

# THE PLAINVIEW EVENING HERALD

THREE TIMES A WEEK

VOLUME 25, NUMBER 122

PLAINVIEW, TEXAS, TUESDAY, DECEMBER 29, 1914

PRICE FIVE CENTS

## LAW FIRM'S PERSONNEL IS WELL KNOWN OVER PLAINS

A. B. Martin, Judge L. S. Kinder, C. D. Russell and Dennis Zimmerman Form Partnership.

Judge L. S. Kinder, A. B. Martin, of Tullia; C. D. Russell, and D. Zimmerman, of Tullia, have formed a partnership for the practice of law. The partnership becomes effective January first. The new firm will have offices in the Donohoo Building.

A. B. Martin, of Tullia, will move to Plainview within the next few weeks. Dennis Zimmerman, who has been the other partner in the firm of Martin & Zimmerman, in Tullia, will remain in Tullia, caring for the business of the firm there.

The firm will be styled Martin, Kinder, Russell & Zimmerman. Maple Wilson will be in the office of the firm, but not a member.

The new quarters are now being occupied by Judge Kinder, and within the next three or four days the other members of the firm will move in.

## FUNERAL OF DR. NORTON HELD THIS AFTERNOON.

Dr. J. W. Norton died yesterday morning at ten o'clock at the Sanitarium. Two of his sons, Ortie and Jim Norton, were at his bedside at the time of his death. He was eighty years old.

Dr. Norton had lived at Crosbyton for a number of years.

The services were held this afternoon at the Plainview Cemetery, under the direction of A. A. Hatchell, undertaker for Paxton & Oswald.

## BUSINESS CHANGES.

Warren & Scudder will move tomorrow into the new Johnson Building, on the North Side of the square. They will occupy the east half of the building. Frank & Finley will move into the west half.

## MRS. WARREN DIES AT KRESS.

Mrs. Hattie Warren died at Kress yesterday afternoon at three o'clock. A. A. Hatchell was called to Kress this morning to prepare the body for burial.

Mrs. Warren had been visiting in Kress in hopes of improving her health. The body was shipped to Hartsfield, Okla., for burial.

## Split Log Drag is Proving To Be Favorite in Plainview

The split-log drag is proving a favorite with the Plainview aldermen. Today the drags were again on the streets. Two teams have been working North Pacific Street this afternoon. The improvement after the use of the drag is wonderful.

## THEY'RE EASY.

Travelling Fakirs Find Many Easy Shots in "Hobnob" Rounds Through Towns.

When the circus king, Barnum, said that the people liked to be humbugged, he did not miss it far. People are susceptible to being humbugged alright. You don't have to go very far to find this is true.

Today a travelling fakir came to Plainview. He paid a street peddler's license for a quarter, amounting to fifteen dollars. Out of the gaudy, flimsy little articles he sells he realizes enough profit to pay him for the trouble of peddling his wares and to pay for the fifteen dollars license for a short stay.

They're easy.

## CZAR HOLDS 357,000 FOES.

Dispatch from Petrograd to London Gives Number of Prisoners Held in Russia.

LONDON, Dec. 29.—According to a Reuter's Telegram Company dispatch from Petrograd to London the number of German prisoners registered is 1,140 officers and 131,700 men; the number of Austrians registered is 3,166 officers and 221,400 men. The Slav prisoners have asked for Russian naturalization, so that they may be sent against the Turks.

## SANSOM BELIEVES SHEEP ARE BEST BET FOR PLAINS

Sheep Paid When Other Live Stock Would Have Lost; Lamb Market Good.

D. F. Sansom & Son are shipping from Hale Center today a carload of lambs and ewes. Most of the load is lambs. These were bought in the Plainview country from farmers.

"Sheep offer the farmer more profit for the investment made than any other live stock," said Elmer Sansom to a Herald representative this morning. "Every farmer considers that cows will make him money. One hundred ewes can be grazed on two hundred acres of land. Their wool will sell for from \$1.25 to \$1.50 per head. Early lambs can be marketed as early as November. They will bring \$4.00 each. Counting twins, there will be about a hundred lambs in every herd of one hundred ewes. The wool from the ewes will about pay the cost of feeding the herd. The money invested will bring almost one hundred per cent profit, net. Eight cows require hardly as much ground for grazing as a hundred ewes. If from the eight cows there are six calves the farmer is lucky. These calves at the very best price, \$30 per head, will bring the farmer \$180 a year, as opposed to the \$400 from sheep. The cost of feeding is practically the same. Of course a sheep pasture must be fenced tighter, but this cost is not great when distributed through a number of years.

"You can graze one hundred head of ewes on grass and they will gross you a profit of one hundred per cent. You can hardly miss what they eat on the place. Grazing in the fields, on grass and on winter wheat, are sources of profit. You can turn sheep into a field of maize, kaffir or feterita and they will not injure it. They will strip the stalk of leaves at the bottom and clean out the weeds and grass, but will not trample the grain," he said.

"Last year feed was high. We bought rice bran and molasses to finish our lambs for the market. This year we are using a ration of crushed maize and kaffir and cotton-seed cake. Lambs finish well on kaffir and maize. I think it is just as good as corn. When a farmer will raise his own feed for sheep, there is double profit.

"A few years ago we had horses and cattle on the ranch. It was a dry year; feed could not be procured at right prices for profitable feeding; the range was short. We sold off the stock on the place, fenced it for sheep and put 1,800 head of sheep out there. They netted us a profit, whereas the other stock would have been a loss to us.

"Sheep are easily cared for. They need sheds and windbreaks, but stock of other kinds ought to have shelter, too. They have been profitable for us, and I believe they will be profitable to any farmer who will handle them properly. The market is always good for wool and for lambs."

## Literacy Test Bill Issue In United States Senate

WASHINGTON, D. C., Dec. 29.—The first skirmish of the Presidential campaign of 1916 is destined to take place in the Senate within the next two months. The fighting will develop from consideration of the bill which proposes the restriction of immigration by a literacy test of the aliens.

Chief interest in the struggle will attach to the attitude assumed toward the literacy test by the supporters of President Wilson, a recognized candidate for re-election, and by other aspirants to the Presidency, of which there are half a dozen in the Senate itself.

## A GOLD YIELD WORTH MILLIONS.

South Dakota's Output for 1914 Valued at \$7,270,000.

WASHINGTON, Dec. 26.—The output of South Dakota's gold mines this year was valued at \$7,270,000, compared with \$7,319,294 in 1913, according to the Federal geological survey today. Production of silver was about 174,000 ounces, against 172,702 in 1913. From 1876 to the end of 1914 the state has produced \$185,224,000 in gold and 5,830,000 ounces of silver.

## GERMAN CROWN PRINCE AND SON.



Photo by American Press Association.

## J. B. FARMER, JR. WINS DUNLAP SHETLAND PONY

Floyd Kelsay Is Little More Than Hundred Fifty Thousand Votes Behind the Winner.

J. B. Farmer, Jr., is the proud owner of the Dunlap Shetland pony offered by the merchants of Plainview in their voting contest. A handsome buggy and set of harness is also the property of this lucky little gentleman. A total of 15,474,707 votes, representing more than one hundred and fifty thousand dollars of business was polled.

Three million six hundred thirty-six thousand twenty-nine votes got the pony for J. B. Farmer, Jr. Floyd Kelsay had 3,478,301 votes; Robert Hunsaker, 2,749,225, and Mary Pritchett, 2,558,590. These were the four highest candidates in the race.

The pony is a beautiful young bay mare, one any boy or girl would be proud to own. The buggy is substantially built, small enough and light enough for the little horse, yet sturdy enough for heavy usage.

## UNCLE SAM WILL ISSUE NEW TRADE PUBLICATION.

WASHINGTON, D. C., Dec. 29.—January 2 the Government will begin the publication of a daily commercial report in the interest of the foreign commerce of the United States.

Born to Mr. and Mrs. DeWitt Fyffe, Bellview, on the twenty-eighth, a girl.

## J. C. ARNOLD DIED MONDAY.

Monday afternoon at four o'clock J. C. Arnold, of Plainview, who has been living in Floydada with his daughter, Mrs. C. Snodgrass, during the past five months, died at the Snodgrass home. He had been ill for several years, and was confined to his bed for the past four months.

The funeral services were held Tuesday afternoon at the Snodgrass home, being conducted by Rev. John F. Elder, assisted by Rev. G. W. Shearer, and burial was made at 5 o'clock in the Floydada Cemetery.

Two of his children were present at the funeral. Mrs. C. Snodgrass and Mrs. Bert Allmon, the latter of the Al'mon community, in the southwest part of the county. His wife and son, of funeral, were unable to attend.

Mr. Arnold was 65 years old at the time of his death. The last 22 years of this time he has spent in this section of the State, living in Floyd and Hale counties. Up until he became afflicted, some ten years ago, he was prominent in business circles in this county. The physicians state his death was due to pellagra.

Besides his wife and three children, Mr. Arnold leaves twenty grandchildren, as well as many friends, especially among his acquaintanceship of earlier days, to mourn his death.—Hesperian.

## SIEGE OF NACO RAISED BY VILLISTAS SUNDAY

Amnesty Wanted for Political Offenders; Gutierrez Issues Circular Stopping Executions.

NACO, Mexico, Dec. 28.—Governor Maytorena of Sonora has lifted the siege of Naco, Sonora, and retired to the southwest with his troops. He destroyed his works, burned his camps and removed his artillery. General Hill, commanding Carranza garrison, sent out skirmishers, who had a bloodless encounter with Maytorena's rear guard.

They took three women prisoners and picked up a shrapnel shell dropped by the Maytorena forces. The shell exploded while being examined in camp, killing five and wounding eleven.

## Amnesty Wanted.

WASHINGTON, D. C., Dec. 28.—Secretary Bryan said the United States Government is continuing its efforts with the Gutierrez government to obtain a general amnesty for political offenders both in and out of Mexico. He declared the question of recognition of Gutierrez' administration has not been considered nor had amnesty been asked as a prerequisite to recognition.

Officials here are interested in the safety of former Governor Iturbide, who was permitted to leave the capital for the United States through the influence of the American Government.

General Palafox, a Zapata adherent, is quoted as saying that he would be arrested if caught before he reached the border. Should this occur, it is probable that urgent representations on his behalf will be renewed.

## Gutierrez Issues Circular.

MEXICO CITY, Dec. 28.—Provisional President Gutierrez issued a circular to all generals ordering them in the most explicit terms to cease all summary executions for whatever offense. Copies were sent to Villa and Zapata. The President's secretary said Villa objected to the circular as unnecessary, because Villa wished to run down assassins and punish them.

The circular says: "Unless some central authority is recognized in the very near future, the most serious crisis in the history of Mexico will be reached."

He cited the detention of Iturbide as an example.

## CATHOLICS CANNOT GET FISH.

LIVERPOOL, Eng., Dec. 28.—The scarcity of fish because of mine-laying operations in the North Sea has reacted even in Liverpool, with the result that fish is now so high priced that Archbishop Whitehead has granted a special dispensation to the Catholics of this diocese relieving them from the duty of observing the two fast days a week during the season of the Advent.

## RUSSIANS HOLD SOUTH POLAND AND GALICIA

Jaslo and Krosno Retaken; Czar's Men Advance Against Austrians at Nida River.

LONDON, Dec. 28.—In South Poland and Galicia the Russians have apparently gained ascendancy over the Austrians. The Austrians themselves admit the loss of the towns Jaslo and Krosno, on the South Galician Railway, which was captured a week or ten days ago by their army.

Reports from the Russian headquarters are merely a series of victories from Middle Poland to the foot of the Carpathian Mountains.

The official communication from Petrograd follows: "On December 26 the fighting along the lines of the Bzura and Rawka rivers was confined in general to artillery fire. We have repulsed with success various attacks by the Germans.

"Along the lower course of the Nida River we ousted, toward night December 25, from the village of Wislica the Austrians who had obstinately defended it and who attempted to fortify themselves on the left bank of the Nida. We then drove the Austrians beyond that river.

"Pushed Them Back Again. "South of the Vistula, in the region of Tarnow (Galicia), December 25, we drove back the Austrians from the Tuchow-Olpin line. The enemy abandoned ten rapid firers and more than twenty-five hundred soldiers prisoners. The next day we continued the pursuit of the Austrians, who retreated in disorder. We captured eight more machine guns and about one thousand prisoners. We occupied the heights near Siedlinka, on the left bank of the Bilala River.

"In the direction of Dukla (Carpathians) there were engagements December 25 and 26, and the Austrians, driven from the Zmigrod-Dukla line, are in full retreat. In the latest encounters in this region the Austrians suffered enormous losses and left in our hands as prisoners more than ten thousand men."

## NEW SOUTHERN METHODIST UNIVERSITY OPENS IN 1915.

DALLAS, Texas, Dec. 28.—"Southern Methodist University will open in the fall of 1915," said President R. S. Hyer. "Dallas Hall is complete, and the dormitory is nearing completion. Both these and the power plant will be equipped and ready for use at the opening of the university.

"Regular university work will be offered in the department of arts and sciences. The theological department, under the direction of Bishop E. D. Mouzon, will also begin work next fall. Of course the work of the medical department will continue.

"Some of our friends have been under the impression that the university would not be open to women this fall. That is a mistake, for we have just decided to use the dormitory now nearing completion for women and have the men board at other places until the dormitory for men can be built. Both men and women will be admitted, in accordance with the regulations, which require fourteen units for entrance."

## VETERAN TELEGRAPHER TO QUIT SERVICE.

CHILDRESS, Texas, Dec. 26.—Col. J. T. Abernathy, who has been in the employ of the Western Union Telegraph Company for many years here, has decided to retire on January 1, in his seventy-first year, and his fifty-fifth year as a telegrapher. Thus he is one of the oldest in the service.

He has not decided what he will do, but it is certain that he will go to Mineral Wells for a few weeks in order to recuperate his health, after which he will make his final decision on where he will spend the remainder of his years.

## STEEL ORDERS FOR UNITED STATES' MANUFACTURERS GROW.

NEW YORK, Dec. 27.—Orders have come to the subsidiary companies of the United States Steel Corporation during the past week at the rate of 20,000 tons a day, double the average rate in November.

## ONLY SLIGHT CHANGES IN LINE OF BATTLE

RUSSIAN ADVICES STATE WAR-SAW YET SAFE FROM GERMANS; GERMANS CONFIDENT.

## GERMAN BASE ATTACKED

Fight in Air and in Water Between Germans at Cuxhaven and Britishers.

LONDON, Dec. 28.—There have been but slight changes in the battle lines in the east and west during the past twenty-four hours. South of Ypres the Germans captured a section of trenches near Hollebeke. Reports from both German and French sources agree as to this capture.

Reports of wounded and killed during the Christmas fighting in Belgium indicate that some of the bloodiest fighting of the war has been in progress. Three thousand Germans have been captured by the Belgians, with only slight losses to themselves.

German attempts to capture Warsaw have failed, according to Russian advices. Reports from German sources indicate that the Germans are still optimistic and confident that they will be able to take the city with its strongholds.

LONDON, Dec. 27.—Assisted by light cruisers, destroyers and submarines, seven British naval airmen, piloting aeroplanes, made a daring attack Christmas Day on the German naval base at Cuxhaven, at the mouth of the Elbe. Six of the airmen returned safely, but the seventh, Commander Hewlett, it is feared, has been lost, as his machine was found off Helgoland, wrecked.

What damage was done by the bombs thrown by the attacking party could not be ascertained, but the German report of the affair says that the raid was fruitless.

Attacked from Air and Water. The enterprise of the British navy in thus attempting to "dig out" the German fleet brought about a battle between the most modern war machines. The British squadron, including the light cruisers Arethusa and Undaunted, which have been engaged in previous exploits on the German coast, was attacked by Zeppelins, seaplanes and submarines.

By rapidly maneuvering the ships were able to avoid the submarine, while the Zeppelins found the fire of the cruisers too dangerous for them to keep up the fight. The German seaplanes dropped bombs, which, according to the British account, fell harmlessly into the sea.

In Hostile Water Three Hours. The Germans, however, claim to have hit two destroyers and their convoy, the latter being on fire.

The British ships remained in the vicinity for three hours without being attacked by any surface warships, and picked up three of the seven pilots and their planes. Three others were picked up by submarines, but their machines were sunk. Commander Hewlett, it is believed, was drowned.

The official press bureau gave out the following statement today: "On Friday, December 25, the German warships lying off Schilling Roads, off Cuxhaven, were attacked by seven naval aeroplanes piloted by Flight Commanders Oliver Hewlett, Boss and Kilner, Flight Lieutenants Miley and Edwards and Lieutenant Blackburn.

Began Near Helgoland. "The attack was delivered in daylight, starting from a point in the vicinity of Helgoland. The seaplanes were escorted by a light cruiser and destroyer force, together with submarines. As these ships were seen by the Germans from Helgoland, two Zeppelins and three or four hostile seaplanes and several hostile submarines attacked them.

"It was necessary for the British ships to remain in the neighborhood to pick up the returning airmen, and a novel combat ensued between the most modern cruisers and the enemy's aircraft and submarines. By swift maneuvering the enemy's submarines were avoided and the two Zeppelins were easily put to flight by the guns of the Undaunted and Arethusa.

"The enemy's seaplanes succeeded in dropping their bombs near our ships.

(Continued on Page Eight.)



**TOMMY ATKINS IS A  
SLANG SLINGER.**

**Calls Trenches Exposed to Artillery  
Fire "Stalls for Pictures;"  
Shells "Sulf Cases."**

LONDON, Dec. 23.—The fondness of soldier boys for nicknames and slang is proverbial. Their talk in barrack room and camp would at times puzzle the most versatile of linguists, for "Tommy" prides himself on the originality of his expressions. He has already developed a slang of his own in connection with the German war.

Trenches exposed to artillery fire are "stalls for the pictures," while when an artilleryman makes a good shot he chuckles over the fact that he has "handed the Germans a good plum."

**Wire Entanglements: "Zoo."**  
Wire entanglements are known as the "zoo," while German spies are "playing offside." "Flag wagers" and "hello wobblers" for signalmen are fairly obvious nicknames.

The ordnance store corps has been nicknamed the "sugar stick brigade," on account of the trimmings on its uniform. Tall men in the army are generally referred to as "lofties," and more generally than not a cavalryman calls his horse his "long faced chum," buglers being "fiddlers" or "wind jammers."

**Clothes His "Clobber."**  
In ordinary conversation "Tommy" speaks of his clothes as his "clobber," and the canteen as the "tank," a man who talks too much being known as a "chin wagger." To be in hospital is to be "in dock," while money is referred to as "oof," "rhino," "the ready," "pewter," or "shiners."

The man who drinks a lot is known as a "mopper," and "bun stranglers" are temperance soldiers.

A reservist is a "dugout," a recruit a "rookie," and a veteran an "old sweet." A wheelwright in the artillery is a "spoky," while the long-service medal is called the "root" medal—"root" being the slang term for bread, because the owner has eaten most.

**FERTILIZERS FOR THE LAWN.**

In no other part of the home grounds is a rich soil in greater demand than the lawn. The lawn is required to produce a luxuriant growth early and continue the growth through trying summer weather regardless of drouth or thin soil. Grass requires a rich soil, and for it to fulfill the requirement of the green-ward it must have ideal conditions for growth.

Barnyard manure is highly desirable for the lawn, both where the land is being prepared for sowing and where a top dressing is needed. In addition to nitrogen, the manure affords humus, which must be present in sufficient quantity to make the soil mellow and friable.

Some object to the presence of barnyard manure as a top dressing for the lawn because of its offensive odor and disagreeable appearance when applied in winter or spring. While we claim to have a keen appreciation of the natural effect of the lawn, we do not object to a liberal application of manure, as the slight covering of the grass is not sufficient to mar the lawn in our estimation; especially do we like the effect later, when the grass starts early in the spring with vigor and new vitality.

Commercial fertilizers of the right

kind and in the proper amount may be used as a lawn dressing. For old lawns from 800 to 1,000 pounds of hydrated lime per acre may also give good results. The lime may be used in addition to the manure or the fertilizer, but lime should be applied a few weeks before barnyard manure is applied. About 500 to 700 pounds of a complete fertilizer per acre may be applied, analyzing as follows: Nitrogen, 3 per cent; phosphoric acid, 8 per cent; potash, 5 per cent. In case plenty of wood ashes are available a liberal application of ashes with nitrate of soda makes a good dressing.

Great care should be used in applying fertilizer or lime to the lawn to spread it evenly. This may be done by applying half of it walking one direction and the other half walking the opposite direction.

Where the soil seems to have plenty of phosphate and potassium two or three applications of sodium nitrate in the spring will stimulate rapid growth. Cotton seed meal makes a good lawn dressing, as it contains some phosphoric acid and a little potash as well as nitrogen. From 300 to 500 pounds of cotton seed meal may be applied to the old lawn in the spring.—Farm and Ranch.

**"ADVERSISING THE BEST NEWS."**

From the Dubuque Times-Journal.  
One of the foundation principles of successful newspaper work is that the closer anything comes home to the personal affairs of the reader the more interest it excites. An item about the business interests of a neighbor is likely to be read with more attention than a report of some fateful disaster many miles away, affecting communities and people of which no one knows anything.

This gives one an idea why it is that advertisements are always read with such attentive interest. They relate directly to the personal affairs of the public.

People are deeply concerned nowadays about the cost of living. They lie awake nights worrying about it. The club formed to discuss the poetry of Tennyson may spend much of its time talking over the cost of beef or the wages paid servants.

So everything relating directly to living costs appeals as keenly as anything there is in the newspaper. The account of the battle over in Belgium is thrilling, but it is many miles away, and without immediate effect on the reader.

But when one learns from some wide-awake merchant's advertising that he has acquired a lot of potatoes or oranges or flour or overcoats at a special bargain and is prepared to close them out at a low price, the thing hits us where we live.

Everyone that wants to reduce his cost of living, and that includes nearly the whole community, is affected by such an advertisement. It is read more eagerly by the housewives than the news of the distant battle. The men also are interested, and ask their wives why they don't go there and buy.

Advertising is often the best news in the paper. Merchants who use it may be sure that every line they say is read.

**BUSINESS SITUATION REVIEWED.**

Although it may be assumed that business sentiment has improved more rapidly than has actual business transacted, the situation is encouraging. It is certain, too, that the more hopeful feeling that prevails is based on the solid conviction that better times are ahead. There is no doubt that the reopening of the stock exchanges, even under restrictions, has been largely responsible for the dominant note of courage now heard in business circles. When open trading in securities was forbidden men were more or less groping in the dark, and extreme conservatism was obligatory in business dealings generally. Moreover, the fact that the exchanges were closed kindled apprehension as to business and financial conditions. Since transactions have been resumed on the exchanges without any attendant panicky conditions whatever, it is now realized that fears entertained were for the most part groundless. Prices may not always move in the direction desired by holders of securities, but it is highly desirable that there be constantly an open market for them.

The steel trade, generally regarded as the backbone of industry in the United States, has not shown much indication of an awakening, but large interests are strongly of the opinion that a decided improvement is certain to take place with the coming of the new year. They look for increased buying on the part of the railroads to impart a much-needed impetus to the steel business and to related industries. Prices are invitingly low. There has been an increase in the buying of the finished product for the first quarter of 1915, but it is not of sufficient volume to cause much activity. Recently higher prices have been established for copper, tin, spelter and lead, indicating better business in these

lines. This is the more remarkable in the case of copper in view of the fact that copper exports to Germany have been prevented by reason of the war, while Germany, in ordinary times, is one of the largest consumers of the metal.

International trade, particularly between the United States and other countries, has improved remarkably, even under the adverse war conditions. Figures published this week by the Department of Commerce for the month of November show a falling off in imports, but a decided increase in exports. The total exports last month were \$205,766,424, compared with \$194,311,170 in October, \$156,052,333 in September, \$110,367,494 in August, and only \$39,722,618 below those of November, 1913. Had it not been for a decrease of \$71,401,324 in cotton shipments the total would have been considerably above that of the corresponding month last year. The big crops harvested this year by the United States greatly helped the export situation, enriched the American farmer and met an urgent need for foodstuffs abroad. The Government's final estimates published this week show a total wheat crop this year of 891,017,000 bushels, compared with 763,380,000 bushels last year, and a corn crop of 2,672,804,000 bushels, compared with 2,446,988,000 bushels in 1913. The business situation, therefore, so far as the United States is concerned, shows that hope of future betterments is well founded.—Christian Science Monitor.

**SUNKEN GALLEONS.**

Henry James Forman, in Collier's Weekly.

On every coast, in every land, are legends of hidden treasure. Not a bay or inlet of the sea but some sunken galleon, some long-lost treasure ship is moldering upon the bottom with golden doubloons and yellow ingots pouring from her ribs. But the sea has no monopoly of hidden wealth. Write a tale of buried riches, a "Gold Bug" or a "Treasure Island," and the popular fancy rises to it as to an alluring bait. Scarce a grange or farmstead, scarce a thorp or village, but a rumor of buried gold has touched it with romance. Truly, the tradition of hidden riches is part of the consciousness of all the races of men and, could we but trace it out, no people would be found devoid of it. But deeper still in the human soul, at the very center of our being, beyond the mind's material pictures of wealth, the heart contains and cherishes a less tangible, a more spiritual form of the same belief. The golden doubloons become the wealth of the soul, the jewels and the ingots are the rich human qualities that transcend poverty, that transcend success. Without them evolution from the beast had been impossible. That is the inner kingdom of heaven that founders of religion proclaim; that is the treasure of the heart compared with which all others are worthless. From every soul there shines, bright or dim, the gold among the wreckage. And the business of right living is in reality a kind of great salvage enterprise. Send your will down like a diver to the foundered galleon, and, if it be but strong enough, it will return laden with the wealth of the Indies. Send it, and never will it return quite empty handed. And—greater salvage—still—send the diver into other hearts! Always beneath the bulk of the galleon, however deep, however covered with the weeds and barnacles, the gold lies gleaming for the seeker; and if you find one his treasure you make him rich indeed—and you are a sharer in his riches. And surely this is a truth: If you will raise for every one at least a fragment of his deep-incrusted, sand-bespattered gold, will you not people the earth about you with the grateful ones you have enriched from their own treasures?

**THE BLUE-BACKED SPELLER.**

From the Cincinnati Enquirer.  
Someone has said that the wise never go where all the rest go, or do what the mass insists on doing. Old Noah Webster must have sensed this nugget of wisdom. While others were hewing out the wilderness he brooded over the peculiar needs of his time. The result was the blue-backed speller, with its motto, which the most up-to-date of modern catchword advertisers have yet to equal for pith and condensation—"Get the best—10,000 words!" Before that time the English language was as supine as the national credit. With one sure stroke he put it on its feet.  
"Spelling by rotation" came into being, progressing by easy strides from words of one syllable to "b-a, ba, k-e-r, ker, baker." Can you ever forget it? And on to "indefatigability," which successfully floored all but the one demure miss who chewed her slate pencil with affected modesty as the hum of admiring approval went round when she crossed the Rubicon.  
Spelling, we confidently assert, is the basis of all knowledge. Yet it is only the basis of that. Upon this

firm foundation was to be erected a pyramid of subsequent learning that included the three R's, physical geography, "physiology and hygiene," a touch of physics, and at the very apex a smattering of Latin, the latter gained at the summer "pay" school, when the young professor taught for \$6 a pupil, half payable at the middle of the term and the other half at the "graduating exercises."

The things that were learned then were in many ways more wonderful than aught that Horatio ever dreamed of in his philosophy. Physiology and hygiene were especially marvelous. You might ask us who is president of Mexico, or to name the members of the Cabinet, and we'd fail. But there are 103 bones in the human body, by gum—or there used to be. And alcohol is the most deadly enemy of the human system. That, too, was impressed with a fervor which led to subsequent experiments, so assuredly does an oft-impressed truth tempt the curiously inclined to personal investigations.

**SOME SUGGESTIONS YOU MAY WANT FOR YOUR SCRAPBOOK.**

From McCall's Magazine.  
Keeping Flowers—If you will add a few thin slices of white soap or some other mild soap to the water before putting flowers into it, they will keep

as fresh for nearly two weeks as when first gathered.

Setting Colors—Red and pink may be permanently set by dipping material into turpentine. This is particularly useful when using these colors to trim garments.

Rusting Hooks—Keep a magnet in

your hook and eye box and reject any hook or eye that the magnet will pick up. That shows that it will rust.

That Torn Placket—To prevent a placket from tearing, fasten the last hook and eye and hammer them together. The strain will come on them, then, and not on the goods.



**Service that serves!**

With its own rails reaching all the principal cities in Oklahoma and Texas, the Katy Lines can serve you best, either as a traveler or as a shipper of freight.



**The Necessity Store Thanks Its Customers**

for their patronage during the holidays and the year just closing. We regard your increased custom as an expression of faith in our low prices and high quality of goods. We will appreciate a continuance of your good faith. We will be better able to serve you in our new quarters in the Johnson Building after January 1st.

**FRANK & FINLEY**

**Our New Year's Greetings**

**WE** extend to our many friends and customers. We trust that the year 1915 may be one of good health and prosperity for you and those near and dear to you.

Your prosperity will largely depend upon your thriftiness and economy. Let us suggest that you start the New Year right by opening a time or checking account with us. It will mean much toward health to have the financial worry eliminated.

We are grateful for the increased business which has come to us in our new location—an increase which our friends have made possible.

**THIRD NATIONAL BANK**  
Capital, Surplus and Profits  
**\$135,000.00**



**A Bell Telephone**

**Always a Friend in Need**

In case of sickness or accident, the doctor can be summoned by telephone in less time than it takes to harness a horse. If he is some distance away, he can give instructions over the telephone that may save a life.

It is a time-saver when time is most valuable.

The Southwestern  
Telegraph &  
Telephone Company



# 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.

## ON HAVING THE BLUES.

Often without any real cause for worry we awake two or three mornings in succession feeling that the world is a very unsatisfactory place in which to live. Again, we feel that the whole world has concentrated to give us individually the most severe opposition mortal ever encountered. This is what Rudyard Kipling referred to as "Cameleous hump." It is blues—just blues.

When you have that feeling creeping over you, if the day is beautiful or holds any promise of being beautiful, exult in the glory and grandeur of the day. If it is gloomy, rainy and disagreeable out doors, we are apt to reflect the gloom. If on such a day you must remain in doors, think what a pleasant time you will have beside a cosy fire with your favorite book, attending to that neglected correspondence, or in pleasant conversation. If you must go to store or office on such a day, think how often you have longed for a day when you would be free from worry of attending to wants of customers or clients. Get out in the open, breathe a good, deep breath and work off the pent-up energy in your body.

Regarding the "Cameleous hump," which you remember Mr. Kipling said was common to "kiddies and grown-ups, too"—when the hump rests heavily upon you, he said—  
 "Don't frowst with a book by the fire;  
 But take a large hoe and a shovel also,  
 And dig till you gently perspire."

## MUDDY NIGHTS AND BETTER LIGHTS.

Heavy mud on Plainview's streets and over many of her submerged crossings emphasizes the fact that one of our pressing municipal needs is better street lights. The bulk of the travel in Plainview by pedestrians is clearly confined to a few streets. The cost of lighting these and of giving relief from dark crossings and corners is not very great. A dozen good lights along three of the residence streets will serve a majority of the people of Plainview.

These evenings it is dark early. Many men and women are leaving their places of business and employment about dark. Shoppers returning late are greatly inconvenienced by poor lights.

Our crossings are, in many instances, little better than no crossings. Submerged as they are, they merely form basins for collecting water and mud.

Plainview's street lights are not adequate for towns like our little neighbors Petersburg and Abernathy.

We need more and better street lights.

## Best Editorial of the Day

### AN "UNPROFITABLE" PULLMAN CONTRACT.

(From the New York Sun.)  
 The Pullman Company, according to a Chicago news dispatch, has just accepted an order from the Northern Pacific Railroad for \$1,500,000 worth of equipment

### BUT FOR GOD'S GRACE!

From the Kansas City Star.

Have you seen those pictures of the troops marching in the snow? Marching with heads bent to the storm, hands thrust into openings in the clothing, the rifle swinging loosely in the loop of arm and body, tiny heaps of snow upon shoulders and head, and such a look of weariness!

Millions of men in Europe tramping through the snowdrifts, marching, many of them, to death, all of them going to kill.

Millions sleeping in snow in the open fields or in trenches where snow sits in with the winter blasts.

Not a warm fire nor a warm bed for a man of those millions of advancing or retreating Russians, Germans and Austrians, the vast armies at each other's throats in two long lines from the Carpathian hills to the swamps of

## Lines to Be Remembered

### VOX CLAMANTIS.

How shall we find, although we seek—  
 one sayeth—

The guidance of our fathers' simpler day?

Not less our need; but on our path  
 no ray

Falls of the shining sun that they  
 called Faith.

Our feet are set in darkness, and our  
 breath

Beats against emptiness when we  
 would pray;—

Alone we grope and stumble on our  
 way

To the great hour of freedom that is  
 death.

Not ours the fault if we are left in  
 night.

In humble hearts Faith's lamp is  
 still atrim.

Tradition's oil nor more feeds Reason's  
 light.

Mayhap our eyes, and not the flame,  
 are dim.

What can earth show that does not  
 mock our sight?

The Saints remain who have believed  
 in Him.

—C. A. Price, in Scribner's.

"virtually on a cost basis." It prefers to keep its works running and its men employed; it prefers to add to the wealth and means of the country by turning out completed and usable products of industry to shutting its doors, stopping its machinery, sending its people back to the dreary homes of idleness and want, and adding to the general stagnation and pinch.

An official of the company thus explains the unusual stroke of business:

"Maybe it wasn't good business and maybe it was. We feel that in times like these it is up to the big concerns to set a good example by looking on the humanitarian side."

The motive is most praiseworthy, and probably the altruistic aspect of the Pullman policy is that which will attract most attention and comment. But from a practical point of view almost higher praise can properly be bestowed upon the company's resolve as an act of enlightened selfishness. It is the sort of farsighted stroke of business shrewdness that would profit the country immeasurably if it were multiplied on all sides in these hard times.

The Pullman managers in the acceptance of a contract for the good of their 6,500 employees and to the advantage of the Northern Pacific Railroad, regardless of gain to their own concern, have displayed an admirable appreciation of the community of interest that binds not only the business world but all modern society in a close organization, wherein the good of one is the good of all and one element cannot suffer without all feeling the strain. By lining the pockets of its men the company gives prosperity to the retailers with whom they trade. The help reaches the wholesalers and jobbers behind the retailers, extends through them to the manufacturing interests, thence to the railroads, and so back again in the long run to the Pullman works, and this time with profit.

the north coast. Across all that bleak region the snow lies deep, the winds blow piercingly cold.

Night falls upon the marching army and it must sleep in the snow if it sleeps at all.

In the trenches it is nearly as bad. An English soldier writes of it:

"The cold is really horrible. One never ceases shivering. At night the soles of one's boots freeze, and one is awakened by icy feet and forced to get up and stamp till the blood consents to circulate once more. Daylight brings some respite, but the whole time one is forced to muffle the eyes, and such things as Balaklava helmets, thick gloves, comforters, cardigans and woolly waistcoats cannot be too numerous. I can scarcely button my coat over by numerous ailments, and still I perish.  
 "Washing and shaving are prac-

tically impossible. Officers and men leave the trenches like miners coming up from a pit, but somehow that does not worry us. The idea of washing in such cold is too awful, for it is impossible to restore the circulation by exercise in a narrow, crowded trench."

And the refugees, the millions of babes and little children, of women and old men, poking with sticks through the deep snow into the ruins of their burned homes!

John Wesley, seeing a poor fellow drunk in the gutter, exclaimed, "But for the grace of God there lies John Wesley!"

But for the grace of God the calamity that has visited Europe might have fallen on us.

Here in the Southwest we have shown our brotherhood by sending help to the stricken in Europe. We ought to be so overwhelmed with gratitude for our own undeserved good fortune that we should resolve at least that not a stricken or unfortunate family here at home be left without aid this Christmas season.

## NEWSPAPER ADVERTISING BEST.

From the Cincinnati Times-Star.

"The daily newspaper should be the foundation for all retail advertising—it is by all odds the best medium in any city," declared T. LeRoy North, advertising expert and author of the Cincinnati Advertisers' Club plan for advertising Cincinnati, addressing a group of advertising students at the Young Men's Christian Association. "I do not say that all retail business houses should use newspaper advertising exclusively," Mr. North added. "I do say, however, that every retailer should plan his advertising campaign first by an appropriation of sufficient size to give him adequate space in the newspapers. Then, if he still has money left for additional publicity, he can take up the question of other forms. The newspaper 'ad' is the wireless telegraph of business thought. By means of the daily paper the retail merchant can put into hundreds of thousands of homes daily the business message he wants to send out for the day. Newspapers have character the same as individuals. Their character, from the advertiser's standpoint, is determined by the company they keep—by the people among whom they circulate."

## YPRES HAS A HISTORY WRITTEN IN BLOOD.

From the London Globe.

The history of most of the Flemish towns might indeed be written in blood, for not a century passed but left behind it the ruins of hostile armies. If to this be added the troubles from within—civil wars and religious wars fought out neither less cruelly nor less bitterly—one is moved with pity for a people so industrious. The name of the town of Ypres, at present one of the most important points on the west front, has lost its world fame long ago. And yet there was a time when it was a household word, especially with the fairer sex, as such as Paris is today. But that is long, long ago, as far back as the middle of the Thirteenth Century.

At that time it was, with its two hundred thousand inhabitants (today it numbers but eighteen thousand), the richest and most powerful city of Flanders, and supplied many of the European countries with the products of its looms, of which there were not less than four thousand in full swing. The Weaver Guild of Antwerp is mentioned in ancient records as early as 1073, and in the year 1200 Count Baldwin IX is spoken of as laying the foundation stone of a hall destined for it. It must be a pleasant thought for Englishmen that as they brought about the fall of Ypres, they should now the Congress of Vienna Ypres was allants for its defense. For it was the English who in 1383 laid siege to the fair city, subdued it, and expelled its weavers.

It should be said, however, that previous to that period Ypres had gone through trying times, through civil wars and the peril of 1347. But a worse fate was in store for it two centuries later, when the troops of the Duke of Alba approached, murdering and plundering. The city was taken by Alexander Farnese in 1584, the number of the inhabitants having been reduced by then to five thousand. During the wars of conquest by Louis XIV Ypres was taken no less than four times—in 1648, 1649 and 1658 by the French, and finally in 1678, when it was incorporated with France. During the Eighteenth Century Ypres, as a so-called barrier fortress, was garrisoned by Dutch troops, but was twice stormed by the French, in 1744 and 1747, during the Austrian war of succession, and in 1794 conquered by the French armies of the Revolution. At the Congress of Vienna Ypres was allotted to the Kingdom of the Netherlands, but when, in 1830, Belgium separated from Holland, it became Belgian.

## AUSTRIAN WAR LAMENT.

(Or, Pronunciation Made Easy.)

We Austrians cannot stand the drizzle  
 Of Russian shrapnel at Przemysl!

The Russian hordes are in the track of  
 Our noble men who flee to Cracow!

A million Cossacks may debouch,  
 At any moment, at Olkusz!

A million more reported are  
 At Kamionkastrumilowa!

And yet another million have  
 Consumed all food at Jareslaw!

Ah! ev'rything they cleared—as well  
 as

The larders of Jaszarokszcellas!

Then down they poured, like molten  
 lava.

On rural, innocent Suzawa!

And now they march, with hungry  
 screech,

On harmless little Drohobycz!

Curs'd be the foreign rascals, greasy,  
 Who chased us at Tustanowice!

Steel motor-cars—ten guns in each  
 car—

Are rolling on towards Wieliczka!

How truly awful will it be  
 If Cossacks mangle us at Stry!

No one my even dare to guess of  
 The patriots who fell at Rzesow!

Of Czechs, 'tis said, they've buried a  
 Battalion at Csikszereda!

As at the banquet of Belshazzar,  
 The finger writes at Njiregyhaza!

So, ere the sky with dawn grows  
 streaky,

Let's fly to dear old Zaleszczyki!  
 —London Opinion.

## A NEW CONSERVATION SCHEME.

California Is to Take Up 1 Million Acres and Irrigate the Tract.

From the Los Angeles Examiner.

SAN FRANCISCO, Calif.—With the double end in view of providing for the unemployed and of developing the resources of the State, the California conservation commission decided to undertake an immediate reconnaissance of 3 million acres of land along the Colorado River, now held by the Federal Government in San Bernardino, Riverside and Imperial counties.

The reconnaissance is to be completed before the coming Legislature shall have adjourned and a report to the Legislature will be made. Roughly speaking, the land extends southward some eighty miles from a point north of Needles in a strip about forty-seven miles wide along the Colorado River.

Under the Carey Act, the State may take up 1 million acres of this land. The plan is to construct an irrigation system for the reclamation of the land, with the labor of the unemployed. Those who refuse work and wages on the reclamation project are to be treated as vagrants and sent to the rock pile.

After the development work has been done the land would be opened to settlers on time payments.

In order to baffle speculators who might attempt to profit by filling on the land in question, the commission will request the Government to withdraw 1 million acres immediately.

Although the district will be dependent for its water supply on the Colorado River, there will be no conflict with the Imperial Valley System, which draws from the same source.

"We couldn't interfere if we would, and we wouldn't if we could," said the commission.

## ELIMINATING THE AMATEURS.

Down in one corner of the restaurant window, done in that peculiar whitewash that is non-waterproof, was a sign:

PEARL DIVER WANTED.

It was not the sort of restaurant where pearls might be expected to occur. In fact, there weren't even any oysters in the window. But the optimistic man who sometimes finds poetry in the commonplace thought it might be well to make some inquiries. "Why 'pearl diver'?" he asked the proprietor.

"Saves me being bothered by amateurs."

"How's that?"

"The amateur doesn't know what a pearl diver is," the restaurant man argued.

"Neither do I," confessed the curious visitor. "Please tell me."

"A professional dish washer."

"Oh!" said the man who sometimes finds poetry in the commonplace. "Sorry I bothered you."—Kansas City Star.



To all our customers, and others whom we hope to make our customers, a Happy New Year!

We hope those who have dealt with us have done so with pleasure and profit, that the goods proved satisfactory, that everybody feels that he got a full dollar's worth of value for every dollar spent.

Our aim will be to serve you better in 1915 than in 1914. We will try to sell better merchandise—to have you feel that only by you profiting can we profit.

We want you to know that we are sincerely interested in your complete satisfaction, and that should any purchase not have resulted so, you can come back here and have your disappointment righted.

**Richards Bros. & Collier**  
 WHERE PEOPLE WHO DRESS BEST TRADE

107 W. Main St.

102 N. Pacific St.

## THE FINANCIAL HISTORY OF THE STATE OF TEXAS.

A comprehensive financial history of Texas is now on the press and will be issued as a bulletin by the University of Texas. It is the work of Edmund Thornton Miller, Adjunct Professor of Economics. It represents nine years of careful and scientific work, and covers a practically virgin field in the financial history of the State. It begins with Texas under Mexican rule in 1820, and pursues a descriptive and statistical study of State revenues and expenditures down to 1914. The fact that it has taken nine years to amass the information and present it in comprehensible form is due to the disordered and harum-scarum condition of the sources upon which the history is based. For instance, there is no department of the State government possessing a complete file of its own reports, and many of the reports which are available were evidently not prepared with the expectation of

their undergoing any very careful scrutiny, as egregious and palpable errors are of frequent occurrence. Much of the information, therefore, had to be obtained by a painstaking search through almanacs and newspapers of fifty and seventy-five years ago.

One large fact that emerges in the study of the expenditures of the State for the period indicated is that up until 1880, the State undertook for the most part mere administrative work, while since 1880 there has been a marked and progressive increase in expenditures by the State for social service, such as education, charities and corrections, and so on.

A study of the different sources of revenue is made, covering a history of every tax the State has ever levied, of fees, and the income from public lands, a description of this latter sources of income being particularly illuminating.

There is also a complete account of the public debt of the Republic of Texas and of its final settlement.

The financing of the Civil War, and the financing of the reconstruction period are also subjects which are completely treated for the first time.

The book will comprise some 350 pages, a portion of which, of course, contains the statistical tables.

G. H. Lindsay, who has been visiting his daughter, Mrs. B. H. Tower, has left for Fort Worth, where he will visit with relatives.

## The Rush of Christmas IS OVER

WE invite you now to turn your serious thoughts toward what we offer you in our regular stock of drugs and drug sundries.

We use only the purest of drugs and chemicals and carefully compound all prescriptions entrusted to us.

When you think drugs—think Duncan's.

**Duncan's Pharmacy**  
 "The Store That Treats-U-Right."  
 TELEPHONE 161

# SOCIETY

Telephone Number 72

## ANNOUNCEMENTS.

Miss Edna Mayhugh is entertaining at Forty-Two this afternoon, honoring Miss Rella Patterson, of De Leon.

The Plainview B. P. O. Elks will hold their regular Tuesday night dance, at their hall, tonight.

Cards of invitation are out for the annual New Year's Ball of the Plainview B. P. O. Elks.

The Halcyon Club meets Friday, January 1, with Mrs. J. M. Malone, 410 Portres Street.

## "AS YOU LIKE IT" CLUB.

At 302 North Archer Street, the "As You Like It" Club met with Mrs. Charles Saigling this afternoon. Mrs. W. L. Harrington is the leader with the program which was postponed. A salad course and plum pudding with hard sauce was served.

In addition to the regular members, Mrs. N. W. McClesky, a sister of Mrs. Saigling, from Floydada, and Mrs. J. J. Lash are invited guests.

## MRS. ANDERSON ENTERTAINS.

Three Tables of Five Hundred Furnish Entertainment for Friends of Mrs. J. C. Anderson.

Mrs. J. C. Anderson is entertaining with three tables of Five Hundred this afternoon, at her home, 314 White Street. The following are the invited guests: Mesdames G. C. Weck, C. C. Gidney, Robt. Burch, E. H. Humphreys, Robt. Meyers, J. J. Bromley, Geo. C. Corlett, J. W. Grant, E. E. Ross, J. J. Lash, R. B. Hulien and D. F. Sansom.

## BRIDGE CLUB MEETS WITH MRS. CLINKSCALES.

The Bridge Club met with Mrs. F. W. Clinkscales, 414 South Pacific Street, this afternoon. In addition to the regular members of the club, Mrs. Clinkscales entertained Misses Mae Kinder and Annie Maud Davidson, and Mesdames Robert Malone, W. A. Todd and Chas. McCormack.

A dainty salad course was served by the hostess, assisted by Mrs. Todd.

## FIVE HUNDRED CLUB MEMBERS ENTERTAIN THEIR HUSBANDS.

Home of Dr. J. C. Anderson, 314 White Street, Scene of Novel Holiday Entertainment.

Last night, at the home of Dr. and Mrs. J. C. Anderson, 314 White Street, the Five Hundred Club members entertained their husbands at Five Hundred.

A luncheon of English plum pudding, crackers, cheese, coffee, nuts and candies was served.

## CHRISTMAS CANTATA PLEASSED.

Vested Choir of Episcopal Church Readers Special Cantata, Assisted by Soloists.

One of the musical treats of the season was the Christmas cantata, "The Manger Throne," by Charles Ponteyn Morrey, Sunday night at St. Mark's Episcopal Church. The vested choir and soloists made the rendition. Mrs. Grady Lindsay, soprano; Miss Mabel Wayland, contralto; Mr. Austin Anderson, tenor; Mr. W. H. Mason, baritone, and Mr. Douglas Murphy, violin, were the soloists.

## BROWN-GREGORY.

Miss Georgia Brown and Mr. Bob Gregory were married Wednesday, at Petersburg, at the residence of the bride's parents, Mr. and Mrs. J. P. Brown, formerly of Floydada. The ceremony was held at ten o'clock, and immediately following the couple left for Rule and Abilene, at which places they will spend the honeymoon.

## SHROPSHIRE-HARDER.

Invitations are out announcing the marriage of Miss Letha Shropshire to Mr. C. B. Harder, January sixth at high noon, at the Methodist Church.

## MR. AND MRS. WOODS WILL RETURN TO ABILENE.

Mr. and Mrs. R. H. Woods, who have been carrying on business in Plainview in the Woods' Variety Store, in the Grant Building, will return to Abilene as soon as they can close out their business interests here, is the statement made to a Herald representative by Mrs. Woods this morning.

## PROGRAM FOR TRAVEL STUDY CLUB, JANUARY 9.

- Mrs. O. B. Jackson, Leader.
1. Map Study of Poland—Miss Edna Mayhugh.
  2. "Beginning of the Polish Kingdom—Boleslas the Brave"—Mrs. J. W. Wayland.
  3. "Cracow"—Mrs. E. F. Sansom.
  4. "Important Events in Polish History from 1026 to the Reign of Sobieski"—Mrs. B. H. Towery.
  5. "Sobieski and His Reign in Poland"—Mrs. R. S. Charles.
  6. "Decline of Poland"—Mrs. W. Y. Price.
  7. "Kosciuszko"—Mrs. J. W. Pipkin.
  8. "Polish Succession War"—Mrs. Fife.
  9. "Partitions of Poland"—Mrs. Nell Dorsey.
  10. "Katherine the Great and Her Treatment of Poland"—Miss Amy Glenn.
  11. "The Poles as Subjects of Russia, Austria and Prussia"—Miss Pauline Milwee.
  12. "Revolution in Poland in 1830"—Miss Hunt.
  13. Polish Language and Literature—Mrs. J. W. Longstreth.
  14. "Probable Effect of Present War on the History of Poland"—Mrs. Peyton Randolph.
  15. "Paderewski"—Mrs. L. T. Mayhugh.
  16. "Helena Modjeska"—Miss Susie Glenn.

## SLEEPER PARTY AND XMAS TREE FOR GIRL FRIENDS.

Miss Lessie Shook Entertains Seven Girl Friends With Theatre Party, Tree and Dinner.

Miss Lessie Shook entertained seven of her girl friends with a theater party Christmas Eve. When the guests returned from the theater party to the home of Mr. and Mrs. B. L. Shook, a large Christmas tree, lighted and beautifully decorated, greeted them. Later a real Santa Claus appeared with gifts for each girl. At midnight a lunch was served. At high noon the following day a five-course luncheon was served the seven girls, Misses Laura Knupp, Beulah Rushing, Ida McGlasson, Ruth Harder, Willie Farmer, Lorene Boswell and Callie Glenn.

## F. L. HARGIS GOES TO LUBBOCK FOR BRIDE.

F. L. Hargis, of five miles west of town, left Wednesday morning for Lubbock, where he is to take unto himself a bride. Miss Ona Webb is the young lady whom he will wed. Mr. Hargis is a substantial citizen, and there is every reason to believe he has chosen wisely for a bride, and his friends wish for them many happy days of wedded life.—Floyd County Hesperian.

## CANYON SCHOOL PRINCIPAL MARRIED AT MERKEL.

CANYON, Texas, Dec. 26.—Cleveland Baker, who has been principal of the Canyon schools for the past three years, was married on Christmas Day to Miss Ruth Merrett, at her home, in Merkel. He formed her acquaintance when he was teaching in the Roberts Business College there, five years ago.

Professor Baker is a successful teacher in the school here, and as such has many friends. The bride is a charming and popular young woman, and will find many friends on her arrival here.

## JUDGE PENNY TO AUSTIN.

Judge L. C. Penny left today for Austin, where he will make a study of some of the records of the State Land Office, securing information that he will use in a case that will come up concerning land boundaries involving some two hundred sections in Briscoe County.

## OLTON WOODMAN CIRCLE.

A Woodman Circle, the Cedar Grove Circle, was recently organized at Olton. The officers elected were:

- Past Guardian—Mrs. Marie Eby.  
Guardian—Mrs. Daisy Dickerson.  
Adviser—Mrs. Dana Williams.  
Clerk—Mrs. Linnie Miller.  
Banker—Mrs. Letitia Baughn.  
Attendant—Mrs. Ida Beckner.  
Chaplain—Mrs. Lena May Pugh.  
Inner Sentinel—Mrs. Emma Schrier.  
Outer Sentinel—Mrs. Julia McClain.  
Managers—Mrs. Frances Wicker, Mrs. Alice Kiser, Mrs. Cassie Crozier.

Birdsley and Arthur Barker, of Amarillo, spent Christmas with their parents, Mr. and Mrs. Kilmer Barker. Mrs. J. O. Wyckoff left Saturday for Amarillo, where she will visit her son, George, during the holidays.

Mr. and Mrs. R. B. Braley and little daughter, Bessie May, who have been visiting friends and relatives in Roaring Springs, returned to their home, in Tullia, to-day.

Mr. and Mrs. C. W. Murray, of Crosbyton, came up today to be at the funeral of Mrs. Murray's father, Dr. J. W. Norton, who died at the Sanitarium this morning.

Mrs. L. A. Moore, who has been visiting with her sister, Mrs. J. C. Whitson, left to-day for Pauls Valley, Okla.

Mrs. Ezra West, of Lockney, passed through Plainview today en route to her home in Nebraska, where she was called to the bedside of her mother.

Mrs. C. L. Moss, of Lockney, was in the city today.

Mrs. J. D. Scott, who has been visiting in Amarillo, returned to her home, in Floydada, today.

Mr. and Mrs. F. M. Lester, of Canyon City, who have been visiting with Mrs. L. A. Knight returned home today.

Mrs. N. W. McClesky, of Floydada, came in today for a visit with her sisters, Mrs. Charles Saigling and Mrs. R. West LeMond.

Mrs. Roy Stewart, of Dallas, arrived yesterday to visit her parents, Dr. and Mrs. J. D. Hanby.

O. C. Gibbs, of Pueblo, Colorado, was the guest of his parents, Mr. and Mrs. Thomas Gibbs, during the holidays.

T. H. Briggs, of Roswell, N. M., is the guest of his cousin, E. B. Miller.

Miss Flora Mae Scudder will return to Snyder tomorrow, where she has a class in music. She has been visiting with her parents, Mr. and Mrs. W. I. Scudder.

Miss Bessie Shook, of Seth Ward College, is spending the holidays in Canyon City and Amarillo with friends.

Mrs. S. A. Grizzard has returned to Huntsville, Ala., after a visit with the family of her daughter, Mrs. J. E. Willis, at Seth Ward College.

## LUBBOCK.

C. M. Lockhart, who had been spending some time on the Spade Ranch, left Tuesday for Hale Center.

W. R. Tabbott, of Plainview, was in our city Thursday.

Mrs. Tom Ivey, who has been in a local sanitarium for some time, was able to return to her home, in Plains, Monday.

Mrs. Maude Castevens is spending the week with relatives in Littlefield. G. L. Thompkins was here Friday from Crosbyton.

Mrs. R. A. McWhorter, who had been visiting in the family of B. O. McWhorter, left Friday for her home, in Plainview.

Jean Echolls, of Petersburg, is spending the week in Lubbock.

A. Judd and family left Tuesday morning for Hale Center, to spend Christmas with Mrs. Judd's sister, Mrs. H. N. Richey.

Mr. and Mrs. Joe Powell returned to their home, near Abernathy, Monday, after spending several days here. W. E. Bledsoe, of Abernathy, spent a few days here this week, returning home Tuesday.

Fred C. Pearce and J. E. Rushing came down from Plainview Monday. Attorney C. S. Williams, of Plainview, is attending court here this week.

Miss Maggie Talley, of Lorenzo, who has been visiting her father, Dr. Talley, of this place, left Thursday for her home.

R. E. Brooks, of Tullia, left here Saturday with a shipment of calves, bought of the C. B. Live Stock Co., of Crosbyton.

Tom and Dutch Malone returned Thursday from a short stay in Plainview.

I. D. Gamble, one of Floydada's cattlemen, spent the first of the week here on business.

O. M. Rae, of Paducah, who had been spending a few days here with G. M. Bradley, left Thursday for Littlefield.

T. R. Chisholm, of Plainview, spent several days here last week on business, returning home Saturday.

George Wilson, of Lockney, stopped off here Monday en route to Texico, where he will spend a few days.

F. M. Grundy spent the latter part of last week in Plainview.

Jno. L. Wortham left Saturday for Canyon City, where he will visit his friend Prof. R. B. Cousins.—Avalanche.

## LETTERS TO SANTA CLAUS COME TOO LATE TO PUBLISH.

Several letters from little friends of The Herald were received too late for publication in the last issue before Christmas. The letters are obviously unseasonal now, and will not be published. We state this to offset any disappointment our little friends may experience in not seeing their letters in print.

## SANITARIUM NOTES.

Mr. Will Ezell, of Crosbyton, arrived at the Sanitarium today to accompany his wife home; also little Miss Gertrude, who was born during the mother's stay at the Sanitarium.

Miss Annie Arnold was taken to the Sanitarium today to undergo an operation.

Mrs. Andy Gray, of Seminole, Texas, arrived at the Sanitarium today for treatment.

Mrs. Waters, of Big Springs, who was operated on at the Sanitarium last week, was able to return home yesterday.

Dr. Robison was able to return home today.

Miss Lucy Craig was operated on yesterday at the Sanitarium.

A little daughter arrived at the home of Dr. and Mrs. Guyton last Saturday. Both mother and baby are doing nicely.

Mrs. Jno. Castle, of Taylor County, who underwent an operation for appendicitis a few days ago, is improving rapidly.

Mrs. J. G. Davidson, of Silverton, returned home yesterday.

Miss Myrtle Terrell, of Lorenzo, who was operated on at the Sanitarium last week, was able to return home yesterday.

Mr. and Mrs. B. L. Hooper and Mr. and Mrs. G. W. Smith, of near Hereford, who have been visiting the family of W. A. Morter, have returned to their homes.

Mr. and Mrs. Robert Malone have returned from their honeymoon trip through Central and South Texas.

Roland Ingle and Everett Lokey, of Lubbock, were in Plainview during the holidays visiting friends and acquaintances.

Henry Ansley and Nelson Perdue are spending the holidays near Whiteflat, hunting.

Miss Rella Patterson, of De Leon, is the guest of her sister, Mrs. R. P. Mayhugh.

Mrs. Otis Trulove and children, who have been visiting with relatives in Cleburne, Alvarado and other Johnson County points, will return home tomorrow.

Dr. J. W. Goode, of San Antonio, is visiting his parents, Mr. and Mrs. R. J. Goode, during the holidays.

R. I. Sansom, of Fort Worth, is visiting his parents, Mr. and Mrs. D. F. Sansom, during the holidays.

A New Year in which each new day will bring satisfactory accomplishments is the hearty wish of

The Citizens National Bank OF PLAINVIEW, TEXAS

## RED TAG SALE

ON Monday, Jan. 4th

we will place on sale at GREATLY REDUCED PRICES many articles of SEASONABLE MERCHANDISE from our large stock of Men's and Boy's

CLOTHING SHIRTS UNDERWEAR SHOES

Different articles will bear a Red Tag, showing the REGULAR PRICE as well as the SALE PRICE.

Real Economy

can be effected by you, by coming in and making your selections of dependable wearing apparel and shoes, during this sale, which will continue for TWO WEEKS beginning on

First Monday, Jan. 4th, 1915

# Reinken's

Look for the Big Electric Sign

WE wish to thank the people of Plainview and Hale County for their liberal patronage since we opened in our new stand---with the new stand we instituted a policy of best groceries for less money and the response of our patrons has been gratifying.

For the approaching New Year we wish you plenty of happiness and prosperity.

## VICKERY-HANCOCK GROCERY COMPANY

Phone 17

#### HINTS TO PORCH SLEEPERS.

**If One Leads Up to It Gradually, Outdoor Slumber in Zero Weather Has Wonderful Advantages.**

Is it healthful to sleep out of doors this kind of weather?

Ask almost any big-framed, red-blooded business man in Kansas City, especially those who are doing it, and he will say it's fine business. Ask almost any grandmother in Kansas City, and she will shiver and say it is fatal. The doctors compromise the situation, and say its fine business for some, and fatal to others.

An effort was made yesterday to settle the winter porch sleeping question once and for all. It had indifferent success. The question resolves itself into one of one's own conscience and what the family doctor says, and is to be settled the same as politics and vacations and Christmas gifts.

#### The Its and Buts.

From several conflicting professional and lay opinions, it is deduced that if you are strong, and warm blooded, and have already been sleeping out doors all fall, it is just as well, or indeed better, for you to continue. But if you are inclined toward anaemia, or if you have been sleeping indoors thus far in the winter, or if your home is not well equipped for getting in and out of your outdoor bed without being chilled, it is doubtful whether the Eskimo boudoir would do you more good than harm. The conse-

quences might not be pneumonia, but severe nervous shocks every night and morning are likely to counteract the good done by fresh air.

Fresh air, you know, is the first excuse for sleeping out of doors. It's the oxygen that feeds the red corpuscles which carry warmth and vigor to every part of your body. The difference between fresh air and stale air is oxygen, and oxygen is the chief difference between ruddy people and pale people.

#### The Sweet Taste of Fresh Air.

Now, with fresh air and oxygen as the object, the sleeping porch immediately suggests itself as the medium. In the summer months the sleeping porch is often the only place one can get fresh air. And once he tastes the fullness of a summer night from some place where it can properly be tasted he finds himself oppressed and stuffy when the first chill of the fall drives him into the closed bedrooms. So, knowing that won't do, he gets out some more bed-clothes and goes back out on the porch. The cold weather draws down upon the porch sleeper with no change in his condition except the addition of more blankets. If he went into the house on a zero night and closed up his windows he would feel the same oppression he did that first night back early in the fall. That is, according to the board of oxygen experts, the correct evolution of the porch sleeper.

One busy man said yesterday he had slept out every night this winter and had experienced no discomfort except

a chill on the end of his nose. Further than that, he had not had a cold all winter, although in former years his bronchial plumbing had always given some trouble as early as Thanksgiving. His sleep, he says, is full and deep and 100 per cent rest. His active day begins full of "pep" at 7 o'clock in the morning and lasts until 6 o'clock at night.

#### If One Goes at It Right.

"Quite right," says the board of experts. "He has gone about it in the right way. He won't have a cold the rest of the winter, either, unless something radical upsets his mode of living that leaves his feet wet and his body suddenly cold after a continued warmth. The secret of porch sleeping is fresh air, and fresh air is the secret of health, immunity from colds, headaches and ordinary indigestion. Proper protection from winds and drafts, coverings for the features of the face and head, and caution against shocks to the system incurred in dressing and getting in and out of bed—observe those rules and nothing short of murder or bankruptcy, figuratively speaking, will harm the porch sleeper.

"But if he hasn't worked up to zero weather—if his sleeping is done in a close room at home, and his working in a close room in the office, then his fresh air must come in smaller doses. Windows lowered from the top, so as not to chill the sleeper with drafts, will furnish enough fresh air to stock up his red corpuscle supply for ordinary needs the rest of the winter. By next winter, with the fresh air diet,

# For the New Year

**WE** extend our most sincere good wishes for your health and prosperity.

Among the promises you will make to yourself and your friends on New Year's Day we urge you to make one stand for economy—that is, resolve to make your dollars buy a little more than formerly.

To help you keep your resolution we will promise to make our present low prices on house furnishings a little lower.

If you'll come to this bargain center we can then both afford to keep our promises.

Remember if its anything for the home we have it and we'll promise to keep our promise to make the prices right.

## W. E. Winfield

"The Bargain House of Plainview"

## For the Good Year 1915

**T**HAT the coming year may be the best that you have ever known and that it may be the worst you will ever know, is our wish for you during the good year 1915.

May all the good things we have planned for our store during the coming year be found commensurate with the needs and wishes of our host of customers.

**Donohoo-Ware Hdw. Co.**

Phone 80

## Resolve Today

It really isn't necessary to wait until New Year's Day to turn over the new leaf and write on it resolutions. Turn the leaf today and write right at the top:

"I hereby resolve to get better service and more of it in my cleaning and pressing for 1915 by always insisting on it being done

**THE  
Waller Tailoring Co.  
WAY"**

Then step to your phone, call 188, and start the new resolution to working.

**Tailors--We Are--Cleaners**

**We pay return charges on out of town work**

he will be able to stand nearly all the rigors of the sleeping porch at night and the chills of the street during the day. Health in the winter is only a matter of fresh air to breathe, and warm, dry underclothing to protect against radical changes of body temperature. Those who attend to those things do not have pneumonia, grip or even colds."

Thus says the board of experts, pointing to hundreds of healthy men to bear out the argument.—Kansas City Star.

#### MANY SHIPMENTS OF ORNAMENTAL PLANTS FROM BELGIUM RECEIVED.

**Under European Conditions Leniency May Be Necessary in Regard to Plant Importations from Countries at War.**

WASHINGTON, D. C., Dec. 22.—Shipments from Belgium of ornamental plants containing from two or three plants to one thousand plants in each shipment, have been coming into the United States at the rate of about 50 a day, according to the Federal Horticultural Board. While France sends us more nursery stock during the year than all the other European countries combined, during October and November more ornamental plants have come from Belgium than from all the others combined.

The Belgian shipments come via Holland, the territory where they originate being on the Dutch border. The shipments come largely to brokers in New York City, who distribute them to individuals.

France, which sends us much of our imported fruit stock as well as ornamental trees, also continues to ship, the territory where these stocks originate being west of the war zone. The Federal Horticultural Board has cabled the French Government regarding the maintenance of the inspection service and has received through the French Ambassador information that the service is being maintained. Large importers of French stock have since confirmed this advice.

Under the existing European conditions there may naturally be expected some irregularity in compliance with our own regulations, and certain leniency may occasionally be necessary, especially where safety can be fully insured by adequate inspection on this side. Among the plants that need especial attention in this line are azaleas, which come in great numbers

from Belgium. Gipsy-moth egg masses are occasionally found in these plants, but in all cases the plants are rigidly inspected and affected plants are destroyed. Azaleas and similar plants are often set out in gardens after their house use is over or they are thrown out in yards or vacant lots. If such azaleas harbor eggs of the gipsy moth, the hatching larvae may easily gain access to surrounding vegetation.

#### WAR NAMES FOR THE BABIES.

**Fifth Commandment Involved by Acts of Unneutral Parents.**

From the Boston Journal.

As far as the country is concerned, one of the direct effects of the war, not at all felicitous, is the naming of children with a view to perpetuating war memories. In Norway, Me., the son of Walter Bowen will realize, when he is old enough to realize anything, that his name of "Berlin Paris" was conferred upon him because of the war for which he was no more responsible than he will be for his name.

Somewhere in this country there is gaining an honest livelihood a citizen who, born on July 4, 1876, was re-

warded by his parents, in New Hampshire, with the name of "Freedom Centennial." And there is little doubt that ere the war closes male and female children all over the United States will be decorated by unneutral parents with Christian or nominally Christian names taken from the war news and pictures, which the recipients will spend the rest of their lives in explaining, not more than half satisfactorily, to themselves and others.

Remember, in naming children, that they have to carry the names through life, or through that part of life which is most difficult for those unusually named. When they are of age, of course, they may resort to the probate court for redress, but even then, judging from recent happenings in Suffolk County, unwelcome notoriety is bound to come. For example, no child named "Ypres Petrograd," in 1914 or 1915, will be able, in the years to come, after arriving at the age of reason, to comply unreservedly with the admonition, "Honor thy father and thy mother."

C. H. Schacht, of Lockney, was in Plainview on business yesterday.

Get your Plainview Library Cook Book now. —Adv. tf.

#### YOUR FAVORITE PAPER

NOW

7 DAYS A WEEK

**Fort Worth Star-Telegram**

**A NEW MONDAY MORNING EDITION HAS BEEN ADDED**

**The Price Remains the Same**

**"Bargain Days" have been extended to Thursday, December 31st**

**You Can Get This Seven Day a Week Newspaper an Entire Year for only \$3.25**

**AFTER NEXT THURSDAY, THE \$6.00 RATE WILL APPLY**

**Bring Your Order to the Herald Office**

**TO MARK NATION'S BIRTHPLACE.**

**Sons of Revolution Will Place Memorial Where Declaration Was Read.**

From the Philadelphia Evening Ledger.

The site of the observatory from which the Declaration of Independence was first read and proclaimed to the people July 8, 1776, is to be marked by a permanent memorial by the Pennsylvania Society of the Sons of the Revolution.

On July 5, 1776, Congress ordered that the Declaration of Independence be proclaimed to the people of each of the United States and at the head of the army. Accordingly, at noon Monday, July 8, John Nixon, by popular appointment because of his powerful voice, read the declaration from the balcony of the observatory in the state house yard in the rear of Independence Hall, and proclaimed to the people publicly for the first time the independence of the United States.

The site is now marked by a wooden tablet, unveiled by President Wilson July 4, 1914. The event was attended by thousands of persons, coming from virtually every part of the Nation.

**REGENTS SUGGEST BONDING INCOME FOR BUILDINGS.**

The University of Texas Regents' report contains an estimate of needed buildings to the amount of \$1,700,000, and the following suggestion as to the means of providing this money:

"Such an expenditure would exhaust the available University fund for the next eight years. This fund, coming as it does from land fees, etc., should be left by the Legislature as a sacred trust, for the purpose of caring for the building needs of the institution. The amount necessary for these absolutely pressing building needs should be provided by bonds issued on the University's permanent income. Such a provision if possible by a simple act of the Legislature, and the act could be so framed that the bonds would never become a charge on the people. The sale of bonds offers one of the fairest means of providing money for buildings, as it distributes the cost of the buildings more equitably over the period during which they are used. It is much fairer that all the people who enjoy the buildings for thirty years should share in their cost, rather than that their cost should be borne only by the people living during the one year preceding their construction. Only by this means can the demand for permanent fireproof buildings in the State Democratic platform be satisfied, so far as the University is concerned."

**INTERNATIONAL PANAMA-CALIFORNIA EXPOSITION.**

Balboa Park, a tract of 1,400 acres, borders the business center of San Diego.

Here is building an international exposition which will break all records as to period of operation. It will open January 1, 1915, and not close until year-end, December 31, 1915. The equable climate of San Diego makes possible an out-of-doors show lasting 365 consecutive days—for here January indeed is like June, and June is perfect.

The area covered by the exposition is 618 acres. The general exhibit and main buildings occupy 100 acres, the State and foreign sections 100 acres, and the amusement features 25 acres, while 250 acres are devoted to the landscape gardens and park.

You cross Puente del Cabrillo—125 feet high and 900 feet long—which bridges a deep canyon, and enter a walled city of the Fifteenth Century, its architecture reminding one of the Alhambra, the old Mexican cathedrals, and the still older edifices of the Moors—all blended into what may be termed as Spanish-Colonial style. Towers and minarets, white walls and red-tiled roofs, rise through a gay but well-ordered profusion of plants, shrubs, palms and flowers. Cool walks invite a moment's rest in the whirl of sightseeing.

A high wire fence four miles long surrounds the grounds; it is covered with native flowering vines.

On passing through the entrance arches, the California State Building commands attention, with its massive, cathedral-like architecture and high tower. Opposite is a Roman building, which houses exhibits of ethnology and archaeology from the Smithsonian Institute, at Washington. Eight other buildings, each an exact replica of some historic palace of Spain or Spanish America, with rounded arches and connected colonades, are to be found on the tree-lined Prado. These main exposition edifices are devoted to home economy, arts and crafts, science and education, foreign arts, botany, commerce and industry, varied industries and food products.

The New Mexico State Building is especially interesting, it being a faithful reproduction of the great adobe mission of the Indian pueblo of Acoma, the "sky city," built in 1699, modified, of course, to suit the modern needs.

Robert Burns' cottage is reproduced on a large scale, with material and hatching brought overseas from bonnie Scotland.

Many foreign countries are represented by special exhibits in the main buildings. France, Italy, Austria-Hungary, Russia, Germany, Japan and Brazil are included in this list.

All the exhibits of manufactures and industries are "in the making," rather than the finished product only. In this respect the San Diego Exposition stands by itself. For example, Sir Thomas Lipton has had hundreds of plants shipped from Colombo, in charge of native Singalese, who will show visitors a transplanted tea plantation: here the leaves are stripped and cured. The International Harvester Company shows its many machines in actual operation out in the open. Irrigation and reclamation methods are practically demonstrated. The Standard Oil Company exhibit likewise is fashioned along "process" lines. The Cawston Ostrich Farm will show ostriches from the egg to milady's plume. A gem mine will show how the San Diego County gems are quarried and prepared for market. And there are growing orange and lemon groves.

At the eastern gate stands a heroic statue of Balboa, first of the early pathfinders to gaze on the blue Pacific. Reminders such as this of the Spanish explorers and conquistadores are everywhere. To put it briefly, the exposition, through international in scope, epitomizes the history of southwestern America.

On the isthmus are located the amusement concessions, comprising the largest roller coaster in the world, Anafalu Land, the joy wheel, the centrifugal aeroplane, and other novelties.

**FOREST NOTES.**

Only one modern sawmill is operated in the territory of Hawaii.

In district 4 of the forest service, with headquarters at Ogden, Utah, lightning caused 36 per cent of this year's fires and campers 27 per cent.

As showing the possibilities for tree growth in regions where irrigation has to be depended upon, it is pointed out that Boise, Idaho, has as many as 94 different kinds of ornamental and shade trees.

The Laurentide Company, of Quebec, producers of pulp and pulpwood, is reforesting its non-agricultural cut-over land. It is also importing reindeer from Newfoundland, to see if they can take the place of dogs in winter woods work.

A small railroad operating an oil-burning locomotive on the Tahoe national forest, California, had a breakdown during the past summer and burned wood instead of oil for one day. On this day fifteen fires started along the right of way. During the preceding year, only one fire occurred near the railroad, and it was not thought that the engine was responsible for that one.

**Want Ads**

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

One span each mules and horses. Mules broke; four years old. Horses broke to saddle and harness; seven and eight years old. JNO. W. CONE, Lubbock, Texas.—Adv. 3t-pd.

Carbon Paper at The Herald.

**KANSAS CITY STAR.**

From now until January fifteenth The Plainview Evening Herald will accept subscriptions to The Herald and the Kansas City Weekly Star for \$1.50, the regular price of The Evening Herald.—Adv. tf.

Modern five-room house, furnished, for rent. Call 85 for particulars.—Adv. tf.

Cardboard at The Herald.

**FOR SALE.**

Thirty head high-grade ewes. ELMER SANSOM.—Adv. tf.

A five-room house, with bath room, etc., to rent; now occupied by E. E. Roos, on Third Street. C. W. TANDY.—Adv. tf.

**FOR SALE**—Span match mules, weight 2,400; coming 5-year-old. R. L. MOORE.—Adv. 6t-pd.

Plainview Library Cook Book. Ad. tf.

The Kansas City Star (weekly) and The Plainview Evening Herald at bargain prices until January fifteenth.—Adv. tf.

Get your Plainview Library Cook Book now.—Adv. tf.

**GIRL WANTED**—Small family, good wages. Phone 28.—Adv. tf.

**DRS. GUYTON & NICHOLS**  
—Specialists on—  
Diseases of the Eye, Ear, Nose and Throat and Surgery.

Office, Grant Building  
Plainview, Texas

**WANT ADS**

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**DRS. SMITH & SMITH**  
Will be at Dr. Owens' Office  
in Plainview 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 or pleasure.

**Cures Old Sores, Other Remedies Won't Cure.**  
The worst cases, no matter of how long standing, are cured by the wonderful, old reliable Dr. Porter's Antiseptic Healing Oil. It relieves Pain and Heals at the same time. 25c. 50c. \$1.00

**DON'T MISTAKE THE CAUSE.**


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

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

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

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

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



**TEXACO**

In 95 countries this mark is the emblem of service. In 95 countries it is registered as the mark by which the products of The Texas Company are known and recognized.

It is the mark of high quality oil, put up in superior packages and shipped with prompt and efficient service to ports in all quarters of the globe.

Based upon the five-pointed star of Texas, it stands alone in the oil business for its reputation. Built upon sound business principles and carried out with good business policy, it is bringing the buyers of oil from these countries to the State of Texas for the fulfillment of their requirements.


Millions upon millions of dollars have thus found their way from abroad in all lands to the building of Texas factories, the support of Texas industries and the payment of thousands of Texas workers.

Many thousand people depend directly upon the oil business of The Texas Company for their prosperity. Indirectly the prosperity of additional thousands of employes in scores of other industries is affected by the same condition.

All this rapid growth and success has been brought to Texas by the quality and service policy of The Texas Company. The same quality and service are at your disposal in your town.

There is a distributing station of The Texas Company near you. Our Agent will serve you.

**The Texas Company**  
General Offices: Houston, Texas



**OUR AIM--Honest Work at Honest Prices**

Remember us when you want your automobile repaired, broken cylinders or castings welded. We do it right and save you money. See us before buying tires and accessories.

**EGGE-CORLETT Auto Company**

**In time of peace prepare for war. Buy your coal while the weather is pretty.**

Best grade Colo. Lp. Coal \$9.00 Del.  
Best grade Colo. Nut Coal \$8.50 Del.  
Best grade Colo. Lp. Coal \$8.50 at yard  
Best grade Colo. Nut Coal \$8.00 at yard

We also have just received a car of that good molasses feed. It makes the cows give more milk and butter and fattens the horses.

**Allen & Bonner**  
Phone 162

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 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**

CALL THE HERALD FOR JOB PRINTING. PHONE 72.

**WE weld broken castings for automobiles and farm machinery. Let us overhaul your motor.**

**We an Do It Right and Save You Money**

Call and see the new Overland model 81 at \$850.00. Auto Livery.

**E. N. EGGE AUTO CO.**  
Phone 646, Ellerd Bldg.

## MESQUITE TREES A FACTOR IN DEVELOPEMNT OF TEXAS

Tree of Little Value to Lumbermen Is  
One of Most Important in  
the State.

AUSTIN, Texas, Dec. 26.—Regarding the mission of the mesquite tree in the State of Texas and the Southwest, I. M. Lewis, associate professor of botany, University of Texas, said:

"There is probably no tree in the entire area of the Southwest better known than the mesquite or less appreciated. While it has had little value from the lumberman's point of view, it is nevertheless one of the most important trees in the State. Perhaps its greatest value has been for fuel. It has cooked more food, warmed more homes, baked more bricks than any other single variety of wood in Texas. It is a matter of common knowledge that the area of the mesquite is spreading and that it has within the past fifty or sixty years gradually encroached on the grassy pastures. This is to be accounted for by the abandonment of the old Indian custom of burning the grass land to keep it open. Much of the area now occupied by mesquite cannot be spoken of strictly as forests, for the growth is more shrubby than almost any other forests known. The tree is, however, capable of developing a trunk two or three feet in diameter and three to twelve feet of clear log. In the counties along the Rio Grande such trees are not uncommon. We may think, therefore, of the ragged thickets which have been developed during the past few years as forests in the making. Doubtless if undisturbed they would become real forests of mesquite.

"That mesquite is well adapted to the semi-arid regions of the Southwest is evidenced by its universal distribution in this area. Perhaps its chief adaptation is in its root habits and in the small amount of leaf surface which it displays to the withering sun. Whenever a plant is unable to take in more water through the roots than is given off by the leaves, it must wilt and perish. The roots penetrate to greater depths than any other forest tree known. Depths of fifty or sixty feet have been reported. It was a knowledge of this habit of the mesquite that guided the railroad engineers of the "Staked Plains" in selecting a position to bore for water.

"The wood is very hard, brittle, close grained and the heart wood a beautiful brown. The finished wood closely resembles black walnut and may be used for the same purposes. It is, however, so hard that furniture makers experience great difficulty in working it with ordinary tools.

"The heart wood is very resistant to decay when placed in contact with the soil. It is very satisfactory for railroad ties and fence posts. A timber taken from the Alamo, at San Antonio, was said to have served 190 years without any signs of decay. It was set apart for the manufacturing of souvenirs. This wood promises to find a place in the manufacture of novelties. It is well suited for gavel, curtain rings, goblets, trays, etc. It has also been used to some extent for gun stocks and spindles for grills and stairways.

"There are many other uses for the products of the tree. The pods furnish food for cattle, and it is in this way that the seeds are principally scattered. The Mexicans know how to make bread and bred beer from the fruit; tan leather with the resin; dye leather, cloth and crockery with the sap; make ropes and baskets of the bark. Parched pods are a substitute for coffee; bees store honey from the bloom, which remains two months on the tree; riled water is purified with a decoction of mesquite chips; vinegar is made from the fermented juice of the legumes; tomatoes of mesquite bean meal; mucilage from the gum, and candy and gumdrops from the dried sap. The tree is also used in parts of its range as a shade tree. It will doubtless in time be cleared from all of the land to make way for more valuable drouth resistant crops, but it has played an important part in the lives of the pioneers of the Southwest."

### THE FUEL VALUE OF WOOD.

The fuel value of two pounds of wood is, roughly, equivalent to that of one pound of coal. This is given as the result of certain calculations now being made in the forest service laboratory, which show also about how many cords of certain kinds of wood are required to obtain an amount of heat equal to that in a ton of coal.

Certain kinds of wood, such as hickory, oak, beech, birch, hard maple, ash, elm, locust, long-leaf pine, and cherry, have fairly high heat values, and only one cord of seasoned wood of these species is required to equal one ton of good coal.

It takes a cord and a half of short-leaf pine, hemlock, red gum, Do. glas

fir, sycamore, and soft maple to equal a ton of coal, and two cords of cedar, redwood, poplar, catalpa, Norway pine, cypress, basswood, spruce, and white pine.

Equal weights of dry, non-resinous woods, however, are said to have practically the same heat value, regardless of species, and as a consequence it can be stated as a general proposition that the heavier the wood the more heat to the cord. Weight for weight, however, there is very little difference between various species; the average heat for all that have been calculated is 4,600 calories, or heat units, per kilogram. A kilogram of resin will develop 9,400 heat units, or about twice the average for wood. As a consequence, resinous woods have a greater heat value per pound than non-resinous woods, and this increased value varies, of course, with the resin content.

The available heat value of a cord of wood depends on many different factors. It has a relation not only to the amount of resin it contains, but to the amount of moisture present. Furthermore, cords vary as to amount of solid wood they contain, even when they are of the standard dimension and occupy 128 cubic feet of space. A certain proportion of this space is made up of air spaces between the sticks, and this air space may be considerable in a cord made of twisted, crooked and knotty sticks. Out of the

128 cubic feet, a fair average of solid wood is about 80 cubic feet.

It is pointed out, however, that heat value is not the only test of usefulness in fuel wood, and since 95 per cent of all wood used for fuel is consumed for domestic purposes, largely in farm houses, such factors as rapidity of burning and ease of lighting are important. Each section of the country has its favored woods, and these are said to be, in general, the right ones to use. Hickory, of the non-resinous woods, has the highest fuel value per unit volume of wood, and has other advantages. It burns evenly, and, as housewives say, holds the heat. The oaks come next, followed by beech, birch, and maple. Pine has a relatively low heat value per unit volume, but has other advantages. It ignites readily and gives out a quick, hot flame, but one that soon dies down. This makes it a favorite with rural housekeepers as a summer wood, because it is particularly adapted for hot days in the kitchen.

The fuel qualities of chestnut adapt it particularly to work in brass foundries, where it gives just the required amount of heat and is therefore in favor. Coastwise vessels in Florida pay twice as much for Florida buttonwood as for any other, because it burns an even heat and with a minimum amount of smoke and ash.

The principal disadvantage of the resinous pines is their oily black smoke.



## Welcome, 1915!

We look down the prospect of the new year with its broadening horizon of prosperity, glad in the knowledge that great things are before us all.

And we record it as our resolve, here and now, that we will serve this community to the uttermost of our ability, giving evidence of our right intent with merchandise of such integrity as

Kuppenheimer Clothes, John B. Stetson Hats and Steadfast Shoes for Men--The Palmer Garment, Queen Quality Shoes, and Gossard and W. B. Corsets for Ladies.

If, perchance, there be anyone who believes he has the slightest cause for grievance in any past transaction at the Live Store, we adjure him to make it known now, so that we may carry no left-over grudges into the bright white ledger of 1915.

A joyous and prosperous New Year to you, and many of them.

Remember Our Semi-Annual Clearance Sale from First Monday in January to First Monday in February.

**PLAINVIEW MERCANTILE CO.**  
W. A. SHOFNER, Manager



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THE HOUSE OF KUPPENHEIMER

### CARD OF THANKS.

I wish to thank all of those who saved their votes for me and helped me win the little Shetland pony.  
JAS. B. FARMER, JR.

Mrs. Homer C. Young and little son arrived today from Sweetwater for a visit with her sister, Mrs. J. S. Bonner.

The house of Joe Foster, southwest of Canyon, was burned recently. Crosby County hogs topped the world market recently at \$7.10.

### ONLY SLIGHT CHANGES IN LINES OF BATTLE.

(Continued from Page One.)

but without hitting any of them. The British ships remained for three hours off the enemy's coast without being molested by any surface vessel, and safely reembarked three of the seven airmen with their machines. Three other pilots returned later and were picked up by British submarines which were standing by. Their machines were sunk.

### Hewlett's Machine Wrecked.

Six out of seven of the pilots returned safely. Flight Commander Hewlett is missing. His machine was seen in a wrecked condition about eight miles from Helgoland, and the fate of the daring and skillful pilot is at present unknown.

"The extent of the damage by the British airmen's bombs cannot be estimated, but all were discharged at points of military significance.

### Air Bombs on Brussels.

"Last Thursday Squadron Commander Richard B. Davies of the naval air service, visited Brussels in a Farman biplane for the purpose of dropping twelve bombs at an airship shed reported to contain a German parseval. Eight of these bombs, of which six are believed to have hit, were discharged at the first attack; the remaining four on the return attack. Owing to the clouds of smoke which arose from the shed, the effect could not be distinguished."

It was learned today that the German airmen who visited England Christmas day dropped a bomb near Rochester, which is only twenty-eight miles east-southeast of St. Paul's, London, and seven miles from Gravesend. The bomb did no damage,

as it fell in the roadway.

A statement made Saturday by the German admiralty gave the information that eight British ships made a dash into a German bay and that hydro-aeroplanes convoyed by them dropped bombs at ships lying at anchor and also on a gas tank near Cuxhaven without doing any damage.

### Four Seaplanes Lost!

HARWICK, Eng., Dec. 27 (via London, Dec. 28).—According to reports received here tonight the British raid on Cuxhaven lasted for about an hour, but the atmosphere was so thick it was difficult for the airmen to achieve their purpose, despite the excellent organization of the operation.

It is stated on authority that neither British nor Germans suffered any casualties or severe damage except the loss of the British Commander Hewlett and four seaplanes.

## J. F. COAN & SON

Thank You for Your Patronage and Wish a  
Happy New Year to Everyone, Everywhere  
and Forever.

TELEPHONE NUMBER 269