

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

VOLUME 27, NUMBER 23

PLAINVIEW, TEXAS, TUESDAY, MARCH 21, 1916

POPULAR VOTE IS TO DETERMINE AWARD OF ADDITIONAL PRIZE IN CONTEST

DECISION OF JUDGES ON \$25 PRIZE WILL BE ANNOUNCED IN FRIDAY'S HERALD, AND READERS OF HERALD TO DECIDE WHO GETS \$10 PRIZE.

MUST BRING THE COUPONS TO THE HERALD OFFICE

Blank Form for Voting Can Be Secured at Any Store Which Has Decorated a Window in Nationally Advertised Goods Contest.

So great has been the interest of the buyer and the merchant in The Herald's Window Display Week Contest and so beautiful are the many windows entered that The Herald has decided to ask for the general decision of the public on the effectiveness of the displays made.

At the bottom of this column you will find a vote coupon. Clip it out and fill it in. Judge the windows on any basis you may see fit and vote it at The Herald office not later than Friday noon. At the stores of the competing merchants will be found additional coupons for voting. Every man, woman, and child in Plainview or this trade territory is entitled to one vote. No votes will be accepted unless they are signed by the persons voting. None will be counted unless brought to The Herald office by the person who wishes to cast the vote.

The firm whose window receives the highest popular vote will be awarded \$10 in cash by The Herald, provided that if the window receiving the most votes is the same as that selected by the judges in awarding the \$25 prize, the \$10 prize shall be awarded to that window receiving the second largest popular vote. In this manner the \$10 serves as a second cash prize in the contest. There have been many and varied suggestions regarding the beauty and drawing power of the different windows, and The Herald takes this means to ascertain which window has the widest appeal.

It is suggested that the individual compare the windows as did the judges. A score card was used. Allowing 100 as a perfect score, "Sales Pulling Power" counted for 50; "Ability to Attract Attention" counted 25; "Beauty of Display" counted 10; "Originality of Design" counted 10; and "Attention to Details" counted 5.

The judges passed upon the windows Monday afternoon, but the result of their decision will not be made known until the popular vote is announced. These announcements will be made in Friday's Herald.

Several merchants have more than one window decorated for the contest. If you are in doubt which window to pass upon, step inside any member of the sales force will be pleased to inform you. It is hoped that the public will take sufficient time to judge the displays conscientiously, as the merchants have put forth great effort and incurred considerable expense to make their displays as attractive as possible.

Plainview's business windows have never set forth so strikingly the attractiveness of the stocks of goods shown within the stores. The merchants have been showered with compliments on their efforts. The Herald has come in for its praise in the campaign, and Plainview buyers have realized "how convenient and how nice it would be if the merchants would keep their windows in constant gala attire." Several merchants have reported numerous sales attracted by their displays.

Those who have special window displays are: Boyd Grocery Co., Reinken's, Sewell Grocery Co., Carter-Houston's, J. W. Willis Drug Co., Temple of Economy, Wilbert Peterson, The R. A. Long Drug Store, Long-Harp Drug Co., Richards Bros. & Collier, Plainview Machine & Auto Shop, Waller Tailoring Co., The Texas Co., Dye Drug Co., Plainview Mercantile Co., Pierson & Smith, G. E. Lewis, People's Supply Store, Donohoo-Ware Hardware Co., W. E. Winfield, The R. & H. Millinery Co., Jacobs Bros. Co., Coan's Variety Store, E. G. Bennett Grocery Co., H. L. A. Frank's Necessity Store, The Elk Barber Shop, and the Cash Grocery Co.

See if your judgment is that of the three judges who have passed on the windows by clipping the following coupon and voting it. If more than one member of the family wishes to vote or if you are not a subscriber to The Herald, you will find coupons at the stores having displays or at The Herald office.

After having inspected all of the windows entered in The Herald's "Window Display" contest, I consider that the window of _____ is most effective in its appeal to the buyer, and cast my vote accordingly.

Signed _____ No person will be allowed to cast more than one vote, and it must be brought in person to The Herald office not later than Friday noon (this week).

HALE CENTER COMMERCIAL CLUB WANTS NEW A. & M.

Joe Lee Ferguson Will Represent New Organization at Sweetwater.

The citizens of Hale Center and vicinity have organized a Commercial Club. The following officers have been elected: B. M. Johnson, President; John J. Roberts, Jr., Vice-President; and Barnett O'Brien, Secretary-Treasurer.

The Club seems to meet with hearty approval and the charter members are working with spirit and determination to enroll the entire citizenship as members.

At the meeting of the Club Monday night, March 20th, the following resolutions in reference to a State A. & M. College for West Texas were adopted unanimously: "Resolved that the Hale Center Commercial Club thoroughly endorse the proposition of

an A. & M. College for West Texas; and realizing the vast benefits to be derived therefrom, that the said Club does hereby elect Joe Lee Ferguson as its representative to attend a meeting to be held in the city of Sweetwater, on April 5th, at which time the matter will be discussed and the necessary steps taken to secure an A. & M. College for West Texas. And further that we hereby join with the commercial organizations of Sweetwater, Lubbock, Amarillo, Canadian, Fort Stockton, Midland, San Angelo, Childress, Quanah, Memphis, Plainview, Pecos and El Paso, as expressed in their general letter of March 4th, 1916, and wish our name to be added thereto."

J. P. Eisenbrand, representing Trost & Trost, architects, of El Paso, was here yesterday on business.

Mrs. J. W. Grant left this morning for El Paso.

COUNCIL ADOPTS ORDINANCE CHANGING ALDERMANIC TERM

Passes Ordinance Requiring Trash Burned From Dumping Ground; Our Health Is Good.

The regular session of the City Council was held last night.

An order was passed requiring trash on the city dump ground to be burned.

The ordinance which provides for a change in the aldermanic term, so that there will be three long-term members and two short, and ordering an election annually was adopted. It is thought that this ordinance is a good one in that it will make such provision that at no time can there be an entirely new council. Thus someone of the body will be closely in touch with the work that has been done.

It was found that the abstract of title to the lots which the city contemplates purchasing has not been completed, and the council authorized the mayor and secretary to pay for the lots whenever the city attorney would pass on the title.

Clay Barrow was granted permission to erect a 12x50-foot sign board opposite the City Hall.

The ordinance prohibiting trespassing on railroad right-of-ways was tabled and will be taken up at the next meeting.

Dr. E. F. McClendon, city health officer, reported that there are no contagious diseases in Plainview.

Y. M. B. L. TO HOLD BUFFET LUNCHEON IN FORD BUILDING.

The Young Men's Business League will meet Thursday evening at a buffet luncheon at the Barker & Winn building. The hour set is eight o'clock.

J. H. Lyon returned yesterday morning to San Antonio after a business visit in Plainview.

Mr. and Mrs. Jewell Patton of Amarillo, spent the week end with Mr. and Mrs. B. L. Shook.

J. A. Darden of Abernathy, was in Plainview yesterday on business.

E. A. Zollicoffer returned yesterday from Fort Worth where he has been on business.

J. M. Edwards was here yesterday en route to Floydada from Canadian.

HELEN TEMPLE FARM MAKING IMPROVEMENTS IN EQUIPMENT

Fifty New Hog Houses and Twenty-Five New Alfalfa Pens in Irrigated Alfalfa.

Eighteen men are at work at Helen Temple farm building hog houses and setting fence for twenty-five pasture pens. A large tract of two-season alfalfa has been cut up into pasture pens and two V-shaped hog-houses will be erected in each pen. The houses communicate with two pens each and hogs can be turned from one pen to the other. This will facilitate handling hogs when the pastures are being irrigated.

A full carload of lumber is being used in the construction of the houses. Geo. R. Quesenberry, manager of the Helen Temple Farm has started his irrigation wells.

The main barns of the farm are being moved a mile northwest of the farm home, so that teams and equipment will be nearer the center of the farm.

JENKINS RESIGNS POSITION WITH THE T. L. & D. COMPANY.

Z. E. Jenkins has resigned his position with the Texas Land and Development Company. Geo. B. Doubleday has been employed to take the position made vacant by Mr. Jenkins' resignation. W. J. Klinger, who has been with the Plainview Machine and Auto Shop, takes the position made vacant by the promotion of Mr. Doubleday. Mr. Jenkins will enter business elsewhere, it is stated.

ALARM TURNED IN WHEN STALKS CAUGHT FIRE.

Stalks from feed in the lot of E. Harlan's home caught fire this afternoon, and an alarm was turned in. The fire company responded, for it was thought the fire was dangerous, since a high wind was blowing. No damage was done.

MYERS' HAND SMASHED WHEN JITNEY BACKFIRES.

Bob Myers is carrying his hand in splints as a result of his jitney backfiring a few days ago. Bones in his right hand were broken. The accident happened in Amarillo.

On Community Co-operation

If the interests of the retail merchant and the retail buyer of Plainview will have been conserved in The Herald's nationally advertised goods campaign, which closes March 25, the primary aim of the movement will have been accomplished.

That for the week Plainview has been a more attractive city, and that a certain measure of civic pride has been engendered by the beautiful windows the merchants have dressed, we consider worth the effort.

Of course, it is to The Herald's interest to create and to maintain interest in nationally advertised goods. Our business is publicity, but, with business, a newspaper fails if it does not, at the same time, have community interest at heart. The co-operation that has been extended in the very opening of our nationally advertised goods week bespeaks to us an interest in and a recognition of the publicity we are striving to give Plainview and the Plainview Country, and is appreciated.

Co-operation is one of the basic principles of community progress. We all know that a single man, a single firm or corporation cannot build a town. One clique cannot build it. A town may grow without thorough co-operation, but its growth and development is not as extensive as when the people co-operate to a common end.

The Plainview Retail Merchants' Association, the Chamber of Commerce and the Young Men's Business League are all telling in the progress of Plainview. But more potent than any of these organizations is the work of interested individuals who are building Plainview because their business will grow with the town. To enlist all this individual effort and direct it through organization is the one move which will mean most growth and most development.

When Plainview grows the country around it is benefited; for better markets and more consumers make the produce of the farm more valuable. Property in Hale County becomes more valuable as Plainview, the county seat, grows. As the country around Plainview develops, Plainview is benefited by increased patronage for its business. It's a mutual proposition.

When a citizen of town or country orders goods from a foreign mail-order concern, he sends that much money where it will never be in circulation in the Plainview Country again. That it is not worth while to go to see what a local merchant has, that he can't meet prices the mail-order houses offer, seems to be an idea current with many farm people. On the other hand, the merchant is just as confident that he can fill any order as cheaply and with as good class of merchandise as any mail-order house. So there you are. The problem from the merchant's standpoint is to get the people into his store to compare prices and qualities. The problem of the man who sends away for his goods is saving money. When this proposition is gone into thoroughly by both buyer and seller, the full advantages and full disadvantages compared, there will be found ground for co-operation and it will be seen that the interest of the two is mutual.

If nationally advertised goods week in Plainview helps in any way to show the buying public that nationally advertised goods are economical, that large-scale production lessens the cost of production, that nationally advertised goods must be good, its appointment will be justified.

VILLA IS REPORTED AS SURROUNDED TROOPS WITHIN 28 MILES OF BANDIT

ONLY AVENUE OF ESCAPE, IT IS SAID, IS OUT OF MOUNTAINOUS INTO PLAINS TERRITORY, WHICH WOULD MEAN CAPTURE.

CARRANZA'S PLANS ARE KNOWN FOR FIRST TIME

De Facto Head Wants to Capture Villa, and Thus Remove All Excuse for Presence of American Troops on Mexican Soil—It Seems Mexican National Spirit Is Not Dead.

EL PASO, Texas, March 20.—Francisco Villa's bandit forces are at Namiquipa, about 130 miles below the border, is the advice sent to The Dallas Morning News tonight by Clarence Dubose, correspondent to The Dallas News. They are understood to be at bay and reports of an engagement now in progress between them and advance guards of Colonel Cano's Carranza force of 900 men reached El Paso tonight. Also, it was definitely stated tonight by General Gavira, in Juarez, that the plan of the Carranza authorities was to capture Villa before the American troops can get to him.

The American forces were twenty-eight miles behind Villa this afternoon, split in two bodies, one at Alamo, the other at Cumbre. This cuts Villa off from the north.

To the east and south are large forces of Carranza cavalry, distributed at Ahumada, Moctezuma, Locena, Chihuahua City, Cusi-huirachi, Guerrero and Malachic.

On the west is the Carranza infantry at Rotsor, Madera and Casas Grandes.

The bandit is thus surrounded. There is a considerable opening on the east side between Chihuahua and Cusi-huirachi. Through this he might break, but it would lead him out of the hill country, and was left open by design.

Carranza's Plans Now Known.

Tonight it is known for the first time since American soldiers entered Mexico just what the Carrancistas are actually doing toward terminating the turbulent career of Pancho Villa, the bandit. Infantry and cavalry have been thrown in an irregular circle around the territory where the outlaw has been located. A conflict may come without delay, and skirmishes are understood to have commenced tonight.

Carranza is trying to "beat us to it" in capturing or killing Francisco Villa. The hope of Mexican authorities directing the campaign is that if they can dispose of Villa first there will no longer be an occasion for American troops on Mexican soil, and accordingly there will be no necessity of granting or rejecting the American request for the use of Mexican railroads in transporting supplies to the expedition. That is the milk in the coconut.

Heretofore such a shroud of secrecy has enveloped the movement and disposition of Carranza troops, and their plans have been so cloaked with mystery and reticence that many people along the border—just to express it bluntly and accurately—have doubted that an earnest effort was being made by Mexican soldiers to find the former hero of the nation, now a fugitive fleeing to his lair before a foreign force. This skepticism has been extensive, but now it is known that General Gutierrez's cavalry and infantry are closing in on Villa's main force and that orders have been issued to "get Villa as quick as possible and before the Americans if it can be done."

May Solve Big Problem.

Meanwhile, within a few days the question of whether or not the Americans can use the railroads of Mexico, particularly the line from Juarez to Casas Grandes, to transport provisions and supplies will become absolutely urgent. How lovely it would be if the Carranza government should be able to say: "Uncle Sam, we have caught the bandit, Villa. He is ours. Naturally your soldiers will withdraw from our soil. Consequently you will have no occasion to ship military supplies over our railroads."

It would be very nice, wouldn't it? The Carranza government would be relieved of an extremely embarrassing situation—the railroad question. If it chooses one horn of the dilemma and grants the American request there may be resentment from the Mexican people. If it seeks to satisfy Mexican pride by refusing the American request other possible complications suggest themselves.

And so it is quite apparent that by "beating the United States to Villa," by tagging the bandit first, the knotty problem is settled in an instant. And that is the meaning and the significance of the military tenseness at Juarez tonight, and that is why Colonel Cano, in immediate command of the Carranza cavalry in the field against Villa, is pushing toward Namiquipa today with redoubled efforts. Information sent by General Gutierrez, at Chihuahua City, who is in command of all the Mexican forces moving against Villa, is that the utmost

American troops were only twenty-eight miles from Villa's main force this afternoon. If this is a fact the Cano cavalry will "have to hurry" to get there first—assuming that Villa don't dodge and escape between the lines.

Trap for Villa.

And this, by the way, is one of the nearest points in the program that has just been learned. According to this plan, Villa is supposed to be hemmed in by American troops which today were reported at Alamo and Cumbre, and by Carranza cavalry which today was at Ahumada, Moctezuma, Locena, Chihuahua City, Cusi-huirachi, Guerrero and Malachic and by Carranza infantry at Roster, Madera and Casas Grandes. Now, these points form, in a general way a circle around Namiquipa, where Villa's main force is reported, and San Lorenza, fifteen or twenty miles from Namiquipa, where there are about fifty Villistas. However, there are breaks in the circle to the east, and a part of the Carranza plan of strategy is that if Villa does not make a stand and tries to "dodge" he will make for one of these gaps, will be pursued out on the plains and put out of business. An ardent hope that Villa will try to escape the circle that is said to be closing in upon him by getting through one of the "eastern gaps" has been expressed by a military man identified with the preparation of the plan that in a general way has been outlined above.

According to military maps, these points figure out that Villa is about 130 miles below the border with American men, perhaps not great numbers, within twenty-eight miles, and Carrancistas attempting to close in from the west and south—leaving outlets in the east and hoping the bandit will try to take that course. However, should he succeed in eluding the surrounding forces, and get in the mountains on the west, the same old problem is presented again.

Want to Reach Villa First.

General Gavira, commandant at Juarez, continued today to decline to make announcements to correspondents. However, with characteristic courtesy, he received callers, and relaxed his self-imposed "censorship" enough to say that the Carranza plan is to capture Villa before the American troops reach him.

"We want to reach Villa first," smiled the general. "That is our business."

"Will the American army be allowed to transport supplies over the Mexican railroads?"

"I have no advice whatever from my government on that subject," he replied.

As has heretofore been indicated, there seems to be little doubt that American military authorities have become convinced that if the United States forces are to remain in Mexico for any length of time railroad communication for supplies is necessary. Dependency upon auto trucks and mule wagons running from Columbus is proving inadequate and less feasible as the men get farther away from the border base.

MILLO IS SUPERIOR TO OTHER SORGHUMS, SAYS KANSAS MAN.

Experiments conducted by the Kansas State Agricultural College, at Manhattan, Kans., have proven that millo maize is the best sorghum grain for that section. Quoting from The Wichita Daily Stockman's interview of March 10 with G. E. Thompson, of the institution:

"Farmers will stand by millo in preference to the other sorghums when they desire a grain crop," states this authority, "and the experiment station results will bear them out. Out of more than 20 tests made at the Garden City and Tribune stations in 1915, dwarf yellow millo proved itself superior to other grain sorghums."

At the Garden City experiment station in 1915 dwarf yellow millo yielded 46.6 bushels of grain and 4,700 pounds of fodder. In the same test white millo produced 35.5 bushels of grain and 4,970 pounds of fodder. In the same test at Garden City last year white hulled white kaffir produced 32.8 bushels of grain and 5,790 pounds of fodder. Two strains of African kaffir were also tried out, one of which produced 18.5 bushels of grain and 5,760 pounds of fodder, and the second strain 20.8 bushels of grain and 7,830 pounds of fodder. Schrock kaffir, in the same comparison, yielded 13.9 bushels of grain and 6,720 pounds of fodder.

"This variety is being given considerable publicity by several seedmen," says Mr. Thompson, "and they have been selling seed at 20 cents a pound. As grown on our experiment plots, Schrock kaffir has not shown itself to be superior to the standard sorghums. When farmers want to combine a forage and grain crop many will plant kaffir. It is much more leafy and the leaves do not fall off when the plant ripens as is the case with millo."

Feterita last year produced 30.5 bushels of grain and 4,990 pounds of fodder at the Garden City station. The season was too cool, however, for feterita to make its best growth. In wet seasons like that of 1915 feterita shows disadvantages not shown in dry seasons. It ripens unevenly and tends to throw out an excessive number of suckers or branches from the sides of stalk.

"Corn was a good crop last year, but before planting corn extensively in Western Kansas people should consider what crop will be the greatest money maker for a period of five or ten years and then plant the crop which experience has taught is the most profitable. In most cases the choice will fall upon millo," Mr. Thompson said.

CITATION—BY PUBLICATION.

THE STATE OF TEXAS To the Sheriff or Any Constable of Lamb County—Greeting: YOU ARE HEREBY COMMANDED, That by making publication of this Citation in some newspaper published in the County of Hale, for Four Consecutive weeks, previous to the return day hereof, you summon W. P. Soash and G. H. Gutru, non-residents of the State of Texas, to be and appear before the District Court of the 68th Judicial District of Texas, to be holden in and for the County of Dallas at the Court House thereof, in the City of Dallas, on the first Monday in May, 1916, then and there to answer to the petition of C. C. Slaughter Co., a private corporation, filed in said Court on the 6th day of January, 1916, against the said W. P. Soash and G. H. Gutru for suit, said suit being Numbered 21768-C, the nature of which demand is as follows, to-wit:

On or about March 1, 1909, said Soash purchased of C. C. Slaughter the Northwest Quarter of Sec. 2, Blk. "T-2," Lamb County, Texas, containing 160 acres of land, and said deed being dated March 1, 1909, and said Soash executed and delivered to said Slaughter, as part consideration, his certain note in the sum of \$920 due on or before March 1, 1916, with 6 per cent interest per annum, payable annually as it accrued, principal and interest payable in Dallas, Texas; on or about the said date above, said Soash purchased of said Slaughter the Southwest Quarter of Sec. 2, Blk. "T-2," Lamb County, Texas, containing 160

acres of land, and as part consideration therefor executed his certain note for \$920 due on or before March 1, 1916, with 6 per cent interest per annum, payable annually as it accrued; a vendors lien was retained to secure the payment of the said notes, in each of said transactions; and providing for 6 per cent interest per annum on all past due interest from annual maturity thereof, and also providing that failure to pay the installments of interest when due should at the election of the holder of the said notes mature the entire notes and be subject to foreclosure proceedings, and providing for attorney's fees if collected by suit. The interest installment on each of the said notes March 1, 1913, and each succeeding interest installment thereafter have not been paid, and plaintiff has exercised its option and declared the said notes due and payable. Thereafter, on

or about April 9, 1914, said Slaughter transferred the said notes, together with all liens thereon contained, to the plaintiff herein, who is the legal owner and holder of the said notes and liens; that the said Gutru, subsequently, purchased the said property and assumed the payment of the said notes; that the defendants have wholly failed and refused to pay the said notes or any part thereof.

Plaintiff prays citation; judgment foreclosing the vendors lien as it existed on March 1, 1909, or in the alternative that title to said land be vested in plaintiff, for damages, costs and general and special relief.

HEREIN FAIL NOT, but have you then and there before said Court this writ, with your return thereon showing how you have executed the same. WITNESS: MATT L. COBB, Clerk of the District Court

of Dallas County, Texas. Given under my hand and the seal of said Court, at office in the City of Dallas, this 10th day of February, 1916 (SEAL). MATT L. COBB, Clerk District Court, Dallas County. By S. M. SPEAKE, Deputy.

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

FRESH VEGETABLES

AT ALL TIMES

Are about the only goods we handle that are not NATIONALLY ADVERTISED

Our stock of staple and fancy groceries is made up with a view to the greatest satisfaction to our customers. We realize that a manufacturer of food stuffs must have the quality in his goods to back it with strong national advertising because the schools of domestic science and food specialists are becoming more inquiring and more insistent upon cleanliness and honesty of product. We can afford to put such goods forward for the producers are back of them with their reputations.

We ask you to watch our window next week and call in our store for the many good things we have to offer you

SEWELL GROCERY CO.

PHONES 8 and 9

Texas Cattle Raisers Convention Houston, Texas

Round trip excursion fares on sale March 18th, 19th and 20th. Final return limit March 27th.

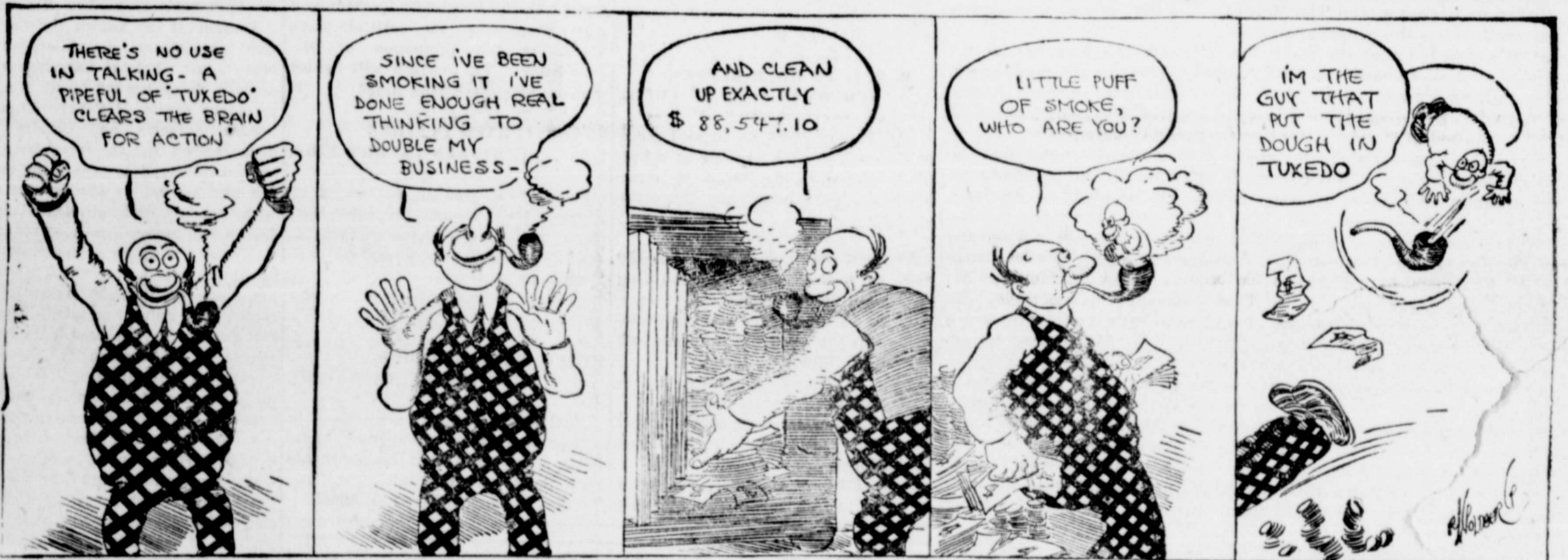
FARE \$20.45

We will operate a through Pullman, leaving Plainview 9:33 a. m., March 19th, arriving Houston 7:30 a. m. the following day. Make your reservations early. For further information phone 224.

JOHN LUCAS, Agent.

"I'M THE GUY"

By GOLDBERG



When you get puffing along at a Smile-a-Minute gait behind a pipeful of mild, mellow, good-for-a-fellow "Tux" you're bound to become the Cheer Leader on the road to Success.

Tuxedo The Perfect Tobacco for Pipe and Cigarette

Tuxedo develops more joy-power to the pipeful than any other tobacco—why? Because it's the only tobacco made that will not "bite"—nor even try to "bite"—the most sensitive tongue and throat.

Tuxedo is made by the original, secret "Tuxedo Process"—the only process that removes all sting and harshness from tobacco. And the tobacco used in Tuxedo is the ripest, mildest leaf grown—aged 3 to 5 years to delightful fragrance and mellowness.

Tuxedo is widely imitated (did you ever hear of anything original and worth while that wasn't?), but—when you call for a show-down in your pipe, imitation brands will quickly bite their way out and leave you and Tuxedo together in peace.

YOU CAN BUY TUXEDO EVERYWHERE

Convenient, glassine wrapped, moisture-proof pouch . . . 5c Famous green tin with gold lettering, curved to fit pocket 10c

In Tin Humidors, 40c and 80c. In Glass Humidors, 50c and 90c.

THE AMERICAN TOBACCO COMPANY



CHRISTY MATHEWSON Famous Baseball Pitcher, says:

"Tuxedo gets to me in a natural, pleasant way. It's what I call good, honest, companionable tobacco—the kind to stick to."

Handwritten signature of Christy Mathewson.

SEEDS

The purest, cleanest, best seeds grown at honest prices. If you can't get it in Dallas, Denver or Philadelphia just call White—he has it. Frost proof cabbage plants only 30c per hundred, prepaid.

G. E. WHITE SEED CO. PLAINVIEW, TEXAS

W. A. TODD, Agent All Kinds of INSURANCE. Office No. 14, First National Bank Building. Phone 129.

A. T. OGG, Transfer and Baggage. Phone 327.

Is Hog Cholera Conquered?

All of the leading agricultural colleges, experts of the Department of Agriculture and livestock specialists are interesting themselves in the study of the causes of hog cholera, and in the best preventive steps to take. It is not easy for the imagination to conceive the far-reaching effects of a simple remedy brought to the attention of the public over night, as it were, which will cure hog cholera. And the careful stockmen will question any remedy proposed until its worth is thoroughly demonstrated. But the fact that such a remedy is advanced by a man of standing in his profession will cause more credence to be given to the report.

The current issue of The Country Gentleman states that a Louisiana experimenter has arranged with the Secretary of Agriculture to conduct a series of experiments which, if their results tally with those already secured by the scientist and his co-workers, may mean the banishment of hog cholera from every section of the country.

Quoting further from this esteemed agricultural journal:

Dr. Charles W. Duval, head of the Division of Pathology and Bacteriology of Tulane University, New Orleans, has discovered a new specific preventive of hog cholera, which he claims not only does away with tedious and exacting requirements, but accomplishes results quickly and cheaply, and these results, it is declared, are permanent.

Doctor Duval had a consultation with the Secretary of Agriculture and later appeared before the House Committee on Agriculture, when he explained in detail the nature of his discovery:

"With my co-workers I have discovered a new specific preventive of hog cholera," he said. "This is no longer an experiment. In my opinion it is an established fact."

He took from his pocket a tiny vial partly filled with a powder and held it up before the committee. "In this vial there is enough of the material to vaccinate 500,000 hogs!" he calmly stated. "And I have enough in my laboratory to immunize every hog in the United States!"

"As you gentlemen already know, the treatment of hog cholera at the present time is by means of a serum, which is an antitoxin analogous to the antitoxin of diphtheria. This serum accomplishes at best an immunity lasting from eight to ten weeks. The serum-virus treatment is not always safe. It has to be given by someone who is skilled.

"With this new specific preventive that we have, which is in the nature of a vaccine, we can protect hogs permanently without any danger to the hogs infected or those associated with the hogs contracting the disease, or getting any symptoms of the disease.

"The vaccine is prepared from the virus of hog cholera. As you probably know, the virus of hog cholera—the germ—has never been cultivated outside of the animal tissue. This virus, which is in the hog's blood and the organs of the hog, we treat in such a way as to destroy the infectivity without destroying the protective property at all.

"Now the virus or germs, if they produce the disease, secrete a poison which we call a toxin. It is a fact known among medical scientists that by treating virus or germs in certain ways you can destroy the power to multiply. You cannot kill them without destroying the poison that is conveyed within them or that has been thrown off from them.

"With this new method of ours we destroy this germ, so there is no danger. You cannot possibly produce the disease, nor can you scatter the germs round so that they give rise to the disease in other animals.

"By destroying the infective power of the virus, which is the poison or toxin, we are able, by introducing it into the animal, to bring about immunity. The immunity is the same as that acquired by the hog that recovers from the natural disease. We say it is permanent because we know that in the natural disease a hog that recovers from hog cholera cannot be infected with that disease again. It is a permanent immunity in the same sense that the immunity conferred by small-pox is permanent.

"This material or product which we have for the prevention of hog cholera is in the nature of a toxin. The virus is treated in such a way as to destroy the infectivity. We take the substance and vaccinate the hog, and no matter what quantity of it we give to the hog no symptoms of hog cholera will arise. You cannot observe any sickness in the hog, and in from two to three weeks the hog is protected.

"It does not do to subject the hog to hog cholera during that time, while he is establishing the immunity; but after two or three weeks you can subject the hog to many, many times the normal dose of hog-cholera virus, either by experimental infections or by putting that hog with others that are dying with the disease, and it will not contract the disease.

"This substance is very easy to produce. It is very cheap. For a dime or so it can be put on the farm. I do not mind telling this committee how we do this thing. We dry the blood and organs of a hog in a vacuum over sulphuric acid. That dried material, if kept at zero degrees centigrade will maintain its infectivity almost indefinitely; we know it will retain it for more than a year. By taking the powder away from zero degrees centigrade and raising the temperature for a period of weeks we get to the point where the infectivity of the germ is destroyed, and its power to immunize is retained. That is the whole process. That is nothing new in medical science.

"This powder may be mixed with a little sterile water and put into a syringe and injected, or the powder may be combined with some solvent, or something like glycerin, which allows it to adhere to a pointed instrument like a vaccine point, so that when you scratch the hog back of the ear this material that is held on the point is simply rubbed in. Anybody who can hold a hog and sit on its back can do the work.

"I have used about 200 animals, and have never lost a case. Our work began in January, a year ago, and the positive tests began to show up in June and July. We are going to patent it, but it is not a secret. The formula will be published."

The Department of Agriculture, through the Bureau of Animal Industry, is planning to make thorough tests of this discovery at Ames, Iowa, during the early spring.

NEWTON C. BAKER ACCEPTED AS THE SECRETARY OF WAR.

Former Cleveland Mayor Has Been Warm Supporter of President Wilson's Administration.

The Senate has confirmed the appointment of Newton C. Baker as Secretary of War, according to reports in the metropolitan press Wednesday. Baker is a former mayor of Cleveland, Ohio. He is a lawyer, and as a leader among Ohio Democrats has been a warm supporter of the Wilson policies since the pre-convention campaign in 1912. He has been a close personal friend of Mr. Wilson since the latter was his instructor years ago at John Hopkins University, and was offered the post of Secretary of the Interior in the original Wilson Cabinet, but declined because he then was mayor. He is understood to be in thorough accord

with the President on the preparedness program and foreign questions.

Offered Place Several Days Ago. An offer of the War Secretaryship was made to Mr. Baker by telegraph several days ago, after the President had spent more than three weeks carefully going over a long list of those suggested to succeed Secretary Garrison. Mr. Baker accepted, and upon being notified that he would be nominated at once, telegraphed that he would be in Washington Thursday.

The selection of Mr. Baker is understood to have been discussed by President Wilson with Colonel E. M. House soon after the latter's arrival here this morning. Since Lindley M. Garrison's resignation, the President has been seeking a Middle Western lawyer to serve as his successor.

The thirty-day period for which Major General Hugh L. Scott, Chief of Staff, was designated Secretary of War ad interim, will expire March 11.

Mr. Baker is 44 years old. He was born in Martinsburg, W. Va., and at the age of 25 was appointed private secretary to Postmaster General Wilson in President Cleveland's Cabinet. In 1897 he began the practice of law at Martinsburg, but not long thereafter moved to Cleveland, where he became city solicitor in 1902. He held this office for ten years, until his election as mayor. In 1914 he was re-elected mayor for a two-year term. Mr. Baker in July, 1902, married Miss Elizabeth Leopold, of Pottstown, Pa.

In Street Railway Controversy.

Mr. Baker has received degrees from Johns Hopkins and Washington and Lee Universities. For years he has been closely identified with the reform movement in Cleveland, and has taken an active part in the street railway controversy there. When Mayor Tom Johnson died Mr. Baker took up the fight for lower street-car fares in Cleveland.

TWO ADAM SCHAAF PIANOS!

We have stored at Lubbock two Adam Schnaf pianos, plain walnut case. Will sacrifice at practically wholesale rather than return to our factory. None better made. Cash or payments, but act quick. Address ADAM SCHAAF PIANO CO., Dallas, Texas. tf.

FOUND—New inner tube. Identify and pay for this ad at J. B. NANCE'S office. tf.

GIRL WANTED for genral housework. Phone 408 or adress Box 344. tf.

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

TRAVEL THE BRIGHT WAY

KEEP YOUR SHOES NEAT

THE F. F. DALLEY CO. LTD., BUFFALO, N. Y.

PROTECTION

is necessary in these STRENUOUS TIMES.

The PROTECTION offered by a BANK ACCOUNT, combined with a little "BULLDOG tenacity" will make you winner in the fight no matter what the odds.

PROTECT YOUR FUTURE by putting your money in OUR BANK.

THIRD NATIONAL BANK

PLAINVIEW, TEXAS

DISPLAY WEEK SPECIALS

While you are on your trip of inspection of the many interesting windows which will be shown next week drop into our store. We have some specials for you. We are going to tell you about two of them here, the others you will have to ask about.

FOLGER'S GOLDEN GATE COFFEE 40c, 80c and \$1.00
HELITROPE FLOUR \$1.85 A SACK, IN 48 POUNDS ONLY

Monday we will have Fresh Strawberries and Fancy Tomatoes. Today we have:

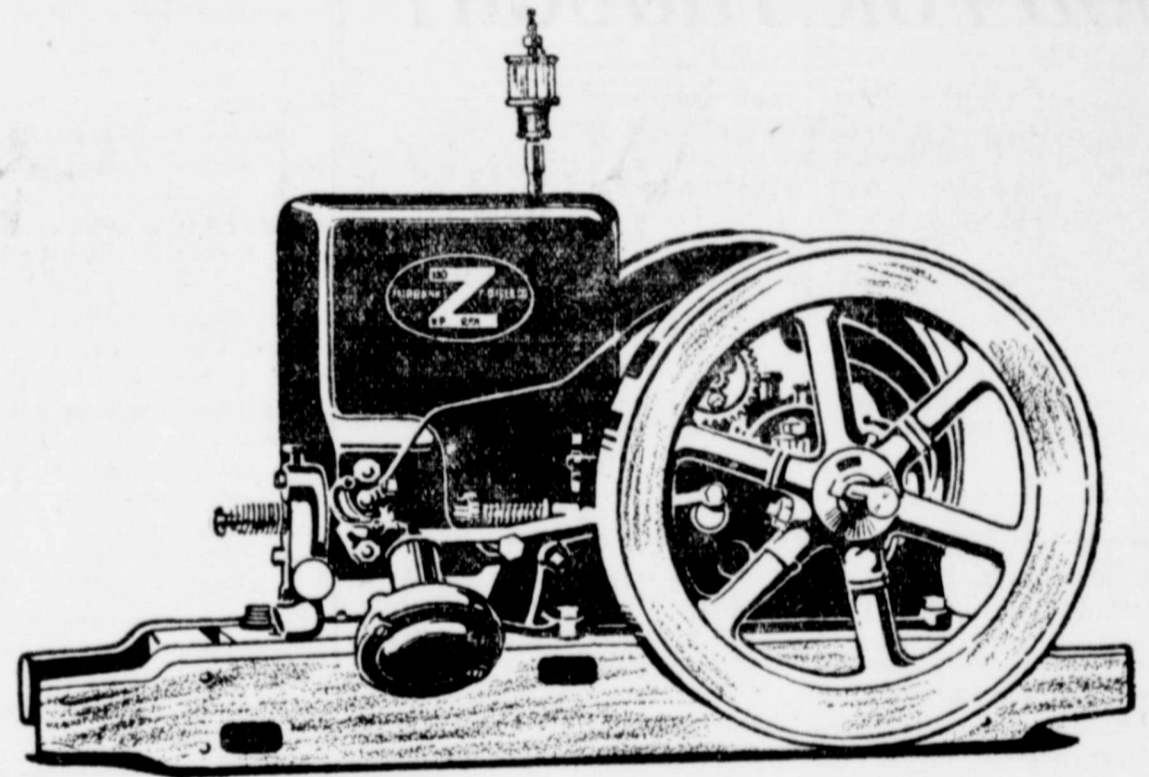
- | | | |
|-------------------|-------------|-------------------------------|
| Young Onions | Fresh Beets | Kalamazoo Celery |
| New Potatoes | Green Beans | Young Radishes |
| Summer Squash | Spinach | Mustard Greens |
| East Texas Yams | Kale | Head Lettuce |
| Fresh Cranberries | | And All Kinds of Fresh Fruits |

WATCH OUR WINDOW NEXT WEEK

PIERSON & SMITH

PHONE 348

It's Here—Come In—See It



The New Type "Z" Fairbanks - Morse FARM ENGINE

Economical — Simple — Light Weight
Substantial — Fool-proof Construction
Gun Barrel Cylinder Bore — Leak-proof
Compression — Complete with Built-in Magneto

"MORE THAN RATED POWER AND A WONDER AT THE PRICE"

1½ H. P. \$ 35.00 3 H. P. - - \$60.00
F. O. B. FACTORY
6 H. P. - \$110.00

WATCH OUR WINDOWS

DONOHOO-WARE HARDWARE CO.

PHONE 80

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

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.

CLEAN AND PROFITABLE AMUSEMENT.

Within the past week a certain organization in Plainview has tabled propositions brought before it by amusement companies who wish to bring carnivals to the town. Plainview has had many a carnival, and the opinion of the majority of the people seems to be that there is little benefit to be derived from them. They take Plainview's money out of Plainview and leave nothing good in exchange for it, and often leave unwholesome things.

Amusement can be wholesome and profitable, and The Herald believes that this is the kind of entertainment the majority of our people want.

A seven-day Chautauqua has been contracted for for the first week in June. On this program there should be much that will entertain and amuse, and at the same time instruct.

Not that a little light amusement is not good, for "A little nonsense now and then is relished by the wisest men," but a carnival brings too much of that class alone, and those who attend soon become surfeited.

Too much good, wholesome entertainment cannot be provided for a community. Plainview, taken by and large, relishes whatever is excellent in the arts.

AGRICULTURE'S PLACE.

Where agriculture thrives, civilization increases, is a tenet of Ralph Waldo Emerson, along with other social students. One of the most potent factors of civilization, stating it another way, is the farmer. In the strictest sense of the word he is a producer. Upon his prosperity and his progress rests, to a wonderful extent, that of the other classes. The manufacturing class is dependent upon him. If in our complex social arrangement any one class is less dependent upon the other, it is the farming class. If in our society of interdependencies one class is more essential than another, it is the farming class.

Just how important the farming class has been held by the Scandinavians is best shown by an old Scandinavian legend, which tells of a race of giants who inhabited land adjacent to a certain fjord. One day a child of the giants playing found a farmer and his team and plow. Carrying them in her apron into the house she asked her mother what kind of beetle she had found. The reply was, "We must be moving, my dear. Such as he will occupy this land, and we will be forced out."

There is a joy in achieving, which every conscientious man, merchant, professional man, or farmer, experiences in his daily work. There is sectional pride, known to all of us, in the achievements of the South Plains farmer, and now is his busiest time. Hale County's prosperity during 1916-1917 depends on what our farmers do this spring. We're all interested.

FOOD FOR THOUGHT

Come wealth or want, come good or ill;
Let young and old accept their part,
And bow before the awful will,
And bear it with an honest heart.

—Thackeray.

He lives long that lives well, and time misspent is not lived, but lost.—Thomas Fuller.

Leisure is time for doing something useful. This leisure the diligent man will obtain, but the lazy never; for "a life of leisure and a life of laziness are two things."—Benjamin Franklin.

Trust in the Lord and keep your powder dry.—Oliver Cromwell.

IS WEST TEXAS A. & M. COLLEGE A NECESSITY?

The Herald has received a letter from Thos. F. Owen, secretary of the San Angelo Board of City Development, which raises some interesting questions on the proposed Agricultural and Mechanical College of West Texas. We believe the letter is of sufficient interest to our readers to warrant its reproduction.

San Angelo, Texas, March 18th, 1916.
Mr. Editor:

There possibly has never been a matter of more specific importance than the establishment of an A. & M. College in West Texas brought before the people of the western and west central portion of Texas for consideration. It is argued from a conservative standpoint that until such an institution is established, the development of the arid resources of the State are going to be slow.

To answer the following questions conservatively may awaken many to the fact that West Texas must have an A. & M. College.

Is Texas large enough in area and wealth to have two colleges?

Do you believe the grid resources of Texas can be better developed by having a college located in the arid section of the State?

Hundred of men and boys have been forced on account of health to locate in West Texas, hence, don't you think it a crime to force them to go to a low altitude in order to gain an agricultural college education?

Why is it a fact that the market values of maize kaffir, feterita and other arid grains are not recognized on a staple basis on the grain markets of our country throughout the entire year just as corn, oats, etc? These grains have a feeding value, then why not a market value?

Don't you believe that stock raising is the chief industry of West Texas, and that there are methods peculiar to our territory which should be found to make this industry more successful?

Now, listen, if you are in favor of or

opposed to establishing an A. & M. College in West Texas, you are invited to attend a general meeting of West Texas interests at Sweetwater, April 5th, to discuss the proposition. It is of vital importance and the citizens of your community are invited to attend.

SAN ANGELO BOARD OF CITY DEVELOPMENT,
Thomas F. Owen, Sec.

CRIMINALITY—MOLLYCODDLES

When crime is not prosecuted incentive for an increase of crime is offered. All that a criminal asks is to be let alone. In the eyes of the law, all men are equal, and the officer who allows influence, money, love or what not to interfere with the performance of his duties is not worthy of serving. When a law has been broken, it is to late for friends to "fix" it. The man who has violated law is a criminal the moment he has broken the law. It is not the role of sheriff, constable, city marshal or prosecuting attorney to release a prisoner at the barr; that is for the Judge or the jury. The suspended sentence cares for the man who is unwittingly drawn into crime for the first time; for the man who is not a hardened criminal, and who might not prove dangerous to society. The sheriff or the prosecuting attorney are not the tribunal. But this, and the role of an abettor in crime, is what they assume when they allow fear of personal influence of a man, fear of his money power, or even the claims of love and affection his own kin may assert, to influence in the performance of duty. As to protecting the good name of a friend—the time to protect that was before transgression—and the tarnish is there. The world admires a stalwart man who is fearless and conscientious in performance of duty. It despises and detests a mollycoddle.

From The Plainview Evening Herald in The Dallas Evening Journal.

Rev. L. G. Hazzard returned yesterday from Kress where he preached Sunday.

A PARODY.

My auto, 'tis of thee,
Short cut to poverty,
Of thee I chant.
I blew a pile of dough
On you two years ago,
Now you refuse to go,
Or won't, or can't.

Through town and countryside,
You were my joy and pride,
One happy day.
I loved thy gaudy hue,
Thy four white tires so new,
No down and out for true,
In every way.

To three, old rattle box,
Came many bumps and knocks;
For thee I grieve.
Badly thy top is torn,
Frayed are thy seats and worn,
A cough affects thy horn,
I do believe.

Thy perfume swells the breeze
While good folks choke and wheeze,
As we pass by.
I paid for thee a price,
'Twould buy a mansion twice,
Now all are yelling "Ice,"
I wonder why?

Thy motor has the grip,
Thy spark plugs have the pip,
And woe is thine.
I, too, have suffered chills,
Aged and kindred ills,
Trying to pay my bills
Since thou wert mine.

Gone is my bank roll now,
No more "t'would choke a cow,"
As once before.
Yet if I had the mon,
So help me John—amen,
I'd buy a car again—
And speed some more!

—Selected.

NEWS FROM WHITFIELD.

Whitfield, March 21, 1916.—W. C. Ooley and Will Lovvorn left last Friday for Mexico to look for land.

The singing at Pet Wallen's Sunday night was well attended.

There will be an election of new officers at Sunday school here next Sunday.

Mrs. Real of Kansas arrived last week. Mr. Real has been here for some time improving their farm.

Mark Williams of Prairieview has the mumps this week.

The party at Hugh Smyer's Saturday night was well attended.

Charles Moore and wife and brother Tom went to Mexico to look for land.

CHRISTMAS BANKING CLUB NOVEL PLAN OF LOCAL BANK.

The Citizens National Bank is organizing Christmas Banking Clubs. This plan is new in Plainview, although many banks have used it before. A certain sum is to be deposited each week for forty weeks, and the deposits may be withdrawn in time for Christmas shopping.

J. F. Duncan has returned from an extended business trip to the San Angelo country.

Chas. Stephenson spent the week end in Canyon.

LOST—Oval Cloisonne belt pin, about 2 inches long, water lily design. Phone J21. Adv. tf.

FOR RENT—Two rooms, furnished or unfurnished two blocks from Post Office. Apply 400 West Main. pd-tt.

LOST—Alligator purse with coin purse, containing some change, Monday afternoon, between Wayland Bldg. and Willis Drug Company. Finder return same to Hugh Speed Oil Company and receive reward. Adv. tf.

If It Isn't An

Eastman

It Isn't A

Kodak

We want Your business
for Kodak Films

Come and See Us

Dye Drug Co.
WEST SIDE SQUARE
Phone 23



ANTHRACITE COALS

Pennsylvania Lyken Valley	\$15.50
Arkansas	\$12.00
New Mexico	\$12.00

SOFT COALS

Simon Pure Nigger Head Lump	\$8.00
Simon Pure Nigger Head Nut	\$7.50
Peerless Egg	\$7.00
Peerless Chestnut	\$5.50

50c per ton extra for delivery

E. T. COLEMAN, Coal and Grain

Phone 176

Constant Association Begets Similarity

Our customers are learning daily to associate JACOBS for Quality and Values, and are also learning to appreciate the one and only way to conduct a legitimate business—One Price, Conscientious Dealings and Good Goods.

We are staunch advocates of the quick sales, short profit idea, and you will never fail to find this method in force.

We use every precaution possible in buying our goods and our customers are realizing daily that they are always marked at prices so that you can always realize a substantial saving in comparison.

Coats, Dresses and Coat Suits

Each express brings us something new, dainty and attractive. Our stock is now replete with the most elegant assortment of authentic styles and colors, and you will note a pleasing difference in many little details of style fit and workmanship.

The lady who appreciates that there is a difference in the way coats, dresses and coat suits are made always come to this store before buying. You will always find the price right.

Corsets

Our shipment of Naco Corsets now in.

We have a corset to fit every figure at a price to fit every purse.

Try one of these corsets and note the difference.



Jacobs Bros
THE ONE PRICE SPOT CASH STORE

THE SPRING LAKE CHRISTIAN ENDEAVOR HAS SOCIAL MEETING

Spring Lake, March 21.—Among Mule Shoe visitors: M. E. Cleavenger, H. M. Packard, O. G. Axtell, Ralph Packard and Leroy Harris.

Choir practice was held at M. E. Cleavenger's Wednesday.

County Assessor Willis of Littlefield accompanied by L. E. Williams was calling on our farms this week.

Mr. Stouffit, of Nebraska, is here looking after his land interests.

O. T. Brown took his little son to Dimmitt to secure medical treatment.

W. S. Hall and family were Hereford visitors Saturday.

Rev. Abney, of Plainview, filled his regular appointment here Sunday.

Mrs. V. C. Axtell, Mrs. E. R. Geist and Miss Mamie Axtell visited Sunnyside School Sunday.

Mrs. M. E. Cleavenger spent the day with Mrs. Cunningham Saturday.

Mrs. P. D. Vore and daughter Etta went to Dawn Saturday to spend a few days with Miss Myrtle Vore, who is teaching at that place.

Russel White made a flying trip to Hereford Sunday.

The C. E. Society of this place held their regular social and business meeting at the home of W. S. Hall Friday evening.

After a season of pleasure and business, Mrs. Hall served refreshments consisting of peaches and cake.

Mr. and Mrs. Hall are ideal hosts and the young people consider an invitation to their home one of the great pleasures of life.

Mrs. M. E. Cleavenger entertained the Needlework Club, Thursday afternoon.

After the work had been put aside, Mrs. Cleavenger served dainty refreshments.

The next meeting will be at the home of Mrs. E. R. Geist.

Uncle Bob Lemond, Walter Lemond and Mr. Casey and son of Hale Center were here Monday night to attend a special meeting of the Masonic lodge.

Rev. and Mrs. J. W. Winn returned this morning from San Angelo, where they have been spending the winter.

KANSAS CITY STOCK MARKET IN DETAIL.

Kansas City Stock Yards, March 17, 1916.—The good market on steers recently drew out an increased supply this week, and prices declined 25 cents during the week, more in some cases.

Total cattle receipts were 11,000 head more than last week, and the increase was almost entirely beef steers.

The best heavy steers here sold at \$9.65, and bulk of all the native steers at \$8.25 to \$9.25.

Several lots of yearlings brought \$9.70. Butcher grades of cattle have held steady during the week, heavy cows selling up to \$8.25, heavy bulls \$7.75 and baby heifers \$10.00, all record prices for March here, as is the top price paid for steers this week.

The increased run is due to high prices, and points to lighter supplies in the future, as cattle have been pushed forward as rapidly as possible.

A feature this week was the large run of pulp and hay fed cattle from Colorado and the Northwest, 125 to 150 car loads of these arriving.

Prices paid for them were almost invariably higher than expectations, and ranged from \$8.35 to \$9.25.

The supply from Oklahoma and the Southwest has not been as liberal this week, some plain Oklahomas at \$8.35 to \$8.90.

Stockers and feeders are somewhat lower, but prices look high, stock steers at \$7.00 to \$8.50, and feeders at \$7.60 to \$8.50.

Breeding stock continues in strong demand, heavy cows to the country at \$8.00 this week, of choice breeding of course, cheaper cows and heifers, down to \$5.50.

Total shipments to the country have been rather heavy, at 11,000 head, although beef grades made up the larger share of the supply.

Hogs have sold slightly lower all week, but net decline have amounted in all to only 15 cents.

Competition is strong for the best hogs, both packers and order buyers going up to the top, several loads today at the top price, \$9.60, bulk of sales ranging from \$9.25 to \$9.60.

Receipts were only 3,700 today, but the total for the week is around 50,000 head, 8,000 more than

last week. Favorable conditions continue to rule the provision market, and although receipts this week have been stimulated somewhat by the strong prices recently, future supplies are expected to run somewhat lighter.

Sheep and lambs are gradually advancing though gains are slow. The market is closing the week at the best point yet reached this winter, and higher than ever known before, lambs selling at \$11.30 yesterday and ewes at \$8.30.

Receipts are only 1,000 today, and some medium lambs brought \$11.15, fully steady. The supply has been lighter this week, and is expected to continue light for thirty days at least.

J. A. RICKART, Market Correspondent.

No. 553.

Official Statement of the Financial Condition of the

First State Bank

at Abernathy.

State of Texas, at the close of business on the 7th day of March, 1916, published in the Evening Herald, a newspaper printed and published at Plainview, State of Texas, on the 21st day of March 1916.

RESOURCES.

Loans and Discounts, personal or collateral \$69,128.87

Overdrafts 609.73

Warrant Account 175.00

Real Estate, banking house 2,500.00

Other Real Estate 931.70

Furniture and Fixtures 500.00

Due from Approved Reserve Agents, net 13,045.17

Due from Other Banks and Bankers, subject to check net 1,362.57

Cash Items 2,877.18

Currency 4,200.00

Specie 846.30

Interest on Depositors Guaranty Fund 545.15

Other Resources as follows Guar. Fund Assessment 31.95

TOTAL \$96,753.62

LIABILITIES.

Capital Stock Paid in \$10,000.00

Undivided Profits, net 8,358.67

Individual Deposits, subject to check 72,110.15

Time Certificates of Deposit 6,284.80

TOTAL \$96,753.62

STATE OF TEXAS, County of Hale.

We, S. R. Merrill as president, and N. C. Hix, as cashier of said bank, each of us do solemnly swear that the above statement is true to the best of our knowledge and belief.

S. R. MERRILL, President.

N. C. HIX, Cashier.

Subscribed and sworn to before me this 16th day of March, A. D. 1916.

C. G. GOODMAN, Notary Public, Hale Co., Texas.

CHINA GLASS HARDWARE TIN AND ENAMELED WARES

B. F. LANDERS'

"RIGHT PRICE" STORE

PLAINVIEW, TEXAS, March 22, 1916

Dear Aunt Sally:-

Ma jist aint had time to rite and I am bin bizzy like a tar in a bee bucket. Wisht you was here last night and your sides would a been sore laffin at the peaces the young ladys recited. It was shore fine.

We bin a hittin the ball puttin up new things. Lots of folks got the notion we was a runnin a tin pan and dishes store but they ar findin out we sell lots of things besides.

It is dry goods things we opened mostly. Got some awful nice stuff for dresses. Cousin Sue could get a drest up frock for sixty 5 cents. That stuff they call voil with flowers on it takes my eye. Jest costs 15c a yard. The flowered dimity is 10 cents and it is sure good lookin. We got about 27 kinds of white stuff that folks names and takes cause it looks good to em. The ladies are pleased with our dry goods prices like they wuz with the kitchen things and dishes.

The new ribbon with flowers and stripes on it is handsome--also sells some. You jist ought to see how popular our white felt hats are. The young ladies are fond of em cause they make em look so sweet. Who wouldn't be sweet at 50c per?

You know that embroidery ma paid 50c for to make Daisy a dress? Well we got some a heap purtier for 35c.

Youd be sure to take home a bunch of ready made dresses and aprons. You couldn't take time to make em when you can buy such pretty ones for 50 cents.

Your windows would look mighty nice dressed up in that 10c and 12 1-2c curtain stuff.

Got some extension rods yesterday to sell for 5c and 10c.

If I told you about our nice underwear you couldn't keep from comin.

Henry could git a pair of knee pants to suit him. Got some dasy for 75.

They must a stole Uncle John's shirt pattern to make 'Long John' work shirts by. They are made for tall folks cost 50c--you couldn't make em for that. We got some four bit work shirts thats plenty nice fur goin to meetin.

We are goin to make a noise like sellin shoes and ladies hats in a few days. Aint no tellin what we'll be selling next thing you know.

I wisht you would come up and let me show you the store and all the nice things weve got. I can tell it bettern I can write it.

A feller waz in here this mornin. He bought a lot of stuff and said he wisht he'd a found the store long time ago. Much as folks talk about it looks like everybody would a knowed fore now.

Ma says send her some Ky. Wonder Bean Seed. The hens eat up her cabbage plants and she hopes you are enjoying the same great blessing.

Yours some more, Sammy.

Store in Wayland Building.

NO. 9802.

REPORT OF CONDITION OF

The Third National Bank

AT PLAINVIEW, IN THE STATE OF TEXAS, AT THE CLOSE OF BUSINESS ON MARCH 7, 1916.

RESOURCES.

1. (a) Loans and discounts (except those shown on (b)) \$322,749.06

Total loans 322,749.06

U. S. Bonds:

(a) U. S. bonds deposited to secure circulation (par value) \$100,000.00

Total U. S. bonds 100,000.00

Bonds, securities, etc.:

(c) Securities other than U. S. bonds (not including stocks) owned unpledged \$ 300.00

Total bonds, securities, etc. 300.00

6. (a) Subscription to stock of Federal Reserve Bank \$ 7,200.00

(b) Less amount unpaid 3,600.00 \$ 3,600.00

8. Furniture and Fixtures 6,783.29

9. Real estate owned other than banking house 22,533.86

10. Net amount due from Federal Reserve Bank 9,303.25

11. (a) Net amount due from approved reserve agents in New York, Chicago, and St. Louis \$ 12,102.89

(b) Net amount due from approved reserve agents in other reserve cities 33,248.60 45,351.49

12. Net amount due from banks and bankers (other than included in 10 or 11) 33,318.62

14. Other checks on banks in the same city or town as reporting bank 442.57

15. (a) Outside checks and other cash items \$ 6,473.93

(b) Fractional currency, nickels, and cents 105.80 6,579.73

16. Notes of other national banks 1,795.00

18. Coin and certificates 13,119.75

20. Redemption fund with U. S. Treasurer and due from U. S. Treasurer 4,200.00

22. Customers' liability account of "Acceptances" by this bank based on imports and exports only. (See Sec. 13, Federal Reserve Act.) 12,800.00

23. Other assets, if any 410.42

TOTAL \$583,287.04

LIABILITIES.

24. Capital stock paid in \$100,000.00

25. Surplus fund 20,000.00

26. Undivided profits \$ 20,783.31 \$ 20,783.31

(c) Less current expenses, interest, and taxes paid 4,606.54 16,176.77

27. Circulating notes outstanding 99,200.00

30. Due to banks and bankers (others than included in 28 or 29) 21,958.47

Demand deposits:

32. Individual deposits subject to check 294,867.86

33. Certificates of deposit due in less than 30 days 4,716.00

35. Cashier's checks outstanding 2,088.67

Total demand deposits, Items 32, 33, 34, 35, 36, 37, 38, and 39 \$301,672.53

Time deposits (payable after 30 days, or subject to 30 days or more notice):

40. Certificates of deposit 24,279.27

Total of time deposits, Items 40, 41, and 42 \$ 24,279.27

TOTAL \$583,287.04

STATE OF TEXAS, COUNTY OF HALE, ss:

I, T. Stockton, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

T. STOCKTON, Cashier.

Subscribed and sworn to before me this 21st day of March, 1916.

Y. W. HOLMES, Notary Public.

CORRECT—Attest:

L. A. KNIGHT,

L. G. WILSON,

W. A. DONALDSON,

Directors.

Always Something New

No Matter How Often You Visit Our Ready-to-Wear Department



NEW and appealing modes that enable you to express your individuality in the style best adapted to yourself because you choose from many different models. Ample opportunity also for securing exclusive style creations that will not be duplicated. You will find the newest suits on display and you will be pleased at the prices we are asking. We invite inspection.

Carter-Houston's

INDUSTRIAL CONGRESS TELLS OF OUR GOOD RANGE CONDITIONS

Summary of General Crop Conditions of Texas by Sections.

DALLAS, Texas, March —Crop conditions in Texas are summarized in a bulletin just issued by the Texas Industrial Congress as follows:

"A general freeze in the middle of January, with temperature ranging from four degrees above zero in the Trans-Canadian country to ten degrees in the latitude of Dallas, and freezing at Corpus Christi and Asherton, was followed by general rains, heavier in the eastern half of the State, and later by very much heavier rains in the counties south of Red River as far as Waco. At the end of January and during the first week of February, there was more freezing weather, which extended as far south as Temple. All of February was extremely dry.

"As a result of these freezes coming before and after general rains, and of a lack of moisture when needed, the winter wheat and oat crops have been very heavily damaged. This damage is stated from reliable sources to have been as follows: North Texas—wheat 66 per cent, oats 93; South Texas—wheat 30, oats 54; Northwest Texas—wheat 45, oats 92; Panhandle—wheat 58, oats 34; Southwest Texas—wheat 80, oats 92. The early planted wheat and oats received little damage, but this was a comparatively small part of the total acreage. The wheat received less damage than the oats except in

the Panhandle section, where its acreage forms a larger relative proportion of the small grains crops.

East and South Texas winter gardens were heavily damaged by the freezes, but the citrus fruits seem to have escaped very largely, thanks to protective measures taken by the growers on receipt of warnings sent out by the Weather Bureau.

"The dry weather of February has allowed the turning of many thousands of acres for replanting in spring oats, and this work has been going forward very actively over North and Central Texas. A great spring-oat crop is indicated, but, notwithstanding, the outlook for an acreage of cotton, greater than that of 1915, has been increased by the widespread damage to the winter small grains. Advices from a number of South Texas counties are to the effect that the acreage being plowed up for cotton is much increased.

"As the attention of the cotton-oil mills is turning generally to the peanut for the production of a very superior oil, and there will be a market for all the peanuts grown in the State this year, it would be more advisable to grow this crop and feed crops on the acreage made vacant by the killing of the small grains than to plant it in cotton.

"So far, no damage has been done to the peach crop, as the January and February freezes and the lack of rain in February have operated to hold back the blossoming of the trees.

"The range conditions were good during January, but have been much affected by the dry weather of Febru-

ary, except where the heavy snows in the Plains counties put a large amount of moisture in the ground. Cattle are, in general, doing well, but the situation in this respect would be greatly helped by several good general rains."

—do you

—take a day off and tramp the country over if you're contemplating buying a farm?

—do you get out on the street and walk it from one end to the other when you are in search of a place to live—a room, a house, or an apartment?

—no you don't

—nor does anyone else. Men and women are too busy to search the country or town over looking for "for sale" and "for rent" signs.

—but they do

—search the classified ads in THE HERALD.

—therefore, if you have property for sale or "for rent," the quickest way is the best, and that is to have your ad where people are reading.

One Cent a Word



STANDING GUARD OVER THE WHOLE FAMILY

YOU CAN RELY ON Rexall Orderlies

Rexall Orderlies

The laxative tablet with the pleasant taste

Protects every member of the family from Constipation—the enemy of good health

We have the exclusive selling rights for this great laxative

The Rexall Store

We have the exclusive selling rights for this great laxative. FYE DRUG CO., INC.

White Swan

Mrs. Housewife—

A few words with you about many things you buy at your grocer's

First—What It Means to You to Buy Branded Goods—

¶ Perhaps you don't realize it, but it's true that nearly every concern that puts up its goods in packages is doing it in an attempt to give you something cleaner, purer and better than you've been able to buy in "bulk."

¶ They brand it with a name because they believe enough in the goods to be willing for them to be known by name—they want you to know what to ask for next time, if you liked the last lot.

¶ Pretty much like the difference between the man who sends an anonymous letter (bulk goods) and the one who signs his letter (branded goods).

¶ Then—as branded goods without doubt represent an attempt to give you something better it is a certainty that when it comes to a choice between unbranded and branded goods it will pay you to buy the latter.

The Difference between Branded Goods

¶ Frankly—nine cases out of ten—the reason why one brand is better than another is simply a case of the "know how." Seldom because one manufacturer is trying harder than another to give you good stuff.

¶ It's like the difference between cooks. For this reason. The concern with the "know how" back of it buys intelligently as well as sees that every item is prepared with skill. It doesn't depend on this section or that section to get the vegetables, fruits, fish, etc., that are put up for you. It goes

to market wherever the best buying market is for each of these articles. Then, right there—right where the best of its kind is raised—the product is packed for you.

¶ All this counts for something in price—we buy in large quantities—people want to sell to us—result, we get better quality for the same or less money.

What It Means to You to Buy White Swan Goods—

¶ We've got the "know how"—we think a little better know how in buying and in securing the best in preparation and packing than most anybody else. At the very least that's what we're trying to do every day—not only to be better than the others—but to be ourselves better today than yesterday.

¶ And then there's the matter of experience. Years of study of foods and methods, of hard trying after improvement—all this experience must cut a big figure in ability to give you the best in quality. We know very well that our 43 years' hard at it have built something into White Swan Products that nothing else could take the place of.

¶ People who've tried White Swan Goods seem to agree that we are on the right track—because they keep on buying that brand.

¶ The result of this is that in all of Texas (and elsewhere in this section) there is not a retail grocery store whose service is built on QUALITY that does not sell, and recommend, White Swan Goods. This means that YOU can get them in your town at your grocer's.

¶ We want to ask you to try White Swan—any article in the list—or all of them. We appoint you sole judge of the whole line by any item in it. That's fair, isn't it—and isn't it worth trying? Ask your grocer.

WAPLES-PLATTER GROCER CO., Wholesale Only

Denison, Ft. Worth, Dallas, Amarillo, Bowie, Brownwood, Chillicothe, Dublin, Gainesville, Greenville, Hamlin, Marshall, Stamford, Tex.; Ada, Okla.



BETTER THAN THE LAW REQUIRES

CITATION—BY PUBLICATION.

THE STATE OF TEXAS
To the Sheriff or Any Constable of Lamb County—Greeting:

YOU ARE HEREBY COMMANDED, That by making publication of this Citation in some newspaper published in the County of Hale, for Four Consecutive weeks, previous to the return day hereof, you summon John N. Hansen, whose residence is unknown, to be and appear before the District Court of the 68th Judicial District of Texas, to be held in and for the County of Dallas at the Court House thereof, in the City of Dallas, on the first Monday in May, 1916, then and there to answer to the petition of C. C. Slaughter Co., a private corporation, filed in said Court on the 6th day of January, 1916, against the said John N. Hansen for suit, said suit being Numbered 21771-C, the nature of which demand is as follows, to-wit:

On or about February 1, 1909, the defendant purchased from C. C. Slaughter the Southeast Quarter of Sec. 5, Blk. "T-2," Lamb County, Texas, containing 160 acres of land; as part consideration therefor, the defendant executed and delivered to said Slaughter his certain promissory notes, numbered 3 and 4, and being for \$173.33 and \$920 and due on February 1, 1912, and February 1, 1916, respectively, each payable to order of said Slaughter, with interest thereon from date at 6 per cent per annum, payable annually, both principal and interest payable at Dallas, Texas; a vendors lien was retained to secure the payment of the said notes. Said notes also providing that all past due interest to bear 6 per cent per annum from the annual maturity thereof and providing that in case of default in payment, when due, should, at the election of the holder of the said notes, mature all of them, and providing for attorney's fees if collected by suit. That note No. 3, for \$173.33, is long past due and unpaid and defendant wholly fails and refuses to pay the said note or any part thereof, though often requested, and an interest installment due on each of these notes February 1, 1912, and payments thereafter, have not been paid, and the plaintiff has exercised its option and declared the notes due and payable. Thereafter, on April 9, 1914, said Slaughter transferred the said notes to the plaintiff, who is the legal owner and holder of same.

Plaintiff prays citation; judgment foreclosing the vendors lien as it existed on February 1, 1909, on said land, in the alternative, that the title to said land be vested in the plaintiff, for all damages, costs and general relief.

HEREIN FAIL NOT, but have you then and there before said Court this writ, with your return thereon showing how you have executed the same.

WITNESS: **MATT L. COBB,**
Clerk of the District Court
of Dallas County, Texas.

Given under my hand and the seal of said Court, at office in the City of Dallas, this 10th day of February, 1916. (SEAL) **MATT L. COBB,**
Clerk District Court, Dallas County.
By **S. M. SPEAKE,** Deputy.

CITATION—BY PUBLICATION.

THE STATE OF TEXAS
To the Sheriff or Any Constable of Hale County—Greeting:

YOU ARE HEREBY COMMANDED, That by making publication of this Citation in some newspaper published in the County of Hale, for Four Consecutive weeks, previous to the return day hereof, you summon W. H. Allen, A. W. Bryngelson and G. A. Leonard, who are non-residents of the State of Texas, to be and appear before the District Court of the 68th Judicial District of Texas, to be held in and for the County of Dallas at the Court House thereof, in the City of Dallas, on the first Monday in May, 1916, then and there to answer to the petition of C. C. Slaughter Co., a private corporation, filed in said Court on the 6th day of January, 1916, against the said W. H. Allen, A. W. Bryngelson and G. A. Leonard, for suit, said suit being Numbered 21774-C, the nature of which demand is as follows, to-wit:

On or about October 6, 1908, said Allen purchased from C. C. Slaughter the Southwest Quarter of Section 1, Blk. "O-2," containing 160 acres, Hale County, Texas, which said land was by the said Slaughter conveyed to W. H. Allen on October 6, 1908, by deed of that date; as part consideration therefor, the said Allen executed and delivered to the said Slaughter his certain promissory note for \$320 payable on or before October 6, 1915, to said Slaughter, with interest thereon from date until paid at 6 per cent per annum, payable annually as it accrued, principal and interest payable at Dallas, Texas, for value received; to secure the said note, a vendors lien was retained on the said property; that all past due interest to bear 6 per cent interest from the annual maturity date thereof and that in case of failure to pay any installment of interest when due, should at the option of the holder of the said note mature the entire note; and that the vendors lien would become subject to foreclosure, also providing for 10 per cent attorney's fees, if collected by suit. The interest installment due October 6, 1913, has not been paid nor has any installment since said date been paid, and plaintiff has declared the entire note due and payable; on or about the 9th of April, 1914, the said Slaughter transferred the said note, together with the lien therein contained, to the plaintiff herein, and plaintiff is the legal owner and holder of same. On January 9, 1909, said Allen conveyed the said property to said Bryngelson, the last mentioned party assuming the said note; that the said Leonard is claiming some right, and the said Bryngelson, although he assumed the said indebtedness, has failed and refused to pay the same or any part thereof; that the said W. H. Allen wholly fails and refuses to pay the said note or any part thereof or past due interest, although requested.

Plaintiff prays citation; judgment foreclosing the vendors lien as it existed on October 6, 1908, or in the alternative that title to said land be vested in the plaintiff, for damages, costs and general relief.

HEREIN FAIL NOT, but have you then and there before said Court this

writ, with your return thereon showing how you have executed the same.

WITNESS: **MATT L. COBB,**
Clerk of the District Court
of Dallas County, Texas.
Given under my hand and the seal of said Court, at office in the City of Dallas, this 10th day of February, 1916. (SEAL) **MATT L. COBB,**
Clerk District Court, Dallas County.
By **S. M. SPEAKE,** Deputy.

CITATION—BY PUBLICATION.

THE STATE OF TEXAS
To the Sheriff or Any Constable of Hale County—Greeting:

YOU ARE HEREBY COMMANDED, That by making publication of this Citation in some newspaper published in the County of Hale, for Four Consecutive weeks, previous to the return day hereof, you summon E. A. Edmonds and G. A. Leonard, who are non-residents of the State of Texas, to be and appear before the District Court of the 68th Judicial District of Texas, to be held in and for the County of Dallas at the Court House thereof, in the City of Dallas, on the first Monday in May, 1916, then and there to answer to the petition of C. C. Slaughter Co., a private corporation, filed in said Court on the 6th day of January, 1916, against the said E. A. Edmonds and G. A. Leonard for suit, said suit being Numbered 21759-C, the nature of which demand is as follows, to-wit:

On or about December 21, 1908, defendant, Edmonds, purchased from C. C. Slaughter the Southwest Quarter of Sec. 5, Blk. "O-2," Hale County, Texas, containing 160 acres of land, said property conveyed by said Slaughter to said Edmonds by deed dated December 21, 1908, and as part consideration therefor, the said Edmonds executed and delivered to said Slaughter his 4 certain promissory notes of even date with said deed; 3 for \$173.33 and payable in 1, 2 and 3 years after date; the 4th note being for \$920.00 and due on or before December 21, 1915, interest payable annually as it accrues; a vendors lien was retained to secure the payment of the said notes and each of them; all past due interest providing for 6 per cent per annum from the annual maturity thereof and providing that in case of default in payment of installments of interest when due, shall at the election of the holder of said notes mature all of said notes, and providing for attorney's fees if collected by suit; an interest installment due on each of said notes on December 21, 1909, was not paid, and plaintiff has declared all the said notes due and payable; thereafter, on April 9, 1914, said Slaughter transferred said notes to the plaintiff, together with all liens therein contained.

Plaintiff prays citation; judgment foreclosing said vendors lien as it existed on December 21, 1908, on said land, in the alternative that the superior title to said land be vested in the plaintiff, for damages, costs and general and special relief.

HEREIN FAIL NOT, but have you then and there before said Court this writ, with your return thereon showing how you have executed the same.

WITNESS: **MATT L. COBB,**
Clerk of the District Court
of Dallas County, Texas.

Given under my hand and the seal of said Court, at office in the City of Dallas, this 10th day of February, 1916. (SEAL) **MATT L. COBB,**
Clerk District Court, Dallas County.
By **S. M. SPEAKE,** Deputy.

CITATION—BY PUBLICATION.

THE STATE OF TEXAS
To the Sheriff or Any Constable of Lamb County—Greeting:

YOU ARE HEREBY COMMANDED, That by making publication of this Citation in some newspaper published in the County of Hale, for Four Consecutive weeks, previous to the return day hereof, you summon W. C. Winters and C. F. Johnston, who are non-residents of the State of Texas, to be and appear before the District Court of the 68th Judicial District of Texas, to be held in and for the County of Dallas at the Court House thereof, in the City of Dallas, on the first Monday in May, 1916, then and there to answer to the petition of C. C. Slaughter Co., a private corporation, filed in said Court on the 6th day of January, 1916, against the said W. C. Winters and C. F. Johnston for suit, said suit being Numbered 21782-C, the nature of which demand is as follows, to-wit:

On or about December 4, 1908, said Winters purchased from C. C. Slaughter the Northwest Quarter of Sec. 21, Blk. "O-5," Lamb County, Texas, containing 160 acres of land; the deed of conveyance being of date December 4, 1908; as part consideration therefor, the said Winters executed and delivered to the said Slaughter his 4 certain promissory notes numbered 1, 2, 3 and 4; the first 3 of said notes being for \$173.33 each of even date with said deed and payable 1, 2 and 3 years after date; note number 4 being for \$920 due on or before December 4, 1915, each bearing 6 per cent interest per annum, payable annually as it accrued, both principal and interest payable at Dallas, Texas; a vendors lien being expressly retained to secure the payment of the said notes; also providing that all past due interest was to bear 6 per cent interest per annum after the annual maturity thereof; also providing that failure to pay any installment of interest when due, should at the election of the holder mature all of the said notes, and providing for 10 per cent attorney's fees, if collected by suit; the interest due on December 4, 1911, and on each succeeding interest installment thereafter has not been paid, and plaintiff has declared all the said notes due and payable; notes 1, 2 and 3 being past due and unpaid; thereafter, on or about April 9, 1914, said Slaughter transferred the said notes to the plaintiff, together with all liens therein contained; the said Johnston, by deed April 27, 1914, purchased the said property from said Winters and assumed the payment of the said notes; that the said defendants, though often requested, have failed and refused to pay the said notes or any part of the same.

Plaintiff prays citation; judgment foreclosing the vendors lien as it existed on December 4, 1908, on said land; in the alternative that title to said land be vested in the plaintiff, for all damages, costs and general relief.

HEREIN FAIL NOT, but have you then and there before said Court this writ, with your return thereon showing how you have executed the same.

WITNESS: **MATT L. COBB,**
Clerk of the District Court
of Dallas County, Texas.
Given under my hand and the seal of said Court, at office in the City of Dallas, this 10th day of February, 1916. (SEAL) **MATT L. COBB,**
Clerk District Court, Dallas County.
By **S. M. SPEAKE,** Deputy.

SCHLEICHER COUNTY NO LONGER UNDER QUARANTINE.

Effective Work in Texas, Florida, Mississippi, Georgia and South Carolina to Eradicate Tick.

An order from the United States Department of Agriculture releasing 9,739 square miles from quarantine on account of cattle tick affects portions of Florida, Texas, Mississippi, Georgia and South Carolina, including parts or all of sixteen counties. The release of Schleicher County, in the western part of Texas, is regarded as an encouraging forerunner of successful work in this State this year. A number of counties are showing their interest in tick eradication by making appropriations of from \$5,000 to \$10,000 for the vigorous prosecution of the work this season. It seems to be generally recognized that the most successful and economical way of freeing the county from ticks is to make dipping vats readily accessible to every part of the county and then to insist that all cattle be dipped regularly every two weeks for one season. This, of course, requires some outlay in the beginning, but in the end it is far cheaper than attempts to accomplish the work with insufficient equipment.

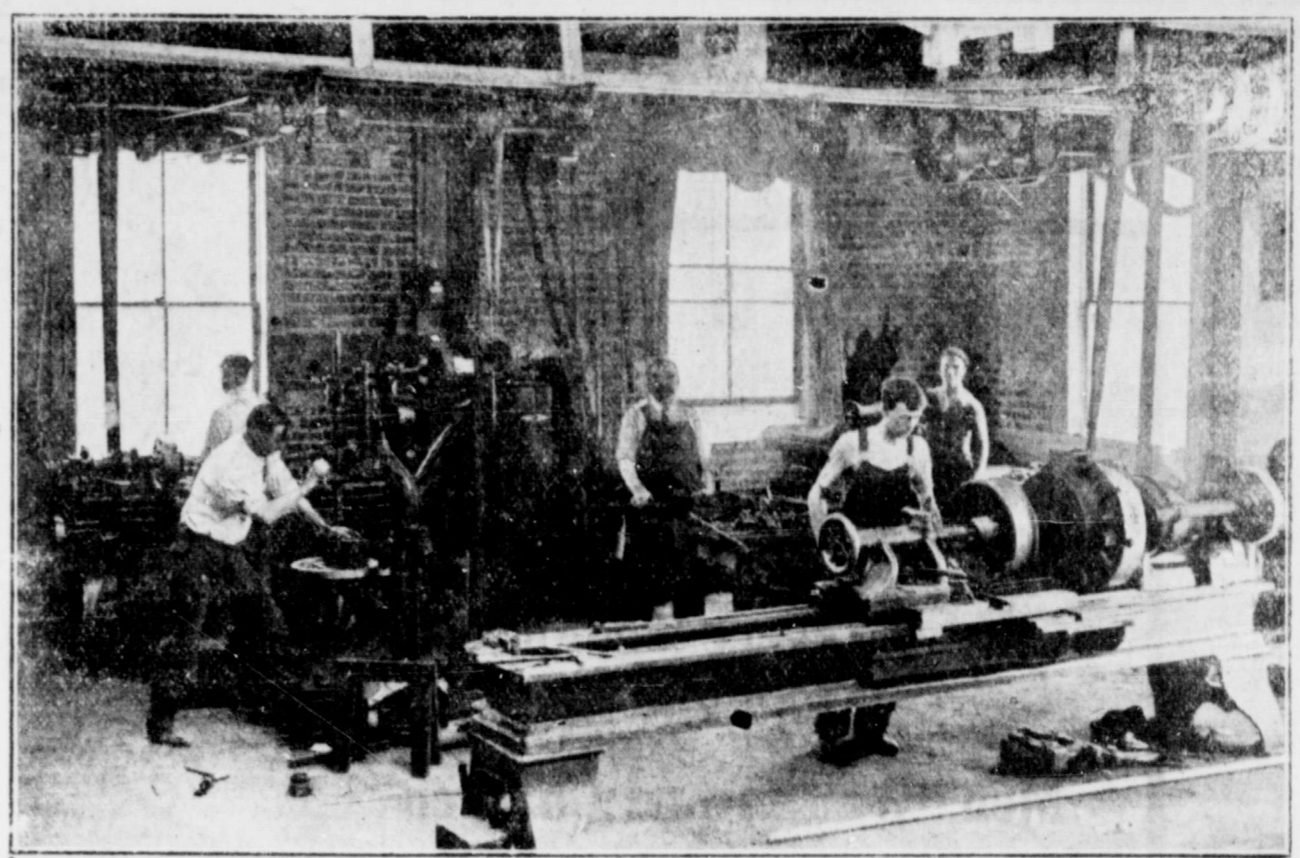
CORRECT DIAMOND DISTANCES.

Now that spring has arrived, every neighborhood will have baseball diamonds on vacant lots. Boys, do you know the correct diamond distances? Well, here they are:

The distance from home plate to first base is 87 feet 9 inches; first to second base, 88 feet 1 1/2 inches; second to third base, 88 feet 1 1/2 inches, and from third base to the home plate, 87 feet 9 inches.

The front part of the home plate is exactly 59 feet 1 inch from the edge of the pitcher's box. The plate itself is 17 inches long, making the total distance from the box to the rear of the plate 60 feet 6 inches.

TANKAGE at the PLAINVIEW PRODUCE CO. Phone 366. tf.



WE HAVE ADDED TO OUR SHOP A Battery Service Station

and are in a position to do all kinds of battery work.

We have in charge of this work an expert electrician who knows all kinds of batteries.

Plainview Machine & Auto Shop

E. E. ROOS, Proprietor

During Display Week

March 20th to 25th

We will sell you for this one week only

Albatross Flour at \$2 a Sack

If this is not the best, whitest and lightest flour you ever used return it and get your money back.

Meyer's Model Hard Wheat Flour

is also in a class by itself as is Albatross Flour.

During this week we will also have a special sale on all California Club canned goods and will especially emphasize and recommend our

Wedgewood (Waples-Platter) California Fruits

which we will offer at special introductory prices for the week.

We have just received a fresh shipment of Southwest Texas Honey on which we make a special "Display Week" price.

We have at all times a complete line of fancy goods, cereals, etc., all nationally advertised. Among them let us call your especial attention to Maxwell House, White Swan and Wapco Coffees.

You will find here at all times Fresh Vegetables in the best assortment we can obtain.

WATCH OUR WINDOW NEXT WEEK

E. G. Bennett Grocery Co.

PHONE 35

HERE IS BOTH
 a store of
Quality and Style
 where every kind of a
 wearable for
Men, Women and Children
 is offered in utmost
 variety at the very
**Lowest Prices Possible for the High
 Quality of Goods Offered.**
 With the quickest ser-
 vice possible at all times
 this house of good mer-
 chandise invites you to
 call at any time and
 keenly inspect its **Mer-
 chandise and Prices** whether
 you wish to buy or not.



YOU DO NOT HAVE TO
**RISK YOUR EYE AGAINST
 YOUR DOLLAR WHEN
 TRADING AT THIS
 STORE**
 In every department we offer
 you the foremost productions
 of America's leading manufac-
 turers. Therefore you have the
 assurance of knowing that you
 are getting quality.
In Our Men's Department We Offer:
 Lion Shirts and Collars
 Steadfast Shoes
 Kuppenheimer Suits
 Stadium Suits
 Star Brand Shoes
 Stetson and Worth Hats
In Our Ladies Department We Offer:
 Palmer Coats and Suits
 Queen Quality Shoes
 Mitchell Dresses
 Gossard Corsets
 Simmons Gloves

{ A shipment of the very
 newest Blouses and Un-
 derskirts just received. }

Plainview Mercantile Company

"THE PLAINS FOREMOST DRY GOODS HOUSE"

Men—Women
 Boys—Girls
 Little Children—The Baby

Important Announcement
OPENING OF

**JOIN
 TODAY**

Christmas Banking Club

**5 cents
 a
 week**
 PUT ONLY 5 CENTS
 IN OUR BANK
 — INCREASE IT
5¢ WEEKLY;
 YOU WILL HAVE
\$47.00 NEXT CHRISTMAS
 IF YOU JOIN OUR
CHRISTMAS BANKING CLUB

**OBJECTS OF
 Christmas Banking Club**
 TO provide a way for those of moderate
 and even small means to save money.
 To teach thrift to old and young by a
 systematic method of saving a specified sum each
 week. The Christmas Banking Club makes it easy
 for all to save and HAVE money.
 Saving money is the one sure way to have money.
 Most large fortunes begin with small savings.
 Many small deposits make a large sum; as the amount
 increases, your interest in your balance increases, and
 it is that interest, called "the saving habit," that leads
 to wealth.
 To give all "a bank connection" so that they will learn
 the many ways in which our bank can be of service
 to them.

IT COSTS NOTHING
 TO JOIN OUR
Christmas Banking Club
 NOW AND HAVE
MONEY
IN THE BANK
 NEXT CHRISTMAS
 COME IN — WE WILL TELL
 YOU HOW TO DO IT

IT COSTS NOTHING TO JOIN

It costs nothing to join our Christmas Banking Club, and it is an easy way
 to have money next Christmas. The plan is simple! You start with 10c,
 5c or 2c and increase with the same amount each week.

In 40 Weeks	
10-Cent Club Pays	\$82.00
5-Cent Club Pays	41.00
2-Cent Club Pays	16.40

Or you can deposit 25 or 50 cents or \$1.00 or \$2.00 or more each week and
 deposit this same amount each week.

HOW TO JOIN OUR CHRISTMAS BANKING CLUB

It is very easy:

Come into our bank with 10c, 5c or 2c or 25c, 50c,
 \$1.00 or \$2.00 and tell us which Club you wish to join.

We will make you a member of the Club and give you a
Bank Book showing the Club you have joined.

We want every **man, woman and child** in this city to join
 our Christmas Banking Club and we extend to all a cordial
 invitation to come into our Bank and join this Club. Come
 in NOW!

THE CITIZENS NATIONAL BANK
 PLAINVIEW, TEXAS

Mae I. Theatre Program

Wednesday 22nd

"THE ALTERNATIVE"

A romantic drama of love and intrigue. A multiple reel featuring CONSTANCE CRAWLEY and ARTHUR MAUDE. [American Clipper-Feature.]

"Anita's Butterfly"

A comedy-drama full of ginger, featuring NEVA GERBER and FRANK BORZAGE. [Beauty Comedy.]

After first evening show Albert Taylor in "The Man From Home"

Thursday 23rd

"The Key to the Past"

A spectacular society drama featuring WINIFRED GREENWOOD and ED COXEN, in three parts.

"The Postmaster of Pineapple Plains"

A rural romance in humorous vein. (Falstaff Comedy.)

"Spring Onions"

A rapid fire comedy presenting the film favorite, GEORGE DERR. (Novelty Comedy.)

After first evening show Albert Taylor in "The Gilded Fool"

Friday 24th

"The Seventh Moon"

Starring ERNEST GLENDINGING, supported by Winifred Kingston and a strong Broadway cast. A Mutual Masterpicture in five acts of incident, climax and suspense.

Saturday 25th

"Could a Man Do More"

Starring CRANE WILBUR in a picturesque drama in 3-parts. (Centaur Feature.)

"Taming a Grouch"

The hilarious farce comedy presenting the inimitable artists, WILLIAM SLOAN and MARGARET McWADE. [Novelty Comedy]

ADMISSION FIVE AND TEN CENTS

MATINEE 2:15 EVENING 7:30

MAE I. THEATRE

The Beautiful Actress

—AT—

MAE I. THEATRE



Miss Myrtle Hollingsworth

Leading lady with Albert Taylor at Mae I. Theatre on

Wednesday and Thursday, March 22 and 23

—PRESENTING—

"THE MAN FROM HOME"

on Wednesday and

"A GILDED FOOL"

on Thursday.

PRICES 25c, 50c, 75c

Seats on sale now at Willis Drug Store.

The Herald's Review of the Movies

The regular matinee will be given at The Mae I. Wednesday afternoon, and the evening show will be followed by "The Man from Home," featuring Albert Taylor, who enjoys an enviable reputation as a stock player in the Southwest. The pictures offered by this theatre are "Anita's Butterfly," which is described in advance literature as a comedy-drama full of ginger. The lead is played by Neva Gerber, and Frank Borzage plays opposite her. In addition, there is a Beauty Comedy, and "The Alternative," a gorgeous drama of love and intrigue. Constance Crawley and Arthur Maude are featured in this American Clipper production.

Thursday The Olympic shows two reels of "The Red Circle." This is the sixth installment.

The plot of this serial appears to grow in interest with added complications. In this episode, entitled "False Colors," the Red Circle, with which June Travis is birth-marked, as the sign of a family of criminals, is used to further the work of a band of real criminals, operating at a fashionable resort.

While June is being sought by spies, whose war plans she has seized, the spies are arrested for annoying women, whom they stop in a search for the red circle. She attends a big ball, at which Alma La Salle, a clever society thief, is working; while June and Lamar are

by lighting. She and the child are rescued by Stockton himself, but the mother's reason has fled, and for sixteen years she lives under her husband's roof, not knowing who he is, and recalling none of her experiences before her terrible adventure at sea. Her memory is restored following a severe shock in an electrical storm; the photoplay has a happy ending.

The heroine of the one-reel drama, "Mary," which appears at The Ruby Friday, is a noble little woman who sacrifices herself in order to secure another woman's happiness. The story is pleasing, although of no great dramatic strength. The acting is good. An episode of "Uncle Sam at Work" series, an educational feature, is also shown Friday.

Francis Ford wrote the lead he plays in "Phantom Island," a two-act special to be shown at this theatre. Mr. Ford is famous for his "mystery" stories. The picture was staged on an island in the Pacific, and there are many beautiful scenes. "Forty-five Minutes from Nowhere," a burlesque, completes Friday's offering at The Ruby.

The release on the Famous Players' feature "My Lady Incoz," which appears at The Olympic Friday, has been made scarcely a month. It is an amateur detective story, and the young woman crime detector gets badly twisted herself before the guilty per-

to smuggle a number of Chinese into this country. Three single reels are shown, including two comedies and "The Pathe News."

A belated film, "A Christmas Revenge," released December 18, is to be shown at The Olympic Saturday. G. M. Anderson plays Santa Claus in this two-reel photoplay, and, after threatening to kill his rival, changes his mind and gives the young lady to the other fellow as a Christmas present. Mr. Anderson repeats his familiar impersonation of Broncho Billy. In addition, there are three single reels offered, including two comedies and "The Pathe News."

Crane Wilbur is featured in "Could a Man Do More?" at The Mae I. Saturday. This is a picturesque drama in three parts and is produced by Centaur. "Taming a Grouch," a one-reel comedy, completes the program. Gordon Gloom is a terrible grouch. He doesn't appreciate his housekeeper, Emeline Black, whom he discharges in anger. Emeline, knowing better what is good for old Gloom than he does himself, enlists the aid of Grimes, the employment agent, in curing grouch Gordon. First, in response to Gordon's hurry call for a new cook, Emeline, disguised in an eccentric make-up, reports to her ex-employer. She succeeds in wrecking the establishment and getting fired. The Gordon demands a colored cook. Emeline persuades a huge negro gentlemen to masquerade in this part, and when the new servant, to the indignation of Gloom, has filled the house with "her" own cronies that evening, a battle ensues, in which the master barely escapes with his life. Emeline comes to his rescue. Gloom falls on his knees, declares she has saved him from the negroes, declares himself a tamed grouch, and implores her to marry him.



Hazel Dawn in "My Lady Incoz," at The Olympic Friday.

sitting on a divan, they see in a mirror a woman's hand steal out from a screen of plants, lefty unfasten June's necklace, and remove it.

They are amazed to see a red circle on the hand. The mystery is not explained even when June's old nurse reports the next morning having seen a woman washing a painted red circle from her hand. Lamar locates the woman and trails her back to the city. Ruth Roland, Frank Mayo and Lillian West head the cast.

"Her Better Self," a two-reel melodrama, and a good comedy complete the day's program.

On this day The Ruby offers "Mingling Spirits," a Nestor film—one of Al Christie's real good ones, with Lee Moran in an eccentric comedy part of humorous dimensions. Eddie gets rid of his spiritualistic mother-in-law by bringing in a sandwich man dressed as the devil. Eddie Lyons, Betty Compson and Stella Adams are in the other important parts. And also D. L. Don in a comedy, and "Wasted Lives," a three-part Vitagraph Broadway Star Feature, with Julia Awayne Gordon, of "Romeo and Juliet" fame. The story is not exceptionally strong, but the individual acting of Miss Gordon and a strong cast is good at all times.

The Mae I. offer its usual picture matinee Thursday afternoon and one run of pictures in the evening and "The Gilded Fool," by the Albert Taylor stock company. A spectacular society drama, "The Key of the Past," in three parts, featuring Winifred Greenwood and Ed Coxen; "The Postmaster of Pineapple Plains," a rural romance of humorous vein; and "Spring Onions," a rapid-fire comedy presenting George Derr, are the films offered. Norman Stockton, falsely accused of misapplication of bank funds, in "The Key of the Past," goes to the Northwest, where he prospects for gold. Meanwhile, George Belden, the real criminal, becomes obnoxious in his attentions to Stockton's wife, Bess. Bess determines to wait no longer for summons to join her husband. With her baby, she starts into the wilderness to find him. Bess' ship is struck

son is found out. "The interest does not pick up strongly in the beginning, nor is it marked for that matter," says George Blaisdell, in his review of the production, "in the first two-thirds of the story. There is a real drama in the latter part, however, culminating in the thrill where the thief is discovered and captured." Hazel Dawn is featured in this picture.

Friday The Mae I. offers "The Seventh Noon," a Mutual Masterpicture, in five acts. Peter Donaldson has made a failure of his life, and decides to end it. A friend of his, a noted chemist, has discovered a poison which acts fatally exactly seven days after taking it. The chemist tries it on a dog with apparently fatal results, so Donaldson drinks the poison, draws his money out of the bank, and resolves to live the seven days to the full. He registers at an exclusive hotel and there he meets the girl. From that moment adventure follows adventure. The climax is reached on the seventh noon.

"The Silent Member," written, produced and starred in by Robert Leonard, is one of the films to be shown at The Ruby Saturday. Then, too, there is "Crossed Wires," Episode No. 57 of the "Hazards of Helen." The woman operator jumps from an auto-freight car in this one-reel drama, and mobile to the ladder of a moving falls a band of crooks who are trying

NEWS FROM TULIA.

A New Business House.
Hon. A. B. Martin, of Plainview, is having a new business house erected on the lots between the Tulia Drug Company's place of business and Flynt's Confectionary store. It is to be a double-decked brick, fifty by one hundred twenty feet. The house is expected to be completed by July 1st, and will be occupied by Faulkner Dry Goods Company. Tulia is steadily growing, and has many evidences of prosperity. Let other business and resident houses be built. There is room, and still more.

Attorney Dennis Zimmermann and wife were in Plainview Saturday. Mr. Zimmermann was called from there to Floydada to look after legal business. Mrs. Zimmermann was accompanied home by her sister, Mrs. J. O. Lady, who spent several days as the guest of her parents and her sister.

T. F. Gilleland and Misses Joyce Gilleland, Genvieve Simpson and Walden Hogan were in Plainview last Friday. They were accompanied home by Miss Ollidene Doubleday.

Mesdames Hayden Donaldson and Myrtle LaRoe and Miss Linnie McClure were in Plainview last Saturday.

Miss Gertrude Overall visited at the home of J. E. McCune Sunday and Monday.

Ben Allen was in Plainview Sunday.
—Tulia Herald.

WANT ADS
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TRY THEM RESULTS TRY
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WANT ADS D

OLYMPIC

"YOU KNOW THE PLACE"

THURSDAY

"Red Circle" Day "False Colors"

The seventh episode of this splendid serial. In two parts

"Her Better Self"

Grace Cunard in a two-part drama.

Also a good comedy.

FRIDAY

Paramount Day

WE OFFER

Hazel Dawn

IN

"MY LADY INCOG"

In five acts.

SATURDAY

"A Christmas Revenge"

A two-part Essany comedy-drama with the famous "BRONCHO BILLY"

"Rodney's Sad Case"

A one-part comedy with Mr. and Mrs. Sidney Drew.

Also another comedy and the

Pathe News

RUBY

"ALWAYS A GOOD SHOW"

THURSDAY

"Wasted Lives"

A Broadway Star Feature with Julia Swane Gordon and an all star cast. Three parts.

Also two splendid comedies.

FRIDAY

WE OFFER

Frances Ford and Dorothy Davenport

IN

"Phantom Island"

In two parts.

"Uncle Sam at Work"

A one-part educational film.

Also two good comedies.

SATURDAY

"Hazards of Helen Day" "Crossed Wires"

Helen Rose Gibson risks her life again. One of the most thrilling stunts yet.

"The Silent Member"

A one-part drama of power, with Robert Leonard.

Also two good comedies.

The Pathe News

GET IN THE MOVIES

Vote for Whom You Please—Nominate Whom You Please, Then BOOST Her Pick Your Favorite Results of this contest will be shown on the Get In Now screens at the Ruby and Olympic each night

The hardest worker will win the leading role in the Home Talent Motion Picture and receive the first premium. Also two other handsome premiums. They are now on display in Dye Drug Co's window. THERE MAY BE A MARGUERITE CLARK IN PLAINVIEW

Quite often girls that now hold splendid places with the largest motion picture concerns have been selected from home talent movies. It is not at all necessary to have had any experience. All votes must be cast at the RUBY. The voting box will be kept in the foyer at all times and some responsible and disinterested person will count the votes each and every evening.

Sincerely yours, THE RUBY THEATRE. Ross D. Rogers, Mgr.

There's Money in Turkeys.

For those who are favorably situated for raising turkeys, a more profitable side line can hardly be found. Given plenty of range, where the turkeys can find grasshoppers and other insects, green vegetation, the seeds of weeds and grasses, and waste grain, the cost of raising them is very small and the profits large. Grain and stock farms are particularly well adapted to turkey raising, and it is on such farms that most of the turkeys are found. Little has ever been done in the way of raising turkeys in confinement, and where it has been tried the results have been discouraging. Plenty of range is essential to success in turkey raising.

In selecting turkeys for breeding, the most important factors to be considered are vigor, size, shape, bone, early maturity and color of plumage. The body should be deep and wide, the back broad and the breast round and full. The head should be of good size and of a clean, healthy appearance. A strong, well made skeleton is shown

by thick, sturdy shanks and straight, strong toes. It should be the aim of every turkey raiser to have a flock of pure-bred turkeys, even though they are sold at market prices. The male at the head of the flock should by all means be a pure-bred of the best type obtainable. The male is one-half the entire flock, and by continually selecting the best females of a similar type and mating these with a pure-bred male, one can soon have a flock of uniformly large, early-maturing, strong-boned, long and deep bodied turkeys of the same color.

Fifteen turkey hens can be mated to a vigorous tom. If 25 or 30 hens are kept, two toms should not be allowed to run with them at the same time, but one should be confined one day and the other the next. When two toms are allowed to run together during the mating season, they fight badly and the stronger does practically all of the mating.

Turkey hens are wont to "steal" their nests in hidden places, such as a

patch of weeds, tall grass or thick brush, and often wander a half mile or more from home before they find locations that suit them. To find these stolen nests often proves to be a long and tedious task, the usual method being to follow each turkey hen as she separates from the flock and starts toward her nest, care being taken that she does not know she is being followed. A much easier and quicker method than this is to confine the hens early some morning soon after they have come down from roost and let them out late in the afternoon. Those that are laying will then head for their nests, in order to lay the eggs they have been holding.

If many turkeys are kept, the use of a breeding pen will be found a great convenience. This pen should cover a sufficient area to allow the turkeys some exercise, an acre for fifteen birds being none too large. A hog-tight wire fence three feet high will hold most turkeys, and if any persists in flying out, the flight feathers of one wing should be clipped. Nests should be scattered about the pen, those which turkey hens take to most readily being barrels turned on their sides and nests shaped in them with straw.

Turkey hens, chicken hens and incubators are commonly used to incubate turkey eggs. During the early part of the laying season it often happens that one has on hand a number of eggs that should be incubated before any of the turkey hens are through laying their first litter and become "broody." In such case, and also when it is desired that the turkey hens lay more than one litter, some of the eggs have to be incubated under chicken hens or in an incubator. About a week before the poults are due to hatch, turkey hens enough should be allowed to sit to take all the poults hatched. They can be given a few eggs from an incubator or from under the chicken hens and allowed to hatch the poults themselves, or at night a newly hatched poult can be slipped under each turkey hen that is to be given a brood of poults, and by morning she will be glad to take them.

Lice are a great annoyance to sitting hens and are one of the worst enemies of young poults. To prevent their getting a foothold, dust the hen thoroughly with some good lice powder before she is placed on the nest and once a week thereafter while she is sitting. The nesting material should be kept clean, and if the eggs become dirty they should be washed with lukewarm water.

If the weather is warm and dry no shelter is required, as the poults do better in the open. Should it be rainy, however, they need to be protected, for nothing is more injurious than for them to become wet and chilled. The most satisfactory plan is to confine the mother turkey hen to a coop and allow the poults to run in and out whenever rain does not prevent. This coop should be placed in a field where they can run out and find grasshoppers, green vegetation, and other feed. The coop should be moved to fresh ground every day.

Improper feeding, combined with close confinement, has been the cause of many failures in turkey raising. Given free range on the average farm, the poults can easily pick up their own living, and one light feed a day, for the purpose of inducing them to come in at night, is sufficient. If the mother hen is confined to a coop and the poults allowed to run in and out, three times a day is often enough to feed, and very little should be given at a time. The poults should always be ready to eat; if given all they will clean up several times a day, indigestion will be the result. If there is little or no feed outside the coop for the poults to pick up, then they should be fed about five times a day, feeding only a small quantity at a time. A good feed for the first few days is stale bread soaked in milk and squeezed dry. Corn-bread crumbs and clabbered milk or cottage cheese is also quite often fed, and with excellent results. Green feed and grit should be on hand at all times. As the poults grow older, the ration should gradually be changed to grain.

Do You Feel Upset?

Have you a dark brown taste in your mouth when you get up in the morning?

Nyal's Liver Salts will eliminate your trouble and clear your countenance. 25c and 50c a package.

LONG-HARP DRUG CO.

THE NYAL STORE

Free Delivery

Phone 161

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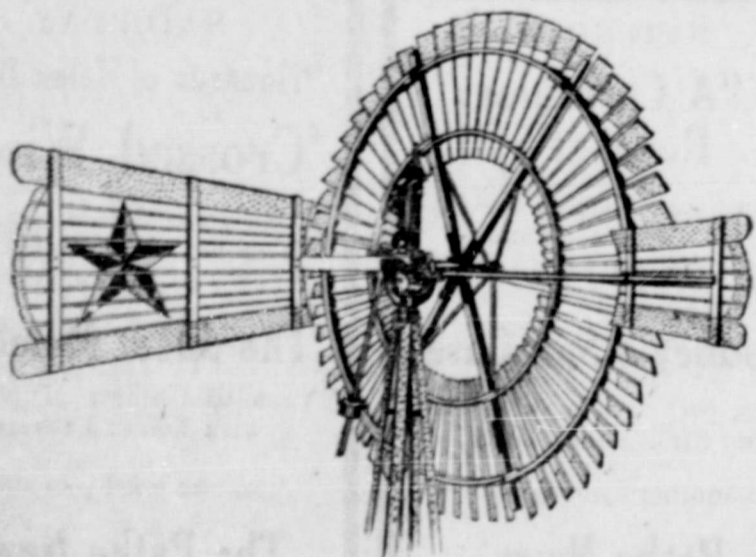
17 pounds Quaker Oatmeal in bulk	\$1.00	5 gallons best Oil	75c
20 pounds Hominy Grits	\$1.00	Canned Specialties	
20 pounds Pearl Hominy	\$1.00	3 cans Hominy	25c
20 pounds Flake Hominy	\$1.00	3 cans Tomatoes	25c
10 pounds Irish Potatoes	25c	3 cans Corn	25c
13 pounds Cane Sugar	\$1.00	2 cans Table Peaches	25c
12 pounds Navy Beans	\$1.00	6 cans Sardines	25c
12 pounds Lima Beans	\$1.00	6 cans Milk	25c
14 pounds Pink Beans	\$1.00	Large size Kraut	10c
20 pounds Broken Rice	\$1.00	3 can Salmon, large size	28c
12 pounds Fancy Dried Peaches	\$1.00	Gallons Apricots, Loganberries, Apples, Pears, Peaches or Grapes at per gallon	40c
8 pounds Fancy Apricots	\$1.00	Gallon size Pineapple	65c
20 pounds Onions	\$1.00	Coffee	
1 gallon Pickles in bulk	50c	Our Peaberry is guaranteed. You know the quality—it's guaranteed. Ground while you wait, thus assuring you of the freshest, per pound	25c
Fancy Coconut in bulk per pound	25c	Manor House, supreme quality	40c
Large size Catsup, regular 30c size	20c	Fresh vegetables arrive every Monday and Saturday—Mustard, Carrots, Radishes, Turnips, etc., bunch	5c
13 bars White Soap, any kind	50c	Red Star Flour	
6 boxes Borax Washing Powder	25c	Guaranteed. Per sack	\$1.85
10 pound size Cotto-lene or Crusto	\$1.50		
10 pound size Compound	\$1.35		
10 pound size Crisco	\$1.00		

Cash Grocery Co.

Pure Food Products O. E. BRASHEAR, Mgr. Phone 101 We Deliver Orders Amounting to \$1.00 Free

Solves the Problem of Water Supply

Wood Star Windmill



Proven by the test that never fails—prolonged use.

The direct transmission of power as used in the WOOD STAR gives one stroke of the plunger for each revolution of the wheel. A fast and powerful pumping mill.

If you're tired of using expensive fuel for developing pumping power, come in and let us show you what the WOOD STAR can do for you. You won't regret installing a Wood Star Windmill.

R. C. WARE HARDWARE CO.

NATIONALLY ADVERTISED

Hoosier Cabinets
Globe-Wernicke Bookcases
Seely Mattresses

And you can't beat any of them in their class. All are guaranteed to us—we guarantee all of them to you.

Watch Our Window Display Week

E. R. WILLIAMS

FURNITURE AND UNDERTAKING

It costs no more to build a modern, attractive home than the old-fashioned box-like house or cottage of the same size. We can assist you in securing the maximum in a home for the amount you desire to expend. We have photographs and plans for over 2500 modern home designs ranging in construction cost from a few hundred dollars to several thousands. We have a plan to suit you.

Visit our "Ye Planry" display, our service is free and we can help you save money.

A. G. McAdams Lumber Co.
PLAINVIEW, TEXAS

AGENTS "Ye Planry"

SOCIETY

Telephone Number 72

ANNOUNCEMENTS.

The Wednesday Bridge Club meets with Mrs. Wallace Settoon tomorrow afternoon.

Wednesday afternoon the Halcyon Club meets with Mrs. Green Wilson.

The Lamar Mothers' Club will meet Friday afternoon at 3 o'clock, at the Lamar School Building.

PRESBYTERIAN CHURCH GIVES TO FUND FOR AGED MINISTERS.

Sunday morning and evening, at the Presbyterian Church, Rev. C. H. Miller, of Emporia, Kans., preached. He represents the church at large in its work of caring for aged ministers and widows and orphans of ministers of the denomination. A liberal contribution was made by the Plainview church.

FIFTY-FIVE ARE GUESTS AT ST. PATRICK'S DAY EVENT.

Musical at Home of Mrs. R. A. Underwood an Enjoyable Affair.

Mrs. R. A. Underwood was hostess to a number of her friends Friday afternoon at her home, on Wayland Boulevard. The house decorations and refreshments featured the Irish colors, in tribute to the patron saint of Ireland. Three leaves of Shamrock and the little Irish hat were given as favors.

An interesting program was given, as follows:

- Piano—Chopin Nocturne—Miss Mills.
- Vocal—Schubert's Serenade—Miss Wade.
- Reading—Two Scenes from "The Lion and the Mouse" (Charles Klein)—Miss Duggan.
- Violin—Serenade (Drdla)—Miss Story.
- Vocal—"Killarney, My Home O'er the Sea" (Frederick Knight Logan)—Miss Wade.
- Reading—"Little Sketches from Life"—Miss Duggan.

Fifty-five guests called during the afternoon.

PUPILS OF MISSES WILLIAMS AND SANSOM GIVE RECITAL.

Misses Williams and Sansom had a large and appreciative audience at the recital given last night at the Baptist Church.

Programme:

1. "The Bee and the Clover" . . . Giebel George Barton Doubleday.
2. "Saving a Seat at a Benefit" . . . Fiske Wilhelmina Harrington.
3. "Song of the Armorer" . . . Gaynor Dealva Miller.
4. "The Confidence" . . . Paul Lawrence Dunbar Grace McCormack.
5. "Barcarolle" . . . Neidlinger Elizabeth Williams.
6. "Two Scenes in a Photograph Gallery" . . . Cooke Cristelle Owens.

7. (a) "March of the First Sprites" . . . Gaynor
- (b) "Serenade" . . . Gaynor Melba Dougherty.
8. "Turning on the Hose" . . . Calhoun (Cutting from "Miss Minerva and William Green Hill.") Mary Pauline Pritchett.
9. "A Tiny Fish I'd Like to Be" . . . Gaynor George Barton Doubleday.
10. "Preparing for a Christmas Dinner" . . . Kate Douglas Wiggins (Cutting from "The Bird's Christmas Carol.") Erma Leach.
11. "Piece Romantique" . . . Chaminate Fannie Mae Barnes.
12. "The Great Tar Fight" . . . Booth Tarkington (Cutting from "Penrod.") Elizabeth Powell.
13. "Lee Sylphes" . . . Bachman Elizabeth Hunsaker.
14. "A Pleasant Half Hour on the Beech" . . . Cooke Ada Mae McKinney.
15. Impromptu—Mazurka . . . Lack Mildred Penry.
16. "Coming of Anne to Green Gables" . . . Montgomery (Cutting from "Anne of Green Gables.") Eula Mae Peace.
17. "To Spring" . . . Grieg Margaret Harp.
18. "Homesick" . . . Cooke Willena Winfield.
19. Sextette ("Lucia Di Lammermoor") . . . Donizetta Margaret Powell, Sue Doubleday.

THE MYSTIC CLUB CONTINUES SOUTHERN LITERATURE STUDY.

The Mystic Club met Saturday afternoon in the club room, with Mrs. J. O. Rountree leader. The following program was carried out:

- Roll Call—Response, Quotation from Timrod.
- Paper—"Will Allen Dromgool"—Mrs. E. Graham.
- Study Assignment (Payne)—"The One-Legged Goose" (Smith), "Gordia" (Young), and "Texas Heroes" (Young).
- Reading—Selection from "The Valley Path"—Mrs. G. M. Phelps.

Mrs. W. P. Rountree, of near Silverton, is spending the week at the home of J. O. Rountree.

Homer Merrill, of Lubbock, is visiting in the home of G. C. Keck. Mr. Merrill has recently returned from the Philippines.

Miss Flora Mae Scudder, who has been visiting in Tullia, returned home today.

P. C. Taylor, of Tullia, was here Saturday.

Mrs. Joel H. Massie and Mrs. J. H. Donaldson, of Floydada, were here Saturday.

E. L. Doland went to Lockney today on business. He was accompanied home by P. J. Becker, who has been there on business for the Southwestern Telegraph and Telephone Co.

W. G. Tinsley returned Saturday from Lubbock, where he has been on business.

Maple Wilson had business in Amarillo Saturday.

Mrs. Bertha Thomas arrived Saturday for a visit with her cousin, W. F. Garner, and family.

Jeff Williams had business in Amarillo Saturday.

Mrs. L. T. Mayhugh returned Saturday morning from Durant, Okla., where she has been visiting Mrs. G. W. Archibald.

Mr. and Mrs. Chas. Malone have returned from a visit in St. Louis.

C. A. Malone is in Roswell, N. M. on business.

B. F. Evans of Canadian had business in Plainview Saturday.

M. M. Dupre of Lubbock was here Saturday.

R. A. Workman, of Stockport, Ia., was here Saturday on business.

Mrs. J. C. Anderson and Mrs. W. L. Harrington have returned from Ingleville, N. M., where they have been visiting relatives.

Mr. and Mrs. J. P. Stevens of Crane, Mo., were here Sunday.

Will Davis, of Sweetwater, was here Sunday.

Miss Kate Mahan, Miss Nell Mahan, C. W. Lowery and C. A. Rogers of Spur were here Sunday.

S. E. Newels and Miss Lena Newels of Clinton, Ill., were registered at the Hotel Ware Sunday.

Mr. and Mrs. W. Stinson of Fort Worth were here Sunday.

Artie Baker was up from Lockney Sunday.

L. H. Tandy, of Lubbock, was a business visitor in Plainview Saturday.

H. E. Cross, of El Paso, is here today on business.

G. R. Lipe, of Detroit, Mich., is a business visitor in Plainview today.

Sam Vaughn is here today from Fort Worth.

John Whitney, of St. Joseph, is here today on business.

N. P. Johnson, of Dayton, is here today on business.

Lawrence Pyle, of Dallas, is here today on business.

S. Brower Hannah of Abernathy, has entered Seth Ward College.

Mr. and Mrs. J. B. Moses have returned to Ralls after an extended visit with J. L. and Lee Stephens here.

Mr. and Mrs. H. W. Knupp attended the National Breeders' and Breeders' Show at Fort Worth.

Mrs. A. B. Roberts and daughter are visiting in Lubbock.

Miss Minnie Hutchings has returned to Amarillo after a visit with her brother, George Hutchings.

Mrs. Allen Caldwell is visiting her parents, Mr. and Mrs. W. A. Nash.

Mrs. R. C. Joiner has returned from a visit with relatives in Stamford.

Guy Fowler has been visiting relatives in Fort Worth.

J. W. Taylor has returned from a business trip to Dallas.

Dan Ansley and family are in Denver, Colorado.

Mrs. Mollie Hill returned Saturday from Arlington. She was accompanied home by her father and mother, Mr. and Mrs. Talley.

J. T. Mayhugh has been in South Texas buying hogs.

Charlie Cole, who has been attending the University of Texas, returned from Austin this morning.

Miss Ida Hill returned to Canyon City this morning to resume her studies in West Texas Normal, having visited with home folks during the week end.

W. E. Boyd left this morning for Post City where he will be several days on business. Mr. Boyd has recently sold a half interest in his grocery business there to O. M. Bayer.

He was accompanied to Post City by Miss Gladys Bayer, who has been visiting his family.

Walter Thatcher came down this morning from Amarillo where he has been employed by the Daily Panhandle.

HERALD'S CORRESPONDENT AT DIMMITT IS REVIVED.

Dimmitt, Texas, March 20.—Austin C. Hatchell of Plainview was on our streets Wednesday smiling and shaking hands with the good people.

This being campaign year we will often see the smiling face and feel the



IS SHOWING

DAINTY SHEER WAISTS

made of Crepe de Chine, Georgette Crepe, Chiffon, Plain and Fancy Wash Silks, Organdie, Voile, etc.

Many garments have just a bit of trimming to add a dressy touch and yet not to hide the beautiful tailored effects. There are a dozen styles priced at \$1.25 to \$3.50.

A LOOK AT THE

MUSLIN UNDERWEAR

just opened will add to the pleasure of a visit to our store. There are many dainty garments—an especially large assortment of Teddy Bear or Envelope Chemise. Prices are reasonably low.



WHERE PEOPLE WHO DRESS BEST TRADE

hand-grip of the candidate.

Mr. Jones and son of Kress were in Dimmitt Wednesday.

Mr. Rudd of Springlake and Mr. Abbott passed through Dimmitt Wednesday, returning from a short visit at Dawn and Hereford.

C. E. Bell and Jeff Gilbreath went to Hereford Wednesday.

Mrs. Lightfoot, formerly of Dallas, came Wednesday to join her husband, Rev. Lightfoot, Pastor of the M. E. Church at Dimmitt, in their new work here. We are glad to welcome her to our splendid neighborhood.

The stork visited the home of J. E.

Hyatt Tuesday night and left a fine baby girl.

Rev. and Mrs. Lightfoot were graciously pounded Thursday evening. Let the good work go on.

Rev. Triplett left Saturday for Happy where he is to hold a meeting.

An infant child of Mr. and Mrs. Tom Ray of Hart was buried at Dimmitt Friday afternoon.

Mrs. B. D. Woodlee received a message Sunday that her mother was very low and started soon after to visit her.

W. R. Triplett sold his residence to E. C. Bell last week and Mr. Bell's brother moved into town Saturday.

In Our Window You Will Find Nationally Advertised

Kirschbaum Clothes

Only kind sold with a private guarantee protecting you against botton, fading or losing shape.

\$15 \$20 \$25

Walk-Over Shoes

These shoes have walked all over other makes of like price.

\$3.50 to \$5.00

Luxite Hosiery

of manspun silk. Wears better, looks same as wove silk.

3 pairs for \$1.00

See this meritious merchandise display this week in our window

REINKEN'S

"WE DO AS WE ADVERTISE"



Who's Your Tailor?

Springtime Clothes

Every young man, every middle aged man, every elderly man is confronted at least twice a year with the clothes problem. Each wants the best quality and style his money will buy—each wants the worry eliminated and the detail over in the quickest possible time. There is style and quality in every suit put out for us and our customers by

Ed. V. Price & Co.

They eliminate the worry. It's time for the Spring order—don't wait for the rush. See the samples today.



Waller Tailoring Company

Phone 188

A Live Page of Interest to Every Boy and Girl in Hale County

(Continued from Page Two.)

The list of clubs and members and officers printed below, together with the list previously published, completes the report of Mrs. Landrum's work in Hale County:

McWhorter School.—Gladys Keasey, president; Glanche Thomas, vice president; Eula Sharp, secretary; Ethel Carlson, treasurer, Blanche Thomas, press reporter. Members, Gladys Keasey, Blanche Thomas, Eula Sharp, Gleo Keasey, Fern Keasey, Marton Rody, Nora Carlton and Susie Rody.

Iowa Avenue School Mothers' Club.—Mrs. E. T. Campbell, president; Mrs. E. T. Hewett, secretary. Members, Mrs. E. Evans, Mrs. W. T. Wages, Mrs. O. D. Kison, Mrs. R. A. Hewett, and Miss Levegie Thomason, teacher.

White School.—Annie Miller, president; Mary McDonald, vice president; Ruth Miller, secretary; Wilma Morehead, treasurer; Margaret Burt, press reporter. Members, Mary Golden, Christian Hamilton, Vita Gordon, Margaret Burt, Wilma Morehead, Ruth Miller, Mary McDonald and Annie Miller. Teacher, Miss Margaret Burt.

White School Mothers' Club.—Mrs. F. M. Gordon, president; Mrs. J. Ray Jones, vice president.

Ellen School.—President, Delise Mitchell; vice president, Beulah Henderson; secretary, Varne Eaken; treasurer, Ellen Eaken; press reporter, Hattie Bracken. Members, Mabel Lettinger, Effie Kowell, Velma Eaken, Ruby Henderson, Flora Snowdon, Delise Mitchell, Cecil Mitchell, Ellen Eaken, Beulah Eaken, Bertha Reese, Hattie Bracken, Amy Line and Martis Sykes. J. M. Bull, teacher.

Mothers' Club of Ellen.—President Mrs. J. M. Bull; secretary, Mrs. Reese. Members are Mesdames Henderson, Rogers, Mitchell, Games, Reese and Bull.

Petersburg High School, Club No. 1.—President, Lucile Curtis; vice president, Beulah Phillips; secretary, Jessie Mae Goodman; treasurer, Eula Mickey; press reporter, Margie Lyon. **Club No. 2.**—President, Grace Britt; vice president, Velma Saxon; secretary, Pearl Robertson; treasurer, Joyce Curtis; press reporter, Ivan Luce.

Lakeview School.—President, Laura Wimberly; vice president, Ruby Houston; secretary, Anna Lee Riley; treasurer, Nellie Lowrey; press reporter, Margaret McCabe.

Woodrow School.—President, Lois Leach; vice president, Grace Pinson; secretary, Estelle Allison; treasurer, Francis Seipp; press reporter, Maude Perkins. Members, Ruby Kink, Lillian Mai Kenneth, Loraine Pinson, Thelma Pinson, Dora Seipp and Della Price. Mrs. Hickman, teacher.

Runningwater School.—President, Pauline Wright; vice president, Ethel Witt; secretary, Clara Hunt; treasurer, Cora Kindred; press reporter, Gladys Knight. Members, Pauline Wright, Gladys Knight, Clara Hunt, Ethel Witt, Jemie Thomas, Cora Kin-

dred, Willie Thomas, Nora Phillips, Cecille Martin, Colla Eakins, Ruby Sevier, Bonnie Martin, Elizabeth Hughes, Bertha Edmonson, Imogene Locke, Ella Thomas, Edith Witt, Onamae Wright, Grace Gibson, Viola Sevier, Parilee Hughes, Clarice Taylor. Teacher, Professor Baird.

West Side School.—President, Marie Rueter; vice president, Mabel Cornelius; press reporter, Anna May Johnson; treasurer, Ethel Hammer; secretary, Emma Rueter. Members, Marie Rueter, Mabel Cornelius, Anna May Johnson; Ethel Hammer, Emma Rueter, Ida Rueter and Inez Homan. Milton Williams, teacher.

Mayfield School.—President, Essie Hooper; vice president, Annie Sherman; secretary, Frances Cunningham; treasurer, Nelta Hooper; press reporter, Naomi Hooper. Members, Helena White, Susie Coffey, Annie Sherman, Verda Sherman, Aunty Hooper, Nelta Hooper, Frances Cunningham and Essie Hooper.

Center Plains.—Six small girls, twenty-three boys. Teacher, Miss Stalkup; post office, Center Plains.

Norfleet School.—President, Edna Beeson; vice president, Mattie King; secretary, Maggie Lecklitter; treasurer, Nana White; press reporter, Rose Ball. Members, Edna Beeson, Olive Henderson, Ruoinie Mabry, Ruth Norfleet, Cecella Sturdivant, Vancell Sturdivant, Nana White, Rubie Lewis, Ordana Lewis, Maggie Lacklitter, Rosa Ball, Mattie King, Toddie Blackwell, Lavada Blackwell, Mabel Lecklitter, Edith Lecklitter, Myrtle and Flossie Leck-

liter, Mary Shackleford, Virgie Shackle-Cecille Martin, Colla Eakins, Ruby Lundy. Teacher, Miss Sammie Mounts.

Abernathy School.—President, Miriam Stewart; vice president, Ruby McGee; secretary, Vera Stambaugh; treasurer, Wilma Herral; press reporter, Perla Norton; press reporter for the Plainview News, Vera Stambaugh.

Stoneback School.—President, Mattie Hawkins; vice president, Ruby Morton; secretary Yetta Meester; treasurer, Mabel Davis; press reporter, Mary Morton. Members, Mrs. Bollins, Carrie Meester, Carrie Smithee, Ethel Morrison, Coral Davis, Mattie Hawkins, Ruby Morton, Yetta Meester, Mabel Davis and Mary Morton.

CORRESPONDENCE FROM THE CLUBS.

Petersburg, Texas, March 17, 1916. Plainview Evening Herald—Gentlemen: The girls of the Petersburg school met Friday afternoon for the purpose of organizing a Home Economics Club. Officers were elected and constitution and by-laws read by the secretary. The exact enrollment is not known at present, but a number were present.

The next meeting is arranged for Wednesday afternoon.

The girls are also planning for a social entertainment some time this week, for the purpose of raising money for incidental expenses.

INAN LUCE, Club Reporter.

For Community News--The Herald

TWICE-A-WEEK AT \$1.50 A YEAR

Hardly An Article in Our Store Which Has Not Stood the Test of National Publicity

Practically every line in our house has years of satisfaction and widespread publicity to back its claims for your favor.

A few of them are the famous—

- | | |
|-----------------------------|-----------------------------------|
| O. V. B. Hardware | International Harvester Machinery |
| Fairbanks-Morse Scales | Wear Ever Aluminum Ware |
| Rochester Table Specialties | Rumley Products |
| Simmons Heavy Hardware | Majestic Ranges |
| Roberson Cutlery | De Laval Cream Separators |
| Rogers 1847 Silverware | Libby and Pitkin-Brooks Cut Glass |

And numerous other lines always considered leaders.

Watch our windows, our store and our special bargains next week

DONOHOO-WARE HDW. CO.

PHONE 80

Electricity

Will take the drudgery out of housekeeping. If you have never looked into the matter, you will be surprised how economically you can make it your servant, to do the

Cooking, Washing, Ironing, Sewing and Sweeping

Your local electrical contractors will be glad to explain this without obligation on your part to buy, or

Write—Phone—See

TEXAS UTILITIES CO.

Nationally Advertised Goods Week WILL BE A WEEK OF SPECIALS AT OUR STORE

We will sell the famous Wapco coffee in one pound tins that we regularly sell for 35c, for 25c a pound.

We will give 7 bars of Cream White laundry soap for 25c (all week.)

Our meat market is our drawing card and we are in position to give you good meat and good service and save you some money.

We have gained many friends since the opening of our business and if you will give us a chance we will save you a few pennies and thereby add you to our list of friends.

We are here to please you.

G. E. LEWIS

Phone 116

Wayland Building

Winfield Believes

In advertising—local and national. He believes that the people appreciate bargain store news. He wants them to learn more and more that his is such a store. He wants them to know that there is service back of his name and guaranteed satisfaction back of that. He wants them to know that "If it isn't good we make it good." He believes in the idea of The Herald's window display and asks that you inspect his window next week. He believes in it so strong that he is offering for Display Week some exceptional prices for that week only on a new arrival of

Iron and Brass Beds

AND

Full Bed Room Sets

These are only two items that will interest you next week. There is a whole storefull of other new furnishings you can't afford to overlook next week when you are looking.

PHONE 95

W. E. WINFIELD

PHONE 95

"Where Your Business Is Appreciated and Your Money Buys Most"

RATES ONE CENT PER WORD EACH INSERTION

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

THE MARKET PLACE OF THE SOUTH PLAINS

FOR SALE—4-room house, 4 blocks from square, at a bargain if taken at once. Inquire of PRICE & BOSWELL, Stevens Building.

WANTED—An old couple just for their company. Board free; in good home. BOX 158, Lockney, Texas. 5t-pd.

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

AUTO CURTAIN FOUND. Owner may have same by calling at Herald Office and paymg for this ad. tf.

Sanitary Tooth Brushes at LONG-HARP DRUG CO'S. 2t.

We will make Farm or Ranch Loans in Castro, Swisher, Briscoe, Floyd, Hale, Lamb, Hockley, Lubbock and Crosby Counties. See us if you want a loan. HENDERSON & PERRY, Grant Bldg., Plainview, Texas. tf.

FOR SALE—Two span good, gentle work mules. For particulars see OTUS REEVES REALTY CO. —Adv. tf.

FOR SALE—Small residence close in and splendidly located. Will give good terms. Address "OWNER," care The Herald. tf.

RAIN COAT taken by mistake at Mitchell Sale is at Herald office. Identify and pay for ad and you can have it. tf.

FOR SALE—20 young male Poland-China hogs, from 4 to 6 months old, and 20 young Hereford bulls, from 8 months to a year old. Can be seen at my Hale County farm two miles south of Hale Center. J. J. ELLERD. tf.

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

FOR SALE. Horse and buggy; fancy driver, safe and a beauty. Rubber-tired Viehle buggy, same as new. Phone 223 8:30 a. m. to 4 p. m. Box 788. 3t.

FOUND—A gold Odd Fellow's watch charm in front of Ben's Barber Shop. Owner may have same by calling at HERALD OFFICE and paying for this advertisement. tf.

If your blood is out of order, Hot Spring Blood Medicine will help you. Phone 161. LONG-HARP DRUG CO. 2t.

TANKAGE at the PLAINVIEW PRODUCE CO. Phone 366. tf.

FOR SALE—Big Twin Indian Motorcycle. Reasonable. Address "P," care of Herald. 4t-pd.

FOR SALE: Two big two-year-old steers; two bulls, one Shorthorn and one Red Polled Angus, one two years, one three; 55 shoats and pigs. Eight miles south and one mile east of Plainview. FRANK MARSHALL. 3t-pd.

SMITH'S INVINCIBLE WHITE ROCKS Are the very best strain in Texas today. They have been and are still leading winners at Texas' and Oklahoma's biggest shows. Stock and eggs for sale. Write for prices. SAM W. SMITH, Abernathy, Texas. Apr. 1.

FOR SALE—85 cows, 3 bulls and 13 young calves. Cows mostly red, white face. Also 960 acres rough grass land, fenced and living water. Thirty-five miles northeast of Plainview. Address ROUTE 1, BOX 22, Hale Center, Texas. 3t-pd.

FOR RENT—Two large rooms furnished for light housekeeping. Close in. No children. Phone 492. tf.

LONG-HARP DRUG CO. have just received a large stock of Men's Purses and Wallets. See our window. LONG-HARP DRUG CO. 2t.

A BARGAIN IN SECTION OF LAND. Good, smooth section, patented land. Perfect title. Ten miles from Plainview, nearest course. Price only \$17.50 per acre; less than one-fourth cash, balance in ten equal annual payments. If you want a bargain, don't pass this up. H. E. SKAGGS. tf.

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

Good Work Mules and Horses for sale. BUCHANNAN BROS., 1 1/2 miles southwest Ellen Post Office. 8t-pd.

FOUND: Bunch of keys. Owner may secure same at The Herald Office. tf.

Try a bottle of Nyal's Stone Root Compound for that soreness in your back. LONG-HARP DRUG CO. Phone 161. 2t.

TANKAGE at the PLAINVIEW PRODUCE CO. Phone 366. tf.

FARM AND RANCH LOANS.

Am in position to make Farm and Ranch Loans on patented lands in Hale and adjoining counties. Long time; reasonable rate of interest.

J. F. SANDER, East Side Square, Plainview, Texas.

Will plow tracts of 100 acres or over. Can plow 25 to 50 acres per day. Phone 9032—long-short, or write JACKSON BROS., Plainview. tf.

If your blood is out of order, Hot Spring Blood Medicine will help you. Phone 161. LONG-HARP DRUG CO. 2t.

LONG-HARP DRUG CO. have just received a large stock of Men's Purses and Wallets. See our window. LONG-HARP DRUG CO. 2t.

FOR SALE—By owner, 160 acres three miles from Petersburg; fenced, with 120 acres in cultivation. For price and terms see A. E. HARRIS, Plainview, Texas. 4t-181-pd.

TO CATTLE OWNERS: I have just completed a large concrete dipping vat on my place one and one-half miles southeast of Plainview. I will contract to dip cattle for other parties, using arsenic solution for lice. Can dip 2,000 head per day. Phone 90. C. B. REAVES, Plainview, Texas.

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

FOR SALE.

To settle an estate, the executors will consider offers on Section 3, Block D-7, as a whole or in separate quarters. This section is located about four miles south of Plainview. 200 acres in cultivation; section under fence. FRANK H. and BEN J. KAUFMAN, Executors, Eureka, Ill. 2t-pd.

FOR RENT—2 rooms for light housekeeping. Call 307 West Sixth St. tf.

Try a bottle of Nyal's Stone Root Compound for that soreness in your back. LONG-HARP DRUG CO. Phone 161. 2t.

NOTICE. Some work mares and mules for sale. Terms if desired. SANSOM & SON, Plainview, Texas. 8t.

Sanitary Tooth Brushes at LONG-HARP DRUG CO'S. 2t.

FARM LOANS. HENDERSON & PERRY, Plainview, Texas, can make you a loan on your Farm or Ranch. Get in your application at once. Money ready soon as title is approved. tf.

FARM OR RANCH LOANS. See HENDERSON & PERRY, Grant Building, Plainview, Texas. tf.

NOTICE—I keep my cattle-dipping vat charged for dipping at any time. 10c per head for yearlings, 12 1/2c for coming two and 15c for cows. C. B. REAVES. tf.

ATTENTION.

Those hot drinks are now ready at the KASH KANDY KITCHEN. tf.

FOR SALE—Eggs from White Em-den geese. Also some fox terrier pups for sale. Mrs. J. B. LEACH. 2t-pd.

THOROUGHBRED CATTLE FOR SALE.

Thirty head fullblood yearling bulls; seven head two-year-old bulls; two herd bulls, one four and one seven years old; ten head heifers three and four years old, just shipped in from Missouri. Cattle all in good shape on full feed. Cows can be seen at my home in Plainview, and bulls at ranch in Bailey County. J. M. GIST. tf.

ANNOUNCEMENTS

The Herald is authorized to announce the candidacy of the following men for the political offices designated, subject to the action of the Democratic Primaries, July 22, 1916:

- For Representative: T. J. TILSON. For District Attorney: AUSTIN C. HATCHELL, GEO. L. MAYFIELD, (Re-election.) KENNETH BAIN. For District and County Clerk: B. H. TOWERY, (Re-election.) J. P. HOWARD, W. M. JEFFUS, JO. W. WAYLAND, JAS. F. DUNCAN, JR. For County Judge: CHARLES CLEMENTS, AUSTIN F. ANDERSON, J. E. LANCASTER. For County Attorney: L. D. GRIFFIN, L. R. PEARSON. For County Treasurer: JNO. G. HAMILTON, (Re-election.) For County Tax Assessor: ROY IRICK, R. E. BURCH, W. H. MURPHY. For Public Weigher, Precinct No. 1: J. L. OVERALL, TOM THOMPSON, (Re-election.) T. P. BUSSELL. For Sheriff: J. C. HOOPER, (Re-election.) J. C. TERRY. For County Commissioner, Precinct No. 1: J. T. (DADDY) PHELPS, W. J. ESPY, (Re-election.) For Commissioner Precinct No. 2: J. W. ROBERSON, (Re-election.) R. W. CROSS. For County Commissioner, Precinct No. 4: M. C. CORNELIUS, C. E. LOCK, R. T. BARBEE. For Mayor: ROY J. FRYE, E. T. COLEMAN, J. L. DORSETT, W. E. RISSER. For City Secretary: B. L. SPENCER, (Re-election.) R. B. (BOB) TUDOR. For City Marshal and Tax Collector: JOHN VAUGHN, (Re-election.)

REALTY BARGAINS.

Two good sections near Midland to trade for property in or near Hale County. Will trade for stock of merchandise. Four hundred acres good black land, well improved, will trade for Western land. Nice 18-room hotel in Mansfield; only hotel there, doing good business, well located; will trade for property on the Plains. Want to buy 200 pigs. Must be good stock. Want 50 to 100 head of calves, White Face. Want good residence lot, close in. Want 150 White Face cows. Good piano to trade for lots in Plainview. What have you to trade? HALE COUNTY LAND COMPANY. Phone 102. Ansley Bldg., Plainview Texas. 1t-pd. STRAYED—250-pound red sow; swallow fork in right ear; 2 weeks' old pigs at home. Reward for recovery. H. W. AULT, Kress, Texas. Fri. tf. Big farm sale Friday, March 31, six miles southwest of Petersburg, on the Lubbock road. 1 registered jack. 1 Percheron stallion. Also cows, horses, hogs and farm implements. Come. They have got to sell. R. E. ECHOLS, owner. 3t. LOST—Somewhere in Plainview, automobile crank for Chevrolet car. KEARBY NASH. 2t.

I want to play the lead in the home moving picture that will be produced under the auspices of The Ruby Theatre. Save me your votes at The Ruby. EULA MAE PEACE. 1t.



A POPULAR VERDICT. Based on Evidence of Plainview People. Grateful thousand tell it—Of weak backs made strong—Of weak kidneys made well—Urinary disorders corrected. Plainview people add their testimony. They praise Doan's Kidney Pills. Plainview, evidence is now complete. Plainview testimony is confirmed; Reports of early relief substantiated. Merit doubly proved by test of time. Let a Plainview citizen speak: Mrs. C. Reven, Plainview, says: "I used Doan's Kidney Pills for backache and other kidney troubles. They gave me a wonderful relief when I was so stiff and lame that I could hardly looop. Judging from my own experience with Doan's Kidney Pills, I can recommend them for trouble from the back and kidneys." (Statement given January 18, 1911.) ABOUT A YEAR LATER, Mrs. Reven said: "I confirm my former endorsement of Doan's Kidney Pills. They have given me wonderful relief whenever I have used them." Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Reven had. Foster-Milburn Co. Props., Buffalo, N. Y. —Adv.

UGH! CALOMEL MAKES YOU DEATHLY SICK

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

You're bilious, sluggish, constipated 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 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 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. It can't salivate, so let them eat anything afterwards. —Adv.

Pure Bred Duroc Jersey Hogs We have a few choice young boars and gilts. Helen Temple Farm, Plainview, Tex.

DR. E. O. NICHOLS, Specialist in Diseases of the EYE, EAR, NOSE, and THROAT. Office in The New Donohoe Building, First Door South of Olympe Theatre—Upstairs. Telephone 58.

MRS. BELLE CARTMELL, Suite 23, Grant Bldg. Phone 579.

Hair Dressing, Manicuring, Shampooing, Scalp Treatment. Face Bleaching a Specialty.

W. FLAKE GARNER, Funeral Director and Embalmer. Prompt Service Day or Night. Phones 195 and 376.



A Bell Telephone Always a Friend in Need

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

The Southwestern Telegraph & Telephone Company.

State of Ohio, City of Toledo, Lucas County, ss. Frank J. Cheney makes oath that he is senior partner of the firm of F. J. Cheney & Co., doing business in the City of Toledo, County and State aforesaid, and that said firm will pay the sum of ONE HUNDRED DOLLARS for each and every case of Catarrh that cannot be cured by the use of Hall's Catarrh Cure. FRANK J. CHENEY. Sworn to before me and subscribed in my presence, this 6th day of December, A. D. 1886. A. W. GLEASON, Notary Public. Hall's Catarrh Cure is taken internally and acts directly upon the blood and mucous surfaces of the system. Send for testimonials, free. F. J. CHENEY & CO., Toledo, O. Sold by all Druggists, 75c. Take Hall's Family Pills for constipation.

Cures Old Sores, Other Remedies Won't Cure.

The worst cases, no matter of how long standing, are cured by the wonderful, old reliable Dr. Porter's Antiseptic Healing Oil. It relieves Pain and Heals at the same time. 25c, 50c, \$1.00.

SNAP

Choice patented section of land in 8 miles of Plainview for \$21 per acre, to settle an estate. Public road on three sides of this land. Water 40 feet from surface.

Shallow Water Land & Loan Company. Ware Hotel. PLAINVIEW, TEXAS

SEE ME FOR FARM LOANS

We have the money for your use on five years' time. We also buy vendor's lien notes. Walter Darlington, Co. KANSAS CITY, MO. Rawlings & Brown Representative Stephens Building PLAINVIEW, TEXAS Prompt Service

IT IS EASY TO TELEPHONE

Think how easy it is to order from us by phone. No time is wasted—no trip is necessary—no package to carry—no extra cost for quick delivery. Phone 400 for prescriptions, drug sundries, etc., and they will be delivered to your door with all possible haste. The R. A. Long Drug Store. We Guarantee the Quality.

HORSES WANTED



Will be here Saturday, March 25 to buy horses 15 one to 16 hands high, ages from 5 to 8. Must be sound.

J. B. ROGERS, Fort Worth, Texas

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.

Why Raise More Hogs?

Paper Read by M. Hart, President of the Texas Swine Breeders' Association at the Annual Meeting, at Seguin, Texas.

The present supply of hogs is inadequate to meet the demand for home consumption. For the past several years Texas has been paying out about \$50,000,000 annually for meat supplies shipped into the State, which should have been produced at home.

Every farmer, it matters not whether he be a landlord or a renter, should raise enough hogs for home consumption, and those who are more favorably situated in the way of conveniences for raising hogs should raise a surplus, for the towns and cities have to be supplied, giving the farmer a market for his surplus.

And any man who fails to provide for his family in the way of pork supplies, such as sausage, spare ribs, backbones and delicious ham, falls far short of his duty as a provider. He can have an excuse to go to town once or twice a week and go to a short-order restaurant and order about a 75-cent meal and fare very well the balance of the time, while his wife and children are left at home, dining on a little fat bacon, provided they have any at all, the balance of the meal filled out with whatever they perchance may have.

Besides, it is an economy to produce your meat and lard at home. I believe in a balanced ration for children. If you raise them to grow up mentally and physically strong, there is nothing more nourishing or palatable than pork products. I will say that it is just as impossible to develop a child into manhood or womanhood who would become strong physically and mentally without a balanced ration as it would be to raise a thoroughbred colt to be a winner on the turf, or to develop a pig into a great show hog and prize winner without a balanced ration in its foods.

We swine breeders and horsemen know that a pig or a colt raised on corn alone would be an entire failure as a winner. So, therefore, the same rule applies to children.

Another reason why Texas should raise more hogs is because she has the climatic conditions and various kinds

of soil to raise hogs on and to raise forage crops the year around, and this is very essential to the cheap production of pork. There is no part of Texas but what is adapted to the growth of some kind of green pasture at different times of the year.

The enormous grain crops raised throughout Texas last year was quite a stimulant towards causing the farmers of Texas to engage more extensively in raising hogs, which caused the professional swine breeders to sell about all their pure-bred hogs at our State Fair last fall.

This indicates that the farmers are awakening to the idea that it is more profitable to raise better hogs as well as raising more hogs. I would advise every farmer in Texas who pos-

sibly can to visit the State Fair every fall, in order that they might see the great improvement in the quality of all breeds of hogs which are there on exhibition from Texas and a great many other states as well. A trip to the fair will be worth much.

And perhaps to your surprise you will see that Texas hogs compare favorably with hogs from any other State in the Union. I would also advise that the farmers visit College Station each summer during the session of Farmers' Congress, attend the Swine Breeders' meeting which convenes there during each session of the Farmers' Congress, and visit the swine department while there, and more especially the experimental parts of the plant. I would be glad if every swine breeder and farmer of Texas could come into possession of an experiment made there in the year 1915 on three litter-mate pigs—on different rations, from a one-grain diet to a diversified and balanced ration—and to see where one pig almost doubled the others in

weight after feeding a period of about six months.

That experiment is an object lesson, and one that should be practiced as well as studied.

Now, let us diversify in the year

1916. Plant more grain and less cotton, in order that Texas may raise more hogs and better hogs and have better educational advantages for our children. This is what more hogs will mean for Texas.

Bird Barker, of Lockney, and Arthur Barker, of Floydada, were here to spend the week end with Mr. and Mrs. Kilmer Barker. L. P. Barker visited in Lockney Sunday.

We have just received a line of SPORT HATS

for school girls which we will sell this week at

75c and \$1.25

Also a new shipment of black Liseret Sailors now so popular.

Orders taken for hemstitching and picoting.

R. & H. MILLINERY CO.

"GOOD EAT" SPECIALS

For FRIDAY and SATURDAY

You have a right to expect that we will have some extra good things for your Sunday dinner every week—its merely up to us to tell you what to expect week after week. These are some of the things for this week:

- | | |
|-------------------------------------|---------------------|
| Fine Ripe Strawberries | California Tomatoes |
| Kalamazoo Celery | Fancy Head Lettuce |
| Florida Sweet Peppers | Florida Oranges |
| Arkansas Apples | Imported Lemons |
| Fresh Bunch Vegetables of all Kinds | |

And lots and lots of other mighty good things to eat.

VICKERY-HANCOCK GROCERY COMPANY

PHONE 17

Quick Sales

Small Profits

The Policy of this Store

If you have anything to sell don't do it until you see us. If you want to buy anything save money by seeing us. We have not the space to give you prices but only ask to show you what we can do for you in grocery buying if you will only come to our store. This week we have some special prices on nationally advertised goods that we will be glad to quote if you will give us the opportunity.

We give every customer old or young the best value possible for the money. Prompt attention to everyone. Satisfy every customer, big or little, or refund the money.

We prefer to sell the best, most satisfactory, rather than something not quite so good on which we make a few pennies more. If we can make friends and customers the profits will take care of themselves.

We are always glad to see you at our store. Satisfied customers are our best advertisements.

Now don't you enjoy dealing with a store like this, one that you can depend upon in every way? Surely you do.

We carry a full line of groceries—the best of everything.

L. J. Warren Grocery Co.

"The Friend Making Store"

Phones 233 and 234

ASK YOUR GROCER FOR SUPREME

Brand Cakes and Crackers, put up in sealed tight packages only.



Forty varieties of fancy Cakes and Crackers.



SUPREME Cakes and Crackers are sold by all dealers in the vicinity of Plainview, and throughout the Panhandle.



SUPREME Cakes and Crackers are made in the cleanest and most sanitary Biscuit Company in the West.

The Merchants Biscuit Company
DENVER, COLORADO