

THE PLAINVIEW EVENING HERALD

THREE TIMES A WEEK

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PLAINVIEW, TEXAS, TUESDAY, DECEMBER 1, 1914

PRICE FIVE CENTS

HALE COUNTY REALTY SALES OVER MILLION

OVER 36,500 ACRES OF LAND HAVE BEEN SOLD IN MALE COUNTY THIS YEAR.

SALES TO ACTUAL SETTLERS

Hundred Twenty-Five Out of Hundred Sixty Sales Were of Hundred Sixty Acres or Less.

That the South Plains country is undergoing an era of rapid and permanent development is known by many. Just the extent of the development is hardly known by the average man. Judge J. E. Lancaster has had occasion to investigate the records of Hale County in an effort to ascertain the number of sales of land, the aggregate amount of sales in dollars and in acres. His findings are intensely interesting.

In Hale County alone there has been sold during the past year real estate amounting to a round million dollars. Here is the way this conclusion is reached. Judge Lancaster made a careful audit of the books of record in the county clerk's office, and found that during the eleven months from the first of January, 1914, to the twenty-fifth of November, 1914, there had been sales of real estate in Hale County amounting to \$932,268. Dividing this amount by eleven, he has the number of dollars in sales for each month, which makes the total for the year of 1914, providing the sales in the next thirty days are up to the average, a little over a million dollars.

In acreage property there has been sold in Hale County during the eleven months an aggregate of \$690,267. The sales of city property in Plainview have amounted to \$242,001 for the eleven months.

Of the acreage property sold, the amount, \$690,267, represents the price of 26,500 acres of land, constituting 174 separate tracts. Of that number, 25 tracts were 160 acres and less, 49 tracts were over 160 acres, and only three of that number were over 640 acres, these three amounting to 1,280 acres each.

Many have an idea that land in the Plainview country is high, on account of the highly-developed irrigation lands around. That this is erroneous is shown by the fact that the average price paid for land in Hale County during the first eleven months of the current year is less than \$19 per acre.

These figures indicate that Hale County land which is being sold is being bought by the settlers for actual occupancy. The number of large deals closed is remarkable, when the area of undeveloped land is considered. The large number of sixty, eighty and hundred sixty acre tracts bought is indicative of the rapid development of the Plains by farmers who are making homes.

Baby Beef Makes Big Gains In Weight on Ensilage Ration

Baby beef is being raised on the Helen Temple Farm, three miles west of Plainview. From irrigated land, maize, kaffir and feterita ensilage has been raised. There are 32 calves being fed on ensilage, alfalfa and a little grain. In the spring they will be finished on grain for the market.

Manager Claude Beck of the Helen Temple Farm will not believe his scales have been telling him the truth. Ten days ago the calves were weighed. Saturday another weighing was made, and it was found that there was a gain on the lot of 32 calves of nine hundred ninety-five pounds. This will make an average gain of three pounds per day for each of the calves.

ELECTRICIAN NEXT LYCEUM NUMBER AT METHODIST CHURCH

Professor Williams, an electrician and scientist of note, is the next number on the lyceum course given at the Methodist Church under the auspices of the Plainview High School and Wayland College. Thursday night, December 3, is the date.

George Lock is in Houston on business.

ELLERD PAYS \$40,000 FOR ACREAGE PROPERTY

Three Hundred Fifty-Six Acres in Additions Near City of Plainview Have Changed Hands.

A deal has just been closed whereby Reuben M. Ellerd becomes owner of the W. J. Black property in the Boswell Heights Addition and the Alabama Addition to the City of Plainview. The deal was made through the Ansley Realty Company.

Mr. Ellerd paid \$40,000 for 196 acres known as the Koerth Tract, adjoining the town of Plainview, in the Alabama Addition, and 160 acres of platted land in the Boswell Addition, adjoining the city limits.

The land has been cleared and planted to wheat. The old improvements will be torn away.

In the plan of improvements for the property, Mr. Ellerd's father will at some future time purchase a small herd of Angus cattle and a buffalo to lead the herd. This cross, known in the Panhandle as the Cattalo, has been known since the extensive experiment in cross breeding have been concluded by Col. Chas. Goodnight, famous as a pioneer rancher and live stock fancier.

Dr. White Believes In Baby Beef and Pigs for Plainview

One hundred sixty yearlings are being shipped to Plainview by Dr. R. R. White, of Temple, to stock his farm four and one-half miles south of Plainview. A carload of brood sows is coming, too.

Dr. White has six hundred tons of ensilage stored in underground silos. There was raised on the farm a large quantity of maize, kaffir and alfalfa, which he will feed.

Grant Leases Mae I. Theatre To Proprietors of Olympic

The Mae I Theatre has been leased by Dr. J. W. Grant to the proprietors of The Olympic Theatre, Dr. Lee Dye, H. S. Ford and Rob Smith. The new management will take charge of the picture house on December fourteenth.

All bookings of The Mae I, which are in advance of that date have been canceled by the lessors.

Panhandle Has First Snow of the Season This Morning

The first snow of the season in the Panhandle fell this morning and last night. It was snowing in Amarillo this morning. Light snow fell as far south as Canyon City.

Heavy rain fell this morning from Sweetwater to Slaton. Light rain has been general over the Plains during the day.

President Names Commission To Arbitrate Colorado Strike

WASHINGTON, Dec. 1.—President Wilson has announced the appointment of Seth Low, of New York; Charles W. Mills, of Philadelphia, and Patrick Gilday, of Clearfield, Pa., as a commission through which future differences between operators and miners involved in the present Colorado coal strike may be settled.

The commission, officials explained, was not appointed to deal with the existing differences which have caused rioting and bloodshed in Colorado. Hywel Davies and W. R. Fairley, the conciliators who have been attempting to settle the strike for several months, will continue in their efforts to have the operators and miners agree on a settlement of the present strike.

SANTA FE EMPLOYEE WEDS.

J. C. King and Miss Jessie Hardman were married Sunday night at the residence of Albert Allen. Mr. King is employed at the freight depot of the Santa Fe.

DAMAGED TURRET OF FORT AT MAUBEUGE.



GERMANS BEFORE ANTWERP.



Villa States Officially He Does Not Wish Presidency

EL PASO, Texas, Nov. 30.—"Time alone can prove, as it has proved so far, that I have no ambitions regarding the presidency of my Republic," said General Villa in the first official statement that he has made since he went south from Aguas Calientes. "My one ambition is that my people shall be free, and that no tyrant, under whatever name or under the head of whatever party, may oppose them because they cannot protect themselves. No one knows better than I that I am unfitted for the Presidency."

WASHINGTON, Nov. 30.—State Department advices today reported that General Pablo Gonzales, now at Pachuca with 8,000 troops, had proclaimed himself Provisional President of Mexico. He hitherto had been regarded as loyal to Carranza.

Gonzales was one of the foremost leaders of the Constitutional army against Huerta.

After the Aguas Calientes convention Gonzales disappeared southward with his army, and his whereabouts since had been more or less of a mystery.

RURAL PEOPLE WANT TO READ; LEAGUE WANTS MAGAZINES.

Many Requests for Old Magazines Go Begging on Account of Short Supply.

Are you fond of a good magazine? Think how keenly you appreciate the favorite magazine and how you look forward to the day when it is due to arrive. There are many people in the rural section adjoining Plainview who are not subscribers to the higher grade of magazines. With some of them the price is prohibitive; with others, they are indifferent. The Civic League has provided a rest room at the Court House, where ladies from the country may rest while in town shopping. A matron for the room has been hired. To this matron are brought old magazines, and these in turn are given to those applying for them. The supply is exhausted. The demand has become greater than the supply. Right now the league wants a number of old magazines for distribution.

Sales of old clothing help keep the rest room in operation. Old clothing donated to the league is sold to those applying for it. Contributions for these rummage sales are wanted. Can you help?

American Ambassador Herrick Is Now On Way To America

HAVRE, France, Dec. 1.—Myron T. Herrick, retiring American Ambassador, accompanied by his family, has arrived from Paris. They will take the steamer Rochambeau for New York.

A special car was placed at their disposal by the French Government. Nearly all the Americans remaining in Paris crowded the Invalides Station to bid farewell to the retiring diplomat. Among them were William Graves Sharp, who succeeds Mr. Herrick as Ambassador. There were present also a number of prominent French officials and some well-known British residents.

SANTA CLAUS GIRLS WILL HELP POOR CHRISTMAS.

Donations for Poor Will Be Made Each Sunday Between Now and Christmas by Sunday School.

Every member of the Methodist Sunday School is expected to bring a can of canned goods with them to the church and deposit it in barrels near the entrance. This is part of the plan of the Sunday School to help the poor during the Christmas season. Working under the supervision of the teacher, Mrs. S. A. Barnes, a class of young ladies are searching out the homes in need of aid. Mayor Dorsett is directing them to places which have been called to his attention. These girls have called themselves the "Santa Claus Girls." They expect to help every needy family they can find.

Barrels will be placed at the doors of the church to receive donations. Next Sunday canned goods are wanted. The Sundays following other articles will be asked for.

CONNER HAS ATTRACTIVE ELECTRICAL DISPLAY ROOM.

The Conner Electric Company have fitted up an exceptionally attractive display room in the Ellerd Building. All kinds of labor-saving and luxurious electrical devices are to be seen there.

DAVENPORT TAKES POSITION WITH NUNN ELECTRIC CO.

Wallace Davenport has accepted a position as bookkeeper with the Nunn Electric Company, at Amarillo. He and Mrs. Davenport will leave for Amarillo tomorrow.

BAINER APPRECIATES THE PLAINS COUNTRY

Santa Fe Agricultural Demonstrator Praises Plains Country, After Returning from Arizona.

H. M. Bainer, agricultural demonstrator for the Santa Fe System, returned yesterday from a lecturing tour in Arizona. The Amarillo News quotes him as saying, in reply to the question, "How does that country compare with the Panhandle and Plains of Texas?"

"I believe that you will not insist on an answer to that question, in just that way, for comparisons of the direct order are not always the better means of giving an estimate of any thing or place.

"But I will say that each time that I return to Northwest Texas, after an absence from this portion of the country, its strong points seem to me to appeal with even more telling force. I see to-day, as never before, the inviting possibilities of Northwest Texas.

"When I say Northwest Texas, I speak of its dry-farming as well as its irrigated districts. I view it as one blended and unbroken whole, and am free to say that I know of nothing comparable to it, anywhere in the United States. If the real, unvarnished truth could be known in the congested districts of the North and East, about this cheap, rich and productive land in the Panhandle and Plains Country of Texas, I am sure that only a limited time would elapse before we would have such an influx of desirable citizens here as the country has never known.

"Unfortunately, this portion of Texas, like many other new sections, has suffered from the over enthusiasm of its ill-advised friends. I am sufficiently charitable to allow that what has been done here is not more unfortunate than that which has occurred in other sections where vast areas of lands were available. While this is true, many incidents have been recorded that have hurt us in the game of real development. Men have talked of the strong points of this country in such manner as to create the wrong

(Continued to Page Eight.)

FERGUSON HAS MADE MORE APPOINTMENTS

Governor-Elect Makes Second Assignment of "Political Plums"; Some Old Men Retained.

AUSTIN, Texas, Nov. 30.—Governor-Elect Jas. E. Ferguson has made public the following additional appointments to office for his administration: Assistant Quartermaster General, Captain J. T. Stockton, Corpus Christi. Pension Commissioner, "Farmer" J. C. Jones, Burleson. State Health Officer, Dr. Ed. Fyke, Fort Worth.

State Board of Health: Dr. L. W. Hollis, Abilene; Dr. C. W. Hoefflich, Houston; Dr. L. M. Weinfeld, San Antonio; Dr. Hugh L. McLaurin, Dallas; Dr. W. D. Littler, Fort Worth; Dr. H. J. Childress, Gilmer; Dr. E. M. Good, Georgetown.

Inspector of Masonry, W. R. Hendrickson. Chief Inspector of Masonry has announced the appointment of I. S. Fisher, of El Paso, and S. R. McCoy, of Dallas, as assistant inspectors.

Board of Dental Examiners: Dr. T. S. Cartwright, Van Alstyne; Dr. Field Farrar, Fort Worth; Dr. Ernest C. Belbeze, Houston; Dr. C. M. McCauley, Dallas; Dr. Harrison B. Cave, Dallas; Dr. A. F. Sontag, Waco.

Board of Medical Examiners: Dr. J. J. Williams, Limestone County; Dr. J. H. McLean, Tarrant County; Dr. A. M. McEllhannon, Grayson County; Dr. John S. McCelvey, Bell County; Dr. W. B. Collins, Houston County; Dr. H. B. Mason, Bell County; Dr. S. L. Scothorn, Dallas County; Dr. H. C. Morrow, Travis County; Dr. T. J. Crowe, Dallas County; Dr. M. A. Cooper, Childress County; Dr. M. F. Butencourt, Falls County.

Dr. Fyke, after conferring with Governor-Elect Ferguson, announced the following appointments of quarantine officers: Dr. E. S. McCain, Brownsville; Dr. M. L. D. Jordan, Velasco.

(Continued on Page Eight.)

RUSSIANS YET HAVE ADVANTAGE IS REPORT

RUSSIAN ARMY HAS BEEN HURLED THROUGH CARPATHIAN MOUNTAINS IN GALICIA.

HEAVY TAXES ON BELGIUM

Seven Millions Monthly and an Indemnity of Seventy-Five Millions Demanded.

LONDON, Dec. 1.—The latest official reports seem to discredit the successes of the Russians reported from Poland. The German Emperor has joined his troops under the command of Field Marshal von Hindenburg. Although reports seem to indicate that the advantage in the fighting yet lies with the Russians, the capture of German divisions which was reported has not been officially confirmed. Official reports do claim, however, that there have been enormous German losses.

Indications are that the battle, which promises to be one of the most decisive of the whole war thus far, will last for many days.

So far all that is definitely known is that the German advance has been brought to a standstill. Some of the German troops have been partly or wholly surrounded, but they still are fighting stubbornly to break their way through the Russian lines, apparently to the northward, where they hope to join reinforcements sent from Thorn.

In the battle before Cracow, the Russians do claim decisive success. During the last week they took 30,000 Austrian and German prisoners in this region. This victory is taken in Petrograd to mean that Cracow will not be the Russian advance in Silesia from the south, but that with the German army beaten, it will be necessary only to mask the fortress.

The Russians likewise announce success on the Austrian side of the Carpathians and against the Turks in the Caucasus, although in both regions the worst of weather has prevailed.

In the west the Germans are making only occasional infantry attacks, and bombardment is being made with lighter guns than those opened at first. Critics here, this seems to indicate that they are either preparing to send forces against the Russians or are planning to open a new attack on the Allies.

That the enterprise that failed in Flanders will not be repeated for the present, seems probable, as the Allies have been allowed to capture some points of vantage around Ypres, which previously were considered necessary to the German plans. There has been a minor attack near Arras, but not strong enough force to suggest that the Germans have decided to try to get to the coast by direct route from the east.

LEMBERG, Galicia, Dec. 1.—The difficult feat of throwing an army through the Carpathian Mountains southwest of Lemberg has apparently been accomplished by the Russians.

Fighting in the Carpathians has been most ferocious, being carried on under extraordinary difficulties, which were increased by the severe cold, the bitter winds and occasional snowstorms. Reports received here say that in their operations against the Austrians the Russians have won important successes during uninterrupted fighting for the last two days.

Austrian officers who have been captured say that they never considered the possibility that the Carpathians would be crossed at this time of the year with such a degree of success as the Russians are reported to have attained.

AMSTERDAM, Nov. 30.—The German governor of the Province of Brabant has convoked a meeting of the financiers and told them that Belgium must pay a tax of seven millions monthly to maintain the German troops. For violation of the neutrality laws of Belgium and losses ensuing therefrom to Germany, they are required to pay \$75,000,000.

TURN IN YOUR SHETLAND FONY VOTES SATURDAY.

In the Dunlap Shetland pony contest, the executive committee has decided to allow all votes polled by the evening of December fifth to have an additional value of thirty per cent.

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We don't sell prices, but Good, Dependable Merchandise

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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
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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 accepting 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			

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THE MASTER KEY

Night

7:00 to 10:00

Every Monday

ATTEND THE MATINEE--ALWAYS CROWD AT NIGHT

THE OLYMPIC

Every Monday

Judging a Feeding Steer

C. L. Bray, in the Oklahoma Farmer-Stockman, gives the following rules for judging a feeding steer:

Judging a Fat Steer.

The first thing we consider in judging a fat steer is "form" or shape. The ideal steer is what we call rectangular, or, as we say sometimes, "square" or blocky, and is set low to the ground on short, straight legs. The ideal steer is wide and deep and the top-line and under-line are straight and parallel with each other. The broad back gives a large area on which the highest-priced cuts are produced, and the wide hind quarters supply other valuable cuts. The wide and deep body gives capacity, something not required by the buyer of beef but invaluable from the feeders' viewpoint.

Quality is determined largely by the skin, hair and bone, but does not refer to these external parts alone. If the steer has fine quality on the outside, as indicated by fine, soft hair; fine, clean bone; mellow, pliable skin, and smooth, firm flesh, it is an indication that the meat of the steer all the way through will be of good quality and good flavor. A coarse steer not only has coarse flesh, but does not kill out as much meat.

In the finished steer, condition, or fatness, is important. Fatness makes the meat more juicy and palatable, makes it keep better and is also more easily digested. A highly fattened animal, may have a good deal of external fat on the dressed carcass that will not be so very desirable for eating, but the fat that counts the most is the fat that is deposited in between the layers of muscle. Meat of good quality is said to be "marbled" well when the cut of meat shows these deposits of fat all through the body of the meat.

Best Meat at Least Cost.

In selecting feeding steers the cattle feeder wants a steer that will make the best meat at the least cost. Such a steer must have good quality and good form to begin with, just as described above. The quality can be improved slightly by feeding and the form can, of course, be filled out in fattening, but still it is the animal with the best form and quality to begin with that will show the best form and quality when it goes to the block.

In addition to these requirements, the feeder must have good capacity for feed, a strong constitution and a quiet, peaceable temperament or disposition. A wild steer will not fatten as well as a quiet one on account of his nervousness, which makes him roam around in the feed lot when he should be lying down. A steer of poor constitution will not only be a light eater, but is liable to go off feed in the middle of the season and lose some of the fat that has been put on him up to that date. The steer that is a light feeder cannot put on gains like the one that eats a great deal, because the little he does eat is used almost entirely for maintenance. It is the extra feed that is eaten that puts on the flesh.

Many of the desirable features of a Call The Herald for Cut Cards.

good steer may be seen to a great extent in the head and neck. The good beef steer has a thick, short neck and a broad, wide head with a wide muzzle and prominent eye, large nostrils and a wide mouth.

Judging a Poor Steer.

The most objectionable features of a poor steer may be listed as follows: Long, slim neck; long, narrow head with pointed muzzle; small, sunken eye; cramped chest; thin flesh, high-cut flank; cat ham; thick hide, and rough, staring coat of hair; long bony legs, and anything that indicates nervousness, wildness or weakness. A large paunch, coarse head and long legs increases the amount of waste, and decreases the percentage of good meat.

In judging breeding stock we consider to a large extent the same points already discussed. Extreme fatness is not so desirable unless for showing purposes, but in other respects, breeding stock should conform pretty closely to the fat-stock type, since the ultimate aim or purpose of breeding stock is the production of market meat. The additional points that are considered are: Breed type; that is, whether the animal conforms closely to the ideals and type of whatever breed it belongs to. Poor type indicates poor breeding. Sex characteristics are important. Males should be strong, vigorous and masculine if they are to be good breeders. Cows and heifers should be feminine in appearance, with a more slender neck and a slightly greater length of body in proportion to weight. Constitution and vigor are much more important in the breeding animal than in the market animal.

HANDLING TEXAS MAIL IN THE EARLY DAYS.

FORT WORTH, Texas, Nov. 23.—Local postal authorities have unearthed some interesting history of Texas post offices, and from records on file it has been learned that the first important mail route in Texas was established July 1st, 1857, between San Antonio and San Diego, California, via El Paso. The schedule required that the contractor leave each terminus on the first day of each month and arrive at the other terminus on the last day of the month. The mail was carried by stage, overland, and the annual compensation was \$149,800. Service was inaugurated between El Paso and Fort Fillmore, Texas, on July 2, 1857, but St. Louis, Mo., and Fort Yuma, California, were made the terminals of this route. In September, 1858, Texas secured another important postal route, the one from St. Louis to San Francisco. Sherman and El Paso were the principal Texas points on this line; its total length was 3,203 miles each way, and was made twice each week in four-horse coaches. The schedule was 25 days, and the contractor's annual compensation was \$600,000.

JACK FROST DOES NOT KILL.

Window Garden Will Bloom, Though Windows Are Loose, If Proper Care Is Taken.

By PEARLE WHITE McCOWAN, in Farm and Fireside.

Many a woman feels debarred from the pleasure of a winter window garden because her windows do not fit snugly, but let in frost and cold. However, the true plant lover will not be daunted by this, but will draw the shades well down between the plants and the windows on all winter evenings.

If the mercury bids fair to hover round the zero mark, or the promise is for a blizzard, it will be well to supplement the warmth of the shades by several thicknesses of newspapers. Or the plants may be removed from the window ledge and put on a table near the center of the room—a table, however, that is not too near the fire, for extreme heat is as injurious as extreme cold.

The real plant lover will soon learn to know which of her plants suffer most quickly from cold, and of these she will take especial care. All those containing an abundance of sap (enough to bleed, as it is called, when the sap oozes forth if a bit of the leaf or stalk is broken) are especially susceptible to frosts. Among the commoner varieties of these may be mentioned the impatiens, the callas, the coleus, and some of the begonias. All these, too, require much watering.

The geraniums, primroses, and oxalis are much more able to bear cold weather, probably because of their less sappy nature. The primrose even desires and thrives best in a cold room or window.

A pail or dish of cold water placed among the plants on each window ledge, by drawing the frost to itself, will often prevent their freezing.

Even if the frost does nip the plants, there is no cause for hopelessness, for they can be revived.

Before the room has been allowed to warm up after a very cold night, gently feel the leaves of all your plants. If they are stiff and almost brittle, remove them immediately to a room that can be kept cool for a while, though not freezing. Then with a brush or broom almost drench the foliage with good cold water. This will tend to draw the frost out of the plants, and if they are very badly "touched" little particles of ice will form on their surface and fall about them on the floor. It is really quite remarkable how nearly gone a plant may be and yet respond to this method.

As the surrounding atmosphere gradually grows warmer, the plants and parts of plants that are beyond reviving will gradually turn black and fall from their stems. Sometimes the upper stalks will be found to have succumbed entirely to the frost, while the lower and more protected parts show little or no signs of its ravages. In those cases the plant doctor will cut the ruined stalks far enough, if possible, to hide their unsightliness, and press a bit of dirt over the fresh cuts to prevent bleeding.

If the leaves all fall in spite of the cold water treatment, and the stalks are still green and full of life, set your plant with its gaunt, unsightly stalks in as inconspicuous and sunny a place as possible and wait for Nature to do her work of reparation.

If even the stalks have drooped, cut them all back to within an inch or less of the soil, and give the plant plenty of sun and frequent watering. The roots will often contain enough life to throw up new shoots and leaves. A little fertilizer may furnish just the impetus needed. Many a badly frosted plant has set up a second growth even lovelier than the first.

ONE-CROP IDEA DOOMED.

TEMPLE, Texas, Nov. 28.—The one-crop idea is doomed in this section of the State, and it is a foregone conclusion that diversification will be paramount in the minds of Bell County tillers next season.

Preparations are already under way to reduce the cotton acreage about 50 per cent and devote more space in 1915 to the growing of grain and forage crops.

The value of the mineral products of Arizona, according to the United States Geological Survey, increased from \$67,497,838 in 1912 to \$71,429,705 in 1913.

Typewriter Paper at The Herald.



The Telephone "S. O. S." Saved the Farm

"One day last fall my wife and I started for a drive, leaving the house deserted. A short while after we'd passed Jones' place, Mrs. Jones saw smoke coming from our roof.

"She ran to the telephone—Got Mrs. Reed who operates the switchboard located in her home. Mrs. Reed called all the nearby people on the line (two long rings—the emergency signal,) and they put the fire out with little damage."

A Telephone on the Farm connected with the Bell System is a protection and safe-guard in all emergencies.

Southwestern Tel. & Tel. Co. 4-8-14.



Photographs for Christmas

There is more of the true spirit of Xmas in a photo of yourself than in any other gift you could purchase. A dozen artistic gifts for a nominal sum and always appreciated. Come now before the rush begins.

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

The First National Bank

Plainsview, Texas

CAPITAL STOCK \$100,000.00
SURPLUS AND UNDIVIDED PROFITS 122,000.00

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

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.

Have the Carbon Cleaned Out of Your Cylinders

We are now equipped to take the carbon out of your cylinders without taking the motor down. Please call and see us.

Trade With Us As We Appreciate Your Business.

Egge-Corlett Auto Co.

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.

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

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

The Presbyterian ladies will hold their annual bazaar, Saturday, December 5, at Paxton & Oswald's. Ad. 4t.

FOR SALE—Practically new Kimball piano. W. E. WINFIELD. Ad. 4t.

FOR SALE OR RENT—Eight-room house one block west of Seth Ward College. SHALLOW WATER LAND CO. —Adv. 2t.

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

FOR RENT: For winter, furnished house. Six rooms and bath. Phone 172. —Adv. tf.

DRS. SMITH & SMITH
Will be at Dr. Owens' Office in Plainsview every Tuesday. Specialists in the Treatment of PILES, FISSURES, —and all— RECTAL DISEASES. No cutting, tying and cauterizing. Treatment safe and sure. No detention from business pd. or pleasure.

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

DR. J. S. HAMILTON
DENTIST
Announces the opening of his offices, Rooms 4 and 5, First National Bank Building.

DR. C. E. ROBINSON,
VETERINARY SURGEON.
Treats all diseases of domestic animals.
Office Aker's Barn.
Calls answered day or night.
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THE USUAL
Christmas
Holiday
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Rates
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To the SOUTHEASTERN STATES, to ST. LOUIS, CHICAGO, etc.
and to points in TEXAS, LOUISIANA, ARKANSAS, OKLAHOMA, ETC.
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This Period Only.
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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.

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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 save you the bother.

\$6.00
AFTER BARGAIN DAYS.

THE 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

SHOP EARLY!

The cry of shopping early has become almost stereotyped from general and frequent use. The very fact that early shopping has been harped on by the press and by store sales organizations is proof positive that there is some advantage to come to someone in early shopping.

The merchant realizes that he will be better able to care for the wants of his customers in a courteous, painstaking manner when there are normal crowds in his place of business. He realizes that his customers will not receive the same attention from his "extra" clerks that they will from regular help. The clerk usually knows the taste of the customer, and quick, satisfactory dealing is made. When the rush of Christmas shopping is on, the clerks are under an unusual nervous strain; the regular clerks cannot wait on all the customers. Inexperienced help often results in misunderstandings between the customer and the salesman.

The merchant knows that when there is an abnormal rush in his store his stock cannot be kept in order. He realizes that although everyone in his employ will do their dead level best to maintain the policy of the house in its dealings with customers, that the hurry and bustle of filling orders will almost preclude efficient service.

The customer goes into the crowded store. She is late with her shopping. The gifts she has planned for her friends are not available. In the anxiety of pleasing everyone, the clerk becomes impatient, wanting her to make a hasty selection, so that the customer waiting may be served. Neither are satisfied. The customer feels that the clerk has not treated her right. The clerk is impatient with the customer. The joy that should pervade the season and that should be attendant upon the selection of the gifts and in keeping with the spirit of the giver, is lost. Nervous impatience often results.

Often the customer has not made a definite decision in regard to her purchases. The articles she wishes most are not in stock. Making a decision on what to substitute for a gift, previously planned and found unavailable, requires time. A crowded store and short sales force precludes a careful selection.

From the standpoint of the customer and from the standpoint of the merchant early shopping is desirable.

Viewed from the standpoint of the clerk there is little doubt as to the desirability of early shopping. The clerk must keep longer hours, and do harder work during the Christmas season. Then the buying is heaviest. Then the work is hardest. Patience is taxed most, too.

Shop early! Save the clerk worry and hard work; help the merchant in his efforts to please you; save yourself the worry and vexation of impulsive, unsatisfac-

Lines to Be Remembered

The wars we wage
Are Noble, and our battles still are won
By justice for us ere we lift the gage
We have not sold our loftiest heritage.
The proud republic has not stooped to cheat
And scramble in them market place
of war.
—William Vaughn Moody, from "An Ode in Time of Hesitation."

tory and disappointing shopping at the last minute.
Shop early!

ARE RACE WARS NECESSARY?

(From the Kansas City Star.)

Ten years ago, when Russia was fighting Japan, the war was represented—by Russian writers—as a contest of Europe against Asia, of the white race against the yellow. It was pointed out that there was inevitable enmity between the two races and that the war was the product of blind forces. Nobody was responsible for it. Fate had decreed it, and that was all that could be said.

Now Japan and Russia are fighting on the same side, and there is a possibility of a formal alliance between them. So, according to Prof. Munsterberg, Russia is an Asiatic power, which is urged into war with Teutonism, representing European culture, by the inexorable decrees of fate.

Races, you understand, are necessarily hostile, and they must clash in the long run. Thus speak the learned gentlemen who know all about international situation, and such.

But you will also understand that they don't need to clash unless some energetic forces are set to work for the purpose of producing the ruction. Ten years ago the Russian grand dukes were speculating in Korea. But that wouldn't have been polite to talk about. It sounded much more impressive to talk about inevitable clashes of Aryans and Mongolians.

Teutons and Slavs live peaceably side by side with no thought of clashing until the clash is produced—by the "Russian military party" or the "German military party," depending on the side it is viewed from. At the same time, Japan and Russia are putting crimps in the theory that racial differences must inevitably make them hostile. Also, here is a strongly patriotic German newspaper, the Hamburgische Nachrichten, asserting that there are no insoluble problems between Germany and Russia, but that England must be crushed.

Italians, French, and Germans live side by side in perfect harmony in the Swiss federation. Heaven knows how many peoples of differing races and nationalities have got on fairly well in the Austro-Hungarian empire. You don't necessarily punch a man in the face because he doesn't speak your language.

Fate, as a French writer has said, is the excuse for weak wills.

high corn, will tend toward marketing hogs at light weight this winter, which should put heavy weights in the lead in price before long.

Sheep and lambs sold steady this week, closing with a flourish to-day, 10 to 20 cents higher. Fed Western lambs brought \$9.05 and \$9.15 to-day, and choice ones would go higher than that. Fed yearlings brought \$7.75, medium ewes \$4.75, choice ewes worth \$5.25 to \$5.50. Feeding lambs are scarce, and higher, good ones \$6.75 to \$7.40 this week.

J. A. RICKART,
Market Correspondent.

PROVIDENCE.

PROVIDENCE, Texas, Nov. 28.—Our school seems to be getting along nicely these beautiful November days.

A number of our Providence families are complaining of colds at this writing.

There will be a side show and a box supper at our school house to-night, the proceeds to go for a library for our entire community. We hope all who can will come and take part. The Providence Ladies' Circle is giving the entertainment, and getting up the library. Mrs. Cora McComas, of Halfway, is helping the circle in this show.

E. C. Dodson has sold his entire herd of registered Hereford cattle to a man of Plainview, but we learn Mr. Dodson will be in the same business again soon, handling registered Herefords.

Mrs. E. G. Foster's sisters from Lakeview visited her Sunday.

W. B. Hatchett and wife were in Plainview Monday.

The Misses Swartz ate dinner with Miss Mary Dodson Sunday.

Quite a number of the Circle ladies called on Mrs. Bates Monday afternoon.

We are sorry to learn that Mrs. Chas. Barrett is quite sick. Her mother, Mrs. W. S. Thomas, of Floydada, is with her.

Mrs. Jas. Pullen and Mr. Miner visited our school a few days ago.

H. C. Handolph and wife called at the Dodson home Saturday, and spent Saturday night with their son Will.

Miss Myrtle Reeves, of Lone Star, has learned to drive their new Ford.

BUICK AUTOMOBILE WAS STOLEN FROM FREIGHT CAR.

Many things are stolen from freight cars, but it is doubtful if ever before a complete new automobile has been. This remarkable thing happened last week. The car was a 1915 Model C-37 Buick, one of a shipment consigned to the MacFarland Auto Company, of Denver, Colorado, by the Buick Motor Company, of Flint, Michigan. Where or how the car was taken is a complete mystery, and someone is enjoying a fine new Buick at the expense of the railroad, which will have to stand the loss.

Mr. MacFarland says: "Very often we have had people come into our sales room and force us to give up a Buick, but this is the first time I have ever known of anyone to take a chance of a term in the United States penitentiary, which he is doing in robbing the interstate freight, in order to get a Buick automobile."

COMING TO PLAINVIEW

about the 1st to 5th of December, a BIG BOOK SALE, FOR A WEEK.

The stock will consist of the best books of many publishers, and they will be sold at bargains. Encyclopedias, Dictionaries, Bibles, works of History, Poetry, Travel, Adventure, Fiction and many others too numerous to tell will be brought right to you.

L. Rutledge, who has for years had a big book store in Houston and is the greatest bookseller in Texas, is the man.

Readers, students and bibliophiles, watch out for him. —Adv. tf.

FIRST STATE BANK BUYS ASSETS OF PETERSBURG BANK.

The latter part of last week the First State Bank of this city closed a deal with the Petersburg Bank whereby the former takes over the business of the latter institution. The deal was closed Saturday night, and the transfer of the business was made the first of the week. The Petersburg Bank was established upwards of a year ago, and was doing a fair business. Its capital stock was \$10,000.

Miss Adeline Irick, of Plainview, visited with her sister, Miss Anna, in Floydada, from Friday to Monday.—Floyd County Hesperian.

TEXANS WILL AID SUFFERING BELGIANS.

AUSTIN, Texas, Nov. 30.—Texas is going to render financial assistance to the suffering Belgians, and Governor O. B. Colquitt has appointed a committee of eleven prominent Texans to raise a fund to be sent to the inhabitants of that war-ridden country. Each



Letters to Santa Claus

The Herald's columns are open to its little friends who wish to send their letters to Santa Claus. Bring your letters to The Herald or mail them to Santa Claus, in care of The Herald. Please sign your full name and address.

Dear Santa Claus:
Pliez send me doll buggy, a wash stand, a toy piano, some nuts and candy. I want some large oranges and apples too.
Your little friend,
HELLEN T.

member of the committee, as well as every newspaper in Texas, has been authorized to collect this fund. The first act of the committee was to issue the following appeal to the public:

"As the need for funds for the suffering Belgians is very urgent, we take this means of calling the matter to the attention of the people of Texas, and ask that they make as liberal donations as possible for the relief of these people, sending same to anyone of the members of this committee or to the local newspaper. We need not attempt to impress upon the people the necessity for help, as all the world knows

how these people have been suffering from the ravages of a war in which they have had no interest; we therefore urge upon every patriotic Texan to make his contribution as liberal and as promptly as possible."

Contributions may be mailed to any of the following committeemen: Paul Waples, Fort Worth; W. W. Seeley, Waco; George B. Taliaferro, San Antonio; W. B. Scott, Houston; John Seeley, Galveston; H. M. Garwood, Houston; Royal A. Ferris, Dallas; O. E. Dunlap, Waxahachie; C. E. Kelly, El Paso; Gen. W. R. Hamby, Austin, and Mrs. T. S. Maxey, Austin.

Cabbage \$2.25 per 100, Onions \$2.50 per 100, Spuds \$1.75 per 100. Car on Mill Track.



4

WEEKS TO CHRISTMAS
One Month More Left in Which to Get Your Gifts

J. F. Coan & Son
Phone 269

THE FESTIVAL DAY OF THE YEAR

Is but 20 shopping days away. Mighty Short time isn't it? Your Christmas giving cannot be complete unless your list includes the name "Rochester" as a gift for wife, mother, daughter, sweetheart or friend. Let it be a

- Rochester Chafing Dish Set
- Rochester Grape Fruit Set
- Rochester Sherbet Set
- Rochester Ramekin Set
- Rochester Coffee Set
- Rochester Percolators
- Rochester Tea Balls
- Rochester Bean Pots
- Rochester Casseroles
- Rochester Baking Dishes
- Rochester Sandwich Servers
- Rochester Relish Servers
- Rochester Electric Toasters
- Rochester Alcohol Stoves
- Rochester Serving Trays

And many other useful Rochester Articles for giving. We Wrap, Weigh, Tag, Sell Stamps, and mail packages intended for parcel post shipment.

Donohoo-Ware Hdw. Co.

Phone 80

KANSAS CITY STOCK

MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, Nov. 30.—Light receipts of cattle since Tuesday have given commission men a chance to sell out odds and ends, and next week will begin with a clean slate. Packers will also have killed everything on hand, and there should be good orders Monday, from Eastern killers, for cattle. Kansas and Missouri bought no stockers or feeders the first of the week, and there should be a pretty wide demand for them early next week.

The whole cattle prospect appears favorable. Native steers from Missouri brought \$11.05 Wednesday, yearlings \$10.55, sales that show the strength of the market for finished cattle. Medium grades are 15 to 25 cents higher than Tuesday, due to a resumption of the feeder demand, which was dormant Monday and Tuesday.

Colorado beef steers should sell at \$7.00 to \$7.50, and range yearlings and twos of good breeding at \$7.00 to \$7.75, Panhandle calves bringing \$8.25 here

Wednesday of this week. Good Colorado cows sold this week at \$6.25 to \$6.50, and some Utah cows brought \$6.10. Cheap cattle of all kinds are in demand, as packers continue to land big war orders for meat, and need material with which to fill them.

Low grade steers that formerly sold around \$5.50 now bring \$5.75 to \$6.00, including quarantines, and canner cows sell at \$4.50 to \$5.25. Top on quarantine steers this week was \$7.25. Local packers have shipped in several trains of canner cattle from Fort Worth this week, including 15 car loads here to-day, indicating their strong desire for that class of cattle.

Hog market fluctuations are frequent, but with small net change. Prices are 10 cents lower to-day, top price \$7.80, bulk \$7.50 to \$7.75. Order buying trade is the backbone of the market, keeping prices here at a high figure compared with markets farther east, Chicago top to-day being \$7.75 and St. Louis top \$7.80. Heavy hogs have had a strong call this week, from local packers, and sell close to the top of the market. Good hog prices, and

SOCIETY

ANNOUNCEMENTS.

Mesdames Otis Trulove and J. J. Clark will entertain the choir of the Methodist Church, at the home of Mrs. Trulove, 506 Wayland Street, Friday evening.

The Civic League will meet at the City Hall tomorrow afternoon at three o'clock.

A meeting of the Library Committee has been called for tomorrow afternoon at four o'clock, at the City Hall.

PROGRAM FOR MYSTIC CLUB, SATURDAY, DECEMBER FIFTH.

Leader—Mrs. Phelps.
Roll Call—Current Events.
Topic—Paul Hamilton Hayne.
Paper—"The Story of a Professional Poet, Paul Hamilton Haynes"—Mrs. Sansom.
Reading—"Hayne as a Sonneteer;" select sonnets by Hayne—Mrs. Richards.
Paper—"Correspondence of Two

Cabbage \$2.25 per 100, Onions \$2.50 per 100, Spuds \$1.75 per 100. Car on Mill Track.

Do Your Shopping Early

ALREADY the holiday buying has begun. Start tomorrow, yourself--and when it's all over you will say that it was the pleasantest Christmas you ever passed. Select your gifts leisurely--one or two each day. Not only will you be through before the inevitable Christmas "rush" begins, but you will have first pick of the best things--begin tomorrow.

Carter-Houston's

Poets, Hayne and Lanier"—Mrs. Whittis.

1. When was he born, and where? What was he called?
2. Name some of his ancestors.
3. When was the first volume of his poems published, and by whom?
4. Give briefly Mrs. Preston's description of him and his surroundings at that time.
5. Where was his home after the war, and what was his financial condition?
6. What are some of the reasons he failed to reach the rank which the average excellence of his poetical work would seem to warrant?
7. Compare Hayne's odes with Lowell's and others'.
8. Do you accept the verdict that Hayne is the first of the American sonneteers?
9. Name some of the poetical productions of William Hamilton Hayne, son of Paul Hamilton Hayne.

HUNDRED FIFTY LADIES AT FEDERATED SOCIETY.

Missionary Work of Various Churches in Africa Is Discussed by Missionary Society Ladies.

The missionary societies of the various churches of Plainview are working in conjunction. Every fifth Monday they have a joint meeting at one of the churches and subjects of mutual interest are discussed.

Yesterday afternoon, at the Methodist Church, there was one hundred fifty ladies in attendance upon a meeting of the society. The subject studied was "Africa." The exercises of the afternoon were opened with a hymn. Mrs. F. L. Brown then led in a prayer. The Scripture lesson was read by Mrs. J. J. Lash. An interesting and instructive paper, "The Man Who Opened the Door of Africa," was read by Mrs. E. C. Hunter. "The People of Africa and Their Customs" was the title of a winning paper by Mrs. R. S. Charles. Mrs. Scudder read a paper on "The Sorrows of Heathen Motherhood and Child Life in Africa." "The Great Menace of Christianity" was an interesting and intellectual paper by Mrs. O. L. Hatley. Mrs. J. T. Mayhugh led in a special prayer for the success of missionary work in Africa.

Members from each society in the Federation made a report on the work that is being done by their respective denominational societies in Africa. It is hoped that an exchange of views and a short exposition of the work being done by the different denominations will prove of mutual benefit to the members of the Federation.

A special quiz, in which all participated, was led by Mrs. B. H. Towery. Misses Myrtle Wade and Olive Wheeler gave vocal selections, which were appreciated.

The next meeting date of the Federation will be March 29.

WHAT DO YOU KNOW ABOUT THE PLAINVIEW SCHOOLS?

Are you a patron of the public schools? If not, you are probably a friend or sympathizer. And, if so, we want to talk to you a little about one of the needs of our school plant. There are a number of things we need in the way of equipment, both for the building and the grounds, but just now we are bending our energies toward acquiring a good piano. You didn't know but that we had one, did you? Ah, we thought so! Well, we haven't; though it would doubtless surprise you if we were to name the list of Texas towns with a population less than that of Plainview in which there is a piano in the school building.

And because we believe in the educational value of music, we, members of the Mothers' Club of the Central School, have promised our assistance in the matter of helping to secure a piano for the High School Building.

When the question of how it should be paid for came up before the club for discussion, the suggestion was

made that we ask a donation from the business men of Plainview. This plan was discussed, but was voted down, on the theory that the business men are asked so often for donations to one cause or another.

So we are not going to make this sort of a canvass. But we ARE going to ask all who are interested in the matter (whether a school patron or not) enough to help us with a donation, however small, to bring or send it to any one of the public school teachers or mail it to Miss Lucille Kinder, treasurer of the Mothers' Club. You may give your name or not, just as you like. No names will be published.

We have an opportunity to buy a good new piano, on easy monthly payments; and we think it would be fine to donate it as a Christmas present "From the citizens of Plainview to the Plainview High School."

What do you think about it? If all will help a little, nobody will have to help much. (Signed) COMMITTEE, MOTHERS' CLUB.

TWENTY PUPILS IN HIGH SCHOOL MAKE A'S FOR MONTH.

The following pupils made A's in every subject during the month just closed at the High School:

Eleventh Grade.
Esther Crandell Willie C. Mathes
Mary Brazelton Elsie Ogden
Walter Thatcher Ina Jordan

Tenth Grade.
Alma Armstrong Eloise Howard
Zephia Brown

Ninth Grade.
Minnie Finch Lorna Hutchinson
Meryle Marrs Hester Jordan

Eighth Grade.
William Knupp Zola Campbell
Alberta Howell Mabel Sanderson
Louise Simpson Clyde Thomas
Erma Leach Frances Sanderson

These made three A's:
Eleventh Grade.
Raye Hartzler Elizabeth Heard
Minnie Agnes Wilson

Tenth Grade.
Nora White Floy Lackey
Ruby Lattimore Marguerite Harlan
Raye Fowler Margaret Powell

Ninth Grade.
Helen Barnett Arley Biles
Birdie Bryan DeAlva Harris
Mamie Hill Noema Harris

Eighth Grade.
Hugh Bivins

The first team of Plainview High School basketball girls went to Tulla Saturday. Plainview girls did some good playing. Nevertheless, Tulla was victorious.

Thanksgiving afternoon Hereford played the second team basketball of Plainview High School, which resulted in a victory for Hereford. A second game was scheduled for the next afternoon, but owing to a misunderstanding in the company, the Hereford girls returned home that morning.

Mrs. B. M. Harrison entertained the faculty at dinner Wednesday evening.

With the aid of the Mothers' Club, the High School has purchased a new piano. This will be a great help to us in our society.

The ninth grade rendered a very interesting program at the regular meeting Friday afternoon.

Miss Vaught visited in Post City Thursday, returning here Sunday.

Miss Powell, the fifth grade teacher, went to Brownfield Wednesday to attend her sister's wedding.

TULLA.

W. A. Donaldson came up from Plainview Sunday and returned Monday with Mrs. Donaldson, who had been visiting her son, W. H. Donaldson, and family and daughter, Mrs. Walter Cobb, and family.

Mr. and Mrs. A. B. Martin drove down to Plainview Wednesday morning. Mrs. Martin returning on the afternoon train and Mr. Martin going on to Floydada to look after some legal matters.—Tulla Enterprise.

Mr. and Mrs. Dwight Alexander have moved into the house at 111 North Grover Street recently vacated by Prof. E. M. Harrison and family.

WILL ELECT OFFICERS.

Officers for the Ladies' Missionary Society of the Methodist Church will be elected at their regular weekly meeting Monday afternoon.

Miss Laura Seyler returned to Gainesville to-day, after an extended visit to her sister, Mrs. Frank Bone.

Bob Barker, of San Antonio, was in Plainview to-day, on business.

LOST—Pig, weight between 75 and 100 pounds; white streak in face and white feet, body black. Notify C. L. McDONALD, at Seth Ward, for reward.—Adv. 1t.

LOST—Hudson auto starting crank. Please leave at Herald.—Adv. 2t.

FOR RENT—Two furnished rooms for light housekeeping, two blocks from square. Cheap. Phone Herald.—Adv. 1t.

MAKE WORK EASIER.

Plainview People Are Pleased to Learn How It Has Been Done.

It's pretty hard to attend to duties With a constantly aching back; With annoying urinary disorders. Doan's Kidney Pills make work easier for many a sufferer. They're for bad backs. For weak kidneys.

Here is convincing proof of merit: Mrs. S. G. Mitchell, Tulla, Texas, says: "One of my family was afflicted with a lame back that made it almost impossible for him to attend to his work. Doan's Kidney Pills were procured and they cured him, although other remedies had failed."

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

MRS. T. P. Whittis will conduct a Christmas sale of gifts from "The Quality Shop" of Austin, the most artistic and beautiful arts and crafts studio in Texas. Something distinctive in Christmas cards, calendars, blotters, bayberry candles, pictures, Japanese baskets and other novelties. Opening Thursday afternoon, Dec. 3, 715 Slaton St. Sale every Monday, Wednesday and Friday afternoons.

Prof. Williams Noted Scientist

will appear at the Methodist Church, Thursday Evening, December 3rd

This is the second number of the LYCEUM COURSE given by Wayland College and Plainview High School

Professor Williams has an entertainment of high merit. His explanation of electrical action and common electrical appliances is interesting and instructive.

Tickets Now On Sale

MAKE THIS AN ELECTRIC CHRISTMAS

With current for electric appliances at 5 cents to see our swell new line is to buy.

It Includes:

Electric Chafing Dishes, Foot Warmers, Bed Warmers, Hot Water Bottles, Oven Stoves, Egg Poachers, Curling Irons and Hair Driers, Percolators, Lanterns, Coffee Urns, Pocket Lamps, Vacuum Cleaners, Toasters, Massage Articles, Electrolieres, etc. See our display in the Ellerd Building east of Malone Light and Ice Co. Office.

CONNER ELECTRIC CO.

20 Days for Cash has convinced us and our customers that it is better to buy and sell for cash than the old credit system, which annoys, embarrasses and enslaves good men, and separates friends and destroys homes and happiness.

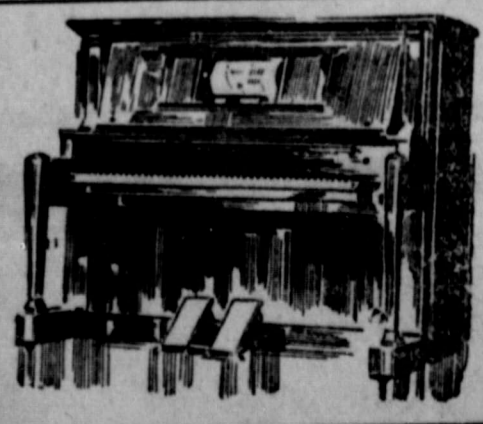
We ask you to buy your groceries from us thru December and we will prove to you that it will pay you to pay as you go through the coming year.

Get our prices and we will show you. We have cut down our expenses and cut down our prices, giving you better service and better prices on the best groceries.

Warren & Scudder

Phone No. 145

Plainview, Texas



10 Dollars
Will place a beautiful Adam Schaff piano in your home. Why wait longer? See us at once. Only a limited number on these terms.
Adam Schaff
Plainview, Texas

More Net Profit From Wheat Land

Experiments Conducted by Farmers of Texas and Oklahoma and Reported to the Oklahoma Farmer-Stockman.

Summer tillage for wheat in the light rainfall country usually means more net profit to the farmer than annual cropping.

This statement is often disputed. To many men it doesn't seem reasonable that more money can be made by growing one crop of wheat in two years than by growing two crops of wheat in two years.

It is true that sometimes, though not often, a greater number of bushels is received from the two crops than from one. It costs less money to grow one crop of wheat, however, even under summer tillage, than it does to grow two crops under ordinary methods, and the net profit from the summer-tilled land is practically always greater than from that which is annually cropped.

Many men in the dryer half of the Great Plains country have tried summer tillage and have found it good. Few of these men keep accounts, and it is therefore interesting to find, now and then, a farmer who knows to the penny what his summer-tilled crops cost and how much he got for them, and who also has the same kind of figures for land that is annually cropped.

One Peck of Seed Enough.

E. H. Grimes, White Deer, Texas, has been experimenting with summer tillage for wheat for three years. The records which he has collected go a long way toward proving two things: first, that summer tillage is actually profitable, in dollars and cents, to the farmers who try it; second, that nine-tenths of the wheat farmers in the Southwest use too much seed.

In the season of 1911-12, for instance, Mr. Grimes planted 23 pounds of seed per acre on summer-tilled land, and he reports that his stand was too thick for a good yield. He harvested 20 bushels an acre. In 1912-13 he cut the seed to 15 pounds, or one peck, per acre, and harvested a trifle more than 34 bushels an acre. The yield in 1913-14, with 15 pounds of seed again planted per acre, was 41½ bushels per acre.

Summer Tillage Yields.

Wheat on annually-cropped land on the same farm yielded 14.5-7 bushels in 1913 and 23¼ bushels in 1914. It will be seen, therefore, that the summer-tilled land gave more than twice

the bushels of grain per acre than were had from the regular field in 1913, and almost twice as much in 1914. In both years, however, the actual profit from the summer-tilled land was more than double that of the annually cropped, simply because of the less labor and less seed used. It doesn't cost as much money or as much labor to grow two crops in two successive years.

As will be seen by the tables printed in this article, Mr. Grimes' actual net profit from the annually-cropped land in 1913 was \$5.26 per acre, and on the summer-tilled land, \$18.32. In other words, the profit per acre from summer-tilled land in two years was \$7.80 more than it would have been in the same two years through raising two crops of wheat.

Two Dollars Added Acre-Profits.
In 1914 all wheat crops were better than the year before. Annually-cropped land returned a net profit of \$8.74 per acre, while the profit from summer-tilled land was \$18, or 52 cents an acre excess over annually-cropped land in two years.

In the two seasons the summer-tilled land returned a total profit of \$36.32 per acre. This is the equivalent of one year's time, or an average profit per annum of \$9.08. In the same two years the total profit from annually-cropped land was \$14, or an average profit per annum of \$7. Summer tillage has therefore brought Mr. Grimes an added average yearly profit of \$2.08 per acre on his wheat land so handled.

In writing of his work along these lines, Mr. Grimes says:

What Summer Tillage Is.

"This demonstration, of the value and the results obtained from summer tillage for wheat, was carried on 40 miles east of Amarillo, Texas, at White Deer, in Carson County. The average annual rainfall here is about 20 inches, although it has been less than 20 inches the past three years.

"The climatic conditions here are very much the same as prevail all over the Panhandle of Texas, the west half of Oklahoma, Kansas and Nebraska, and the east half of Colorado.

"Summer tillage for wheat consists in so handling the land during the spring and summer, or heated months, as will keep down all vegetation and

weed growth and maintain thereon a granular dirt mulch from two to four inches deep. In doing this we store and conserve the major portion of the rainfall until the next season, when the crop needs it in order to mature a maximum yield. Also, this working of the soil mulch enables us to hold much moisture in the firm soil just under the mulch. The heated air penetrates this soil mulch and mixes with the moisture of the soil in just the right proportions to set up quickly the decomposition and nitrification of all vegetable matter, converting it into humus and available fertility. This action, in the soil, tends to soften and fine the lower soil strata, thereby increasing their moisture-holding capacity.

First the Tandem Disk.

"In handling this land, up to July 20, we do it mostly with a tandem or double-disk harrow, because we can do the job more quickly and maintain a more even mulch than can be done with the single disk by lapping half each time. Single disking is unsatisfactory because it leaves the mulch too open and porous to enable it to be effective against the drying action of the sun and air.

"We start this work in the spring as soon as the weeds start and we double-disk the ground as often as we have rains of sufficient magnitude to run the mulch together or destroy its effectiveness. By waiting about four to five days after each rain before re-establishing the mulch, we catch the weeds just as they are coming through and, by so doing, we destroy the weeds and re-establish the mulch at one operation.

"If because of wet weather at this time or for any other reason, the weeds have gotten such a start of us that the disk will not destroy them, we take our moldboard gang plow and plow the land not more than three inches deep, or as shallowly as possible to destroy the weeds. This action leaves a good mulch.

Then the Plow and Packer.

"Between July 20 and August 10 we plow this land seven inches deep. We pack each day's plowing with a sub-surface packer before leaving the field for the night. If a packer is not available we would use our disk harrow set straight and weighted, going over the ground twice.

"This packing presses out the surplus air held in the cavities of the furrow slice and firms the subsurface, or lower part of the harrow, slice to the subsoil. In this way we help and hasten the connection of the system of capillarity and trans-location of soil

THE CHRISTMAS GIFT SUPREME

Head This Year's List With the



It's the ideal inexpensive car as well as the ideal Christmas remembrance. Wouldn't it be far more sensible to buy the family a Ford than to buy each member of the family a present of doubtful utility? The Ford is a 365 day gift; giving full value service every day of the year.

Don't save for five or six years to purchase a more expensive car; buy a Ford now and get the use of it during the period you would otherwise be without a car.

There isn't a member of the family who will not agree that the Ford will make the ideal gift. Have you ever shared in the profits of anything you ever bought?

The Ford profit-sharing plan offers you this opportunity. To date over \$2,000 has accumulated in profits to be paid in cash to those who have purchased Fords from

BARKER & WINN, Agents

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

moisture between the subsurface and the subsoil. While this method of packing firms the subsurface, yet it leaves a good granular (not dust) surface mulch, which prevents the loss of our moisture by evaporation.

Finally the Harrow and Drill.

"After plowing and packing we wait until our next rain, or until August 20, when we single cross harrow. Then again we wait until our next rain, or up to September 1, when we single harrow again the same way as we plowed.

"About September 15, we drill our wheat, using only 15 pounds, or one pack, of clean seed per acre. This amount of seed has proven ample to make a good stand and the fairly early sowing enables it to make a good mat over the ground by winter. This heavy mat protects the land from the blowing or shifting of the soil.

Early Planting Practiced.

"On September 6, 1911, we planted five acres of summer-tilled land, using 23 pounds of seed to the acre. This amount of seed proved to be too much, and resulted in entirely too thick a stand. The yield from the tract was 20 bushels per acre, or only 2½ bushels more than on our every-year crop. This poor showing, I am convinced, was the result of too thick seeding. In the following years we have used but 15 pounds of seed to the acre on our summer-tilled land.

"In 1912 we planted the summer-tilled land on September 14 to 16, and the date of planting in 1913 was September 20 to 22.

"In the figures which I have given in the tables herewith I have put in the cost of each man in summer-tilling work at \$2 a day and board. Each man engaged in harvesting was figured at \$2.50 a day and board, with the exception of stacker and header men, who were allowed \$4 each a day. Each horse used is charged at the rate of 75 cents a day, and a reasonable allowance was also made for wear and depreciation of machinery."

Comparative Cost and Profit, 1913.

Result of 26 acres Summer-Tilled in 1912 and Harvested in 1913—

Three diskings	\$ 1.80
Plowing seven inches	1.60
Packing	.40
Two Harrowings	.40
Seed and Drilling	.80
Heading	1.47
Threshing	2.38
Marketing	.95
Total cost	\$ 9.80

Yield, 34 bushels 51 pounds per

acre @ \$2¼c	28.12
Net profit per acre	\$18.32
Result of Every-Year Crop Harvested in 1913—	

One Disking	\$.60
Plowing five inches	1.50
Packing	.40
Two Harrowings	.40
Seed (30 lbs.) and Drilling	1.00
Heading	1.21
Threshing	1.03
Marketing	.37
Total cost	\$ 6.51

Yield, 14 bushels 43 pounds per acre, @ 80c	11.77
Net profit per acre	\$ 5.26

Comparative Cost and Profit, 1914.

Result of 25.6 Acres Summer Tilled in 1913 and Harvested in 1914—

Four Diskings	\$ 2.40
Plowing seven inches	1.60
Packing	.40
Two Harrowings	.40
Seed (15 lbs.) and Drilling	.80
Heading	1.70
Threshing	2.52
Marketing	1.00
Total cost	\$11.22

Yield, 41¼ bushels per acre @ 70c	\$29.22
Net profit per acre	\$18.00

Result of Every-Year Crop Harvested in 1914—

One Disking	\$.60
Plowing five inches	1.50
Packing	.40
Two Harrowings	.40
Seed (30 lbs.) and Drilling	1.00
Heading	1.43
Threshing	1.63
Marketing	.57
Total cost	\$ 7.53

Yield, 23¼ bushels per acre @ 70c	16.17
Net profit per acre	\$ 8.74

GIRLS' COLLEGE ADDS B. S. DEGREE.

DENTON, Texas, Nov. 28.—With prospects of a graduating class of 95 students and with a total enrollment approaching 600, the College of Industrial Arts, at Denton, is the only State institution of higher learning except the State University which opened its session this fall with an increased attendance over all previous years. The enrollment for last year was 545, while the list of graduates totalled 76. The greater majority of students are enrolled in the regular college years, the attendance for the preparatory classes having fallen off considerably. A feature which has doubtless influenced the attendance this fall is the addition of a degree year. To meet the requirement of many of the schools and colleges for teachers with degrees and to raise the standard of the college, the degree of bachelor of science will be conferred this year for the first time on a number of students who have previously graduated and who are now taking the required courses in domestic science, domestic art, literary work or fine and industrial arts. This addition, it is expected, will make a greater difference in the attendance next year.

Two large south rooms, nicely furnished, for light housekeeping. West side; close in. Phone 586. Adv. 9t.

Piles Cured in 6 to 14 Days
Your druggist will refund money if FAZO OINTMENT fails to cure any case of Itching, Blind, Bleeding or Protruding Piles in 6 to 14 days. The first application gives ease and Rest. 50c.



Christmas Holiday Excursion

Excursion rates to all points in Texas during the Christmas and New Years Holidays at fare of one and one third for the Round Trip. Tickets on sale Dec. 23, 24, 25, 26, 30, 31 and Jan. 1st 1915 good for return limit Jan. 4th, 1915.

For further information phone 224.

R. F. Bayless, Agent

DAYBREAK IN THE TRENCHES.

A British Army Officer, Later Killed in Action, Describes the Scene of Combat.

Capt. Norman Leslie, in Harper's Weekly.

Four-thirty a. m. Stand to arms again for an hour, till dawn has fully broken. The light creeps up, and all the lovely wooded slopes stretching down to the river and canal in our rear begin to show themselves—the red streaks on our flank in the east rise higher and throw a gorgeous light over the scene—only to our front and the enemies' trench is all still dark and somber.

There is no attack this morning, even the enemies' snipers are silent, and both sides remain still, alert—awaiting the dawn with similar emotions. In the distance over the valley a purring sound approaches, eyes are strained upwards, and out of the night, high up, an English aeroplane sails over us; the red light glints on some metal, a moment's glow, then silver—a flash—and it resumes its normal coloring, humming strongly above us. It's impossible to describe its beauty and grace, passing through the different layers of light.

Little puffs of white smoke now appear all around it, followed by the specially made German aeroplane gun—they burst everywhere, but seldom near the aeroplane—the latter passes slowly out of sight over the enemies' lines, but one can still track her, by the sinister little clouds that break and hang in her track. The morning is absolutely still, and the smoke remains for about half an hour in the cloudless sky, before it slowly vanishes in shadowy circles that rise higher and higher.

"YOU'RE A BETTER MAN THAN I AM, GUNGA DIN."

From the London Standard.

Near our trenches there were a lot of wounded, and their cries for water were pitiful. In the trenches was a quiet chap of the engineers, who could stand it no longer. He collected all the water bottles he could lay hold of and said he was going out.

The air was thick with shell and rifle fire, and to show yourself at all was to sign your death warrant. That chap knew it as well as we did, but that was not going to stop him. He got to the first man all right and gave him a swig from a bottle. No sooner did he show himself than the Germans opened fire. After attending to the first man he crawled along the ground to others until he was about a quarter of a mile away from us. Then he stood up and zigzagged toward another batch of wounded, but that was the end of him. The German fire got hotter and hotter. He was hit badly, and with just a slight upward fling of his arms he dropped to earth like the hero he was.

Later he was picked up with the wounded, but he was as dead as they make them out there. The wounded men for whose sake he had risked and lost his life thought a lot of him, and were greatly cut up at his death. One of them, who was hit so hard that he would never see another Sunday, said to me as we passed the engineer chap, who lay with a smile on his white

face and had more bullets in him than would set a battalion of sharpshooters up in business for themselves, "He was a rare good one, he was. It's something worth living for to have seen a deed like that, and now that I have seen it I don't care what becomes of me." That's what we all felt about it.

NEW STANDARD OIL REFINERY IN MEXICO.

The Standard Oil Company of New Jersey has just completed a new refinery at Tampico, construction having required about 18 months. It is a 4-still refinery, built especially to refine Mexican crude oil, and has a daily capacity of 4,000 barrels of distillate. At present it will be used only as a topping plant, and the topped oil (distillate) will be shipped to the United States for further refining.

The plant is on a 754-acre tract along the Panuco River, facing the Gulf of Mexico. A 400-foot pier extends into the river, where a 30-foot channel has been dredged. A pipe line has been laid from the Huasteca Petroleum Co.'s tank farm to the Standard property, and all the oil contracted for by the Standard will be pumped direct to the new refinery, where it will be topped and placed on storage in 55,000-barrel tanks.

The pumping station has a capacity of loading 50,000 barrels on board steamers in 12 hours. This will mean a great saving to the Standard Oil Co. in demurrage, as heretofore its steamers have waited as long as a week for a berth at the loading station of the Huasteca Petroleum Co.

THE "MADE IN JAPAN" MOVEMENT.

Enthusiastic indorsement is given the imperial advice that the people should, as much as possible, use Japanese-made articles in preference to foreign. The mayor of Tokyo has instructed all the schools under the city's jurisdiction to encourage the use of home-made stationery. It is hoped the educational authorities will follow the mayor's example and give the same counsel to all the government schools in Japan.

The Government has agreed to give the Association for the Encouragement of the Use of Home-Made Articles, which is soon to be established, 3,000 yen (\$1,494) this year and 5,000 yen (\$2,490) annually hereafter. According to the plan of the promoters, they will get 20,000 members for the association and request each to pay 5 yen (\$2.49) toward the fund of the association. This fund will yield interest amounting to 5,000 yen (\$2,490) annually, which, together with \$2,490 from the Government, will be enough for the maintenance of the association.

ORIENT RAILROAD TO EXTEND TO MEXICAN BORDER.

DEL RIO, Texas, Nov. 23.—It has been authoritatively announced here that the Kansas City, Mexico & Orient Railroad will resume construction on its line into this city at an early date. It is generally thought that actual construction will commence at once, as it is necessary to complete the road to the Mexican border during the next

twelve months in order that the bonuses of land and money may be collected under the original contract, which calls for a completed line between Del Rio and San Angelo within a given period.

In 1912 steel was laid from a point near San Angelo to Fort Stockton, a distance of about 113 miles; in 1913 the road was extended another 65 miles, to Alpine, but no construction work has been done during 1914.

BUSINESS MEN WILL MEET AT FREEPORT.

FREEPORT, Texas, Nov. 23.—The Freeport Commerce League, being desirous of acquainting persons prominently connected with affairs in Texas with the fact that at this place there are enterprises on foot that mean much to the State at large, will hold a meeting here Tuesday, November 24th, with prominent bankers,

business men, legislators and newspapermen of Texas having announced their intention to attend, it is expected that a very large attendance will be on hand. Governor-elect James E. Ferguson, of Temple, will also be in the city to participate in the gathering. The Freeport party will leave Houston at 8 a. m. Tuesday on a special train, returning to that city Tuesday evening.

FOREST NOTES.

The State School of Forestry at Botineau, North Dakota, announces that it will have one million trees for distribution to the citizens of the State during 1915.

Apple wood, used almost exclusively for saw handles, also furnishes the material for many so-called brier-wood pipes and particularly for the large wooden type used in printing signs and posters.

One of the most expensive woods used regularly in an established industry in the United States is boxwood, the favorite material for wood engraving. It has been quoted at four cents a cubic inch, and about \$1,300 by the thousand board feet.

What is supposed to be record speed in getting men to a forest fire is reported from Oregon, where, on one of the national forests, a ranger went to town, hired ten men, and got this force to the fire, twelve miles away, within 48 minutes after he was notified by telephone.

HOW TO KEEP YOUR CAKE.

From the Youth's Companion. Cakes that contain a great deal of fruit and spice or nuts develop a fine flavor as they are kept—in fact, a nut cake is not at its best for at least a week after baking, and a cake that contains much fruit and spice is better when it is at least a month old.

If you pack a cake fresh from the oven in brown sugar, it will keep fresh almost as long as you wish—for two months, or even more.

Another plan is to take a cake still warm from the oven, and ice it lightly with any simple, quickly made icing just scraped over the surface; or

brush it over with a heavy sugar syrup, then set it in the cake box with a jelly glass or other small vessel half filled with water, or two or three green apples cut into halves or quarters. The water or the moisture from the apples keeps the cake from becoming dry.

SANTA CLAUS AS A FIRE BUG.

By S. W. INGLISH, Austin, State Fire Marshal.

Santa Claus has done his full share toward bringing misery as well as merriment to this world. The candle on the Christmas tree has contributed its full quota toward making a heap of ruins out of what was a home of happiness.

It is not the nature of Santa Claus to sow seeds of sorrow.

Why not induce this dear old gentleman to join the ranks of fire preventers?

Don't permit your own neglect to be saddled on Santa Claus. Don't permit your Christmas merriment to wind up in smoke and flame and ashes and despondency.

It is far better that common sense be used as a seasoning for Christmas cheer than it is to have the spirit of the season made unsavory with bitter tears of regret.

In every little Christmas tree candle there is danger.

BELGIANS TO COME TO TEXAS; WILL LOCATE IN PANHANDLE.

CLARENDON, Texas, Nov. 23.—Texas has been supplying the warring nations with necessities of life ever since the incipency of the European conflict, and it is now about to furnish homes for a thousand or more unfortunate people from desolated Belgium. Arrangements have already been made by Mrs. Adair, owner of the "J A" ranch, situated in this county, to bring 1,000 Belgian women and children to the Panhandle and establish them on farms. Mrs. Adair spends part of her time in Europe each year, and while there some few months ago arranged through agents to bring the Belgians to Texas. A ship to transport the people to Galveston has been chartered, according to a report given out here, and it is thought it will not be long before the "new people to us will be in a new country to them."

Invigorating to the Pale and Sickly The Old Standard general strengthening tonic, GROVE'S TASTELESS CHILL TONIC, drives out Malaria, enriches the blood, builds up the system. A true Tonic. For adults and children.

VALVE-IN-HEAD BUICK MOTOR CARS

Economy

Economy in fuel consumption—Economy in tire mileage—Economy in up-keep---and greatest of all, Economy in the long run because of the everlasting quality.

Buick cars are every day establishing remarkable fuel economy records. It was a Buick that won the Wisconsin

Reliability and Economy Contest with an average of 24.8 miles to the gallon for over 500 miles.

Thousands of unsolicited letters from satisfied owners vouch for Buick economy of upkeep and reliability.

For examples of Buick longevity and uninterrupted service, look to the various models, from the first one built. They're still in service---some of them in our home town.

Built in Fours and Sixes \$900 to \$1650
F. O. B. Flint, Mich.

Come in and see the 1915 Models

Plainview Machine and Auto Shop

E. E. ROOS, Proprietor

Bulk Chocolates

WE have stocked a FIRST-CLASS line of assorted Bulk Chocolates and will be glad to have you call and inspect them if you wish good candy in less than box lots.

WE are going to carry a fresh, complete line of this class of goods. The price is Fifty Cents per pound.

Duncan's Pharmacy

"The Store That Treats-U-Right."

CALL THE HERALD FOR JOB PRINTING. 'PHONE 72.

The Sign of Service

WE WANT YOU

To open an account with us, whether you have a large or small amount to deposit. We want to show you what the Sign of Service really stands for.

WE PAY INTEREST ON TIME DEPOSITS

Third National Bank
OF PLAINVIEW
Capital and Surplus \$120,000.00
A GOOD BANK TO BANK WITH



CHRISTMAS cheer is all the more real if you're correctly attired.

Your suit or overcoat tailored to order by our famous Chicago tailors
Ed. V. Price & Co.

will please you beyond expression

Select your wools and be measured now

Waller Tailoring Co.

Phone 188



Save 20 Per Cent On Your Christmas Purchases

FOR MEN, WOMEN AND BOYS THAT'S OUR CHRISTMAS GIFT TO YOU AND IT APPLIES ON THE FOLLOWING ARTICLES:

IT WOULD BE HARD TO SELECT A GIFT MORE ACCEPTABLE FOR FATHER, BROTHER OR UNCLE THAN ONE WHICH IS AS PRACTICAL AS A HANDSOME SUIT OR OVERCOAT OR A FANCY VEST.
THEY ARE PRICED AT 20 PER CENT OFF AT OUR STORE NOW.

GLADDEN THE BOY'S HEART ON CHRISTMAS MORN WITH A NICE NEW SUIT OR OVERCOAT. BOTH ARE USEFUL, SENSIBLE GIFTS WHICH HE WOULD REALLY ENJOY.
WE HAVE THEM AT A DISCOUNT OF 20 PER CENT.

BY WAY OF SUGGESTION HERE ARE SOME HINTS TO FATHERS SHOPPING FOR THEIR DAUGHTERS, HUSBANDS SHOPPING FOR THEIR WIVES, BROTHERS SHOPPING FOR THEIR SISTERS-- LADIES COATS, \$10 to \$35; COAT SUITS \$10 to \$30; SKIRTS \$3 to \$15. ALL ARE USEFUL GIFTS.
You can buy them here at a discount of 20 per cent.

Christmas shoppers are already out in great numbers and those who shop early have the best of the pickings. This year of all years the useful gift will be the most acceptable.

From a scarf pin to an overcoat the range of wearables for men, as well as women and children, is unlimited at our store. Remember the suit or overcoat you want to buy is ready-to-wear today at a substantial saving. Our sales force will make your shopping pleasant. We invite you to participate in these holiday offerings.

Plainview Mercantile Company

"A DRY GOODS STORE IN A BLOCK TO ITSELF"

BASKETS FOR SIXTEEN INCH SHELLS.



© 1914, by American Press Association

The shells fired from Germany's monster siege guns are transported in these wicker receptacles. This pile contained the shells fired from one of the monsters at Antwerp.

RECORD YIELD OF YAMS.

BROWNWOOD, Texas, Nov. 28.—What is considered a new record in sweet potato production in this part of State has been established by C. B. Heard, a farmer residing near here. Mr. Heard's potato patch yielded 200 bushels of yams per acre, which is considered to be exceedingly fine on unirrigated land. The product is selling for \$1.00 per bushel.

WILL COLONIZE TRACT

BEAUMONT, Texas, Nov. 28.—A large tract of land, consisting of 14,315 acres, and which is located near Voth, in this county, has been sold to the owner, J. Frank Keith, to a St. Louis firm, for a consideration of \$171,870. The land was purchased for the express purpose of being cut up into small farms and colonized. The buyers will make several improvements before the property is settled upon. People from Missouri and other points North will locate on the land.

FERGUSON HAS MADE MORE APPOINTMENTS.

(Continued from Page One.)
Dr. E. O. Arnold, Aransas Pass; Dr. Justus S. Davidson, Galveston; Dr. H. C. Hall, Laredo; Dr. D. H. Huffaker, El Paso.

The Governor-elect announced the

following to serve on his personal staff: John Durst, Tyler; August Haxthausen, Houston; Colonel F. A. Chapa, San Antonio; Lawrence Bates, Brownsville; A. L. Curtis, Belton; Colonel T. A. Coleman, San Antonio; Alvin M. Owsley, Denton; F. H. Coombs, Houston; Richard Journey, Waco; Judge Walter Limon, Corpus Christi; George S. McGee, Waco.

Dr. Fyke authorizes the announcement of Dr. W. A. Davis, of Jourdan as register of vital statistics. Game, Fish and Oyster Commissioner Will W. Wood announced the appointment of Robert Goodfellow, of Dallas, as chief deputy and Sam C. Johnson, of Lamar, and C. S. Beasley, of Hunt County, as assistant deputies; I. W. Mathews, of Nacogdoches, chief clerk, and A. Winn, of Wylie, Collin County, superintendent of fish hatchery at Dallas.

Bob Hoffman, newly appointed Dairy and Pure Food Commissioner, announced the following inspectors: Dr. W. H. Minton, Fort Bend; Richard Hudson, Collin; Mrs. C. L. Darwin, Cooke County, and R. L. Malone, Travis County.

J. C. Malone, the newly appointed Pension Commissioner, announced the appointment of Phillip D. Lessner, of Harris County, as chief clerk, and Miss Ella Bassiot, of Bastrop, as stenographer.

Penitentiary Commissioner, J. H. Bennett, San Antonio.

Mr. McKay, Secretary of State, announced the following appointments, which complete the staff in his office: Assistant bookkeeper, A. W. Townsend; charter clerk, Miss Nellie Atkinson; stenographers, Miss Bonnie Boyd and Miss Meta Schutze; clerks, John M. Duprst, of Austin, and Walter Acker, of San Antonio; executive clerk, Roy West, of Refugio.

BAINER APPRECIATES THE PLAINS COUNTRY.

(Continued from Page One.)

impression, and when these impressions have gone out, they stick in the minds of the people the wrong way. They react against the very section that they were designed to benefit.

"One who has not been absent from this section for a little time at least cannot appreciate, as I can, the allurements and promise of this country. From the very first time I came here, now into five years ago, I have been convinced that it is the coming section. Every succeeding month since that time has confirmed me in my original estimate of the country. I am glad to be able to say that this is no idle and super optimistic dream. I know whereof I am speaking, and those who come here in the future and stay, like those who have done so in the past, will be the ones who will win out grandly.

"Nothing with reference to this country pleases me more than to know that we are acquiring a citizenry that has 'come to stay.' I note with more than passing interest that a number of citizens of this community and that state plainly that their land is not for sale. They stated, quite a number of them, recently to a representative of my department: 'Our land is not for sale. This is our home, and each year our land is growing more valuable. We came here to live and to raise our families. We like it and are going to stay.'

"It is interesting to note that land bought only a few years ago from \$7.50 to \$15 per acre is now worth up to \$30 to \$50 per acre, and, as I have previously indicated, some of the men would not place a price on their holdings, for the very reason that they came here to stay, and are finding their impressions of the country to in all things bear out their determination.

"May I be pardoned for saying this thing, in support of a doctrine which I always announce: The men who are staying, and that with the best results, are those who are planting a few cattle, hogs, chickens and other live stock and fowls along with their kaffir, milo, feterita, sorghum, millet, alfalfa and other crops. These diversionists are usually men who intensify, having learned the cost of the error of too many acres, especially if these same acres be planted to one crop. They aim to so arrange their products, as to division between forages and grain, that practically everything sold from the farm will be in the form of meat, cream, butter, eggs and poultry. These are the men whose bank accounts receive frequent and substantial inflations, through the sale of high-priced choice products from the farms.

"You would be surprised to go with me over this country and see the number of farmers owning and operating automobiles. I was formerly inclined to think that the use of an automobile on the farm was a trifle extravagant, but I have seen them used to such good advantage that I am now convinced that in many cases they are a very economical necessity. But this is only one of the many devices that will come and are coming even now to add not only to the profits but the comforts of Panhandle and Plains country farms.

"As I said in the beginning, and now repeat, this country is great, so great, indeed that time will be required to

make many of even those who consider themselves well posted realize how great it really is."

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