

Development on South Plains and General Prosperity of Staked Plains Santa Fe's Theme

On trains coming out of the Panhandle and South Plains of Texas, one hears only praise of the region called the "Staked Plains" in early geographies. Then it was a great pasture for cattle, succeeding herds of wild buffalo. It still is pasture, but fast coming into small farms, upon which are grown wheat and orchard fruits for man, and forage for livestock. There are great cattle ranches as before, but the herds are confined within fences; so insuring the small farmers against trespass. A letter from an officer of the Santa Fe at Amarillo, October 9, gives a glimpse of progress and prosperity in the region above the "Caprock." He says:

"Nothing that you read or can say with reference to the remarkable development of this section of the country will be any exaggeration. Weather throughout the entire season has been propitious, and is today all that could be desired for fully maturing and harvesting feed crops, with frost so far holding off until even cotton, later this year than usual, should make a fairly good crop above the Caprock, better, I am told, than in East Texas. The country has made such strides, this year, toward diversified farming and stock feeding, both in Texas and in the Pecos Valley, that it is really quite encouraging.

"In the small-grain belt, north of Amarillo, where the acreage and yield this year were so large and satisfactory, will this fall be sown to still larger acreage. There also will be more wheat sown in the South Plains this fall, and again some over in the irrigated districts of the Pecos Valley, with further increase in the acreage around Clovis and Melrose.

"With reference to the South Plains Country, the development is most remarkable; crops of all kinds have made wonderful yield, while a great many settlers are coming in, with shipments of building materials constantly increasing. The country is generally very prosperous. It is reflected, this year, in the ability of the farmer to

store and hold his grain for better prices, disposing at present of only such as he desires to meet current expenses. As a result, there is an immense tonnage of wheat still held back in the country to be marketed as prices are satisfactory to the grower. Thrashing feed crops of kafir, maize, and feterita will commence very shortly, and it is only a question of being able to find a market for the surplus.

"There is, however, a growing demand for these commodities from year to year, which even last year extended from the Atlantic to the Pacific, with a promise, this year, of a largely increased demand in such grain centers as Kansas City, Saint Louis and Chicago. Texas, too, is in better condition than a year ago, and I should rather expect this market to hold up well, although there is an immense crop of Indian corn that our products will have to compete with. Locally, however, there will be an increased consumption, both in the feed lots and on the range, as cattle are too high for the owners to allow them to deteriorate for want of feed in the event of a severe winter."—The Earth.

PRAIRIE AVENUE.

PRAIRIE AVENUE, Texas, Nov. 30.—A fine snow fell here Thanksgiving Day.

Mr. and Mrs. W. G. Williams are expected home this week, from East Texas.

The party at Mr. Logan's Friday night was well attended.

Clifford Nations returned from a trip to Kansas last week.

Thos. Kendrick, of Menuledo, N. M., was the guest of Mr. and Mrs. I. C. Nations Sunday.

Miss Alma Rash went to Tulia Saturday, and returned Sunday.

Mrs. Belle Parks and children, of Liberty, spent Sunday with her mother, Mrs. M. E. Nations.

Mr. and Mrs. Phelix Wakefield, of Silverton, were in our midst last week. Misses Ieola and Hazel Crouch are back from Abernathy.

There was no literary Saturday night at Providence, on account of the people being so busy that they could not attend.

Mr. and Mrs. Chas. Barrett took Thanksgiving dinner at Floydada, with Mrs. Barrett's parents, Mr. and Mrs. Thomas.

HALFWAY.

HALFWAY, Texas, Nov. 30.—Still there is no lull in farm work, but every one is trying to make the best of this pretty weather. Rain would be very beneficial on late-sown wheat.

Bains Neal was called to Weatherford last week by the serious illness of his sister.

Mrs. James Helm and W. W. Pinkerton were quite sick last week, but have about recovered.

In spite of the very inclement weather on Thanksgiving, the greater part of the people of the community met at the school house and enjoyed a short program by the Sunday School in the morning and a very creditable program by the school in the afternoon.

And not the least of the pleasures of the day was the magnificent dinner spread in the school house. We felt that the Lord had dealt very bountifully and mercifully towards us, and every heart was thankful.

Mrs. Lee Miller and son, Earl, and little granddaughter, Wilma Halsey, visited friends in Plainview from Friday until Sunday.

The Hale County Singing Convention, which met here last Sunday, was very well attended, in spite of the cold.

Among the visitors were Mr. and Mrs. L. D. Griffin, Judge and Mrs. W. B. Lewis, Mr. and Mrs. R. M. Peace, Mrs. Massey and others, of Plainview; Mr. and Mrs. Smith, of Meteor; John Gibson and family, of Stoneback; Mr. and Mrs. L. E. Ensign, Mr. and Mrs. Dodson and Mr. Miller, of Olton; Asa Hooper and family, of Mayfield, and Charley Boyd and wife, of near Center Plains.

After some discussion as to whether the convention should go into "winter quarters," it was decided to continue meetings once a month all winter.

Prof. A. A. Whyte, of Lockney, was a visitor to our school today.

Misses Hughes and Claitor, accompanied by Harry Word, of Canyon, went to Petersburg Thursday, returning Sunday.

Mrs. B. B. Huguley and son, Clyde, went to Kress Saturday. Clyde returned Sunday, but Mrs. Huguley will remain all week visiting relatives.

While loading hogs a short time since, D. W. Hooper had the misfortune of getting his shoulder thrown out of place.

Mr. and Mrs. Thomas Stanton, of Plainview, after visiting relatives here for some days, returned home Sunday.

ABERNATHY.

ABERNATHY, Texas, Dec. 2.—Last Saturday night the ladies and young men of Abernathy gave an entertainment at the school house. The characters were representing negroes, and showed good talent for amateurs. They brought forth applause from the audience throughout the evening.

Dr. M. C. Overton, of Lubbock, was in our city for a while Monday.

J. H. Lutrick was in Plainview attending to church business Tuesday.

The Baptist people had a Laymen's Rally at their church Sunday afternoon, and will have another next Sunday afternoon at 3 o'clock. Everybody is invited to attend.

Mrs. Harrell has been seriously ill, but at last report she was better.

Rev. G. I. Brittain, wife and daughter, Miss Akard, from Plainview, were in Abernathy Saturday and Sunday. Rev. Brittain filling his appointment at the Baptist Church Sunday morning and evening.

Mr. Latamore, representing the Fort Worth Life Insurance Company, has been delivering several policies this which which he recently wrote in this vicinity.

R. M. Hester and wife, former Abernathy citizens, but now of Cleburne, have been visiting in this community.

KRESS.

KRESS, Texas, Dec. 1.—Last Thursday the first snow fell here.

The Mothers' Club and Patrons' Club of the public school had a Thanksgiving dinner in the hotel for the benefit of the school. Some folks came from Plainview in their autos for the good dinner.

H. Dustman was a caller in Kress Friday.

R. Riley went west in his auto Saturday to look over his ranch.

Rev. A. L. Moore, presiding elder of Plainview District, came to Kress Saturday evening to preach at the M. E. Church Sunday morning and night.

Will and George Rousser are threshing their row stuff this week, and lots of other neighbors will thresh later.

Mrs. J. R. Callens is on the sick list, but is improving. Her mother, Mrs. J. Bush, went to visit with her Tuesday.

F. T. Skipworth will ship a carload of hogs to Fort Worth Saturday, this week.

There was a box social at the Central Plains school house, west of Kress, Saturday night. There was a good crowd, and Col. C. F. Sjogren auctioned the boxes. The proceeds of the sale of the boxes was \$57.

Rev. L. G. Haggard, of Plainview, went to preach at Happy Sunday, the 28th.

SELECT YOUR PULLETS NOW, IS THE ADVICE OF EXPERTS.

December is the proper time to select the best pullets and breeders for the next spring, according to a recent report issued by the University of Nebraska.

It urges that only well matured pullets be retained as producers, and that the runts, defectives and cripples be eliminated, as they are more susceptible to disease than the normal chicken, and are never good layers.

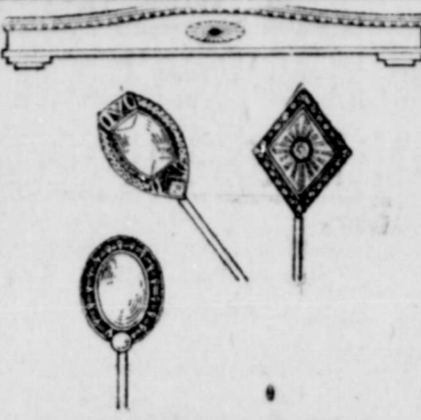
In selecting the crop of pullets, the early layers should always be given preference, according to the bulletin, and by stocking the yard with this variety of birds, chickens will be obtained that will lay all through the winter months. A pullet that will not lay in moderate weather cannot be expected to be a generous producer in January.



READ THE ADS TODAY



18 MORE DAYS - SHOP EARLY - READ THE ADS....

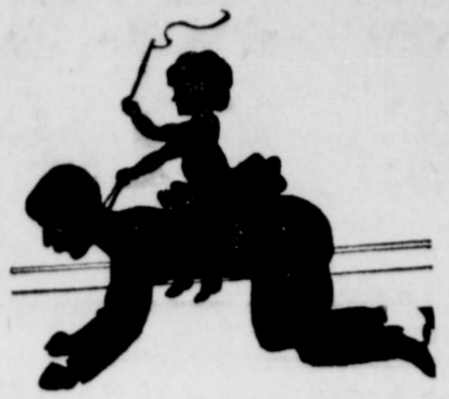


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Choice \$6.50 W. PETERSON

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Even if you cannot spare the time during the day—get an Overland and get out nights. Do your reading (or sewing) after your drive. Get all the air you can, and get it in an Overland—under the most favorable and enjoyable circumstances.

Stay out of stuffy rooms. Get away from town. Get an Overland and spin out into the open country every evening. Get air—pure, fresh, crisp, unadulterated air.

Now is the time. Not next month or next spring—but now.

The longer you wait the more you lose. Remember, he who continually hesitates usually leads a life which consists of just one bitter regret after another.

There is a brand new Overland waiting for you. You can learn to drive in a few hours. So can your wife.

The convenient electric switches on the Overland steering column makes driving simple and easy.

The price is small—very small. The benefits beyond calculation.

Order yours today.

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Nothing could be more appropriate.

Make the appointment today

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Cochrane's Ground Floor Studio

FARM AND RANCH LOANS -:- R. A. UNDERWOOD -:-

Listen-- Most of us want the Moon. Most of us could have plenty of star beams and sun rays but we are likely to fail to notice or accept. We want the Moon; in longing for the thing we can not have we become unhappy, ignoring the fact that there are plenty of gifts from life right at hand within our reach.

BUILD YOU A HOME

Plainview Lumber Company

Lee Johnson Wins Place On East Side Honor Roll

Gives Best Report of Address Recently Made Before Pupils of East Side School by Rev. T. B. Haynie, Pastor of Plainview Presbyterian Church.

"I am glad to have the privilege of talking to so many happy boys and girls this afternoon, and looking into so many smiling faces.

"I am not going to take up so much of your time—not more than thirty minutes. I was going to make a talk in a high school once, and just before I started there was a young girl of the high school walked up to me and touched me on the shoulder, and said that she wanted me to talk about thirty minutes today, because she had not gotten up her lesson, and if I would talk thirty minutes it would take up the time that they were to recite, and they would not have to recite.

"But today I am not going to take up but about fifteen minutes of your time.

"How many of you boys would like to become great and good men. O, just look at the hands! About all of you would, wouldn't you?

"How many of you girls would like to become great women. I guess about all of you would, wouldn't you?

"There are lots of men who set around on the streets and whistle on sticks and smoke cigarettes. How many of you boys would like to be that kind of man? There was not a hand went up. Well, my hand is the only hand up, so I will take it down.

"There is always some old slouchy woman in the neighborhood, isn't there? How many of you girls would like to be that kind of woman? There are not any hands up.

"How many of you boys would like to be President of the United States? There are lots of hands up, isn't there?

"There was a man in Chicago who figured up the time of the educated man and of the uneducated man, and of the average time it takes for a boy to get an education, and he figured that each day that a boy or girl gave to school is worth ten dollars in the future time. Boys and girls may not know while they are young what an education means, until they grow old.

"If you want to make great men and women, now is the time to study and build the foundation.

"You have notice the big red apples that are in boxes when you go into a grocery store, haven't you? Suppose all of us were a big room of apples and were to be shaken up; not only the biggest, but the boy or girl who had developed their mind the most would be on top. If you take a lot of sand and gravel and lots of different things, and put them in a bucket and shake them up, the biggest ones would be on top.

"If you are polite to your friends and favorites, they will develop a great friendship toward you and always respect you. If you want to help your teacher and mother and father, then do what they say, and you will amount to something in this world. The boys of this room have just as much chance to be president of the United States as any one does.

"There was a man visiting a school once, and there was a very smart boy in the class who stood at the head of his class, and the teacher bragged and talked about him lots.

"The next year the same man was visiting the same school, and the same boy was at the foot of the class, and the teacher told the visitor that the boy was the brightest boy in the room last year, and the visitor said, 'He might be the brightest this year, for the stove is at the foot of the class.'

"Boys and girls, if you rise in this world you will have to study and build the foundation while you are young. I may not have the privilege of speaking to you again for a long while, but the next time I meet with you I hope to find you making good in the world and building high.

"Boys and girls, always attend to your own business, and keep your own nose out of other people's business.

"Once there was a young preacher who was very proud of himself. And one day he was going to preach before a large audience, but there was a pair of large black eyes watching him very closely, so he wanted to look as handsome as possible. So he went back into a little room and combed his hair and primped a little, but in using the comb he dropped it on his nose in some way so that it skinned it a little and made it bleed, and he was in such a hurry that he pulled a little piece of paper off of the table near by and stuck it on his nose.

"As he was preaching the audience was watching him very closely, and when the sermon was over he was talking to a deacon and said: 'Didn't I make a hit, though? All of them looked at me like they thought it was grand.' And the old deacon up and said, 'They weren't looking at you; they were looking at the advertisement on your nose,' and the deacon pulled out a little mirror and let him look, and he read, 'Guaranteed to be three hundred yards long.'

PIGS CLIMB TREES.

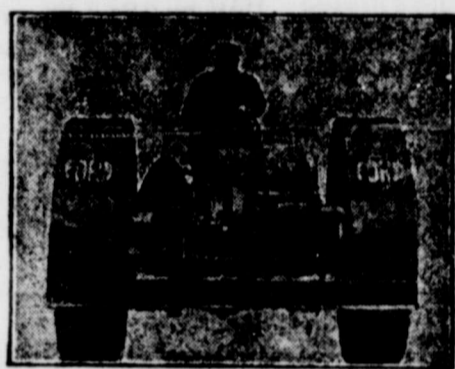
Presumably the walrus and the carpenter never did settle the discussion as to whether pigs had wings, and there are persons who seriously think it was a foolish theme for an argument. And yet it is any stranger than the undisputed fact that in Morocco pigs climb trees in search of nuts? Not only pigs, but goats, too. The puzzle is not in the pigs and the goats, however; they are of the common variety that we see in the back lots in our own communities. It is the tree that is strange. It is called the angan nut tree, and it grows near Agadir. Usually it shoots out from a steep hillside. The trunk is broad and fat and almost horizontal, and so are the main branches, forming ample foothold for any animal which may be tempted by the olive-shaped nuts growing within easy reach of the main branches.—Farm and Ranch.



CHRISTMAS SHOPPING
DON'T GET "SNOWED UNDER"

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\$350
FULLY
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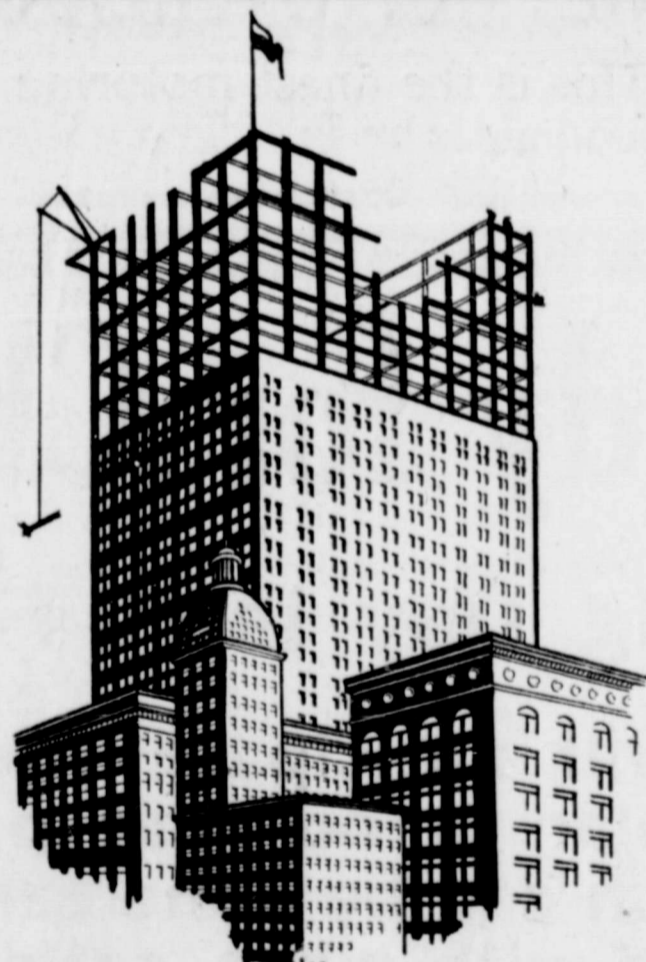


8 H. P.
at drawbar
16 H. P.
on the
belt

Mr. Farmer, the Ford Tractor solves your problem of farm power—economical, efficient, simple, dependable, a proven success. Now in use in ten states. No farm equipment is complete without a Ford Tractor. Will pay for itself in one year on the average farm. Remember, heat, flies or hours do not worry the Ford Tractor; it is always ready and fit for service.

The Ford Tractor is sold under an iron clad warranty to deliver 8 H. P. at drawbar, also as to workmanship and material. If your local dealer does not handle The Ford Tractor you can order direct from the factory. Catalog and letters of endorsement from users of Ford Tractors on request. Place your order now and insure prompt delivery.

THE FORD TRACTOR COMPANY
MINNEAPOLIS MINNESOTA



Building for Years to Come

In the erection of modern buildings the primary thought is for endurance.

The same thought should be given to building our own body and brain—but few give it. This building process requires certain essential food elements which, within the body, are converted into the kind of brain, bone, nerve and muscle capable of enduring the severe tests of work and time.

Grape-Nuts

FOOD

is scientifically made of whole wheat and malted barley, and supplies, in splendid proportion, all the nutritive values of the grains, including their vital mineral salts, which are all-important for life and health, but lacking in much of the food that goes to make up the ordinary diet.

A daily ration of Grape-Nuts food is good "building" for sound health of years to come.

"There's a Reason"

Sold by Grocers everywhere.

TEXAS
Roasted
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WAPLES-PLATTER GROCER CO.
(Wholesale Only)
Denison, Ft. Worth, Dallas, Amarillo, Bowie, Brownwood, Chillicothe, Dublin, Farwell, Gainesville, Greenville, Hamlin, Lubbock, Marshall, Stamford, Texas, and Ada, Oklahoma.

This is the Can

to look for and to ask for if you want to find a new pleasure in coffee drinking. If you want to get compliments on your coffee from company, make your next coffee order White Swan Coffee. Full weight, air tight, one, two and three-pound cans. Whole or ground.

I've Got the Calf Skin

It is the best obtainable and the market cannot get it now for importations are light.

I have \$2,000 insurance on my stock of leather.

If you want hand-made boots of the best leather obtainable, I can serve you.

I have the best shoe repair man in the West.

JOHN MEISTERHANS
PLAINVIEW, TEXAS

Blank with full instructions for taking your own measure will be sent on application



Whose Name Tallor?

First Call for Christmas Clothes!

DON'T wait for a blizzard and let Winter's icy weather catch you unprepared. Whether you wish to be the giver of a nice tailored-to-order suit or overcoat to a friend or relative—or whether you require warm, comfortable clothes yourself—

LEAVE YOUR ORDER NOW

and we'll have the finished clothes delivered "when you say the word." Surely you realize the value of dependability in your Winter clothes, and if you'll tell us to have

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handle your requirements you'll be satisfied every day after you've donned your new outfit.

Come in and see our new Winter suitings and overcoatings and make selection—RIGHT NOW!

PRICES REASONABLE

WALLER TAILORING CO.

PHONE 188

The Plainview Evening Herald
TWICE-A-WEEK

—Published Every Tuesday and Friday Evening by—
THE HERALD PUBLISHING COMPANY,
Corner Broadway and Second Sts.

HERBERT S. HILBURN, Editor E. B. MILLER, Business Manager

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\$1.50 a Year; 75c, 6 Months. Advertising Rates on Application.

LONG-TIME AGRICULTURAL LOANS NEEDED.

The city has its birds of prey—the pawnbrokers. The small towns and rural communities have their birds of prey—loan sharks, the usurers.

The question of farm loans in Texas is becoming a serious one. As the conditions now exist, the small farmer who has a surplus of livestock over his legal exemption in land holdings cannot get money without paying as high as twenty-five per cent—never lower than ten per cent. Yet he is a solvent man, a producer, who is capable of paying his debts and who offers good security. A solvent merchant's paper in Plainview can be handled at a reasonable rate of interest. Then why is it that a successful farmer, who is solvent and who is a producer, not able to secure a loan except at usurious rates of interest?

Clarence Ousley, director of Co-operative Extension Work in Agriculture and Home Economics in Texas, made a special trip to Europe to study the systems of rural credits in vogue there. He is one of the best-informed men in Texas today on this subject. In a letter to The Herald, Mr. Ousley says: "Six months' commercial paper in New York was selling last week at 2 3/4 per cent. Five hundred millions European war bonds have been sold at 5 per cent. The New York Times of November 10th says:

"The ease of borrowing rates for mercantile credit is made of further interest to financial circles because of the pending loans to the allied countries, which are expected to take the form of acceptances. These loans will make an inroad upon the resources of the banks, the extent of which has not yet been determined, and yet money rates show a declining tendency rather than an indication of growing firmer."

"On the other hand, I have a farmer friend who cannot borrow money from his local banks for less than 20 per cent, though he offers 25 head of cattle and 5 head of mules (all above his legal exemption) as security for a twelve-months' loan of \$1,000. Also, he has three vendor's lien notes in the gross amount of \$395 on a piece of land which he sold for \$700, and he cannot discount them at 8 per cent.

"What I want to know is why a small but solvent and successful Texas farmer's paper cannot be sold for less than 20 per cent when a Texas merchant's paper can be sold at 2 3/4 per cent, and why Texas land notes cannot be sold at 8 per cent when European war bonds can be sold at 5 per cent.

"I know some of the reasons, but I am putting these questions to Texas people in the hope of stimulating their thinking about a very grave problem which must be solved in the near future if we are not stupidly to invite a dangerous upheaval."

The loan shark is not altogether to blame for conditions as they exist. He only takes advantage of conditions, and on him cannot be placed the entire responsibility. He's just weak enough and mean enough to take the advantage offered.

Studying the conditions and discovering where the trouble lies and working out a remedy is one of the problems before the people of Texas. And it is not confined to Texas; it is a national problem, and its solution lies with the Nation.

The very nature of the agricultural industry demands long-time loans. There is much more to the question of a system of rural credits than many of us imagine. Conditions exist which demand change promptly. Delay invites "dangerous upheaval."

EVEN THE VILLAGES NEED LIGHT.

Good street lights are needed even by the villages. Lorena (population 1910, 450) is out after a system of electric street lights. The chances are they'll get it. This enterprising little village is in McLennan County, a county of good roads and prosperity.

CONCERNING "SHOP EARLY" EDITORIALS.

The season is here when the newspapers carry line after line on the "shop early" movement. It would seem to the casual observer that the papers are out of "soap," and use the "shop early" and the "Pay your poll tax now" lines merely to fill space.

This is not the case. Nearly every newspaper of any size has more trouble making room for matter that is prepared for publication than in filling the white space.

"Shop early" editorials have their place. It might seem that everyone would know of the "shop early" idea, since it has been agitated several years, but the gentle reminding force of the ever present holiday suggestion "shop early" assists in the movement.

"SHOP EARLY!"

COUNTY COURT CONVENES IN REGULAR SESSION MONDAY.

County Court convenes Monday, in the County Court room at the Court House. Judge W. B. Lewis will preside.

IS BUILDING COTTAGE.

J. T. Hartley is building a nice cottage on South Covington Street.

The new house of G. E. Duckwall, in West Plainview, is nearing completion.

Lubbock County is building a new \$100,000 court house. Two new churches are to be built in Lubbock soon also, according to newspaper reports.

Judge L. S. Kinder returned Wednesday from Tulla, where he has been attending District Court.

G. H. Brewster and Norton Baker were here yesterday from Lockney.

A new \$25,000 jail has recently been completed in Marlin and turned over to the authorities.

Sherman is raising a \$12,000 fund to enlarge the work of its chamber of commerce. This will make the budget for 1916 \$7,000 larger than the 1915 fund.

CITATION BY PUBLICATION.

THE STATE OF TEXAS,

To the Sheriff or any Constable of Hale County—GREETING:

YOU ARE HEREBY COMMANDED, That you summon, by making Publication of this Citation in some newspaper published in the County of Hale, if there be a newspaper published therein, but if not, then in any newspaper published in the 64th Judicial District; but if there be no newspaper published in said judicial district, then in a newspaper published in the nearest district to said 64th Judicial District, for four weeks previous to the return day hereof, Theodore Davis, whose residence is unknown, to be and appear before the Honorable District Court, at the next regular term thereof, to be holden in the County of Hale, at the Court House thereof, in Plainview, Texas, on the 10th day of January, A. D. 1916, then and there to answer a Petition filed in said Court, on the 18th day of June, A. D. 1914, in a suit numbered on the docket of said Court No. 1041, wherein Cera E. Lavis is plaintiff and Theodore Davis is defendant. The nature of the plaintiff's demand being as follows, to-wit: Suit for divorce and custody of their minor daughter, Valeria Davis. Alleging abandonment

for more than three years before filing of this suit with intention of not returning and without cause; and alleging that she is a bona fide inhabitant and resident of Texas and of Hale County, and has been such for more than a year prior to the filing of this suit; and alleging her ability to take care of the child. HEREIN FAIL NOT, And have you before said Court, on the said first day of the next term thereof, this Writ, with your endorsement thereon, showing how you have executed the same. Given under my hand and seal of said Court, at office, in Plainview, Texas, this, the 22nd day of October, A. D. 1915. (SEAL) B. H. TOWERY, Clerk District Court. Hale County, Texas.

PRICES CUT TO THE BOTTOM ON Ladies Coats and Suits

You will find that the prices on all of our ladies suits and coats are very low. A great many are priced at half of the regular price. Don't fail to see these if you are interested in a coat or suit.

CHILDRENS COATS PRICED LOW TOO

Special on Ladies Waists and Blouses.

One lot plaids and stripes, worth **98c**
\$1.50 and more, for - - -

NEW Evening Dresses NEW

A choice selection of evening dresses just received. The newest shades and styles.

CARTER-HOUSTON'S
"Goods that Speak for Themselves"

Get Ready for Christmas

The Big Day Isn't Far Off

If you will anticipate your grocery needs and plan to do that part of your baking which can be done early you will be surprised with what satisfaction you can approach the last few days before Christmas--the usual days of mad rush.

Stock the pantry next week. Purchase all of the goodies that will keep and the bakery ingredients. Everything but the perishables are here now. We can give you better and quicker service now and you can order more leisurely and thoughtfully.

Let us help you plan and work out your plans.

VICKERY-HANCOCK GROCERY CO.

PHONE 17

AUTO REPAIR SHOP

now open in the west end
Opera House Building.

WALLACE WINFIELD

Feeding Lambs

Some valuable information will be found on lamb feeding in bulletin number 153, entitled "Lamb Feeding Experiments," Nebraska Agricultural Experiment Station. The experiments were made in 1914 and 1915, and the data obtained will be useful to sheep producers.

Two hundred and fifty head of Western lambs were divided into five lots and fed on various rations composed entirely of three feeds—corn, alfalfa and corn silage. The lambs were fed in the open throughout the 65-day period, commencing November 26, 1914.

The rations fed were as follows:
 Lot I, ground corn, ground alfalfa hay and corn silage.

Lot II, ground corn and ground alfalfa hay.

Lot III, shelled corn and good alfalfa hay.

Lot IV, shelled corn, good alfalfa hay and corn silage.

Lot V, shelled corn and a poor grade of alfalfa hay.

The ration composed of shelled corn and alfalfa hay gave somewhat the best results, although shelled corn, alfalfa hay and corn silage proved to be very palatable. The grinding of corn and alfalfa and feeding the two as a mixture was not profitable. The gains were scarcely as great as where the whole grain and whole hay were fed, and the cost of grinding therefore made the feed considerably more expensive.

The feeding of a poor grade of alfalfa hay, namely, typical first cutting, off-colored hay, with shelled corn, in comparison with the feeding of a good, clean grade of leafy alfalfa with shelled corn, indicated that the former was not nearly as valuable as the latter in producing mutton. In fact, the good hay proved to be of twice the value of the poor hay in this experiment.

The daily amount of feed consumed and the next profit in each lot was as follows:

Lot I, 1.49 pounds of ground corn, 0.596 pound of ground alfalfa and 0.726 pound of silage. Net profit, 88 cents.

Lot II, 1.57 pounds of ground corn and 0.845 pound ground alfalfa. Net profit, 80 cents.

Lot III, 1.444 pounds shelled corn and 0.94 pound good alfalfa hay. Net profit, \$1.10.

Lot IV, 1.45 pounds shelled corn, 0.813 pound alfalfa and 0.473 pound silage. Net profit, \$1.10.

Lot V, 1.472 pounds shelled corn and 0.90 pound poor alfalfa hay. Net profit, 98 cents.

Part II of the bulletin takes up the feeding of native lambs. These lambs were fed similar rations to the Westerns, and gains were made on practically the same amount of feed, although the natives weighed 91 pounds at the beginning of the experiment, with the Westerns weighing only 53 pounds.

Lot I of the natives on shelled corn and alfalfa hay made daily gains of 0.632 pound on a ration containing 2.20 pounds of corn and 0.96 pound of alfalfa. Lot II made 0.523 pound daily gain on a ration consisting of 2.14 pounds of corn, 1.03 pounds of alfalfa and 0.62 pound of silage. Lot III made 0.486 pound of gain daily on 2.80 pounds of ground corn and 1.19 pounds of ground alfalfa. Lot IV made 0.496 pound of gain per day on 1.78 pounds of corn, 0.56 pound of prairie hay and 1.01 pounds of oil meal.

The cost of producing 100 pounds gain on the Western lambs was not a great deal different from the cost of 100 pounds of gain on the natives fed the same rations. For instance, Westerns, fed shelled corn and good alfalfa hay, produced 100 pounds of gain at a cost of \$5.11, whereas the natives produced the same amount of gain at \$4.48. Westerns, fed a ration of shelled corn, alfalfa and silage, produced 100 pounds gain at a cost of \$5.15, whereas the natives on the same feed produced it at \$5.56. The Westerns, fed on a ration of ground corn and ground alfalfa, produced 100 pounds of gain at \$6.12, whereas natives produced 100 pounds on the same feed at a cost of \$6.24.

THE LIBERTY BELL.

The tour of the Liberty Bell through Texas was one continual triumph. The story of its journey reads like a romance. The news items are particularly valuable in proving that patriotism in our country is as much alive in the American breast today as it was at the time when our independence began. May the sad day never come when our patriotism is dead.—Baylor County Banner (Seymour).

A sight of the liberty bell would awaken about as much enthusiasm in our breast as the contemplation of a fried egg in a mud puddle. Morbid curiosity was responsible for the bell's big reception along the route. If it had been George Washington's wig the reception would have been no less warm; and if there is anything patriotic in a wig it would take a shampoo to find it.—Ablene Reporter.

Evidently he hasn't seen the bell.

SOLVING THE POTASH PROBLEM.

Several new methods of increasing the supply of American potash have recently been brought to the attention of the Bureau of Foreign and Domestic Commerce, of the Department of Commerce. One of the most promising of these efforts to find a substitute for German fertilizers is a patent taken out a few weeks ago by a Canadian for a method of using the potash in ordinary feldspar.

The process is a simple one, consisting of heating the feldspar with limestone and iron oxide at a temperature of about 2,200 degrees Fahrenheit, which produces a partly fused mass that is easily decomposed in a weak acid. From this product the potash salts can readily be extracted for further purification. The inventor has been in consultation with Dr. Norton, the expert who has been looking after the potash and dyestuff situations for the Bureau of Foreign and Domestic Commerce, and it seems very possible that a greatly simplified method of transforming feldspar into fertilizer will soon be available.

A practical try-out for another method of obtaining potash fertilizer will soon take place at a New Orleans distillery where molasses is used in large quantities. It is a fact that 106 tons of potash are wasted daily by the twenty-five or more distilleries in this country that subject molasses to processes of fermentation. The New Orleans company is planning to install the process of saving the potash in distillery waste recently brought to the attention of the public by the Bureau of Foreign and Domestic Commerce. It should be possible to make fertilizers from this otherwise worthless material at a price that will meet competition even after the war is over.

DEMONSTRATION WORK.

Though farm demonstration work in the United States is comparatively a new line of endeavor, it is doubtful if any line of work undertaken by the Government yielded such handsome returns to the people.

For several years after the work was first inaugurated it was looked upon with distrust or suspicion by many farmers, and though the results from it have fulfilled the greatest anticipations of the pioneers in demonstration work, there are yet some farmers who think there is nothing in it—that the methods their fathers and grandfathers followed are good enough for them, and that to try to find a better way is a mere waste of time and effort.

At the South Texas State Fair is an exhibit from the demonstration farm located six miles west of Beaumont.

This exhibit is not extensive, but still it speaks volumes for the purpose for which it was designed.

The primary purpose of this exhibit is to teach farmers of this community what are the best feed and forage crops to grow, and also the rices that thrive best in this locality—or, rather, to give them the benefit of demonstrations in the growing of these things at the farm.

This exhibit contains a most valuable lesson to the farmers of this section, but in order to learn this lesson they must either see the exhibit, visit the farm or read of what is being done there. If the farm should succeed in growing the most abundant forage and

feed crops ever harvested from the face of the earth, and the farmers failed to learn of it, the demonstration work would be a failure so far as they

are concerned. * * * Though the local demonstration farm is a com-

paratively new venture it has done splendid work.—Beaumont Enterprise.

Dress Forms as U R
 made by Mrs. M. Fellows,
 500 Grover st. Phone 498.
 All work guaranteed.

Get It Where They Have It and Guarantee the Quality
THE R. A. LONG DRUG STORE

HAMNER'S DRY GOODS STORE'S Extra Specials for December

LADIES SUITS, BOY'S SUITS, BOY'S OVERCOATS AND CHILDRENS COATS AT REDUCED PRICES

<p>Ladies Suits 25 per cent off</p> <p>\$10.00 ladies all wool blue serge suit \$7.85 \$14.50 ladies all wool blue serge suit \$10.75 \$18.50 ladies suits reduced to \$13.98 \$22.50 ladies wool poplin suits only \$15.75</p>	<p>Childrens Coats 25 per cent off</p> <p>We offer you choice of any child's or miss's coat in the house at 1-4 OFF All new goods.</p>	<p>December Specials</p> <p>Oil cloth only 15c White Oil cloth 17 1-2c Boy's 35c undershirts 19c Childrens vests 19c 25c childrens unions 19c 25c Reuben vests 19c 25c talcum powder 15c</p>
<p>Boy's Suits 25 per cent off</p> <p>CHOICE OF OUR STOCK OF BOY'S SUITS AT 1-4 OFF</p>	<p>Boy's Overcoats 25 per cent off</p> <p>ANY BOYS' OVERCOAT IN OUR HOUSE AT 1-4 OFF</p>	<p>See our prices on Cotton and Wool Blankets</p>

Watch for our advertisement of Christmas goods. We will show a complete line at reasonable prices

HAMNER'S DRY GOODS STORE
 Phone 210 "SELLS IT FOR LESS" Plainview, Texas



"Just What I Want!"

"Give me cake made with Calumet—I know what I'm getting—I know it's pure, wholesome, nourishing, tempting and tasty."

"It's all in Calumet's wonderful leavening and raising power—its absolute purity. Use Calumet for uniform results and economy."

Received Highest Awards
 New Cook Book Free—See Slip in Pound Can.



Cheap and big can Baking Powders do not save you money. Calumet does—it's Pure and far superior to sour milk and soda.



18 MORE DAYS - SHOP EARLY - READ THE ADS....

THE LADIES STORE

NEXT DOOR TO WILLIS DRUG STORE

Offer extraordinary coat and coat suit values right now as follows:

SPORT COATS
 \$3.95 \$4.95 \$5.95

LONG COATS
 \$8.50 \$9.50 \$12.50

COAT SUITS
 \$12.50 \$13.75 \$14.95

All new—Best styles—Popular cloths
RUSSELL GARMENT CO.
 GRANT BUILDING

Henry Lawrence Southwick

WILL PRESENT

RICHARD THIRD

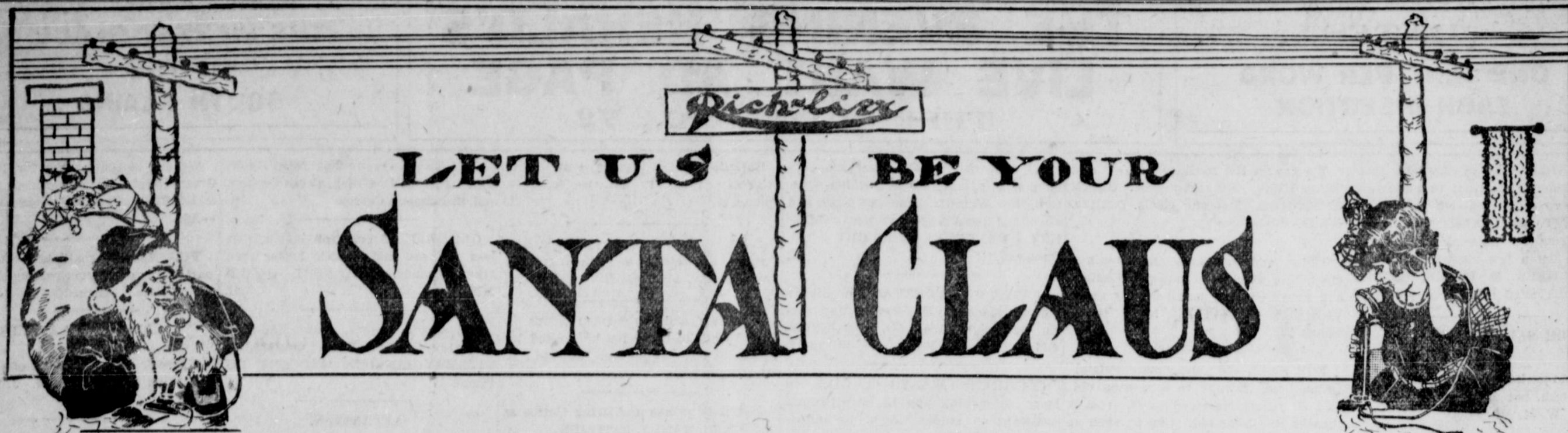
Thursday Night, December 9

At eight o'clock at the
 Methodist Church

Under auspices of
WOMEN'S FEDERATED CLUB

ADMISSION { Students 35c
 Others 50c

Mr. Southwick is president of the Emerson College of Oratory of Boston, Mass. He is being strongly featured by one of the best lyceum bureaus of this country.



LET US BE YOUR SANTA CLAUS

Beginning Saturday, Dec. 4, and Continuing until Christmas, we will conduct another most unique
PROFIT SHARING SPECIAL SALE

This should surpass all previous occasions for the preparations were begun months ago and now comes the

STUPENDOUS PRICE REDUCTIONS

In every department of the Big Busy Store

WE SHALL GIVE AWAY hundreds of dollars worth of valuable merchandise and holiday goods consisting of Dolls, Books, Guns, Games, Mechanical Toys, Playhouse Furniture, etc., also Cut Glass, Chinaware, Lamps, Ivoryware and other useful and appropriate holiday presents too numerous to mention in detail.

On Friday a large force of salespeople will be busy marking down prices and making other elaborate arrangements for the big event

The store will be closed Saturday morning, December 4, until 9 o'clock

The
Rich-Lier
Store

The store will be closed Saturday morning, December 4, until 9 o'clock

has always tried to exercise a liberal business policy. Our patrons are our most valuable assets and with them we are glad to share every available advantage gained by the store.

The year 1915 has been a good year for the RICH-LIER. Its sales will total far more than that of any previous year. The goal set at the beginning of the year is about to be attained. We are now about to make the last, the great effort at the year's closing and to insure success we offer our High-Class Merchandise—in the face of the rapidly advancing market on almost all lines—at prices far less than the real value.

**POSITIVELY THE GOODS OFFERED IN THIS SALE ARE PRICED AS LOW AS
IF WE WERE NOT GIVING BACK TO YOU A PENNY**

Let Us Be Your Santa Claus

We'll give you just the sort of things that you'll want to present to the children, your mother, or father, brother, sister or to a friend. We began last February placing orders for foreign merchandise to be used in this BIG HOLIDAY feature. The last case, which was held in Rotterdam for months by the English embargo, reached us only a few days ago. Many domestic toys, novelties, etc., have added to make ours a most unusual collection of Christmas goods.

Sales people in this department will be glad to show you the splendid assortment of presents and when you have spent one dollar cash in this Special Sale you may begin selecting and getting these free presents.

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE

THE PLAINVIEW EVENING HERALD

Library, University of Texas

TWICE-A-WEEK

VOLUME 26. NUMBER 99

PLAINVIEW, TEXAS, SATURDAY, DECEMBER 11, 1915

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GET THIS STRAIGHT

Read Our Advertisements on Pages 4 and 5
of Section Three in This Issue

YOU WILL FIND MANY ARTICLES PRICED
AT EXTREMELY LOW PRICES

Our Reason

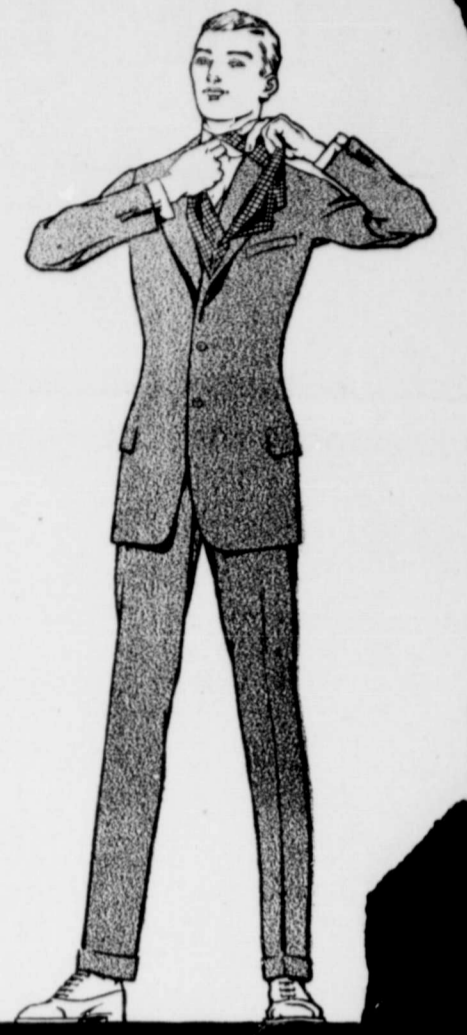
for doing this--not because we have a lot of special goods to dispose of, but that we stocked heavier than usual on all lines this season, cold weather has been rather backward and we have too much merchandise in some departments.

By our large purchases early in the season we were able to get very low prices--THE WHOLE SALE MARKET HAS BEEN ADVANCING STEADILY EVER SINCE.

We have been giving our customers the advantage of our timely purchases. Now we are offering many lines at greatly reduced prices.

In order to make this sale of most interest to you we will give a liberal discount on any article in the store not mentioned in our ad on pages 4 and 5 in section 3. No discount on Hyer's.

This extraordinary sale begins Saturday, December 11th and closes Monday, December 20th. THIS SALE IS CASH ONLY. All goods charged will be at regular prices.



Copyright Hart Schaffner & Marx

"Goods That Speak
For Themselves"

CARTER-HOUSTON'S

Telephone Number
78 and 79



A Year of Satisfaction

ELECTRIC CHRISTMAS GIFTS.

Still New Enough to Have Novelty
Element Dear to Americans.

Electric Christmas gifts still possess that element of novelty dear to the American heart and thus solve the problem of giving Christmas gifts that are "different." Imagine how pleased most men would be to receive an electric shaving cup or electric cigar lighter instead of neckties, socks and handkerchiefs "as usual."

A teakettle for grandmother, a samovar for mother's 5 o'clock teas, a chafing dish for the college girl, a disk stove for the bachelor, a flatiron or sewing machine motor for the practical housewife--all these novel and useful gifts will be appreciated by the recipients.

It should not be forgotten that these electric Christmas gifts are all useful gifts. Each of these devices is designed to do some one thing better than it can be done any other way, whether it is to percolate coffee, toast bread or furnish the power for running a sewing machine.

The presence of an electric percolator on any table adds a touch of something different and something better. The electric tea samovar is rapidly becoming quite the thing for the modern tea table.

Long Nights of Pleasant Reading

Await those families who are wise enough to ask that Santa Claus make theirs an

Electrical Christmas

The current rate on electric appliances is so low that you can't afford to overlook an electric gift or two on your list.

We wish all our friends the gladness which can have its being only in A MERRY CHRISTMAS.

TEXAS UTILITIES COMPANY

Phone 13

THE DANGER FREE TREE.

How Electricity Provides the Sparkling
Cheer Without Risk of Fire.

Nearly every 26th day of December we read in the morning papers the pathetic stories of Christmas play that ends in tragedy. It is the annual toll of the Christmas tree candle. Every city has dozens of such cases each year. The candle flame sets fire to the tinsel trimming, a curtain blazes up, and the day of festivity ends in sorrow or some member of the family is badly burned.

The little electric tree lights are decorative and pleasing to children, and they are safe and convenient. Tiny lamps, fruits, roses, dogs, birds, snow men and grotesque little figures are all strung together on fine, silk covered wire and may be readily connected to any lamp socket behind the tree.

The little lamps sparkle and glow. They are the most effective Christmas tree ornaments ever devised, and there is far more fun for the kiddies, because the lamps can burn as long as they are wanted. They do not have to be watched, and the little lamps can be used year after year. They are suitable for any festivity and add gaiety to every gathering of children.

