNER.

Archdeacon J. S. Wicks and Messrs. W. H. Mason and E. H. Miller were the guests Sunday at a most elaborate dinner given by Mr. and Mrs. F. C. Vickery, at their home, 400 North Pacific Street.

Five courses were served, including many of the good things of the culinary art.

ANNOUNCEMENTS.

The meeting of the Halcyon Club is postponed from Friday until Saturday. The club will meet with Mrs. J. M. Oakes Saturday afternoon at three o'clock.

Mesdames L. Lee Dye, L. S. Kinder, R. C. Ware, R. W. Otto and R. B. Tudor will entertain at 2:30 Friday afternoon at The Olympic.

The Mystic Club will meet Saturday afternoon, at the Club Room, at three o'clock.

BIRTHDAY CELEBRATION.

On Saturday, the 14th inst., little Miss Anna May Layne invited six of her little girl friends nearest her age to help celebrate her seventh birthday, which Mrs. Layne made very merry with a trip to the confectioner's and then with a surprise for them, taking them to The Olympic, where they enjoyed a splendid program.

Returning to Mrs. Layne's, after the matinee came the pretty birthday cake, decorated with the seven candles, and a nicely-laid table decorated with chrysanthemums. Chocolate with marshmallows and fancy cakes were served with an abundance of fruit.

A number of pretty and useful gifts were given the little hostess, among them a very pretty doll, presented by Miss Patty Dalton, of the Layne & Bowler office force.

The little ones, on departing, declared they had never enjoyed themselves more. Those present were Misses Robin Watt Halt, Lillian Wheaton, Mary Joe Burton, Naomi Kincaid, Francis Anderson and Marie Bone, all wishing her many more happy birthdays.

Miss Sarah Wayland returned yesterday from a visit to friends in Floydada.

Harry McGee, manager of the Harvey House at Slaton, and Mr. Hollinsworth, of Slaton, were the guests on Sunday of E. E. Roos.

Mrs. W. I. Brooks and Mrs. J. M. Malone left yesterday as delegates from the Ladies' Aid of the Baptist Church to the convention.

SADYE EARLE ADAMS ENTERTAINS FRIENDS.

Sadye Earle Adams, daughter of Mr. and Mrs. J. M. Adams, celebrated her fourteenth birthday last Saturday afternoon by inviting nine of her girl friends to a matinee party at the Mae I. After enjoying the pictures, the party went to the parlor of the B. & K. Confectionery, where refreshments were served.

The guests were Electra Anderson, Etta Sue Smith, Oildene Doubleday, Nell Hurt, Maurine Richards, Ruby Mae Harder, Resanne Hulen, Gertrude Reeves and Agnes Coleman.

MRS. S. A. BARNES ENTERTAINS THE HAMPTON COURT SINGERS.

Mrs. S. A. Barnes was hostess yesterday at a pretty noon luncheon for the Hampton Court Singers. The luncheon comprised five courses, and was a charming bit of home life for those who are constantly en route during the winter months. Covers were laid for the host, Rev. S. A. Barnes; the hostess, Misses Georgia Sreman, of Chicago; Wilma Osbeck and Ethel M. Wakefield, of Lake Benton, Minn., and Messrs. Brown and Stevens.

MATINEE PARTY AT MAE I FOR SUNDAY SCHOOL CLASS.

Mrs. Otis Trulove entertained her Sunday School class Monday afternoon with a matinee party at The Mae I. The class is comprised of forty young ladies. In addition to these, Mrs. Cora E. Pritchett and Misses Lena Williams, Bessie Shook, Gladys Marsalis and Olive Wheeler were the guests of Mrs. Trulove.

Afterward the party was served hot chocolate and cake at the B. & K. Pink and white chrysanthemums were given as favors to the guests.

NOTICE.

All the dry goods stores will be closed on Thanksgiving Day.

W. J. Hart, of Abilene, who has been buying cotton in Plainview, left for home yesterday.

L. A. Hanchett and family, after a short stay in Plainview, returned today to their home, in Dallas.

Mr. and Mrs. E. W. Jackson, have gone to Sentinel, Okla., on account of the sudden illness of Mrs. Jackson's brother, Merl Caldwell.

Miss Phronia Johnson, of Floydada, was the guest last week of Mrs. J. H. Wayland.

Otis Trulove left Saturday for Alvarado to visit his mother.

Clyde Ivey left yesterday for Abilene.

Mrs. J. R. Marlin left to-day for Fort Worth.

Judge Mayfield returned from Tulsa to-day, where he has been attending court.

J. D. Lockhart went to Post City to-day.

Mr. and Mrs. J. J. Roberts, of Hale Center, come over Sunday to visit relatives.

G. H. Pryor returned to Hale Center to-day.

Mr. and Mrs. Fred Bartsch, son, Paul, and daughter, Miss Bertha, were guests of Mrs. L. A. Jones and family after church Sunday morning until in the afternoon, when Mr. Bartsch and family, accompanied by Misses Vera Tule Canyon shrdlu emfwyp emfw Arthur and Eva Jones, took an auto ride to Tule Canyon. Mr. Bartsch is located on the Dowden farm, five miles southwest of town, having recently moved to the South Plains from near Columbus, Ohio.

Tom Shafer and Ellis Carter left to-day for a hunting trip in Lobbs County.

J. N. Jordan went to Abernathy to-day.

Frank Barrow is spending a two weeks vacation in Hereford with Mrs. Barrow, who is visiting her parents, in that city.

G. Walter Archibald arrived yesterday from Durant, Okla.

PROGRAM FOR MOTHERS' CLUB OF CENTRAL SCHOOL, FRIDAY, NOVEMBER 20.

Song—By Club.
Prayer.
Business.
Music.
"Music in Public Schools"—Miss Fuchs.

Questions for discussion:
1. Does the boy belong to the family or State?
2. Is the school room a development of the individual or the class?
3. The needs of our own school plant.

Born, to Mr. and Mrs. C. B. Reeves, on November 16th, a girl.

Mr. and Mrs. Mart Merrill, of Lubbock, were the guests on Sunday of Mr. and Mrs. G. C. Keck.

Miss Evelyn Claibor, of Petersburg, is visiting Miss Olive Wheeler.

Mrs. Tom Shreer went to Tulsa to-day to visit relatives.

Miss May Jones, of Amarillo, came down to-day to attend the marriage of her cousin, Miss Rosa Fowle.

Jasper Ellerd, who is a student at Lowery-Phillips Academy, at Amarillo, came down yesterday to visit his parents, Mr. and Mrs. J. J. Ellerd.

Mr. and Mrs. Dwight L. Alexander arrived Sunday from Denton.

Mrs. F. N. Catto returned yesterday from Chicago.

Miss Sarah Ross is visiting relatives in Albuquerque, N. M.

Mrs. J. R. Kerley and little daughter, Clio, came down Saturday to visit her parents, Mr. and Mrs. G. C. Keck, and to attend the Fowle-Archibald wedding.

LATEST STYLE BALMACAANS

Made To Order

\$15 AND UP

Don't Miss Our Special 10 Days' Sale

W. L. HOGUE THE TAILOR

ELK BUILDING PHONE 398

WE'VE GOT 'EM BOOMERANGS FOR THE BOYS AND GIRLS Donohoo-Ware Hardware Co.

Beautiful Christmas Greeting Cards

Embossed Cards in Splendid Quality with Daintily Colored Christmas Designs for

Firms or Individuals

We will print your own greetings on these cards thus avoiding the old stereotyped phrasing. Make your message expressive of yourself.

These Cards Are the Fad of The Season

They are Inexpensive, Expressive, and make Delightful Remembrances.

If you can't afford Expensive Gifts Don't neglect your friends entirely---buy Greeting Cards

SEE OUR SAMPLES

Herald Publishing Co.

PHONE 72

\$3.25

BY MAIL ONLY. NO PART YEAR.

Bargain Days DECEMBER 1-15

This Period Only.

You can subscribe, renew or extend your subscription to

FORT WORTH STAR-TELEGRAM

The newspaper with the new modern method of issuing editions, that of printing them for train departures. Eight editions daily. The very latest news right up to train time.

DAY AND NIGHT WIRE SERVICE

Associated Press, Hearst's Leased Wire, International News Service, Special Correspondents. Special Market Service. Always all the news. Always more illustrated features.

\$3.25

For an entire year. Daily and Sunday. By Mail Only. No part year orders taken. All "Bargain Day" subscriptions are dated between Dec. 1 and 15.

Send your order direct or give to authorized agent before Dec. 15. Be sure the agent has proper credentials.

You can leave your order at this newspaper office. We will send it at the \$3.25 rate and pave you the bother.

\$6.00

AFTER BARGAIN DAYS.

Winter Care of The Garden

Cultivating Indoor Window Boxes

WASHINGTON, D. C., Nov. 17.—The indoor window box, properly planned and tended, will afford much pleasure and satisfaction to the housewife who misses her out-of-door garden during the winter months. It is a mistaken notion that plants when kept in living rooms use up certain elements of the air in such quantities as to make it unhealthful for individuals using the room. It is much harder on plants to be in a room with people than for people to be in a room with growing plants. Plants, indeed, use air, but use such a small proportion that the effect of the plant in the room is negligible if the room is ventilated at all. This also holds good for cut flowers or plants in a sick room, although the odor of some flowers may be depressing to the patient and bad for that reason.

A good depth for an indoor window box is about 12 inches. The bottom of the box should be covered with stones and broken pottery to give drainage, and this should be covered by a layer of moss, to prevent the soil above from working down through the stones. The drainage and moss should take up about three inches. The greater the body of soil above the moss the more uniform it may be kept as to moisture. The soil should come to within an inch and a half or two inches of the top of the box.

The indoor window box should be made to fit into the window. To get as much light as possible it should be level with the window. It may be fastened with brackets or placed on a table, or have legs made for it. There should be a drip pan beneath to keep water from soiling the floor. The box may rest directly above the drip pan on legs half an inch to an inch high, or the box may be water-tight with the exception of a hole at one end to let out the water.

The top of the soil should be allowed to become quite dry once in a while. The results of watering will teach the owner to regulate the supply. Boxes may need watering in sunny weather (especially toward spring) every day, or at least every other day; in cloudy mid-winter leathery or not more than once a week. As a rule, it is better to water lightly and frequently than heavily and infrequently. The specialist of the U. S. Department of Agriculture advises this, although just the reverse is considered best when watering is done out of doors in the summer.

Foliage Not Flowers for Window Box.

A large proportion of the plants in a window box should be of the same general character if the growth is to be successful. Plants of different character need different treatment. It is very difficult to raise flowering plants in a window box, with the ex-

ception of begonias. Ordinary flowering plants are very exacting, and will not find enough light in the ordinary living room, even though placed near the window, although they may do well in a conservatory. The main object of an indoor window box is to furnish the fresh appearance of growing green leaves rather than to raise flowers indoors.

The Department of Agriculture's specialist makes the following suggestions for a window box:

Begonias are one of the most attractive plants that may be used for an indoor box. Both flowering and non-flowering varieties will give satisfaction; in fact, the flowering variety is one of the few plants that will blossom indoors without special cultivation. The begonia is not very particular in its requirements and will flourish with ordinary care.

Small ferns obtained from a florist will flourish. These are particularly adapted to house culture, as they do not require direct sunlight. (Care of ferns will be described in greater detail in a subsequent article.)

Even more hardy than ferns is the foliage plant known as the "aspidistra." This adaptable plant growth will stand a measure of neglect, drought, and dust and still thrive. It does not require direct sunlight.

Geraniums may also be used as foliage plants, though they must not be expected to blossom in the window box.

Kenilworth ivy may be planted along the edge. It will grow nicely from seed.

Smilax may be grown from the back of the box, and trained up about the window to give the effect of an attractive bower.

The inexperienced grower of plants indoors cannot expect to do well with roses. These plants are most exacting, and not only will they probably fail to flower, but also their foliage may be affected by mildew, blight, etc.

The ordinary individual who desires other varieties of growing flowers may supplement his window box with flowering potted plants brought in from outside, including bulbs raised as described in a previous article of this series. These will probably keep their bloom for a brief period only. People who are fond of plants will, of course, obtain better results with blooming varieties after many trials. Some have dealt with very difficult problems, which they have solved successfully, but the present suggestions are meant for the novice as well as the more experienced grower.

(No. 6 of this series, entitled "Potted Plants for the Living Room," will follow shortly.)

ly injured by lime are cotton, tomato, cowpea, concord grape, peach, apple, and pear, and those really injured are radish, flax, blackberry, black raspberry, and cranberry.

Whether a soil will respond to liming or not depends on the amount of available calcium oxide which it already contains. Probably the best indication of the need of lime is the failure to obtain a good crop of clover.

The question of whether lime should be applied to the soil as quicklime, hydrated lime, air-slaked lime, or ground limestone is still the subject of a great deal of controversy. The advocates of ground limestone claim that the caustic properties of quick and hydrated lime will burn up and destroy the organic matter in the soil, whereas limestone can be applied in large quantities at long intervals and will therefore produce a more or less permanent fertility. The advocates of lime claim that one of the main functions which lime has to perform is the destruction of the organic matter and the liberation of the nitrogen in such a form that the plant can use it; that the frequent and judicious use of lime, together with some organic fertilizer, will bring immediate results. Of course, the local conditions of each particular case must be considered before a final conclusion can be reached. Thus, it is rational to use quicklime on soils which are exceedingly rich in organic matter, such as peaty or swampy soils. Limestone is safer than quicklime when applied just before planting a crop which is little helped by liming, or when applied to a light sandy soil in hot, dry weather.—The Source, Manufacture, and Use of Lime, U. S. Geological Survey.

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, Nov. 17.—The cattle market has been irregular this week, but it has gradually emerged from the gloom and uncertainty that enveloped it at the end of last week. Killing grades of cattle sold firm first of the week, except that cows declined 25 to 40 cents. Since

Wednesday steers of the best quality have sold a little lower, but cows have regained some of their loss, and medium and low-grade steers are closing the week firm.

Stockers and feeders were demoralized Monday and Tuesday, but buyers flocked in Wednesday and thereafter, and the week is closing 25 to 50 cents higher than Monday on them, with the yards well cleaned up.

Quarantine cattle lost ground the first of the week, but have regained part of the loss.

Native yearlings sold at \$11 this week, short fed steers \$8.25 to \$9.25, Colorado beef steers are closing the week worth \$6.75 to \$7.50, good to choice range yearlings and twos \$7 to \$7.75, stock calves \$6.50 to \$8, choice ones more. A shipment of fancy stock calves en route from Texas to a Missouri farm attracted a great deal of attention, and some strong bids here yesterday, but they were not for sale.

Although Chicago and St. Louis will be open next week, under present regulations no live stock whatever can be shipped out of those markets. This will have the effect of diverting all orders for live stock from the east to Kansas City and other river markets, as has been the case this week, and will prove a strong prop under

the market here. Thirty-one thousand cattle were bought and shipped out of the yards here this week up to Thursday night, out of 71,000 received, 38,600 hogs have been shipped out of the 94,000 received, and 16,000 sheep out of the 57,000 received.

The hog market has ruled firm all week, closing with a 10-cent advance to-day, top \$7.97½, bulk \$7.60 to \$7.95. Order buyers have made a lively market every day, and packers have been forced to get in line if they got any hogs. Packers paid up to \$7.95 to-day, showing active competition with order buyers. The heavy receipts this week have been insufficient for the demand.

Sheep and lambs made a big advance Monday and Tuesday, and have held it since, closing to-day at the high point of the week, best lambs \$9.00 to \$9.25, best ewes \$5.75 to \$6.00. About 10,000 feeding lambs have been bought here this week, lambs under 53 pounds at \$6.50 to \$6.75, fleshy lambs up to 62 pounds as high as \$7.25, when they could be gotten away from the packers.

J. A. RICKART,
Market Correspondent.

FOUND—A watch. Leave description at Herald office. —Adv. 11.

Be Sure to See

The beautiful display of cut glass, in new designs, and Sterling and community silverware in our show window.

Duncan's Pharmacy
"The Store Where You Feel At Home"

The Significance of Performance

When 116 cars of the same make run 100 miles all the way on low gear—under all conditions of weather, including high temperatures, at lofty altitudes, over rough roads—

(116 stock Franklin sixes, in 116 different sections, performed this feat on September 24, 1914, without stopping, without special lubrication, attachments or adjustments of any kind, demonstrating the absolute superiority of Franklin direct-air-cooling.)

When 94 cars of the same make average 32.8 miles each on one gallon of gasoline, under all sorts of road and weather conditions—

(94 stock Franklin sixes in 94 different parts of the country did this in the National Economy test of May 1, 1914. By sworn records, one car ran 51 miles on one gallon, and the lowest record of the 94 was 17 miles, made through mud.)

When owners of cars of the same make show an average life per set of tires of more than 8000 miles in ordinary, every-day use—

(Actual records of Franklin owners covering a period of four years show an average mileage of 8996 per set of tires.)

The Franklin is an all-round car—proved at every point—power efficiency, economy, etc.

The Franklin is presented to you on its performance—not on assertion or description—but on performance.

And the whole record goes back to the fundamental principles on which the Franklin organization has been at work for thirteen years—scientific light weight built around the air-cooled engine. The basic advantages of direct air-cooling are: [1] nothing to overheat in the hardest running, [2] nothing to freeze in winter, [3] the elimination of more than 100 unnecessary parts, [4] sheer engine efficiency and power.

Light Weight

With no water, pump, radiator, piping, etc., weight

is greatly reduced, not only in the engine but in the supporting parts as well. This brings economy in use of fuel and wear on tires. Combined with this light weight is flexibility—resilient instead of jarring—which is not only the secret of riding comfort but also plays its part in economy by reducing road shocks.

When scientific tests show that of the power developed by the engine of this car 84.4 per cent is transformed into motion and only 15.6 taken up by friction—

[This test was made by mechanical engineers at the Worcester Polytechnic Institute. There are six main points in a car where friction reduces power. Most cars lose more than 15 per cent in the friction of the tires on the road alone. The Franklin delivers all but 15.6 of the power developed.]

When the experience of the owners of this same car shows from 400 to 900 miles per gallon of lubricating oil—

(Even in the low gear run, under extreme and abnormal conditions, the average consumption for 100 miles by 116 cars was only 1.2 gallons. The average work done by the engine was equivalent to 336 miles at a speed of 42 miles per hour.)

When five such feats—any one of them remarkable in itself—are all performed by the same car, the significance of the performance to you, as a car buyer, is this:

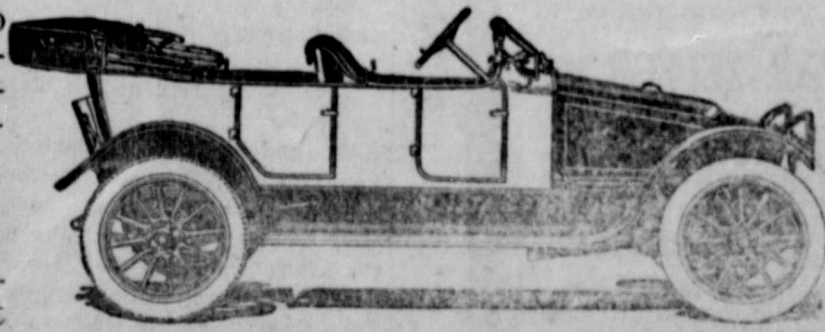
There is only one Franklin Chassis. But there are five styles of body including three enclosed types. Direct-air-cooling makes it practicable to run the Franklin, even in the coldest winter or the hottest summer weather, without the slightest cooling trouble. The enclosed Franklin cars therefore, with their double ventilation control, are particularly adapted for all-year-round use. In every particular

of power, economy and efficiency they are identical with the open cars. The appointments are complete and designed for the discriminating.

Style and Comfort

The style and comfort of the Franklin can be demonstrated by performance quite

as well as the mechanical efficiency and economy. Simply ask us to show you the car. Then ask us to take you out on the roughest roads in your neighborhood. Then turn back once more to the written record of efficiency, power and economy. You will appreciate then that the sum total of the performances of this car has an important significance for you.



J. J. ELLERD, Agent

Plainview, Texas

FOOT-AND-MOUTH DISEASE AND HUMAN HEALTH.

Danger of Contaminated Milk Spreading Disease Overcome by Quarantine and Pasteurization.

WASHINGTON, D. C., Nov. 17.—The anxiety that has been expressed in several quarters in regard to the effect upon human health of the present outbreak of the foot-and-mouth disease is regarded by Government authorities as somewhat exaggerated. The most common fear is that the milk supply might become contaminated, but in view of the precautions that the local authorities in the infected areas are very generally taking, there is comparatively little danger of this. Milk from infected farms is not permitted to be shipped at all. The only danger is, therefore, that before the disease has manifested itself some infected milk might reach the market. For this reason, experts in the U. S. Department of Agriculture recommend pasteurization. As a matter of fact, however, pasteurization is recommended by the Department anyway for all milk that is not very high grade and from tuberculin tested cows.

It has been demonstrated by experiments which have been made in Denmark and Germany that pasteurization will serve as a safeguard against contagion from the foot-and-mouth disease just as readily as it does against typhoid fever, but in any event it must be thoroughly done—the milk must be heated to 145 degrees Fahrenheit and held at this temperature for 30 minutes.

In this country the foot-and-mouth disease has been so rare that there are few recorded cases of its transmission to human beings. In 1902 a few cases were reported in New England, and in 1908 in a few instances eruptions were found in the mouths of children which were believed to have been caused by contaminated milk. In both of these outbreaks, the sale of milk was stopped as soon as the disease was found among the cattle. As long, therefore, as the disease can be confined by rigid quarantine to certain specified areas, the danger from this source is very small. Should the pestilence spread all over this country and become as general as it has been at various times in large areas in Europe, the problem would become more serious. Under any circumstances, however, pasteurization would be an efficient remedy. Where pasteurization is not possible, and where there is any reason to suspect that the disease may exist, the precaution of boiling milk might be advisable. Simple directions for pasteurizing milk at home, however, are contained in Circular 127, which will be sent free on application to the U. S. Department of Agriculture.

Cows affected with the malignant form of the disease lost practically all of their milk. In mild cases, however, the decrease may be from one-third to one-half of the usual yield. The appearance of the milk also changes. It becomes thinner, bluish, and poor in fat. When the udder is affected, the milk frequently contains coagulated fibrin and blood, so that a considerable sediment forms, while the cream is thin and of a dirty color. These changes, however, occur only when the disease is in an advanced stage and, as a matter of fact, the disease is not permitted to pass into an advanced stage, as any stricken animal is at once slaughtered.

Men who come in contact with diseased animals may also become infected. In adult human beings the contagion causes such symptoms as sore mouths, painful swallowing, fever, and occasional eruptions on the hands, finger tips, etc. While causing considerable discomfort, however, the disease is rarely serious. Where it is very prevalent, however, some authorities believe that it is fairly general among human beings, but that the disturbances it causes are usually so slight that they are not brought to the attention of the family physician. There is, however, a very good reason for everyone giving the diseased animals as wide a berth as possible, namely, that otherwise they may easily carry the disease to perfectly healthy herds. Federal inspectors engaged in the work of eradicating the pestilence are thoroughly equipped with rubber coats, hats, boots and gloves, which may be completely disinfected; and others who lack this equipment are strongly urged not to allow their curiosity to induce them to become a menace to their own and their neighbors' property.

The disease, in short, is dangerous because of the loss that it occasions to property, and not because of its effects upon the health of mankind. At present all infected herds are being slaughtered as soon as they are discovered, the carcasses buried and the premises thoroughly disinfected. Until all danger of infection has been removed in this way, the local authorities quarantine the milk.

Those who wish additional precautions are recommended to use pasteurized milk, but, as has already been

said, this recommendation holds true whether or not there is any fear of the foot-and-mouth disease.

THE KIAU-CHAU SPHERE.

The loss of Kiau-Chau puts an end to, or at least seriously interrupts, a very promising adventure in German imperialism.

The nominal lease of ninety-nine years, granted nominally as indemnity for the death of two German missionaries at the hands of a mob in 1897, was simply a fiction covering, but not concealing, a valuable territorial concession. Kiau-Chau virtually dominated Shantung province, considered the richest territory in the Chinese empire, and with its railroad connections north and south was destined in the efficient hands of the Germans to become a powerful center of influence and a possession rich enough to fill the heart of any rival with envy. The harbor of Tsing-Tao is said to be less good than that of Delyn from a peace point of view, but more easily defensible. In fact, it was believed that in time this place would have rivaled or surpassed Port Arthur as a fortress. German efficiency had done wonders with the town, "pure west thrust upon pure east without compromise," and valuable mining and railroad concessions in Shantung were being developed with enterprise.

Germany has increased her exports to China during the period of her possession of Kiau-Chau 50 per cent, and the trade of Tsing-Tao alone is said to approximate \$45,000,000 a year.

A Japanese student, Dr. Iyemaga, writing in the Independent, puts the importance of Kiau-Chau as an imperial asset thus:

"Kiau-Chau, then, is the center and base of German activity in China, politically and commercially. It is the beginning of the vast imperial colonial commercial program which Germany has doubtless formulated to carry out in China. Already the Shantung railway connects at Chinan-fu, the capital of the province, with the trunk line from Tientsin to Pukou, on the Yangtse-Kiang. By its northern half Kiau-Chau is in touch with Peking, and, via the Manchurian, Trans-Siberian, and home railways, joins hands with Berlin. By the southern half of the trunk line, the Chinan-fu-Pukou line, Kiau-Chau can exert its influence upon South China. To quote the author of 'The Reshaping of the Far East,' 'The German program is as clear as the light of day. In a few years another naval base somewhere in the region of Swatow will be required, and then, linked by a system of German railways, a huge slice of northern, central, and southern China will be practically ruled from Berlin. It may seem nebulous and vague to those who sit in the darkness of blissful ignorance far away, but it is patent to those whose business it is to follow

audacious empire plans. Teintsin will mark the extreme northern limit of these ambitions, Kaifengfu the north-western, Hankow the central west, and Swatow the extreme south.'"

If this program is not carried out by Germany, is it to be taken up by Japan? The cancellation of the lease to Germany and the nominal restoration of Kiau-Chau to China will not result in orphaning the promising infant industries of Shantung. They will be adopted by competent parents.

FOREST NOTES.

Although there were an unusual number of forest fires in the national forests of Oregon and Washington this year, the loss of merchantable timber has been relatively small.

The propellers of aeroplanes such as are used in the present European war may be made of selected ash, which is both strong and light and will not split under vibration or shock, or of built-up layers of spruce with mahogany centers. The framework of the machines, too, is generally made of wood, spruce being much used, on account of its straight grain and freedom from hidden defects.

A surprisingly large number of substances, ranging all the way from the condensed fumes of smelters to the skimmed milk of creameries, have been tried or suggested as means of preserving wood from decay. Most of them, however, have been found to have little or no value for the purpose. Certain forms of coal tar creosote and zinc chloride are the most widely used wood preservatives.

It is said that the German invaders of Belgium, whatever else they may have destroyed, have been careful not to injure park trees. The cavalymen, so a report goes, are forbidden to tie their horses to trees, for fear that the animals will gnaw the bark. Germany was the first nation to apply forestry on a large scale, some of the crown forests having been under scientific management for over a hundred years.

Dr. L. M. Keasby, director of the Museum of Texas Archeology, expects to organize a party next summer to search the shell-mounds of the coast near Port Arthur for material bearing upon primitive life in Texas.

"University extension in the United States" is the title of a volume which will be furnished free to anyone interested, by the U. S. Department of Education, Washington, D. C.

LOST—Bunch of keys, on ring. Finder call at Plainview Laundry. CLARENCE ABRAMS. Ad. 3t-pd.

Only One "BROMO QUININE"
To get the genuine, call for full name, LAXATIVE BROMO QUININE. Look for signature of H. W. GROVE. Cures a Cold in One Day. Stops cough and headache, and works off cold. 25c

Want Ads

BOARD AND ROOM—First house north of Christian Church. Phone 474. —Adv. D-tf.

WANTED—Twenty copies of The Herald of September 22. Phone. 72. —Adv. tf.

SMALL CASH PAYMENT and time on balance will buy 80 acres of good land near Aiken, or would trade or accept loan. BOX 475, Sweetwater, Texas. Tues. only. 4t.

Now is the time to visit COCHRANE'S STUDIO, before the Holiday rush. —Adv. tf.

For the BEST Coal, Coal what burns, call ALLEN & BONNER COAL AND GRAIN CO. Phone 162. Adv. 2t.

FOR RENT: Two nicely-furnished rooms downstairs. MRS. L. W. DALTON. —Adv. tf.

SUDAN GRASS SEED.

I have a limited amount of inspected, guaranteed doubly cleaned Sudan Grass Seed at my apple car at 25 cents per pound while it lasts. Adv. 3t. E. VAN DEVENTER.

FOR RENT—Furnished Rooms. MRS. J. W. WESTCOAT. Phone 316. —Adv. tf.

PHONE 162 your Coal orders, where they will be filled and delivered promptly. —Adv. 2t.

How about your COAL supply? Better phone 162 your order now. ALLEN & BONNER COAL AND GRAIN CO. —Adv. 2t.

NOTICE.

Notice is hereby given that the partnership between E. N. Egge and Geo. W. Corlett was dissolved on the 23rd day of March, 1914. All debts due the said partnership are to be paid and those due from the same discharged at their Garage in Plainview, Texas, where the business will be continued by Geo. W. Corlett. October 29th, 1914. GEO. W. CORLETT. E. N. EGGE. —Adv. Sat. 4t.

FOR SALE — Second-hand Ford overster. BEN SMITH, at Pierson & Smith's. —Adv. tf.

NOTICE.

All persons having ice cream cans or buckets belonging to us will please notify us at once. PLAINVIEW CREAMERY. —Adv. tf.

REMOVAL NOTICE.

Y. W. HOLMES, LAWYER, informs his friends and clients that he has moved his office into the Stephens Building, over Third National Bank. —Adv. tf.

DON'T MISTAKE THE CAUSE.

Many Plainview People Have Kidney Trouble and Do Not Know It.

Do you have backache? Are you tired and worn out? Feel dizzy, nervous and depressed? Are the kidney secretions irregular? Highly colored; contain sediment? Likely your kidneys are at fault. Weak kidneys give warning of distress.

Heed the warning; don't delay—Use a tested kidney remedy. Read this Plainview testimony:

Mrs. T. R. Alexander, Archer and Slaton Streets, Plainview, Texas, says: "I suffered from a feeling of distress in the small of my back and was languid in the morning. Doan's Kidney Pills, procured from the Long Drug Co., removed this trouble and strengthened my back. From my experience I can recommend them. You are at liberty to continue using my former endorsement of Doan's Kidney Pills."

Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Alexander had. Foster-Milburn Co., Props., Buffalo N. Y. —Adv.

DR. J. S. HAMILTON DENTIST

Announces the opening of his offices, Rooms 4 and 5, First National Bank Building.

WANT ADS
L BRING E
D SURE H
R FROM A
WANT ADS



Almost Like a Face-to-Face Chat

Mr. Jones had gone to a distant city on business to be away for several days, and had left his wife on the farm with no companion, except a small child.

But she was not lonesome, for each day her husband called up for a few minutes' chat by Long Distance Bell Telephone.

Have you a Telephone connected to the Bell System?

Southwestern Tel. & Tel. Co.

13-R-14

DR. C. E. ROBINSON, VETERINARY SURGEON.

Treats all diseases of domestic animals. Office Aker's Barn. Calls answered day or night. Day Phone, 88; Night Phone, 239.

Club Hotel

211 South Eureka Street Rates \$1.00 per day or \$5.00 per week for room and board. Call around and stop with us—once. We will appreciate your business. LON B. FLETCHER, Proprietor

Special Offering

on portraits in the better grade until our holiday rush begins. Ask about it before it is too late
Cochrane's Studio

All World's Typewriter Championships

For 1914

WON ON THE UNDERWOOD

At the Annual Business Show, New York City, October 26th, 1914, Underwood carries off all honors and wins in all three classes
Emil A. Trefzger, writing at 129 net words per minute becomes World's Champion Typist

UNDERWOOD

"The Machine You Will Eventually Buy"

1809 MAIN STREET

DALLAS, TEXAS

JUST BEFORE THANKSGIVING

SPECIAL LINEN SALE

From now until Thanksgiving Day we offer you

1000 Yards of Plain, German and Satin Damask Linen

at a special discount of

20 Per Cent Off

It has been our custom for several years to make generous reduction on **Table Cloths, Napkins, and Bolt Table Linens** just before the "Big Bird" day--so again we offer you the opportunity to purchase from our stock of standard quality linens at "thanks-giving" prices.

See display in our south window.

Sleep Comfortably under our Blankets, Comforts and Quilts --a nice assortment to select from.

BE THANKFUL FOR THE PALMER GARMENT

This year there are many, many reasons for a genuine Thanksgiving Day. And during this week prior to the great annual day of thanks, we are going to make a few offerings that provide additional reasons to be thankful.

A great many persons talk about increased prices. We wish you would look over our stock of Palmer Garments and see how we are actually saving money for you on coats and suits--the prices are down, but not the qualities.

Warm, comfortable, stylish, serviceable garments are being offered at big reductions--it is too early in the season for such reductions--but see what we have and get a few "additional reasons" for being thankful.

Plainview Mercantile Company

"A DRY GOODS STORE IN A BLOCK TO ITSELF"

NEUTRALITY MAY ATTRACT GERMAN SELLING AGENCIES

Establishment of Selling Agencies for German Manufacturers in United States Predicted by Consul.

WASHINGTON, Nov. 17.—According to Consul Harry G. Seltzer, at Breslau, Germany, there has been no alarmingly great slump in industries. The German factories are running full time and the only really noticeable change is in the size of the forces employed.

The Consul goes into detail on the cotton market in Germany:

"Aside from the comparatively small quantities produced by its African colonies, Germany, like other industrial Europe, is dependent upon the imports of cotton from other countries. The industries of Germany consume annually 1,000,000,000 pounds of cotton, of which four-fifths come from the United States. Germany is also an important distributing center for cotton and other textile fibers, such as wool, flax, mohair, and silk.

"The cotton export trade of Germany, although confined to neighboring European countries, amounted to 168,693,951 pounds in 1912 and 166,460,544 pounds in 1913. A close analysis of the export statistics show a regularity that indicates a systematic cultivation of this business by men who know the markets and the conditions to be met.

Effect of Present Political Conditions.

"Although present direct commercial connections with Germany are seriously interrupted, the ports of Bremen and Hamburg being practically closed, Germany is not cut off from the commercial world. Transportation is practical and possible through the ports of the neighboring neutral countries of Denmark and the Netherlands. Although they are perhaps reduced in volume of output, owing partly to this interruption and partly to greater domestic consumption, it would be a grave error to consider German industries paralyzed. The mills and factories are running full time, although sometimes short-handed, the export trade continues with neighboring neutral countries, banking facilities are improving, and railroad schedules are almost normal. Aside from the fact that martial law prevails, the ordinary observer would note nothing unusual in conditions, especially in the great

industrial centers of the interior.

"However, the strife has produced a sentiment among business men that is expressed in more or less emphatic terms in the action of individuals as well as of trade organizations. The Chamber of Commerce in Berlin has agreed to restrict as far as possible its dealings with countries at war with Germany. Local boards of trade have taken up the same sentiment, and it is not uncommon to see signs announcing that no products of these countries will be offered for sale.

Effect of American Neutrality.

"The neutral attitude of the United States will result in changes of previously established commercial connections that will prove of benefit in various ways. Germany will be compelled to seek imports from our markets, and this fact has already been demonstrated in this office; second, there will be a change in the general export field, in which Americans again should reap a large share of the benefits; third, it will result in a system of buying and selling agencies located in the United States.

Germany's Trade in Cotton.

"While these conditions will affect all American business generally, this report is intended to show only the possibilities of the market for raw materials. Cotton, being the most important of all American exports, merits first consideration. Although the United States already has four-fifths of the trade, there is still a considerable amount to be had, and in view of the expressed determination of importers to buy only from neutral countries, and especially from the United States, it should be of the utmost importance to extend these very friendly relations.

New Fields Opened.

"In the export trade of Germany it is reasonably certain that the present commercial connections will be strengthened with Austria-Hungary. On the other hand, the trade of Belgium, France, Great Britain, and Russia will be seriously affected. This presents an opportunity for Americans to secure part of this market by direct trade connections with those countries.

"Taking up the third point previously mentioned, the large production of British India, Egypt, and China will be handled by other agencies. It is possible that Japan will make active advances to secure that of China, while British agencies will, no doubt, be preferred for India and Egypt. But there is a strong possibility for American agents to secure a large part of this

trade, especially in view of the friendly attitude of our Government and the generally disturbed business relations throughout the world.

"The undisturbed commercial relations of the United States with Italy and the Netherlands should also make it possible for American exporters to secure a large portion of the trade portersdp.itsofes x.i o—w.e ndiris dw that is now handled by German re-exporters. This is especially true since the neutral ports of these countries will continue to be the principal ports of entry to central Europe."

BAPTISTS AT AUSTIN WILL ERECT FINE CHURCH.

AUSTIN, Texas, Nov. 17.—Plans and specifications for the construction of a big Baptist church edifice at this place are being arranged by a Dallas architect. The new structure will replace the old First Baptist Church at present being used by Austin people, and will cost \$50,000. It will be a handsome building and artistically designed.

SELL \$20,000 ROAD BONDS: HIGHWAY WORK TO START.

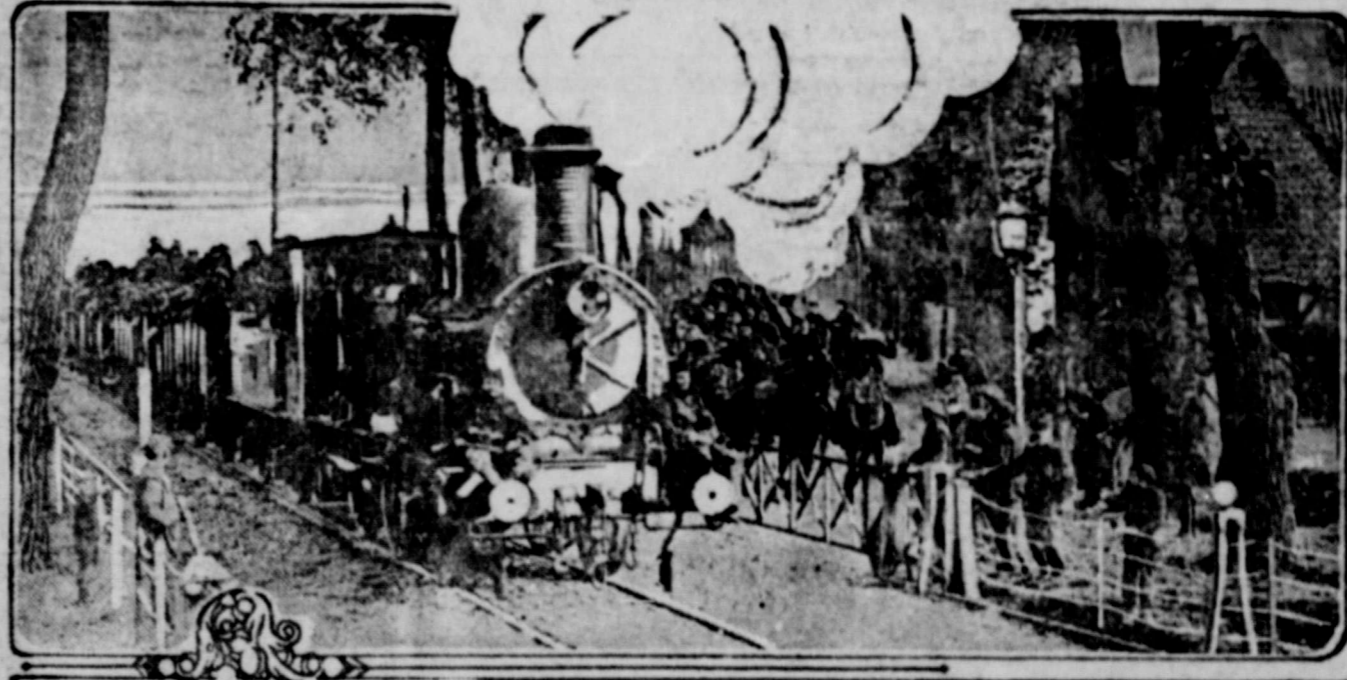
LA PRYOR, Texas, Nov. 17.—Now that the \$20,000 road bonds recently voted in District No. 4 of this country have been sold, it is expected that highway construction will begin shortly. With the expenditure of this sum the roads in this district will be put in first-class shape.

PASSING OF THE ONE-CROP IDEA.

The one-crop idea is a thing of the past in Texas. The European war has sealed its doom. The low price of cotton caused by the foreign conflict has proved the folly of only one crop, and diversification will be the only salvation of the farmer of the future. It is announced from headquarters of the Farmers' Union that a larger acreage of corn, wheat and other grains will be planted in the cotton belt of Texas during 1915 than ever before in the history of agriculture, and an increased acreage of forage crops is also assured.

The consensus of opinion among those who study agricultural conditions is that King Cotton will take a vacation and that he will not return until prices are normal and conditions are stable again.

BELGIAN SOLDIERS LEAVING ANTWERP.



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When the city was abandoned to the Germans the troops utilized all possible means of transportation to move toward Ostend.

FRANK DENIED RETRIAL.

ATLANTA, Ga., Nov. 17.—The State Supreme Court has refused a retrial to Leo M. Frank, convicted here August 25, 1913, for the murder of Mary Phagan. The man's only course to obtain a new trial is in an appeal to the United States Supreme Court.

TEXAS OAT CROP.

WASHINGTON, D. C., Nov. 17.—The 1914 oat crop of Texas will amount to approximately 24,500,000 bushels, compared with a total yield of 32,500,000 bushels last year, according to estimates given out to-day by the Crop Reporting Board of the United States Department of Agriculture. The acre yield this year is 25 bushels, and the product is bringing the farmers around 45 cents per bushel. Last year the average price was 48 cents per bushel.

The oat crop of Continental United States this year is estimated at 1,136,755,000 bushels, or about 15,000,000 bushels more than last season's yield. The average yield per acre in 1914 for the entire Nation was 29.8 bushels, and 29.9 bushels in 1913.

TO TRADE FOR HOGS—Farm wagon, 3 inch. KIRBY SCUDDER. —Adv. 11.

Xmas

Do you realize that you have only 30 days in which to do your Christmas shopping? Better begin early and make your selections--remembering all the dear ones--and not wake up the morning after Christmas to find you have omitted from your list and failed to remember

One of the Dearest