

CHAUTAUQUA COMPANY EXPLAINS CIRCUS FOR THE BOYS AND GIRLS.

Many in Plainview, especially the boys and girls, have expressed an interest in the chautauqua circus hinted at in the programs which have been distributed.

In explanation of the event, The Herald has received the following information in a letter from the Redpath-Horner Co.:

"I am very glad, indeed, to tell you



YOUR family have been pleading with you for years—why not make that appointment today?

Sitting for a portrait is a matter of minutes only—the same efficient methods you demand in your business are observed in ours.

Your friends can buy anything you can give them—except your photograph.

COCHRANE'S STUDIO

about the Play-Ground Work for the Plainview Chautauqua.

"Miss Lucille McCormack and Mr. John Donaldson have charge of it.

"This year we are going to have a circus for the children. We are going to have all sorts of animals. We had two or three reasons for selecting this particular kind of work for the children. The first was to give them a real good time; all the fun they could have in a week. The next was to show the children, especially the boys, how to make use of any equipment that they might have around the house or yard. We are going to give them a chance to use any originality or ingenuity that they may possess.

"Mr. Donaldson will know just how to carry on this circus, each boy will make the animal that he pleases. Now, I do not know just how you will want to write this up for your paper, but here is the idea: These animals are made of wire and stick and covered with gunny sacks or, in fact, can be covered with anything that the child may desire. It takes two boys to make an elephant—two boys to make a giraffe, and so on. Perhaps some boy will want to be a pink elephant. If he does, all he will need to do is to take pink cambric or something of the sort for covering.

"Then we are going to have clowns. Take some of the boys of the town who are good actors and would make good clowns. Perhaps some of them have a leaning towards some other part that they would rather do. Then we are going to have a parade and we are going to have a clown band; and the girls are going to have their part in the circus. It is just a little hard to say what animals we are going to have or what color they will be, because what the children would want to make in one town, the children in another would not, and we want to leave it pretty largely to the children in Plainview as to just what sort of a circus they are going to have.

"As I said before, we are going to have a parade, and the last night of the Chautauqua we are going to have a show in the tent for about a half hour, or perhaps longer, before the regular evening program. I think we all can remember when we were children that there was never a circus came to town but that the next day we were trying to do the same things that they did.

"Now, I do not know whether I have made it plain to you about the animals. They are made of frames and covering, as I said; then the boys walk inside of them, and they can, of course, have all kinds of trained animals with this arrangement.

"We would like it if every child in town could have an idea of just the 'stunt' that he wanted to do or the animal that he wanted to make.

"The mornings of the Chautauqua week are going to be devoted to getting ready for the circus and planning the different things to do.

"Now, if this information is not just what you want, write again. Anyway, I would prefer to hear from you what you think of this circus plan. We want to give those children the best time they have ever had for a whole week at a time. Do you think this is going to do it? They will like both Mr. Donaldson and Miss McCormack.

"Mr. Donaldson is a big fellow and a great favorite with the boys. Miss McCormack is a very bright, attractive girl, and very popular with all the children. They are both students of Kansas University, and are greatly interested in this kind of work."

INDIANS AND MEXICANS COURTEOUS FOR PAY.

The following letter from J. W. Longstreth to E. E. Roos is of interest to those who know of the automobile trip which Mr. and Mrs. Longstreth are taking through the western states:

"Socorro, N. M., May 1, 1916.

"Dear Mr. Roos: "We reached this place Saturday evening, and are waiting for dry weather so that we may fold our tent and ramble on. It began raining yesterday at noon, and has been at it more or less ever since. The mountains on the west were covered with snow this morning, and the mesa east of the river is quite white also. Here in the valley everything is green; roses in full bloom and plenty of flies to swat. There is plenty of water in the river, but the larger part of the land is water-logged and producing nothing. So far as possibilities are concerned, the Plainview country has this territory beaten.

"I find that we have run 696 miles since leaving home, and have used 48 gallons of gasoline, five quarts of oil and about six quarts of water. The motor has run fine all the way—no heating, and plenty of power even when at 8,000 feet elevation. We left the trail about twenty miles east of Santa Rosa, going to Las Vegas first and from there to Santa Fe, stopping at the Valley Ranch on the way and going up the Pecos some ten miles at that point. There is some of the finest scenery in the country at this place. It is claimed that the fishing is exceptionally good, also. Also there are two grades on the down trail that are too steep for gravity feed. But it is worth a trip from Plainview just to see the Pecos. The drive up La Lliendre Hill, east of Las Vegas, was very fine; two miles of 6 per cent grade up the mountain side. We spent two days at Santa Fe—rain most of the time, too—and took in most of the sights. We left there late Thursday afternoon for Albuquerque, running twenty miles over the roughest roads on the trip, and dropped down La Bahada Hill before stopping for the night. I say 'dropped down' because the trail twists down from the mesa about 900 feet in one mile, and it really 'twists,' too. I have found no turn too short yet for the trailer, which is contrary to the expectations of most people. We camped that night about a quarter of a mile from a small Indian village, and Mrs. L. was about ready to abandon the whole proposition. Mex. and Indians are O. K. and perfectly willing to help—for a consideration. Just after passing this village the trail crosses Santa Fe Creek, about 100 yards wide and a foot deep—in water—and some deeper in sand. I got out in the middle before stopping, and there the sand was so loose I could go no further. I found a friendly Indian with a couple of broncos and got out. The Indian got \$3.50. We spent a short time in Albuquerque, and Friday night in Belen. We saw a good many men there who inquired about Mr. Reinken.

"We came over the mesa road from there to Socorro, and the trail was good. As you see, we are taking our time; the eats are fine, the beds good, the trailer the best house ever, and altogether we are having a 'time.' We go from here to Elephant Butte tomorrow, to El Paso next day and back here for the West.

"Write me at Phoenix and let me know how the town is getting along without me.

"Sincerely yours,
"J. W. LONGSTRETH."

Herman Schultz, of Madison, Wis., came in yesterday with a party of home-seekers. They will probably locate near Abernathy.

Miss Kathryn Polansky, manager for the Western Union, returned this morning from Abilene, Texas, where she attended a managers' meeting.

MOTOR RURAL ROUTE EXAMINATION MAY 27.

The Civil Service Commission has announced an examination for motor rural carrier out of Plainview, the examination to be held at the Plainview post office on May 27. The salary on these routes ranges from \$1,500 to \$1,800, the employee to furnish his own motorcycle and operate same. All applicants should call for blanks as soon as possible.

J. B. Little, operator for the Western Union for the past six months, left this morning for Vicksburg, Miss. He was relieved by R. L. White, of Hillsboro.

**LISTEN!
The House Fly is a Germ Breeder**

Especially in typhoid fever cases it is accountable for distribution. **KEEP THE FLY OUT OF YOUR HOUSE.** Call on us for screens.

PLAINVIEW LUMBER COMPANY

Upholstering

Don't be afraid to risk us with your

- Furniture
- Davenport
- Couches
- Parlor Suits, Etc.
- Auto and Buggy Cushions

We guarantee first-class work.

Jesse Delaho Harness Co.

On Main Street West of Postoffice
PLAINVIEW, TEXAS

Trimming

We make automobile and buggy tops, new curtains.

We also repair your old curtains.

Our tops are made from best material, better braced than the average top.

What is the Reason for 250 per cent Increase in Our Business?

The old saying is that goods well bought are half sold. We can go farther than that, ours are exceptionally well bought. Our purchaser is a factory representative with years of experience.

Our goods must be good goods, bought right and sold right, with the confidence of the individual customer behind the purchase, for us to have made anything like the remarkable increase of 250 per cent.

We are today unloading TWO BIG CARLOADS direct from leading factories. Another is rolling. We have received three other cars since January 1st—making six cars so far this year. These heavy shipments added to our already large stock make ours the biggest and most complete stock of house furnishings on the South Plains.

Don't chase rainbows—come and look where every dollar buys a hundred cents worth of value.

"IF IT ISN'T GOOD WE MAKE IT GOOD"

W. E. Winfiled Comp'y

Phone 95



The Hard-Headed Business Man

Insists on a high degree of "fitness" in his employees

That means proper coordination between brain and body, and for its best realization there must be care in the matter of food.

A well-balanced diet is essential, one easily digestible and rich in nerve-building material. Very often the result of improper food is seen in indigestion, "brain-fag," nervousness and general inefficiency.

Grape-Nuts

a delicious food made of whole wheat and malted barley, is admirably adapted for brain workers; for included in its rich nutriment, are the vital mineral elements—phosphate of potash, etc., grown by Nature in the grains.

These mineral elements are absolutely essential to well-balanced bodies, brains and nerves, but are often lacking in much of the food that goes to make up the usual dietary.

A daily ration of Grape-Nuts along with other food is just the thing to put one in fine fettle.

"There's a Reason" for Grape-Nuts

—sold by Grocers everywhere.

"THE IRON CLAW"

15 EPISODES—THE SERIAL SUPREME—15 EPISODES

Featuring **PEARL WHITE, CREIGHTON HALE** and
"THE LAUGHING MASK"

IT BEGINS
MONDAY, MAY 8TH
 AT
THE RUBY
 "ALWAYS A GOOD SHOW"

The Herald's Review of the Movies

At The Mae I. Theatre Monday will be shown, in five acts, "The Five Faults of Flo"—pride, envy, jealousy, fickleness and extravagance. "The Five Faults of Flo" is sternly uncompromising in its handling of a subject which has often lent itself to sentimental palaver. It reduces feminine fallings to five fundamental defects, and shows how one woman was cured of them all. The play is intensely dramatic, much to the point and well acted. It was created especially for Florence La Badie, as Flo. Flo permits us to share her innermost experiences and the emotions which accompany the change she undergoes from a girl of serious faults to a young woman who in her husband's eyes is everything sweet and noble.

"Settled Out of Court," a Beauty Comedy, will also be offered at The Mae I. Theatre Monday.

The first episode of "The Iron Claw" will be shown at The Ruby Monday.

The Herald reprints the following review of the story and setting:

Vampires may come and vampires may go, but the serial photoplay goes

on forever. Now it's "The Iron Claw" (deliciously forbidding title), with Pathe's Peerless Pearl, she of the "Perils of Pauline" and "Exploits of Elaine," in the most persecuted of her numerous roles.

It was like old times to see Miss White cover in abject terror before the villain, the while her lovely eyes flashed their eloquent appeal to a sympathetic audience. And all the while, though we knew it was only make-believe, we felt as we did when in "Treasure Island" the hero was in the apple barrel on the deck of the pirate ship, and Long John Silver stumping around. What would happen? Surely the scenario man didn't intend to let virtue be trodden under foot? But no—for the next instant, just as only the worst could happen, "out of the everywhere into the here," rising intrepidly between the torturer and the tortured, appears "The Laughing Mask," alias "The Righter of Wrongs," and we know all's well—for the present, at least. Oh, the thrill of it! The snap, the zest, the verve of it! It's elemental—that's why it's good. It's the undiluted essence of adventure

with Prince Charming, Jack the Giant Killer, and Dick Turpin rising out of their ashes, talking our language and wearing three-button sack coats and peg-top trousers.

The story is absorbing. It begins years ago on an island in the South. Enoch Golden, a wealthy planter, catches Jules Legar, a scheming physician, making love to his wife in an attempt to learn the secret hiding place of Golden's wealth. Suspecting the worst, Golden sends his wife away, and as punishment to Legar has his handsome face branded with white-hot irons and his hand crushed in a vise. Then Legar, set free, swears vengeance, and begins his villainy by opening the sluice-gates that keep the sea from inundating the island. The waters rush in, and we get a real thrill at seeing the entire island flooded and its houses swept away in the swirling waters. Legar kidnaps Golden's daughter Margery, whom, in the next scene, twenty years later, we see grown to beautiful maidenhood, in his ominous power. Hate still lives in Legar's heart, and he sends Margery to a denizen of the underworld in whose house she is detained. But here steps in the heroic character of the story, a mysterious gallant known as "The Laughing Mask," who saves her, for the nonce, from her fate.

Pearl White as Margery Golden is her old delightful self; Creighton Hale, as her father's secretary, is charming and handsome; and Sheldon Lewis, as Legar, "The Iron Claw," does the villain stuff with dash and reality.

Tuesday, at The Ruby Theatre, will be seen on the screen the "Diplomacy," which is reviewed as follows by George Blaisdell, of the Motion Picture World.

"Marie Doro is featured in the Famous Players-Charles Frohman production of 'Diplomacy,' which was released on the Paramount program on February 28. It is a picture that in-



MARIE DORO,
 Star in "Diplomacy," at
 Ruby Theater, May 9.

terests at all times and contains strong moments. The story is of diplomatic intrigue, and it is played by an excellent cast. On the production side, too, much care has been taken. There are large sets, one of the notable ones being of a ballroom and many dancers. Another is of a hotel lobby. The picture was taken in the South, the extreme South, and beautiful exteriors

are provided.

"Miss Doro has the role of Dora, a young woman in love with an Englishman who in the beginning has limited means. Her part, as in fact is the whole story, is one of straight drama. In the course of the story there are many occasions where she is given opportunity for emotional portrayal, and well does she acquit herself. Elliott Dexter is Julian, the Englishman who through an appointment in the diplomatic service and the successful issue of an investment is permitted to win the consent of Dora's mother to the marriage. Mr. Dexter is wholesome, likeable. Frank Losee is Henri, the older brother of Julian, and, like Frank Losee, he fits his part.

Russell Bassett is Baron Stein, the foreign diplomat seeking at all times the advantage of his government. Mr. Bassett has a strong role, and makes it stand out. George Majeroni is a polished Count Orloff, who wrongly suspects Dora of causing his arrest in Russia and nearly breaks up a honeymoon. Edith Campbell Walker is interesting as the instrument of Stein.

"Diplomacy" is a good picture. It has pictorial quality, is well produced, is finely acted, and contains an interesting story.

The usual well balanced program will be shown at The Olympic. However, the program arrived too late to be published. "The Minus of the Mute," with Arnold Daly—Pathe Gold Rooster Play—will be shown at The Olympic Monday. Tuesday at The Olympic will be a mixed program of comedies and dramas.

Tuesday "The Law of Success," a two-reel stirring story of a struggling inventor, will be presented at The Mae I.

Joseph Hight completes two models of an invention for turning wood pulp into paper. One of the models is stolen and sold to Gordon Reeper. Reeper in a few years becomes rich. Meanwhile Anna Hight dies. Her son, Vincent, an itinerant actor, is trying to get into vaudeville. His father has become a tramp. Vincent happens to stop at a hotel where Reeper is visiting. He helps the young fellow secure a vaudeville opening. The sketch which Vincent has written is an episode in the life of his father, and concerns the stealing of the invention. Helen, the daughter of the boarding-house keeper, secretly in love with Vincent, persuades him to rehearse his playlet in the parlor. Reeper helps out by taking part. Vincent brings to the rehearsal a model of his father's invention—and the truth about the famous "Reeper machine" is revealed. That same night Reeper's factory is burned. The owner is saved by a tramp. Shortly after a new firm is started, called Hight, Reeper & Co. Helen marries Vincent. The Mae I. also offers on Tuesday a Casino comedy, "Leave It to Cissy," and "The Menders," a one-reel American drama.

"Matching Dreams" will be seen on the screen at The Mae I. Theatre Wednesday. Martha Weaver, left penniless by the death of her father, is forced to earn her living. She designs beautiful gowns for wealthy women. Lola Hammond makes a confidante of her. The gown she is making for Lola has been ordered by her rich aunt in order that Lola may wear it

and ensnare the heart of Hugh Clayton. The girl does not love Hugh, but is secretly engaged to another young man. The gown does fascinate Hugh, but, contrary to the aunt's anticipations, he expresses a desire to meet the girl who could design such a wonderful gown. Martha, meanwhile, is pressed for money. Lola elopes with her old sweetheart, leaving her horse and riding habit in payment for the gown. It doesn't pay the rent, but Martha is joyful, for it has long been her fondest dream to canter along in the mountains. Later she meets Hugh in the hills. The two ride side by side and meet every day after that. At last Martha gives Hugh a note and gallops away before he can prevent it. He reads her farewell, confessing that she has pretended to be what she is not and begging him to remember her as Roselind. Mrs. Hammond reclaims Lola's horse and habit and pays Martha the money. Martha has occasion to call at the Clayton home, where she is surprised to encounter Hugh. He, too, is astonished, but has sufficient presence of mind to declare his love, and crushes the girl in his arms.

The Mae I. also presents "An Innocent Crook" on Wednesday.

KRESS NEWS.

KRESS, Texas, May 3.—Rev. Robinson, of Canyon, preached a fine sermon at the M. E. Church April 30th.

James Hankins, of Hart, shipped 116 head of fat cattle and Mr. Jobs, of Hart, shipped 53 head of fat cattle from Kress to Kansas City. Mr. Hart, of Hart, delivered 54 head of fat cattle in Kress on Thursday.

Scott brothers delivered a carload of hogs to Kress Friday.


G. Williams delivered hogs to Moore & Skipworth, in Kress, Saturday, and hauled a load of lumber home.

Henry Behrends and wife and Fred Sjogren and wife went west Sunday to visit Mr. and Mrs. Henry Behrends, at Auburn.

Robert Ormsby and Will Rousser went in an auto to Tulla Monday on business.

John Boney, who lives east of Kress, went west in his auto on business Tuesday.

The
Paramount
Program
 Always
 Pleases



We Present
MARIE DORO
 —in—
"DIPLOMACY,"
 Produced by
LASKY,
"Nuff Sed,"
TUESDAY,
MAY NINTH.
RUBY,
 "Always a Good Show."

Mae I. Theatre Program

MONDAY.

"The Five Faults of Flo"

Pride, envy, jealousy, fickleness and extravagance. The unusual standard of excellence established by this offering makes the use of superlative adjectives inadequate and unnecessary. It is a De Luxe Edition in five gripping acts, featuring the superb FLORENCE LABADIE, heroine of the Million Dollar Mystery.

"Settled Out of Court"

The touching story of an old pair and their runaway son. Beauty comedy, featuring LUCILLE WARD and WM. CARROLL.

TUESDAY.

"The Law of Success"

The stirring story of a struggling inventor. A two-part Reliance feature starring HARRY MOODY and OLGA GREY.

"The Mender"

One reel American drama, featuring FORREST TAYLOR and HELEN ROSSON.

"Leave it to Cissy"

A beautiful, vivacious widow of the blonde type. Being talented and attractive artist, her studio is the rendezvous for clever men and women, (mostly men.) Featyrng CISSY FRITZ-GERALD. (Casino comedy.)

WEDNESDAY.

"An Innocent Crook"

Here's a rip-roaring laugh, a scream from start to finish. Another of those sure-fire Vogue comedies, presenting an absolutely new company of most eccentric comedians in a two act comedy. Starring SAMMY BURNS. (Vogue comedy.)

"Matching Dreams"

A two part American comedy drama. Starring VIVIAN RICH and ALFRED VOSBURG.

Matinee 2:15

Admission five and ten cents.

Evening 7:45

THE MAE I. THEATRE

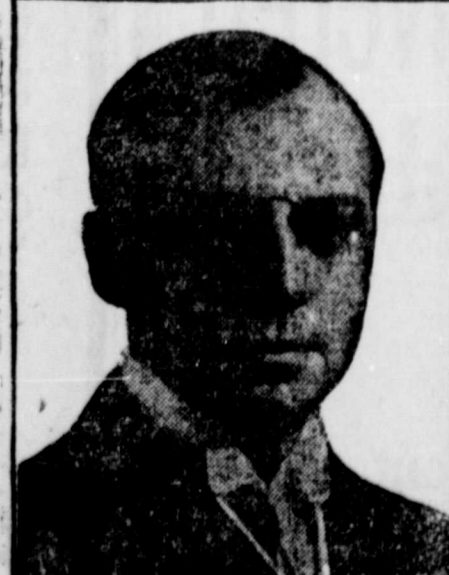
"The Photoplay House of Quality"

You are hearing a good deal about the **BIG 4** in, Companies:—Shildkret's Orchestra, The Melting Pot Thaviu's Band, The Haydn Chorus, and the **BIG 4** of the Speakers:—Governor Glenn, J. Adam Bede, Dr. M. D. Hardin and Dr. Benjamin S. Haywood.

But—there are others—a big program.

Here is the picture of Alfred Hiles Bergen.

PLAINVIEW CHAUTAUQUA Begins May 21st



ALFRED HILES BERGEN.

THE PLAINVIEW SANITARIUM

Is now open as a general hospital to the public and physicians of Plainview and surrounding country with Miss McLaughlin, R. N., in charge.

E. O. NICHOLS, M. D.

HENS 12c HENS 12c

Poultry Car

We Will Load Out a Car of Poultry
Friday and Saturday,
May 12th. and 13th.

DUCKS 11c ROOSTERS 5c

Hens 12c a pound

This is your last chance to get these high prices this year. **GET IN ON IT**

PLAINVIEW PRODUCE COMPANY

PURE SEEDS

PLAINVIEW, TEXAS

Motor News of General Interest

FADS AND FANCIES FOR THE MOTORIST.

Extra Wraps, Hats and Accessories for Automobiling Arrive in New Models.

Among the most popular extra wraps for spring and summer touring are military capes. Some are of heavy broadcloth, and lend themselves to braided military trimmings better than do the capes of lighter materials. Navy blue, trimmed with black braiding or with gold and silver braiding with a line of color in between, is popular. Two lengths are supplied, one cape falling just below the hip line and the other within four inches of the bottom of the dress. The capes fit smoothly over the shoulders, but are very full at the bottom.

Tricorn hats, to be worn with the capes, are more severe in their lines than any of the kind formerly produced. They are of navy blue hemp straw, faced with cloth of the same color as that of the braiding of the cape. At the left side they are finished with a smart black cockade.

A coat made of tan "khaki kool" silk serves as a dust coat, although it is quite "dressy" enough to take the place of a top coat. The back forms an inverted box pleat, consisting of six wide, overlapping tucks that are stitched at the yoke line and held in place by a cording. The pleats are pressed tailor fashion, but swing loose. The fronts of the coat show six pleats straight across, held by the same yoke cord. The coat opens at the left side and has three very large mother of pearl buttons. The sleeves are drooping leg o' muttons, being buttoned to the elbows with small pearl buttons. The collar is the Chin-Chin type with three buttons. The coat is lined with tan broadened pussy willow silk.

Totamo cushions, the latest foot rests, are enlarged editions of those familiar to grandmother's work baskets. They are made of red leather, seamed with green cording, and have a green, stemlike tassel in the center which does duty as a handle. They are lined with green suede, which keeps them from "pushing away."

Black crepe de chine four-in-hand ties are finished at the ends with quarter-inch, hemstitched hems of colored taffeta; they are designed for wear with the black and white shirts so popular with the light tweed touring suits. The shaded chiffon veils, white or delicate gray over the face and shading toward the ends into the color of the suit, are finished with narrow hemstitched silk hems like the ties.

Leather vests are smart additions to the touring suits this season. One suit, a navy blue, man-wear serge, has a short, cutaway coat that shows a red leather vest between the low lapels

and a "V" below the last button of the coat. A white pleated shirtwaist, with stiff collar and cuffs, and a black satin square bow tie are worn with it. When the coat is open the vest, a fitted one, shows the usual leather buttons, flat stitched collar and four small pockets.

MILLIONAIRE OIL MAN SAYS GAS WILL CONTINUE TO SOAR.

"Gasoline prices will continue to advance; it wouldn't be surprising if first-grade gasoline is quoted at 40 cents a gallon within a short time," Harry F. Sinclair, millionaire oil man, is quoted as saying.

Mr. Sinclair declares that there is really a scarcity of oil at this time, and that unless new fields are opened within a year or so there may be an oil famine. He estimates that the average decrease in the gasoline output from all fields in the United States is close to 3,000,000,000 gallons yearly.

It is the decrease-in-production side of the situation which Mr. Sinclair emphasizes. But the increase-in-consumption phase is equally important, and cannot properly be dismissed by mere statistics to the effect that there are considerably more than 2,000,000 motor cars in use in this country, and that they are consuming gasoline at the rate of more than 1,000,000,000 gallons a year.

What percentage of the fuel is being practically wasted in running heavy cars in which the all-important elements of simplicity and economical operation are subordinate to other features?

If, through the present Congressional investigation, the gasoline problem were worked out along the line of data on the fuel economy of one type of automobile compared with another, the

result would be interesting and doubtless of inestimable value to the public. Such an investigation would establish to what extent cars in the "heavy" class are a factor in creating the present abnormal conditions in respect to gasoline. With thousands of cars of this kind in service, making only six to eight miles to the gallon, compared to 16 to 18 miles per gallon by cars of lighter weight, the unnecessary drain on the gasoline supply is obvious.

Under the law of supply and demand a corresponding rise in the price of gasoline must be expected in order to pay for the waste. And the owner of the economical, light car must bear his share of the burden for which he is not responsible.

If the gasoline consumption of all automobiles were leveled to the light-car standard, the resultant conservation in the supply of gasoline would undoubtedly be sufficient to put the price quotations within reasonable limits and keep them there.

It would seem that the Congressional investigators have an opportunity for doing the country a great service by laying stress upon the underlying facts in the consumption problem. If this would lead to agitation toward refinement and simplification in the design of motor cars to reduce the expense of operation for all time, a valuable reform in the economic life of the country would result.

Mrs. J. L. King, of Floydada, left yesterday morning for Fort Worth and Weatherford, where she will visit until the 16th of this month, when she will leave for Birmingham, Ala., to attend the General Assembly and Convention of the Cumberland Presbyterian Church. Mrs. King is a delegate from the Presbyterian Church of Floydada.

Willard
STORAGE BATTERY (T-B-A)

See The Point?

The biggest argument for Willard Battery Service is the fact that it saves a lot of repairs that would be necessary otherwise. Let us show you.

THE T. M. CALDWELL CO.,
Amarillo, Texas.

Free inspection of any battery at any time

Storage Batteries Repaired and Recharged, Electric Starters and Generators Repaired

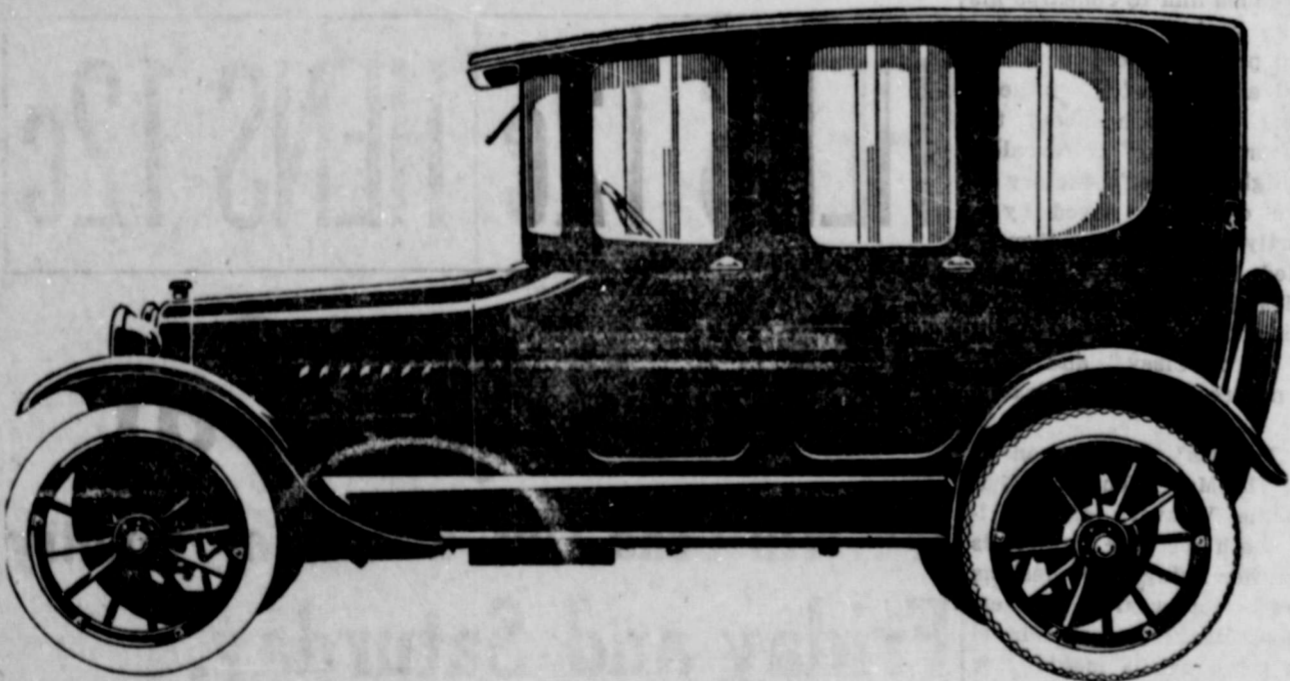
We have just installed a new machine to grind cylinders. We can make your old car run like new at small cost.

We weld all kinds of castings. Blacksmith shop in connection. Auto supplies at lowest market prices.

One good second hand car for sale very cheap.

E. N. EGGE AUTO CO.

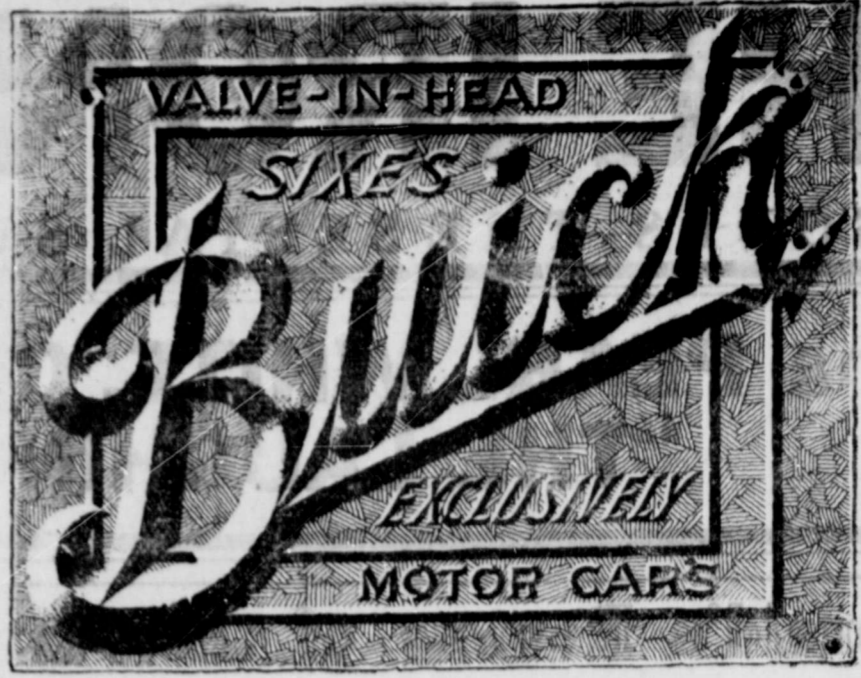
Phone 646 730 N. Broadway



Saxon Six \$890 Delivered
Timken Axles and Bearings

Other High-Class Features Throughout

GEO. A. ANDERSON, Distributor
Plainview, Texas



The Big Idea Back of Buick Success

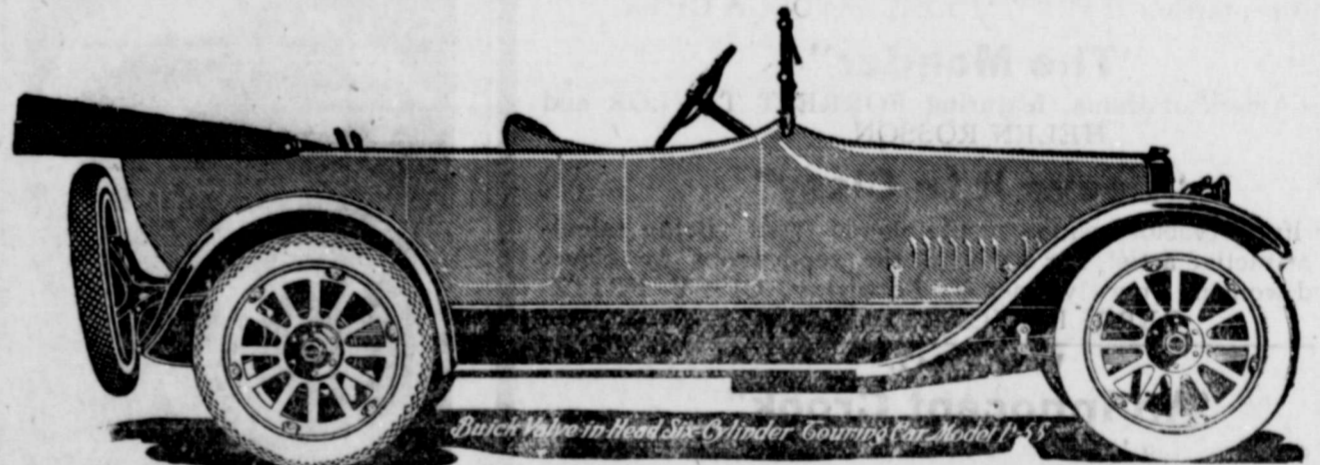
Back of every commercial success there is a big idea. The bigness of the success is always in proportion to the bigness and soundness of the idea.

The public has discovered that back of every Buick motor car there is a fixed and definite engineering idea—as big and sound as the motor car industry itself.

The idea is the Buick Valve-in-Head motor. It is an idea that has been the corner-stone of Buick success. In time we confidently predict that it will be the universally accepted principle of motor car design.

Manufacturers are today adopting this idea as rapidly, if more reluctantly, than the public. The public proved it long ago, and one by one the manufacturers are admitting its soundness. *It is the biggest idea ever conceived in connection with the development and manufacture of motor-propelled vehicles.*

The demand for Buick Valve-in-Head motor cars has always been and is now in exact ratio to the spread of knowledge concerning the methods of designing and building motor cars. Today this demand is so insistent that even the greatly enlarged Buick plant cannot fully supply it.



20 Miles on a Gallon of Gasoline

Thousands of users of Buick Valve-in-Head Six Cylinder Cars give evidence daily that they are getting **20 miles or more** per gallon of gasoline consumed while touring with full passenger load, and many users report **over 25 miles per gallon.**

Remember—cost of operation is a big part of the cost of your car.

With the price of gasoline going up, the economy of the Buick Valve-in-Head Car should make it your preference

PLAINVIEW MACHINE AND AUTO CO. E. E. ROOS, PROPRIETOR

INTESTINAL WORMS IN PIGS.

Insufficiently Fed and Neglected Pigs Soon Become Infested.

Intestinal worms are common in hogs, and are particularly injurious to growing pigs. Insufficiently fed, neglected pigs living in dirty pens and yards, fed from filthy troughs, drinking contaminated water, bathing in old hog wallows and rooting and sleeping in manure piles and stack bottoms soon become infested with worms; consequently they do not thrive, but develop into pot-bellied, rickety, profitless runts. Pens should be kept clean and dry and the manure frequently removed.

It has been asserted by various experienced feeders of hogs that a mixture of charcoal, ashes, lime, salt, sulphur and copperas kept where the hogs can eat it will tend to prevent worm infestation. There is not as yet positive experimental evidence in support of the idea that such a mixture will prevent worm infestation, but the mixture does appear to satisfy the hog's desire for mineral substances and probably is of value as a tonic and appetizer. It may be made up in the following proportions:

Charcoal Mixture.

- Charcoal, 1 bushel.
- Hardwood ashes, 1 bushel.
- Salt, 8 pounds.
- Air-slaked lime, 4 pounds.
- Sulphur, 4 pounds.
- Pulverized copperas, 2 pounds.

Mix the lime, salt, and sulphur thoroughly and then mix with the charcoal and ashes. Dissolve the copperas in two parts of hot water and sprinkle over the whole mass, mixing thoroughly. Keep some of this mixture in a box before the hogs at all times, or place in a self-feeder.

Santonin, which was formerly widely used as a remedy for worms in hogs, is practically unobtainable at the present time, owing to foreign trade conditions.

The following treatment has been found to be very effective against intestinal worms in experiments conducted by the Zoological Division of the Bureau of Animal Industry: Withhold all feed and water for 24 hours, then give each pig from 1 to 4 ounces of castor oil to which has been added oil of American wormseed as follows: Small pigs, 2 to 3 months old, 35 drops; pigs weighing 50 to 100 pounds, 50 to 100 drops; larger pigs, 1 teaspoonful.

Each pig should be dosed separately if the best results are to be obtained.

Dangerous to Drench Hogs.

Drenching hogs is dangerous, as they are liable to get the remedy into the lungs. With sufficient assistance, pigs may be held, the mouth kept open by means of a couple of loops of wire or rope, and the medicine given directly in a tablespoon. By this method, though it is troublesome, one may be certain that each pig gets his proper dose. After dosing, the pigs may be fed and watered. Repeat the treatment in 10 days.

Further information on swine husbandry will be found in Farmers' Bulletins issued by the U. S. Department of Agriculture, a list of which may be obtained upon application to the Division of Publications.

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS.
May 1.—Cattle closed last week with good prospects, which were realized today, when the 10,000 head that arrived sold steady to a shade higher, and actively. Light-weight steers showed more strength than heavy weights, but all classes sold as well as any one could ask. The feature was a heavy supply of good to choice pulp-fed steers from Colorado and the West. About fifty loads of Colorado pulp-fed steers sold at \$8.95 to \$9.40, highest range they have reached this year, and about 10 to 15 cents higher than last Monday. Seven cars of Idaho sold at \$9.00, and eight cars of Sugar Company pulpers from Scottsbluff brought \$9.35 straight. These pulp-fed steers ranged from 1,145 to 1,442 pounds in weight.

Choice natives were loading today, but if quality is good enough they are eligible to \$9.75, which was the top reached last week. Bulk of the natives sell at \$8.50 to \$9.35, and only a few short-fed steers and dogies under \$8.50, down to \$8.00, the steers that sell under \$8.00 very common.

Quarantine steers are very scarce, two loads of light steers, under 1,000 pounds, at \$8.15 and \$8.50, good quarantine steers worth up to \$9.00.

Butcher grades show even greater strength than beef steers, prime heavy cows up to \$8.35, bulk of the cows \$6.50 to \$7.75.

Stockers and feeders remain firm, fairly good stock steers around \$7.75, choice ones \$8.50, feeders \$8.00 to \$8.75, fleshy feeders at \$9.00. The whole cattle list in on a slightly higher plane than a week ago, and the highest reached this year, with good prospects ahead, in view of the good outlet for meat.

Hogs held up strong last week, and

prices averaged higher during the week than any previous week this year. The supply is 13,000 today, market opening with prospects 5 to 10 cents lower, but turned out to be steady to 5 cents lower, strength developing as the session went on, similar to the action of the market every day last week. Top today was \$9.85, bulk \$9.55 to \$9.80. Heretofore pork has been selling so well that killers cut carcasses for minimum lard production, but recent advances in lard promise to call for greater production, which will call for more hogs on the hoof, and strengthen the market. Dealers do not look for any material reverses during May.

Sheep and lambs advanced 25 cents the latter part of last week, and jumped up 15 to 25 cents today, receipts 9,500 head, including 3,500 goats. Lambs sold quickly, largely at \$11.45 to \$11.60, nine doubles at the top price, including weights up to 83 pounds. Sheep were scarce and wanted, fed ewes worth \$8.00 to \$8.85. Texas wethers are worth up to \$7.75, ewes \$7.25, though none were offered. Goats sold a shade higher, with a good outlet for both fat goats, around \$5.60, and Angora brushers, some weighing 72 pounds, at \$5.15, others, 59 pounds, at \$5.40, and Mexican slick-haired goats at \$4.00 to \$4.75.

J. A. RICKART,
Market Correspondent.

THE EARLY WORM.

A father had been lecturing his young hopeful upon the evils of staying out late at night and getting up late in the morning. "You will never amount to anything," he continued, "unless you turn over a new leaf. Remember that the early bird catches the worm."

"How about the worm, father?" inquired the young man. "Wasn't he rather foolish to get up so early?" "My son," said the father solemnly, "that worm hadn't been to bed all night; he was on his way home."

ONE-WAY DRIVING TO RELIEVE JAMS.

Traffic has become so congested in Wilmington, Del., in the streets that

are devoted to curb markets that a law has been enacted by the city law makers declaring it an offense, punishable by fine, to drive south on those streets market hours, from 7 o'clock in the morning until 2 o'clock in the afternoon. Rigid enforcement of the law has caused so much hardship, especially to non-residents, that the traffic regulations have been amended so as to permit warning to be given for first

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Through Pullmans, fast trains to Los Angeles, San Diego and San Francisco. Fare \$60.00.

This includes free side trips. For further information phone, call or write,

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Now is the time to insure against hail.

Your insurance is no better than the company it is in. Last year our companies, which are among the best established in the country, paid thousands of dollars to farmers in this section, and our adjustments were made without a dissatisfied customer. We adjust promptly.

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TUESDAY, MAY 9

Dr. R. C. McIntyre will be at our store for ONE DAY ONLY and will test your eyes and fit you with glasses.

REMEMBER THE DATE TUESDAY, MAY 9TH

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FARM AND RANCH LOANS
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May Full of Events

May is always a very important month with the closing of the schools and colleges and the chautauqua which comes this year. It means just a wee bit more "sprucing up" than usual and that means that you will want to save as much and get as good service as possible. That is entirely possible in the service afforded by

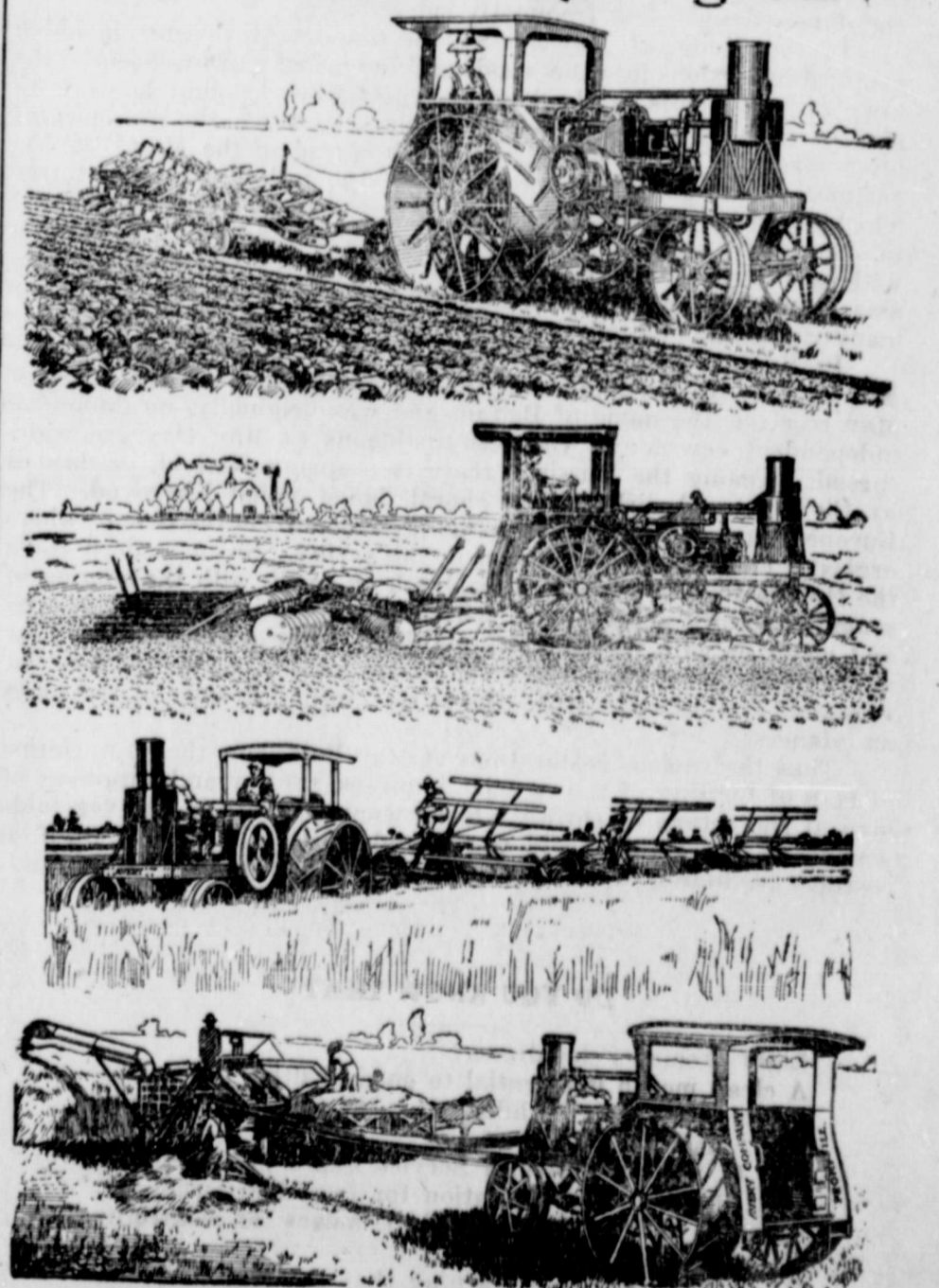
THE Waller Tailoring Co.
WAY

Perhaps you have not yet ordered your graduation suit. It is not too late if you will let us have the order at once. We will send the measurements promptly to Ed V. Price & Co., Chicago, who will give you the service we are willing to stand behind.

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South Plains Representative Plainview, Texas

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.

That occasional fly, which you take as an indication of spring and ignore now, may become the forebear of hundreds which will annoy you in the summer months. Swat him!

PROGRESSIVE MEN—

Are not afraid of an idea that will disturb the way they are doing things, if that idea will help them to do those things better and quicker. The man that looks at an idea to see if he can use it, and not to see if he can get along without it, is the man who is looking for larger quarters to accommodate his expanding business. "A man progresses just so long as he is willing to learn."

THE PORKER'S COMPLIMENT.

The development of every possible paying industry in the Plainview country means a greater Plainview, a more contented people, and a more prosperous people. Land is the source of wealth. The more intensively it is cultivated the more people will be required to carry on the work. The more wealth produced from a given unit of territory, the more prosperous the country will become. The day has passed in the Plainview country when a league is the unit of land measurement. Not many miles away it is measured thus, but that unit is not current, and may the unit diminish. "Section" is becoming a less frequently used term. "Half-" and "quarter-section" are the prevailing units.

A factor in the upbuilding of a country of moderately small farms is the WEALTH-PRODUCING POWER of the land. Nothing will help to make the small farm in the Plainview country profitable more than dairy cattle. With plenty of cheaply raised alfalfa, the required small grain, cheap and rich ensilage, pure and abundant water, good climate, mild winters, reasonably good transportation facilities, and unlimited market, the Plainview country should be the dairyman's paradise.

The Moser plan of the Texas Industrial Congress provides a scheme whereby any deserving farmer may obtain dairy cattle. With a concerted movement on the part of bankers, business men and farmers, this industry would thrive here, and dairy products from contented alfalfa, grain- and ensilage-fed cows would be in as strong demand as the justly famous South Plains porker, and would give industrial prestige to the shallow water belt and nice clothing, better food, more liberal education and better homes for South Plains people.

"BRINGING IN THE MAY."

The actual basis of May Day seems to have been the Roman Floralia, celebrated April 28, and instituted at Rome, in the year B. C. 241, on account of a bad harvest. The first day of May is celebrated far and near by festivity and pageantry.

The beauty, joyousness and innocent pleasure that has been the lot of the school children of Plainview's schools today has not always been manifested on this occasion; for civilization of the ages has varied, and with it conceptions of human relations and the philosophy of life.

The Latin and Germanic people have held religious festivals on May Day. It was the custom on this day to start before dawn, make excursions into the fields and woods, and return laden with green, flowering boughs. It is plain that this festival, which was observed by all classes alike, represented the continuance of an ancient pagan custom, and there is good reason for regarding it as a survival of rites originally offered to the Roman goddess Maia, who was evidently worshiped as the principle and cause of fertility. Through this conception there naturally arose habitual acts of license which were not repugnant to the pagan conception of morals, but under a stricter ethical code gave basis for slander. Songs and dances of that time have continued in popular use until our own day, as the familiar-quoted game of English children, "Here oats, peas, and barley grow."

The actual basis of May Day seems to have been the Roman Floralia, as above stated. Flora, to whom the feast was dedicated, was likewise a fertility goddess. And it may be taken for granted that the elements of her rite were similar to customs which had previously been associated with Maia. Among the practices and customs are to be mentioned gay costumes, dramatic performances and dances described as frequently indecent.

In the Medieval May festival an important feature included nocturnal excursions into the woods and the bearing of branches to the town and the doors of the homes. The bushes brought home were planted in the streets, and a lover might thus honor the residence of his mistress. Corresponding to this "bringing in the May," it was customary for the young man to select the tallest, straightest tree which could be procured. This was stripped of its branches, planted in the public green, decorated with garlands and ribands, painted with gay stripes, and became the center of dances, mostly of an amatory character. A May-pole, once introduced, might remain for many years, and annually be made the focus of popular amusements.

In England the story of Robin Hood was connected with the May games. In the Highlands of Scotland and Ireland the first of May received the name of Beltan, and was originally, no doubt, an independent ceremony. Customs analogous to May Day are widespread. Among the Russians there is a spring festival, celebrated by the boys and girls with a choral dance called Khorovod. The European spring-tide feast seems to have come from the Orient, where orgiastic merriment was common in the spring. So in modern India the Holi festival is celebrated in March or April, with the singing of songs, generally obscene, and with the sprinkling with red powder and water or with filth. The naturalistic basis of the custom is joy at the creative impulses felt in the spring and manifested both in the vegetable and animal world. Hence the erotic character of the songs and dances.

Thus the various celebrations of May Day show the appreciation of man of fertility of the creative impulses, the joy and happiness of man at the return of spring, which means new life in the vegetable world and an awakening in the animal world, has evinced itself in customs graduated by the civilization of his particular race and age.

DO YOU KNOW THAT—

- Light promotes cleanliness?
- A clean mouth is essential to good health?
- Physical training in childhood is the foundation of adult health?
- The U. S. Public Health Service issues publications on hygiene and sanitation for free distribution?
- Isolation is the most efficient means of controlling leprosy?
- Headache is Nature's warning that the human machine is running badly?
- Bullets may kill thousands—flies tens of thousands?
- Obesity menaces longevity?

INTIMATE PERSONAL GLIMPSE OF RICHARD HARDING DAVIS.

How Davis Did It.

"What is it, really and truly, that you do not like about Richard Harding Davis?" an envious newspaper writer was once asked. "His success," was the frank reply. And the secret of Mr. Davis' success is hinted in another remark often made by his readers and acquaintances: "Somehow or other, when you begin one of his articles, you've got to read it to the end. I don't think he's a great writer, mind you, but he's certainly interesting. I don't know why." If his readers did not know why, Mr. Davis did. In 1901, when he was at the height of his career, he was interviewed by Allen Sangree for Ainslee's Magazine, and in the story of that interview, appearing in the February issue of Ainslee's, Mr. Davis' secret of "interestingness" is disclosed. As interviewed and interviewer walked through a New York side street, Mr. Davis pointed out a man across the way. It was the Christmas season, and this man, evidently a bartender, was hanging festoons of evergreen and holly over the door of his saloon. To the average man there was little of interest in the incident. To Mr. Davis there was a story in the contrast between the sordid trade of this individual and the cheerful and glad work on which he was at present engaged. Had he been assigned to write a Christmas story of this dingy side street, the loutish bartender with the Christmas spirit would have had a place in it, and people would have "read it to the end," without knowing why.

At that time Mr. Davis characterized this gift as the ability to "see things." His eyesight, it is true, was practically perfect, and was at one time characterized as "better than that of any man in the United States Army." But eyesight alone did not give him the gift of "seeing things," nor of writing of these things so that the reader saw them, too. As a matter of fact, and as he himself acknowledged in his heyday, his success was the result of strict obedience to three rules of his own making. How these three rules could work on occasion is illustrated admirably in the story of "The Alarm That Rang Too Late," which is the tale of a Davis news-story. Mr. Sangree tells it as follows:

"At 8 o'clock on a spring morning the blotter at Police Headquarters recorded a trifling fire on the East Side. News being dull, Davis was sent to cover it. He found a rickety tenement house in which fire had little more than singed the top floor. The crowd had left, a few ashes were smoldering, and the insurance adjusters were examining the place.

"Nothing here," said the policeman on watch. "Only \$500 damage and a bum lodger asphyxiated. He's in that room."

"The reporters peeped, saw the blackened face and rigid form, a man unnamed and forgotten—and wrote a paragraph. The Evening Sun reporter, in mouching about, saw an alarm clock by the dead man's side with the hand pointing to 7 o'clock.

"What time did you break in here?" he asked.

"Let me see," yawned the bluecoat. "Seven o'clock it was. I remember, because that alarm was going off just as I got inside."

"That's my story," said Davis, and he began his account, touching and vivid, simply with: "The man died at 6:30. The alarm went off at 7. It was just half an hour too late."

Speaking in the present tense and with reference, naturally to the Richard Harding Davis of fifteen years ago, the writer of the interview in Ainslee's tells of the three rules and how Mr. Davis made them work:

"In the first place," says Davis, "I use similes that the man at home can understand; secondly, I tell the thing as it impressed me when I first saw it; thirdly, I always tell the thing that most interests me."

"Carlyle could make a semicolon talk; Mr. Davis can put a battle in South Africa before the eyes of the Chicago reader in a sentence. In writing of the Tommies packed together on a 'kopje,' he says they looked like 'a crowd on the bleacher-boards at a baseball match,' and you can see them. It is a great temptation of writers of travel to show off—to tell how many countries they have visited. Mr. Davis avoids this. He does not say the Pyramids are higher than the Mosque of St. Sophia, but that they are 'one hundred feet higher than Madison Square tower.' He was writing for a New York public then, and could not feel sure that a majority of his readers had seen St. Sophia. The latter he describes as 'about as big as the auditorium of the Fifth Avenue Theater.' In another place he says, 'Brindisi looks like Long Island City when you come into it from the rear.' That puts a man at home in Brindisi, and he is prepared to learn more about it.

"In support of his rule to tell the thing as he first saw it, Davis goes on: the theory that the reader is no more intelligent than he was when he landed in a town or country. He believes, what the intelligent person already

knows, that he is no longer an impartial observer. He begins to use the country's local phrases and write as though for the local paper. He forgets that the business man in Denver and Buffalo is not traveling along with

him, instead of trying to get a vivid understanding of the country or battle from a distance of 10,000 miles. Davis always puts himself in the posi-

tion of the man at home; and while other correspondents clog up their accounts with personalities and local-

(Continued on Page Ten.)

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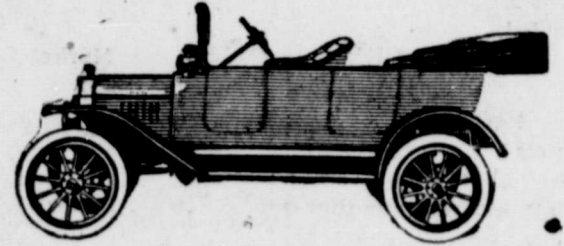
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Fresh Arrivals For Your Sunday Dinner

Order TODAY from the following
 list of good things for the
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New Potatoes **New Cucumbers**
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And a thousand other delicious things that will
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WE have often heard that "coming events cast their shadows before them." And so they do for already the shadows of commencement are falling, reminding us that soon the sweet girl graduate will be wanting her hat.

Come in to see us young ladies, and let us show you the pretty hats that we have and get our prices.

Anything that you want in the millinery line we have it.

R. & H. Millinery Co.

At Hamner's Dry Goods Store.

SOCIETY

Telephone Number 72

ANNOUNCEMENTS.

The Benevolent League will meet Wednesday, May 10th, at the City Hall, in the Mayor's office, at three o'clock.

The third game of the series of baseball games between Seth Ward and Wayland Colleges will be played Monday afternoon.

Bishop Lynch, of Dallas, will conduct a confirmation class at the Catholic Church at ten o'clock Saturday morning, May 13.

WAYLAND SOCIETIES PLAY CLOSE-SCORE BALL GAME.

Wednesday afternoon there was a game of baseball between the two literary societies of Wayland College—the Euglosian and Philomathean. The score was 8 to 7 in favor of the Euglosians.

Mrs. M. D. Leach, Mrs. E. Y. Brown and Verna Lois Leach and Price Leach left Wednesday morning for Arkansas, where they will visit for several weeks with relatives.

ABNEY-MALONE INVITATIONS ARE IN HANDS OF FRIENDS.

Invitations have been received which announce the marriage of Miss Moneta Abney of Lubbock to Brantley U. (Dutch) Malone. The wedding will be in Lubbock on Thursday, May 18th.

MRS. BARNES' MUSIC PUPILS IN SERIES OF RECITALS.

The closing exercises of Mrs. Eva L. Barnes' music class will consist of a series of four programs, the first two on Thursday and Friday evenings, May 11 and 12, beginning at 8:30 o'clock.

The primary and intermediate pupils will render their programs at the Baptist Church. The advance and senior girls will give their programs after the Chautauqua, the dates to be announced later.

The public is invited to all recitals.

"PEACE" ORATION CONTEST AT WAYLAND MAY 12TH.

An oratorical contest will be given at Wayland College Friday, May 12th. The subject of the orations will be "Peace." A medal is offered by the Praetorian Lodge.

The contestants are Jones Goode, David Halley, Scott Bolton, K. C. Lee, C. F. Longstreet, J. R. Daniels, Bryan Clark, Paul Flake, C. F. Lawrence, Chas. Smith, V. Lowery, B. Davis, C. Burnett, Virgil Dodson, J. B. Adams and Dixon Turner.

Everyone is invited and urged to be present.

WOMAN'S AUXILIARY OF ST. MARK'S ELECTS OFFICERS.

The Woman's Auxiliary of St. Mark's Episcopal Church held their regular meeting Friday afternoon, at the home of Mrs. C. F. Myers.

Officers were elected for the ensuing year as follows: President, Mrs. J. O. Wyckoff; secretary, Miss May Kinder; treasurer, Mrs. C. F. Myers.

Miss Edna Mayhugh was elected as delegate of this branch to the district meeting of the Woman's Auxiliary to be held in San Angelo, May 14, 15 and 16. Miss Mayhugh is going with the view of bringing the meeting to Plainview next year.

AT THE BAPTIST CHURCH.

At eleven o'clock Sunday at the Baptist Church there will be ordination services conducted by the pastor for the purpose of ordaining six deacons, as follows: T. E. Richards, H. J. Dillingham, A. C. Hatchell, D. L. Hammer, J. W. Patterson and G. E. Lewis. All the deacons of the church are requested to be present at that hour and sit together in a body.

At the evening services the pastor will speak on the subject "What is the Matter With This Generation?"

Everyone is cordially invited to attend both services. Special music at both hours.

A special effort is being made for the enrollment of 500 in the Sunday School, and hence the pastor urges

every member of the church to come to Sunday School.

I. E. GATES, Pastor.

IS BACK FROM CHICAGO.

Dr. C. C. Gidney returned this morning from Chicago, where he has been for the past few weeks taking some special courses in medicine.

Mrs. W. E. Risser returned yesterday morning from Addieville, Ill., where she was called on account of the death of her sister.

Miss Maidie Crager, who visited in Kress this week, returned home yesterday morning.

S. M. Baker, Mrs. J. B. Manse, Mr. and Mrs. C. J. Gardner, of De Soto, Kans., are in the city.

J. T. Bryant, of Oklahoma City, was a business visitor in Plainview Wednesday.

Mrs. Jas. B. Posey, of Lubbock, who has been visiting with her daughter, Mrs. O. E. Nichols, returned home yesterday morning.

J. A. Robb, of El Paso, was here on business Wednesday.

H. Taylor, of Lubbock, was in Plainview Tuesday.

Mrs. W. S. Poer and son left yesterday morning for Cisco, where they will visit.

Westley Hood went to Tahoka yesterday morning. He will be engaged in the barber's trade there.

J. J. Carter, of Franklin, Texas, who has been visiting with his niece, Mrs. A. M. McMillan, left yesterday for his home.

Roe Jackson, of Franklin, is visiting with his aunt, Mrs. J. W. Willis.

Mrs. Mamie Bryan and little son left yesterday morning for Graham, Texas, where they will reside.

Jos. W. Ryan and Jim Cox returned Tuesday from Bailey County.

Miss Dodson, formerly with the First National Bank, has accepted a position with Henderson & Perry.

L. L. French and L. E. Silcott, of Olton, were here yesterday on business.

Prof. E. C. Nelson, of Floydada, was here Tuesday en route to Austin.

H. J. Houser, of Amarillo, is here on business.

J. E. Bell, of Houston, was a business visitor in Plainview this week. He was accompanied by W. E. Heard.

W. R. McCluskey, of Spring Lake, was here yesterday.

J. P. Healey, of Wichita, Kans., is here this week buying stock.

H. C. Tyler, of Clovis, N. M., was in Plainview Wednesday.

R. B. Nelson, of Childress, was here Wednesday on business.

Mrs. H. K. Jones, of Toyah, Texas, passed through Plainview today en route to Floydada for a visit there.

Mrs. S. J. Dendy and babies went to Crosbyton this morning. Mr. and Mrs. Dendy will make Crosbyton their home.

Mrs. S. K. Seckrest, of Hereford, came in this morning for a visit here. She was formerly a resident of Plainview.

Rev. C. S. Fields, of Polytechnic, who has been spending a few days here, returned home this morning.

Judge H. C. Randolph went to Ralls this morning on business.

G. H. Phelps returned this morning from Amarillo.

Mrs. T. D. Webb returned to Kress Wednesday morning, after a visit with her son, Charles Webb, who is attending Wayland Baptist College.

Mr. and Mrs. J. W. Patterson and children left this morning for Cisco, where they will visit for a few weeks.

S. S. Malone went to Amarillo this morning, from which point he will go to Colorado Springs, Colo., where he will spend the summer.

Daig Young went to Amarillo this morning.

The voice pupils of Miss Mildred Buchheimer in Floydada will give a joint recital with the pupils of Miss Anna Irick, music, and Mrs. J. M. Massie, expression, at Floydada May 18th.

Look for our special prices on Page Ten. CASH GROCERY CO. 1t.

Hens 12c a pound, Roosters 5c, on May 12 and 13. L. D. RUCKER PRODUCE CO. 2t.

WANTED—To lease desirable eight-room house. Inquire at Herald. 1f.

DISCRIMINATING BURGLAR.

Even in the dark a burglar showed discriminating taste in his selection of a Hart Schaffner & Marx suit. He even took an extra pair of this famous make of trousers.

He did not stop with his selection of one good article. He took Howard & Foster shoes, Munsing underwear, Interwoven socks, a Stetson hat, a pair of Hawk Brand overalls. He packed all of these in an indestructible handbag and made his getaway.

Sometime even a burglar will establish confidence. CARTER-HOUSTON'S. 1t.

Hens 12c a pound, Roosters 5c, on May 12 and 13. L. D. RUCKER PRODUCE CO. 2t.

The Woman With Small Feet

May Have a \$2.50 to \$4 Saving on a Single Purchase at this Store Next Week

Why should she pay as much for a small shoe as is paid for the shoe that has twice as much leather in it?

NEXT WEEK THE SMALL FEET GET WHAT'S DUE THEM AND MORE TOO.

We have made up a lot of several dozen Ladies' fine oxfords and pumps sizes 1 to 4 1-2. These we offer at about one-third to one-fourth the regular value. Many \$4.50 to \$5.00 shoes are in this lot.

Sizes 1 and 1 1-2 are **\$1.00**
 Sizes 2 and 2 1-2 are **1.10**
 Sizes 3 and 3 1-2 are **1.20**
 Sizes 4 and 4 1-2 are **1.30**

Careful fitting is a specialty at this store. We know how to do it and have the sizes and widths to do it with.

Richards Bros. & Collier
 WHERE PEOPLE WHO DRESS BEST TRADE

Carter-Houston's

Front Lace Corsets

are growing in popularity—and little wonder when one weighs the winning features of

"Sa Camille"

102 Trade Mark, U. S. Pat. Office.



front-lace corset, which for accuracy of fit, beauty of line and fineness of materials is unequaled at its price. It has the

Ventilo back

an improvement that makes possible more comfort than any corset ever before gave.

Our Expert Corsetiere

will be glad to fit you in your model. The prices are \$3.50 to \$12.50.

Carter-Houston's

WE BELIEVE in selling goods that speak for themselves. CARTER-HOUSTON'S. 2t.

Just Received

NEW DRESSES

in Silks and Cotton Wash Fabrics

THE NEWEST IDEAS IN SOLID COLORS.

Striped and Figured Effects.

REASONABLY PRICED

Carter-Houston's

Screen Doors

We have a very fine selection of screen doors made of white pine which is the best screen door on the market. Call and let us show these doors before you buy elsewhere. Now is the time to screen before the flies get into your house. See us for anything in the building line.

A. G. McAdams Lumber Comp'y

E. C. Blankenbeckler, Manager

To know that your suit is made of all wool and not part cotton—

To know that the tailoring was done, not in a sweatshop but in a daylight, modern establishment—the largest in the world under one roof—

To know that the canvas in the coat is linen and not cotton—that the materials and workmanship throughout are of the highest attainable standards—

Come to this store, the headquarters for the celebrated

Kirschbaum Clothes

We have them at \$15, \$20, \$25 and up and whatever price you pay we guarantee full value and your lasting satisfaction.

REINKEN'S CLOTHING AND SHOE STORE
 "We Do As We Advertise"



Sixty Years the Standard



BAKING POWDER
 Made from cream of tartar derived from grapes.
NO ALUM

Miss Rebecca Ansley
 SPIRELLA CORSETIER
 Telephone Number 304

SIMPLICITY IN DRESS IS NOW THE RAGE IN LONDON.

Dark Blue Seems to Be the Most Popular Color to Be Worn by Society Women.

LONDON, April 8.—Robert Browning one upon a time said, "It's good to be in England, now that April's here," or words to that effect, and really I think everybody has had that feeling since the beginning of this month, in spite of the fact that blue skies and gentle breezes have brought in their wake Zeppelin scares and raids of various dimensions. London was a sight for sore eyes on its first April Sunday. I strolled through the park (and when I speak of "the park" it must be remembered that Londoners invariably mean Hyde Park when they refer to "the park"), and I don't think I have ever seen a more brilliant "moving picture" than that which was presented in this most fashionable of London's leafy places. First of all, a change is noticeable in park fashions this year. From time immemorial the fashionable Sunday church parade has always meant the stroll from Achilles' statue at Hyde Park corner as far as the sunken gardens, which is half way to the marble arch. This year, however, everybody flocks to the "row" and, marvel of mar-

vels, this avenue, which is usually only filled with smart riders between the hours of 8 and 10 in the morning, is now crowded even on Sundays until just before lunch time, while the parallel walks are filled with pedestrians as far as the Guards' barracks at Knightbridge, where the regimental band begins playing outside the officers' mess at 12:30.

It seems to me as if every uniform belonging to the Allies was to be seen in Hyde Park on this first April Sunday. Many of the officers were riding, still more were walking, while wounded soldiers and sailors were sunning themselves on benches and enjoying not only the warmth of the heavens, but also the pleasant friendliness of the smiles of hundreds of people who passed them by in admiring processions. Two or three Russian officers on splendid chargers won admiration as they pranced along the tan-covered road, while a group of gorgeous Portuguese officers with crimson breeches and curious coats, edged with astrakhan and belted and buckled with gold, collected crowds of worshippers. Serbians, in light-colored uniforms, with their curious, pale-blue cape, also attracted much attention, while French and Belgian lieutenants and captains were almost as numerous as Englishmen in uniform. It was really a very brave sight. Everyone seemed smiling and animated, and, although war talk was everywhere pre-eminent, it was the kind of conversation that was entirely cheerful and had no suggestion of gloom.

Simple Dress Among Women.
 One thing is very certain, that this spring season the clothes of our fighting men of all nations are much more elaborate than the day gowns worn by really smart women. The most severely simple "tailor-mades" are de rigueur and dark blue seems to be the color affected by every woman out of the thousands I noticed in the gay Sunday throng. And I must say that the elegance and simplicity of these spring-time gowns is most becoming; also, between you and me, I know perfectly well that they are not in the least indicative of real war-time economy. Every woman knows that a perfectly tailored suit costs a lot more than the most fluffy and ornamental costume that can be whipped together by a "fiddle dressmaker" who happens to know her business. I noted one woman in a perfectly plain dark blue serge suit who was wearing a high-crowned, dark blue straw hat, the only trimming on which was a row of pearls! Whether they were real or not I won't pretend to state, but they looked rather quaint and were clasped in the middle of the front by a big cabochon emerald, from which sprang a tall white asprey.

of his property to financial advantage, well and good; if not, he considers, and properly so, that he has made a good investment from the social side. There is no panacea that will cure the yearning for city life evidenced by the country boys and girls of today, but there are certain conditions which if established will add materially to the attractiveness of life in the country, and should, therefore, prevent them from flocking to the cities merely to avoid life on the farm. It is not to be expected that every person reared on a farm will desire to follow farming as a life work, nor is it necessarily desirable that they should do so. Many of the boys will feel a calling to one or another of the professions, and it is probable that if allowed to follow their belt they will be far more successful and contented than if overpersuaded to stay with the farm. The problem is not to try to force the boy or girl to remain on the farm, but to assist them in every way in making an intelligent choice. Their choice can not possibly be intelligent unless they are familiar with farm life under its best conditions.

CORRESPONDENCE COURSES IN THE UNIVERSITY OF TEXAS.

Teachers, Lawyers, Business Men, Students, Home Makers, and many others are profiting greatly by the courses now offered through the University Extension Department. High-school graduates and applicants for State teachers' certificates will find the University courses particularly helpful. In the new correspondence catalogue which is just coming from the press there are announced over two hundred courses in English, Mathematics, Foreign Languages, History, Economics, Education, Law, Book-keeping, etc.

If you are interested in preparing yourself better to do your work in life, why not consider these courses, by means of which, in your spare time, you can accomplish so much toward bettering your condition? Fill out and mail the blank below, and full information will be sent you free.

TO THE CORRESPONDENCE DIVISION, UNIVERSITY OF TEXAS, AUSTIN, TEXAS.

Gentlemen:
 Please send me a copy of your latest correspondence catalogue.

Name _____
 Address _____
 St. _____

JAPANESE ARE SEEKING TRADE IN CENTRAL AMERICA.

The president of a New York company dealing in Mexican and Central American hardwood lumber, who has just returned from Mexico, has called the attention of the Bureau of Foreign and Domestic Commerce to the fact that Japanese manufacturers have many agents throughout Central America seeking to extend the sales of their goods. These agents have been distributing boxes of matches as free samples, accompanied by circulars, on the trains and at public places in Guatemala and other Central American countries and have obtained considerable business. The American business man brought back with him on his return to New York a sample box of matches and a copy of the circular. He expresses the opinion that this is a line of trade in Central America which ought to be controlled by American manufacturers.

The circular received carries a reproduction of the label on the brand of matches it is intended to advertise, printed in red and black, describes the merits of the match, mentioning its usefulness, "even when through carelessness it has become wet," and gives the name and address of the Guatemala agent.

KEEPING THE BOYS AND GIRLS ON THE FARM.

WASHINGTON, D. C., May 4.—In the design and construction of the farmhouse, the question of utility alone should not be the determining factor. The first thought should be the making of a home. The amount of money to be invested in the building of the home should not be determined by its relation in size to the balance of the plant, nor by the amount that is necessary merely to provide a shelter, but that which the owner may reasonably afford without financially crippling himself too severely. The average city dweller in buying a house does not proceed solely on the basis of what he can expect to secure in case it is ever desirable to place the house on the market. He is not likely to consider the purchase of a home as a financial investment, but as a social one, which will enable him to secure for his family the comforts and conveniences that he could not secure in a rented house, and to have for his family a genuine home, a genuine home life. If he is able when the time arrives to dispose

CONSUMERS' MATTRESS FACTORY!
 We can work over any kind of an old Mattress and put it in the form of a high-grade bed, or we can make you a new one through and through.
 Don't take the other fellow's word—COME to see us, watch us work, and let us show you how we can save you big money on your bed or beds.
 We appreciate your visit whether you deal with us or not. Please call and see us.
 P. M. PREACHER, Prop.
 Located in Plainview—North Covington Street, No. 608. Next door to East Side Grocery.

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

DEPOSIT 5 OR 10 CENTS THE FIRST WEEK AND INCREASE YOUR DEPOSIT 5 OR 10 CENTS EACH WEEK AND NEXT CHRISTMAS YOU WILL HAVE \$41.00 OR \$82.00.

HELP YOUR CHILDREN TO JOIN; IT WILL TEACH THEM TO SAVE AND SUCCEED.

IN 40 WEEKS:

2-CENT CLUB PAYS	\$16.40
5-CENT CLUB PAYS	41.00
10-CENT CLUB PAYS	82.00

YOU CAN DEPOSIT 25 OR 50 CENTS, OR \$1.00 OR \$2.00 OR MORE EACH WEEK.

COME IN—WE WILL TELL YOU ALL ABOUT IT.
 COME IN AND GET A CHRISTMAS BANKING CLUB BOOK FREE.

THE CITIZENS NATIONAL BANK
 PLAINVIEW, TEXAS



No Sleepyhead with that bowlful of

New Post Toasties

The new method of manufacture brings out a new flavour, exceptional crispness, and a body and substance that don't mush down in cream.

Notice the tiny, pearl-like "puffs" on each flake—a characteristic of the



New Post Toasties Your grocer has them.

As the OWL is the emblem of wisdom, the BANK BOOK is the badge of success. If you're wise, join the order today and successfully solve your tomorrow.

THIRD NATIONAL BANK
 PLAINVIEW, TEXAS

Public Sale

At my place - 4 miles north of Olton and 3 miles south of Draw is postponed on account of rain to

TUESDAY, MAY 9th.
SALE BEGINGING AT 10:30

Horses.
 70 head of No. 1 young half Percheron Mares—as follows:
 25 head well broke.
 1 nice span mares, 5 years old, weight 1,300—good anywhere.
 1 span well broke, 7 years old, weight 1,150.
 1 span choice, 6 years old, weight 1,300.
 And so on down the line. There are only three old mares in the herd. All of their ages ranging from 2 to 7 years old and run from 15 to 16 hands high and are well bred.
 All of the older ones were bred to a good horse or a good jack.
 1 good span of mules, 16 hands high, 7 years old.

Cattle.
 There will be several good milch cows for sale.
 1 good registered Hereford bull, 5 years old—and a dandy.

Hogs.
 90 head of good young hogs.
 30 head of good young gilts.
 50 head of good feeders.
 These hogs ranging in weight from 50 to 125 pounds.
 A Lot of Other Stuff too Numerous to Mention.

TERMS OF SALE---12 months time will be given with a bankable note bearing 10 per cent. 5 per cent off for cash.

Come Early. Free Lunch on the Ground.

MRS. LIGHT, Owner
 W. A. NASH, Auctioneer TOM KEENEN, Mgr.

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

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

"If It Isn't Good We Make It Good," at WINFIELD'S. 2t.

LAUNDRY WORK done at your own home. Rates reasonable. Apply 4th house west of Plainview Creamery. 2t-pd.

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

Fresh Vegetables at all times at VICKERY-HANCOCK GRO. CO.'S. tf.

No repair job too large or too small for W. E. WINFIELD CO. Phone 95. 2t.

We have recently closed an agency contract to write HAIL INSURANCE for one of the biggest OLD LINE insurance companies. 75 years continuous business. Losses paid promptly. WOFFORD & MORTER, north side of square, over Coan's Store, Plainview, Texas. 4t.

WEST SIDE HEREFORD FARM. Breeding Stock for sale. Pure-Bred and Registered. Priced to sell. Come and see them. T. A. DOUTHIT, Runningwater, Texas. July 7. Fri-pd.

See our ad on page of this paper. W. E. WINFIELD CO. 2t.

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.

"If It Isn't Good We Make It Good," at WINFIELD'S. 2t.

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

NOTICE.

I have received the noted jack "Dublin" and will stand him for the season at my barn. See him. J. L. OVERALL. May 12.

READY—Sweet Potato, Cabbage and Tomato Plants. PLAINVIEW PRODUCE CO. tf.

FOR SALE—John Deere, 3-gang engine plow. Good as new. Cheap. O. E. WINSLOW. 6 miles east. tf.

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

Try a sack of White Crest Flour, \$1.85 a sack, at BOYD GROCERY CO. Phones 204 and 205. 2t.

We fix everything fixable in household goods. W. E. WINFIELD CO. Phone 95. 2t.

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

Meet me at the KASH KANDY KITCHEN for the BEST WHAT IS in Home-Made Confections. tf.

WANTED—Listings of farm and city properties. First door north of Herald Office. FARMERS' LAND LEAGUE. WYATT JOHNSON, Manager. tf.

FOR RENT—Convenient bed room, close in, with private family. Meals can be had near by. Will rent cheap to parties who will be regular. Phone 398. 3t.

DURING MAY Fort Worth Star-Telegram, one year, and Plainview Evening Herald, one year, \$3.50. tf.

White Crest Flour \$1.85 a sack at BOYD GROCERY CO. Phone 204 and 205. 2t.

Anyone interested in a well improved farm, call on or write JOHN HARTZLER, Plainview, Texas. Route A. Fri. 4t-pd.

FOR SALE OR TRADE—One good six-year-old jack. Can show good colts. T. E. KAPAUN, Kress, Texas. 2t-pd.

Nothing but skilled labor employed in our repair shop. Every job guaranteed. W. E. WINFIELD CO. Phone 95. 2t.

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.

June brides and others, look over the new and second-hand values in house furnishings at WINFIELD'S. 2t.

Place your order with VICKERY-HANCOCK if you want good, fresh Groceries and want them delivered promptly. Phone 17. tf.

READY—Sweet Potato, Cabbage and Tomato Plants. PLAINVIEW PRODUCE CO. tf.

Your interests will be looked after by us personally any time your crop is damaged by HAIL. We represent you if we write your HAIL INSURANCE. Losses paid dollar for dollar in cash. Old Line Insurance. WOFFORD & MORTER, north side of square, Plainview, Texas. 4t.

FARM AND RANCH one year, Holland's Magazine two years, and Plainview Evening Herald one year for \$2.50 for limited time. tf.

READY—Sweet Potato, Cabbage and Tomato Plants. PLAINVIEW PRODUCE CO. tf.

FOUND: On streets of Plainview, ladies' coat. Owner may have same by calling at Herald and paying for this ad. tf.

FOR SALE.

Young Jersey cow, full blood; fresh in milk. Phone 390 or see S. S. DANIEL, at 'Farmdale.' tf.

Save your hogs by using Government-inspected anti-hog-cholera serum at \$1.15 per hundred cubic centimetres. Wire or write orders to DR. LEWIS C. CRABB, 1700 Evans Avenue, Fort Worth, Texas. tf.

FOUND—A friendship bracelet. Owner may have same by calling at The Herald office and paying for this ad. tf.

FARM FOR SALE.

STRAYED—From farm 17 miles west of Plainview, three mares—one brown and two bays. All branded circle on left thigh and one bay branded lap circle on left shoulder. Will pay liberal reward for any information leading to their recovery. J. M. ALLEN, Box 864, Plainview 2t.

LOST—Greek fraternity pin. Finder please return to Herald office. 2t.

We will pay more for any second-hand article of value—cash or trade. See us before you sell. W. E. WINFIELD CO. Phone 95. 2t.

Southern Queen Pumpkin Yams and Nancy Hall Sweet Potato Plants for sale. O. E. WINSLOW. tf.

EXCHANGE.

320 acres good, level land, well located. Will take some mares as part payment; ten years' time on balance, with 8 per cent interest. Price, \$16.00 per acre. Address "LAND," care of Herald. tf.

WANTED: Close in, pasture for 100 sheep. SANSOM & SON. 3t.

Have registered Duroc boar for sale. HOWELL BROS. 3t-pd.

Broom Corn Seed, dwarf, re-cleaned, at four cents per pound. E. N. EGGE. tf.

FOR SALE—Nice, gentle family horse and buggy at a bargain. If interested inquire at Herald Office. 4t.

FOR SALE.

Fifteen-acre block, close in. Fenced and cross fenced for hogs. Two-room house, windmill and other improvements. Easy terms. Some trade. Address "X. Y. Z.," care Herald. 2t.

LOST—A leather music roll containing sheet music. Finder please return to F. W. VANDERPOEL. 1t.

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. TOWER. (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.

—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

CALOMEL DYNAMITES A SLUGGISH LIVER

Crashes Into Sour Bile Making You Sick, and You Lose a Day's Work.

Calomel salivates! It's mercury. Calomel acts like dynamite on a sluggish liver. When calomel comes into contact with sour bile it crashes into it, causing cramping and nausea.

If you feel bilious, headachy, constipated and all knocked out, just go to your druggist and get a 50-cent bottle of Dodson's Liver Tonic, which is a harmless vegetable substitute for dangerous calomel. Take a spoonful, and if it doesn't start your liver and straighten you up better and quicker harmless to both children and adults. Take a spoonful at night and wake up feeling fine; no biliousness, sick headache, acid stomach or constipated bowels. It doesn't gripe or cause inconvenience all the next day like violent calomel. Take a dose of calomel today and tomorrow you will feel weak, sick and nauseated. Don't lose day's work! Take Dodson's Liver Tonic instead and feel fine, full of vigor and ambition. —Adv.

Piles Cured in 6 to 14 Days Your druggist will refund money if PAIN OINTMENT fails to cure any case of Itching, Bleeding or Protruding Piles in 6 to 14 days. The first application gives Ease and Rest.

GEO. ALLEN The House Reliable Oldest and Largest PIANO and MUSIC HOUSE in Western Texas. Music, Music Teacher's Supplies, etc., etc. Catalogue and Book of Old Time SONGS FREE for the asking. 1012 S. Broadway, DENVER, CO.

To Drive Out Malaria And Build Up The System Take The Old Standard GROVE'S TASTELESS CHILL TONIC. You know what you are taking, as the formula is printed on every label, showing it is Quinine and Iron in a tasteless form. The Quinine drives out malaria, the Iron builds up the system. 50 cents

Y. W. HOLMES and W. W. KIRK, LAWYERS Office over Third National Bank, Plainview, Texas.

L. A. KERR, Architect Office at Fulton Lumber Co. Phone 107. House Phone 423.

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

HARRISON & KERR CO., General Contractors. Office at Fulton Lumber Co. Phone 107. House Phones, 328 and 423.

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

L. V. DAWSON, M. D. Physician and Surgeon Special attention given to surgery. Office in new Donohoo Bldg. Office hours 1 to 5 p. m.

Money to Loan On Farms, Ranches and City Property. 5 and 7 years time. Lowest rate of interest. Prompt service. THE ST. LOUIS LOAN CO. MRS. EMMA V. BROWN. Representative 201 South Eureka St.

ILLUSTRATORS-DESIGNERS AND ENGRAVERS EXCLUSIVELY THE COCKS-CLARK ENGRAVING CO. ENGRAVING, ETC. 1012 S. BROADWAY, DENVER, CO.

The Quinine That Does Not Affect The Head Because of its tonic and laxative effect, LAXATIVE BROMO QUININE is better than ordinary Quinine and does not cause nervousness nor ringing in head. Remember the full name and look for the signature of E. W. GROVE, 25c.

SEE ME FOR FARM LOANS I also buy vendors lien notes. Money Ready in One Week Promptest of service. J. C. Rawlings 3rd National Bank Bldg. PLAINVIEW, TEXAS

The Value of a Telephone in the farmer's home cannot be measured in dollars and cents. It may be the means of saving your property from destruction by fire, your family from serious illness, your products from a drop in prices. Thousands of farmer's telephones are connected with the vast system of this Company. The cost is most reasonable. Inquire of our nearest Manager. Southwestern Tel. & Tel. Co.

Catarrh Cannot Be Cured with LOCAL APPLICATIONS, as they cannot reach the seat of the disease. Catarrh is a blood or constitutional disease, and in order to cure it you must take internal remedies. Hall's Catarrh Cure is taken internally, and acts directly upon the blood and mucous surfaces. Hall's Catarrh Cure is not a quick medicine. It was prescribed by one of the best physicians in this country for years and is a regular prescription. It is composed of the best tonics known, combined with the best blood purifiers, acting directly on the mucous surfaces. The perfect combination of the two ingredients is what produces such wonderful results in curing catarrh. Send for testimonials, free. E. J. CHENEY & CO., Props., Toledo, O. Sold by Druggists, price 75c. Take Hall's Family Pills for constipation.

PLANTS Cabbage, tomato and sweet potato now ready. All standard varieties. 100 35c, 200 65c, 300 90c, 500 \$1.40, 1000 \$2.50, all prepaid. 12 Giant Victoria Rhubarb Roots for only 85c, prepaid. Spray pumps, arsenate lead, lime sulphur, poultry remedies, etc. 500 kinds and varieties of better seeds for prosperity planters. C. E. WHITE SEED COMPANY PLAINVIEW, TEXAS

Life and The Weather Are Uncertain. It seems most too warm now for heating but you must cook and the day may not be far off when the cold spell will hit. At any rate you will need some coal and its well to be prepared for any event. We have the coal, we have the right prices on the coal. Let us have your order for quick delivery. Allen & Bonner Phone 162

WHEN driving a binder it's aggravating to have to stop because "the twine went wrong." Sometimes the trouble is a bad spot in the twine—sometimes a tangled ball. Such delays are the real price you pay for cheap twine. PLYMOUTH TWINE speeds up the work—cuts down the costs. Plymouth is stronger and ties more bundles than any other brand. The quality never varies and the balls don't fall down. If you want an easy and economical harvest, get your twine from us. And take our advice, order Plymouth EARLY. R. C. WARE HARDWARE CO.

WANT ADS BRING THEM RESULTS TRY THEM FROM WANT ADS

DEAN STEPHENS ANNOUNCES WAYLAND GRADUATION PROGRAM

The commencement exercises of Wayland College will open on Friday night, May 19, with the primary department program, according to the schedule arranged by Dean J. C. Stephens. Saturday afternoon the beginners in the fine arts department will appear in a recital, and that night Miss Lula Malone will give a piano recital.

Sunday morning, at the Baptist Church, Rev. I. E. Gates will deliver the commencement sermon.

Monday morning comes the intermediate department fine-arts recital, Monday afternoon the class exercises,

and Monday night the inter-society debate. On Tuesday morning of commencement week there will be contests in piano and expression. That afternoon the advanced fine arts students will appear in recital, followed by an art reception. Tuesday night Miss Louise Stockton will give a recital in expression. Wednesday morning the graduation exercises will be held.

All the programs will be given at the college except the sermon at the Baptist Church.

EXCHANGE.

Eight-room modern house in best part of Houston for land near Plainview or in Shallow Water Belt. Sev-

enty-five by one hundred and fifty feet. Five thousand. H. J. CROW, 820 North Ridgeland Ave., Oak Park, Ill., 24-tp.

INTIMATE PERSONAL GLIMPSE OF RICHARD HARDING DAVIS.

(Continued from Page Six.)

isms, he sticks to the first impression. "As to the third rule, Mr. Davis says it formed in his mind one night at a prize fight. It was the first one he had ever attended, and, while deeply fascinated with the tiger-like movements of the pugilists, the painful kiss of the five-ounce glove, and the spray of red blood, what interested him more was the conduct of the Mayor. This city official sat near the ring and everybody watched him; took their cue from him. The man's collar had lost its moorings behind, and in consequence all dignity. With each successive round it behaved more erratically, now moving up, now down, his honor clutching madly at times to hold it in place, so that the collar fairly reflected the fight. Instead of describing the various upper cuts and straight jabs, therefore, Davis merely described the struggle 'twixt the Mayor and his collar.

"This conviction to write what interests me," said Mr. Davis, "was strengthened on a visit to Mexico, where I was stranded in an out-of-the-way village and chanced to pick up a Harper's Magazine. The three important articles were one by Weeks on India, one by Child on South America, and one by Julian Ralph on Chicago. Well, the only one I read was the one on Chicago, and I asked myself why? 'You don't know anything about South America or India,' I said, 'and obviously those are the places you should read about.' I could only get interested, however, in the Chicago story. Gaging the average American by myself, I concluded that he would rather read about something he knows, something near home, and if China is not home, bring it there.

"If I go to the theater, I do not care to read what the critic thinks about other plays, but of the one I saw. If you tell a Londoner that in a certain part of Africa the natives bow backward he is not half so much interested as when you tell him that people ride on Rotten Row at 9 a. m. instead of 4 p. m. 'The devil they do,' he says, and repeats the information to all his friends. When Mr. Kipling said that the British public was more interested in the fate of the Tommy who steps forward to pull a comrade back into the square than in the woes and trials of a commissary-general, he spoke from certain knowledge. The writer who has the gift of seeing a thing from the human-interest standpoint should depict it that way."

In Mr. Davis' opinion his third rule was the best of all in newspaper work. Others have tried it with success, but probably none other has stretched it quite to the point that Mr. Davis attained, when he cabled to the London Times a long story of a big battle in Greece, telling only how one small boy behaved, throughout the action. We are assured that—

"His paper pronounced it the best story it had printed of that war. Not a word was said about flank movements, charges, or captures; nothing about the effect of artillery or infantry. But all England was interested, just as much as the American correspondent, in the country lad who acted as host to the army that occupied his native hills; who ran to bring up shells as though at a spring circus; who saucily led the generals about like a gentleman showing people over his landed estate."

An interesting little epilogue to the story of Mr. Davis' skill as journalist and correspondent is the letter he received some twenty years ago from Robert Louis Stevenson. Mr. Davis, the young reporter, had written, on his own behalf and that of his fellow workers on the Philadelphia Press, to express appreciation of the short story, "A Lodging for the Night," and admiration for "the brave sick man" fighting for his life in his island in the South Seas. The reply is quoted by Mr. Sangree in the article in Ainslee's, and runs as follows:

"Dear Sir: "Why, thank you very much for your frank, agreeable, and natural letter. It is certainly very pleasant that all you young fellows should enjoy my work, and get some good out of it; and it was very kind of you to write and tell me so. The tale of the suicide is excellently droll; and your letter, you may be sure, will be preserved. If you are to escape unhurt out of your present business, you must be very careful, and you must find in your heart much constancy. The swiftly done work of the journalist, and the cheap finish and ready-made methods to which it leads, you must try to counteract in private by writing with the most considerate slowness and on the most ambitious models. And when I say 'writing'—O, believe me, it is rewriting that I have chiefly in mind. If you will do this, I hope to hear of you some day.

"Please excuse this sermon from "Your obliged, "ROBERT LOUIS STEVENSON."

MEXICAN CONFERENCE SITUATION CLEARING UP.

(Continued from Page One.)

gon is pledged to throw every available ounce of his military strength into the hunt for the various marauding bands. It is believed that almost all of the 25,000 men suggested by General Carranza as a Mexican border patrol in case the American Government consented to withdrawal will be utilized in the campaign. The American force will aid greatly because of its position. It will effectually block any flight northward of the bands.

The retirement of the American troops will be gradual. The railways will not be utilized because they will not be necessary. The marching distances will be short.

There will be no need of the railways for the shipment of supplies, and the request to use them is understood to have been withdrawn. The line of communications from Columbus to Casas Grandes as it shortens will become much easier to maintain.

To Avoid Clash With Natives.


Every effort will be made to avoid conflicts between the natives and the American troops. The latter are to keep out of all towns and villages and to make every effort to escape contact with Mexicans.

BABY CHICKENS 3 days old, 10 cents each. Will hatch about the 10th. Pure Black Langshan stock. MRS. W. G. ABERNATHY. Phone 102. 2t-pd.

Rev. G. I. Brittain returned this morning from a visit to various places in the central part of the State.

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Fresh country butter, per pound	25c	Prunes, good quality, pound	12c
Fancy kiln dried sweet potatoes, per pound	4c	25 pound boxes only	\$2.50
Fancy Irish potatoes, per potnd	2 1/2c	Canned Specials	
Laurel breakfast bacon, light sizes, per pound	23c	3 cans corn, good quality	25c
13 bars white laundry soap	50c	2 cans corn, small size	15c
K. C., Calumet or Health Club baking powder, 25c sizes	20c	3 cans hominy	25c
3 cans Babbitt's lye	25c	3 cans salmon, large size	28c
Regular 30c size catsup	20c	6 cans sardines	25c
Catsup in gallon cans	65c	6 cans milk	25c
Grape Juice		3 cans soup, White Swan	25c
Welch's nationally advertised grape juice—		3 cans oysters, No. 1 size	25c
1-2 gallon bottle	75c	2 cans tomatoes, No. 3 size, fancy	25c
Quart	50c	Large size kraut per can	10c
		2 cans strawberries	25c
Fancy olives, individual size	10c	2 cans raspberries	25c
Dried Fruits		No. 2 size blackberries, per can	10c
Fancy dried peaches, per pound	8c	No. 2 size gooseberries, per can	10c
25 pound boxes	\$1.90	Del Monte pears, extra fancy	25c
50 pound boxes	\$3.69	No. 3 size pumpkin, per can	10c
New York ring apples, per pound	12c	Van Camp's early June peas	10c

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