

# THE PLAINVIEW EVENING HERALD

Library, University of Texas

TWICE-A-WEEK

VOLUME 26, NUMBER 25

PLAINVIEW, TEXAS, FRIDAY, MARCH 26, 1915

PRIVE FIVE CENTS

## 23 ACTUAL OWNERS ON T. L. & D. CO. FARMS

## THIRTY-ONE NEW IRRIGATION FARMERS IN THE PLAINVIEW DISTRICT.

## PLAN 100 WELLS FOR 1915

Material Arriving at the Rate of Carload Per Day; 10 Wells Since Feb. 1.

"A carload of material is being unloaded each day either at Alken or Finney switch, to avoid the ban placed by the City Council on heavy loads over Plainview streets," said R. S. Charles, general manager of the Texas Land and Development Company. "Heavy hauling and development go hand in hand and are inseparable. By forbidding heavy loads or hampering the movement of heavy machinery development is stopped. Cities usually improve streets to encourage such traffic, and receive the benefit they expect."

When asked for definite, authentic information as to what the Syndicate has done in the Plainview country since the first of February, Mr. Charles said:

"Ten wells have been put down since the company resumed operations after February first, and ten more are planned by May 1st, to make the schedule of one hundred wells for the year."

"There are now twenty-three actual owners of farms improved and sold by the company and eight others have been leased by owners for the year. This is a total of thirty-one new irrigation farmers in the district. Each of these farms has twenty or more acres in alfalfa which will produce full crops this year."

"The Demonstration Farms are to be farmed this year by individual farmers under direction of J. W. Longstreth on the same basis as those who are in charge of their own farms. There are several other farms that will be delivered to the owners this season, and several that will be carried through by the company for delivery to the purchasers in the fall."

"The recent arrivals are John Garstang, of Davenport, Iowa, who has a farm north of town and has had a house erected according to his own plans and specifications, instead of the usual improvements made by the company. J. E. Jackson, from Higginsville, Missouri, arrived last Thursday, and has taken possession of his place, which is part of the M. Y. Price Homestead, southwest of Lockney. W. A. Snell, from Texhoma, Texas, has also had his house specially planned, and has decided this is the best farming proposition anywhere. The company has just placed a new five-passenger Buick car in its service at the disposal of E. Dodden, whose entire time is now devoted to assisting these people to become acquainted with their neighbors and with their new surroundings."

"A tract of two hundred acres of the demonstration farm will be operated directly by the company forces, in order to carry on experimental work and demonstrate economical irrigation methods."

"The gardening and horticultural work will be carried on by D. C. Aylesworth, who will continue to produce all kinds of fresh vegetables and supply the local market with irrigated garden truck."

"The company has arranged the demonstration work in this manner in order to relieve Mr. Longstreth of this detail and permit him to devote the most of his time to assistance and instruction of the farmers who are making their first irrigated crops on farms."

(Continued on Page Four.)

## READ EDITOR LOOMIS ON CO-OPERATION.

On this page is an editorial by Editor P. H. Loomis, of The Stratford Star. He is a member of the Panhandle Press Association and is one of the men you will meet in Plainview April 9 and 10.

## PLAINVIEW HIGH WILL PLAY TWO AMARILLO TEAMS.

Open High School Baseball Season in "Yellow City" This Afternoon.

With Professor W. R. Stephenson, this morning the Plainview High School baseball team left for Amarillo, where they will open the Panhandle High School baseball season with two games with Amarillo High School and Amarillo Military Academy. In the party with Professor Stephenson were: Murray Murphy, Ray Garrison, D. T. Dillingham, John Mathes, Ray Morris, Virgil Green, Ross Towery, William Gouley, Craig Gilliland, Harold Brashers, William Sharp and Hubert Vines.

## RUCKER SHIPS ONE AND ONE-HALF TONS POULTRY.

Rucker Produce Company has shipped this week one and one-half tons of poultry by express. Every express now contains some poultry shipments.

## NO PUBLIC SCHOOL TODAY.

Pupils Have Day of Respite While School Marmas Attend Teachers' Association.

The Panhandle Teacher's Association is in session today and tomorrow at Canyon City. This morning many of the local teachers left for that place to attend. School was dismissed for the day in the Plainview Public Schools.

Superintendent B. M. Harrison, Misses Maggie Lackey, Margaret McGilvery, Mattie Lou Spahr, Rebecca Longmire, Mrs. Prudie Wright, Prof. and Mrs. A. G. Harrison, Prof. H. P. Webb, Misses Viola Justus, Annie Elair and Annie Mae Carnes, were among those who attended from Plainview.

## DR. V. M. LONGMIRE NOW WITH TEMPLE SANITARIUM.

Dr. V. M. Longmire left Saturday for Temple. He will be house surgeon with the Scott & White Sanitarium.

## REINKEN BACK TODAY FROM CHICAGO MARKETS.

Coas Reinken, proprietor and buyer for Reinken's Satisfaction Store, returned today from the Chicago and Eastern markets.

## WATSON HAS HOGS EN ROUTE TO THE FORT WORTH MARKET.

W. A. Watson shipped a car load of hogs to the Fort Worth markets yesterday. The shipment averaged 250 pounds. He is expecting a good price.

## FRATERNAL UNION ORGANIZES WITH 40 CHARTER MEMBERS.

Wednesday night a local lodge of the Equitable Fraternal Union was organized in Plainview with forty charter members.

T. H. Davis, district manager for the society, came to Plainview five weeks ago, from Dallas. The prospects of the order in the Plainview country have induced Mr. Davis to become a permanent citizen of Plainview. His family will join him here soon.

## POTATO KILN A SUCCESS.

Seed in as Good Shape as When First Placed in Cellar; Col. Smyth Pleased.

Col. R. P. Smyth is pleased with his experiment in keeping seed potatoes in a kiln. Last fall he stored several hundred bushels of sweet potatoes in a concrete cellar, kept the temperature around ninety degrees for a number of days until the seed potatoes were thoroughly dry. The potatoes are in as good shape today as when first placed in the cellar.

## SHERMAN MAN PATRIOTIC.

Next to Home Town, He Says, Plainview Is Best Town in Texas.

A. P. Shepard, of Sherman, was in Plainview today on business. Mr. Shepard is patriotic. He says Sherman is the best town in Texas, and Plainview next. He is very enthusiastic about the Plains country and its diversified farming.

## MEN YOU WILL MEET AT THE PANHANDLE PRESS MEETING.

By P. H. Loomis, Editor Stratford Star.

The hardest thing for a man to learn, is that he can best help himself by helping his neighbor. For instance: we twice the money and yet, how prone we are to send our goods a few cents less on the dollar. If every one there would be no town, and where we Not only is this spirit of co-operation the community, but also to the state, so widely separated in their interests each other? How can the people of this territory work intelligently together?

That same spirit of co-operation, for the collective good, is the solution of economic questions of Texas.

## PANHANDLE PRESS ASSOCIATION MEETING, APRIL 9-10.

Reduced rates have been secured on all roads in Texas and New Mexico to Plainview and return for the Panhandle Press Association meeting. Fares of one and one-third will be collected for the round trip. On children's tickets the fare will be one and one-third half fare.

From the time the press persons arrive in Plainview until the last one has departed there will be something to do—something just a little different from the usual way things are done.

Most interesting of the unusual things that have been planned is the excursion by auto through the irrigation district. The committee on entertainment have planned to give cash prizes amounting to sixty dollars to those who, on their return to their homes, write the best articles about real conditions which exist in Plainview and the Plainview country. A capital prize of \$25 cash, a second prize of \$10, and five cash prizes of \$5 will be offered.

The general program for entertainment follows:

Friday Morning, 9 to 9:30 a. m.—General Reception at Depot.

Friday Morning, 10 to 12 a. m.—Business Session, at Elks' Hall.

Friday Afternoon, 2 to 4 p. m.—Business Session, at Elks' Hall.

Friday Afternoon, 4 to 5 p. m.—Picture Show Entertainment.

Friday Afternoon, 5 to 7 p. m.—Reception and Smoker at Elks' Home.

Friday Evening, 8 p. m.—"MARTHA" at Opera House.

Saturday Morning, 9 to 12 a. m.—Business Session, at Elks' Home.

Saturday Afternoon, 1:30 to 2:30 p. m.—Election of Officers and Selection of Next Meeting Place.

Saturday Afternoon, 2:30 to 6:30 p. m.—Seeing the Plainview Irrigated District and Big Wells.

Saturday Evening, 8 p. m.—Banquet, at Ware Hotel.

## MODEL TRUCK FARM HAS BEST FENCE ON PLAINS

Concrete Posts are Rigidly Uniform and Wire Hog- and Rabbit-Proof.

## 100,000 CABBAGE PLANTS

Will Irrigate Tract of All Kinds on One-Hundred-Forty-Acre Garwood Farm.

A. M. Kruger, lessee of the Garwood farm of the Shallow Water Land Company, will plant one hundred thousand cabbage plants this season. Already ten thousand have been set out. To protect the big truck farm from rabbits, a new fence, the most modern and best fence in all the Plains country, has been put up, at a cost of \$200 per mile. The posts are of concrete and are of even height and absolutely in line. The wire is 42-inch, hog- and rabbit-proof wire.

Ground is ready for planting 1,500 rhubarb and 1,500 asparagus plants. More than thirty varieties of seed are at the pump house and ready for planting as soon as the season is far enough advanced.

Forty-eight acres of the farm are planted in wheat, thirty in alfalfa and the rest will be devoted to truck.

To market the immense amount of truck that will be raised from this irrigated farm, arrangements have been made with produce dealers in the centers and with commission men.

Cabbage plants are having a good sale in the Plainview country this season. The Plainview Floral Company has already sold 65,000 plants.

## PLAINVIEW GETS FIFTEEN CENT KEY RATE REDUCTION

Means Saving to People of the City of \$2,900 This Year; May Be Lower Yet.

To save the people of Plainview as much money on insurance premiums as possible, the City Council has been at work for over a year to have the key rate lowered. Word has been received that the rate for Plainview has been lowered from 72c to 57c—a reduction of 15c.

Using last year's premiums as a basis, this reduction will save the people of Plainview \$2,900 on insurance premiums during the year 1915.

It is probable that other reductions will be made soon.

Local agencies are refunding money to those who paid premiums since the reduction became effective.

## AGED LOCKNEY MAN DEAD.

W. F. Garner, funeral director for E. R. Williams, was called to Lockney yesterday to prepare the body of J. J. Hobson for burial. Mr. Hobson was 78 years old. Death was caused by oryopsias. His remains will be buried Sunday.

He is the father of seven children—five boys and two girls.

D. Carroll and wife, of Lockney, are in Plainview today.

## WILL BE IN PLAINVIEW FOR PANHANDLE PRESS ASSOCIATION MEETING, APRIL 9 AND 10.

C. H. Abbott has advised the local committee that he will be in Plainview for the Panhandle Press Association meeting, April 9 and 10. Mr. Abbott is the publicity man for the Southwestern Telegraph and Telephone Company, and has offices in Dallas. His work is closely allied in some respects with that of the press men.

## THE SOUTH PLAINS TILE COMPANY WILL INCORPORATE.

The South Plains Tile Company is incorporating, with a capital stock of \$10,000. B. H. Colville, of Kansas City, is in Plainview this week arranging the details of the transfer of Z. T. Northcutt's interest in the business of the company and the sale of stock. Mr. Northcutt will be a heavy stockholder.

## TRULOVE HAS HOGS ON FORT WORTH MARKET.

Otis Trulove had a load of Floyd County hogs from his Floydada ranch on the Fort Worth market Monday.

## OHIO MAN NOW OVERSEES HALE COUNTY FARMS.

W. P. Anderson, of Hale Center, recently from Cedarville, Ohio, was in Plainview yesterday on business. Mr. Anderson is now supervising his own and other farms in Hale County near Hale Center. On account of his age, he has practically retired from all active work.

## CANYON ALREADY BIDDING FOR NEXT PRESS MEETING.

Randall County Metropolis Asks Association to "Come Back to Canyon in 1916."

Canyon City is already bidding for the next meeting of the Panhandle Press Association. Editor C. W. Warwick of the Randall County News is sending out personal letters to the members of the association urging that they "come back to Canyon in 1916."

## GRANT CASE NOW BEFORE COURT OF CIVIL APPEALS.

The case of J. W. Grant vs. the Alfa-Lumber Company, et al., appealed from Hale County, has been set for submission April 17 in the Court of Civil Appeals for the Seventh Supreme Judicial District of Texas, at Amarillo.

## PLAINVIEW FIRM SHIPS TWO TONS POULTRY BY EXPRESS.

Balance of Trade Being Maintained in Favor of Plainview on Daily Express.

Plainview is shipping out more express than she receives. A neat balance in favor of the Shallow Water metropolis is being accumulated.

Wednesday the Rucker Produce Company shipped by express to out-of-town parties four thousand pounds of Plains-raised chickens. The Santa Fe and Wells Fargo crews have their hands full in making schedule time on departure on account of the heavy express shipments.

## GIVE RECITAL AT CANYON.

Miss Louise Ball, violinist; Miss Vera Newton, pianist, and Ross Wingo, baritone, will give a recital in Canyon City Tuesday night.

## WANT AD IN HERALD FINDS OWNER OF ROBE.

J. W. Skipworth found a fur laprobe Tuesday morning and brought it to the Plainview Evening Herald. A twenty-cent want ad did the work. This morning Rex Lindsay, of the Plainview Steam Laundry, called and claimed the robe.

## BIRTHS.

Born to Mr. and Mrs. Hattie S. Broom, March 23, a boy.

J. T. Woodbridge, of Lubbock, is in Plainview on business today.

## RUSSIANS BURSTING THRU SOUTH HUNGARIAN LINES

TOOK 117,000 PRISONERS WHEN PRZEMYSL FELL; AKE REPAIRING FORTS.

## AUSTRIANS REPULSED

Important Outlets from North into Hungary Are Conquered in Fierce Fighting.

PETROGRAD, March 24.—Already the Russians have begun to burst the southern barriers, where they have been on the defensive across the Carpathian passes since December, when the Germans launched their great scheme to help the Austrians and outflank the Russian left from Hungary.

The column which was defeated in the last Austro-German effort from the sources of the San, advanced to attempt the relief of Przemysl, and again attacked with tremendous energy. After seventeen charges the Russians drove their enemy westward and themselves waded neck deep through the swift current of the San, flooded by the mountain snows. This initiative now extends westward beyond the Dukla Pass. The Russians farther east broke the position at the sources of the Stryl, near Koziomoka, which was held by the Germans, killing the last man holding the rocky shelter.

## Repair Przemysl Forts.

Officers who watched the last moments of Przemysl, when, after the charge of the battalion which captured the inner forts, great clouds of dusty smoke arose from the explosions with which the Austrians attempted to destroy the remaining defenses, saw a white sheet rigged from the highest factory chimney in the town and white flags flying from telegraph poles. They found that the fortifications under the debris can be easily repaired.

The Russian War office announced that 117,000 men were captured at Przemysl. The statement from the war office follows:

According to figures given by General Kusmanok, late commander at Przemysl, the number of prisoners who surrendered to the Russians was nine generals and 93 officers of the general staff, 2,500 officers and officials and 117,000 men.

"The number of guns and other war material captured is being calculated."

Russian armies, doubtless inspired by the victory at Przemysl, are pressing the fighting both in Northern Poland and the Carpathians, where Germans and Austrians are giving desperate battle to stay the attempted advance of the Muscovites.

Probably the struggle in the Carpathians will prove to be the one that presently will attract the most attention, for even Vienna reports that strong Russian forces are now attacking with great violence along the front extending for some miles from Uzsook Pass, and the fierce fighting is taking place for the possession of the heights which dominate the important outlets from the north into Hungary.

Regarding the operations in that territory, the Russians claim to be advancing and to have seized several fortified heights on the front between the roads leading to Bartfield and Uzsook. As Przemysl is directly to the north of Uzsook, it is to be expected that reinforcements will be sent as speedily as possible from the army which invested the fortress to aid those who have been striving for months to capture the Carpathian passes.

The Russian raid on Memel resulted in the capture of a great quantity of

(Continued on Page Four.)

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*



## In The Poultry Yard

### INCUBATOR IS BEST HEN.

Less Care and More Reliable Than Fussy Biddies; Chicks Free From Insects.

From the Kansas Industrialist.

The incubator will be ready when the farm to hatch chickens, if it is run properly. It is less trouble to take care of one incubator than to try to manage a dozen fussy old hens that will hatch the same number of eggs.

The incubator will be ready when you want it to be and it will always be on the job. When hatched, the little chicks will get a good start in life free from insects. The brooder will take care of the chicks without leading them out into the road in front of passing motor cars. The pen can be fenced overhead as a protection from hawks and other pests.

### Is Simple to Operate.

If one will follow suggestions made by W. A. Lippincott, professor of poultry husbandry in the Kansas State Agricultural College, the incubator will be found a simple machine to operate.

The incubator should be set level, to avoid high, hot corners. If the incubator was used the previous season, the egg chamber and the nursery, including trays, thermometer and moisture pans, should be thoroughly disinfected. A 3 per cent solution of stock dip is a suitable disinfectant.

The lamp should never be filled above a point one-half inch from the top. If it is full, the oil will work out on the outside of the bowl and up on the burner, causing fumes and a deposit of soot. A round flame is more suitable than a zigzag flame. To produce a round flame, cut the wick square across the top and clip the corners at an angle of 45 degrees.

### Watch Temperature Carefully.

During the first week the temperature in the incubator should be kept at 102 degrees. After the first week, until the eggs begin to pip, the temperature should be 103 degrees. After this time the temperature may be allowed to run to 104 degrees, but never above 105 degrees.

Moisture should be kept in the incubator all the time during the hatch, the amount depending on the climatic conditions. A tray filled with sand and puddled with water is the best means of supplying the incubator with moisture. A tray the size of the nur-

ery floor is necessary in a dry climate, but one of half this size is sufficient in a moist climate.

### Test Eggs for Fertility.

After the second day the eggs should be turned three times daily and cooled once until they feel cool to some sensible part of the face. They should not be cooled after the eighteenth day.

Test the eggs after one week and destroy infertile eggs and those with dead germs. The so-called infertile egg is clear, save for the shadows of the yolk. The live germ is spiderlike in appearance and floats freely about in the contents of the egg when rotated before the tester.

After the second week the eggs should be tested again for dead germs. Some of the germs may have developed to a mature size, but they can be detected by the absence of the blood veins.

### When the Chicks Hatch.

When the eggs begin to pip, remove the moisture pans and open the aperture for the chicks to drop through to the nursery pan. The temperature should be watched closely at this time. As soon as the chicks are all out of the shells, the shells should be burned.

The chamber should be darkened, so that the chicks will not pick at each other. The chicks should not be fed for at least thirty-six hours. The reason for not feeding immediately is to get as much yolk absorption as possible. The yolk that remains unused just prior to hatching is taken into the chick's body and acts as a food for a number of hours. When the chicks begin to act hungry after the 36-hour period, they should be removed to the brooder and fed.

### RAISING YOUNG CHICKS.

One of the most important factors to be considered in connection with the raising of chicks, according to Professor E. W. Kazmeier, of the Department of Poultry Husbandry of the Agricultural and Mechanical College of Texas, is the rearing of chicks on fresh ground, which has not been contaminated during the past years. "Give them plenty of free range," states Professor Kazmeier, "lots of green succulent material and feed nothing but the freshest of feeds. During the first few days, feed those feeds that are easily digested. Provide pure drinking water at the very out-

set. Keep all brooders and the ernal premises thoroughly clean and absolutely disinfected.

### HOW I READ THE OLD TESTAMENT

William Hayes Ward, in the New Independent.

We do not need to search a microscope to find errors of fact in the Bible. They are patent. The of earth and stars was not six days. The meaning of in the very first chapter is twisted and wrenched by the dictionary for a definition that will stretch it to millions for the question of meaning literary, not arbitrarily lexical, as in "The evening and morning were the first day" of the whole geologic period. The chapter is not in the depanorama, but in the grasp of the detailed that God was the author of the splendor of the earth and waters beneath. That we believe and accept, and die the rest.

Nor do we have to believe men and beasts perished earth except those in With our knowledge the absurd; and we know that Babylonian legend cleanses them to fit it to the those who worshipped of Just as absurd is the myth of fusion of Tongues at the Babel. We can smile at which lengthened out the Patriarchs. Terah 205 y Abraham 175 years. Issa Jacob 147 years, Joseph Moses 120 years, at a know from contemporary and Babylonian inscriptions ordinary period of life ceased.

It is a comparatively to separate the legend historical period in the Israel.

..... The freedom of con- tion is illustrated by the fact that in so solemn a document as the Ten Commandments the reason given for keeping the Sabbath in Deuteronomy is entirely different from that given in Exodus.

W. S. Wadill has returned from a visit in Amarillo.

Miss Daisy Davis is visiting in Amarillo.

### FLOWERS THAT WILL "MAKE GOOD" IN YOUR GARDEN.

A Few Suggestions on the Ageratum, Nasturtium, Petunia, California Poppy, and Zinnia.

WASHINGTON, D. C., March 26.—

Many people at this season of the year are considering what flowering plants they shall put in their gardens. The average housewife, who has not much time to spare on the matter, the child who is just becoming interested in growing plants, and the teacher who is laying out a school garden for the benefit of her pupils will undoubtedly welcome some simple suggestions along this line. The United States Department of Agriculture's specialist particularly recommends as satisfactory and easily grown flowers the nasturtium, the petunia, the California poppy, and the zinnia. Here are a few pointers on each of them:

**Ageratum.**—The ageratum is one of our earliest blue flowers we have. In its habit it somewhat resembles the heliopsis, but has no odor. Ageratums grow well upon almost all soils and require a wide range of climate. For and in reason many combinations of such vast are possible. The plants are bushy, and erect, and produce a profusion of brush-like flowers throughout the season. The dwarf sorts make fine borders, and are used where contrasting colors are desired. For early bloom should be sown in cold frames or boxes in the house early in the (March), but for summer and autumn the seeds may be sown in the open. Seeds sown in the open will produce good plants for flowering.

**Nasturtium.**—The large seeds of the nasturtium require to be planted much deeper than the fine seeds of the petunia. Sow them in rows where the plants are to grow, placing the seeds 6 inches apart in the row and them about an inch deep. When the plants are up, thin so that they stand a foot apart if the soil is rich; if rather thin, it will be as well to allow them to stand at the planting distance. The plants should be given clean cultivation to induce rapid growth. If planted in the open at the same time that beans are planted, very satisfactory results will follow. For earlier bloom, plant in advance of this date in hotbeds, cold frames or window boxes.

**Petunia.**—While the petunia grows



### LIFE IS NOT ALL ROSES

but we can all help to make the pathway easier. We do our share by making photographs which are things of beauty, which the poet has said are a joy forever.

An Artistically Finished Photograph of yourself would please you considerably and would delight your friends still more. Why not have a few taken when you can give pleasure to everybody, so easily?

R. E. COCHRANE

readily and rapidly from seeds sown in the open about corn-planting time, earlier bloom can be secured by sowing the seed in window boxes or hotbeds and transplanting the plants once before placing them in the open. The seeds are very small, and should not be covered with earth in the ordinary way. They should be sown on the surface and brought in contact with the earth by firming it with a board.

**California Poppy (Eschscholtzia).**—The eschscholtzia is an annual of striking character both as regards the form and color of its flowers, which are bright and rich in their tints of yellow and orange. The plants average about a foot in height, have attractive silvery foliage, and produce their large poppy-like flowers quite lavishly from early spring until frost. The seeds of the eschscholtzia may be sown in window boxes or in a hotbed in March, or in the open where the plants are to bloom as soon as the soil is in fit condition. In latitudes south of New York the seeds may be sown in the autumn for early bloom. The plants enjoy a rich loam and should be allowed about 5 or 6 inches of space in the row. When used in beds they may be sown broadcast.

**Zinnia.**—The zinnia is easily grown from seed sown in the open ground. When sown in April the plants will bloom abundantly and continuously through the entire season. During the month of August zinnias are at their best. To secure large flowers and a profusion of bloom the plants must be given ample room for full development, as well as an abundant supply of food. Strong, rich soils suit the zinnia. If the seeds are sown in a

dwelling house or in a hotbed in March and the young plants are pricked out once or twice before being placed in their permanent situations, more satisfactory results will be secured than from outdoor-sown seeds unless equal care in thinning or transplanting is given. In addition to their use in the school garden, zinnias can be used for groups, beds, borders, garden lines and summer hedges. Their average height is 1½ feet. The zinnia is a rather large, formal flower whose colors range through the shades of red and yellow. Their season of bloom is through the late summer and autumn, and the individual bloom lasts for a long time both on the plant and as cut flowers.

### CUTWORMS VERSUS TOMATOES.

"Get ready for cutworms," states Dean E. J. Kyle, professor of Horticulture at the Agricultural and Mechanical College of Texas, "before you set out your tomato plants. Cutworms often do a great deal of damage to tomatoes, and it is desirable to treat the land before setting out the plants. Get a quantity of clover, or other green material and dip it into a solution of arsenate of lead. Scatter the moistened material over the land during the afternoon, and the worms, coming out at night to feed, will be killed. If the cutworms begin to attack the plants which have been already set out, mix a quart of wheat bran mash with molasses and a teaspoonful of Paris Green, placing some of the mixture around each plant.

Call 72 for Carbon Paper.

# An Invitation to You

Many of our friends have received this invitation thru the mails—but we didn't have nearly enough to complete our list.

If you didn't receive one we urge you to consider this a personal invitation to you and your friends to be our guests at our formal opening of our new building.

We want you to see the completeness and modernness of our new home; to meet Mr. R. L. Calkins, Ford official of Dallas; and to see the several models and improvements in our display of Ford cars.

## BARKER AND WINN

request the pleasure of your company at the formal opening of the

Ford Building

Saturday, April the third  
Nineteen hundred fifteen

from ten o'clock a. m., to ten o'clock p. m.

to meet

Mr. R. L. Calkins  
Ford Official, Dallas, Texas.

Music

Refreshments

# Barker and Winn



**WILL TEST FORAGE GRASSES.**

U. S. Department of Agriculture and Texas A. & M. College Co-operate at Angleton Station.

COLLEGE STATION, Texas, March 26.—All grasses introduced into the United States and adapted to the Gulf Coast country will be given a thorough trial in Texas as the result of an agreement reached by S. M. Tracey, of Paluxy, Miss., representing the United States Department of Agriculture, and B. Youngblood, director of Texas experiment stations. Mr. Tracey has been in conference with Mr. Youngblood at the A. & M. College for the last few days.

The sub-station located at Angleton will be utilized for these co-operative experiments with forage crops. Mr. Tracey is in charge of forage crop experimentation for the Federal Government, and all hay and grasses brought into the United States will be planted and cultivated at the Angleton station.

It was through the efforts of the experiment station system that Sudan grass was popularized, not only in Texas, but throughout the Nation, and Mr. Youngblood says that more promising hay and forage crops will be tested.

**WHEN ADVERTISING IS A BANKABLE ASSET.**

From the Financier, New York.

One of the largest publication houses in the world, located in Philadelphia, takes a page space in one of the dailies of that city to explain to bankers why loans advanced to customers who desire to carry out national and local advertising campaigns are not loans secured by moonshine or imagination, but that they represent, where intelligence is behind the selling idea, an advance based not only on a tangible asset, but one which promotes prosperity. In a portion of the advertisement the following appears:

"It is frequently said that one reason why some Philadelphia industries have not expanded as those in other cities have done is that the banks of Philadelphia do not encourage and support aggressive selling methods. Notably, it is said, they often decline to loan money to be invested in advertising.

"And yet the first great national advertiser of the United States was a Philadelphia banker.

"A Philadelphia banker, Morris, stood behind the Nation and carried it through the Revolution. A Philadelphia banker, Clark, financed the Government in the Mexican War. And again, in the time of the Civil War, it was a Philadelphia banker, Jay Cooke, who supplied the sinews of war. He did it by advertising.

"He was appointed fiscal agent by Abraham Lincoln, and his job was to sell war bonds. He abandoned the old-line, conservative methods, and by aggressive advertising in every newspaper in the North he sold 1,240 million dollars' worth of bonds. That was the first national advertising campaign ever known—and it was planned and executed by a Philadelphia banker.

"Our bankers have been staunch supporters of their Nation in the wars of history. So, too, should they be staunch supporters of the city's business and business men in the modern warfare of commerce.

"It is true that the banks are often unjustly criticized for refusing to loan to manufacturers who really have no qualifications necessary to make a success of any selling campaign—whether or not advertising is a part of it. In order to loan on something other than tangible security, the bank has to be convinced of the ability and energy of the man who wants the loan.

"It is equally true that the same complaint is heard in other cities as well as in Philadelphia."

An industry—for it is to be classed as an industry—which represents the expenditure of more than 100 million dollars annually, the employment of thousands of people and enormous purchases in supplies is one worthy the study and attention of the banking world.

Advertising can accomplish almost anything humanly possible, but it must have brains behind it, and a keener degree of intelligence is needed in directing some of the enormous campaigns constantly carried on in this country than in any other of the technical or so-called learned professions.

The material-minded bank executive may regard the plans of some big national advertiser as visionary. The big national advertiser has to be visionary; rather he should be called an idealist, but his feet are on solid ground, nevertheless. If it is good banking to assist a customer in manufacturing things, further assistance extended the same customer in finding a market for his product is but a corollary.

**KANSAS CITY STOCK MARKET IN DETAIL.**

KANSAS CITY STOCK YARDS, March 22.—Light receipts of cattle after Tuesday last week arrested the decline in prices, and repair work amounting to 10 to 20 cents was done by the end of the week. Killers claim that the beef outlet is very bad, and say it is further clogged by consignments of dressed beef intended for export, which could not secure passage across the ocean, and which have to sell in New York. Foreign beef prices are high enough to pay the exporter, but inability to get beef across nullifies the good market in that direction.

Receipts today are 8,500 head, and the market is steady to strong on steers, 10 cents higher on cows, strong on stockers and feeders. Beef steers brought \$8.35 last week, but nothing choice was here today, top \$8.00, bulk of native steers \$7.00 to \$8.00. Fourteen cars of Northern Colorado beef-pulp steers arrived and sold at \$7.25 to \$7.70, a few bulls included at \$5.90, cows at \$5.50 to \$5.90.

In the quarantine division there were 19 cars, steers at \$6.50 to \$7.05, the top steers having received an offer of \$6.35 in Fort Worth last Friday, en route. Quarantine sales were called strong to 10 cents higher.

In stockers and feeders the demand is increasing in a healthy way, range of prices \$6.75 to \$7.50 in most cases. Hogs sold stronger late last week, and prices are strong to 5 cents higher today, receipts 8,500. Order buyers paid up to \$6.85, and bought freely around \$6.80, packers buying most of their hogs at \$6.70 to \$6.75, common stuff \$6.65. A bullish feeling permeates the hog-house atmosphere, and some bets were offered today that tops would go above \$7.00 this week. Receipts are not burdensome anywhere except at markets getting hogs out of Minnesota and the Dakotas, in which region hog raising is showing the effect of immense effort.

Sheep and lambs lost a little ground the middle of last week, but returning strength was evident at the close, and prices are strong to 10 cents higher today. The supply was estimated early today at 13,000, but only 10,500 arrived, which caused some hurrying on the part of buyers after it was discovered. Probably one-half the total receipts were prime lambs, that sold at the top price, \$9.75, others selling at \$9.35 to \$9.65, prime ewes \$7.75, yearlings worth \$8.80, wethers \$8.00, bucks around \$5.25. About four thousand Northern Colorado lambs were included, three thousand of which brought the top price, weights up to 85 pounds. J. A. RICKART, Market Correspondent.

**MIGRATION AND FARM PRODUCTION.**

"Sixty per cent of the tenant farmers of Texas move each year," says the Dallas Times-Herald, commenting upon the wide spread of tenant farming on lands of the Southwest—commenting also on the evils of tenancy. At one period, and a long one, in the world's history the owning class had means of forcing people to stay on the land, and farm under unhappy, unwholesome and unremunerative conditions. M. Ramboud tells, in his "History of Russia," that the institution of serfdom grew out of the wandering habits of the people of the steppes and of the necessity of keeping them in one place if the land ever was to be developed to its productive capacity.

**Lady Baltimore Cake**

The Most Popular Cake This Season  
By Mrs. Janet McKenzie Hill, Editor of the Boston Cooking School Magazine

This is considered by many cooking authorities the finest cake that can be made, though in reality it is not at all difficult.

**K C Lady Baltimore Cake**  
One cup butter; 2 cups granulated sugar; 1 cup milk; 1 teaspoonful rose water; 3 1/2 cups flour; 3 level teaspoonfuls K C Baking Powder; whites of 6 eggs, beaten dry.

Cream the butter and beat in the sugar gradually. Sift together, three times, the flour and baking powder, and add to the butter and sugar, alternately with the milk and rose water. Lastly, add the egg whites. Bake in three-layer cake pans. Put the layers together with the following frosting.

**Frosting for Lady Baltimore Cake**  
Three cups granulated sugar; 1 cup boiling water; whites of 3 eggs; 1 cup chopped walnuts; 1 cup chopped nut-meats; 5 eggs cut in thin slices.

Stir the sugar and water until the sugar is dissolved, then let boil without stirring until the syrup from a spoon will spin a long thread; pour upon the whites of the eggs, beaten dry, beating constantly meanwhile. Continue the beating until the frosting is cold, add the fruit and spread upon the cake.

The K C Cook's Book contains ninety just such delicious recipes,—bread, muffins, cakes and pastry. You can secure a copy free by sending the certificate packed in every 25-cent can of K C Baking Powder to the JACOBS MFG. CO., Chicago. Small cans do not contain Cook's Book certificates.

Happily, in our time and civilization people cannot be tied to the land if they do not want to stay put. It is simply an obligation of self-interest upon this time and this civilization to make them want to stay put. The people as a whole, the state, have direct interest enough in the production of food and of other raw materials to help those who want to work the land to be economically independent.

This economic stimulus to production and the stimulation of recreational and "sociable" facilities of country life present one of the most promising fields of action that the state and national governments are now entering. —Kansas City Star.

R. A. Underwood returned from Amarillo Wednesday. He has been attending a meeting of the executive committee of the Panhandle Bankers' Association.

P. L. Hancock, of Silverton, was in Plainview Wednesday, en route to Fort Worth and South Texas points in the interest of his business, stock raising.

Typewriter Paper at The Herald.

**UGH! CALOMEL MAKES YOU DEATHLY SICK**

Stop Using Dangerous Drug Before It Salivates You! It's Horrible!

You're bilious, sluggish, constipated and believe you need vile, dangerous calomel to start your liver and clean your bowels.

Here's my guarantee! Ask your druggist for a 50-cent bottle of Dodson's Liver Tone, and take a spoonful tonight. If it doesn't start your liver and straighten you right up better than calomel and without griping or making you sick I want you to go back to the store and get your money.

Take calomel today, and tomorrow you will feel weak and sick and nauseated. Don't lose a day's work. Take a spoonful of harmless, vegetable Dodson's Liver Tone tonight and wake up feeling great. It's perfectly harmless, so give it to your children any time.

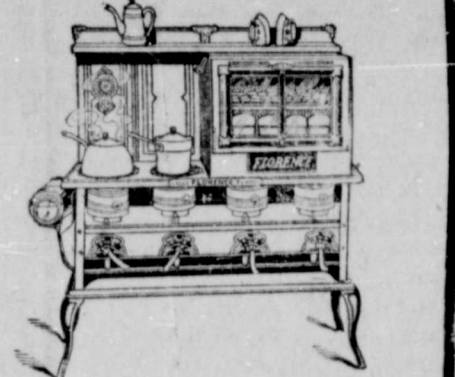
**Summer Cooking Shouldn't Cook the Cook**

Getting dinner ready in July is just as comfortable as in November—if you use a FLORENCE OIL COOK STOVE.

The heat goes into the cooking, not into the kitchen. It does your work well and reliably, and keeps you comfortable. It requires less watching and regulating than a coal stove.

You can keep one or four burners at an intensely hot or merely simmering flame.

Come in and let us show you how these Florence Automatic Stoves work, how simple and reliable. No Wicks to burn out. No Valves to leak. Once started, each burner will keep going at the same power until you turn it out.



"The Turning Point in Oil Stove History"  
**FLORENCE**  
Oil Cook Stoves  
"Look for the Lever"

PERFECTLY SAFE

**R. C. Ware Hardware Comp'y**  
Telephones Number 178

**E. N. EGGE AUTO CO.**

Oxy Acetylene Welding We Weld Cast Iron, Malleable Iron, Copper, Aluminum, Brass and Steel. No Job Too Large No Job Too Small "All Work Guaranteed!"  
PHONE 646, PLAINVIEW, TEXAS

**Your Coal & Lumber Needs**

Can best be served by us. We carry all builders supplies, posts, cement, lime, roofing, etc. You can swear by our coal and the prices are right.

**Alfaifa Lumber Co.**  
PHONE 163

**The Sign of Service**

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

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

It can't salivate, so let them eat anything afterwards. —Adv.

**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.

**DR. NORMAN B. MAYHUGH, OSTEOPATH**  
Office, 22 Grant Building  
Office, Phone 538;  
Hoase, Phone 171.

**There Is No Excuse For Washing Clothes The Old Way**

You now ride in automobiles and street cars—you use electricity instead of kerosene—then why cling to the inefficient method of clothes cleaning? The home laundry is costly, bothersome, and does not give you the whiteness afforded by this laundry. In letting the washerwoman have your clothes the sweetness of cleanliness is always lacking. Why not be up to date, save time, money and worry by sending us your laundry work?

**THIS LAUNDRY SHOULD SUPPLANT THE OLD WAY**

This laundry is recognized as an agency for health, hygiene and right living. As a service agency it ranks with the telephone, telegraph, street cars and banks.

Isn't it worth while to try our service and see the many points of advantage it has over the old way?

**IF WE CAN'T DO IT, IT CAN'T BE DONE**

**Plainview Laundry**  
Phone 125

**FIDELITY AND SURETY BONDS**

**FIRE, LIGHTNING, TORNADO, AUTOMOBILE, PLATE GLASS, BURGLARLY, LIFE, HEALTH, ACCIDENT AND LIABILITY INSURANCE ARE OUR SPECIALTIES.**

IF YOU ARE NOT PROTECTED AGAINST Death, Destruction, Dependency, Despondency, Despair, Degradation and Demoralization.

SEE  
**Long Houston & Crouch**  
PHONE 299 ROOM 3 1ST NATIONAL BANK

**500,000 Strong**

Lined up for your review by General Service

Talk about an army of facts—we have been able to check up the returns from 500,000 Diamond Tires.

Just think it over for a minute.

This is no puny group of isolated tire testimonials, it's a real report from hundreds of Diamond Tire distributors on tires sold and tires returned for replacement or adjustment.

No tire manufacturer ever dared to speak in public about such a report, let alone offer to place it in the hands of every interested tire buyer.

Use the return coupon and receive the book of compelling tire facts showing that on an average but one Diamond Tire out of every hundred was returned for replacement or adjustment.

Added to the wonderful Diamond service you can now buy Diamond Squeegee Tread Tires at the following

**"FAIR-LIST" PRICES:**

Size	Diamond Squeegee	Size	Diamond Squeegee
30 x 3	\$ 9.45	34 x 4	\$20.35
30 x 3 1/2	12.20	36 x 4 1/2	28.70
32 3/2	14.00	37 x 5	33.90
33 4	20.00	38 x 5 1/2	46.00

PAY NO MORE

**PUT ON Diamond Squeegee Tread Tires**

**Barker & Winn, Jobbers**  
Plainview, Texas



Diamond Tires, Akron, O.  
Send me your book entitled "500,000 Strong."  
Name.....  
Address.....



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.

**"NOW ABIDE WITH FAITH, HOPE, CHARITY—THESE THREE."**

"Now abide with faith, hope, charity, these three; but the greatest of these is charity."—1 Cor. 13:13. Greater than faith, fidelity to one's promise, or allegiance to duty; greater than hope, trust, or reliance, is charity.

And we are told that "charity begins at home."

The closest relation man bears to man is that of blood relation. Man's first duty to his kinsmen is to the father and mother, who in their productive years labored and accumulated with unselfish interest for their children. Next comes his own household, the flesh of his flesh and bone of his bone. Then to brothers and sisters, scions of the same stock, is his urgent duty to his fellows. The duty of love and affection, of kindly regard between brother and sister should be more keenly felt than is that broad sympathy for any fellow. When distress and want comes that affection should ripen—ripen into action.

A sage said: "Charity is a habit of goodwill, or benevolence, in the soul, which disposes us to love, assistance and relief of mankind, especially to those who stand in need of it."

Who is not stirred in seeing any fellow being in distress is void of the keener sensibilities and so selfishly engrossed that long ago, so gradual that he has not perceived it, the milk of human kindness has curdled in his soul and rankles in his bosom, sooner or later to disclose itself in the form of malignant self-hate and despite. One who will close his heart to his own blood kin and will allow pride and foolish stubbornness to prevent him from lending relief when needed is not large enough to feel the vibration of the grander feelings of sympathy and brotherly love.

"For charity shall cover the multitude of sins."

The centers of population do not contain all the persons who need assistance. In our zeal to help the worthy who are in need, we often overlook our neighbor who is in distress.

Plainview is not without those in need—not in need of a profusion of supplies for the larder and for clothing—but in need of intelligent assistance that they might earn the necessities of life. A week ago a physician of the city found a need so urgent that he

felt impelled to bring it to the attention of a group of business men in a social gathering. A woman alone with a child of six or eight years was attended during sickness. The physician found that neither of them had had food for twenty hours—a condition which anyone can see needs attention. And this is not the only case. There are other deserving cases which will bear investigation.

Whether violation of laws of society or of laws of economy or what not has brought one to a destitute condition, the need is there, and it's our duty to care for the destitute, leaving the matter of passing judgment to One Omnipotent and without human frailty.

**CONSERVATION PRACTICED IN LITTLE THINGS.**

Yesterday an itinerant Irishman stepped into this office. He stated that his wares were made from cotton products and that he was conserving the interest of the Southland by using cotton goods. He was right. His part in conservation was small, but immensely effective in the long run.

Plains people have an opportunity to conserve in countless ways the good things which nature has bestowed upon them. To protect our crops from rats, after storage has been made, is not difficult. To neglect this small matter will mean that the country will in after years suffer from our neglect, even if we exclude the economy immediately effected in stopping waste. To prevent the fly now is an easy matter; it means conservation of health and life. To use Plains products wherever possible and in whatever quantity, is conservation, and good economy.

Conservation in the little things will make the country more prosperous. The principle involved in the conservation of game and forests by the National Government is the same as that in conserving the minutest element of the country's wealth.

**CO-OPERATIVE FERTILIZER TESTS**

Co-operative fertilizer experiments will again be conducted by the A. & M. College under the direction of Dr. G. S. Fraps, State Chemist, and farmers wishing to co-operate in these experiments should communicate with Dr. Fraps at College Station. These experiments are conducted annually, and Dr. Fraps prescribes the fertilizers needed on various types of soils.

L. M. Fern, of near Hale Center, was in Plainview Wednesday, on business.

J. H. Ball left this morning for Lubbock, on a business trip.

Mr. and Mrs. C. B. Harder have been visiting Mrs. Harder's parents, Mr. and Mrs. Lee Shropshire.

E. Graham returned today from a business trip to Dallas.

Mr. and Mrs. P. M. Butler, of Floydada, have been the guests of Mr. and Mrs. Lee Shropshire.

Mrs. E. H. Humphreys and son, E. H., Jr., are in Dallas visiting Miss Jennie Humphreys, who is attending St. Mary's College.

Arthur P. Duggan was here from Littlefield yesterday on business.

Dudley Kennedy, Jr., traveling salesman for West-Cullom Paper Co., of Dallas, was here yesterday on business.

E. C. Fain went south on business Wednesday morning.

Mrs. P. W. McNeely, of Amarillo, is the guest of Mr. and Mrs. J. M. Oakes.

Judge H. C. Randolph returned Wednesday from Silverton, where he has been attending District Court.

Mr. and Mrs. C. Cox, of Amarillo, are visiting in Plainview.

A. B. Rceser, of Abernathy, was here from Abernathy Thursday, on business.

Paul Barker was in Silverton Tuesday and Wednesday, on business.

Dr. A. H. Lindsay returned yesterday from Temple, where he has been attending the bedside of Mrs. Lindsay. She is improving.

R. M. Eller was in Floydada and Crosbyton on business Wednesday.

Judge L. C. Penry has returned from Silverton, where he has been on legal business.

Dr. I. E. Gates and Rev. J. M. Harder were in Cone and Petersburg Wednesday, on business.

Judge Y. W. Holmes returned Wednesday from Claude, where he transacted legal business.

Rev. Hayes Howell, of Tulia, pastor of the Methodist Church at that place, is confined to a room in the Amarillo Hotel, at Amarillo, by an attack of appendicitis.

D. H. Stovall, a traveling salesman, spent part of the week at his home, in Plainview.

J. Walter Day has returned to Plainview, from Kansas City.

Mrs. W. W. Underwood is in Tulsa visiting her parents.

A new vestibule has been built into St. Mark's Episcopal Church.

A. H. Dodson, of Spring Lake, was in Plainview Wednesday.

Zeke McBride, of Crosbyton, was in Plainview this week.

Hugh Goggans, a Canyon City, cattle man, was in Plainview Wednesday.

J. E. Edwards, Kansas City banker, who purchased the Jno. L. Wortham tract of land in the Lubbock country, was in Plainview this morning, en route to Lubbock on business.

Judge L. S. Kinder returned this morning from a trip to Kansas City.

Mrs. John Oswald has been visiting relatives in Lockney.

E. C. Chew and son-in-law, Wm. Groves, of Hale Center, were in Plainview this week. While here they purchased a Dodge car.

**PANHANDLE BANKERS AT HEREFORD IN JULY.**

The executive committee of the Panhandle Bankers' Association, in session yesterday afternoon in Amarillo, set the date for the association's annual meeting, at Hereford, for July 21-22.

Among the speakers already secured are ex-Governor Stubbs, of Kansas, who has agreed to address the meeting, and Governor Ferguson, of this State. It is also thought that it will be possible to have some of the business men of Kansas City, and it is an assured thing that there will be present some of the most prominent business men of Texas.

W. B. Quigley, of Memphis; T. E. Durham, of Lockney, and R. A. Underwood, of Plainview, were members of the committee from other Panhandle points present at the meeting, at which Ray Wheatley, president of the association, presided. W. S. Posey, of Hereford, met with the committee.

After the meeting, Mr. Wheatley treated the visiting members to an auto ride over the city.—Daily Panhandle.

ALFALFA HAY for sale at the O. K. Barn, 50 cents per bale. E. C. HUNTER.—Adv. 11.

**TO RENT.**

Near Baptist College, four-room house, windmill, outhouses and garden. \$19 month. See owner, AUSTIN C. HATCHELL.—Adv. 11.

FOR SALE OR TRADE—Double-row lister. BUCHANAN BROS., Col-lahan Ranch.—Ad. Apr. 26-p6.

**FOR SALE.**

Several teams four-year-old broke mules. Terms if desired. D. F. SANSON & SON, Ansley Building, Ad. 61.

**HALE CENTER LADY WINS PRIZE FOR BEST RECIPE.**

Muffins May Be Made From Plains-Grown Kaffir, Feterita, or Maize.

Mrs. M. S. Hudson, of Hale Center, will receive her choice of magazines for a year as a reward for the best recipe of the thirteen printed in Tuesday's issue of The Plainview Evening Herald. The recipe calls for Plains-raised products; kaffir, feterita or maize flour may be used. Wheat flour is used to make the ingredients adhere.

The recipe follows:

- Kaffir, Feterita and Maize Muffin Recipe.**
- 1 cup of kaffir, feterita or maize flour.
  - 1 cup of wheat flour.
  - 2 teaspoonsful of baking powder.
  - ½ teaspoon of salt.
  - 2 teaspoons of sugar.
  - 1 cup of milk.
  - 2 teaspoons of lard or butter.
  - 1 egg.
- By adding a little more milk it will make splendid batter cakes.

**RUSSIANS BURSTING THRU SOUTH HUNGARIAN LINES.**

(Continued from Page One.)

ammunition and engineering equipment from Temple, where it was entirely voluntary.

**Bloody Battle Raging.**

BERLIN, March 24, by Wireless to Sayville, N. Y.—Reports from the Carpathian Mountains indicate that one of the greatest and most sanguinary battles of the campaign is raging. A special correspondent of the Legal Anzeiger telegraphs:

"The great, bloody battle now is in full swing in the Carpathians. It has not yet reached a point where a definite judgment can be passed on the events at any point. The conflict is likely to be waged some days yet with equal fierceness by both sides.

"The next few days probably will see the released Przemysl investment army engaged in this struggle.

"Conditions to the north of the Vistula River and along the Bug and Narew line appear to have changed little or not at all recently.

**Przemysl Loss Depresses.**

VENICE, via London, March 24.—The fall of Przemysl has exercised a depressing effect throughout Austria-Hungary, according to advices received here. Especially is this the case in Hungary, where the danger of a Russian invasion has greatly increased.

**23 ACTUAL OWNERS ON T. L. & D. CO. FARMS.**

(Continued from Page One.)

purchased from the company.

A series of tests and experiments have been undertaken by the company to improve mechanical methods of pumping and to secure water on the ground more economically and at the same time make the operation positive and completely reliable in the hands of the farmer entirely inexperienced in mechanics. This work is in charge of J. H. Hirt, an expert mechanical engineer, of El Paso, Texas. His work so far has developed improvements in methods that will place this district far in advance of any other where water is pumped for irrigation, and




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

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

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

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

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



# Easter

Is Inseparably Associated With "Brand-New" Clothes

No man is (or wants to be) deaf to the call of Easter!  
The girls have been preparing for weeks and every girl's "best fellow" should pay her the compliment of looking his best on Easter morn.

Assure yourself against disappointment, buy the sort of garments that are authoritative in style and that will keep their shapeliness because they are all wool--and so guaranteed--

## Kirschbaum Clothes

\$15, \$20, \$25 and up

See the Guarantee and Price Ticket on the Sleeve

# REINKEN'S

his work is only started. The demand for houses and other improvements for the new farmers coming in have kept thirty carpenters busy to supply them. The semi-monthly excursions of homeseekers invariably result in putting more work ahead of that department of the development work. Material, equipment and supplies are moving in at the rate of a carload per day of some kind of stuff required on this work."

## THE ONLY ONE IN TOWN

In accordance with our policy of safeguarding the public wherever possible, we have just installed a Dumore Electric Drink Mixer, for making egg and malted milk drinks at our fountain.

The Dumore is the "very latest word" in Drink Mixers and is the only really sanitary mixer in use in our City. The stirring rod to this mixer is taken out as soon as used, cleaned and kept so that germs cannot collect on it.

We want you to call and watch this mixer in operation, and try one of the drinks it puts out. You will be delighted with the smooth, creamy drink the Dumore produces.

### Duncan's Pharmacy

"The Store That Treats-U-Right."

**Refresh The Home for Easter**

There should be a no more gladsome, refreshing time than the Easter season. The very significance of Easter should create a desire to make the home look new and clean.

Look about your rooms, see how easily a new chair here, a fresh mattress there, a bright homelike library table or a Globe Wernicke Bookcase would add the touch needed to bring the spirit of spring and the gladness of Easter.

We are showing some new things in furniture, rugs and furnishings for every room in the house.

## LET US SERVE YOU

# E. R. Williams

FURNITURE AND UNDERTAKING

Typewriter Paper at The Herald.





Copyright Hart Schaffner & Marx

## CHECKS AND PLAIDS

IN

### Hart Schaffner & Marx

#### NEW VARSITY FIFTY FIVE

Glen Urquhart plaids, tartan plaids, shepherd checks, club checks; these are some of the attractions we offer, in this line of fine clothing, to the men of this community.

Foreign weaves, American weaves; all-wool always; the finest tailoring known. See what \$25 will do for you

## Carter-Houston's

The Home of Hart Schaffner & Marx Clothes

# SOCIETY

Telephone Number 72

### ANNOUNCEMENTS.

The Highland Club will meet with Mrs. Murray Malone, 410 Portues Street, Thursday, April 1.

### MRS. L. A. KNIGHT DELEGATE TO DISTRICT CLUB MEETING.

Will Go to Quanah for Meeting of Federation as Mystic Club Representative.

"Creole Stories" was the subject of the lesson for the meeting of the Mystic Club Saturday afternoon. Mrs. L. L. Dye was leader.

"George W. Cable—His Life and Writings" was discussed by Mrs. T. E. Richards, and "Grace King and Her New Orleans Stories" by Mrs. C. W. Tandy.

Mrs. W. E. Armstrong gave, as a reading, a selection from "Old Creole Days."

One of the "Balcony Stories" was read by Mrs. L. A. Knight.

The round-table topics were:

1. Cable's attitude toward the negro question.

2. Rank of Cable's stories in American fiction.

3. Is Grace King a mere echo of Cable.

4. The adaptability of New Orleans life and atmosphere to fiction.

During the business session, Mrs. L. A. Knight was elected a delegate to District Federation, which meets May 4th and 5th, at Quanah.

### "RUSTY COG" ASSOCIATION PROVOKED MANY LAUGHS.

Saturday evening, at the Schick Opera House, the Rusty Cog Association of Wayland Baptist College gave a negro minstrel. Two hundred persons heard the laugh-provoking program.

Ralph Porter will spend the week-end in Tulsa, with his parents.

Mrs. M. F. Rook returned yesterday from Mineral Wells, where she had been summoned as a witness in the case of State of Texas vs. Sam Nations.

### FEDERATED MISSIONARY SOCIETIES PROGRAM.

Program for the Federated Missionary Societies to be held at the Baptist Church, Monday, March 29th, at 3 p. m.:

Subject—"At Our Own Door."

Song.

Prayer—Mrs. F. L. Brown.

Bible Lesson—Mrs. Shackelford.

Song.

Prayer for Home Missions—Mrs. R. T. Jones.

Paper—Foreigners, Indians, Negroes—Mrs. J. W. Longstreth.

Paper—"The Southern Highlands"—Miss Helen Louise Webb.

Special Music—Misses Ball and Newton.

Paper—"City and Country Churches"—Mrs. W. E. Armstrong.

Paper—"Social Application of the Gospel"—Mrs. C. W. Tandy.

Quiz—Mrs. T. E. Richards.

1. What are Home Missions?

2. Why do we have Home Missions?

3. What, in your view, is the greatest mission field?

4. Why?

5. How many different languages are used in religious services in our land?

6. How ought the Christian regard immigration?

7. What is the immediate responsibility of the United States in regard to the immigrant?

8. From where do most of the immigrants come?

9. What are they?

10. Of what religious belief are they?

11. How does immigration menace our cities?

12. Why is it so important to win our own country for God?

13. Where do we get the great principle by which our work is to be accomplished?

14. Is it true that Christianity civilizes?

15. Does civilization Christianize?

16. What is each denomination doing to decrease the number of houseless churches?

17. Why should we train and enlighten the negro?

17. Does Roman Catholicism appeal to the negro?

19. Do Indians make very devout Christians?

20. How do the business transactions between the Indian and the white man affect the missionaries' influence?

21. What does a saved America mean?

Prayer—Mrs. J. J. Lash.

### MOTHERS' CLUB CONCERT.

Will Give Program at Methodist Church Friday, April 2; Proceeds for New Piano.

Under the auspices of the Mothers' Club, a concert will be given at the Methodist Church Friday evening April 2. The proceeds from this program will be applied to the purchase contract for the new piano which has recently been installed in the Central High School Building. The program follows:

1. High School Chorus, "Springtime Revelries"—Twenty-five Voices.

2. Reading, "Billie Brad and the Big Lie" (Ellis Parker Butler)—Miss Lena Williams.

3. Song—Dorothy Penry and Francis Powell.

4. Vocal—"Springtime"—Mrs. Maude Wilson.

5. Song, "Pigeon House"—By First Grade.

6. Song in Spanish Costume—Miss Olive Wheeler.

7. "Swinging Song"—By Twelve Girls.

8. "Piano Solo, "Polonaise, E Major" (Liszt)—Miss Nelle Sansom.

9. Vocal, (a) "Sunset" (Dudley Buck); (b) "You" (Albert Robyn)—By Miss Olive Wheeler.

10. High School Chorus, "Estudiantina."

### B. Y. P. U. GROWING.

New members are being received each Sunday afternoon. The organization meets at 6:45, at the Baptist Church.

### TO SELL.

Practically-new Underwood Typewriter, No. 5. Call "H." at Herald Office. —Adv. 11.

### CANNAS.

Get Cannas and Geraniums to match, from Mrs. Frazer, at the ROZENA GREENHOUSE, or at Paxton & Oswald's Furniture Store, Phone 179—3 rings. —Adv. 61.

## Another Week Then Easter

We Are Pushing Deliveries On All Lines and New Goods Are Coming In Daily

MONDAY MORNING WE'LL BE READY

FOR THE BIG RUSH ON ALL LINES

### Millinery

Added to our already large and complete stocks of Ladies Hats now comes our Easter shipment bringing to us the additional ideas that have come into favor within the past few days. We have millinery that will please you at the prices you have in mind to pay.

### Ladies Ready to Wear

Scarcely a day passes that there are not new items added in this department. Our buyers in New York have been busy this week bustling out to us the newest garments. Patrons of the *Rich-lux* store have America's latest styles to select from.

### Collars and Trimmings

Those new novelties that always add so much to ladies dress. They stand out so distinctly; speaking refinement of taste. These items are here in fashion's daintiest effects for spring.

### "Watch Your Step"

It's many seasons since the right selection of footwear was of such importance to being well and stylishly dressed. The short skirt is the occasion of this unusual demand for fine fancy shoes, oxfords and pumps. In an exclusive ladies, misses and childrens department there is an interesting array of Spring 1915 staple and fancy novelties. Prices none too high.

### Parasols

The most beautiful styles and colors ever shown in our store reached us this week. There's a color to match your dress.

### RICHLIER SERVICE AND RICHLIER SATISFACTION

are the results of our extreme efforts--they mean much. Our patrons know their worth.

*Richards Bros. & Collier*

102 N. Pacific St. PLAINVIEW, TEXAS 107 W. Main St.

Bankers, Contractors, Doctors, Farmers, Engineers, Business Men---

## Buy



**M**EN who do their own work well want a car that does it's work well.

They buy the Buick--- because it is sold on facts, from the Valve-in-Head motor on through.

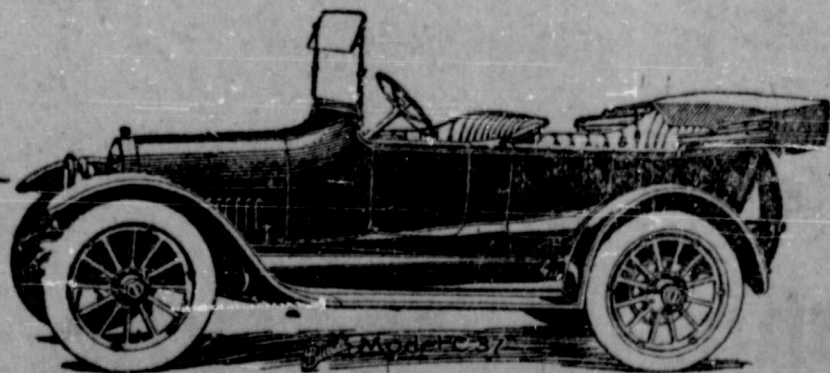
They buy the Buick because it does more than was claimed---more than expected. And these men expect much.

**E**LEVEN years of building valve-in-head motors--in fact, the pioneer builders of valve-in-head motor cars--eleven years' record of long mileage per car--eleven years of satisfying the most particular users of motor cars---eleven years of pulling through the heaviest sand and mud, of the steepest hill climbing. No wonder men buy the Buick.

The best place to learn Buick qualities is on the road. Demonstration given on request.

Fours and Sixes—Price F. O. B. Factory \$900 to \$1650

Plainview Machine & Auto Shop  
E. E. ROOS, Prop.





**MEXICAN FIBRE NECESSARY FOR COUNTRY'S HARVEST.**

WASHINGTON, D. C., March 22.—A serious calamity recently threatened the agricultural industry because of the disturbance in Yucatan and the announced blockage of the port of Progreso by General Carranza. The harvesting of practically all grains with modern machinery was involved. If the port of Progreso had been closed, it would have been impossible to secure the sisal fibre used in the manufacture of binder twine. It was urgent that this fibre be secured immediately and come forward in large quantities by the first of April, otherwise the factories could not have manufactured it in time in sufficient volume for the use of the farmers in harvesting this season's crop. It would have been necessary to harvest by hand, and to have harvested a large part of the grain in this way would have been impossible. The matter was so serious that the President and Secretary of State, on representations from the Department of Agriculture and the Department of Commerce, took the matter promptly in hand. At the request of the President, General Carranza abandoned the blockade of the port of Progreso.

In normal years about 200,000,000 pounds of binder twine are required for harvesting the grain, corn, and flax crops. From two-thirds to three-fourths of this is made from henequen sisal fibre, practically all of which is produced in Yucatan and exported from Progreso. This year the demand for twine is certain to be greater than ever. Last year's wheat crop was the largest the country has ever produced; this year's is expected to be still larger. Nine hundred million bushels is the estimate if normal conditions prevail from now to harvest. It is probable that the production of the other grains, especially of oats, will also be increased and the other crops, the sorghums and corn, will be at least the equal of normal years.

The disturbances in Mexico have already caused an appreciable shortage in the stock of fibre now in this country. Between January 1 and February 28, 67,489 bales of 350 pounds each were brought in, as compared with 156,659 bales in the same period last year and 111,659 bales in 1913. If further supplies had been permitted to be cut off the lack of twine would have resulted in the loss of a very large portion of the crops in the very year when they are most needed. In commenting upon the situation, the Secretary of Agriculture said that the situation was vastly more serious than it was in 1912, when a threatened shortage of twine resulted in a sharp rise in price from seven to twelve cents a pound. Then it was a matter of price; if Progreso were to be closed,

this year it would be a matter of actual scarcity which would result in the waste of a great part of the crops.

**CHINAMAN IRRIGATED GARDEN FROM CANS.**

In connection with the gardening contests conducted by the Texas Industrial Congress in the various cities of Texas, Mr. C. C. French, of Fort Worth, has written to the Congress that a Chinese cook in Arizona some years ago devised a plan for watering his garden plants that produced great results and is easily followed.

"This Chinaman," Mr. French says, "cooked for a family, milked the cow, and made a garden. In fact, the garden produced as much for the family, probably, as the Chinaman's wages cost the family. He had but a small plot, and on it grew the plants which would cover Arizona were it not for a lack of rainfall. This he remedied by irrigation of his own planning. "He saved all the old peach, tomato and other cans he could lay hands upon. Then he made small holes in the bottom of each can, and buried them in between the rows of plants, with the tops flush with the ground, and the tin lids out and turned down, so as to close the can. Into these cans he poured water, including the dish-water, and then covered the tops. In this manner he sub-irrigated his garden, and produced the finest garden I ever saw in that state.

"With the intention of utilizing every bit of moisture in the soil, when one plant had been removed, he carefully placed another near the can to use the residue of moisture. And the ones planted later grew rapidly under these favorable circumstances.

"The aim of this Chinaman was to use the water he had at his disposal in the most effective and economical way. When one waters plants with the hose, two things cause too little water to be used. In the first place, when the top soil becomes wet, water often drains away without percolating into the soil and remaining there for plant use. Again, those who water the plants note the surface is wet, and conclude to stop, and they do not use enough water. In the third place, the water placed on the ground by the hose is on the surface, and evaporates much more rapidly than if placed below the surface.

"One of the fundamental reasons for cultivation is to form a fine mulch on the top of the soil to prevent evaporation. Our Chinaman accomplished this by placing the water below the surface, so the mulch already in place was not disturbed and did not dry out and have to be cultivated before it began to act as a cover to retain the moisture."

Visiting Cards at THE HERALD.

**HOW SEEDS TRAVEL.**

**Some Make Journeys With Wings; Others Hook Themselves to Moving Objects.**

Some seeds make journeys with wings, and others travel from place to place by attaching themselves to the clothes of men or the hair of animals; still others make their journey in the stomachs of birds. These are facts that will interest the young people who are taking an interest in agriculture and are working in a garden at home or at school. According to the United States Department of Agriculture's specialist, the seed as the starting point in the life cycle of a plant may well be studied first by young gardeners.

The seeds of the maple tree are particularly interesting. They are provided with wings, and when they become detached from the parent tree a gentle breeze will carry them a considerable distance from the branch to which they were attached. There are many forms and modifications of the winged seed, as the linden, the hornbeam, the elm, and the pine. These are all common trees from which seeds for illustrative purposes can be secured.

Some seeds are also provided with parachutes or umbrellas, not for protection from rain and storm, but for purposes of locomotion. The seeds of the thistle, the milkweed, and the dandelion—in fact, the seeds of all plants which have a cottony growth—are provided for these aerial journeys.

Besides these, some seeds are provided with hooked appendages, by which they can attach themselves to the clothing of men or to the hair of animals, so that they become transported from place to place. Other seeds have hard seed coats, or shells, which are covered in many cases by edible fruit. The fruits are eaten by birds, but the seeds are not digested, and in this way become distributed from place to place. The groves of cedars, which are characteristic of the landscape in many sections of the country, it will be noted are chiefly placed along the lines of fences or fence rows. The fruit of the cedar is an edible one, but the seed is not digestible, and in this way the existence of these hedge rows of cedars is explained. Cherries, grapes, and other fruits are to a considerable extent disseminated in like manner.

The hard nuts of our nut-bearing trees are not used as food by birds or large animals, but are usually sought by squirrels and small rodents, which are in the habit of gathering and burying them in various places

**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

or storing them in large quantities for winter use. The result is that a considerable percentage of those which are buried in this manner are never rediscovered by those hiding them, and in time nature causes the hard shell to crack open, and the warmth and moisture of the soil brings the germ contained in the kernel into life, and a tree springs into existence. It will be noted that the nuts which were buried by the squirrels did not germinate immediately after being buried, but waited until the warm weather of the spring came before they put forth their tender shoots. This is not because they willed it, but because the hard outer walls of the shell would not admit the air and water to the germ, so as to stimulate its growth.

It was necessary that the shell be frozen and broken by the action of the frosts and the weather before moisture could gain an entrance to cause the swelling of the germ. This peculiarity, when taken advantage of commercially, is called stratification. Seeds with hard shells, such as cherries, peaches, plums, and the like, have to be stratified—that is, they must be planted in the fall where the plants are to grow or they must be packed away in boxes of sand in a position where they will freeze and remain frozen during the winter, in order that they may germinate the following spring. If seeds of this character are stored and kept dry during the winter they will not germinate if planted in the spring. Seeds with thin seed coats, however, like peas, beans, etc., if treated in like manner, will be destroyed by the action of the cold, and no plants will result from planting them in the autumn. Such seeds must, from the nature of the case, be retained in a dry and comparatively warm place during the winter season, in order that their vitality may not be destroyed.

**GRAZING SUDAN GRASS.**

Having grown Sudan grass for two years, 1912 and 1913, and seeing it grow on the experiment farm at Chillicothe, Texas, since its introduction, in 1909, I determined to try its possible grazing qualities, if it had any. I felt if anything would give it a test, to confine hogs on it would do it. Accordingly, about the first of April, 1914, I planted one-fourth acre of land in Sudan grass and sorghum mixed, at rate of about 15 pounds per acre, about four pounds of sorghum and four pounds of Sudan, sowed broadcast, cut in with disc and harrowed. It all came up nicely.

When between half-leg and knee-high, the first week in May I turned three small shoats of perhaps 30 or 40 pounds each onto the plot, taking all feed from them except this pasture, until I began fattening them the first week in September. I killed these hogs the first week in January.

The three dressed 1,043 pounds. I feel that this has demonstrated to me that Sudan is a profitable grazing crop. In regard to how well it stood the pasturing, will say that by the middle of summer there wasn't a stalk of the sorghum to be seen; all had been tramped and smothered out. The Sudan was vigorous, green and growing and when killed by frost, in November, was most as high as a man's head.

Near the watering place, where tramped most, the stools were largest and heaviest, almost as large around as a water bucket, with more than 150 shoots from each. These bunches of stools were so heavy and dense that frost failed to kill it to the ground, and we had green stuff till near Christmas.

I think its stubbornness in resisting this heavy pasturing has demonstrated beyond any question its worth as a pasture for all kinds of stock.—W. W. Cole, in Farm and Ranch.

**LISTEN!**

Our grain bins are bulging. Europe is buying our wheat, corn, provisions, horses, supplies, in fact everything as fast as it can be loaded on ships. Our Bank Vaults of this country hold one quarter of the gold of the world. Let us WAKE UP--TAKE COURAGE.

**Build You a Home**

Plainview Lumber Company

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

**PHONE 300 WARREN'S NEW STORE SPECIALS**

- |                      |        |                        |        |
|----------------------|--------|------------------------|--------|
| 5 gallons good Oil   | 65c    | Best Country Butter,   |        |
| Meadow Brook syrup   |        | per lb                 | 25c    |
| per gallon           | 40c    | Good Lemons, per doz.  | 25c    |
| 14 lbs. Sugar        | \$1.00 | Maxwell House Coffee   |        |
| Tomatoes, 3 lb. cans | 25c    | 3 full pounds          | \$1.00 |
| 6 large cans extra   |        | Eggs, 2 dozen          | 25c    |
| Large Tomatoes       | 65c    | All kinds of Garden    |        |
| Fresh Honey, per lb. | 10c    | Seed, 6 pkgs.          | 25c    |
| Good table Peaches,  |        | Fresh Meats and        |        |
| per can              | 15c    | Fresh Fruits           |        |
| Mexican Beans,       |        | Fresh Vegetables every |        |
| extra, 7 lbs.        | 50c    | Tuesday and Saturday   |        |

**L. J. WARREN**

Phone 300 Southeast Corner Square

**The Season's Best**

We endeavor at all times to supply our customers with a variety of fresh things to eat.

**This Week We Will Have For Your SUNDAY DINNER**

**Fresh Strawberries**

- |                         |                |
|-------------------------|----------------|
| Fancy Celery            | Green Peppers  |
| California Head Lettuce | Cauliflower    |
| Young Radishes          | Young Onions   |
| Turnips                 | Spinach        |
| Mustard Greens          | Fresh Tomatoes |
| New Spuds               | Green Squash   |

Seed Irish Potatoes \$1.75 per Bushel  
Fleishmann's Yeast

Phone Us Today To Reserve Some of the Above Good Things for You

**Pierson & Smith**

Phone 348

**Replace Utensils That Wear Out**

**With Utensils That "Wear Ever"**

We have just received the largest assortment of Wear Ever Aluminum Ware ever brought to Plainview.

Come In and Make Your Selection Before the Assortment Is Broken

**Donohoo-Ware Hdw. Co.**

Phone 80



**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.**

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

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

Our Prescription Department is in charge of three Registered Prescriptionists, 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. tf.

Styles change in Visiting Cards. Are yours of the approved size and letter? Our Engraved Cards come from the best copper plate engravers. Call 72. —Adv. tf.

FOR SALE—Any amount of bundles of Kaffir and Sorghum. WRIGHT & DUNAWAY. —Adv. 4t.

FOR RENT—2 rooms for light housekeeping, one block from S. E. corner square. MRS. L. D. RUCKER. —Adv. tf.

25-pound sack of Sugar \$1.75. Large Crisco \$1.00. Best Tomatoes on earth \$2.50 per case. When it comes to prices, see us. PEOPLE'S SUPPLY STORE. Phone 337. —Adv. 1t.

FOR SALE—4-room house, electric lighted. Windmill and tank. Located in best part of town. 100-foot east front. A bargain. Will give time on part. Write BOX 322. —Adv. 4t.

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

FOUND: On Washington Street, boy's overcoat. Owner can recover by calling at The Herald and paying for this ad. —Adv. 2t.

Onion Sets, Ferry's Seeds, and Seed Potatoes at PEOPLE'S SUPPLY STORE. Phone 337. —Adv. 1t.

Let us print you some bright new Calling Cards. We have all of the popular styles of cards and type. THE HERALD. Phone your order to 72. —Adv. 3t.

FOUND—Bunch of keys. Owner can have same by identification and payment for this ad. —Adv. 3t.

Your Visiting Card reflects your personality. Are yours truthful? Ask THE HERALD for printed and engraved samples. —Adv. tf.

PURE SUDAN GRASS SEED at 25c per pound at PLAINVIEW PRODUCE COMPANY. —Adv. 2t.

FOR SALE OR EXCHANGE. Half section good level land; sixty feet to water; unimproved. Will accept part cash or good trade as first payment; long time balance, 8 per cent. Address OWNER, care Herald. —Adv. tf.

Flake Coverings to supply all of your needs at WATSON'S SECOND-HAND STORE. —Adv. 1t.

WANTED—Chickens and Eggs. J. H. WRIGHT. —Adv. tf.

PLAIN SEWING WANTED.

Sewing by piece at my home. MRS. J. G. EHLI, 800 Wayland St. Ad. 2t.

WANTED—Position as Stenographer. Phone 367. —Adv. tf.

Lineoleum, Rugs and Wall Paper at D. B. WATSON'S. —Adv. 1t.

Two good grades of Stationery for social note correspondence—right in size and at pound prices—which will interest you. THE HERALD PUBLISHING CO. Phone 72. —Adv. tf.

Flake Hominy at PEOPLE'S SUPPLY STORE. Phone 337. Adv. 1t.

**FOR EXCHANGE—137 ACRES BLACK LAND FARM, THREE MILES FROM TEMPLE, TEXAS. FOR STOCK FARM IN SHALLOW WATER BELT—SHALLOW WATER LAND CO. PLAINVIEW, TEXAS.**

New Shipment of Rugs and other Floor Coverings at WATSON'S SECOND-HAND STORE. —Adv. 1t.

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

For a few days only you can get The Plainview Evening Herald, twice a week, and the Weekly Kansas City Star one year for \$1.60. —Adv. tf.

Have all your Chop made by D. L. HAMMER. —Adv. tf.

Get that New Rug for Easter, and brighten up a bit. We have some nice patterns. D. B. WATSON. —Adv. 1t.

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

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

ELECTRIC VACUUM CLEANER FOR RENT by the day to responsible parties. Clean your house once a week the nice, easy way. Phone 359. GARRISON - CONNER ELECTRIC CO. —Adv. tf.

Many pretty designs in good materials at rock-bottom prices, will best describe our New Arrivals in Rugs. WATSON'S SECOND-HAND STORE. —Adv. 1t.

For a few days only you can get The Plainview Evening Herald, twice a week, and the Weekly Kansas City Star one year for \$1.60. —Adv. tf.

Groceries at lowest cash prices. Ask how we can do it. EAST SIDE GROCERY. Phone 468. —Adv. 2t.

EXTRA SPECIAL—HOLLAND'S MAGAZINE AND FARM AND RANCH BOTH FOR 10 MONTHS AND THE EVENING HERALD FOR ONE YEAR FOR \$1.85. —Adv. 3t.

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.

Meat and Bone Meal, Plain Bone Meal and Ground Charcoal for your chickens at PLAINVIEW PRODUCE COMPANY. —Adv. tf.

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. 2t.

For a few days only you can get The Plainview Evening Herald, twice a week, and the Weekly Kansas City Star one year for \$1.60. —Adv. tf.

Manuscript Covers at THE HERALD. —Adv. tf.

A few sizes of screen doors at special prices at DONOHOO-WARE HARDWARE CO. —Adv. Apr. 6.

Meal from your own corn when ground at D. L. HAMMER'S MILL. —Adv. tf.

TO EXCHANGE

For South Plains—Shallow Water—Agricultural Land—

1st—A splendid, two-story, brick hotel in a county site town of 5,000 population; well furnished and equipped throughout—steam heat, hot and cold water and telephone in each room, tile floors, metal ceiling. Best hotel in city. Cost to build \$27,000. Incumbered for \$8,500. Want to exchange equity for farm.

2nd—4 sections, 2,560 acres, in solid block; cheap lease grass joining; splendid cattle country; in Culberson Country, Texas, 4 miles from T. & P. R. R. and town; clear except state debt. Want a good farm or income property.

3rd—Best equipped dairy farm in the Panhandle—320 acres, 120 acres in cultivation; 2 wells; big red barn, cement floors, steel stanchions; 7-room two-story dwelling, all newly painted; 4 miles from heart of this city. Can be bought for \$20 per acre. Improvements cost the money. No trade on this.

Write, J. M. NEELY, Amarillo, Texas. —Adv. 3t.

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. tf.

**GARDEN PLANTS**  
THE KIND THAT GROW  
CABBAGE AND TOMATOES NOW READY  
**D. C. Aylesworth**  
Phone 612

**Special Excursion to Austin, Texas**  
Account of State Sunday School Convention, to be held March 30---April 1. Tickets on sale March 29th and 30th at fare of \$19.20 for round trip. Good for return April 3rd. For further information phone 224.  
**R. F. Bayless, Agent**

**Our Great "Family Bargain"**

THE PLAINVIEW EVENING HERALD (Published twice-a-week, for one year)	\$1.50	All for Only <b>\$1.65</b>
McCALL'S MAGAZINE (Monthly for one Year)	.50	
ANY ONE McCALL PATTERN	.15	
Regular Price,	\$2.15	

Subscriptions may be either new or renewal. Write or call at office of this paper.

We are enabled to give our readers, old and new, the benefit of this money-saving club offer, only because of a very special arrangement with the publishers of McCALL'S MAGAZINE.

**WOMEN Love This Magazine**  
Come in or write to see a sample copy  
McCALL'S is the Fashion Authority and Housekeeping Helper of more women than any other magazine in the world. All the latest styles every month; also delightful stories that entertain, and special departments in cooking, home dressmaking, fancy work, etc., that lighten housework and save money. McCALL'S has been a family favorite for forty-five years. It is the magazine that satisfies.



**Don't Miss This Offer**  
Write or call at the office of this paper

**Free Literature Describing the Great California Expositions**

Write at once to this Bureau for literature descriptive of the great Panama-Pacific International Exposition, which opened in San Francisco on Feb. 20, and the great Panama-California Exposition now open at San Diego. This Bureau is prepared to supply complete information in regard to railroad rates, hotel accommodations, interesting side trips, and reliable, authentic, unbiased information about any section of the great Pacific Coast country. Send us 20c in stamps and we will send you book describing the Panama-Pacific International Exposition, book describing the Panama-California Exposition, a map of California and a sample copy of Sunset Magazine, the great Pacific Coast national magazine, containing beautiful pictures of the Expositions. The regular price of the magazine is 20c per copy. Address **SUNSET MAGAZINE SERVICE BUREAU, San Francisco, Cal.**

**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. Ing. Treatment safe and sure.  
No detention from business or pleasure.

**FOR TRADE**—Nearly-new cut-under surrey for single buggy or horse. BOX 892, or PATTERSON, Demonstration Farm. —Adv. 3t-pd.

A good, clean, safe place to Store Furniture. Phone 338. —Adv. tf.

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. tf.

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

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

Recleaned Native Grown Alfalfa Seed for sale in any quantity at PLAINVIEW PRODUCE CO. Ad. tf.

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. 2t.

Fresh Oysters, Fresh Fruits, and a full line of Staple and Fancy Groceries at right prices at VICKERY-HANCOCK'S. Phone 17. —Adv. 2t.

EXTRA SPECIAL—HOLLAND'S MAGAZINE AND FARM AND RANCH BOTH FOR 10 MONTHS AND THE EVENING HERALD FOR ONE YEAR FOR \$1.85. —Adv. 3t.

FOR SALE—3- and 4-year-old mules, broken and unbroken. Will sell Nov. and Jan. time. Also horses, cows, etc. Old Dr. Wayland place. DICK BRYAN. —Adv. Mar.

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

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

FOR SALE—3- and 4-year-old mules, broken and unbroken. Will sell Nov. and Jan. time. Also horses, cows, etc. Old Dr. Wayland place. DICK BRYAN. —Adv. Mar.

See ROY IRICK for Real Estate Loans. —Adv. tf.

WANTED—Girl for general housework. DAVIS BOARDING HOUSE, 310 Prairie St. Phone 383. Adv. tf.

AUTO FOR SALE—In first-class condition. ROY FRYE. —Adv. tf.

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

Meat and Bone Meal, Plain Bone Meal and Ground Charcoal for your chickens at PLAINVIEW PRODUCE COMPANY. —Adv. tf.

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

FOR SALE. Mountain Sheep and Elk's Head for sale. Call 9010 or see at Ben's Barber Shop. —Adv. 8t-pd.

FOUND. Fur laprobe near Central High School Building. Call at Herald Office and pay for this ad. —Adv. tf.

We have some splendid New Patterns in Rugs at the right kind of prices to please your pocketbook. D. B. WATSON. Phone 212. Adv. 1t.

WANTED—To give you \$800.00. Eighty acres fenced 60 acres broke; worth \$2,000. You get it for \$1,200, 7 miles from Hale Center, 10 miles from Plainview. Public road. W. E. ARMSTRONG. Call Phone 209.

We are making this offer in the spirit the New Jerseyman showed towards Bill Nye. When Nye asked indignantly, "Why do you charge me one dollar for a sandwich?" the Jerseyman answered candidly, "Well, the truth is, I need the money. That is our only excuse for this low price—WE NEED THE MONEY!"

MONEY TO LOAN for irrigation improvements, on approved security. Application must be in early. LAYNE & BOWLER CO. —Adv. 2t.

**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.

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. tf.

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

D. L. HAMMER'S CUSTOM MILL runs every day. —Adv. tf.

VICKERY has the Groceries. You need them. Prices are right, so let's get together. Phone 17. —Adv. 2t.

SUDAN GRASS SEED 25c per pound in any quantity. This is guaranteed to be pure seed. PLAINVIEW PRODUCE COMPANY. —Adv. 3t.

A BARGAIN—If sold quick. 35 1-5 acres 1/2 mile northwest of town. Big orchard. Also 12 acres 1/2 mile west of town. All in cultivation. J. L. SMITH, 1/2 mile west. —Adv. 3 22.

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

Corn Meal, Graham Flour and Chop at D. L. HAMMER'S MILL. Adv. tf.

**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. tf.

EXTRA SPECIAL—HOLLAND'S MAGAZINE AND FARM AND RANCH BOTH FOR 10 MONTHS AND THE EVENING HERALD FOR ONE YEAR FOR \$1.85. —Adv. 3t.

Highest quality or medium quality Second Sheets at THE HERALD OFFICE. We deliver them to you in a hurry. Phone 72. —Adv. 1t.

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. tf.

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

Five-room house and lot close in on West Side. Terms. Bargain if sold at once. HARRISON-KERR. CO. —Adv. 4t.

FOR SALE—Cheap for cash—Groceries. J. H. WRIGHT, first door south Brown Motor Co. —Adv. tf.

OLD PAPERS FOR SALE. HERALD PUBLISHING CO. —Adv. 1t.

We meet all competition, regardless of price. Phone us—337. PEOPLE'S SUPPLY STORE. —Adv. 1t.

**How's This?**

We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure.  
F. J. CHENEY & CO., Toledo, O.  
We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by him.  
NAT. BANK OF COMMERCE, Toledo, Ohio.  
Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75 cents per bottle. Sold by all Druggists.  
Take Hall's Family Pills for constipation.

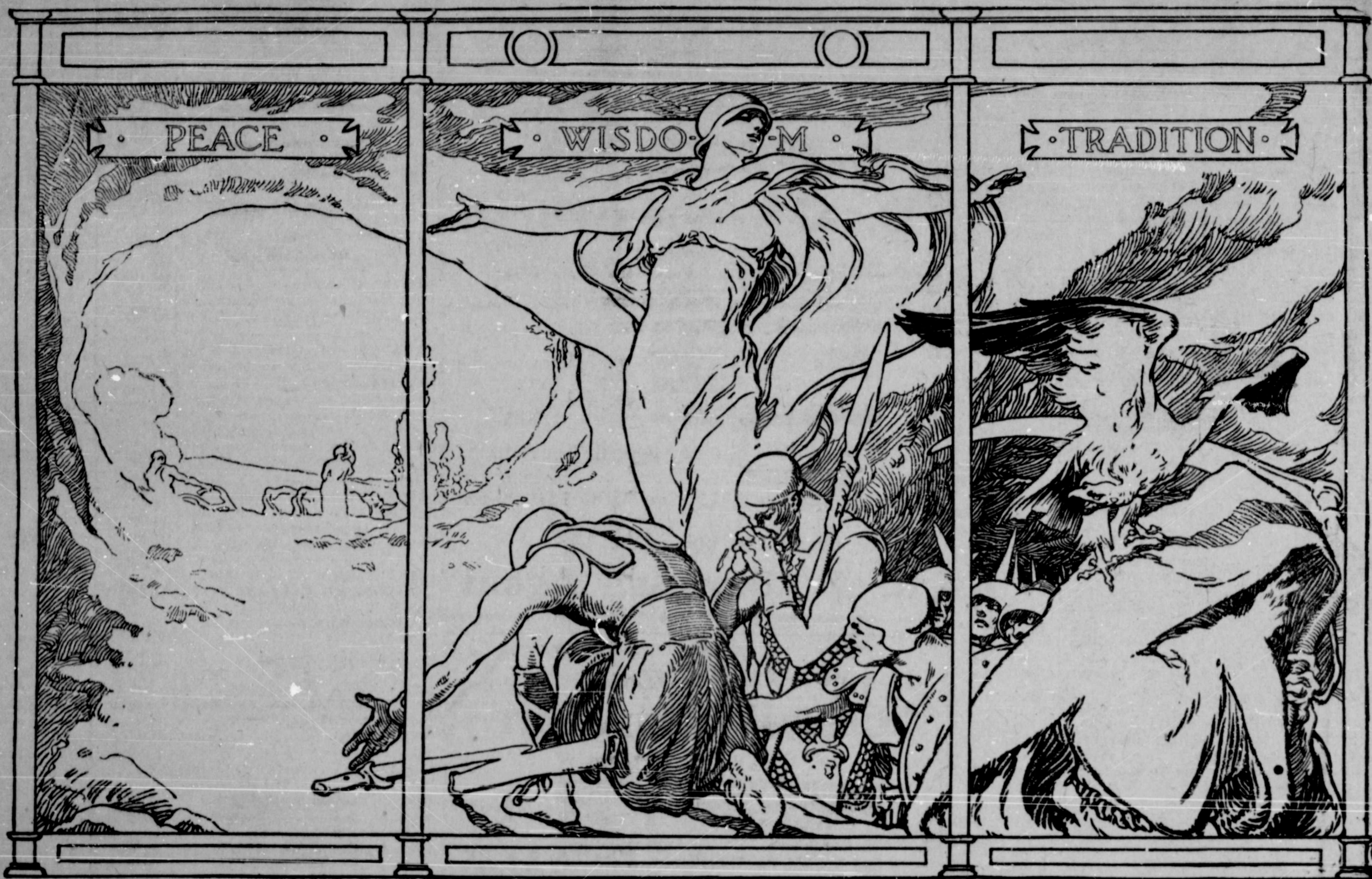
**MARTIN, KINDER, RUSSELL & ZIMMERMAN**  
—Lawyers—  
West Side Square, Donohoo Building Plainview, Texas  
Offices in Tulsa, Texas

**Wanted:—A second hand National Cash Register in good condition.**

If you have a bargain for cash let me know it quick.

**Vickery-Hancock Grocery Co.**  
Telephone No. 17





Copyright Hart Schaffner & Marx

Wisdom leads the fighting men out of the cave of Tradition to look on the vision of Peace; the ploughman, the woman and child.

You ought to be thankful at this Eastertide that you're a citizen of a nation that is not at war

You ought to get some comfort, in such times as these, by contrasting your good fortune in this respect with the sorrows of our fellowmen across the sea.

We should be thankful for prosperity; for our ability to help the homeless ones. We ought to be cheerful over our better lot. Considering everything, we're all of us pretty well off.

We must go on doing our work; the duty of this store is to supply the men, women and children of this community with High Test Merchandise at legitimate prices. We're doing it.

#### Easter Footwear

Certainly no newer styles are being shown in any of the eastern cities than are being found right here. They are the last word in style --priced \$3.50, \$4.00 and \$5.00.

#### Easter Parasols

A wonderful showing of new styles in Spring and Summer Parasols. Beautiful new Pompadour, Dresden and other new and fancy silk effects--all the new shapes are represented in this Easter Showing.

#### Easter Suits

**WE ARE READY** to welcome you with a profusion of new modes in Suits. The new styles are beautiful without being freakish. You will find prices containing a full measure of value. An opportune time to call on your favorite saleslady to get "what's correct" in Easter Suits.

#### Easter Dresses

Smart but correct gowns, of Silk chiefly, with taffetas to the fore; of chiffons, nets and laces in their various combinations. Frocks of Voiles and fine white materials will be greatly in evidence at Easter. Also Serges in exceptionally smart styles for street wear. The nearness of Easter has prompted many women to make early selections.

**Gloves**--Correct gloves to match the new Easter Costume. A well gloved hand constitutes the last touch of elegance to a fashionable costume. Gloves of all kinds are now here.

#### Easter Blouses

The well-dressed woman invariably admits that the blouse is one of the most important of feminine garments. Blouses of Crepe and Pussy Willow Taffeta are among the most favored for Summer because they combine so beautifully with lace and hand embroidery. Many exclusive Blouses are here.

#### Easter Wash Fabrics

It's like walking thru a garden of flowers to inspect our Wash Goods Section. There's a wide profusion of dainty wash fabrics that are bound to bring a smile of delight when you see them. It's an instance of knowing what to choose. The beautiful new embroidered Voiles are especially attractive.

**Carter-Houston's**