

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

VOLUME 26, NUMBER 15

PLAINVIEW, TEXAS, TUESDAY, FEBRUARY 23, 1915

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Mr. Baker continued: "Why, don't you know that you can winter three beaves at the cost of one in our State? Don't your merchants, your doctors, your lawyers, your farmers and tradespeople know that the very people you would like to get come here won't ever come unless you tell them about what you have? Give them facts and figures about everything you have. They're convincing, and the class you will talk to will be glad to be convinced."

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CRAFT WAS NOT IN WAR ZONE; MAY BRING COMPLICATIONS.

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Holland, Norway and Sweden Dislike Attitude of Germany Toward Their Shipping.

WASHINGTON, D. C., Feb. 21.—The United States Government was officially notified tonight that the American steamer Evelyn, with a cargo of cotton for Bremen, was sunk in the North Sea yesterday, when it struck a mine just off the coast of Germany. The crew of the vessel was saved.

Although the steamer was not in the war zone as officially declared by Germany, it is believed that the incident might bring serious diplomatic differences.

American ambassadors at London and Berlin were cabled to make exhaustive inquiry and instructed to care for the crew.

Submarines Continue Destructive.

LONDON, Feb. 22.—Traffic in the North Sea is entirely disorganized as a result of recent destruction of shipping craft by submarines. The German flotilla is probably responsible for the loss of three small vessels reported today.

England is making feverish preparation to meet the attacks by sea of German submarines, and it is suggested today that all of the Allies will be included in the plans now being laid.

Holland and the Scandinavian countries are tense in their feeling toward the existing menace to their commerce. Military and naval activity in these countries increases. Diplomats are not pleased with the reception of notes sent to Germany.

Zeppelin Bombs Calais.

PARIS, Feb. 22.—An official communication to the War Office tells of the bombardment of Calais by a Zeppelin, which dropped bombs and killed five civilians. Unimportant material damage was done. The report added: "Our batteries demolished a heavy gun occupying a position near Lombardtzyde. The enemy violently bombarded Rheims on Sunday night and Monday. The bombardment resulted in numerous victims. On the Bausejour-Souain front we captured a line of trenches, inflicting heavy losses. In Argonne our artillery and infantry asserted their superiority. At Lasperges, we continue to gain ground."

British Transport Sunk!

BERLIN, Feb. 21, by Wireless to Sayville, L. I.—The report of the sinking of a British transport with troops and the accompanying steamer reached Berlin too late for comment by the morning papers.

All the papers, however, feature the report in first-page headlines, together with reports of the sinking of other vessels by submarines or mines.

Irish Steamer Blown Up.

LONDON, Feb. 21.—The small Irish coasting steamer Downshire was sunk last night by a German submarine off Calv of Man, an island in the Irish Sea. The Germans gave the crew five minutes in which to leave their ship. The crew landed last night at Dundrum, County Down, Ireland.

The submarine which sank the Downshire was the U-12. The Germans fired three shots at the steamer before her captain dove to. After the crew of the Downshire had taken to the boats, the Germans placed a bomb amidships of the steamer and exploded it, and the Downshire sank in a few minutes.

The German submarine U-12 is of the class built in 1910-11. She is of 250 tons displacement and has a maximum cruising radius of 1,200 miles. The vessel has a complement of twelve men.

British newspapers print conflicting versions of the recent battles by which the Russians were driven back over the East Prussian frontier. They accept the version that the Russians re-

(Continued to Page Eight.)

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"MARTHA" IS TRULY AN EXCEPTIONAL OFFERING.

Choral Club to Appear in Its First Grand Opera About March 19.

"Martha," von Flotow's masterpiece, is the most ambitious musical entertainment the Plainview Choral Club has yet attempted, but it promises to be above the high standard set by the club in its efforts of last year. Rehearsals are being held almost nightly, and it is expected that the opera will be ready for presentation not later than March 19th.

Elaborate costuming is being arranged for through a St. Louis costumer. Jenkin's Orchestra of ten or twelve pieces is rehearsing regularly with the club, which will use about fifty voices in the rendition. Mrs. Grady Lindsay, Miss Mabel Wayland and Messrs. W. H. Mason, A. G. Pinn, Ross Wingo and Wiley Fort have the solo parts.

BIRTHS.

Born to Mr. and Mrs. C. A. Willis, seven miles west of Plainview, a boy, February 11.

Born to Mr. and Mrs. John Litsinger, Abernathy, a girl, February 13.

Born to Mr. and Mrs. C. D. Hartley, near Plainview, a boy, February 21.

Born to Mr. and Mrs. John Hegi, Plainview, a boy, February 20.

Born to Mr. and Mrs. Hugh Speed, Plainview, a boy, February 21.

AND THEY STILL SELL FORDS.

Last week Barker & Winn sold new Ford cars to W. F. Weatherbee, of Floydada; W. E. McLaughlin, of Ralls; R. L. Brown, Perot & Gross, A. L. White and J. W. Ray, of this city. This firm expects to occupy its new building by March first.

PHILOS POSTPONE PROGRAM.

Because of the inclemency of the weather Saturday night the program of the Philosophical Literary Society of Beth Ward College was postponed. The date of the postponed meeting has not been decided upon.

BENEVOLENT LEAGUE RAISES MORE THAN FIFTY DOLLARS.

Mrs. Otis Trulove, Fred Brown, W. Y. Price and Miss Edna Mayhugh, from the Benevolent League, were out one afternoon last week collecting funds for the Benevolent League. There are several cases of needy persons for whom the League is caring, a fund of forty dollars in cash and ten dollars in supplies was secured. More money will be needed to carry the League's charges through the winter. The ladies will complete the fund at an early date.

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(Continued on page 2)

Library, University of Texas

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

VOLUME 26, NUMBER 15

PLAINVIEW, TEXAS, TUESDAY, FEBRUARY 23, 1915

PRICE FIVE CENTS

105 COMPLETE SETS IMPROVEMENTS T. L. & D. CO.

200 MEN IN FIELD WORK RECEIVE \$10,000 MONTHLY WAGES.

\$3000 MONTHLY PUBLICITY

R. S. Charles, Manager, Favors Active Commercial Club Work to Supplement Company's Efforts.

"To carry out the plans of putting 15,000 acres under irrigation during 1915 will mean the completion of 105 additional complete pumping plants and sets of improvements," said R. S. Charles, manager of the Texas Land and Development Company, to a Herald reporter today.

"We now have 200 men in the field employ of the company. This does not include the well gangs where wells are being put in by contract. Our monthly expenditure for labor and materials will average not less than \$25,000 per month. Of this amount, approximately \$10,000 is for labor, and is practically all spent in Plainview.

"This month we have put in six wells and sets of improvements, and will complete two others before the end of the month. We will average nine sets each month during the remainder of the year. Most of the work will be carried on in the Kress and Aiken communities, with about ten per cent of the whole near Ha's Center.

"From April 1st to September 1st we propose to plant 1,500 acres in alfalfa. This and harvest season may make it necessary to increase our present field force.

"Since active work has been renewed we have made good progress. Last week well No. 66 was brought in on the old Schick section, six days after drilling was commenced. We have one of the company rigs on each of the Schick sections. These rigs are on their last two of ten drillings on these sections. Next week we will move nearer Aiken for other drilling.

"Most of our advertising is direct through agents. Our expenditure for the advertising of the Plainview country averages \$3,000 per month."

When asked if it would not be possible for the city of Plainview to aid in this publicity work, Mr. Charles said: "A live commercial organization could be of tremendous assistance in spreading the gospel of the South Plains. Indeed, Mr. Unger, as secretary of the Chamber of Commerce, was of great help to us in our development and the advertisement of the country. We are anxious to cooperate in any effort which will give the Shallow Water Belt wider publicity. With the advertising we are already doing, an active commercial club could be most effective in its efforts."

PLAINVIEW COUNTRY GETS SPLENDID RAINS.

Friday night this section was visited by a slow, soaking rain, which was of tremendous benefit to the wheat crop. The Government gauge here showed a fall of .62 of an inch. Saturday morning .02 of an inch fell, and .06 fell Sunday night.

Reports from all sections of the Plains and Panhandle indicate a general fall of rain and snow. These same reports refer to the great good which will come to crops as a result of the moisture.

BASKETBALL GAME POSTPONED.

The basketball game which was to have been played yesterday afternoon between Plainview High School girls and the team from Tulla High School was indefinitely postponed because of the weather.

METHODISTS TO HOLD SUNDAY SCHOOL INSTITUTES.

Rev. O. P. Kiker has arranged for four Sunday School Institutes to be held in this district. These meetings will be held for two days each in Plainview, Roaring Springs, Tulla and Crosbyton. Dates have not been definitely set, but will conform to the pleasure of several State Sunday School workers who are arranging to attend.

PLAINVIEW PUBLIC SCHOOLS OBSERVE WASHINGTON HOLIDAY

Lamar School Plants Trees and Raises Flag; Other Exercises Impressive.

Plainview's public schools fittingly commemorated the birth of the Father of Our Country with tree plantings, flag raisings and patriotic programs at special afternoon sessions yesterday.

A few trees were planted at Lamar School. More were planted at the West Side School. The Lamar School issued clever invitations, with appropriate hand-colored invitations, to their flag raising.

There follow the stories contributed by friends, students and teachers giving the detail of the worthy efforts of yesterday:

Flag Raising at Lamar.

Arbor Day was fittingly observed at Lamar School yesterday. Beginning at 1:30, the pupils marched from the building to the grounds, which had been prepared for the planting of trees. Each grade gathered around its respective tree, and with simple ceremony dedicated it to the future pupils of Lamar.

Returning to the different rooms, very entertaining Washington-Arbor Day programs were rendered. A unique feature of these was the Mother Goose-Washington operetta given in costume by the second grade.

Probably the most impressive part of the program was the raising of the new flag. The entire student body, gathered in front, enthusiastically sang "Columbia" while the flag slowly ascended to the top of the building. Miss Posten, having taught longest at Lamar, was chosen to raise the flag.

About ten dollars was netted by the Mothers' Club, from the sale of candy.

Central Has Program.

The birthday of the "Father of Our Country" was celebrated throughout our little city by dances, teas and Arbor Day festivities, but nowhere was it enjoyed more than at the High School, where a literary program was rendered. All numbers showed that the individuals on the program had given much attention to their parts. One could not but feel happier, more thankful for the peace which prevails over our Nation, and more loyal to the Red, White and Blue after having listened to the program, which consisted of essays, declamations and songs of a patriotic nature.

After the program, tea was served to the several guests who, in spite of the inclemency of the weather, visited the school room upon this occasion.

West Side School.

The parents who took the time to visit Mrs. Wright's room in the West Side School on February 22nd were well paid indeed.

The program given by Mrs. Wright's pupils and Miss Glenn's was full of interest from beginning to end. The part each child rendered showed the careful training of the teacher and the interest of the child. The Colonial costumes added much to the spirit of the occasion, and the patriotic songs gave a warmth of feeling for the "Father of Our Country."

The historic hatchet, with its history of the cherry tree, was well rendered, as well as "Mother Goose" rhymes in its various details; also Betsy Ross, assisted by her Colonial helpers. Many other parts were equally good, but too numerous to mention.

We were proud to notice among the numerous visitors four gentlemen, which brought to our mind, why do not more fathers visit the schools?

MAKES GOOD IN NAVY.

Roy LeValle, of Sulphur Springs, who is visiting his sister, Mrs. Chas. A. Malone, has just completed a four-year service in the American navy. While in naval training Mr. LeValle qualified as a first-class radio operator.

ANOTHER OHIOAN TO MOVE TO PLAINVIEW COUNTRY.

Frank Long, of Ohio, who has been thoroughly investigating the Plainview country for several weeks, will leave here this week for his home. He is so well pleased with the development which he has found here that he says he will return with his family in the fall and make Plainview his future home.

JOHN D. ROCKEFELLER, JR.



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OHIO VISITORS WELL PLEASED WITH DEVELOPMENT.

Zanesville Men Think Greatest Need of Shallow Water Belt Is Publicity.

"You have a splendid country here, one sure to advance rapidly if you'll only tell the farmers of the North and Middle West just what you have," said A. T. Baker, member of the firm of Baker Bros., wholesale grocers and bakers, Zanesville, Ohio, during a visit to The Herald office this afternoon.

Mr. Baker continued: "Why, don't you know that you can winter three beeves at the cost of one in our State? Don't your merchants, your doctors, your lawyers, your farmers and tradespeople know that the very people you would like to get come here won't ever come unless you tell them about what you have? Give them facts and figures about everything you have. They're convincing, and the class you will talk to will be glad to be convinced."

"I was very active in Chamber of Commerce work in Zanesville," said Mr. Baker, "and I know what hard work it all is, but I also know what big returns real live publicity brings."

With Mr. Baker was Jacob Coplin, also of Zanesville, where he is superintendent of the box factory of the National Biscuit Company. Both gentlemen have land near Hale Center, and are well pleased with their inspection of it.

HERALD RECEIVES EXPOSITION COURTESIES.

A beautifully engraved card invitation with press passes were received today by The Herald from the officials of the Panama-Pacific Exposition, at San Francisco. A marked feature of this splendid exposition is the attention given to publishers' representatives, a luxurious Press Building having been provided for their comfort and convenience.

G. F. J. STEPHENS TO LEAVE.

G. F. J. Stephens will resign as local manager for Nobles Bros., wholesale grocers, about March 1st, and will soon thereafter leave for Los Angeles, Calif., where he will engage in the general brokerage business. G. C. Nobles, of Amarillo, has moved to Plainview and will take Mr. Stephens' place.

MARTIN PRAISES PLAINS.

W. B. Martin, formerly with Kivoh-Martin Realty Co., of Kansas City, left this morning for northern points, after a few days' visit in the Plainview country. Mr. Martin is most enthusiastic about our development here, and was very gracious in predicting great things for this section, expressing the hope for the greatest success in future development.

PLAINVIEW B. P. O. ELKS INITIATE BIG CLASS

Many Candidates and Visiting Members From Nearby Towns Enjoy Ceremonies and Banquet.

Saturday evening, with nearly one hundred present, Plainview Lodge No. 1175, B. P. O. Elks, initiated a class of nineteen candidates, the largest number ever taken in at one time by the local lodge.

During a recess in the work of initiation, a banquet and smoker was given at the Ware Hotel.

Those who became members were: W. C. Crawford, Tulla; Joe Powell, Abernathy; R. C. Carter, M. C. Hess, J. J. Cleveland and Harry Willett, Crosbyton; H. D. Durst, Ralls; M. T. Covington, N. C. Adams, C. D. Swift, J. W. Gordan, E. B. Green, W. D. Mayfield, N. H. Wright, N. A. Wilson, E. B. Porter and B. U. Malone, Lubbock; C. C. Brown and E. B. Miller, Plainview.

Among the visiting members were Messrs. Clark Smith, Lotschpeich, Glenn McKee, A. J. McKinnon, J. J. Murphy and C. C. Cherbonnier, of Crosbyton; Tom Malone, J. E. Penny and Albert Taylor, of Lubbock, and D. B. Crawford, of Tulla.

MRS. MARY S. GREEN DEAD; SERVICES THIS AFTERNOON.

Mrs. Mary Susan Green, wife of E. J. Green, died at her home yesterday afternoon at two-thirty o'clock. Cause of death was general debility.

Funeral services were conducted this afternoon at three o'clock at the home of the deceased by Elder W. F. Ledlow. Interment was made at the Plainview Cemetery.

Had the aged lady lived until today she would have reached her seventieth birthday. She had been married forty-nine years the day of her death.

Mrs. Green has lived in Plainview during the past three years, having moved here with her family from Stamford. She is survived by her husband, two sons, James and John, of Plainview, and two daughters, Mrs. J. A. Snodgrass, of Hamlin, and Mrs. A. E. Pardue, of Hamlin. Dr. J. C. Anderson is a brother.

K. OF P. ACTIVE IN INITIATORY WORK.

Plainview Lodge Knights of Pythias are actively at work with a list of waiting candidates. Work in the rank of Page was given at the last meeting. The rank of Page was repeated last night, and the following officers installed: D. C. C. Gidney, C. C.; R. B. Tudor, V. C.; W. A. Morter, Prelate; G. W. Davenport, Master of Works; B. H. Towery, K. of R. and S.; Tom Wilson, Master at Arms; K. D. Hatchell, Inner Guard.

GOOD RAIN AT LITTLEFIELD.

LITTLEFIELD, Lamb County, Tex., Feb. 20.—A slow rain fell all night last night, and it is still cloudy and threatening this morning. This rain is very beneficial to the country, as it adds to the already good season in the ground. The weather during the winter has been almost ideal for the farmers, and prospects for this year are very bright.

PENNSYLVANIAN WILL MOVE SOON TO PLAINVIEW COUNTRY.

W. H. Williams, of Erie, Pennsylvania, was in Plainview this week. Yesterday he said to a representative of The Herald: "I like the Plainview country. It is the best I have seen in the Southwest. As soon as I can dispose of my interests in Pennsylvania I hope to move to this section."

BARKER SELLS PLAINVIEW RUBBER CO.

E. L. Miller, of Abernathy has purchased the plant of the Plainview Rubber Co., from Paul Barker, and with his son will take possession of the business March first. The new firm will continue at the same stand as Miller & Miller, under the old firm name. The younger member of the new firm has been engaged in auto and tire repair work in Detroit, Mich., before coming to Plainview.

F. E. Hewitt and wife, of Hale Center, are visiting friends here today.

AMERICAN VESSEL SUNK BY MINE

CRAFT WAS NOT IN WAR ZONE; MAY BRING COMPLICATIONS.

ZEPPELIN ATTACKS CALAIS

Holland, Norway and Sweden Dislike Attitude of Germany Toward Their Shipping.

WASHINGTON, D. C., Feb. 21.—The United States Government was officially notified tonight that the American steamer Evelyn, with a cargo of cotton for Bremen, was sunk in the North Sea yesterday, when it struck a mine just off the coast of Germany. The crew of the vessel was saved.

Although the steamer was not in the war zone as officially declared by Germany, it is believed that the incident might bring serious diplomatic differences.

American ambassadors at London and Berlin were cabled to make exhaustive inquiry and instructed to care for the crew.

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British newspapers print conflicting versions of the recent battles by which the Russians were driven back over the East Prussian frontier. They accept the version that the Russians re-

(Continued to Page Eight.)

My Best Recipe

A Column of Practical Household Hints by the Best Housewives on the South Plains

"Best Recipes"

This department will be carried in each Tuesday issue of *The Herald*. For the best recipe or household hint sent to the department, a one-year subscription to *The Ladies Home Journal*, *Woman's Home Companion* or any other magazine of same class will be given. A committee from the Federated Clubs of Plainview will determine the merit of the recipes. No names will be published with the recipes, but must accompany. Send your contribution in time to reach the Editor of the *Woman's Department* before Monday noon.

-1-

Excellent Pineapple Pie.

Mix three level tablespoons of cornstarch with a little cold water; heat one small can of grated pineapple to boiling and pour over it.

1 egg beaten light.
1 cup sugar.
1 tablespoon butter.
Juice of one lemon.

-2-

Soft Icing.

Whites of 4 eggs beaten very stiff, 4 cups of sugar. Mix with dry sugar ½ teaspoon of baking powder and ½ teaspoon of cream of tartar and 1 cup of boiling water. Let sugar and water come to a boil without stirring; then add 6 or 7 tablespoons of the syrup to the beaten whites. Let the rest boil until it strings, and add to the whites. Add juice of half a lemon and steam over teakettle until proper consistency. Do not place vessel in water.

-3-

Plum Pudding.

1 cup sweet milk.
1 cup suet (ground fine).
1 cup sugar.
2 scant cups bread crumbs.
1 cup nuts (pecans or English walnuts).
1 cup raisins.
2 eggs.
1 teaspoon cream of tartar.
½ teaspoon soda.
Spice to taste.
Mix well all dry ingredients by rubbing between hands. Then add eggs and milk.

-4-

Old Fashioned Ginger Cake.

(Without eggs.)

1 pint molasses.
1 cup sugar.
¾ cup buttermilk.
¾ cup lard.
1 tablespoon soda.
1 tablespoon ginger.
Pinch of salt.
Stir soda into molasses and beat until it foams. Work in flour enough for a stiff dough. Cut in desired shape.

-5-

Jelly Roll.

3 eggs, beaten separately.
1 cup sugar.
1½ cup sifted pantry flour.



Strengthen Old Friendships WITH A NEW PORTRAIT

The gift that expects nothing in return yet has a value that can only be estimated in kindly thoughtfulness.

Call 352 and Make a Date Now
Cochrane's Studio

1 rounding teaspoon baking powder.
1-3 cup milk.
Flavor.

Sift flour once, then measure; add baking powder and sift three times. Beat whites stiff; fold in beaten yolks, then flour lightly. Bake in long tin in hot oven. When done, spread quickly with jelly and roll carefully in napkin.

-6-

Farmer's Favorite Eggs.

Take 1 pint sweet milk, put in a pan and let come to a boil. Break 10 eggs and put into this boiling milk, cover with a lid, let boil one minute, lift the eggs out on a dish or platter, and pepper and salt. Then make gravy out of the milk.

This is fine. Try it.

-7-

Fried Sweet Potatoes.

Peel, halve and quarter medium-size potatoes; let boil ten minutes in weak salt water. Mix one part sugar and three parts flour. Lift potatoes out of the salt water with a fork and sprinkle with the flour and sugar. Fry in hot Cottolene or any frying fat desired.

-8-

Cabbage Salad.

Put the following into a pan, set it on the stove and stir until the butter is melted and all is well mixed:

1 tablespoonful of flour.
4 tablespoonfuls of sugar.
1 pinch of ground mustard.
1 tablespoonful of salt.
1 pinch pepper.
Butter size of an egg.
Then add one cup of vinegar. Stir, and let this boil a minute. Take from the fire and add the yolks of two eggs, beaten up with one-half cup of thick cream. Let this boil a few minutes. When cool, pour this over a large dish of cabbage. Cabbage must be cut up very fine.

-9-

Apple Salad.

Take eight medium-sized apples, peel, core and chop fine, and sprinkle with celery salt. Add two-thirds cup of chopped nuts. Cover with the following dressing (cooled): One-half cup of vinegar and one-half cup of sugar with one heaping teaspoon of cornstarch mixed in it. Put in a saucepan and stir until sugar is dissolved, then add one-half cup of sweet milk (beat mixture rapidly to keep from curdling), and cook to a creamy consistency.

This is a fine sauce to serve with baked chicken instead of cranberries.

-10-

Peanut Brittle.

Shell a quart of peanuts and chop in small pieces. Put two cups of granulated sugar in a saucepan and place over a moderate fire. Stir continually from bottom until the sugar is entirely melted and of a rich brown color. The sugar will lump badly at first, but these will entirely melt in time. Turn the chopped peanuts and salt into the syrup and stir together, and quickly turn out on a buttered pan. When cold, break into pieces.

-11-

Mock Angel Food Cake.

1 cupful milk.
1 cupful flour.
1 cupful sugar.
3 teaspoonfuls baking powder.
The whites of 3 eggs.
Pinch of salt.

Process.—Set the cupful of milk in a pan of boiling water and heat to the boiling point. Into a sifter put the flour, sugar, baking powder and salt, and sift three times. Into this stir the boiling milk, and boil until smooth. Then add the three egg whites, well beaten. Fold the whites in carefully. Do not flavor the cake. Grease and flour the tin and bake in moderate oven.

-12-

Spanish Eggs.

Fry one large or two small onions to a nice brown in one heaping tablespoon of lard; then add one can of tomatoes, 1 tablespoon of sugar, a generous pinch of soda, and salt and pepper to taste. Cook down rather low. Pour this into meat platter. Then poach eight eggs and lay on top of tomato sauce.

-13-

Tea Balls.

Materials—
1 cup scalded milk.
¼ cup sugar.
1 teaspoon salt.
¾ cup melted butter.
2 eggs.
1 Magic yeast cake dissolved in ¼ cup lukewarm water.

1 pinch nutmeg.
¾ cups flour.

Way of Preparing.—When the milk is lukewarm, add 2 cups flour. Beat well and add the dissolved yeast; let rise. Then add the butter, sugar, salt, nutmeg and the well-beaten eggs. Knead well and let rise in a warm place. Shape into 4-inch lengths. Put into a well-greased pan, let rise, and bake in a brisk oven for twenty minutes.

-14-

Steak "Par Excellence."

As this is a season of war and we know not when the dreaded scourge may fall upon us, it behooves every conscientious housewife to practice rigid economy.

This is also a scientific age, and in order to prove an efficient cook we must study and prize nutritious foods. The following recipe is not only economical and nutritious, but is also an exceedingly delicious dish:

Buy a round steak, because it is the cheapest and most nutritious of all steaks. Beat it thoroughly; salt, pepper and flour it. Then drop it into hot grease and brown quickly on both sides. Then place it in a baking dish. Fry two or three onions and place upon the steak. With your grease, make a pan of thick, brown gravy and pour over the onions and steak. Over all this pour a small can of tomatoes. Cover and place in oven and bake two or three hours—the longer the better.

Try this when you are ironing or otherwise using the top of your stove and wish to utilize the heat of your oven.

-15-

"Sea-Foam" Filling.

Boil two cups of brown sugar and one-half cup of cold water until it forms a ball in cold water. Then pour the liquid over the whites of two eggs beaten to a froth, and beat until smooth. Then beat in one-half cupful of chopped nut meats.

This makes a delicious filling for cake.

-16-

Cabbage Slaw.

Cut the cabbage very fine, salt, and work up well. Let stand about fifteen minutes. Have your pan with lard very hot and put cabbage into it. Put in a tablespoon of sugar and sprinkle with pepper. Stir continually for five or ten minutes, until done. Add vinegar to suit taste, and just before removing from fire add one-half cup of sweet cream.

-17-

Ginger Bread.

½ cup sugar.
1 cup sorghum molasses.
¼ cup Cottolene.
1 cup buttermilk.
¾ cups flour.
1 teaspoonful each of cinnamon, ginger and soda.
½ teaspoon salt.
Mix well and bake in moderate oven 45 minutes.

-18-

Cheese Straws.

1 cup grated cheese.
½ cup butter.
¾ cup sifted flour (measured after sifting).
1 scant teaspoon of salt.
½ teaspoon of dry mustard.
A pinch of red pepper.
4 teaspoonfuls of cold water, or enough to moisten. Use care not to get too much.

Roll out thin like pie crust; cut in strips ¼ inch wide and any desired length (I prefer about five inches). Bake in a moderate oven to a light brown color.

Served with salad or with coffee, these are delicious.

EAST MOUND.

EAST MOUND, Texas, Feb. 22.—Mrs. Frank Dougherty has returned from a three months' visit to Illinois. Mr. Clayton Eiring was a visitor at Mr. Wallace's Sunday.

The Wallace children are back in school this week. They fidgeted Wednesday and were released from quarantine Thursday. Mr. Long's little girl is doing nicely, and they expect to be released this week.

Mr. J. B. Long has been quite sick for several days with the la-grippe.

On last Monday, at Plainview, Mr. L. V. Brittain, of Childress, and Miss Myrtle Cox, of this community, were quietly married, Judge Lewis performing the ceremony. Mr. and Mrs. Brittain left Wednesday for Childress, their future home, followed by the best wishes of a host of friends.

A fine rain fell here Friday night, and the wheat is looking much better since then.

LOCKNEY.

D. C. Lowe was in Plainview Monday and Tuesday on business.

Mrs. Brewster spent Saturday and Sunday in Plainview with her sister, Mrs. Shafter.

Ben Smith left Monday on an inspection trip for the Insurance Department.

Miss Bessie Thompson, of Floydada, visited Miss Jeffie McGhee last Saturday and Sunday.

John Broyles, Rayburn Thompson and Misses Lucy and Jeffie McGhee, Mattye Lee Wilson and Bessie Thompson motored to Plainview Sunday.

Mrs. Hadley, who has been on a visit to her parents, Mr. and Mrs. McCollum, left Monday for her home, at Clyde.

Our Plants Are Superior

WHY?

Because We Use:

The heaviest Riveted Casing and Screens of non-rusting materials.

The Layne Shutter Screen, which does not sand-jam, but admits a free flow of water to the pump, thus reducing the lift.

The Layne Pitless Pump has large roller thrust bearings and bronze vertical bearings, protected from the sand, which are perfectly aligned and lubricated by our Patent Oiling System. All working parts are accurately machined.

Our prices are right if you consider QUALITY and WATER

Layne & Bowler Company

Plainview, . . . Texas

Well and Water Supply Contractors



What Rigid Inspection Means

Maintaining the quality of a number of products with a large business and varying buyer's requirements is not always a simple matter. It can only be accomplished where the most careful inspection of all products is frequently made.

At Port Arthur, Texas, laboratories are maintained to permit of the continuous inspection of Texaco Products manufactured there, so that quality, for which they are famous, will be kept up. These laboratories have further matters to consider, for they are the places where new ideas, methods and possibilities are thoroughly tried out and investigated with the object of providing the best possible means of manufacture and the most practical value. Port Arthur laboratories are a part of Texaco Quality and Service by which these products made in Texas have been foremost in oil manufactures.

Quality and Service are available for you in your own town. Consult our agent. He can tell you what you need. The product will please you.

The Texas Company
General Offices, Houston, Texas

No. 21



MORE LIVE STOCK NOW THAN A YEAR AGO.
Government Statistics Contradict Reports That Prices Will Reach Unprecedented Figures.

For the first time in many years, information collected by the Department of Agriculture shows that all classes of live stock in the United States are increasing in numbers. Thus the real facts contradict, absolutely, sensational reports that prices for meat and shoes would rise to unprecedented figures in the immediate future. It has even been said that a Government statistician predicted meat at 50 cents a pound and shoes at \$10 a pair within the next two years. Such a prediction, the real Government statisticians say, is quite unwarranted.

On January 1, for example, the number of beef cattle showed an increase of 3.4 per cent over the number a year ago, and an actual increase of 1,212,000 head. Hitherto the number of beef cattle in the United States has declined steadily since 1910. There are also more milch cows in the country than last year, the increase being 2.5 per cent, or, in round numbers, 525,000. Swine, however, showed the greatest increase of all classes—9.6 per cent. On January 1, 1914, there were only 58,933,000 swine in the country; on January 1, 1915, 64,618,000. This is accounted for by the fact that the production of swine can be increased more rapidly than that of other classes of live stock, and consequently an enlarged demand can be met more readily.

The prediction of 50-cent meat and \$10 shoes was accompanied by the declaration that France alone has taken from America nearly 300,000 horses within the last five months, and that the other countries at war have drawn upon our resources in the same proportion. The facts are that more horses were on the farms of the United States on January 1, 1915, than there were a year before, the increase being 233,000 head, or 1.1 per cent. So far from France having taken 300,000 horses from us, the total exports since the war began have certainly been less than 100,000 and very likely not over 75,000. Since there are approximately 25,000,000 horses altogether in the United States, the drain on account of the war is scarcely alarming.

It is, in fact, pointed out by Government statisticians that the market value of farm horses has actually declined to such an extent that the average is now about \$6 a head less than a year ago. This decline is most noticeable in the cotton States and in those States which make a business of breeding horses for sale in other sections. Mules have declined even more than horses, their value being now \$11.50 per head less than a year ago. The explanation is to be found in the depression on account of the cotton situation in the South, which is the great market for mules. An improvement in this respect will do much to restore the demand for horses, so that Government specialists, while ridiculing the notion of a horse famine, are convinced that farmers will find it profitable to use good work mares for breeding more stock.

As for hides, the situation is not quite so clear, but even here there has been much gross exaggeration. From two-fifths to less than one-half of the leather used in this country is imported, about 25 per cent of the foreign hides coming from Argentina, 15 per cent from Canada, 11 per cent from Mexico, 8½ per cent from European Russia, and 7½ per cent from France. Since the outbreak of the war importations have shown a certain falling off, those for September, 1914, for example, being only 34,000,000 pounds, instead of 45,000,000 pounds the year previous. There is, however, little reason to suppose that this decrease will be permanent or of sufficient importance to create any real scarcity. Since the great bulk of the imported hides comes from countries that are not at war, shipments are not interfered with in any way, and the only new factor to be considered is the possibility of an increased demand by the warring countries.

It is believed, however, that the United States is now in better condition to face such a situation than for years past. The tide, it seems, has turned. Instead of live stock steadily decreasing year after year, this year for the first time, as has been said, all classes show an appreciable increase. Including horses, mules, milch cows, beef cattle, sheep, and swine, there were on January 1, 1915, 7,712,000 more farm animals in the United States than on January 1, 1914. The increase in the total value was \$78,024,000, or 1.3 per cent. It is quite true that this increase is not yet proportional to the increase in population, which is approximately 2 per cent; but the fact that there is an increase, that the tide seems definitely to have turned, is regarded as a sufficient answer to alarming exaggerations and misleading figures.

WOULD FREE HOME SLAVES.
Dr. Woods Hutchinson Urges Smashing All the Dishes.

From the Boston Post.
 "Smash all the dishes!"
 "Down with the 'homelike kitchen!'"
 "Fire all the servants!"
 "E!p cut all the walls of the home!"
 "Build houses of glass!"
 "Do away with foolish diet fads!"
 In one breath did Dr. Woods Hutchinson, the writer and hygienic expert, shatter all cherished New England home traditions a few days ago.

The woman in the home is a slave and her methods are no farther advanced than when the Mayflower first brought her to Plymouth in 1620, he said.

Startling substitutes for their shortcomings did the hygiene expert advance. Not until she follows his advice and adopts his suggestions will she be an intelligent homemaker, he averred.

Too Much Time in the Home.
 "The present-day housekeeper and her hired girl are surviving types of the slave status," the doctor declared with considerable emphasis. "In the first place, the modern woman still spends too much time in the home. She will never be able to give intelligent consideration to her household as long as she confines her interests to its four walls. If women do not want to do things outside, they should be compelled to."

"But what about the dishwashing and all the routine duties that keep women in the house?", the doctor was asked.

"Ah, that is just the trouble. There shouldn't be any dishes. The dishes should all be smashed, or, if you want to show them off, put them in a cabinet and lock them up."

China dishes that must be washed after every meal are unpractical and unnecessary. We should break all the dishes and substitute varnished or paraffined paper plates, that can be burned up after each meal.

"Women haven't yet learned that the kitchen is a laboratory. I have heard housekeepers say, 'Oh, I like a big, cozy kitchen. It is so homelike!'"

"Now the model kitchen is small enough to enable one to reach for anything she wants without getting up from her chair. The floor should be of tile or cement, and the walls of tile, so that they can be cleaned by turning a hose on them."

Should Have Communal Kitchen.
 "This house kitchen," Doctor Hutchinson continued, "should only be used in preparing the minor part of the meal. The big staples should be prepared in a communal kitchen. The meats and the coarser vegetables can be prepared here, and the menu sent around to the homes for the housewife to choose from."

"The greatest trouble with the women of today is that they have not standardized their work. The day of the general worker is over. When women begin to do their work with brains, instead of hind feet, they will find that housework is simple and fascinating."

"Girls should be trained to do one branch of housework, and one only. As soon as she had finished her specialty in one home she would pass on to the next, and another girl would come in and do the work for which she had been specialized."

"As for the general housecleaning, that should be done by a squad of house launders, who, with vacuum cleaning machines, could rid the house of every grain of dust in a few minutes."

"There should be no servant class," the doctor further declared. "If we should substitute instead a skilled and trained class of workwomen and workmen, the name 'servant' and its attending stigma would be banished."

To simplify household labor further and to preserve health in the home, Doctor Hutchinson advocates the ripping out of partitions that divide the house into various rooms.

"With the exception of the compact laboratory kitchen, the whole floor should be free from obstructing walls," he stated. "Of course, one could have movable partitions to set up at one's will, but there should be no built-in partitions."

House Should Be of Glass.
 The house itself, according to Doctor Hutchinson's plan, should be built of cement, steel and glass, much like the factories. No house should be allowed to stand after fifty years.

"At least two-thirds of the wall space should be glass," he maintained, "and no one need hesitate to throw stones on that account, because glass may be made resistible."

"One could use shades for the portion of the house where the light is too strong, but the old idea about privacy should be done away with."

The bedroom of the model house advocated by Doctor Hutchinson should be built like a closed-in porch, so that two of its sides may be thrown open to light and air.

In addition to spending too much time on their household, most women,

Doctor Hutchinson says, worry too much about their diet.

"These diet fads are foolish," he concluded impatiently. "Now, there are many people worrying themselves ill trying to avoid eating meat. As a matter of fact, the vigor and health of a people is in proportion to the amount of meat they eat. Americans eat more meat than any other people, and they are the tallest and strongest race."

TRY IT! SUBSTITUTE FOR NASTY CALOMEL

Starts Your Liver Without Making You Sick and Can Not Salivate.

Every druggist in town—your druggist and everybody's druggist—has noticed a great falling off in the sale of calomel. They all give the same reason. Dodson's Liver Tone is taking its place.

"Calomel is dangerous and people know it, while Dodson's Liver Tone is perfectly safe and gives better results," said a prominent local druggist. "Dodson's Liver Tone is personally guaranteed by every druggist who sells it. A large bottle costs 50 cents, and if it fails to give easy relief in every case of liver sluggishness and constipation, you have only to ask for your money back."

Dodson's Liver Tone is a pleasant,

tasting, purely vegetable remedy, harmless to both children and adults. Take a spoonful at night and wake up feeling fine; no biliousness, sick headache, acid stomach or constipated bowels. It doesn't gripe or cause inconvenience all the next day like violent calomel. Take a dose of calomel today and tomorrow you will feel weak, sick and nauseated. Don't lose a day's work! Take Dodson's Liver Tone instead and feel fine, full of vigor and ambition.

A POPULAR VERDICT.
Based on Evidence of Plainview People.

Grateful thousand tell it—
 Of weak backs made strong—
 Of weak kidneys made well—
 Urinary disorders corrected.
 Plainview people add their testimony.

They praise Doan's Kidney Pills. Plainview evidence is now complete.

Plainview testimony is confirmed; Reports of early relief substantiated. Merit doubly proved by test of time. Let a Plainview citizen speak:

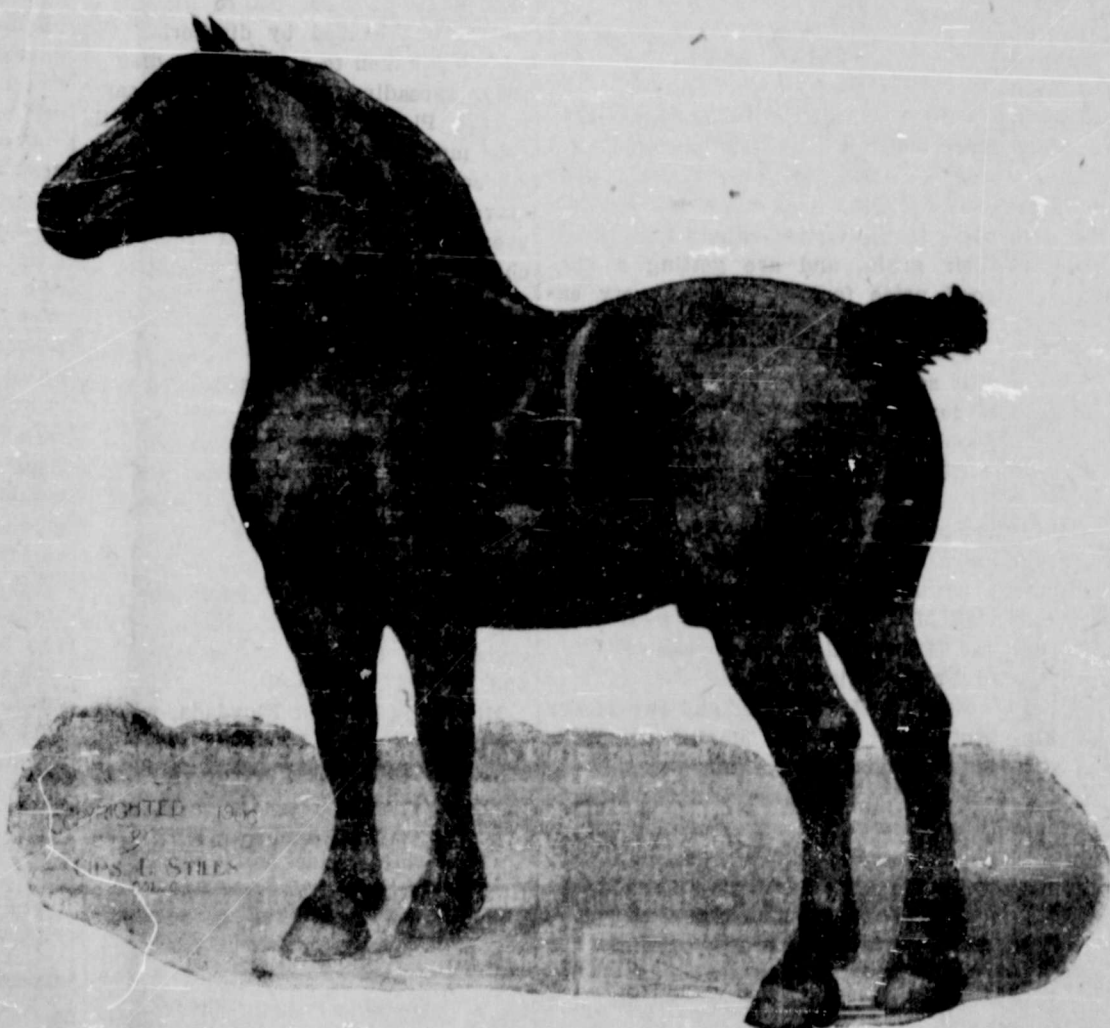
Mrs. C. Reven, Plainview, says: "I used Doan's Kidney Pills for backache and other kidney troubles. They gave me wonderful relief when I was so stiff and lame that I could hardly stoop. Judging from my own experience with Doan's Kidney Pills, I can recommend them for trouble from the

back and kidneys." (Statement given January 18, 1911.)
 whenever I have used them." Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Reven had. Foster-Milburn Co., Props., Buffalo, N. Y. —Adv.

Letter Heads	SERVICE	Envelopes
	We recently heard of a little girl who planted a peanut one day, and dug it up the next expecting to find a Steam Roaster with an Italian attachment.	
	We know lots of men who will shave their printing appropriation with a non-safety razor and then get busy filling their fountain pens to make out deposit slips.	
	Remember, printing does not demand price alone—but quality and service, and the minute you expect to get more out of it than there is in it, you're in the class with the little girl and the peanuts.	
	The Herald Press Commercial and Job Printers Telephone No. 72	
Bill Heads	QUALITY	Booklets

COPPER
NO. 6379

Is a full blood registered Percheron Stallion. A very dark chestnut sorrel, stripe in face. Weight 2000 pounds and is not fat; has weighed 2200 pounds. He is 18 hands, well-boned and muscled, and unusually well proportioned. This horse is sound in every respect; has been examined and given perfect bill of health by the Illinois State Veterinarian.



Will stand the season of 1915 at owner's barn 6 1-2 miles east and 2 1-2 miles south of Plainview, or 7 1-2 miles west and 1 1-2 miles north of Lockney.

Terms: \$15 to insure Mare in Foal

This horse will be shown the first Monday in March at Overall's Barn in Plainview, and the first Saturday in March at Lockney.

F. M. DAUGHERTY
 Plainview, Texas

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

—Published Every Tuesday and Friday Evening 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.

FAR-SEEING.

A current press report announces that a check for over seven thousand dollars has been sent the postmaster at Fort Worth for postage on a large number of catalogues from a New York mail order concern.

This postage did not represent one-fourth of the cost of the catalogues.

Often people wonder why these concerns can afford to spend such large amounts of money for their catalogues and advertising. The answer is this: They are advertising, not in the hope of getting their money back in immediate sales, but in profit accumulating from years of patronage of customers. The customer sees a quoted price lower than he pays the home merchant. He does not realize that this price is for the product in New York, and not in his own possession. The merchant buys low in New York or Chicago, but the transportation charge and the cost of keeping the article where the customer can secure it on a minute's notice enter into the element of cost with him.

The mail-order house sets aside a part of its capital to invest in advertising, Mr. Merchant. Every customer he secures in the Plainview country is at your expense. He advertises for his business in a way which is costly to him, far more expensive and not nearly so effective, dollar for dollar, as your advertising can be made.

BOOKS—THEIR USE.

Books are fine things to have around—so our father and mother always instructed us. They told us that the best way to become great men was to attend to our books, and pointed out "Little George" as a shining example. They didn't exactly expect us to

become fathers of our country, but they hoped that we would do something similar. To this end they purchased many half-calf editions from traveling salesmen. These volumes contained everything from "Sidney's Sonnets" to "Cranfield." In vain we were besought to browse amongst these flowers of literature. Sometimes when we had nothing else to do we used to go into the shut-up "front room" and try to reach the balcony scene from "Romeo and Juliet" or the death scene from "Othello." But we much preferred to steal down behind the bridge and drink in the forbidden delights of "Diamond Dick" and "Capitola's Peril."

As we grew older and began to call on young ladies, we found other uses for books. We used to pore over the "Gentleman's Handbook of Etiquette," and acquired much useful knowledge as to the correct time for arriving, leaving, etc. Then we went to college. We thought that we should need many books, and spent half of our first month's allowance for texts. After that we found other uses for our money. The only manual that ever found its way into our hands was a book of football rules.

We emerged from college and became entangled in matrimony. Then it was that we realized the real importance of books. There were only two books in the world, the bank book, mostly blank, and the book that our wife kept on a nail behind the stove. Somehow these two books never would balance. Life became a continual effort to make them do so.

We now look upon books with calm eyes. Our wife even buys them sometimes for the children—half-calf editions. They come in handy when the baby's chair is too low for the table. But our masculine mind bothers with them no longer. We have the newspapers.

KANSAS CITY STOCK

MARKET IN DETAIL.

KANSAS CITY STOCK YARDS. Feb. 22.—Up to this time there has been no change in quarantine regulations respecting shipments of live stock out of St. Louis and Eastern markets. At each market everything that arrives must be slaughtered. Chicago is permitted to ship to a few Eastern points, but not enough to count. There are no restrictions on shipments of killing grades of live stock out of Kansas City, and good orders are expected here Monday.

Prices have ruled 30 to 50 cents higher here on cattle since Tuesday, on account of orders from Eastern killers being filled here. The kind of steers that sold at \$7.25 and \$7.35 Monday now bring \$7.50 to \$7.75, and cheaper grades have advanced as much, cows more. A number of shipments of fed Western steers from Northern Colorado, Utah, and Idaho were here the first of this week, steers at \$6.80 to \$7.60, bulls \$5.75, the top steers selling Tuesday before the market made any advance.

In the quarantine division shipments from Frank Corn brought \$6.35 Monday, and \$6.65 Thursday.

Demand for stockers and feeders will be back to normal next week, as Kansas takes off restrictions on cattle coming into the State, beginning Monday. A good many Kansas buyers have been waiting for the first chance to ship cattle from here to their homes. Illinois and Iowa buyers have been here this week, paying top prices for feeders, up to \$7.50.

Hogs have been working lower, although a good order buying trade is holding prices up here better than elsewhere. Tops here yesterday brought 5 cents above St. Louis, 15 cents above Chicago, 15 cents above St. Joseph and 25 cents above Omaha. The market is 5 to 10 cents lower today, sales of light hogs up to \$6.70, bulk of sales \$6.45 to \$6.60, receipts 10,000. Heretofore all breaks have stopped around the \$6.50 mark, according to which rule some advances will be due next week.

Sheep and lambs sold well this week, the market advancing 25 to 40 cents the first of the week, and holding the gain. Order buyers have paid top prices each day since Monday, including today, when they paid \$8.35 and \$8.40, packers paying \$8.30 for all the good lambs order buyers did not take,

receipts 8,000. Some second-quality ewes brought \$6.40 yesterday, no prime ewes received this week. Feeding lambs sell up to \$8.15.

J. A. RICKART,
Market Correspondent.

SPRING LAKE.

SPRING LAKE, Texas, Feb. 17.—Everybody is enjoying our beautiful weather, and are also making good use of it, as a good many are farming, some threshing and others hauling off their grain, and are getting a very good price for it, which is very encouraging.

The first of March (moving time) will soon be here, and we are sorry to say some of our good Spring Lake people are going to leave us. D. B. Shifflett and family will move to Hurley, P. D. Vore will move on his place in Spring Lake. W. E. Lamberson will move to Plainview, and has rented his place to Charles Troxell.

H. M. Packard and wife, P. D. Vore and Mr. C. Roles made a business trip to Friona this week.

Mrs. W. Hall's sister and two of her brothers from New Mexico are visiting her this week.

Miss Leona Troxell had the misfortune to get her arm thrown out of place last Friday night as they were coming to Literary, caused by the horse getting frightened and upsetting the rig. She was taken to Plainview for treatment.

Mrs. J. L. Linville is on the sick list.

Mr. W. Hall and family are Plainview visitors today.

Mrs. M. E. Cleavinger and Mrs. Vore spent the day Monday with Mrs. Lou Linville.

The Christian Endeavor social and business meeting will be held next Friday night, at W. S. Hall's.

There will be a social at E. U. Rudd's tonight, in honor of Miss Viola Rudd, of Hereford.

Sunny Side School gave a box social and entertainment the 5th. Proceeds amounted to near \$48.

Spring Lake Literary Society will have a box social after their next literary entertainment, February 26th. Everybody is invited to come and have a good time.

Mr. Ball, of Kansas, is here looking after his business interests. Brother Foster and wife have been granted a six weeks' vacation, which they will spend in visiting relatives in

Oklahoma and his parents, in Virginia.

Mrs. Milton Ott entertained the Ladies' Aid and Missionary Societies all day last Friday. All report an enjoyable time.

Mr. Diggs, of Plainview, made his regular rounds at Spring Lake last Saturday.

W. O. Heeber visited Canyon over Sunday, and brought his motorcycle home with him. After many bumps and bruises, he reached here about 6 p. m. Monday evening.

Norman Cleavinger, of Spring Lake, who is now attending school at Canyon, was one of the two delegates sent from the Y. M. C. A. of that place to the State Convention, at College Station. At their last meeting, he was also put in as president of their society.

Mrs. E. Geist and daughter, Nova, visited Mrs. Duncan, in Hereford, last week.

Miss Mamie and Dwight Axtell entertained Mr. and Mrs. Houston, Mr. and Mrs. Yelton and Mr. J. B. Linville last Saturday.

Mr. M. E. Cleavinger thinks by the time he gets his house done he can hang out his shingle as a first-class carpenter and contractor.

PRAIRIE AVENUE.

PRAIRIE AVENUE, Texas, Feb. 23.—Monday was Washington's birthday.

The singing class met at Liberty Sunday evening.

Walter Boedeker was a pleasant caller at the W. G. Williams home Sunday.

A fine rain fell here Friday night and almost all day Saturday, which was fine for the farmers.

Mr. and Mrs. Neil moved to Fort Worth last week.

Mrs. Myrtle Glave has returned to Abernathy, after a few days' visit with Mrs. J. A. Pullen.

W. C. Ooley is having an addition built on his house, and will have a new well dug this week.

Another fine rain fell here Sunday night.

Providence will have three more months of school.

Frank Hudgins was a caller at the Chas. Crouch home last week in quest of a hired girl.

Miss Icie Crouch went to Plainview the first of the week to work for Miss Wofford.

There will be a basketball game between Lone Star and Providence next Saturday, at Providence.

Rev. Phillips preached here last Sunday to a good-size crowd.

RAMSEY.

RAMSEY, Texas, Feb. 22.—The Ramsey people are grieved over the report of little Guy Williams' death, which occurred Friday, February 19, at 10:10 o'clock. Little Guy was taken sick about a week before his death, which was caused by diphtheria. All care was taken to prevent this disease from spreading. Mr. Williams came to the Plains three years ago. His first move was to the Wake community, southeast of Floydada. Then he moved to Ramsey, where he has lived ever since. He has four remaining children. These he had vaccinated, to prevent them from taking the same disease. We all extend to the bereaved parents our kindest sympathies. Services were held at five o'clock by Rev. R. E. L. Muncy.

Mrs. Myrtle Newsome, who has been out here visiting relatives, left for Clay County, where she will make her home.

Mr. T. H. Tedford and wife have moved from Floydada to Lockney.

Miss Ada Russell came up from Cedar Hill to visit her parents, Mr. and Mrs. E. E. Russell.

Miss Mily Bell, of Floydada, who is visiting her aunt, Mrs. Williams, was a visitor at the Cedar Hill entertainment.

Misses Lucy and Grace Gentry spent Sunday with Miss Mary and May Russell.

G. R. Evans made a business trip to Floydada last week.

T. H. Tedford and Alford Russell made a business trip to Floydada last week.

Mr. Charley Bell, of Floydada, is a visitor at the Williams home.

G. W. Wiley, of Floydada, was a visitor at J. A. Wiley's last week.

MAKING RARE OLD RUGS.

A Kob, Such as Christ Drove From the Temple, May Have Tramped the Age Into Your Oriental Rug.

From "Where Adam and Eve Lived," by Frederick and Margaret Simplich, in the December number of the National Geographic Magazine.

Here is such a mob as Christ drove from the temple—a vortex of usury. For a thousand years brown men in turbans have bought, bartered and sold, wheedled and cheated in this magic old mart. From Tokio to Teheran there is no such place where Europe's hand seems absolutely

stayed. If Herodotus came back he could see no changes since his day.

The shopping streets seem like tunnels. They are arched overhead with brick to keep out the heat; thus they run, like subways, up and own the bazaar quarter. Through these long, stifling, faintly lighted tunnels throngs the eternal crowd of men, mules and camels. On each side are stalls no larger than telephone booths.

Crosslegged in each booth, his wares piled high about him, sets the Arab or Jew trader. Brown women, their faces hid by yashmaks, upset the ordered piles of goods and haggle shrilly. Here, as in Peking's famous "Pipe Street," men selling similar wares are grouped together.

What would New York say if all the cigar stands were in Brooklyn, the bootblacks in the Bronx, and the lunch counters in Newark?

A Babel of Voices.

Up from a myriad of throats comes conversation in Arabic, Armenian, Turkish, Kurdish and Persian; in Greek, Hindustani and French. "Barlack!" your guide yells to loafers in your path—"Get out of the way!" "Barlack, Erfendi!" if the loiterer is more than mere clay.

The peddlers have a sense of humor. The flower vender shouts, "Salih Hamatak!" literally, "Appease your mother-in-law." The roast pea man sings out, "Umm Ennarein!" or "Mother of Two Fires," meaning the peas are twice roasted. Slow-moving camels do not "keep close to the curb," as police regulations would require of them elsewhere. Here are no traffic rules. The rudest and strongest only move with freedom. They and the vagabond dogs, thousands of whom sleep in the filth underneath, are undisturbed.

Often you may see a fine rug lying flat in the filth of the narrow street, ground beneath the tramp of men and beasts; but there is method in this. Foreigners make Oriental rugs, bright and new, in Persia, and sell them through Bagdad. Since an "old" rug is worth more, wily brokers have hit on this shameful way to make a new rug look old; the latest art effort thus soon becomes a "rare old rug," so far as the eventual owner in America knows.

In short side streets are theaters, gaudy places where night is turned to day and much coffee is consumed. Here fakirs eat swords, pull live toads from soiled turbans and roll chickens into snakes.

And everywhere, elbowing the throng, are the neat, brightly-uniformed officers of the Young Turk army, come in from the foreign quarter to see the old bazaar. The ragged, slouching "zapt'ehs" of Abdul Hamid's day are gone from view.

One Man Carries 700 Pounds.

Giant Kurds, called "hamals," do the carrying. I saw one Kurd carry seven hundred pounds on his back, a belt passed over the load and beneath his bent head to balance the weight. A hamal in summer lives almost wholly on "khiyar" (raw cucumbers), eating over three pounds daily.

The bazaar folk eat strange things. Strips of fat from the fat tail sheep are much eaten; then there is goat sausage, manna, gourds, pomegranates, citrons, skins of dried dates and figs, mutton, beef—everything but pork. No one starves. Beggars are few. Much grain comes down from up the Tigris on keleks.

Coppersmiths and Shoemakers.

Old-time arts flourish here, too. Coppersmiths, naked to the waist, hammer furiously in the subdued glow of their forges, making vases, urns, and kettles of quaint beauty. Some of the trays they make are five feet across. Bedouin fancy these. They say huge vessels indicate huge generosity. Here is much fine camel gear, too, and mule bridles decorated with colored shells, and pistol holsters all silk embroidered.

In one shop I saw more than four hundred shoemakers, every man turning out exactly the same kind of a shoe—the eternal red ones with curved toes. Much ancient armor, weapons, Babylonian coins, and other alleged

J. J. Lash's REAL ESTATE CORNER

For Sale, Exchange, Rent, Lease

Phone 653, Front Room Opera House Bldg.

160 acres one mile Hale Center; 120 acres under cultivation; well and windmill. Must sell by March first. Best bargain in the Shallow Water Belt.

320 acres across the road from Crockett Land Company; some improvements. Owner must sell below the market price.

160 acres land near Cone, Texas, between Floydada and Crosbyton. Will sell for \$18,000 an acre, ten years' time, not one cent down, if purchaser will build house and improve.

3,000-acre ranch, well improved; alfalfa, orchard, good barn and house; 600 acres under cultivation. Nine miles from railroad; in Shallow Water Belt. Will make the best cattle ranch in country. Will sell and give easy terms. Price is less than half of what is being paid for ranches not any better than this.

I have the best colonization proposition in the United States located right in the Shallow Water Belt. Farmers all around it; near railroad; Shallow Water Belt. I can handle this proposition on sales contract if company is ready to take hold and begin selling at once. Price right, terms right, interest right.

I am still having calls for rent houses.

I HAVE MOVED MY OFFICE FROM HOTEL WARE BUILDING TO GROUND FLOOR OPERA HOUSE BUILDING. J. J. LASH, REAL ESTATE AND RENTALS. PHONE 653. LIST YOUR BARGAINS WITH ME.

At The Theatres

OLYMPIC THEATRE.

Wednesday, February 24.

"EXPLOITS OF ELAINE"—Episode 7 (in 2 parts) Special Serial

"Fatty's Jonah Day" Keystone Comedy

"Little Country Mouse" Majestic Drama

Thursday, February 25.

"HUMAN HEARTS" (in 3 parts) Imp Drama

"A Messenger of Gladness" Thanouser Drama

Friday, February 26.

EDWARD ABELES IN "READY MONEY" (in 5 parts) Paramount Production

Saturday, February 27.

"FATTY AND MINNIE HE HAW" (in 2 parts) KEYSTONE DELUXE

"His Responsibility" (in 2 parts) Reliance Drama

MAE L. THEATRE.

Wednesday, February 24.

"The Hellness and the Crook" (in 2 parts) Eclair Drama

"The Tricky Flunkie" Joker Comedy

"Mutual Girl" Reliance Drama

Thursday, February 25.

"PERILS OF PAULINE"—Episode 11 (in 2 parts) Special Serial

"Shorty Falls into a Title" (in 2 parts) Broncho Drama

Friday, February 26.

"His Taking Ways" Keystone Comedy

"In the Candle Light" (in 2 parts) American Drama

"His Doctor's Orders" Joker Comedy

"Within the Gates of Paradise" Imp Drama

"School Teacher at Angel Camp" Frontier Drama

Saturday, February 27.

Warren Kerrigan in TERRENCE O'ROURKE SERIES (in 2 parts—

"Empire of Illusion") Victor Drama

"The Black Hands" Sterling Comedy

"Fatty's Wine Party" Keystone Comedy

antiquities are offered for sale. Most of this junk is made "fresh every hour" in Birmingham, especially for the Bagdad trade. Wordly-wise traders, realizing that rare things cannot be had in abundance, are meeting the curio demand in a business way.

Mrs. P. J. Woolridge is in Amarillo, the guest of relatives and friends.

Dr. I. E. Gates occupied the pulpit at the First Baptist Church in Crosbyton Sunday.

H. S. Hilburn went to Clarendon yesterday, where he was on the program at a literary society banquet last night.

SPELTZ SEED.

For sale by J. F. GARRISON, Shallow Water Land Co. —Adv. 2t.

COTTON RAGS WANTED.

Will pay 3c a pound for good, clean cotton rags. SHAPER PRINTING CO. —Adv. 3t.

REAL ESTATE TRANSFERS.

H. H. Tilson to P. L. Gardner, lot 9, block 3, Central Park Addition to Plainview. Consideration, \$500.

J. L. and Martha L. Firth to L. N. Dalmont, the J. M. Martin homestead. Consideration, \$12,800.

L. N. and H. E. Dalmont, east 1/4 survey 90, block No. 44. Consideration, \$12,176.

Jas. R. and Anna DeLay to J. E. Lancaster, release on survey 15, block 51.

J. H. and S. F. Wayland to L. D. Harrison, lot 4 in block 95, College Hill Addition to Plainview. Consideration, \$200.

F. and Sude Faulkner to Paul Faulkner, lots 1, 2 and 3, block 35, C. P. C. Addition to Plainview. Consideration, \$1,500.

A. E. Barkemeyer to E. M. Carter, north 1/2 survey 12, block A1. \$1 and other consideration.

G. W. Gray to E. H. Humphreys, lots 1 to 22, inclusive, block 121, Hale Center. Consideration, \$500.

"MEN" LAST CALL

Sharp Reductions Still Being Made On Hirsh Wickwire Co. Finest Tailored Ready to Wear Suits. They Are So Different From Other Makes. Get Yours While Selections Are Still Ample

REINKEN'S

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SOCIETY

Telephone Number 72

ANNOUNCEMENTS.

Mrs. H. C. Randolph will entertain the Highland Club at Forty-two Thursday afternoon at three o'clock.

The Entre Nous Club will meet with Mrs. Hady Hubbard Thursday afternoon.

WAYLAND PLAYS BIG HOUSE AT HALE CENTER FRIDAY.

"Among the Breakers," a clever play presented by a clever cast of Wayland College students, packed the auditorium of the Hale Center High School Building, where it was presented Friday night.

The play was given under the auspices of the Hale Center Mothers' Club.

MOTHERS' CLUB.

The Mothers' Club met at the High School Building Friday afternoon, February 19th, the president, Mrs. J. L. Wheeler, in the chair. An interesting program on Texas history was rendered and ways and means discussed for paying for the piano recently placed in the High School Building. The club members are hoping to have a public spelling bee some time in the near future, and charge a small admission price at the door, the fund being devoted to meet the monthly installment on the piano.

AVON SKETCH CLUB PLEASES LARGE AUDIENCE IN RECITAL.

Saturday evening the Avon Sketch Club gave their recital, under the auspices of the Plainview High School and Wayland College. The variety of numbers on their program made the hour and a half entertainment enjoyable from beginning to end. Especially pleasing was the work of the reader, Miss Gray, whose selections offered range and nicety of interpretation.

Prof. B. M. Harrison announces that there will be one more number on the lyceum course, L. A. C. Orchestra, on March 1st.

METHODIST CIRCLE MEETS WITH MRS. T. E. RICHARDS.

Circle No. 3 of the Woman's Missionary Society of the Methodist Church met with Mrs. T. E. Richards Monday afternoon. Owing to the bad weather, the attendance was not large, but a very enthusiastic meeting was held.

"Missionary Women and the Social Question" is the book that is studied at these meetings. Some excellent papers were read, that proved of interest and showed careful preparation

on the part of the writers.

After the program was carried out, refreshments were served by the hostess.

The next meeting will be held with Mrs. Chli Slaton.

MYSTIC CLUB IS TAKING TEXAS U. GROUP WORK.

Friday on this page the statement was made that the "As You Like It" and the Browning Clubs were using the group study courses of Texas University. The Mystic Club and the Browning Club are the two using the service.

Prof. W. L. Payne, Jr., from the Extension Department of Texas University, will lecture sometime during April before the Mystic Club on "Southern Humor."

MRS. TURK HONOREE AT HOME OF DAUGHTER.

Mrs. Grady Pipkin Hostess to Halcyon Club in Honor of Mother, Visiting Her.

Mrs. J. M. Turk, of Hillsboro, met the members of the Halcyon Club and a few invited guests at the home of her daughter, Mrs. Grady Pipkin, last Friday afternoon. Five tables of "42" furnished the entertainment. During the afternoon the hostess was assisted in the serving of a salad course by Mrs. J. W. Willis and Mrs. George Hutchings.

The invited guests were Mesdames R. E. Meyers, Elmer Sansom, R. West Lemond, P. B. Randolph, W. F. Fyffe, J. W. Ryan and George Hutchings.

MRS. L. A. KNIGHT GRACIOUS HOSTESS TO BRIDGE CLUB.

Beautiful Home Decorated in Memory of Washington for Function This Afternoon.

This afternoon Mrs. L. A. Knight was hostess to the members of the Bridge Club at her home, on Wayland Boulevard.

As invited guests, Mrs. Knight entertained Mesdames D. H. Collier, Charles McCormack, J. A. Testman, Robert Malone and Miss Annie Maud Davidson.

National flags and cherry decorations enlivened the gathering. Tiny American flags served as favors in the serving of a fish course.

The club will meet with Mrs. R. W. Otto at the time of the next regular meeting.

Mrs. D. H. Collier won high score among the guests. Mrs. Hugh Burch won the honors for the high club score.

ELKS' WASHINGTON DANCE FEATURES NOVELTY DRESS.

Elks Over State to Wear Texas-Made Cotton Apparel at All Important Lodge Functions.

The Washington Birthday Dance at the Elk Club last night was made novel to those who attended by the appearance of eight members of the Elk fraternity dressed in white duck suits, shoes and hats, all made of Texas cotton.

The Elk lodges of the State contemplate large representation at the next annual National meeting, in Los Angeles, in July of this year. To insure uniformity of costume, they have adopted a slogan of "Have it made of Texas cotton in Texas," hence the novelty introduced at the dance last night.

About fifteen couples attended the dance. Music was furnished by the Mae I. Orchestra.

Out-of-town visitors were Misses McKinnon, of Floydada, and Bedford, of Amarillo, and Roy LeValle, of Sulphur Springs.

MANY ENJOY QUIANT BEAUTY AT WASHINGTON-COLONIAL TEA.

Ladies of Presbyterian Aid Society Entertain With Mrs. J. H. McKee.

Amidst a splendor of red, white and blue, diminutive George Washington gave each guest a small red hatchet as a memento of the happy entertaining of Mrs. J. H. McKee and the ladies of the Presbyterian Ladies' Aid Society yesterday afternoon, at the home of Mrs. McKee.

Adorned in quaint colonial style, Mrs. W. E. Risser, Mrs. George Saigling and Mrs. J. H. McKee welcomed the guests. Mrs. H. V. Tull and Mrs. J. W. Longstrech directed the guests to the dining room, where Martha Washington, in the person of Mrs. W. A. Todd, was assisted in the serving of tea from a rare old tea service from Scotland by Misses Kerr and Barrow and Mrs. McKee's house guests, the Misses Marie Bedford, of Amarillo, and Mary McKinnon, of Floydada. The serving table was richly banked with sweet violets.

During the afternoon, several readings and musical numbers were given.

GOULDY FAMILY TO HAVE REUNION AT PLAINVIEW.

W. M. Gouldy, of the Amarillo Grain and Coal Co., has had as his guests since Monday three of his brothers, George, who is in the grocery business at St. Louis, arrived in the city Monday morning. D. V., who is employed in the general offices of Layne & Bowler, at Houston, manufacturers of well screens, pumps and deep-well supplies, arrived here Monday night, over the Denver. J. B., who is employed with the Western Pacific Railway Company, at San Francisco, came in on the southbound Denver late Monday afternoon.

The three brothers and their sister, Mrs. W. N. Thompson, will go to Plainview today for a pleasant surprise to their parents, Mr. and Mrs. F. B. Gouldy. A younger brother, Bryan Gouldy, resides at home with his parents.

This is the first time the family have all been together for the past seven years, and the four brothers and Mrs. Thompson are looking forward to the meeting with much pleasure and anticipation. With the exception of W. M., who resides here, and George, who resides at St. Louis, the other brothers are unmarried.—Amarillo News.

CAPTAIN TANDY CELEBRATES SEVENTY-FIFTH BIRTHDAY.

February seems to be a favorite month in which men of distinction are born, and Captain C. W. Tandy is no exception to the rule. Saturday, February 20th, by invitation, a number of his friends gathered at his home to assist him in devouring a seven o'clock dinner, which consisted of a twenty-pound turkey and many other good things in like proportion. Covers were laid for fourteen, as follows: The host and hostess, Mr. and Mrs. E. T. Coleman and two daughters, Mr. and Mrs. J. F. Garrison, Mr. and Mrs. H. C. McIntyre, Mr. and Mrs. Will Spear, Miss Jeter and Geo. F. J. Stephens.

A beautiful snow-white cake was placed at the Captain's plate, with seven candles in one row and five in another, made fast in the frosting. Also the numbers 75 and 1840 were plainly visible on the snow-white surface of the cake. Speculation became rife as to the Captain's real age. One suggested 75, of course. Were not the figures there as plain as plain could be and were there not seven candles in one row and five in the other to settle all doubt, if indeed there had been any. Another suggested that the candles could as easily represent 57, and that the 75 so plainly written

was only the price of the cake, and the 1840 was the catalogue number by which you were to order them. Another suggested that the candles had no reference to his age, but to show how brightly his life still burns, and suggested that 18 and 40 were 58.

After dinner, some music and two readings by Miss Jeter were enjoyed by the guests. Conversation of the "good old-fashioned kind" followed until 10 o'clock, when all wished the Captain many happy returns, and departed.

A GUEST.

CHRISTIAN CHURCH.

The series of sermons being preached by the pastor of the First Christian Church on "Ideals" is creating quite an interest in the city. A large audience heard his address last Sunday, on "The Ideal Woman, from a Man's Viewpoint." The address next Sunday will be "The Ideal Home from the Home-maker's Viewpoint." A number of questions have been sent prominent men and women of the city asking their ideas concerning the qualifications of and dangers to the ideal home, the problem of divorce, etc.

The night subject will be "Moses—A Leader."

President C. F. McDonald and daughters, Misses Vancella and Euleone, each underwent slight operations yesterday.

Mr. and Mrs. Douglas Todd, of Amarillo, arrived Saturday to visit their parents, Mr. and Mrs. W. A. Todd, and to attend the Washington dance at the Elk home last night.

Rev. O. P. Kiker returned from Matador yesterday.

C. W. Sewell left for McGregor Sunday, for a visit with his father.

R. J. Whitfield, of the Amarillo Military Academy, was here Sunday.

L. F. Cobb went to Amarillo yesterday on business, returning today.

R. H. Whitfield, of Amarillo, arrived this morning. He will probably locate in Plainview.

W. E. Miller, junior member of the firm of Miller & Miller, who have purchased the Plainview Rubber Co., arrived this morning from Abernathy.

Mrs. W. S. Posey, of Lubbock, and Miss Medina Waller, of Lockney, underwent operations in Plainview Saturday.

Miss Louise Colville was here this morning from Amarillo, en route to Floydada.

Miss Nellie Holland left this morning for Canyon, where she is attending the Canyon Normal.

Mrs. Spawford McCauley was operated on Sunday.

R. L. Wilson returned this morning to Hale Center, after a visit of several days. During Lent it is recommended that all communicants exercise charity in its broadest sense in both thought and deed; practice self denial by remain-days with O. H. Campbell and family.

Rev. G. W. Taylor, evangelist, of Oklahoma City, left for Lubbock this morning, where he will conduct a meeting.

Lawrence Pyle, representing the Mitchell Automobile Co., left for Fort Worth this morning.

W. W. Watkins left on a business trip to Lubbock this morning.

Miss Louise Ball, of New Boston, will arrive Monday to be the guest of Miss Vera Newton. Miss Ball will assist in the orchestral work for the rendition of "Martha" by the Choral Club.

Mrs. E. C. Pain and children arrived yesterday from Weatherford to make Plainview their home.

Otis Trulove spent the week-end with his family.

Rev. J. S. Wicks, of Amarillo, returned to his home yesterday, after filling an appointment at the St. Mark's Episcopal Church.

Hal Brown and "Grandmother" Arnold are recovering from operations performed last week.

Frank Eiring purchased a Saxon roadster last week, from Brown Motor Co., local agents.

L. N. Dalmont returned yesterday from Lubbock, where he has been visiting with his son, Sam Dalmont, who was operated on recently for appendicitis. Young Mr. Dalmont is improving.

Frank Bone left yesterday morning for Canyon, on business.

Miss Agnes Gunkey has returned to her home at Tulla, after a visit with friends here last week.

Chas. Jordan made a business trip to Tulla last week.

Rev. M. S. Laveridge filled appointments at Red Hill and Vigo Park, in Swisher County, last week. He was accompanied by R. A. Long. While in the Vigo Park community they were the guests of R. W. Ray and family.

Franklin Blocksom, a student at Seth Ward College, visited at his home, in Vigo Park, last Saturday and Sunday.

NEW SILK WAISTS

We Place on Sale Today

PLAIN, FLOWERED AND EMBROIDERED

Silk Waists

BEAUTIFUL STYLES

AT

ONE DOLLAR FIFTY

Now Showing Spring 1915

Ladies Suits

Richards Bros. & Collier

WHERE PEOPLE WHO DRESS BEST TRADE

102 N. PACIFIC ST. 107 W. MAIN ST.

RICHARDS MAKES INTERESTING OBSERVATIONS OF NEW YORK STYLES.

East Dictates Variable Colors, and Cuts Governed Largely by War and Frisco Exposition.

T. E. Richards and Miss Higgins, representing the firm of Richards Bros. & Collier, returned from the Eastern markets Sunday morning.

When asked by a Herald reporter about the New York styles, Mr. Richards said:

"In America, outside New York City, manufacturers and salesmen of ladies' apparel say, 'This style is the New York latest'—'It's the rage in New York just now,' etc. The country over, people have come to look at Fifth Avenue and New York City as the Nation's fashion center. New York has heretofore largely depended on Paris for ideas, but this season, with Paris in confusion and some of the leading designers doing actual war service, only a few importations have been made. New York has to lead off in the style making for spring.

"Two factors have had to do with color schemes or cards for the coming season—the war across the Atlantic and the expositions in San Francisco and San Diego. And so we have a variety of shades contending for popular favor—battleship gray, Belgian blue, sand, and putty, and the adopted exposition colors, cascaba, travatine lattice, flag pole red, exposition gold, and Pacific blue. The sand shades, light or battleship gray, Belgian blue, and black and white checks lead in popular favor.

"The flower-figured taffetas, chiffons and voiles are very much favored for dresses and waists.

"All skirts are being made wider than for years past. Some are shown as wide as three and a half yards at bottom, or even wider, but the most popular skirt is from two and one-fourth to 2 and three-fourths yards wide. Skirts have high waist lines, are closely fitted at hips, the fullness being made by a graduated flare, pleats or gathers. The Tipperary skirt has strap of same material over shoulders.

"Practically all waists, coats and dresses are made high bust or empire effect. The lengths of suit coats are 24 to 30 inches. A few good styles are shown with Eton coats. Twenty-six to twenty-eight-inch lengths are most popular in the East.

"There are a variety of coat styles for both suit and separate wear. Many of these portray decided military lines. These effects are brought out in high collars, belts with make-believe bullets, pockets, buttons, etc.

"Silk, linen and cotton dresses and waists being shown now bear the same general lines as those I have already mentioned. Materials for suits and coats are poplins, satin-gaberdine, covert, and homespun mixtures. The better waists are made of Georgette crepe and crepe de chine. Lining crepe and crepe de chine. Leading and organdie.

"Millinery styles are inclined to sailor, Tipperary, turban and poke

shapes, sailor being taken more than all others. A charming effect is produced with the small hat and Tipperary veil. Dressy hats are made of lace. Chiffon and malines are used to good effect in various ways. A neatly tailored hat is excellent taste. A Panama shape, with colored band, a single rose or stick-up, makes a good street hat.

"Since skirts are being worn so much shorter, lace and button boots are popular footwear. The better styles of these have sand or gray uppers, and are worn without regard to the color of skirt or dress.

"Beyond a doubt, spring and summer of 1915 will be a fancy footwear season, with a decided tendency to favor lace effects in both high and low shoes."

LENTEN SEASON AT ST. MARK'S EPISCOPAL CHURCH.

From the beginning of Lent, on Ash Wednesday, until its close, on Easter Sunday, April 4th, the character of services at St. Mark's changes to a minor key, in keeping with the spirit of the season. Suitable week-day services will be announced from time to time. Sunday services will be held every Sunday morning at eleven o'clock, and the regular evening service on every third Sunday.

ing away from places of public amusement, and abstinence in word, thought and deed, that they may receive the blessings which the season will bestow in drawing nearer to God.

Service will be held on Good Friday night, of which due notice will be given. The vested choir will prepare a fine program of music for Easter. Until that time the music will reflect the spirit of the season.

BAPTISTS GET TOGETHER.

At the Baptist Church next Friday evening, from eight o'clock and on, the members of the church and their friends are to have a unique service. It is a "get together" meeting. The purpose of it is to get acquainted with one another. There have been more than one hundred members added to the church since Rev. O. L. Hailey came to be pastor. These are to be the honor guests. But all the members are to be there, and all friends are invited. The Ladies' Aid and Missionary Society will be hostesses. And a delightful musical program has been arranged. And much of the time will be spent in a social way. It promises to be a most delightful occasion. And everybody is cordially invited to come.

REPORTER.

Mr. Snyder, of Petersburg, had his car turn turtle on him and his family as he came around the corner out near Ollin Lewis' place, six miles west of town. His wife and children were in the car, we are told, and, although everyone was bruised a little, no one was hurt very much. The car was damaged considerably. This happened last Thursday.—Crosbyton Review

Ladies, Stay Young

You Can Do it and We Can Help You

Our "NEW LIFE" Vibrators and Massage Machines do the work; removes wrinkles, smoothes the skin, and brings the roses back to your cheeks. Let us send one out for you to try at home. You'll like it.

Other Electric appliances needed in your dressing room are carried in stock, such as curling irons, hair dryers, combs, and heaters.

If you contemplate a trip soon get one of our Tourist Irons which is a combination consisting of iron, water boiler, and curling iron heater, all in neat chamois bag.

Full line of Electric cooking utensils that you are interested in. Call and have all these appliances explained to you.

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THE COSSACKS ARE THE COWBOYS OF RUSSIA.

John W. Harrington, in the New York Herald.

To the wars once more the Cossacks go, rough riders of the czar, who for centuries have been in readiness to do his commands.

Their home has for ages been upon the grass-grown steppes. As free as the air above, as reckless of danger as the creatures of the field, they have lived beneath the stars.

The popular conception of the Cossack is a whiskered atrocity who rides with the speed of the wind, comes to do acts of pillage and of rapine and then goes back again into the bosom of the tall grass from which he came. By many he is supposed to belong to a legendary tribe whose history stretches back into the blackness of the Dark Ages from which he has not yet emerged.

No; the Cossack is in many respects like the simple Russian peasant; in others he is like the cowboy of the Western plains, whose home is as much in the saddle as in his own village. Far from being oppressors, the Cossacks were once known entirely as the defenders of the poor and the wronged. They belonged to an order of rustic chivalry, the Kazachestvo, the Knights of Freedom.

"Freemen" of the Steppes. The name Kazak is of Tartar origin and means "Freeman." It was applied to men who, driven from the more settled countries and under the blue sky rode without the trammel of tradition, without the interference of kings, potentates and powers. There was a time when nobles laid heavy hand upon the subject and human life was held in small account.

The Thirteenth and the Fourteenth centuries saw the Cossacks developed into communities living in the neighborhood of the River Dnieper and riding hither and thither to keep watch and ward over the domain of the emperor.

The cowboy guards of the great Southwest in this country, who are now disappearing from our American life, are Cossacks in spirit. When they become cavalrymen, Texas Rangers or Rough Riders they are American Cossacks.

There were some criminals among the Cossacks, but once they had enrolled in the Cossack legions they left behind them all their past. Some were exiles for political reasons, others had been hunted for taking into their own hands the avenging of wrongs. And what avails a name, after all? What is more convenient in changing from a constrained state of society to one which is unfettered than to change the title by which one is known among his fellow men? When the officers of the state came inquiring into the Cossack encampments for Demetri this and Ivan that nothing was known of them at all, for the Cossacks permitted men to divest themselves of former titles and to begin the free life with a new nomenclature. To them the newcomers were "Big Nose," "Yellow Buttons" or some other nick-named comrade.

Respect for God and Man. While other persons paid taxes, the Cossack was subject to no such in-convenient levy. His share was paid by the power of his sword and his pistols. He insisted always that he was not to be assessed, but that he should give his military service when Russia required it of him.

And yet there was true orthodoxy among these men of the steppes. They came to join the standard with respect for God and man, no matter what had been the route by which they had come into the organization.

He who would be of the Cossacks approaches the hetman. His request is that he be one of them.

"Dost believe in Christ?" asks the hetman.

"I do," is the reply. "Go, then, Cossack," comes the answer. "Your hut is there. It will be shown to you."

When the Cossack communities were first formed they were inhabited only by men. The Kazachestvo took vows of celibacy. It was an order that lived like anchorites and fought like demons.

As the ages have passed there have been many changes. The Cossacks have families and their own home life. At first, however, young and daring youths were sent out to ride with the Cossacks, and there was no system of chivalry more punctilious than was this government of the men of the steppes. Offences that involved violation of their vows or the ill-treatment of the weak and the oppressed were punished with death. The sentences were quickly imposed and speedily executed. Cowboy justice and Cossack rule are the same in principle.

Expert Marksmen and Swordsmen. The dress of the Cossack has become more or less conventional as the years have gone. We see him in the long coat of brown or green with the great lambkin cap on his head, with strong belts containing cartridges about his waist. He shows the influ-

ence of military training. The Cossack today is a model of elegance compared with what he used to be. He seized garments covered with gold lace, coats of silk and sable and smeared them with mire and tallow to show his supreme disregard of fine trappings. He wore coarse garb, but in the care of his weapons the Cossack has always been punctilious.

His marksmanship was deadly and accurate even when riding at full speed as that of the cowboys of the Western United States. The Cossacks have been expert swordsmen for centuries. Their proficiency in arms came from their environment. The steppes in which they sought their livelihood were covered with grass often so high that only the head and shoulders of riders appeared above the top of it. Game was abundant in those thick tangles, fruit could be obtained easily, the rivers teemed with fish. The wants of the Cossacks were few and simple. They could do with much or little. A slice of horse flesh carried under the saddle to keep it warm was a ration fit to be called a luxury.

MYSTERY, THE ESSENTIAL.

The entire superstructure of fraud in medicine has for its foundations secrecy and mystery. Take away these elements, and that gigantic monument to human credulity—the "patent medicine" business—crumbles. Hence the frantic efforts of those who have built fortunes through the exploitation of nostrums in opposing every movement that would permit the public to know the drugs it is taking in "patent medicines." A forgotten chapter in quackery is related by The Journal of the American Medical Association.

About a hundred and fifty years ago Mrs. Stephens, in England, claimed to have discovered a cure for "gravel and stone in the bladder and kidneys."

So skillfully did she call her wares that she deluded ignorant and educated alike into a belief in her discovery. Dr. David Hartley, physician and philosopher, collected and published reports of one hundred and fifty cases—his own among them—showing the value of Mrs. Stephens' "cure."

Convinced that Mrs. Stephens had discovered a boon to suffering humanity, many urged her to make public the secret of her formula. Quack-like, she refused, but—also quack-like—she offered to give up the formula for five thousand pounds (\$25,000). Attempt were made to raise this amount by public subscription, but without success. In spite of the fact that many contributed to this fund, only about thirteen hundred pounds was raised. Parliament was then petitioned to make a grant, which, in due time, it did. Mrs. Stephens got her five thousand pounds and the public got her "formula." The latter was published in the London Gazette. The "cure" consisted of egg shells, snails (shells and all), hips and haws, ash-keys, swine cress and various other vegetables all burned to a cinder and the ash mixed with camomile flowers and fennel and other vegetables. But alas! Now that the public knew what was in Mrs. Stephens' nostrum, it would have none of it. The cure fell into disrepute, and finally went the way of all such frauds, into oblivion. Dr. Hartley died of the disease of which he believed Mrs. Stephens had cured him.

HOW WE HATE OUR FRIENDS!

James Montgomery Flagg, in the American Magazine.

Most of the annoyances of life are caused by friends. It doesn't annoy you when your enemy tries to get you in bad. You don't expect anything else from him. It's his regular business. You'd feel that he was a pretty measly sort of an enemy if he didn't try to puncture one of your tires! Then you can think and speak about him as a leprous horned toad. But you can't think or speak about a friend that way when he gets under your skin. He's your friend! That's all there is to it—he did it, and he's a feeble-minded ant-eater, but he's still your friend!

Only a dear friend would greet you when you're feeling peculiarly gay and fit with, "Sa-a-ay! What's the trouble? You look positively green, old horse! Don't you feel well? You ought to take a long rest, that's right; I don't like that hollow-eyed look of yours; perhaps it's your heart."

Or, Come up behind you when you are looking calmly at some old prints in a window on the avenue and forgetting there are such things in the world as idiotic friends, and let his enormous flat nine-pound hand down on you between your shoulders so that you think for the moment that a prehistoric mule with hoofs on him the size of the rubbish receptacles on the corners has planted them in the interior of your lungs! Only a friend could inspire such diabolical and streaming hatred that rises up in the wreck of your breast, when you manage to turn and see what hit you!

If you happen to ask certain friends to go motoring several times and have them to dinner quite often, and you let two or three Sundays go by without asking them, it is only dear friends who would, on meeting you next time, greet you with a Hudson Bay expression and a bucket of sarcasm!

Or, Speaking of the sex that is responsible for all the poets, who but a true and tried friend would put over to her friend, "Oh, Camille, you were such a pretty girl, as a young girl, and you did have the loveliest clothes!"

PRACTICE IN NEWS WRITING GIVE JOURNALISM STUDENTS.

That the students enrolled in the new school of journalism at the University of Texas may be as thoroughly equipped with a practical knowledge of the art of news printing as they are being furnished with theory, the professors of the department have made arrangements with several Austin newspapers to furnish a staff of reporters for every day of the week.

For three months the faculty of the school have been injecting the theory of "How" into the receptive ears of their disciples, and now they have informed these ambitious young journalists that the time has come to apply their theoretical knowledge.

One-half of the class of News Gathering and Reporting will be given assignments covering the University activities by the professor of the class, and the other half will receive their assignments from the editors of the respective papers to which they will offer their services. The students of the school include several girls, who seem equally anxious to test their abilities and see their writings in a newspaper.

Old Sores, Other Remedies Won't Cure.

In worst cases, no matter how long standing, cured by the wonderful, old reliable Dr. Carter's Antiseptic Healing Oil. It relieves pain and heals at the same time. 25c, 50c, \$1.00.

State of Ohio, City of Toledo, Lucas County, ss. Frank J. Cheney makes oath that he is senior partner of the firm of F. J. Cheney & Co., doing business in the City of Toledo, County and State aforesaid, and that said firm will pay the sum of ONE HUNDRED DOLLARS for each and every case of Catarrh that cannot be cured by the use of Hall's Catarrh Cure.

FRANK J. CHENEY. Sworn to before me and subscribed in my presence, this 9th day of December, A. D. 1888. A. W. GLEASON, Notary Public.

Hall's Catarrh Cure is taken internally and acts directly upon the blood and mucous surfaces of the system. Send for testimonials, free. F. J. CHENEY & CO., Toledo, O. Sold by all Druggists, 75c. Take Hall's Family Pills for constipation.

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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.

W. FLAKE GARNER, Funeral Director and Embalmer. Prompt Service Day or Night. Phones 105 and 376.

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"BOSCH" Magneto for Your "FORD" Car Will Give You 20 Per. Cent More Power and Speed. Write for Proposition. Service Station 208. Bosch Magneto Co. 114 W. 5 St. Amarillo, Tex.

Invigorating to the Pale and Sickly. The Old Standard general strengthening tonic, GROVE'S TASTELESS CHILL TONIC, drives out Malaria, enriches the blood, builds up the system. A true Tonic. For adults and children. 50c.

bona fide newspaper as the male members of the class.

The students of this department have been contributing liberally to the columns of the Texas Journalist, a paper printed by the School of Journalism, but few of them, however, have done any writing for a daily

Muffins

By Mrs. Janet McKenzie Hill, Editor of the Boston Cooking School Magazine.

When muffins are on the breakfast table, nobody cares for meat or eggs and they would be served more often if this meal were not prepared so hurriedly that there is no time to make them. If K C, the double-raise baking powder is used, the batter may be stirred up the night before, put in the pan ready for baking and nothing to do in the morning but bake them.

One-Egg Muffins

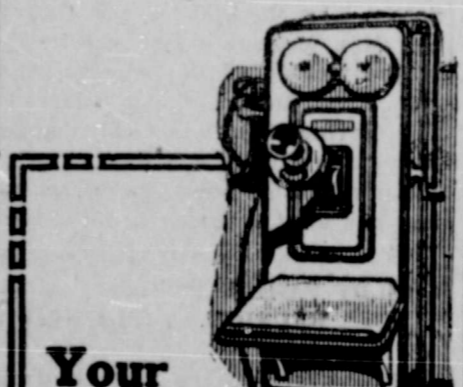
2 cups flour; 2 slightly rounded teaspoons K C Baking Powder; 1 teaspoonful salt; 1/2 cup sugar; 1/2 cup melted butter or lard; 1 egg; 1 cup water or milk. Sift dry ingredients together three times. Add to this the unbeaten egg, melted shortening and water or milk. Then beat all together until perfectly smooth. Oil muffin or gem pans and have oven slow until the muffins come to the top of the pan, then increase the heat to bake and brown the muffins. This recipe makes 12 large muffins. Raisins or currants may be added if desired.



Graham Muffins

1 cup graham flour; 1 cup pastry flour; 2 level teaspoons K C Baking Powder; 1 to 2 level tablespoons sugar; 1/2 teaspoonful salt; 1 egg; 1/2 cups milk or water; 2 to 3 tablespoons melted butter; mix and bake as One-Egg Muffins. Graham batter should always be quite soft to insure light and moist muffins.

To get 88 other recipes as good as these, send us the certificate packed in every 25-cent can of K C Baking Powder, and we will send you "The Cook's Book" by Mrs. Janet McKenzie Hill. Handsomely illustrated. Jaques Mig. Co., Chicago.



Your Bell Telephone and PARCELS POST

Constitutes a partnership that should work out uncommonly good results, since City shops are brought conveniently close to the country customer, and city people may obtain from the country the various products of the farm.

BELL TELEPHONE SERVICE provides the means for placing the orders, and delivery can be made at your door by Parcels Post promptly, and at slight cost.



THE SOUTHWESTERN TELEGRAPH & TELEPHONE COMPANY.

Instructor Bryant of the Journalism Department says he is confident that the students in his department will prove themselves competent to write clear, informative news, with a good style.

Whenever You Need a General Tonic Take Grove's

The Old Standard Grove's Tasteless Chill Tonic is equally valuable as a General Tonic because it contains the well known tonic properties of QUININE and IRON. It acts on the Liver, Drives out Malaria, Enriches the Blood and Builds up the Whole System. 50 cents.

Put It Anywhere
—on the end of the kitchen table—on the pantry shelf—in a dozen places about the kitchen. The most compact incubator made—but the biggest chick producer. Every hatchable egg will hatch. All have an equal chance because all are the same temperature. There's big money in poultry with the **Simplicity Hatcher and Brooder**. It's entirely unlike any other incubator. Made circular, entirely of metal—sanitary, fire-proof and durable. The heating is absolutely uniform, accomplished by a circular hot water jacket, radiating heat evenly from all sides. If you want an incubator that gives you far more chicks each hatch than any other, get the SIMPLICITY. Sold on a positive guarantee exclusively by **R. C. Ware Hardware Co.**

Santa Fe
SPECIAL EXCURSION TO EL PASO TEXAS
Account *Panhandle and Southwestern Stockmen's Convention*, to be held March 2, 3, and 4. Round trip tickets on sale February 28th, March 1, 2 and 3rd good for return limit March 15th at fare \$20.35. Will run special sleeper from Plainview thru to El Paso for accommodation of Plainview stockmen and their families on February 28th at 9 a. m. routed "Santa Fe all the Way." Phone your reservations early to 224. **R. F. Bayless, Agent**

STOMACH TROUBLE FOR FIVE YEARS

Majority of Friends Thought Mr. Hughes Would Die, But One Helped Him to Recovery.

Pomeroyton, Ky.—In interesting advice from this place, Mr. A. J. Hughes writes as follows: "I was down with stomach trouble for five (5) years, and would have sick headache so bad, at times, that I thought surely I would die. I tried different treatments, but they did not seem to do me any good. I got so bad, I could not eat or sleep, and all my friends, except one, thought I would die. He advised me to try Theodor's Black-Draught, and quit taking other medicines. I decided to take his advice, although I did not have any confidence in it. I have now been taking Black-Draught for three months, and it has cured me—haven't had those awful sick headaches since I began using it. I am so thankful for what Black-Draught has done for me." Theodor's Black-Draught has been found a very valuable medicine for derangements of the stomach and liver. It is composed of pure, vegetable herbs, contains no dangerous ingredients, and acts gently, yet surely. It can be freely used by young and old, and should be kept in every family chest. Get a package today. Only a quarter.

Announcement
McClelland, Todd & Lowe

have taken over the business of McClelland & LeMond and will conduct a general insurance and loan brokerage business from the offices of the old company in the First National Bank Building.

Your patronage will be much appreciated.

Chas. E. McLelland
W. A. Todd
D. C. Lowe

FIVE THEATRE TICKETS FREE EACH ISSUE. GIVEN TO THE FIRST FIVE PERSONS PHONING MISPELLED WORD IN THE WANT ADS.

**THE EVENING HERALD'S
LIVE WANT AD PAGE
TELEPHONE NO. 72**

BRYANT CANDY PACKAGE FREE TO EVERY CHILD WHO BRINGS TO THE HERALD PAID WANT AD AMOUNTING TO 25 CENTS OR MORE.

DUROC-JERSEY HOGS.
Stock of all ages for sale. Bred sows, eight-months-old boars, or boars and sows of separate farrow, not akin. We can supply you with pigs from champions, as our herd is one of the best in the U. S. Write us. Everything guaranteed. **BOLDS LIVE-STOCK CO.**, Plaquemine, Louisiana. —Adv. 11.

I now have charge of the shoe shining stand at Ben's Barber Shop, and will appreciate your patronage. **JOE PRATT.** —Adv. 11.

We are in the market for Dry and Green Hides in any quantity. **RUCKER PRODUCE COMPANY.** —Adv. 11.

Our Prescription Department is in charge of three Registered Prescriptions, and our stock is absolutely new. No old goods in the Prescription Department. **J. W. WILLIS DRUG CO.**, New Grant Building, opposite Elks' Home. —Adv. Feb.

We are in the market for Dry and Green Hides. Highest prices. **ALLEN & BONNER**, Coal and Grain Dealers. —Adv. 11.

LISTEN!—We have good alfalfa pasturage for 100 head of horses or mules. **ELMER SANSOM**, Ansley Building. —Adv. 41.

FOR TRADE—Twenty-five residence lots and \$500 in De Leon Ice Company stock—total value \$1,950—to exchange for land of about equal value. **J. M. SELLERS**, De Leon, Texas. —Adv. 31-pd.

FOR SALE—Black Percheron stallion, 9 years old; weight 1,500 pounds; lots of colts to show; come and see for yourself. Correspondence solicited. **M. D. RAMSEY**, Petersburg, Texas. —Adv. 3-2.

WANTED—200 shine customers daily. **JOE PRATT**, at Ben's Barber Shop. —Adv. 11.

FOR TRADE—Fine improved farm in Harper County, Kansas. Want improved 1/2 section in Shallow Water Belt. **HESS & WILKS**, Plainview, Texas. —Adv. 11.

NOTICE.

Auto drivers are required by ordinance to keep mufflers closed while driving in the city limits. This law will be enforced. **J. L. VAUGHN**, City Marshal. —Adv. 31.

ALFALFA FOR SALE. Phone three rings, line 9010, or write **W. H. TILSON**, Plainview. —Adv. 3-12-pd.

WANTED—Blacksmith anvil and forge. Address **BOX 507**, Plainview, Texas. —Adv. 3-5-pd.

A copy of Jean Francis Millet has been borrowed from my art studio. Will the person who has same please return to **MISS LISSIE BELL WALKER?** —Adv. 21-pd.

What Praetorian will win the diamond ring given away by **HAMMER & McGLASSON?** —Adv. 21.

Second-hand Ford cars bought and sold. **W. E. WINFIELD.** —Adv. 31.

SEEDS.—We have all kinds of Seed for the field and garden, as well as some select Flower Seeds. Prices right at **PLAINVIEW PRODUCE CO.** —Adv. 21.

FOR SALE OR TRADE.

Five acres close-in Amarillo property. Will consider land near Amarillo. Address **BOX 516**, Amarillo, Texas. —Adv. 31.

Good equity in 160 acres of nice, smooth land to trade for good automobile. **RUSHING LAND CO.**, Room No. 23, First National Bank Building. —Adv. 11.

Some one will get the diamond ring on March 1. Watch the Praetorians guess. —Adv. 21.

JUST RECEIVED—A nice assortment of Farm, Garden and Flower Seeds. Good clean seeds of best varieties. See us before you buy. **PLAINVIEW PRODUCE CO.** —Adv. 21.

FOR SALE OR TRADE.

A few good brood mares and fillies with foal, some good young horses and work mules. Terms if desired, or will trade for 200 head of stock hogs. See **ELMER SANSOM**, Ansley Building, Phones 102 and 394. —Adv. 41.

WHITE WYANDOTTE COCKERELS for sale. Direct descendants from Madison Square Garden winners. **MRS. J. C. GOODWIN**, Phone 249. —Adv. 21.

Good improved 190 acres; 125 broke for new crop. Good team, some implements and feed. Patented from State. Price \$35, if taken by April 1. Five miles southwest. **MRS. CORA STEVENS.** —Adv. 11.

FOR SALE OR TRADE—Some splendid farm and ranch properties. Write or see us. **HALL & SHOOK.** —Adv. 11.

FOR SALE—Extra good Millet Hay; 40c in stack, 45c delivered in 10-bale lots. **SCUDDER GROCERY COMPANY.** —Adv. 21.

Bring some of your nice clean Kaffir, Maize or Feterita and let D. L. HAMMER make you some meal from it, and thereby cut down the high cost of living. —Adv. 31.

Carload of Oyster Shell just received. Fine for chickens. Let us supply your wants. **RUCKER PRODUCE COMPANY.** —Adv. 11.

OUR FLOURS cost you just a little less and are just a little better than other brands. **HARVEST QUEEN MILLS.** —Adv. 11.

FOR SALE—Modern 6-room house; bath and basement, with 2, 4 or 12 lots. Bargain for quick sale. **J. C. GOODWIN**, Phone 249. —Adv. 11.

OUR FLOURS cost you just a little less and are just a little better than other brands. **HARVEST QUEEN MILLS.** —Adv. 11.

Anthracite? Yes, we have it. Lykens Valley Pennsylvania Anthracite, \$15.50; also New Mexico and Arkansas at \$12.50 per ton. Which is best? Lykens Valley is the best that can be bought anywhere in the Union. **E. T. COLEMAN**, Coal and Grain Dealer, Phone 176. —Adv. 11.

Groceries at lowest cash prices. Ask how we can do it. **EAST SIDE GROCERY CO.** Phone 468. —Adv. 11.

Best Graham Flour is made by D. L. Hammer, at his mill. Bring in your wheat and t. it. —Adv. 31.

EXTRA SPECIAL—HOLLAND'S MAGAZINE AND FARM AND RANCH BOTH FOR 10 MONTHS AND THE EVENING HERALD FOR ONE YEAR FOR \$1.85. —Adv. 31.

OLD PAPERS FOR SALE. HERALD PUBLISHING CO. —Adv. 11.

Don't Wear Out Shoe Leather walking all over town to find a soft drink. We have installed a Fountain and can serve you well. **SCUDDER GROCERY CO.** —Adv. 21.

All kinds of hot drinks, chili, etc., on sale at the Sanitary Fountain of the **J. W. WILLIS DRUG CO.**, in the New Grant Building, opposite Elks' Home. —Adv. Feb.

WANTED TO LEASE—For one to three years, by good Missouri farmer, an improved farm near Plainview, with farm teams, implements and equipment for three men. Best of references. **GUNN LOAN & INVESTMENT CO.**, Versailles, Missouri. —Adv. 11.

CATTLEMEN, ATTENTION!

Five-section pasture five miles from shipping point; shallow water land. Will sell two sections at a bargain, and lease two sections for five years absolute, or can sell 8 sections in solid body, fine plains land; cheap for cash, or part cash and terms. No time for curiosity seekers, but if you want to talk business, address **X**, care Her. Id. —Adv. 2-23.

FOR SALE—160 acres of land 4 miles north of Estacado, at \$14 per acre, one-third cash, balance on reasonable time. For further information, write **DAN D. ROGERS**, care Security National Bank, Dallas, Texas. —Adv. 41.

Bring that Corn to D. L. HAMMER'S MILL, near depot, and have some of that fine meal made on French burrs. —Adv. 31.

If you have a sick Ford car, let **W. E. WINFIELD & SON** know. Phone 95. —Adv. 31.

LOST—Gold chain to lavallier some place in business district. Finder will please return to Herald. Ad. 11.

Use "Jo-Mill," that steam-cooked Molasses Feed that makes the cows give more milk and the horse fatter for least money. \$1.50 per sack. **E. T. COLEMAN**, Coal and Grain Dealer. —Adv. 41.

Prompt delivery is a hobby of the new store of **L. J. WARREN**. Phone 300. —Adv. 21.

FOR SALE—125 tons of heavy-grained ensilage at a bargain. Can furnish grass. Address or phone **ROY G. SMITH**, Petersburg. Adv. 11.

While others are talking low-priced Groceries, we invite you to get our prices and compare both the quality and prices of our goods. **VICKERY-HANCOCK GROCERY CO.** Phone 17. —Adv. 11.

EXTRA SPECIAL—HOLLAND'S MAGAZINE AND FARM AND RANCH BOTH FOR 10 MONTHS AND THE EVENING HERALD FOR ONE YEAR FOR \$1.85. —Adv. 31.

If you are a Praetorian and think that you know how much Praetorian insurance will be in force in Plainview on March 1, next, come to the Willis Drug Co. and guess at the beautiful diamond ring given away free by **HAMMER & McGLASSON**. Adv. 21.

"Cut it out," yelled the kid. "Cut a ring around and let it fall out," yelled another. Another bunch said, "Fence 'em out." But nobody has made a noise like raising the prices on Coal or quitting either. **E. T. COLEMAN**, Coal and Grain Dealer. —Adv. 11.

FOR SALE OR TRADE—Cotton gin in Dickens County. Will trade for land. **KIRBY SCUDDER.** —Adv. 31.

VICKERY provides the real table needs as well as the fancy groceries which go to make up an elaborate menu. Phone your next order to Phone 17. —Adv. 11.

We are new, not in the Grocery Business, but in our new stand, and will much appreciate a trial order, which we will try to make so satisfactory that you will come again. **WARREN'S NEW STORE**. Phones 300. —Adv. 21.

Pigs and full-blood gilts. Engine on truck and Pumping Jack. **A. L. WHITE.** —Adv. Mar. 6-pd.

Second-hand Ford cars bought and sold. **W. E. WINFIELD.** —Adv. 31.

You get the meal made from your own corn at D. L. HAMMER'S MILL, near the depot. —Adv. 31.

A HERALD WANT AD CAN DO THE SAME FOR YOU

Phone Your Ad to 72

Jno. R. Gunn, Versailles, Mo., says: "We have received several replies that are quite attractive to our clients."

W. H. Tilson, Plainview, says: "I found a lister which was just what I wanted. Didn't feel that I could afford a new one and didn't know my neighbor had one to sell until I read it in The Herald. The Want Ad page is the first page I look for."

W. D. Chancey, Plainview, says: "Take ad out I sold every turkey I advertised and could have sold more."

C. D. Powell, Plainview, says: "I was swamped with replies to my ad—it's great."

Kirby Scudder located the only available soda fountain in town. Buyer and seller didn't know of the others wishes. A Herald Want Ad made the sale.

Fresh Cranberries and other good things to eat at **L. J. WARREN'S**. Phone 300. —Adv. 21.

Which one—Mae I. or Olympic? —Adv. 11.

Bring us your Poultry, Eggs and Butter. We give highest cash or trade prices for the Poultry and Eggs and will buy all of the Butter that we can use on same basis. **EAST SIDE GROCERY**, Geo. S. Fairris, Proprietor. —Adv. 21.

MULES FOR SALE on time. See **CHAS. E. SAIGLING.** —Adv. 11.

Remember, we buy for cash and sell for cash, and are headquarters for all Country Produce. **SCUDDER GROCERY CO.** —Adv. 11.

BRYANT CANDY FOR WANT ADS. Every child who brings a want ad amounting to twenty-five cents or more to The Herald office will be given a box of Bryant's candy. Ad. 11.

We wonder if all the Praetorians are guessing at the diamond ring to be given away free at Willis Drug Co. See **HAMMER & McGLASSON** and get particulars. —Adv. 21.

Highest quality or medium quality Second Sheets at **THE HERALD OFFICE.** We deliver them to you in a hurry. Phone 72. —Adv. 11.

Fresh Pork at all times at **WARREN'S NEW STORE**, southeast corner of square. Phone 300. —Adv. 21.

Stop at **VICKERY'S** as you go home tonight. There is always in stock some Fresh Fruit and Vegetables which will appeal to the family and help vary the menu. —Adv. 11.

SEEDS.—We have all kinds of Seed for the field and garden, as well as some select Flower Seeds. Prices right at **PLAINVIEW PRODUCE CO.** —Adv. 21.

FOR TRADE—Registered Jersey bull for any kind of live stock. **H. H. RODGERS.** —Adv. 31.

FOR SALE—640 acres of unimproved, patented land in northwest part of Lynn County. No shinnery. Price, \$6.50 per acre. **R. E. KING**, Post, Texas. —Adv. 21-pd.

Have your Maize and Kaffir Heads and all your Grain crushed by **D. L. HAMMER**, Plainview, Texas. Ad. 31.

Do you read The Plainview Evening Herald's want ad column? The buyers and sellers of the South Plains meet on this page twice each week. —Adv. 11.

Manuscript Covers at **THE HERALD.** —Adv. 11.

MULES FOR SALE on time. See **CHAS. E. SAIGLING.** —Adv. 11.

OUR FLOURS cost you just a little less and are just a little better than other brands. **HARVEST QUEEN MILLS.** —Adv. 11.

Bulk Dill Pickles at **SEWELL GROCERY CO.** —Adv. 21.

WANTED—All of the Poultry and eggs you can deliver at the highest cash or trade prices. We will take all of the butter we can use at highest price and all you can let us have at shipping prices. **EAST SIDE GROCERY**, Geo. S. Fairris, Proprietor. —Adv. 21.

Big shipment just in of quality bond papers and cover stock in all weights and colors at **THE HERALD.** Ad. 11.

Buy a sack of "Jo-Mill," at \$1.50 per sack, and get the most feed for the least money. **E. T. COLEMAN**, Coal and Grain Dealer. —Adv. 41.

All kinds of Coal at all kinds of prices. \$5.50 to \$8.50 per ton at both yards; the car prices always in effect whether car on track or not. **E. T. COLEMAN**, Coal and Grain Dealer. —Adv. 11.

EXTRA SPECIAL—HOLLAND'S MAGAZINE AND FARM AND RANCH BOTH FOR 10 MONTHS AND THE EVENING HERALD FOR ONE YEAR FOR \$1.85. —Adv. 31.

FOR SALE CHEAP—Good second-hand sewing machine. Phone 506. —Adv. 11.

See the Panama Exposition with the Santa Fe Tour Co. Buy your ticket for special Pullman trains with all expenses included. See **I. B. BROYLES**, local ticket agent, for all particulars. —Adv. 21.

We are in the market for Dry and Green Hides. Highest prices. **ALLEN & BONNER**, Coal and Grain Dealers. —Adv. 11.

FURNISHED ROOMS. **MRS. J. W. WESTCOAT.** —Adv. Feb. 15.

We have installed a Soda Fountain, where we will serve all drinks usually sold at a fountain. Mr. F. E. Blasingame will be in charge, and we will appreciate your patronage. **SCUDDER GROCERY CO.** —Adv. 21.

NOTICE.

Jay Dock, the best jack in West Texas, can handle a few outside mares. Must be good ones. See **MR. BROWN**, the trainer, or 'phone **WHITE'S FARM.** —Adv. 31.

FOR SALE—One Jersey bull calf, 5 months old. Out of Rosabella Ruth 283785, sired by Settas Brookhill Fox 109120. This is a real good one. Also About 100 bushels of cow-pea seed. **CHAS. SCHULER**, Petersburg, Texas. —Adv. 31.

JUST RECEIVED—A nice assortment of Farm, Garden and Flower Seeds. Good clean seeds of best varieties. See us before you buy. **PLAINVIEW PRODUCE CO.** —Adv. 21.

Take all your Grinding and Crushing to **D. L. HAMMER'S CUSTOM MILL**. Give him a trial, and you will always be a customer. —Adv. 31.

If you have a sick Ford car, let **W. E. WINFIELD & SON** know. Phone 95. —Adv. 31.

FOR RENT.

Two small farms near Plainview. **SHALLOW WATER LAND CO.** Ad. 21.

A package of Bryant Candy is ready for you at **THE HERALD OFFICE.** Get the want ad. —Adv. 11.

Ask your grocer if he has Oysters; then phone us to send up any number you may need. **VICKERY-HANCOCK GROCERY CO.** —Adv. 11.

FOR EXCHANGE—138-acre black-land farm, well improved, 3 miles east of Temple, Texas, on public pike road, for stock farm in Shallow Water Belt. **SHALLOW WATER LAND CO.** Adv. Tues. and Fri. 21.

FOR SALE—Team of mules 16½ hands high; price \$325.00. Also 1 good four-year-old horse; price \$125.00. Apply at **ANSLEY LAND AND CATTLE COMPANY.** —Adv. 11.

Bulk Dill Pickles at **SEWELL GROCERY CO.** —Adv. 21.

MONEY TO LOAN for irrigation improvements, on approved security. Application must be in early. **LAYNE & BOWLER CO.** —Adv. 11.

I'm not joking about raising sand and gravel and giving the people dirt. **R. M. IRICK.** —Adv. Feb. 15.

PLOWING—Orchards, gardens or farms close in. **A. T. OGG.** —Adv. 11.

FOR SALE—Nice White Plymouth Rock Cockerels. **J. M. MALONE.** —Adv. 11.

FOR RENT—Two rooms, close in, furnished or unfurnished. Phone 190, or see **TOM THOMPSON**, at Public Scales. —Adv. 11.

SPRAY YOUR FRUIT TREES.

Mr. Davis, living on my place, will take contracts to spray your fruit trees. He will use my large spray pump, operated by a gasoline engine. Book your orders early, that he may know how much poison to order. See me, room 8, Smyth Building. **R. P. SMYTH.** —Adv. May 1.

We have some fine stationery we want to initial for you. Something distinctly new. Initials in any color. **THE HERALD.** —Adv. 11.

WANTED—Regular customers in great numbers at our new Soda Fountain. Expert dispenser in charge. **SCUDDER GROCERY CO.** Adv. 21.

Fountain Drinks and the best of service at **SCUDDER GROCERY CO.** —Adv. 21.

FOR SALE—6 head of mules 4 to 10 years. **M. D. LEACH.** —Adv. 11.

GRASS.—I have 12 sections of grass with three wells, all under fence, to lease cheap if taken at once. This grass was not grazed last year. **CHAS. DIVELBISS**, Dumas, Texas. —Adv. 31-pd.

MULES FOR SALE on time. See **CHAS. E. SAIGLING.** —Adv. 11.

MOORE COUNTY LAND.—Well improved section first-class land mile from court house in Dumas, 200 acres cultivated, good house, well, sheds and corrals, 12 acres hog-proof, \$15.00 per acre; section flat against town, \$12.50; half-section corner of town, \$10.00; 12 sections pasture, 2 for sale, \$10.00, 10 leased at 5 cents. Terms on all above, half cash, 1, 2 and 3 years at 8 per cent. Other land bargains. Agents can get part of my commission. **BOB POWELL**, Dumas, Texas. —Adv. 31-pd.

FOR TRADE—Near Hamilton, Tex., 1,370 acres, 290 acres in cultivation, three sets of improvements, mostly black land and well located. Grass will run 500 head of cattle. Value of land \$35,000. Want land on the Plains of like value. No inflated value goes. **HESS & WILKS**, Plainview, Texas. —Adv. 11.

For Cold Drinks, Best Cigars, Candies, etc., see **BLASINGAME**, at **SCUDDER GROCERY CO.** Adv. 11.

MORE DODGE CARS ARRIVE.

I have received two more of the new Dodge Cars. One has been delivered to **W. E. Bledsoe**, Abernathy, the other will be used as a demonstration car until other cars ordered are received. **T. B. CARTER**, Distributor Dodge Cars. —Adv. 21.

FOR SALE—My 2,068½-acre ranch on Cat Fish River, 12 miles southeast from Spur, at a great bargain. **CULLEN C. HIGGINS**, Snyder, Texas. —Adv. 41-pd.

MONEY TO LOAN on gilt edge notes or land near Plainview. **SHALLOW WATER LAND CO.** —Adv. 21.

Bulk Dill Pickles at **SEWELL GROCERY CO.** —Adv. 21.

LOST—Pair of gold-rimmed spectacles. Please return to **WILBERT PETERSON.** —Adv. 11.

FOR SALE—Six varieties of Seed Sweet Potatoes for sale by **O. E. WINSLOW**, six miles east of Plainview. —Adv. 11.

Queen
Quality
SHOE

We are today showing the approved styles in early Spring footwear.

Our showing embraces all that is really new for Spring consisting of dull kid, patent leathers, novelty tops, etc., in all the new models at the popular price range of

\$3.50
TO
\$5.00

PLAINVIEW MERCANTILE CO.

Spring's Favorite Styles Arriving Every Day

Charming materials that eloquently appeal to women of taste introducing all that is new in each department.

And the feminine desire to see the new styles and fabrics which our buyers who are now in the markets are forwarding us each day by express, can be gratified here without the least obligation to purchase.

In the New Arrivals Are
Silks, Trimmed Hats, Footwear, Gloves, Hosiery, etc.

Charming Spring Hats

We have just received by express a splendid showing of the new Spring Trimmed Hats in many of the new colorings of Regimental Blue, King George Red, Sand, Putty, etc., consisting of the popular models of Tipperary, Tommy Adkins and Barnyard Sailors.

The Seasons New in Silks

Most of the new and desirable ones are here in a truly superb showing.

Lots of the season's favorite fabrics are represented in their fullest assortment of patterns and colorings showing many of the new novelties of which an early selection is urged.

Fancy Crepe Shantung

Another Spring success. A soft light weight cloth with shantung weave and excellent color designs of 36 inches wide, per yard **\$1.00.**

Georgette Crepe

This is absolutely the latest idea and has jumped into popularity over night. We are showing this fabric in the popular shades of Putty, Sand, etc. 36 inches wide, per yard **\$1.00.**

Pongee

A very suitable fabric for waists and dresses in the smart and attractive shades. 36 inches wide, per yard **\$1.00.**

Tub Silk

Another Spring success especially suitable for ladies' waists and men's shirts. An excellent color showing of electric stripes, etc. 36 inches wide, at per yard **\$.50 to \$1.00.**

CHRISTIAN MINISTER PRESENTS INTERESTING PRACTICAL SUBJECTS.

Recent Sermons on "The Ideal Man" and "The Ideal Woman" Unique in Method of Preparation.

Rev. R. A. Highsmith, Christian minister, recently conceived the idea of requesting his congregation to share with him their ideas on practical subjects of life and religion. The plan proved popular, as is shown by the number of replies which Rev. Highsmith received to questions asked about "The Ideal Woman" and "The Ideal Man," subjects of recent sermons. A few of the replies received on the former subject are given below:

"What qualities do you most admire in her?"—The most admirable traits in women are their devotion, constancy, spirituality and unconquerable love.—My ideal is not an angel, just a woman. She is hearty, healthy and happy. She has a broad, level-headed view of life. Her love for home is intense. Her speech is pure because a woman uses no other kind. As she expects to keep house some day, she learns to cook, to sew, to patch torn clothes and to mend broken hearts. She treasures her instinct of motherhood and cultivates the gentle ways of woman. I love her because she inspires me to be a man.

"What are her most common faults?"—Only an intimate knowledge would reveal this.—Flirting and frivolity are her most common faults.—Her most common faults are lack of will power and too easily led, novel reading, none-love of home and desire for dress.—Her most pronounced faults are jealousy, frivolity, desire for social fame and love of dress. My ideal woman is one who is able to enter any society without living for that alone, who dresses neatly both at home and in public, but I can buy a fashion plate for 10 cents or a life-size dummy for \$5.00. Why go to more expense?

"Would she be less ideal if granted equal suffrage with man?"—My ideal girl would not be less ideal if granted equal suffrage with man.—I hold that any economic condition or situation which places man and woman in competition is fundamentally wrong. Woman's adaptability to the ballot presupposes her willingness to enter, and her efficiency in, the field of man's activity, which to my mind suggests competition and precludes woman's

suffrage. "Should she be educated in household duties as well as along literary lines?"—Her education must be symmetrical; therefore it must include household duties, care of children, etc. Personally, I cannot conceive of a woman being educated if she has not a practical knowledge of domestic life in all its phases.—"Home, Sweet Home," with variations, was always sweeter to me when executed by fingers that I knew would help to keep it sweeter and better and neater by their skill in the domestic arts.

"Should she be a college graduate?"—A college degree is not essential. What it symbolizes counts.—Not necessarily a college graduate, but a girl with two or three years of higher education, so that she could progress with her husband.

"Should there be a double standard of morals, one for man, another for woman? Which should be changed?"—Young men should have no more liberties than have young women. They should be governed by the same standard.—We judge our young men too loosely. If we did the same with the young ladies they would soon come down to the same low standard.—I believe there is but one real standard of morals, that whosoever falls below that standard, be it male or female, is pervert and immoral.

"Are card playing, dancing and wine drinking accomplishments that you admire in her?"—Dancing and drinking are not accomplishments that I admire in a lady. Card playing is not within itself an evil, but dancing and wine drinking are in their very nature evil; wine destroys and dissipates; the dance or hall room leads many girls to their moral downfall.—Dancing in itself, card playing for the game alone, in an analysis of the act itself and intent, might be innocent. I should be disappointed if my ideal woman did not see in her influence capital capable of such rich returns that she would seek diligently to invest it with the view of securing the greatest possible return, and not waste it or allow it to be idly spent.

"Should she be a Christian?"—Except her nature is softened and purified by the spirit of Christianity, she can never hope to attain to womanhood of the truest kind.—I can conceive of no attribute more essential to my ideal woman than a genuine spirit of unselfishness which arises alone from an adherence to that creed called Christianity.

SOME MISTAKES THAT TEXAS POULTRY RAISERS ARE MAKING.

After thoroughly studying existing farm poultry conditions here in Texas, I find the following serious errors in the feeding and care of poultry on the part of poultry raisers: They feed too much kaffir and milo; they feed too little variety and not enough ground grains; they feed entirely too little beef scrap.

Most farmers that feed their poultry at all feed entirely on kaffir or milo. These grains are good poultry feeds when fed in connection with some other grain, like wheat or oats, but alone they are entirely too fattening a ration, containing an insufficient amount of protein. A good grain mixture would be 50 pounds of milo or kaffir and 50 pounds of wheat; or 50 pounds milo or kaffir, 50 pounds of wheat, and 25 pounds of oats. Where a large amount of sorghum is raised a good mixture would be 25 pounds of milo, or kaffir, 25 pounds of sorghum, and 50 pounds of wheat.

Not one out of ten farmers feeding their flock of poultry fed any portion or amount of ground grains. This is entirely wrong, because a laying hen or a growing chicken should have a ground grain mixture before them at least part of the time. Ground grains are easier and quicker digested, hence make it possible for the fowl to turn the same into dollars and cents in a shorter length of time. The more a laying hen or growing chicken can digest, and keep her health, the more she will lay and grow, and do it more economically.

We find for best results fowls should eat about one-half as much of the dry mash or ground grain mixture as they are eating whole grains.

In cases where it is desired to feed for forced egg production, it is advisable to force them to eat about equal amounts of the whole grains and ground grains. This dry mash is fed in self-feeding hoppers or boxes, it before them from noon until night it before them from noon until night only. To induce the proper consumption of this dry mash we feed but very little grain in the morning, or just a little to start them to digging in the litter. At night they are fed all they will eat of the whole grains. A good dry mash mixture is as follows: 50 pounds of milo or kaffir meal, 50 pounds wheat bran, 30 pounds wheat middlings, 40 pounds beef scrap,

10 pounds cottonseed meal, 10 pounds Sudan grass meal, or alfalfa meal, and one pound of salt.

Very few if any practice the feeding of beef scrap. The idea that fowls on free range can do their best without it is wrong. Chickens are natural meat eaters, and in order to have them do their best they must be provided with some form of animal protein, in the form of beef scrap or green cut bone. Of the two, beef scrap is the most desirable under most circumstances. Milk, when available, should be fed, in addition to the drinking water, but not in the place of beef scrap. About a third or a fourth of the dry mash mixture should be a good, pure grade of beef scrap. Fertilizer beef scrap is worthless as a poultry feed.

F. W. KAZMEIER,
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GIRL GUIDES IN WAR RELIEF.

Baden-Powell Told of Work of England's "Camp Fire" Organization.

From the London Telegraph.

Sir Robert Baden-Powell addressed a meeting convened by the New Constitutional Society of Women's Suffrage to explain to them the Girl Guide movement. Mrs. Cecil Chapman, who presided, stated that when the war began the members of this society felt it incumbent as citizens to do their share in the national work in the most appropriate direction; therefore, they devoted themselves to the care of women who were suffering through the war. They were now providing work for between fifty and sixty skilled dressmakers, at a living wage, and in Camberwell had started and equipped a club for the mothers and wives of soldiers and sailors who were at the front.

Sir Robert Baden-Powell stated that the movement was run with the idea of making girls into better citizens by helping to form their character, just as was done in the case of the Boy Scouts. In order to see the difference between national character and machine-made or artificial character they had only to look in France and Belgium, where our soldiers were able to stand up against eight times their number. They were born with a sense of sport, with a feeling that they were playing a game in which their side, and not themselves individually, must win. It must not be forgotten that the enemy had had rigid discipline im-

pressed upon them from childhood, and carried it out with a heartiness that made them face death and fall by thousands. So it was possible to infuse a certain amount of trained character and discipline where the natural character might fail.

Natural character, he said, rapidly deteriorated under a state of over-civilization, and it was for this nation to see how in the future our young people could be trained in character. That was the object of the Boy Scout movement and of the Girl Guide movement. Women must have character if their sons were to have character. The Girl Guide movement now embraces thousands of girls in different parts of the world, and it devoted attention to matters of nursing, hospital work, and other things which did not detract from womanliness.

THE DESERTED BEEHIVE.

Rabindranath Tagore in the Craftsman. When I am asked of feminism in Europe, I at once think of deserted beehives. In Europe homes are disappearing and hotels are increasing in number. When we notice that men are happy with their horses, dogs and guns, and their clubs for smoking and gambling, we feel quite safe in concluding that woman's hives are being gradually broken up.

In the past the man-bee used to gather honey outside, and store it in the hive, where the queen bee ruled supreme. Now the bee prefers to rent a cell, and live by himself, so that he alone may drink all the honey in the evening which he gathers during the daytime. Consequently, the queen bee is obliged to come out into the world of competition to gather honey in order to live. She is not yet accustomed to the changed conditions of life and society. The result is uneasiness and buzzing. . . . It is called feminism.

The present-day civilization of Europe is imperceptibly, but surely, extending the "arid zone" in its social life. The hives everywhere are empty. The superabundance of luxuries is smothering the soul of the home—the home that is the very abode of love, tenderness and beneficence, all most essential for the healthy development of the human heart.

Social discord always follows the abandonment of the home ideal. Feminism springs up by the deserted hive. The women in many of the plays of Ibsen show impatience with the old

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tired in an orderly manner. German reports claim they captured a hundred thousand prisoners and have a staggering array of captured munitions.

LONDON, Feb. 20.—A German submarine today torpedoed and sank the British coasting steamer Cambank in the Irish Sea. This act is considered unimportant in itself, but is looked upon seriously because the incident occurred on the direct route of trans-Atlantic cruising.

A serious diplomatic problem may result from the sinking of the Norwegian steamer Belridge by a German torpedo yesterday off Folkestone.

SPELTZ SEED.

For sale by J. F. GARRISON, Shallow Water Land Co. —Adv. 2t.

Rev. Hayes Howell was here from Tullia Thursday, on business.

Miss Mattye Lou Spath spent Saturday and Sunday with her parents, near Loraine.

Mrs. A. E. Pardue and little daughter, of Hamlin, arrived this morning to attend the funeral of Mrs. Pardue's mother, Mrs. Green.

Ernest Matlock left Sunday morning for a week's business trip to Oklahoma.

state of affairs, while the men favor them. This leads one to think of the inconsistent position of woman in the present-day European society. There man is loath to build a home for woman, and at the same time is stubborn in refusing her equal rights to enter the arena of fruitful work. At the first thought, the number of women in the nihilistic armies of Russia may seem appalling, but mature reflection convinces one of the fact that the time is about ripe for militancy among the women of Europe.

Strength is the watchword of European society today. There is no place for the weak, male or female. That is why women are getting ashamed of their femininity, and are striving to prove the strength of both their body and mind. . . .

J. N. Donohoo, who went to Tullia Tuesday with his daughter, Mrs. E. Lee Dye, returned Wednesday.

Doc Burleson, with his brothers, Joe and Ed, were business visitors in Tullia last week.