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INDUSTRIAL COURSES FOR THE NEW SCHOOL

SUPERINTENDENT AND SECRETARY WILL PERFECT APPLICATION FOR AID.

TRUSTEE ELECTION APRIL 7

Teachers Will Not Be Elected Until New Members Shall Have Qualified.

The new High School Building was occupied Monday morning.

Plainview has in this building one of the best high school buildings in West Texas. The construction is modern and all laboratories, physical and chemical, will be fully equipped. There will be installed a manual training and domestic economy department. At the meeting of the board of trustees last night a committee, Superintendent Campbell and J. F. Sander, secretary of the board, was appointed to arrange details of the formal application for State aid in these two departments.

The State of Texas makes appropriations for schools which will give standard courses in domestic economy, manual training and agriculture. It is required that modern equipment, meeting standards set by the State board, be provided for the last two and that a three-acre demonstration tract be provided for agriculture. The State appropriates not to exceed \$1,500 and not less than \$500 for agriculture and not to exceed \$1,000 and not less than \$500 for each of the other two branches. A letter from State Superintendent W. F. Doughty states that the present appropriation has been exhausted, but that additional appropriation for the purpose of industrial and agricultural extension in the high school is expected, and in this event the Plainview High School will be favorably considered.

It will be necessary for the local board to make appropriations for the purposes mentioned, and the State will make equal appropriations within the limits stated. The board, according to President R. A. Long, is considering now the domestic economy and manual training departments. If agriculture is added three acres of land must be acquired.

The annual election of school trustees will be held on the first Saturday in April. The teachers for the ensuing year will not be elected until after the new trustees qualify.

NEW TRAINS WILL CARRY MAIL ONLY AS EXPRESS.

Will Be Quite an Improvement in Service, Pouches to Gateways Giving Quick Delivery.

Tomorrow David McKnight, chief mail clerk for this division, will be here from El Paso to give instructions as to handling the mail on the new Santa Fe trains. There will be no mail clerks on the new trains, all mail being handled by express in sealed pouches. Plainview will make up for Amarillo, Snyder and Sweetwater, the delivery to intermediate points being made by returning trains.

As is the Post Office Department's rule, all mail in the office within a half hour of the scheduled train time will be made up.

The new fixtures for the post office, which will be accommodated when the extension is completed, consists of 190 additional lock boxes. For many months the demand for lock boxes has been greater than available boxes, according to Postmaster Ben O. Sanford.

K. OF P. OFFICIAL WILL VISIT LOCAL LODGE TONIGHT.

W. Alex Abey, Past Grand Chancellor of the Knights of Pythias Lodge, is in Plainview today in the interest of the order, and will be with the lodge this evening. Mr. Abey is representing Grand Chancellor U. S. Goen.

NEW HOSPITAL WILL BE OPENED AT AN EARLY DATE.

A new hospital will be opened in Plainview soon. The contract is sure to be acceptable to all parties, according to the principals, but has not gone far enough to allow mention of the names.

Mr. and Mrs. W. R. McCluskey, of Spring Lake, are in Plainview today.

COMPANY L MUSTERED OUT OF REGULAR ARMY SERVICE

How Long Boys Remain at Home Depends Largely on Action of Congress in Special Session.

Mustered out of regular service, but still subject to the call of Uncle Sam, Company L, Fourth Texas Infantry, arrived in Plainview Monday morning on a special train from Temple, where they had been conveyed from San Antonio on a troop train. The trip from Temple was made in twelve hours. Under the new defense act of June 3, 1916, the local company is at the service of the Federal Government. Although twenty regiments of Northern militia have been mobilized by special order, Captain L. O. Shropshire is of the opinion that the local company will not be called back immediately. However, he has no orders and no authentic information. Whether the boys will be needed immediately depends largely on action of Congress.

The commissioned officers of the company are L. O. Shropshire, captain; Carl Brown, first lieutenant; Nelson Perdue, second lieutenant; and the non-commissioned officers, E. B. Thomas, first sergeant; Robert S. Fletcher, sergeant; Jennings Anderson, quartermaster sergeant; C. S. Wilson, sergeant; J. V. Proctor, sergeant; W. E. Bryan, J. A. Leckliter, J. R. Snyder, and J. C. Johnson, corporals. Some fifty privates returned to Plainview with the company, many of whom do not live here, but are recruited added since going to the border. The company roster carries the names of seventy-eight men.

Troop B, First Texas Cavalry, of Amarillo, passed through Plainview late today en route home.

\$14.35 PAID FOR HALE COUNTY PORKERS YESTERDAY.

Five cars of hogs were shipped from Plainview Saturday to Wichita, Kansas, and sold on the Monday market. W. A. Watson had four cars and H. W. Knupp one car. The hogs sold for as high as \$14.35 per hundredweight, two cars bringing this price.

ARE ATTENDING MEETING OF BOARD OF MISSIONS.

Rev. A. L. Moore, presiding elder of the Plainview District, Methodist Church, and W. W. Underwood, treasurer of the board of missions of the Northwest Texas Conference, left yesterday for Clarendon, where they will attend the annual meeting of the board.

ARE ATTENDING MEETING OF WEST TEXAS A. & M. ASSOCIATION.

E. H. Perry, representing Plainview, and Rev. B. H. Oxford, representing Hale Center, are in Sweetwater today attending the meeting of the West Texas A. & M. College Association. The business of the association, which has accomplished its ends, will probably be closed at this meeting. It has been suggested, too, that there is a possibility of forming a new association, an outgrowth of the present one, which will have for its aims the promotion of the economic and political interests of West Texas.

T. B. IRWIN BURIED.

Sunday afternoon, in Plainview Cemetery, the body of T. B. Irwin was buried with Masonic rites, under the direction of A. A. Hatchell, Rev. J. T. Hicks, pastor of the Methodist Church at Lubbock, having preached the funeral sermon at the First Methodist Church. The pall bearers were J. L. Dorsett, T. Stockton, J. B. Maxey, Chas. Vincent, L. M. Frogge and W. J. Espy.

Mr. Irwin was sixty-nine years of age. He had lived in Plainview many years, until he removed to Corpus Christi, some several weeks ago, for his health. Death was the result of organic lesion of the heart.

Mr. Irwin is survived by his wife and foster children.

He lived in Plainview for many years, and is well known, especially among those who have resided here a long time.

YEGGS GET THREE HUNDRED DOLLARS AT SWEETWATER DEPOT.

The safe in the Santa Fe depot at Sweetwater was blown early Monday morning and \$300 was secured by the yeggs.

He Organized the First Boys and Girls' Baby Beef Club



C. C. FRENCH, of College Station.

His work with the boys and girls of Texas while he was employed by the packing interests qualified him pre-eminently for his position as club organizer with the Extension Service, cooperating in Texas with the A. & M. College.

Wilson Orders Navy Enlistment To be Increased to 87,000 Men

WASHINGTON, March 25.—President Wilson took steps today to place the Nation on a war footing. By executive order he directed that the navy be recruited without delay to the full authorized war strength of 87,000 enlisted men. Taken in connection with emergency naval construction already ordered, this means that the President has exercised the full limit of his legal powers as commander in chief to prepare the navy for war.

For the army the President directed that two new military departments be created in the Atlantic Coast region. The order means that the task of organizing whatever army Congress may authorize will be divided among six departmental commanders instead of four in the interests of speed and efficiency in mobilization.

Protecting American Industries. The third step was to assume as a national duty the task of protecting American industries from domestic disorders in the event of hostilities. For this purpose eleven full infantry regiments, two separate battalions and one separate company of the National Guard were called back into the Federal service to act as national police in important districts. Supplementing these troops, a regiment of Pennsylvania guards and two companies of Georgia infantry, en route home from the border for muster out, were ordered retained in the Federal service.

The President's orders were made known in terse official statements issued by both departments. No explanation accompanied them, except the statement that reorganization of the military department, effective May 1, was designated to facilitate decentralization of command.

The navy must enroll immediately approximately 200,000 men to reach the required strength. Secretary Daniels supplemented it tonight with personal telegrams to newspaper editors all over the country urging them to aid the department in every way in their power to obtain the men.

Mobilization Facilitated by Change. Congress must determine the system under which an army is to be raised. Today's action in creating six departments provides more elastic machinery found necessary as a result of the recent border mobilization, for the enrolling and training of a great army, whether raised as volunteers, by conscription or through a universal-service bill.

The object of the creation of the new departments of the northeast and southeast was to distribute among three central commanders the work of mobilization in the States most thickly populated and from which the greatest number of soldiers must come. The present Eastern department directed the mobilization of approximately 80 per cent of the 150,000 guardsmen sent to the border. With 440,000 men, the maximum authorized strength of the National Guard, in addition to whatever volunteers might be summoned, the task would be too great for a single departmental organization, because of the vastness of the supply problems involved.

Instructions to the National Guard officers issued more than a month ago

TOMORROW IS A CLEAN-UP DAY FOR PLAINVIEW, TOO

Work of First Day Is a Success, and the City Is More Clean and Inviting Than Before.

Plainview is cleaner tonight, much cleaner, than it was last night, as a result of the work of the Boy Scouts and many householders today. It will be still cleaner tomorrow night.

Today is the first of a two-day clean-up campaign. Tomorrow the work will go on, and by night Plainview will probably be cleaner than at any given time in the history of the city.

The general co-operation has been splendid. But very few residents in the northwest section of the city, where most of the work was done today, failed to respond to the appeal issued jointly by the Civic League, the Y. M. B. L., the Boy Scouts, and the city officials.

This afternoon teams were put at work hauling the accumulated waste which could not be burned. The teams will continue work tomorrow and Thursday, making a general collection of all rubbish properly placed in the alleys for carting off.

Too much praise cannot be given the Boy Scouts, forty of whom worked untiringly all day cleaning the public alleys. They will continue their efforts tomorrow, and will probably cover most of the city by night. During the day more than seventy fires were built in the alleys. These are carefully guarded by detailed scouts after the troops pass on for other work, and are left only when burned out. Following the day's work an added precaution is a trip of inspection to all fires kindled during the day.

SWINE BREEDERS' BANQUET TO BE SERVED BY LADIES' AID.

Basement of New Presbyterian Church Will Be Used for Event Complimentary to Visitors.

President Harry A. Nelson of the Panhandle Swine Breeders' Association is anticipating a record-breaking attendance at the meeting to be held in Plainview on Friday and Saturday, March 30 and 31.

Amarillo will send a large delegation; Hereford will also have a good representation. The towns along the Fort Worth and Denver City Railway will be well represented.

The commission houses of Oklahoma City, Fort Worth, Wichita, Kans., and Kansas City will have representatives here.

The Herald has previously mentioned many of the visitors, giving short sketches of their achievements in the hog industry. One of these men of whom nothing has been said personally is Lon Alexander, druggist, banker and swine breeder, of Childress, Texas, who will be one of the visitors at the swine meeting. Mr. Alexander is on the program, and his subject is "My Northern Visit, and How the Panhandle Is Naturally Better Adapted to the Swine Industry."

Mr. Alexander recently returned from the North, and attended a number of swine sales. While away he purchased a bred sow, the animal costing him \$592.75 delivered at his breeding barn. The sow topped the Peter Mow sale for this year. On the trip Mr. Alexander gave special study and attention as to how the Northern breeders produced their blooded hogs, and how they raised them. His experience will be told those attending the Panhandle Swine Breeders' Association meeting, and will be one of the best talks to be made during the meeting.

Mr. Alexander is making the Poland-China breed famous among the swine breeders of the South. He was raising registered hogs when he was sixteen years old, and as the years went by he remained interested in the breeding of not only swine, but all blooded animals that are of farm value. Three years ago he laid aside business cares long enough to step into the sales rings and buy some blooded swine. He bred the medium class Polands for a long time, but soon realized that the hog needed for this section of Texas was the big-bone type. He sold his medium hogs and went North after the best money could buy. He paid fabulous prices, for a Southern breeder, and many wondered what was affecting Mr. Alexander. In a few months the results were proven.

(Continued on Page Five.)

SILOS NECESSARY ADJUNCT TO BUSINESS OF DAIRYING

SOUTH PLAINS DAIRY ASSOCIATION MEMBERS WILL BUILD MORE SILOS THIS SUMMER.

THE ASSOCIATION IS PLEASED

L. L. Wheeler Gets Income of \$15.00 Weekly From Three Grade Holstein Cows, Exclusive of Skim Milk.

Members of the South Plains Dairy Association have their little problems to solve in making their business profitable and pleasant. What business hasn't? The dairy business is no snap—far from it—but it does offer a good way to market farm products profitably. It requires skill and extreme carefulness. Those are qualities of any good business man.

The members of the association are pleased with their cows. An interview of practically all members of the association reveals this.

Nearly every member of the association who does not have a silo is preparing to build one this spring or in the early summer.

A meeting of the Association was held Saturday afternoon, in the County Court room. The good condition of the cows of J. G. Seipp, who lives in the Liberty community, north of Plainview, was the cause of comment. The fact that Mr. Seipp feeds ensilage to his cows is attributed as a cause for this. Mr. Seipp uses ripe sorghum for ensilage.

Seeded Ribbon Cane a Promising Crop for Silo.

Many farmers will plant seeded ribbon cane for an ensilage crop this year.

It is stated that sixty pounds of seed of this variety planted last year yielded 130 tons of ensilage for a Potter County dairyman. C. O. Moser, county agent of Dallas County, is a practical dairyman. He has told members of the local association that the customary yield of ensilage from this crop is twenty tons to the acre. He is pleased with the crop for that section and recommends the crop for this territory. Mr. Seipp states that he gets one-third by weight more silage from cane than from kaffir. Kaffir makes good silage, but takes more acres for the same yield than does cane.

Three Cows Bring Weekly Check for More Than \$10.00.

L. L. Wheeler is making three cows, some of the lot purchased in Michigan and Wisconsin by the association in mid winter. Last week his cream check was \$13.03. He has furnished his family with milk, and has had plenty of skimmed milk for his chickens and pigs. One fresh cow is giving sixteen quarts twice a day.

The first cow to die was that of Edgar Johnson. Association members will be assessed to reimburse Mr. Johnson for his loss. This is the only cow to die out of the shipment of 101. It seems that the association is to be fortunate in the percentage of cows brought into profitable production, considering the fact that they had a long, hard journey during mid winter, and that they have been brought to a section different in altitude and climate from their native farms.

To the members of the association President C. E. Moore distributed Saturday daily milk and feed record blanks, furnished by the United States Department of Agriculture. These heavy ledger sheets have blanks for recording the records of twenty-two cows for a month. Places are provided for recording feed, such as hay, silage, grain, pasture and for estimating cost and profit. The record sheets are complete, and will be of much service to the dairymen.

AUTOMOBILE LICENSES ISSUED.

County Clerk Jo W. Wayland has issued automobile licenses to: G. G. Douthitt, Runningwater, Ford, No. 1254; J. B. Johnson, Willys-Knight, No. 1255; Harry Ragland, Abernathy, Maxwell, No. 1256; J. F. Yates, Pullman, No. 1257; W. B. Hary, Hale Center, Studebaker, No. 1258; E. Moon, Runningwater, Studebaker, No. 1259; Chas. O. Iselin, Jr., Lockney, Mercer, No. 1260; Chas. O. Iseling, Jr., Lockney, Ford, No. 1261; W. Howard, Ford, No. 1262.

BIRTHS.

Born to Mr. and Mrs. John Tuttle, March 22, a boy.

INTERESTING DESCRIPTION OF THE OZARK MOUNTAINS.

Every school boy in the Mississippi Valley knows what is meant by the Ozark Mountains, but for the benefit of others they may be described as the highland area in southern Missouri, northeastern Oklahoma, northwestern Arkansas, and southern Illinois. Although the mountains are not very high, none of them being over 2,500 feet above sea level, they are rugged and picturesque, and they comprise extensive plateaus cut by deep gorges and culminating in the south by the Boston Mountains, the roughest part of the area.

The Ozark Mountains are described in a recent publication of the United States Geological Survey, Department of the Interior, called the Eureka Springs—Harrison folio, which is numbered Folio 202. This folio contains four maps, some showing the shape, ruggedness, and elevation of the mountains and the routes of travel; others showing the rock formations to which the mountains owe their ruggedness. The folio is illustrated by a number of beautiful views of gorges and mountain scenery and by many diagrams.

A large colored plate of sections of the earth down nearly to sea level shows the wonderful arrangement of the rocks, layer upon layer, which are here and there cut through by stream gorges that expose the alternating beds of limestone, shale or mud rock, and sandstone, and the order in which they were laid down in the sea, for this area was once covered by a sea—a great Mediterranean or Gulf of Mexico, only shallower—in which were deposited the sediments brought into it from the surrounding highlands by many streams. During the millions of years that this sea existed thousands of feet of sediment accumulated on its bottom, layer upon layer, and in this sediment were inclosed skeletons of the peculiar forms of life that inhabited the sea—corals, crab-like animals, and shellfish of many kinds. The edges of these beds, once soft mud and sand, but now hard rock, are exposed in gorges and hillsides where they can be studied and where the fossils they contain can be collected.

Among the rocks are certain beds of commercial value. Many of the limestones, locally called marble, make excellent building stone, and some of the pure quartz sandstone may be used in making glass. Promising deposits of zinc and lead have been discovered and mined in this region. The clear, sparkling springs of pure water that issue at Eureka Springs have a wide reputation, and the folio report should be of special interest to those who visit this resort.

PROGRAM OF HALE COUNTY SINGING CONVENTION.

The Hale County Singing Convention will meet with the East Mound class on the second Sunday in April, and the following program will be carried out:

Opening song, by all.
Prayer, by chaplain.
Welcome address, by Prof. Frank

Look.
Two songs led by the President.
Two songs led by L. D. Griffin.
Two songs led by Earl Raper.
Two songs led by Gordon Hanson.
Quartet arranged by Clay Williams.
Two songs led by Hubert Henderson.
Two songs led by C. E. Slaughter.
Two songs led by R. M. Eller.
Duet arranged by W. H. Hand.
Two songs led by Chas. Wilson.
Two songs led by A. W. Waddill.
Two songs led by S. S. Sloneker.
Two songs led by Grover Lemaster.
Quartet arranged by Dennis White.
Two songs led by Grover Burt.
Two songs led by J. W. Long.
Business session.

DINNER FOR EVERY ONE.
Two songs led by L. W. Sloneker.
Two songs led by Chas. Smith.
Quartet arranged by R. M. Peace.
Two songs led by Judge Clements.
Two songs led by Chas. McNeally.
Quartet arranged by T. Stockton.
Two songs led by J. W. Gibson.
Solo by Jake Burkett.
Two songs led by Will Stockton.
Double quartet arranged by Mrs. Grover Lemaster.
Solo by Mr. West.
Two songs led by Tom Davis.
Contest singing by all classes in county.
Closing song, led by W. W. Pinkerton.

Closing prayer, by F. Eiring.
We will indeed be glad to see every class in the county well represented at this our opening convention for the coming year. Let us start off right, and keep the spirit of song in our hearts and lives during the day, that it might make us better prepared for the duties of life as they are presented to us.
Yours in song,
L. W. SLONEKER,
President.

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS.
March 23.—Cattle receipts this week were 26,000 head, 8,000 less than last week, and 2,000 less than a year ago, market firm, but weak today, due to reports of decline of 25 to 50 cents in Chicago this week on steers. Hogs this week 34,000, 16,000 less than last week, and 19,000 less than a year ago, market slightly higher for the week, top today \$15.00. Sheep and lambs this week \$32,000, 2,000 less than last week, and 3,000 more than a year ago, market highest on record.

Beef Cattle.
Numerous droves of cattle sold at \$11.70 to \$12.00 this week, including light Nebraska steers today at \$11.70, medium grades of cattle \$10.25 to \$11.25, plain warmed-up steers with little flesh \$9.25 to \$10.00. A good run of pulp cattle arrived, including good steers at \$11.00 to \$11.75, medium grades and light steers at \$10.30 to \$10.90, bulls \$8.75 to \$9.10, pulp-fed cows up to \$9.60, two cars from Burley, Idaho, bringing that price. Scattered shipments of quarantines arrived, steers at \$8.75 to \$10.35, Texas steers and heifers mixed at \$10.35.

canner cows and steers at \$6.50 to \$8.50. Choice native cows sold up to \$10.25, heifers \$11.25, bulls \$9.50.

Stockers and Feeders.
Stock steers at \$7.75 to \$10.00, thin feeders \$9.00 to \$10.00, fleshy feeders up to \$10.80, stock cows and heifers \$6.50 to \$8.50, stock calves \$8.00 to \$10.25, are ruling prices this week. Outlet was not good after the middle of the week, and prices closed off 25 cents from the best time, more on plain thin kinds.

Hogs.
Efforts to depress the market on the part of buyers have lacked sincerity, urgent necessities showing above the surface most of the time, and the only result scored was checking the tendency of the market to make further gains. Choice hogs are in demand any time of the season, though killers claim that the product is selling too low for the present level of live hog prices, and argue that prices will go lower. On the other hand, salesmen say conditions favor a strong market, and that the product will advance. Best heavy hogs sold at \$15.00 today, medium weights \$14.95, lights \$14.70, bulk of sales \$14.50 to \$14.95.

Sheep and Lambs.
Sales were made around steady to

day, best lambs here at \$14.90, not as good as the \$15.00 lambs yesterday. Middle grades sell at \$14.60 to \$14.75, heavy-wooled lambs \$14.00 to \$14.50, clipped lambs \$11.50 to \$12.25, these penalized because of lack of wool, and due for an advance as they grow more wool, feeding lambs scarce, at \$13.25 to \$14.00. Yearlings at \$13.50, ewes \$12.00, wethers \$12.60, are high prices this week. A small number of Easter lambs will sell around 20 cents a

pound, but spring lambs will settle down around 12 to 14 cents.

J. A. RICKART,
Market Correspondent.

ABERNATHY CLUB BUSY.
ABERNATHY, Texas, March 16.—The Abernathy Home Economics Club meets every two weeks, on Wednesday, to read and discuss the lessons. We have about thirty members, and are striving hard to win the ten-dollar

prize offered by Mrs. Landrum at the scholastic meet. We are also going to try for some prizes on bread, etc.

We won a number of prizes, about \$7.00, at the State Fair, Waco Cotton Palace, and the Corpus Christi Fair.

We are making the wall pocket to hold our club letters, and have tried most of the recipes for cooking.

We have plans for the future, and hope to carry them out successfully.
VELMA HARRAL, Press Reporter.

J. J. LASH'S Real Estate Corner

712 BROADWAY. PHONE 658. PLAINVIEW, TEXAS.

Have 320 acres, well improved, owner will trade for 80-acre tract, well improved, in Lynn County, Oregon.

Have 163 acres of well improved land in Bell County, Texas, will exchange for small ranch or well improved place in the Plainview district.

Have party wanting to trade well improved 320 acres for 160-acre irrigated farm near Mulleshoe, Texas.

Have 80-acre tract, all under cultivation, two and one-half miles north of Court House will sell under the market. Every foot tillable.

Have party owning 160 acres land in Moore County, Texas, wanting to put in as first payment on half section in Plainview district.

Have half section land six miles from railroad will take in house in Plainview and give time on balance.

Have buyer for ten-section ranch. Wants terms; price must be right.

Have 160 acres, improved, two and one-half miles from Court House owner must sell; 93 acres in wheat, balance in row crops. Some cash; balance easy terms.

J. J. LASH.

He used a pebble in his day, to keep his mouth moist—

WE use

WRIGLEY'S



WRIGLEY'S gives us a wholesome, antiseptic, refreshing confection to take the place of the cave man's pebble.

We help teeth, breath, appetite, digestion and deliciously soothe mouth and throat with this welcome sweetmeat.

The Wrigley Spearmen want to send you their Book of Gum-ption. Send a postal for it today, Wm. Wrigley Jr. Co., 1732 Kesner Building, Chicago.

The Flavor Lasts!

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FLETCHER MUSIC METHOD

Original Kindergarten and Simplex Method of America

Recognized by world's best musicians as the ideal system of music teaching. Why be content with permitting your child to study in old and uninteresting way when in this up-to-date manner Music Study is made a pleasure instead of a drudgery? We obtain results. Ask our patrons. Demonstration of work gladly given upon request. The price now and for the Summer term beginning in May is \$5 per month. Beginning in September the price will be \$6 per month.

ELIZABETH ZIEGLER, Fletcher Teacher, Wayland College

President Farmer certifies that the class of Miss Ziegler has, without exception, increased every month since she began last September

HOG FEEDING AND HOG BREEDING

The successful hog breeder and feeder understands that well bred hogs must be well fed to get the best results in breeding and in marketing. Unless the feed you are using is getting results in fattening you are paying more than you should to get your hogs fat.

PEANUT MEAL FOR HOGS

Has not been in use long on the Plains but it is proving wonderfully successful in putting fat on the hogs of those feeders who are using it. We have the Peanut Meal. You have the hogs. "Nutralene" is a steam cooked feed, well adapted for fattening hogs. We also have the "Nutralene". "Momylk" is a steam cooked feed used for increasing milk production in dairy cows. We also have the "Momylk".

ALLEN & BONNER

PHONE 162

Its the Season for Cream Separators and Incubators. We have the famous DeLaval Separator in all sizes, and Safety Hatch Incubators. Let us show them to you.

DONOHOO-WARE HARDWARE CO.

Phone 80

How to Select Foods

How the Housekeeper Can Provide the Food Substances the Body Needs Economically—Nutrition Specialists of the U. S. Department of Agriculture Show How to Plan a Ration That Will Give the Best Returns for the Money Spent.

Adults and children must get several different substances from the food they eat, or they will miss something which is essential to bodily efficiency and health, according to the nutrition specialists of the U. S. Department of Agriculture. The housewife, therefore, who plans her meals or attempts to save money on food without some knowledge of these substances and of the five simple groups of foods which supply them is very liable to omit from her meals some food essential for the growth of the children or necessary to supply the family with the energy they need for their daily tasks. Attempted economy which entirely omits certain foods may well prove a very poor investment, because of its ultimate effect on the well being of the household. Price, individual preference for certain foods, and even the fact that hunger is satisfied after a meal, are not safe guides. Tomatoes at ten cents apiece in winter are no more nutritious than they are at five cents a quart in summer. A child might crave much more sugar than would be good for him. A bulky diet of potatoes or bananas might make a person feel he had eaten enough, but would not furnish him with the elements that his body needs.

To plan out meals in the interest of family efficiency and economy at the same time, the housewife, fortunately, does not need to do elaborate sums in calories or to have any intimate understanding of such terms as protein and carbohydrates. All she needs to do is to classify the food she uses into five simple household groups laid down in recently issued Farmers' Bulletin 808, published by the Office of Home Economics, U. S. Department of Agriculture. The purpose of the bulletin, which is the first of a series of simple pamphlets dealing with the economical use of foods, is to enable the average housewife to plan her meals effectively, even though she has no special training in chemistry or dietetics.

The substances which the specialists find are needed in the daily diet to maintain the body may be grouped under seven heads: Mineral substances, protein, starches, sugars, fats, cellulose, and certain little-known but very important growth-stimulating substances.

A Day's Food Requirements.

That these essential substances are not difficult for the average housewife to provide is shown by the following combinations, which the specialists believe indicate the daily food requirements of normal individuals:

For a Man.

A man who does fairly hard muscular work would be likely to get the food which his body needs if supplied daily with such a combination of foods as the following:

1 1/4 pounds of bread (having about the same food value as 1 pound of such cereal preparations as wheat or rye flour, oatmeal, corn meal, rice, etc.).

2 ounces, or 1/4 cup, of butter, oil, meat drippings, or other fat. 2 ounces, or 1/4 cup, of sugar; or 1-3 cup of honey, or syrup, or an equivalent

amount of other sweet. 1 1/4 pound of food from the following: Fresh fruits and fresh or root vegetables.

12 ounces of food from a class which may be called "meats and meat substitutes"; that is, moderately fat meats, poultry, fish, eggs, cheese, dried legumes (beans, soy beans, peas, lentils, soybeans, and peanuts). Milk also belongs among these foods, but because of the large amount of water it contains, half a glass, or 4 ounces, of it would be required to equal an ounce of any one of the others.

A man who works hard out of doors all day probably would need more food than this, and one who sits all day at his desk would need less. The amounts given are suitable for a man who, like a salesman in a store, walks about more or less and does more or less of such work as lifting.

For a Family of Five.

A family consisting of a man and a woman who do moderately hard muscular work, and three children—say, between 3 and 12 years of age—would get the food they require if supplied daily with:

4 1/2 pounds of bread, having about the same food value as 3 pounds of

wheat or rye flour, oatmeal, corn meal, hominy or rice; or about 2 3/4 pounds of such cereals and 5 or 6 medium-sized potatoes.

3/4 cup of fat (butter or butter with oil, beef drippings, or other fat)—a weekly allowance of 2 1/2 to 3 pounds.

A little more than one cup of sugar, or a weekly allowance of 4 pounds; or an equivalent amount of some other sweet, such as 1 1/4 cups of syrup or honey a day, or 3/4 pound of dried figs or raisins a day.

4 pounds in all of fresh fruits and fresh or root vegetables.

One of the two following, the choice depending on the age of the children:

3 quarts of milk and 1 pound of other foods taken from the meat and meat-substitute group.

2 quarts of milk and 1 1/2 pounds of other foods taken from the meat and meat-substitute group.

Cereals Used Freely.

In these combinations of food, it will be noted, bread and other preparations of cereal food are used as freely as they conveniently can be, without making the ration one sided and unattractive. A diet equal in nourishment might be planned with less cereal, but this would make it necessary to increase the amounts of more costly foods, such as meat, fruits, and vegetables.

Cereals can be used freely without making the diet monotonous if they are served in a variety of forms and combined with other nutritious or flavoring materials, such as meat, cheese, onions, celery, tomatoes, and other

vegetables and dried, cooked, or fresh fruits.

Sample Meals for a Family of Two Adults and Three Children.

The food materials indicated as being required may be combined into three meals in many ways. The following meals are given, not because they are recommended above many others that might be prepared, but simply to show that such foods can be combined into dishes commonly used in American homes. These meals supply during the day all of the eight essential substances and also provide flavorings and condiments which, while not important as sources of nourishment, add to the attractiveness of certain foods.

Breakfast.

Fruit, 1 1/4 pounds of fresh fruit (equivalent to 3 medium-sized oranges, 5 small apples, or a quart box of strawberries), or three or four ounces of dried fruits (equivalent to 10 or 12 dates or 4 or 5 figs).

Cereal breakfast food, 4 ounces before being cooked, or about 1 1/2 pints after it is cooked. The equivalent in food value in puffed or flaked, ready-to-eat cereals would be 5 or 6 cups.

Milk on cereals, 3/4 cup for each per-

(Continued on Page Six.)

Jack Frost Baking Powder

"Jack Frost"—the Baking Powder that is renowned.



Excursion Rates

Convention: Panhandle Teachers' Association at Canyon, Texas. March 30th and 31st, 1917. Round Trip \$2.75. On sale March 29th, 30th

Brotherhood of American Yeomen, Ft. Worth, April 2nd and 3rd. On Sale April 1st, round trip \$16.20. Limited April 5th, 1917.

Scottish Rite Reunion, Dallas, Texas, April 9th to 13th, 1917. Round trip \$17.70, on sale April 8th, 9th and 12th. Limit April 15th, 1917.

Lumberman's Convention, Galveston, Texas, April 10th to 12th, 1917. Round trip \$24.70 on sale April 9th, return limit April 14th, 1917.

These and many other reduced rates account Conventions and meetings in Texas and other states now coming on.

Our new double train service makes it possible to connect with nearly all lines without the dreaded and tiresome lay-overs.

For further information regarding Rates and Routes call on or phone 224. JOHN LUCAS, Agent.

Tractor Gears Last Longer With Texaco Crater Compound

Through the strenuous work of breaking, plowing, seeding and threshing, your tractor will operate in flying dust and dirt, perhaps sand, too. That's why you need special protection for the wearing parts. That's why you should lessen the chances of costly breakdowns by using

Texaco Crater Compound The Great Tractor Gear Lubricant

CRATER COMPOUND coats gears, chains and sprockets with a film of durable lubricant which sticks and lubricates, though the tractor be working under intense heat and in a cloud of dust. That is why owners of all makes of tractors throughout the Southwest are using CRATER COMPOUND. They get more work from their tractors, realize more on their tractor investment, saving replacements of gears and other expensive parts.

CRATER COMPOUND protects and lubricates all equipment working under heavy pressure or exposed to the weather. Get CRATER COMPOUND and other Texaco Lubricants from the Texaco dealer in your town, or write our nearest office.



Texaco Lubricants for all Purposes THE TEXAS COMPANY HOUSTON - TEXAS AGENTS EVERYWHERE



75 YEARS OF KNOWING HOW

BACKED BY AN UNQUALIFIED GUARANTEE

The P. & O. No. 111 Lister

This lister is known to farmers wherever sold as P. & O. No. 11, but the improved type is called No. 111 on account of important improvements.

There are more of them in the hands of farmers than all other makes combined,—over 2,000 sold by one dealer in one county in West Texas. The special features on this Lister made it deserving of its immense sale. Its use is not confined to preparing for row crops; it is now almost universally used for plowing for small grain crops by listing and re-listing, leaving the ground in oval waves, which not only catches and holds the moisture but prevents the loose soils of the West from blowing away.

The adjusting link on front end of beam is an important exclusive feature on the No. 111, absolutely preventing the point from running below the desired depth. The wheels are provided with dust-proof boxes, an immense help in the sandy loam lands of the West. The teeding device absolutely deposits one seed at a time of any of the row crops, besides can be equipped for both corn and cotton. You will have to see this wonderful improvement to appreciate it. The tilting hoppers allow change of plates without emptying them. Furnished with either disc or shovel covers. This Lister embodied many other important features that will convince you that it is the best on the market.

The P. & O. No. 123 4-Wheel Lister

This lister has all the advantage of the No. 111 and in addition has rear wheels. This is desired in many localities as it enables the operator to see the seed as planted. The rear wheels have cushion springs to hold them in line with the row and following the unevenness of the ground and conform to the ridge without straining the rear frame, compelling also, the Lister to remain in proper working position at all times. The friction lock disengages automatically, allowing the wheels to castor and turn round in a very small space.

We manufacture the most complete line of Two Row Implements on the market. Ask your dealer and if you cannot be supplied through him, write us for circular and special introductory offer.

Parlin & Orendorff Implement Company DALLAS, TEXAS



Hog Farmers and Others

If You Have Feed to Sell We Want It

If You Need Feed We Want to Sell It to You

We especially want your wheat and ask you to figure with us whenever you have a supply to dispose of.

For Your Easter Baking

We urge you to use Harvest Queen Flour. Your grocer has it, or he can get it for you. It will insure the success of your baking for Easter or any other day. It is made as well as any flour is made and if you are not now using it we ask you to try a sack when you next order flour.

Harvest Queen Mills

A. G. HINN, Proprietor

Hog Breeders and Others— ATTENTION!

This yard is ready to furnish you with just what you need to put your place in shape for hog breeding.

We have the Hog Wire, Barb Wire, Fencing of all kinds, Posts, and all materials for use in the construction of hog houses, barns, cattle sheds, etc. We have paint to finish off the job after building.

Let us show you how well we are prepared to prepare you.

Alfalfa Lumber Company

PHONE 163

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.

\$2.00 a Year; \$1.00, 6 Months. Advertising Rates on Application.

The season of fresh backbone and spareribs of pork has hardly passed in the South Plains section, and fresh strawberries from South Texas are arriving. There's diversity for you! Texas is large enough to feed the United States. What one part of Texas does not raise she can get from some other part. Even if they are worth in the neighborhood of a nickel apiece, South Texas strawberries are worth it now—to the man who has the money. With pork selling on the hoof at around \$14.00 per hundredweight, South Plains stockmen will not grumble at early strawberries at thirty cents per quart. Send them on; we'll take them!

The high price of cabbage, potatoes and onions has elicited many remarks from the fun makers. The Plainview jeweler who affixed in his window a potato with lock and chain caused many a smile. But this one is accredited to no one in particular: A man, a rank stranger, stepped into a Fort Worth bank and made application for a loan of \$2,500. The request was granted, a deposit slip for the amount less the interest (it's customary in Texas, being the easiest way of getting eleven plus per cent on a loan under a ten per cent legal rate). The stranger was not asked for security or collateral—he had the odor of onions on his breath.

CONSTITUTIONAL CONVENTION EXPEDIENT.
 That the McNealus concurrent resolution providing for a constitutional convention for Texas is expedient, seems to be the expressed opinion of some of Texas' leading politicians. And in this the commonly applied meaning of the term "politician" is in no manner applied.

Texas law is cumbersome. Our statutes are unwieldy and their construction vague. The principles of government as expressed by the people are capable of summarization. The fewer our laws and the more explicit they are, the better for the people.

Texas does not need the hand of the radical reformist in the formation of any program of government, and the calling of a constitutional convention is a safeguard for the people and a solution for the simplification of our code of laws.

"AS ADVERTISED."

A lady from the country, who has come several miles to trade: "I want some of the calico you are advertising at five cents a yard."

Merchant: "I am sorry, but we have sold all of that lot. Now, we have some good calico at ten cents."

"Did you have any of that five-cent calico?" asked a close friend of the merchant who was in the store when the customer came in.

"Why, of course I didn't. I advertised the five-cent calico to get the customers into my building."

That merchant did not realize the value of advertising. He misrepresented the facts. His goods were not as advertised.

The day of successful merchandising on any other basis than the merit of the goods offered for sale has passed. The great business men who have studied advertising in their business know that as a matter of policy, to say nothing of the principle of honesty, which we assume should govern, they must sell their goods as advertised. No successful advertising campaign can be conducted where the products are not up to the expectations of the purchasers, or up to the standard claimed for them in advertising.

"Truth in advertising" is the motto of the largest organization of publicity men in the world. It is typical of the policy adopted by the leading business men of the country.

With no intention of self emulation and without personal reference, the publishers are, too, realizing that they have the happy office of bringing into contact the buyer and the seller, and that to have the confidence of both, to say nothing of maintaining their self respect, they must censor their advertising, rejecting that which might prove misleading and that which misrepresents the facts.

Truth in advertising and having the goods as advertised are two cardinal principles which are making advertising an American economic factor.

THE HALFWAY NEWS.

HALFWAY, Texas, March 22.—J. H. Wilson returned Sunday from a business trip to Hill County.

Mrs. Tom Stanton, of Plainview, came out yesterday for a visit with her father, J. W. Dye, and family.

Mr. and Mrs. John Davis, Mrs. J. W. Dye and Mrs. W. A. Miller attended the funeral of "Grandma" McMinn, at Center Plains, on last Monday.

There is quite an epidemic of measles in our community at present, but it is of such a light form that the "kiddies" scarcely know they have the measles.

J. H. Helm and family moved yesterday to their new home, about three

miles southwest of Halfway.

Foster Henderson returned last Saturday from a three weeks' visit to Commerce.

The stork left a bay boy at Basil Huguley's home last week. Grandfather Huguley says it keeps him busy visiting his new grandsons this spring.

Brothers Burnett and Britain held a series of meetings here beginning the first Sunday and closing the second Sunday in this month, in which there were about ten conversions and more than forty-two dollars was collected for home and foreign missions.

This community sympathizes with Brother J. T. Burnett in the loss of his wife. May God be very near him and his in their sore bereavement.

Readers' Forum

Russia's Revolution in the Night
 Came along without the knowledge of the Czar.

When informed of the action of the people, it was too late for him to recall what had been done, if he desired to do so.

It was the rising of the Russian people to assert their rights.

They united their strength and in one short night won a victory over the rulers whose contention has been that by divine right they hold their places and exercise their power.

Watchman, what of the night and its lesson?

The printing press of history is surely working fast.

"A power mightier than man Moves in a mysterious way, Mustering forces as it can For a world-wide brighter day."

Who is able to say what the next great step towards the light will be?

But this can be safely said: It will be the highest possible renouva to have one's name written upon imperishable records as "The Peacemaker of the Earth"; and the man who shows the way and teaches it to another mind shall be hailed and honored when the warrior is forgotten.

READER.

J. F. Garrison was in Amarillo yesterday on business.

A thorough, all-round machinist can make good anywhere, wants permanent job in Plainview. Have had sixteen years' experience. Address a card to A. B. C., care of Herald, and I will call to see you. 3t-pd.

NOTICE OF STOCK LAW ELECTION.

STATE OF TEXAS,
 County of Hale.

This the 23rd day of March, A. D. 1917, came on to be considered by the county judge of Hale County, Texas, the petition of N. B. Burkett and fifty other freeholders of the hereinafter described subdivision of said county for an order of election in such subdivision for the purpose of enabling the freeholders thereof to determine whether Horses, Mules, Jacks, Jennets, Hogs and Cattle shall be permitted to run at large therein, and it appearing to the undersigned judge of said court that such petition was filed with the commissioners' court of said county on the 9th day of January, A. D. 1917, at a regular term of said court, and that said court thereafter, at the March Term of said court, on the 13th day of March, A. D. 1917, heard and granted the same and ordered that such election be held according to law regulating such elections, and that the judge of said county issue an order therefor and cause public notice thereof to be given as required by law;

Now, therefore, by authority vested in me under such order and the law, I, Charles Clements, County Judge of Hale County, Texas, do hereby order that on the 5th day of May, A. D. 1917, at the Court House, in Plainview, Hale County, Texas, in such subdivision, an election shall be held for the purpose of enabling the freeholders of such subdivision to determine whether Horses, Mules, Jacks, Jennets, Hogs and cattle shall be permitted to run at large in such subdivision, to wit:

Beginning at the Northeast corner of Hale County, for the northeast corner of this subdivision; thence South with the East line of said county to the South line of Survey No. 9, Block "N"; thence West with the South line of Surveys Nos. 9, 8, 7, and 26, Block "N," to the Southwest corner of said Survey No. 26; thence North to the Northeast corner of the G. M. Schick S. E. No. 2054; thence West with the North line of S. F. No. 2054 and Surveys Nos. 34, 16, 17, 18, 19, and 20 of Block D-7, and 9, 10, 11 and 13, in block A-1, to the Northwest corner of said Survey No. 13, for the Southwest corner of this subdivision; thence North with the West line of Surveys Nos. 20, 29, 36 and 45 to the Northwest corner of said Survey No. 45; thence East with the North line of said Survey No. 45 to the Northeast corner of said Survey No. 45; thence North with

the West line of Surveys Nos. 53 and 60 to the Northwest corner of Survey No. 60, Block A-1; thence East to the Southeast corner of Survey No. 8, Block J. K. 2; thence North with the East line of Surveys Nos. 8, 9, 10, 11, and 12, Block J. K. 2; 6, 7, 8, 9, and 10, Block C-3, and Survey No. 67, Block M-13, to the North line of Hale County, and of this subdivision; thence East with the North line of Hale County to the place of beginning.

That the polls shall be opened for such election as the law requires in regulating General Elections, and at the Court House, in Plainview, Hale County, Texas, in such subdivision; L. W. Stoneker, N. B. Burkett and J. B. Wheeler being the proper persons for such purpose and freeholders and qualified voters of such county, are hereby appointed as managers of such election, and they shall appoint their own clerks.

No person shall vote at such election unless he is a freeholder and is also a qualified voter under the constitution and laws of the State of Texas. All votes shall be by ballot, and voters desiring to prevent the animals designated herein from running at large shall place upon their ballots the words "FOR THE STOCK LAW," and

those in favor of allowing such animals to run at large, "AGAINST THE STOCK LAW."

On or before the tenth day after such election, the persons holding such election shall make due return of all the votes cast at their respective voting places for and against said proposition to the county judge of said county, who will tabulate and count said returns and ascertain and proclaim the result of said election in the

manner prescribed by law. Public notice of this order shall be given at least thirty days before the date of such election by publication in some newspaper published in said county. Witness the hand of the county judge of Hale County, Texas, this the 23rd day of March, A. D. 1917. CHARLES CLEMENTS, County Judge, (SEAL) Hale County, Texas. Adv. 1t.

If You Have Had Sickness in Your Home

Or to assist in a thorough house cleaning, you should have a few Forma-Germkill Fumigator.

They disinfect. They Deodorize. Indorsed by Health Boards. Cheap, efficient and convenient. Ask us about it.

DYE DRUG COMPANY

Phone 23 THE REXALL STORE W. Side Square

Easter Showings of NEW SPRING FASHIONS

Fashion Says

This is a great season for Coat Suits. We have planned for this several months, and we show the latest styles as fast as they are put on the market. DARLING "Sport" Models ready for your inspection. The wool Jerseys, chiffon velours, Poiret twills and silks in their magnificent high colorings are being shown.



\$15 to \$45

Coat Dresses

Extremely new, now the rage in all watering places and fashion resorts. We have them in fancy silks, and mannish collars, ask to see them.

Dressy Coats for Spring Days

Coats which for style are out of the ordinary. Some feature flare effects with clever belt ideas, others the straight lines.



\$12.50 to \$35.00

Blouses Harmoniously Designed

A big collection of Georgette crepes and Crepe de chine in white, tea rose, Nile, gray, maize, gold, mustard and peach. New models just in today, hand embroidered and tucked

\$5.00 to \$10.00.

New lot of Worthmore

\$1.00.

New Lot Welworth

\$2.00.

Pre-Easter Gowns

An extensive collection of new Georgettes, Crepe de chine, plain Taffetas and light weight Serges, in the prominent shades for spring. Pleated and tunic effects over colors of contrasting shades. Fancy stitching, gold and silver thread embroidery and sashes.

\$12.50

to

\$42.50

Pre-Easter Sale of Piece Goods

The most pleasing array of patterns and materials in the city. Printed Pongee, Sport Stripe Pongee, Silk Tussah, Plain Taffeta, Sport and Plain Poplin, Silk Jersey, Georgette Crepe, all shown in the popular high colors. Priced the lowest.



CARTER-HOUSTON Dry Goods Co.

How the New Trains Will Run

C. C. Dana, general passenger agent of the Panhandle and Santa Fe Railway, has issued a complete schedule for the operation of the new passenger trains, which will be inaugurated on Sunday, April 1. The West Texas Express, south-bound, will carry Pullman drawing room sleeper between Kansas City and Sweetwater, via Amarillo (to Kansas City, Train No. 114). The Kansas City Express, north-bound, will carry similar equipment between Sweetwater and Kansas City, via Amarillo (from Kansas City, Train No. 117). The equipment of the South Plains Express, south-bound, and the Eastern Express, north-bound, will remain as it is with sleeper accommodations.

The new schedule follows:

READ DOWN.			READ UP.		
No. 909 Daily Except Sunday.	No. 901-904-922 South Plains Express Daily.	No. 107-906 West Texas Express Daily.	STATIONS.	No. 905-906 Kansas City Express Daily.	No. 921-908-902 Eastern Express Daily.
Lv. 2:00 p. m.	Lv. 6:45 a. m.	Lv. 10:50 p. m.	AMARILLO	Ar. 7:20 p. m.	*11:55 a. m.
Lv. 2:55 p. m.	Lv. 7:20 a. m.	Lv. 11:20 p. m.	... Canyon ...	Lv. 6:40 p. m.	11:20 a. m.
Ar. 3:30 p. m.	Lv. 8:01 a. m.	Lv. 11:57 p. m.	... Happy ...	Lv. 5:54 p. m.	10:35 a. m.
	Lv. 8:36 a. m.	Lv. 12:27 a. m.	... Tulla ...	Lv. 5:24 p. m.	10:01 a. m.
	Lv. 9:03 a. m.	Lv. 12:53 a. m.	... Kress ...	Lv. 5:00 p. m.	9:33 a. m.
	Lv. 9:30 a. m.	Lv. 1:22 a. m.	PLAINVIEW	Lv. 4:30 p. m.	9:00 a. m.
			... Lockney ...		
			... Floydada ...		
	Lv. 10:05 a. m.	Lv. 1:55 a. m.	Hale Center	Lv. 3:57 p. m.	8:27 a. m.
	Lv. 10:38 a. m.	Lv. 2:26 a. m.	... Abernathy ...	Lv. 3:22 p. m.	7:52 a. m.
	Lv. 11:20 a. m.	Lv. 3:05 a. m.	... LUBBOCK ...	Lv. 2:45 p. m.	7:15 a. m.
	Ar. *11:55 a. m.	Lv. 3:35 a. m.	... SLATON ...	Lv. 2:10 p. m.	6:40 a. m.
	Lv. 12:30 p. m.	Lv. 3:50 a. m.	... Southland ...	Ar. 1:45 p. m.	4:25 a. m.
	Lv. 12:41 p. m.	Lv. 4:10 a. m.	... Post ...	Lv. 1:29 p. m.	4:10 a. m.
	Lv. 1:15 p. m.	Lv. 4:48 a. m.	... Justiceburg ...	Lv. 12:50 p. m.	3:32 a. m.
	Lv. 1:43 p. m.	Lv. 5:15 a. m.	... Snyder ...	Lv. 12:17 p. m.	2:58 a. m.
	Lv. 2:35 p. m.	Lv. 6:08 a. m.	... Hermleigh ...	Lv. 11:15 a. m.	2:00 a. m.
	Lv. 2:57 p. m.	Lv. 6:30 a. m.	SWEETWATER	Lv. 10:53 a. m.	1:40 a. m.
	Ar. 4:00 p. m.	Lv. 7:25 a. m.		Lv. 10:00 a. m.	12:50 a. m.

*Meal Stop.

SOCIETY

Telephone Number 72

"AS YOU LIKE IT" CLUB.

The "As You Like It" Club met Thursday afternoon. Mrs. Farris Frye acted as president, in Mrs. Jos. Fowler's place.

Mrs. Dudley Stovall, of Hale Center, sent a paper, which was read by Mrs. Frye.

A paper on "Argentina" was read by Mrs. L. C. Wayland.

Interesting papers were read by Mrs. E. F. McClendon, Mrs. W. A. Morter and Mrs. J. Walter Day.

Mrs. Day was leader, on account of sickness in Mrs. H. C. McIntyre's home.

TRAVEL STUDY CLUB DISCUSSES "ARMENIANISM."

The Travel Study Club met in regular session Saturday, with Mrs. J. W. Pipkin as leader.

The lecture was on "Armenianism." After the lecture, the round-table discussions were "System of Government of Charles I," "Buckingham, Eliot and the Parliament," and "Petition of Right."

BELCHER-LANDERS.

Sunday afternoon, at Abernathy, Rev. B. Y. Dickinson performed the marriage ceremony for Miss Callie Belcher and W. T. Landers.

Miss Mary Lipscomb, of Claude, Texas, spent Sunday with home folks. J. E. Conner and Dr. L. V. Dawson were in Floydada Sunday.

Ray W. Fowler is visiting Mr. and Mrs. L. E. Bowman, of Littlefield, Texas.

J. F. Garrison went to Amarillo Monday.

J. M. Gist left for Amarillo Monday morning on business. From there he will go to Memphis.

Dr. L. V. Dawson was in Texhoma Saturday on business.

A. B. Martin went to Hereford today on business.

J. A. Darden has accepted a position with the Santa Fe at Abernathy, and left yesterday for that town, which was formerly his home.

Robert Lipscomb and wife, of West Point, Nebraska, came in Tuesday to make their home here. Mr. Lipscomb will be associated with the South Plains Motor Company.

T. D. Lipscomb, A. F. Quisenberry and Roy Lipscomb left Sunday for a trip to Stratford, Texas.

Rev. A. L. Moore, presiding elder of the Plainview District, Methodist Church, was in Hale Center Saturday. He preached at Littlefield on Sunday.

Mrs. A. B. Echols and daughter, Miss Beulah, of Matador, were visitors in Plainview yesterday.

Mr. and Mrs. Fred L. Brown and son, Frank, and Mr. and Mrs. F. Gordon and daughter, Helen, motored to Petersburg Sunday and spent the day with friends near there.

A SUNDAY DINNER IN CANYONS.

At the Lemons Ranch, on the canyons, J. L. Craig and family, Fred Lemons and family, A. G. Harrison and family, H. E. Skaggs and family and Misses Mabel and Francis Sanderson were Sunday dinner guests of Mr. and Mrs. John Lemons. The day was spent in the canyons, the guests returning late in the evening.

SWINE BREEDERS' BANQUET TO BE SERVED BY LADIES' AID.

(Continued from Page One.)

and Childress County became famous as the home of the finest registered Poland-China hogs south of Mason and Dixon's line. Breeders of other breeds at Childress realized the competition, and began buying better hogs.

Thus Childress County, in a short time, became famous for its blooded hogs.

It will be remembered that Mr. Alexander's hogs topped the auction sale at the January meeting of the Texas Swine Breeders' Association, at Childress. Miss Fancy, a bred sow, brought the highest price paid, \$212.50.

Mr. Alexander is only one of the many practical hog men in this section who will attend the Panhandle Swine Breeders' Convention here March 30 and 31. Not only will the production of registered swine be featured, but commercial production of hogs will also be talked on by men who know the business.

The program for the convention follows:

Friday, March 30.

Arriving guests will be met at trains and conveyed to I. O. O. F. Hall, Campbell Building.

10 a. m., Session Begins.

Address of Welcome—Mayor W. E. Risser.

"The Purpose and Possibilities of the Panhandle Swine Breeders' Association"—Harry A. Nelson, Miami, Texas.

"My Experience in the Boys, and Girls' Pig-Club Work and Some Results I have Obtained"—C. C. French, State Pig-Club Agent, College Station, Texas.

"Live Stock and Tenants"—Rufus J. Nelson, Editor, Farm and Ranch.

"The Value of Pure-Bred Hogs"—Tom Frazier, Rhome-Farmer Commission Co., Fort Worth, Texas.

1:30 p. m.

"Fort Worth as a Hog Market"—A. B. Chase, General Manager, Armour & Co., Fort Worth, Texas.

"Relative Value of West Texas Feed Stuffs for Hogs"—Prof. L. B. Burk, Associate Professor Hogs, A. & M. College, College Station.

"My Northern Visit, and How the Panhandle Is Naturally Better Adapted to the Swine Industry"—Lon Alexander, Childress, Texas.

"Panhandle Pastures in Pork Production"—T. Pryse Metcalfe, Amarillo, Texas.

Lecture and actual demonstration of the double treatment of hog cholera—by Dr. Frank R. Jones, Live Stock Sanitary Commission, Fort Worth, Texas.

"The Hog Industry in Donley County"—J. P. Manley, Clarendon, Texas.

"Our Method of Starting the Boy in the Hog Business"—Will P. Jones, Childress, Texas.

5:00 p. m.

Visitors will be given automobile tour to Helen-Temple, farm of Lamb & Hutchinson, west of Plainview. This farm has the largest herd of registered Duroc-Jersey hogs in the Southwest.

Saturday, March 31.

The unfortunate ones who couldn't get here for the first day will be met at the trains in cars and rounded up with the rest of the herd.

Executive session begins at nine o'clock.

10 o'clock a. m.

"Commercial Pork Production on the Plains"—J. W. Pipkin, Plainview.

Short talks by Prof. D. N. Barrow, Dallas, Texas; Lewis Bros., Childress, Texas; Tom P. Cochran, Childress, Texas; Orr Bros., Memphis, Texas, and others.

"The Panhandle State Fair"—Speaker to be assigned.

"Co-operation"—W. H. Alexander, Secretary Panhandle Swine Breeders' Association, Childress, Texas.

1:00 p. m.

"The Most Profitable Time to Market a Pig"—Geo. R. Quisenberry, of Helen-Temple Farm, Plainview.

"The State Department of Agriculture and Its Aims and Accomplishments"—Hon. Fred W. Davis, Commissioner of Agriculture, Austin, Texas.

3:30 p. m.

Tour of the irrigation district east of Plainview. Twenty-five-mile drive through best developed hog country in the United States. Just a little teaser for the appetites of the visitors, who will be guests at a complimentary banquet at eight-thirty o'clock, at the Presbyterian Church.

MARY PICKFORD TELLS HOW.

Have you ever wanted to go in the movies—as one of the world-famous stars whose salaries are absolutely enormous. Let Mary Pickford tell you how to do it. We have just found an article from her pen in Harper's Bazar for April. She tells briefly, but convincingly, just what to do; and it doesn't sound quite so easy as we all imagine! If you have even the least, wee ambition to shine on the screen, don't miss Mary Pickford's advice. 11-pd.

With the Churches

Announcements of church services and items of news interest will be carried in this column, which is at the disposal of the churches of Plainview and the rural communities served by The Herald.

Announcements.

The annual congregational business and social meeting will be held Wednesday evening in the basement of the Presbyterian Church.

Mrs. George Howe Wilson will sing at the Baptist Church Sunday at eleven o'clock.

There will be a pre-Easter campaign in the Christian Church next week. Services will be held every night. The C. W. B. M. ladies will recognize the week as a week of prayer.

The rector, J. S. Wicks, of St. Mark's Episcopal Church, will hold services Good Friday and Easter Sunday.

Mrs. Beulah Hoyle Kier sang at the Methodist Church last Sunday, and will sing again next Sunday, at the morning service.

The Woman's Missionary Society of the Methodist Church will hold a social meeting Wednesday afternoon at 3 p. m., at the home of Mrs. T. E. Richards.

Welcoming New Pastor.

Last Wednesday evening, at the Methodist Church, after the prayer meeting, an informal reception was held for the new pastor, Dr. E. E. Robinson.

All present gathered around the piano and joined in singing.

Light refreshments were served.

Gain in Attendance.

The Methodist Sunday School of this place is still very enthusiastic about leading the conference in the contest for attendance during April. The attendance for last Sunday showed a gain of thirty-eight over the previous Sunday, a total of three hundred and eighty-six being present.

Let all who want to see the local Sunday School in the lead for attendance during April be at the church next Sunday at 9:45 a. m.

SECRETARY.

RESOLUTIONS.

INASMUCH as it has seemed good in the wisdom of our all-wise and indulgent Father to take from us our beloved brother and associate, T. B. Irwin, and

WHEREAS, in the death of our brother the fraternity has lost a faithful and zealous Mason, the community an honorable and upright citizen, and the family an affectionate husband and devoted foster-father; therefore be it

RESOLVED, 1st, That the Plainview Lodge of A. F. & A. M. No. 709 be draped in mourning for a term of 30 days;

2nd, That this Lodge extend to the bereaved family its heart-felt sympathy and condolence in this their great loss;

3rd, That these resolutions be spread upon the minutes of the lodge and a copy be sent to the family of the deceased, and same be published in the local papers.

Respectfully submitted,

H. C. RANDOLPH.

L. R. PEARSON,

S. W. WADDILL,

Committee.

E. C. Dickerson and N. L. Ball, of Silverton, were visitors in Plainview yesterday.



A.D.&C.

Society Brand Clothes

WELL DRESSED AT BUSINESS

without being uncomfortable. It is a task for some men to find clothes that combine both style and comfort. To those we issue a special invitation—come here.

It is our good fortune to sell Society Brand Clothes—for young men and men who stay young. There is a distinctiveness to these clothes that stamps the man who wears them as well dressed, without being "all dressed up." And there is just as much comfort in these clothes as there is style. Come in and make us prove it.

We illustrate a practical suit for the practical man—a sack suit with a loose belt, held in position by one loop in back and two at sides.

We have many other models including the S. M. & S. line to show you, and invite your early inspection.

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE

Farm Tractor Demonstration

The NEW TWIN CITY 15-30 tractor is making an endurance run at the farm of G. M. (Marshall) Phelps, four miles east of Plainview. Runs night and day.

Newest thing in tractors. Completely enclosed and protected from dust. Roller bearings throughout. All gears, including the main drive or Bull gears, run in oil. Nothing exposed. Burns low-grade kerosene and distillate. Most perfect vaporizer on the tractor market today.

We want every farmer in the county to see it at work. Come, you will be welcome whether you want to buy a tractor or not, and you will never regret making this first hand investigation.

GREEN MACHINERY & DEVELOPMENT CO.

Announcement

I have leased the fountain at the McMillan Drug Co. and will serve a complete menu of fountain drinks.

I will continue the location in the front of the drug store and will sell cigars, candy, etc.

I have the exclusive sale in Plainview of Whitman's candies, one of the best lines made in the United States.

I will appreciate your continued patronage.

F. E. BLASINGAME
AT McMILLAN DRUG COMPANY

Enlist in the Army of Well Dressed Men

That is what we ask you to do when we offer you fashionable

Hirsh-Wickwire Co., Clothes For Men and Young Men

There are style features in these clothes that lend a distinctively stylish appearance to the wearer.

There are character lines of fit and drape that produce a well-groomed effect.

There are tailoring features in these clothes that make the fashionable and well-groomed effect permanent through shape retaining workmanship.

If you've been a high-priced clothes buyer in order to get these things, recruit now into the company of men who attain a high fashion efficiency on an economical basis.

We Can Fit Any Figure

DON'T let the idea that you're "hard to fit" fool you into spending more than you want to spend, or take clothes that are not good enough.

We can fit any man, tall or short, stout or slender, medium or stout. We have the clothes here to do it. We give you plenty of quality and style; and a big stock to choose from.

REINKEN'S
Clothing and Shoe Store



THE WORLD'S GOLD OUTPUT.

The world's gold output a century ago averaged, according to Professor Soetbeer, about \$7,300,000 annually, the bulk of which was derived from workings in the Ural Mountains. Gradually other sources of supply came to be added to the Russian production, and large increases occurred. Such gains were especially marked in the late forties and early fifties of last century, consequent on the discoveries made in California and Australia (Ballarat). The greatest discovery so far has been that of the Witwatersrand. Prior to the ascertainment of the existence of gold-bearing banks in the Transvaal there had been finds of quartz deposits in other parts of South Africa; also at the Gold Coast. In 1886 the Rand was proclaimed a gold field, production commenced, and by 1899 the output was at the rate of \$97,300,000 a year. For 1916 the production was the record one of \$192,200,000, and at the present time the Rand alone produces 41 per cent of the total gold output of the world, while the whole of Africa contributes 47 per cent.

For many years Victoria was the premier producer of gold of the Australian continent, but it now yields comparatively small amounts. In New Zealand and Queensland finds were reported early in the sixties. In the mid-nineties important discoveries were made in West Australia and other fields.

Until quite recently the output of Canada was nearly all a by-product in connection with copper smelting, averaging up to the mid-nineties only about \$973,000 worth of gold per annum; but late in the nineties the Yukon (Klondyke) field became a fairly important one, and more recently Ontario has begun to show good returns.

Of foreign countries the big producer is the United States, and figures at hand enable one to arrive at an approximate aggregate of some \$3,791,000,000 as the value of the American output since the first California finds in 1847-48. Later on discoveries were made in other States, more particularly Colorado and Nevada, as well as Alaska and Klondyke.

LOST—Friday afternoon, a seven-jewel, dust-proof Elgin watch. Return to CASH GROCERY for reward. 1t.

Miss Rebecca Ansley
SPIRELLA CORSETIER
Telephone Number . . . 304

HOW TO SELECT FOODS.

(Continued from Page Three.)

Sugar on fruit, on cereal, or in coffee, 2½ level tablespoons, or 1¼ ounces.

Bread, 8 slices, or 8 ounces.
Butter, 1¼ ounces, or 2½ cubic inches.

An egg, or 2 ounces of meat, fish, or poultry for each older person, and a glass of milk for each young child.

Dinner.

Meat, or fish, ¼ pound per grown person; or, for each child, an egg or a glass of milk.

Potatoes (5 medium-sized), 1¼ pounds.

Another vegetable (turnips, spinach, corn, cauliflower, or other), 1 pound.

Bread, 8 slices, or 8 ounces.
Butter, 1¼ ounces, or 2½ cubic inches.

Steamed apple (or other fruit) pud-

ding. (Ingredients: Two cups flour, 2 tablespoons butter, ¾ cup milk, 4 apples, 1 tablespoon sugar.)

Sauce. (Ingredients: One-half cup sugar, 1½ tablespoons flour, 2 tablespoons butter, ¼ cup water, flavoring.)

Supper.

A gravy made out of one pint of skim milk, ¼ cup flour, 2 level teaspoons butter, and 4 ounces salt or smoked fish (just enough for flavor). To this can be added the egg yolk left from the frosting of the cake. (See below.)

Rice, 8 ounces, or 1 cup, measured before being cooked.
Bread, 8 slices, or 8 ounces.
Butter, 1¼ ounces, or 2½ cubic inches.

One-half of a cake. (Ingredients for whole cake: One-fourth cup butter, ½ cup sugar, 1 egg, ½ cup milk, 1½ cups flour, 2½ teaspoons baking powder.) Frosting made with 1 egg white and ¼ cup sugar.

Why the Various Substances Are

Important.

The mineral substances, such as lime salts, compounds of potassium, iron, and others, are supplied largely by vegetables. They serve the body as building material, tend to counteract acidity in the body tissues and fluids and are useful in other ways. Vegetables and fruits, therefore, should not be neglected in the diet, especially as they supply also another substance, cellulose, the framework material of plants, which gives bulk to the diet and tends to prevent constipation.

Protein, a substance supplied by meat or meat substitutes, including milk, is a very important fuel and body-building material. It provides an element—nitrogen—needed to form body tissues, not only during growth in childhood, but also to make good the wear and tear of use in persons of any age, thus keeping the body in repair. Absence of foods supplying protein would give a diet lacking in body-building materials.

Different kinds of starch, sugar, and fat are important fuels of the body.

The last group of substances is present in very minute quantities. These quantities are believed, however, to be vitally important to the body, because

of their effect in promoting growth in the young and in keeping the body well.

(The next article in the series will discuss the five groups of foods which give the body what it needs.)

WAGGENER
Fresh Vegetables and Fruits
EVERYTHING
North Side Square Finnie Building
Phone 686---Delivers

REMEMBER
THE LACE SALE
SATURDAY
BEGINS AT 9 A. M.
CANNON BALL
You can buy a MILE quicker than you can
chochet a YARD
The Price 5c a Yard
Fresh TOASTED MARSHMALLOWS will be part of
the show. Prettiest Lace Display you ever saw.
COME

Long-Harp Drug Company
The Busy Druggists
We lead, others Follow. Always Getting Something New.
If you see it Advertised phone us we have it.
PROMPT, COURTEOUS TREATMENT is Our Motto.
LONG - HARP DRUG COMPANY
The Nyal Store
Progressive and Progressing FREE DELIVERY
PHONE 161

Texas Berkshire Breeders

We are glad to hear that Texas is fast being known as one of the leading States in the Union for Swine, and that here in New England we hear of Texas so much as "the greatest state in the Union for raising swine," that we feel we know what you want, in hogs and that is the best, THE BERKSHIRE, we have the greatest Berkshires in the East at the present time, but would be pleased to divide with TEXAS any old day.

Colt Farm is known the world over as having had the GRAND CHAMPION BOAR OF THE UNITED STATES 1916, and we are pleased to tell Texas breeders that we are shipping some mighty good Berkshires into Texas. Only this week we sent to Mr. J. L. Murphy at Houston, Texas, a bred gilt. She is the kind that all you farmers like, the right kind with the big hams, the broad back (like your beef cattle), the deep sides, and the big bone to carry all of the weight that we put on our Berkshires, they are the hog for Texas, there is no doubt of it, the kind that will pay you to keep, you do not have to pay to keep them.

And at this time Colt Farm can sell you the best that there is for prices that will pay you to ask about.

"Longfellow's Double Rival"

This Berkshire Boar weighed at the National Swine Show, 967 pounds and was not fat, his litter mate weighed 587 pounds at seven months old and was the Grand Champion Berkshire Boar of 1915. His sire, the greatest Berkshire that ever lived, LORD PREMIERS SUCCESSOR was the Grand Champion Berkshire Boar of 1914, and is the Grand Champion Breeding Berkshire of the World today. Longfellow's Double Rival was Grand Champion at the largest shows in 1916, New England Fair, New York State Fair, Trenton State Fair of New Jersey, and the Eastern Congress Show; then he was made the Grand Champion Boar at the greatest swine show ever held, The First National Swine Show, Omaha, Neb.

We have gilts bred to him and to our other great boar, SUCCESSOR'S DUKE, 19th, Grand Champion of Ohio Show 1915.

We can sell you pigs, boars, bred sows or service boars, be honest with us and tell us about how much money you wish to put into hogs and we will send you the best that money can buy—we guarantee to please you—you take no chance dealing with Colt Farms, for this Farm is owned by the biggest, most honest dealing man in the East, Col. S. P. Colt, President U. S. Rubber Company

COLT FARMS
PAPPOOSQUAW POINT BRISTOL, R. I.
Address Correspondence to F. A. GRABB, Manager

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

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

OF INTEREST TO MOTHERS is the advertisement of GARNER BROS. which appears on another page of this issue of The Herald. 2t.

THEY ARE HERE—A big stock of famous Sealy Mattresses, and they are on display in all colors of ticking. GARNER BROS. Phone 105. tf.

FOR SALE—Electric-light fixtures, cherry dining-room chairs, oak bedroom set, birch dresser and oak and mahogany tables. F. A. BAYLIES, Wayland Building. tf.

WHAT HAVE YOU to trade for a Chalmers thirty-six? No better car made. See CARL ROSSER quick. tf.

WANTED—Washing, 30 cents per dozen, brought to the house. MRS. J. K. GALLUP. 2t-pd.

We handle absolutely the BEST Furniture Polish. Phone and let us come out and demonstrate it to you. HANDY MAN'S SHOP. Phone 475. tf.

Improved farm for rent. Fresh cow for sale. 320 acres four miles of railroad, Hale County; 220 acres in cultivation; house, well, sheds, etc. Price, \$25.00 per acre. Easy terms. 3t.

Good four-room house for sale, with small payment down, balance payable \$20.00 per month. Could be rented for \$16.00 per month. Price right. 3t.

Some good ranch propositions in New Mexico to sell, and to lease; fenced, well watered. FARMERS' LAND LEAGUE. One door north of Herald office. Phone 166. 3t.

Bulk Garden and Field Seed "Where Two Can Live as Cheap as One." PLAINVIEW PRODUCE CO. tf.

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

Don't forget we do all kinds of Indoor Staining and Varnishing. HANDY MAN'S SHOP. Phone 475. tf.

BUY A MAXWELL on the pay-as-you-ride plan. SOUTH PLAINS MOTOR CO. Phone 677. tf.

When you want an accessory for your car see us. SOUTH PLAINS MOTOR CO. Phone 677. tf.

MY HOME PLACE FOR SALE. Beautiful little cottage home, five rooms and bath. Nice garage. Cash will buy it right. Can make terms. FLAKE GARNER. tf.

FOUND—Bunch of keys. Owner may obtain same at The Herald office by payment for this ad. tf.

FOR SALE—Four large young mules. Eight miles northeast of Plainview. H. E. HOLLMAN. 5t-pd.

BERMUDA ONION PLANTS at WAGGONER'S STORE. Phone 686. tf.

JITNEY FOR SALE. A good, old jitney, in good running order; good tires, top, etc. If interested, write BOX 94, Abernathy, Texas. 3t-pd.

FOR SALE OR TRADE—Horse and surrey for good, fresh milk cow. Address X Y, care Herald. tf.

WANTED—Second-hand roll-top desk; also typewriter. JOHN RYDEN, General Delivery. 2t-pd.

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

COTTON SEED CAKE and Meal. We have several tons bought before the advance. Better supply your needs while this stock is on hand. E. T. COLEMAN, Coal and Grain Dealer. 4t.

DON'T HAVE TO SELL, But would sell that Hudson Six of mine. Terms or cash. See FLAKE GARNER at once. tf.

BUY A MAXWELL on the pay-as-you-ride plan. SOUTH PLAINS MOTOR CO. Phone 677. tf.

FOR SALE. Work mules. Cash or terms. SANSOM & SON. Mar.

WE ARE PREPARED to do all kinds of Woodwork. HANDY MAN'S SHOP. Phone 475. tf.

LAND LISTINGS wanted. FARMERS' LAND LEAGUE, Plainview, Tex. Apr. 1.

WE HAVE JUST RECEIVED a large opening stock of Kirsch Curtain Rods—adjustable to fit any window or portier opening. See them at GARNER BROS. Phone 105. tf.

FOR SALE—Rhode Island Red Roosters, at the FARMERS' EXCHANGE. 4t-pd.

Let us make that Old Mattress into a new one. HANDY MAN'S SHOP. Phone 475. tf.

FOR SALE OR TRADE—Horse and surrey for good, fresh milk cow. Address X Y, care Herald. tf.

WANTED—Bunch of keys, contains key check and name of owner, W. G. Street, Mexia, Texas. Please return to Herald office for reward of \$2.00. 2t.

FOR SALE—Cycle incubator; 50-egg. Almost new. \$2.50. Phone 403. Fri. 2t.

FOR SALE OR TRADE.

My home, near Wayland College; 5 rooms, pantry, built-in fixtures, electric lights, windmill, barn and good outhouses. Either two or four lots, 50 x 140. Small payment down; easy terms. L. A. KERR. tf.

SEED OATS—So cheap you can feed them and save money. Good, bright, heavy stock, only 75 cents per bushel, sacked. E. T. COLEMAN, Coal and Grain Dealer. 4t.

NOTICE.

Why not try Rice Bran and Rice Pollish, the best and most economical feed at prevailing prices. We also have alfalfa and hay. SANSOM & SON. Mar.

FOR SALE.

Two-room house, well, windmill and tank. A choice eighteen-acre tract of land across lane from Demonstration Farm; one and one-half miles from Court House. \$95.00 per acre. Phone 409. 6t-pd.

LOST—Large-size Presto tank between Plainview and Amarillo. Finder notify J. C. RAWLINGS, Plainview, Texas, and receive reward. tf.

FOR SALE—New stock of general merchandise, located in best little town on the Plains. Will take some good land and cash. For snap, see WILSON & HOLLE at once. 2t.

WANTED—To buy one hundred old Wooden Beds. HANDY MAN'S SHOP. Phone 475. tf.

LOST—Bunch of keys, contains key check and name of owner, W. G. Street, Mexia, Texas. Please return to Herald office for reward of \$2.00. 2t.

FOR SALE—Cycle incubator; 50-egg. Almost new. \$2.50. Phone 403. Fri. 2t.

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

FOR SALE—Lease on three sections. Special privileges, and very desirable location for small herd of cattle. BOX 596. 4t-pd.

MAN AND WIFE want place on farm or ranch. Experienced. Call at Herald office. 2t-pd.

CABBAGE PLANTS at WAGGONER'S STORE. Phone 686. tf.

SAVE GRAIN by mixing Tankage with your Grain for Hogs. Also good for Chickens. Is as cheap as corn at 50 cents per bushel. E. T. COLEMAN, Coal and Grain Dealer. 4t.

Cut the high cost of living by feeding the cow and horse Prairie Hay—only 50 cents per bale while this stock lasts. Get it now. E. T. COLEMAN, Coal and Grain Dealer. 4t.

FOR WATCH REPAIRING see ARTHUR L. TALLEY, Jeweler and Optician, north side Square. Three years' experience on railroad watches. 1t.

ANYONE desiring a nice home of 160 acres, extra good land, 80 acres in high state of cultivation; fenced and cross fenced; 40 acres in wheat, balance prepared for planting to row stuff; 3-room house, bath and basement; well and mill; moderate out-buildings; 300 rods hog wire fence; family orchard; farm tools; horses and mules, about 50 head of cattle, few hogs, chickens and turkeys; lease on 110 acres farm land adjoining, 55 acres of which is in wheat and 55 acres prepared for row planting. Plenty of grass. Terms on half of place. Address C, care of Plainview Herald. 4t.

FOR RENT—Furnished room, with bath. Phone 591. tf.

TO TRADE for improved farm in Hale County, 163 acres Bell County black land. No inflated prices considered. Address A. L. HARLAN, 1517 North Sixth St., Waco, Texas. tf.

FEATHERS WASHED the sanitary way. Mattresses made of your old Feather Bed. HANDY MAN'S SHOP. Phone 475. tf.

FOR SALE—Sudan and millet hay; also seven 40-pound mattresses, made from pure white cotton. MRS. CORA STEVENS, 7 miles southwest. tf.

Burn Simon Pure Nigger-Head Nut Coal while the weather is getting a little warmer. Best all-around coal on the market; costs no more than inferior coals. E. T. COLEMAN, Coal and Grain Dealer, exclusive handler. 4t.

Be sure to see those beautiful, upholstered Porch Swings and Lawn Furniture. HANDY MAN'S SHOP. Phone 475. tf.

Bargains in land and city property. M. F. YOUNG. tf.

NOTICE. The partnership between myself and J. E. Penick has been dissolved. 3t. R. M. IRICK.

SALESMEN WANTED—To solicit orders for lubricating oils, greases and paints. Salary or commission. Address LINCOLN OIL CO., Cleveland, Ohio. 1t-pd.

FRESH VEGETABLES every day in the week at WAGGONER'S STORE. Phone 686. tf.

BUY PRAIRIE HAY—Only 50 cents per bale while this car lasts. Also Cane Hay for same money. E. T. COLEMAN, Coal and Grain Dealer. 4t.

SHARK SKINS OFFERED FROM SOUTH SEA ISLANDS.

Sources of shark skins for the manufacture of leather in the United States have been found as far away as the South Sea Islands during the campaign that has been conducted in behalf of this industry by the United States Bureau of Fisheries. One company recently advised the bureau that it has clients in the islands who are able to supply large quantities. Many others have given assistance in the development of this source of leather. Skins of various other species of fish are also being tested as possible raw material for leather production.

The bureau has placed skins of 227 sharks and about 50 skins of other fishes, including cod, hake, grouper, garfish, and stringray, in the hands of tanners for experimentation. The tanned skin of one of the large sharks and small samples of others have been received. Several of these look very promising, and indicate that satisfactory tanning processes are being developed. The skin of the large shark has been submitted to the Bureau of Standards for testing as to tensile strength, wearing qualities, etc.

Two firms have advised the bureau that they are in the market for large quantities of fish skins and that they are utilizing these products. Two others recently perfected processes and are preparing to tan fish skins. Companies and fishermen in a position to obtain supplies of the raw materials are being advised as to where they may market them, and have been furnished with information as to methods of skinning, salting, and boxing the

raw hides for shipment. Manufacturers of leather goods are asking for samples of the finished product, and later will be furnished with such samples, or advised where samples may be obtained. The bureau will also give attention to determining to what special uses these new leather products are best suited.

YES! LIFT A CORN OFF WITHOUT PAIN!

Cincinnati Authority Tells How to Dry Up a Corn or Callus So It Lifts Off With Fingers.

You corn-pestered men and women need suffer no longer. Wear the shoes that nearly killed you before, says this Cincinnati authority, because a few drops of freezone applied directly on a tender, aching corn or callus stops soreness at once and soon the corn or hardened callus loosens so it can be lifted out, root and all, without pain.

A small bottle of freezone costs very little at any drug store, but will positively take off every hard or soft corn or callus. This should be tried, as it is inexpensive and is said not to irritate the surrounding skin. If your druggist hasn't any freezone tell him to get a small bottle for you from his wholesale drug house. It is fine stuff and acts like a charm every time.—Adv.



WEBSTER'S NEW INTERNATIONAL

Dictionary in his home. This new creation answers with final authority all kinds of puzzling questions in history, geography, biography, spelling, pronunciation, sports, arts, and sciences. 400,000 Vocabulary Terms. 2700 Pages. Over 6000 Illustrations. Colored Plates. The only dictionary with the Divided Page. The type matter is equivalent to that of a 15-volume encyclopedia. More Scholarly, Accurate, Convenient, and Authoritative than any other English Dictionary.



W. A. TODD, Agent All Kinds of Insurance Office No. 14, First National Bank Building, Phone 139.

MRS. GEORGE HOWE WILSON, LATEST METHOD—In—VOICE TRAINING. Phone 387. —Apr. 23.

Living Just Out From Town

need have no inconvenience for you if you have Bell Telephone Service in your home.

Your Bell Telephone will bring tradesmen to you, keep you in touch with friend and business acquaintances, or summon aid in emergency.

THE SOUTHWESTERN TELEGRAPH & TELEPHONE COMPANY

HARRISON & KERN CO., General Contractors. Office at Fulton Lumber Co. Phone 107. Home Phone, 328 and 432.

Whenever You Need a General Tonic

The Old Standard Grove's Tasteless Chill Tonic is equally valuable as a General Tonic because it contains the well known tonic properties of QUININE and IRON. It acts on the Liver, Drives out Malaria, Enriches the Blood and Builds up the Whole System. 50 cents.

Can't Sleep

Impaired digestion means poor assimilation. Poor assimilation means a poorly nourished body. A poorly nourished body is below par. HEMO is invigorating and strengthening to a weakened and poorly nourished system. It will induce refreshing sleep. Makes a delicious food drink by simply adding water. We suggest that you try a 50c package with our guarantee of satisfaction. Long-Harp Drug Co.

UGH! CALOMEL MAKES YOU DEATHLY SICK

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

and straighten you right up better than calomel and without griping or making you sick I want you to go back to the store and get your money. Take calomel today, and tomorrow and believe you need vile, dangerous

Nassau Tires are almighty tough T. B. CARTER Phone 564

calomel to start your liver and clean your bowels. Here's my guarantee! Ask your druggist for a 50-cent bottle of Dodson's Liver Tone, and take a spoonful tonight. If it doesn't start your liver you will feel weak and sick and nauseated. Don't lose a day's work. Take a spoonful of harmless, vegetable Dodson's Liver Tone tonight and wake up feeling great. It's perfectly harmless, so give it to your children any time. It can't salivate, so let them eat anything afterwards. —Adv.

Seeds in Bulk That Get Up and Grow at Plainview Produce Company.

WHAT IS LAX-FOS

LAX-FOS IS AN IMPROVED CASCARA A DIGESTIVE LAXATIVE CATHARTIC AND LIVER TONIC

LAX-Fos is not a Secret or Patent Medicine but is composed of the following old-fashioned roots and herbs:

- CASCARA BARK BLUE FLAG ROOT RHUBARB ROOT BLACK ROOT MAY APPLE ROOT SENNA LEAVES AND PEPSIN

In LAX-Fos the CASCARA is improved by the addition of these digestive ingredients making it better than ordinary CASCARA, and thus the combination acts not only as a stimulating laxative and cathartic but also as a digestive and liver tonic. Syrup laxatives are weak, but LAX-Fos combines strength with palatable, aromatic taste and does not gripe or disturb the stomach. One bottle will prove LAX-Fos is invaluable for Constipation, Indigestion or Torpid Liver. Price 50c.

EASTER STYLES

SPRING—EASTER—NEW FASHIONS— NEW MERCHANDISE

Featured in the display are Women's Fine Gowns, Smart Coats and Sport Dresses; Hats from Paris and Hats of our own creation; lovely Waists and Negligees—some Paris models; lovely Easter Boots; Girls and Misses apparel; Laces and Trimmings, Dress Accessories; Men's, Young Men's and Boys' Easter Suits, Hats, Shoes and Furnishings. Everything in readiness for you.

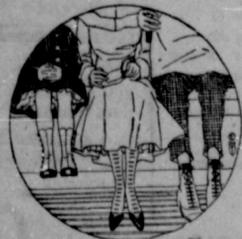


Many Fetching, New Easter Suits for Young Women

New Styles are delightful. Perhaps this is because there is such great freedom in the matter—Coats are many lengths; waist lines are high and short or long; pleats, belts and pockets are used in many more ways than you'd imagine possible. There are Suits for all occasions—Sports Suits galore, Suits for travelling, and Suits for better wear. Nor is there any lack in variety in colors, either—deep blues, gold, touse, green, tan, reseda and black are but a few. Linings are particularly pleasing—soft, rich silks in beautiful colors. Serge, Gabardine, Velours, Wool and Silk Jerseys, Tweeds, Twill and Burella Cloth are the most used cloth. Sizes 16 to 42. Prices as low as \$16.75 to \$45.00.

Lovely Spring Coats for Easter

SILK COATS.—Elegant Coats of silk poplin and taffeta, in street shades, made in distinctive styles and richly lined—
Prices, \$15.00 to \$35.00.
Many are reproductions of imported models, and of most styles there is only one coat.



EASTER SHOES ARE READY

—And Now is the Time for People to Buy Shoes

Go into nearly any shoe store in the city and ask the price of any pair of shoes, and you'll find that it is about 50 per cent higher than it was two years ago. Ask the dealer why, and he'll shake his head and tell you that leather is getting scarcer and scarcer. Ask him about the future, and he'll tell you that the future of the shoe market is a matter of the greatest uncertainty and anxiety. Come in to our store and we will show you that they average 33-1-3 per cent above prices of two years ago. THE REASON IS THAT WE HAVE IN STOCK ABOUT TEN THOUSAND DOLLARS' WORTH OF SHOES AT THE OLD PRICES. While these last we will sell them without any further advance. Buy a full supply for the whole family if you possibly can. You'll certainly be on the safe side.

WHAT ROUSING BUSY DAYS

- New Suits for Women and Young Women.
- New Top Coats Fresh With Spring.
- New Dresses Hinting Broadly of Easter.

—Different from the usual moderately priced things, because we have gone to the original sources of Fashion for their inspirations. You can buy your whole Easter Outfit to-day.

Women's Easter Frocks —What a Delight

A Crepe Meteor; some with belt of many rows of cording, a note which is repeated in the hem. Or a soft Taffeta, embroidered with silk threads and tracings of gold; in sizes 16 to 40. Prices, \$12.50 to \$35.00. Or Serge Dresses in knife pleats, forming a panel back and front; white embroidery done in gold. Silk lights up the dark material. Big buttons are rimmed in the same sunny shade. Dresses for Afternoon, Evening and Street. Sizes, 16 to 44. Prices, \$12.50 up to \$60.00.

Men Will Face About at Once

- They have been waiting for the call of spring; the call has come.
- They will put away heavy overcoats and winter suits. New spring suits are ready at The Plainview Mercantile Company.



Kuppenheimer Suits
\$20, \$22.50, \$25,
\$30, \$35

Men as well as women have discovered "THE FOUNTAIN OF YOUTH"! They have discovered that no one need grow old; that the only real sign of age is feebleness; that a man is no older than he feels. One may be as conservative in dress as one pleases, but the tendency of Spring Fashions is toward YOUTHFULNESS. Let's grow old only in wisdom. Let's keep as young as our clothes. And if you only want to invest "FIFTEEN DOLLARS" in a Suit for Spring, we have them—"Stadium" and Other Makes.

Wonderful Lot of New Easter Millinery Ready for Your Choosing



of vivid color for their distinctive feature. THE HAT TURNED UP IN FRONT IS NEW THIS SPRING. IT IS UNUSUAL OF LINE AND VERY SMART. Prices Run From \$2.50 up to \$20. DON'T FAIL TO SEE OUR NEW PANAMAS.

Easter Brings Pretty Frocks to Good Little Girls

Imagine what a dainty thing is a short-waisted Dress of Sheer White Lawn with rows of briar stitching in pale blue, yellow or pink about the waist. Sizes, 5 to 14. AND HATS—in Hemp, Milan, Fancy Braids and Panamas—leather, tailored and trimmed. Prices, \$1.00 up to \$5.00.

Sport Fabrics

Destined to wide popularity through the vogue for Sports apparel are these distinctive plaid and striped fabrics. The designs are effectively carried out in a great variety of styles and color combinations, the bright shades predominating. Prices, 35c, 65c and 85c per yard.

NEW EASTER SHIRTS

Men will look for lighter, brighter, cheerier Shirts and Neckties. The Mercantile stocks for Spring are the brightest, the most varied of all. Men who understand will not pass by these doors. Men's Shirts, \$1.00 up to \$5.00. Easter Ties, 50c up to \$1.00.

Men's Easter Hats Are Here

YOUR HAT is the one most important article of dress. Step in our Men's Department and see the new Spring Hats. The colors are gray, green, stone, brown and black—all in the new, becoming shapes. Prices, \$3.00, \$3.50, \$4.00 and up.

Sunshine and Hope— and Boys' New Easter Clothes

Lots and lots of them have two pair of trousers.



START OUT TO-DAY. FIT YOUR BOY FOR SPRING. Best place in town to get his New Clothes is here at the Mercantile. Norfolk Suits in all the new styles in pleated and belted backs. Colors are gray, brown and blue and mixtures. Lots and lots of them have two pairs of trousers. Prices, \$4.00, \$5.00, \$6.50, \$7.50 and up.

**THE PLAINVIEW
MERCANTILE CO.**
"WE KEEP THE QUALITY UP"