## THE PLINNVIEW EVENING HERALD <br> TWICE-A-WEEK



|  | Yet Abourt TThe Plainvie | ew Countryy＂ |  | Mix the Breakfast Biscuits the Night Before－ |
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 ment that a merchant should be supported by the people of the town
because he is a citizen, does not appeal strongly to him. That man,
incidentally, is a merchant whose nuthods and policies have made inciuentally, is a merchant whose muthors and policies have made
him a successful and valuable salesman. The only basis for claiming
the patronage of any clientele, he believes, is vnlue. He holds that the patronage of any clientele, he believes, is vive. He holds
the merchant with an established credit has the advantage of quantity
purchases which the individual may never acquire. His aggregate purchases which the indiviual may never acquare,
business is profitable enough to the jotbend manuf
price concessions obtainable only on quantity sales. Even on the smaller purchases, the merchant can buy as cheaply
from manufacturers and jobbers as the individual can from the mail from manufac
order houses.
Value for value, the merchant has a distinet advantage, and
value, he thinks, is the basic thing. Compare any article be has for a given price with the mail-order article, and the advantage will be or "bait." The idea of value and priee is what should govern buying,
believes, and on these he is willing to stake his elaims for patronage When the people learn to compare our sivils aid war pricas =:
same delivered to their buggies, wagons or autos, or by pareel post same delivered to the wir buggies, wagons or autos, or by parcel post
to their homes, they will find it to their advantage to trade at pome and to "taboo" the mail-order business.

## THE TRAGEDY OF INJUSTICE

Leo M. Frank has just closed his last fight for life. Countless
en and women believe him guiltless. To them there can be no greater tragedy than his death. No justice is seen in the mandates of validity and justice of the law and the retribution required by society for crime against it, but do question the guilt of Leo M. Frank Many others, of course, believe him guilty.
Our system of justice hinges on trial
peers have passed on the case. The imagination jury. Twelve of his peers have passed on the case. The imagination cannot conceive th
intensity of the tragedy in the minds of thnse who believe in this innocence. But, his peers have passed and the higher authorities innocence. Buted by his peers, have affirmed their decision, and Leo M. Frank is today a condemned man. Nothing but gubernatorial clemency
can save him now. The acceptance of the decisions is an expression can save him now. The acceptance of the decisions is an expressi
of faith in our court systetn and our democracy as the nearest approx
mate approach to justice. This I do not propose to discuss now. mate approach to justice. This
Injustice is always tragie.
The tragedy of hanging an innocent man is no greater than that inflicting harm of other nature on innocence
The man in public life who suffers innoe
political enemies, the man in private life whose reputation is tarnished and marred unjustly, are the recipients of injustice secondary only
to taking his life or liberty of action. "Life, liberty and the pursuit o taking his life or liberty of action. "Life, liberty and the pursu
of happiness" are sacred rights on which our forebears founded our government, and the unjust violation of the one enacts a tragedy as truly as the other.
That old adage
ill elimine wiin eliminate iragic injustice, except
shackles of which our race is steadily being freed.

The blessings of living in the wonderful South Plains country are impressed strongly these days of bright sunshine. The verda
earth reminds us that the best days of the year are upon us.

Best Editorial of the Day
gARKET IN HANDS OF GROWERS.

## (Dallas News.) Middling cotton was quoted at 10 cents a pound in Galveston Saturday. At Dallas the priee was 9.25 c on the same day. This Dallas Saturday. At Dallas the price was 9.25 c on the same day. This Dallas quotation marks easily an advance of $\$ 15$ a bale within two months

 Whotation marks eastionably only a sraall percentage of the crop is still inthe hands of the growers, a very considerable percentage of it is stil
in the hands of Texans, so that this incease in the value of cotto in the hands of Texans, so that this increase in the value of cotton
redounds to the advantage of the State. Consumption of cotton by
the mills has becn increasing coneurrently with the is, therefore, one of the causes of the advance aut consumptio has nut been increasing as rapidly as prices have advanced, so that
one must conclude that the chief of the causes contributing to the advance is the growing belief that the supplies of cotton next season
will be more than will be needed. The future course of the marke will be more than will be needed. The futare course of the market
must depend, therefore, largely on the continuance of this belief. It
the spinners hecome convinced that, as they now suspect, the actuage is to be considerably reduced, we may expet not orly a continned

advance in the price for this year's crop, but a good opening price for | next year |
| :--- |
| cotton. |

epworth leagie program Williamson and Victoria Counties



The "Winsor"

One that doesn't seem to lapse in tavor, because it is simple, smart and serviceabie-made of sturdy Matioganyy Russia.-mededium nar: row long vamp, corrded tip, invis.
ible evelets...low broad heel.
An ible eye eist.....ow broad heel. An
oxtord that would cost you more oxtord that would cast you more
eisenhere:-our price is only $\$ 5.00$

ASK EOR NO. 704
RENKEN'S

## GARDEN PLANTS

 THE KIND THAT GROW-Cabbage, Tomatoes and Potatoe Slips Now Ready D. C. Aylesworth

## JUST RECEIVED

A shipment of Blue Flame Coal Oil Burners and am ready to install them in your cook stoves. Come in and talk the matter over with me. First door north of C. W. Bowict! Juclis !uc

## W. L. FARMER

ALD.

## APPRECIATION

Most people know what this means, some do not. We are going to talk about the ones that know this time. The people in this country that came from the "black land belt" where cotton is the main crop appreciate living here and would appreciate it if more of their friends would come and enjoy the great climate in this country and make more money "stock farming" than any place in the world---broad assertion but it's so

You cannot help but appreciate living where you can raise almost any vegetable that grows, the best chicken country there is, hogs that "top the market" every time its tried and as a cattle country recognized as the best.

Of course you appreciate living here; can't beat this country. We appreciate the trade of people who pay their accounts and will do everything in our power to please them with quality, service and price
and hope they appreciate our efforts. When we sell and hope they appreciate our efforts. When we sell
a customer on credit we have confidence in him and a customer on credit we have confidence in him and
he shows his appreciation by paying us and that is the only kind of credit customer there ought to be but unfortunately there is another kind, only a few however, called "Dead Beats" and next week we will tell you something about him and how the Retail Merchants Association gets the "dope" on him. Trade where your trade is appreciated that's here, Sewell Grocery Co.


ZUDORA
A Great Mystic Story by Harold McGrath

Copyright 1914 by Harold McGrath THIRD EPISODE




Caloinel Is quickstiver and Aets Like
Dynamite on Your


RANCHERS! Club together and buy
fence
posts in car lots. Save dealers profit. All
kinds of cedar telephone, shed, corraland fence posts.
S. M. PATTERSON

Belton, Texas

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$\ldots$
Office, Phone 538


JUST VULCANIZING We do tire and tube repair work-and that's all.
This attet tion to This attention to one single kind of work means
quick and effective service. We guarantee our work. TRY US
HOOPER RUBBER COMPANY


SPECIAL EXCURSION TO

For Further Information Phonere 224, R. F. Bavless, Agent

Your Coal \& Lumber Needs Can best be served by us. We carry all builders supplies, posts, cement lime, roofing, ett.. You can sweat
Alfalfa Lumber $\mathbf{C o}$ PHONE 163


WE WANT YOU

## Third National Bank of plainview <br> apital and Surplus \$120,000.00

A GOOD BANK TO BANK WITH

## Gloomy Weather

The time when you look bedragled and feel bedragled need not worry youif youhavelearnedof the service rendered by

## THE

Waller Tailoing Co. WAY

It takes the wrinkles out of your brow and your clothes

It means cleaning, pressing and repairing which may seem to you a little better than necessary.
Tailors

## THE EVENING HERALD'S LIVE WANT AD PAGE



| Whies han may | $\begin{aligned} & \mathrm{M}-1 \end{aligned}$ |
| :---: | :---: |
| We are in the market for Dry and Green Hides in any guantity, RUCK- | SEY cows to trade for work |
| Poduce company. -adv, tt. | or mares. W. G. PHILLIPS. |
| h one-Mae L. or olymple? |  |
|  | OCR FLours cost you fust a 1 lttle |
| R TRADE-Good five-passenger | (eater |
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$\underset{\substack{\text { Green } \\ \multirow{3}{*}{* \\ \text { BoNs }}\\ * \\ \text { BoNs }}}{ }$

| Five- or six-room house wanted by April 6. Rent in advance. J. W. SKIPWORTH, Plainview. -Adv. tf. $\qquad$ $\qquad$ | Eggs. Prices reasonable. Best stock on the Plains. Agent for "Old Trusty" Incubator. We take the risk and the price is right. S. S. SLONEKER, |
| :---: | :---: |
| FOR SALE-Any amount of bundles of Kaffir and Sorghum. WRIGHT \& AWAY | Plainview, Texas. Phone 276. -Adv. |
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| dian, 1914 model; fully equipped with electric light, speedometer, etc. A |  |
| new machine at a second-hand price Call at MERAID OFErCE -Adv, 4 | cent. Address OW |
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|  | This seed has been inspected and |
| cod, clean, safe place to Store |  |
| Furniture. Phone 338. -Adv. tt. |  |
| D. L. HAMMER's Custom mill | order of bayer FERD RASTETTER |
| ary |  |
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|  | at BARS. ato |
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| to 80 pounds. Phone | For sale. |


| NO. 3 | LITTLE TALKS BY THE |
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| DOCTOR |  |

## Announcement

Mr. W. B. Francisco, formerly of Gainesville, Ga., has bought Mr. H. D. Hyde's interest in the Hyde Plumbing $\Omega_{2}$ Electric Co., and the business in the future will be conducted under the firm name of Bellis $Q$ Francisco.

We will be glad to have the opportunity of serving all the former friends and patrons of the firm and by prompt and careful attention to all work entrusted to us will endeavor to secure many

## Respectfully

Bellis \& Francisco
Plumbing, Heating and Electric Wiring


## FORD REPAIRS ANDPARTS

0UR shop is a Ford Shop throughout. We have expert Ford repair men and do no work on other cars. Every Ford part is carried in stock ready for immediate delivery.
We may not have the Ford Car in stock today that you want but you will do well to get on the Ford waiting list.

We Are Jobbers of Diamond Tires
BARKER \& WINN, Ford Aggits
TELEPHONE 236


The heat goe into the cooking, not into the
kitchen. It does your

FLORENCE Oil Cook Stoves work well and reliably, "Look for the Lever" and keeps you comfortable. It requires less watching and regulating than a coal stove.
You can keep one or four burners at an intensely ho 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.

PERFECTLY SAFE
R. C. Ware Fardware Comp'y Gelephone Number 178



## The Home of The Oldsmobile

Where You May See and Have Demonstrated the Latest Model Olds
Ajax and United States Tires Guaranteed Repair Work
Automobile Accessories and Parts Guaranteed Vulcanizing General Auto Headquarters
KNIGHT AUTO CO. MRS. BETTY KNIGHT MALONE. Prop.

## Carter.Houston's

A Remarkable Showing of "TThe Frrat" Clothes for" Young Mien
W E use the word "remarkable" advisedly. In every sense the showing is the most remarkable in the city.

Styles and quality afford buyins opportunity you'll not find excelled elsewhere.

-for suits of choice pattarns and weaves. Every good coloring for Spring is represented. For sheer downright style these clothes are un-
matchable. They're great. matchable. They're great.
$\$ 15$ don't always buy clothes like these.
STRAW HATS NOW. NEW STYLES $\$ 2.00, \$ 3.00$

Carter - Houston's
The Young Men's Shop

## Do You Want Your Orchard to Bear the Most Fruit Possible?

Then spray your trees to kill the destructive insects. This should be done in about ten days, when about ninety per cent of the petals have fallen off. You should make all preparations now and be ready to spray at the right time

Sherwin - Williams' Arsenate of Lead in the powdered form is the very best you can use. We have a sufficient stock on hand to meet your requirements and will be glad to have you call and secure prices, ctc.


## Carter-Houston's

 YOU can't fool the lively young men who know the style game; they catch the newest "curves" in clothes "right off the bat."

So when you know, as we do, that Hart Schaffner \& Marx Varsity Fifty Five has captured the best dressed young men all over the couniry, you can be pretty sure it's the suit for you.
We're ready to show you this successful model in all the newest fabrics. You can pay as low
as $\$ 18$ or as high as $\$ 30$-special values at $\$ 25$. OXFORDS NOW. NEW STYLES Howard \& Foster $\$ 4, \$ 5$
Edwin Claps $\$ 6.50, \$ 7$
CARTEER-HOUSTONPS The home of Hart Schaffner \& Marx clothes
no very hard rain at any time. Pros-
pecte for 1915 certainly look encour-
aging.
H. M. Packard and wife were shopH. M. Packard and wife were
ping in Plainview Wednesday. The Ladies' Aid and Missionary So-
Siety, which was to have met with
保 Mrs. Guit, was postponed on account
of the rain. A. H. Dodson will seli his effects
at publice sale Tuesday, atter which he will move his family to North Da-
kota.
Our people are planning to attend


RETURN ENGAGEMENT J. WV. JOHNSON'S VIRGIINI @ MIISSTRELS


CHAS. PEWEE-SADIE PEWEE Werld's Best Colored Periormers. JUGGLERS-ACROBATS-SINGING-DANCING-TALKING.


