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The Twice-a-Week Hale County Herald

PUBLISHED IN THE HEART OF THE IRRIGATION BELT OF THE SOUTH PLAINS

If You See It in
The Herald
It's So.

VOLUME TWENTY-FOUR

PLAINVIEW, TEXAS, TUESDAY, DECEMBER 16, 1913

NUMBER SEVENTY-NINE

IOWAN PROPHECIES GREAT GROWTH

Retired Physician to Make Permanent
Home in Plainview and Build
Handsome Home.

LIKES LOCAL COLLEGES

New Resident Will Build Homes and
Improve Hale County
Holdings.

Dr. J. H. Phillips, who has lived many years in New Sharon, Iowa, will soon make his residence in Plainview. He is a retired physician. He will bring his family, including two sons, who will attend one of the Plainview colleges.

Dr. Phillips is a man of considerable interests. He would not have come to Plainview to make his permanent home had he not been thoroughly convinced of its future growth and prosperity.

When a successful professional man who has retired looks the country over for the best possible place in which he can spend his latter years, chooses as that place Plainview, it goes without saying that he is pretty certain that Plainview is the best city of its size to be found anywhere.

The reasons Dr. Phillips assigned for his making Plainview his future home follow:

Plainview is a well-governed city, free from the baneful influences which harm so many cities.

Plainview is an educational center of no little importance, which gives every indication of growing in favor and prestige.

Plainview is an ideal home city. It has all of the modern conveniences.

Plainview is one of the healthiest cities in the whole country.

Plainview's growth has not been of a mushroom character, but solid, progressive and substantial.

Plainview has an unusually high class of citizens—congenial, hospitable and enterprising.

Plainview's future growth and stability are assured.

Plainview's population in the course of five years, probably in less time, will be at least 15,000, and maybe 20,000. Judging from its growth during the past five years it will be expected to reach 25,000 or 30,000 in the same period.

Dr. Phillips contemplates building a nice, big home of his own in Plainview in the very near future. He expects to purchase his building site within the next few weeks.

Soon after Dr. Phillips' arrival he will put in a system of silos on his improved 320-acre farm near Abernathy. The Doctor owns two other large farms in the southern part of Hale County, which he will improve in the near future.

Few men have been more impressed with the exceptional irrigation possibilities offered in this section than Dr. Phillips.

"That the wonderful possibilities of irrigation in the Shallow Water Belt will be the cause of many of the most successful and richest farmers in Northern, Eastern and Western States coming here to farm, where it rains whenever you want it, is a foregone conclusion," exclaimed the Doctor.

"I believe land is going to sell for several times its present value in the next four or five years, and I expect to see good raw land within a radius of thirty to forty miles from Plainview selling for \$60 and \$70 within the next seven or eight years," he added. "My reasons are based upon the experience I have gained along this line in Iowa."

Dr. Phillips has already made a number of friends in this section, among them being Messrs. Campbell, Evans, Phillips and Kelsor, who live in the southern part of Hale.

TEXAS COTTON CROP WILL BE AROUND 3,850,000 BALES.

Washington, D. C., Dec. 15.—The Census Bureau's Sixth Ginning Report, which has just been issued, shows that 3,571,331 bales have been ginned in Texas up to December 1st, compared with 4,314,821 for the same period in 1912. On December 1st, last year, the Texas crop was 93 per cent ginned. On this basis of calculation the total production will be around 3,850,000 bales. The number of bales ginned in all the cotton states, including Texas, to December 1st was 12,081,100, compared with 11,854,541 in 1912. The Texas staple brought around 13 cents during November.

FIRE BOYS GUESTS OF REBEKAHS FRIDAY EVENING.

Delightful Program Rendered; Jim and Joe, Fire Horses, and "Chief," Mascot, Also Honored.

The ladies of the Rebekah Lodge gave a most delightful entertainment to the Fire Boys last Friday evening at eight-thirty o'clock, at the Odd Fellows' Hall. The program was complete in every particular and was received enthusiastically by the assembly.

The welcome address was delivered by A. A. Hatchell, who also acted as toastmaster during the evening. The response was delivered by Reverend S. A. Barnes, chaplain of the fireboys. Two little flower girls presented two beautiful bouquets to the fire chief, following which they placed small bunches of flowers in the brides of Joe and Jim, the handsome fire horses. A dog collar decorated with ribbons was presented to "Chief," the dog mascot of the station.

A delightful reading was given by Mrs. Tubbs, vocal and instrumental music was given by Misses Kerr and Brashears and a duet by Misses Wade and Hoyle. A dialogue by O. B. Jackson's children and a recitation by Judge W. B. Lewis' daughter were two much-enjoyed child parts.

Other speakers of the evening were Mayor Dorsett and Judge W. B. Lewis. Luncheon, served about ten o'clock, consisted of sandwiches, relishes, cakes and punch. A. A. Hatchell made the closing talk.

SETH WARD FACULTY MEMBERS TO WED TUESDAY.

Announcement of Engagement of Miss Nora Betts and J. E. Crouch Made at College Gathering Last Night.

The approaching marriage of J. E. Crouch, of Saluda, South Carolina, and Miss Nora Betts, of Hereford, Texas, was announced at Seth Ward College last night. The wedding will be solemnized at the Methodist Church in Plainview Tuesday, December 23, at twelve-thirty, with only Seth Ward faculty associates, students and other immediate friends present. Immediately after the ceremony the young couple will leave for their Christmas honeymoon at the home of Miss Betts, in Hereford.

The announcement was an occasion for a very pleasant gathering in the college dining room. Presumably, Prof. and Mrs. W. M. Pearce were to entertain the faculty and boarding students. In reality, the request that each one present express a Christmas wish was but the preparation for the good wishes which Professor Pearce had for the happy young faculty members. Congratulations consumed most of the evening.

ACTIVITY IN REAL ESTATE.

A slight increase in real estate sales was made in the last three days. At this time of year there is little activity in this line, and these transfers are thought to be the forerunners of a splendid spring realty market.

Dec. 12.—W. E. Armstrong to J. J. Winslow: Lot 13, Block 14; consideration \$1,500.

Dec. 15.—A. F. Quisenberry to W. J. Curtis: Sec. 19, Block A2; consideration \$20,000, cash.

Dec. 15.—Melvin Wasson to C. E. Carter: 80 acres from Sec. 36, Block JKC; consideration \$3,200, cash.

Dec. 11.—Cassius E. Tool to Grace Edward Davis: Lot 1, Block 30, Highland Addition; consideration \$950, cash.

Dec. 15.—A. W. Waddill to J. L. Firth: 160 acres out of J. M. Martin homestead survey; consideration \$4,378.12.

SETH WARD COLLEGE NOTES.

Prof. and Mrs. W. M. Pearce entertained the young men boarding students in the parlor of the young ladies' dormitory Saturday evening.

Thursday night the regular term-end Fine Arts Recital will be given. This is an ensemble of all the talent in the college, and is always well attended because of its worth.

In order to permit students from out of town to leave Saturday, term-end work and examinations were given on Monday of this week.

Mrs. Annie Kellehor and daughters, Misses Annie and Katie, are here from Medford, Oregon, visiting their daughter and alister, Mrs. C. C. Gidney.

SPECIAL BONUS OFFER

It Holds Good Until First Count On
Tuesday, December 30

When Votes Will Be Counted and a \$10.00
Gold Piece Awarded to the Lady
Having the Most Votes

The big prize voting contest is attracting more attention every day, so, as an incentive to all contestants, we have decided to give the following special votes:

For every seven new subscriptions 4,000 extra votes, making a total of 8,200. These subscriptions need not be for one party for seven years, or for seven different people for one year, but must be new subscriptions for seven years, and must be handed in all at one time.

For every seven renewal subscriptions 3,000 extra, making a total of 6,500. These may be for seven different people, or all for one, but must be all renewals and must be handed in all at once.

The above special offer will hold good until the first count, on December 30, at which time votes will be counted by the judges, who will award the \$10 in gold to the contestant who receives the largest number of votes up to the first count. The ballot box will close promptly at 7:30 p. m. on Tuesday, December 30.

Remember the \$10 in gold to be given to the contestant having the highest number of votes on December 30 is a special prize. It will in no way effect the standing of the winner of the contest.

A few contestants thought that the winning of the \$10 would effect the votes for the piano. It will not. All votes found in the box on December 30 will be included in the final count, which will decide the winners of the piano and other prizes.

Remember that each subscription you receive—either new, renewal or back—will get a certain number of votes with each year and those votes with an extra bonus vote also.

All votes to be counted must be in by 7:30 o'clock, Tuesday, December 30.

The following names have been suggested to act as awarding committee and count the ballots, and if no objections are offered they will constitute the committee:

Mayor J. L. Dorsett;
Guy Jacob, First National Bank;
H. C. Von Struve, Third National Bank.
Get busy and vote for your choice. This contest will be conducted square-

ly, and no partiality will be shown to any one. Do it now, and help some one reap the benefit of the liberal offer.

Remember to have your friends trade with the merchants who are giving coupons.

The following ladies have been nominated thus far:

- Miss Helen Groff, Plainview.
- Miss Erna Boedeker, Plainview.
- Mrs. Byron Hale, Plainview.
- Mrs. Frank Jeffries, Plainview.
- Mrs. Will Speer, Plainview.
- Miss Emma Pepper, Plainview.
- Miss Georgia Brashears, Plainview.
- Miss Ruby Hatcher, Plainview.
- Miss Patty Dalton, Plainview.
- Miss Myrtle Wade, Plainview.
- Miss Anna Butterfield, Plainview.
- Miss Minnie Cook, Plainview.
- Miss Dealva Harris, Plainview.
- Miss Ida Hill, Plainview.
- Miss Beula Hoyle, Plainview.
- Miss Mary Cox, Plainview.
- Miss Mary Howell, Plainview.
- Miss Edna Lockhart, Plainview.
- Miss Della Ansley, Plainview.
- Miss Ruth Harder, Plainview.
- Miss Euna Walling, Plainview.
- Miss Maud Brandon, Plainview.
- Miss Almira Strange, Plainview.
- Miss Ruth Watson, Plainview.
- Miss Mary Dalmont, Plainview.
- Miss Kathleen Joiner, Plainview.
- Miss Eula May Peace, Plainview.
- Miss Claudia Quisenberry, Plainview.
- Miss Grace Evans, Abernathy.
- Miss Louise Merrill, Abernathy.
- Miss Blanche Thomas, Abernathy.
- Miss Nina Farris, Abernathy.
- Miss Mary Smiley, Hale Center.
- Miss Elizabeth Webb, Hale Center.
- Miss Eula Elliott, Hale Center.
- Miss Sibyl Perry, Hale Center.
- Miss Nell Webb, Kress.
- Miss Ruth Crawley, Kress.
- Miss Olyne Valentine, Kress.
- Miss Floessie Samuelson, Kress.
- Miss Cioma Bohner, Olton.
- Miss Mila Crabtree, Olton.
- Miss Hettie Fetozoff, Olton.
- Miss Zole Silcott, Olton.
- Miss Margaret Shellabarger, Olton.
- Miss Bessie Branson, Olton.
- Miss Doris Millue, Olton.
- Miss Agnes Johnson, Littlefield.
- Miss Carrie Jones, Happy Union.
- Miss Ellen Eakin, Ellen.
- Miss Fanny Locke, Runningwater.

NOMINATING BLANK POPULAR VOTE CONTEST.

1913.

I hereby nominate or suggest the name of _____

(Address) _____
As a lady worthy to become a candidate in your Popular Voting Contest. I present this name with the distinct understanding and agreement that the editor shall not divulge my name. This does not obligate me in any way whatever.

(Signed) _____

(Address) _____

CHANGE OF SCHEDULE ON TEXICO CUT-OFF.

Littlefield, Lamb County, Texas, Dec. 16.—The schedule of the train operating over the new line of the Santa Fe Railway from Lubbock to Texico was changed yesterday. Trains leave Lubbock Monday, Wednesday and Friday at 11:05 p. m., instead of 10 a. m., as heretofore, reaching Littlefield at 2 p. m.; and, returning, leave Texico at 6:30 a. m. Tuesday, Thursday and Saturday. The new schedule connects with regular passenger trains at Lubbock, and is a great convenience to people along the line.

NO QUORUM OF CITY COUNCIL.

A meeting of the City Council was called for Monday night. Upon roll call

it was found that those present did not constitute a quorum and were dismissed, subject to a call meeting sometime before the holidays.

EAST INDIA SUBJECT OF TRAVEL STUDY CLUB.

The Travel Study Club met Monday afternoon at their club rooms, in the City Hall. The subject of discussion was "East India." Miss Duckworth most ably led the meeting, with a few choice readings from Kipling. Members after the meeting pronounced the reading the most interesting of the year.

The religion of India was next discussed, after which readings from Stoddard's Travels were read. At the next meeting Stoddard's Travels will be continued.

PLAINVIEW AIDS IN RELIEF FUND.

Flood Sufferers in Texas Given Seven
Boxes of Apparel from Homes
of Plainview.

Seven boxes, containing bedding and clothing, were sent from Plainview this morning to Rosenberg, Texas, to aid in the relief of the flood sufferers. This was done in response to the appeal sent out by the officials of the stricken district. The work was undertaken in this city by the women of the Benevolent Association, who sent the boxes with instructions to forward the goods if they were not needed in that particular district.

A wire received this morning by Mayor Dorsett from Caldwell, Texas, stated that food and many other necessities were already supplied, and that bedding and clothing were most in demand.

HALE COUNTY PHYSICIANS BANQUET AT BUSY BEE.

Practically a Full Quorum of Local
Medical Men Made Merry Saturday
Night.

The Hale County Medical Association gathered at the banquet board at the Busy Bee Cafe Saturday night from nine to twelve.

The informal dinner brought out much discussion of a professional nature from the assembled physicians, as well as much rivalry in the "lighter vein."

Those present were Drs. Flamm, Nichols, Owens, Anderson, Gidney, Lindsay, McClendon and Hanby, of Plainview; Dr. Underwood, of Hale Center, and Dr. Legg, of Abernathy.

The menu is most generally the thing, so it is given here in full:

- Cream of Chicken
- Celery
- Pickles
- Roast Young Turkey, Sage Dressing
- Cranberry Sauce
- Ham Gravy
- Potatoes in Gratin
- Creamed Peas en Timbales
- Sliced California Peaches
- Dutch Cake
- Coffee
- Milk
- Cigars

EPISCOPAL GUILD LADIES GIVE CHRISTMAS TREE AND BOXES.

The Episcopal Guild ladies met with Mrs. J. O. Wyckoff on Monday afternoon. Business was first dispensed with and the bazaar that they held was discussed. Though no word was made public as to the receipts derived therefrom, the ladies state that it was a big success.

Big Christmas boxes are to be given to the needy families of Plainview in order to assure all in this city a happy day. A tree is to be placed in the Guild Hall on Christmas Eve for the pleasure of the children of the Sunday School.

This organization has gotten into the spirit of the year, and it is hoped that other women's clubs will do likewise.

VISITOR FROM INDIANA PLEASED WITH COUNTRY.

N. L. Pennock, of Valparaiso, Ind., arrived here last Monday to spend Christmas holidays with his son, Dr. L. N. Pennock, of this city. The father had not seen his son for eight years.

"This country is a great one," said N. L. Pennock, as he was shown over Plainview and vicinity the other day. Continuing, he said: "Though I had always thought of this country as one devoid of water, now that I see your wonderful irrigation systems, my fears are unfounded. I am so forcibly struck with your winters and delightful climate that I am planning to extend my stay further into the winter."

CHRISTMAS AND SNOW.

"What is Christmas without a snow?" The fact that last night about three o'clock a light snow fell practically assures the kiddies that they will have a really, truly Christmas. J. J. Clark, the Olton mail carrier, reports nearly two inches at Olton.

What child is there that does not each morning express the wish that it will snow Christmas, in order that he may try out that wonderful new sled that he has asked dear old Santa to bring?

An early morning, a warm, glowing fireplace, a family with happy children, and a beautiful blanket of snow outside—that is the truly happy day! Now, children, let us all hope for a dandy, fine, snowy Christmas, and in

POULTRY SHOW OPENED TODAY

Three Hundred Fancy Chickens,
Ducks and Geese on Exhibition
in Finlay Building.

JUDGING BEGINS TOMORROW

Show Will Continue Until Saturday
Night; Citizens Asked to Inspect
Progress of Industry.

The South Plains Poultry Association opened the doors of the Finlay Building this morning on their third annual exhibition. Approximately 300 birds were in the uniform coops of the Association at that time. Judging is scheduled to begin tomorrow immediately after noon, upon the arrival of Judge H. B. Savage, of Belton, Texas.

Some of the classes are well filled, and the standard of the chickens, ducks and geese shown is above the average. Judging will be done by comparison, and will be difficult because of the evenness of the birds shown.

Bad roads and unsettled weather have united to prevent this from being much the best show ever held on the South Plains. A big string of birds owned by a Kansas breeder had been entered, but the unsettled conditions prevented their arrival.

The exhibit is of note as a demonstration of what is and can be done for poultry breeding in the Shallow Water Belt. It certainly deserves the inspection of all who wish to see this important industry grow in this section. The management especially invites the attendance of the people in Plainview, that they may see one of the factors in the development of this community.

The officers of the Association have decided to continue the public exhibition of the birds until Saturday night of this week, that all may have sufficient opportunity to visit the show.

Following is a list of the exhibitors and the birds they breed:

- J. S. Sparks, Falls, Texas.—S. C. Rhode Island Reds.
- R. L. Penick, Stamford, Texas.—S. C. Rhode Island Reds.
- Mrs. E. G. Sellars, Amarillo, Texas.—White Plymouth Rocks.
- W. B. Downing, Lubbock, Texas.—Black Langshans.
- C. C. Mitchell, Amarillo, Texas.—White Indian Runner Ducks.
- Dr. P. C. Wray, Jayton, Texas.—Buff Orpingtons.
- J. M. McNaughton, Happy, Texas.—Pekin Ducks, Mallard Ducks and Pea Fowl.
- Exhibitors from Plainview and vicinity are:
Mrs. Joe Leach—S. C. Rhode Island Reds; Indian Runner Ducks.
E. W. Byars—White Plymouth Rocks.
Mrs. J. C. Goodwin—White Wyandottes.
D. L. Alexander—White Leghorns.
J. W. Pipkin—White Orpingtons.
J. T. Hartley—S. C. Rhode Island Reds.
Mrs. P. W. Jackson—Barred Plymouth Rock; Fawn and White Indian Runner Ducks.
Wm. Mitchell—Toulouse Geese.
J. W. Richards—Partridge Wyandottes.
H. J. Dillingham—Buff Orpingtons.
J. M. Malone—White Plymouth Rocks.
Chester Stoddard—Buff Cochins Bantams.
Sloneker Farm—White Orpingtons, White Holland Turkeys and Fawn and White Indian Runner Ducks.
H. V. Tull—Barred Plymouth Rocks.

Madison, Wis., Dec. 12.—The "Wisconsin Idea" got into practical work-farmers' institutes to be held in the State this winter, opened in the town of Lake Nebagamon, Cordon, Park Falls, Glidden and Hayward and the counties of Douglas, Sawyer, Ashland and Price. Including the meetings which opened today, a total of 100 institutes will be held in sixty-eight counties between now and March 17, next. Everything from the raising of potatoes and cultivation of crops of all kinds to the care of orchards will be taught by prominent practical agriculturists. In connection with the farmers' institutes, forty cooking schools for the women of the State will be in session.

Your letters to Santa ask for snow. Write your letters to Santa, and we will publish them in our issues before the great day.

THE MAN THAT SHOWED MISSOURI.

The public has heard a lot of talk about eggs and egg-laying contests during the past year, but little has been said about the man that made famous, writes Chesla C. Sherman and Ranch.

At the age of seven years Professor Quisenberry commenced to raise poultry, and he is still raising and experimenting with poultry today. He loves poultry as only a Missourian can.

It was Quisenberry that made the egg-laying contest famous. In the first contest, which was held during the year 1912, some important discoveries were made, among them Lady Show-you.

If Quisenberry had done nothing but give us the egg-laying contest he would deserve a place in the National Hall of Fame, but he has not been contented to rest on his oars.

When Professor Quisenberry took charge of the Missouri station there were less than 100 members of the Missouri State Poultry Association.

tion the State was not appropriating a single dollar to the cause of poultry, but last year, largely through the personal efforts of Professor Quisenberry, \$62,392 were appropriated.

Under the personal supervision of Professor Quisenberry dozens of demonstration trains have been sent out to all parts of the State each year. These demonstrators and ble exhibits, being to the farm-speakers, all preachers, and messengers, in a way that drives them home, the value of the Missouri and how to care for her.

The work of the poultry board reached such proportions that it was decided to buy 36 acres of land near Mountain Grove, Missouri, and establish a permanent poultry experiment station.

Such is Professor Quisenberry—always hard at work in the interests of the hen he loves so well. He is traveling constantly from one farmers' meeting to another, always preaching the virtues of the hen and always receiving an enthusiastic welcome.

The American Poultry Association has chosen Professor Quisenberry a member of its executive board, and we doubt if there is a more popular official in that organization than Professor Quisenberry.

WARNING AGAINST HOLIDAY FIRES.

Austin, Texas, Dec. 15.—The Texas Fire Insurance Commission, through State Fire Marshal English, has sent to every mayor, fire chief and fire marshal in Texas a letter headed "Look Out for Holiday Fire Dangers," and warns against them.

Tuesday, Dec. 23 LeComte & Flesher PRESENTS Tom Arnold Tuesday, Dec. 23

IN THE GORGEOUS MUSICAL SPECTACLE

"The Prince of To-Night"

By Adams, Hough & Howard A Musical Gem Outclassing all Fancies of the Imagination. Overflowing with song hits and stunning girls

50 EXCELLENT CAST AND BEAUTY CHORUS 50 PEOPLE PONY BALLET OF WONDERFUL DANCERS PEOPLE

Features The Transformation to the Mythical Land of the Moon The Banquet at "The Breakers" Hotel The Blue and Silver Ballet A Brilliant Spectacle of Flowers and Lights The Water-Fete at Palm Beach

Complete Production Exactly As Produced One Entire Season in Chicago

CHRISTMAS CANDIES. Molasses Candy No. 1. Boil one and a half pounds of sugar, one-half pint of water and one-fourth cupful of vinegar in an agate kettle.

Molasses Candy No. 2. One quart of molasses, one tablespoonful of vinegar, one-half cup of sugar, one teaspoonful of butter. Boil, stirring constantly.

Molasses Candy No. 3. One cupful of New Orleans molasses, a piece of butter the size of an egg, one tablespoonful of vinegar.

Butter Scotch No. 1. Two cupfuls of sugar, one-half cupful of vinegar, heaping teaspoonful of butter; boil until crisp.

Butter Scotch No. 2. One cupful of sugar, one cupful of molasses, one-half cup of butter, one tablespoonful of vinegar; boil until it hardens in cold water.

Butter Scotch No. 3. Two cupfuls of sugar, two tablespoonfuls of vinegar, and butter the size of an egg; boil without stirring until it hardens in cold water.

Brown-Sugar Butter Scotch. Two cupfuls of brown sugar, one-half cupful of butter, water enough to dissolve it, and two tablespoonfuls of vinegar. Boil this until it is brittle; then add a pinch of soda; stir thoroughly and pour onto buttered plates to cool.

AMERICAN TARIFF ENCOURAGES JAPANESE EXPORTERS.

From industrial reports already received it is evident that the new American tariff has encouraged Japanese exporters, particularly those handling earthenware and porcelain goods.

The Japanese press generally expresses the view that the new American tariff will stimulate the Japanese export trade, specific reference being given to silk handkerchiefs, cotton matting, and habutai (silks).

demand cannot be filled by Japanese canners. Japanese soy, however, is finding a ready market in the United States aside from the demands of the Japanese subjects, and every effort is being made by manufacturers and exporters in Japan to secure further extensions of trade in this line.

The advance in the price of Java sugar in Japan is likewise attributed to the influence of the new American tariff upon the world's sugar trade.

To Cure a Cold in One Day Take LAXATIVE BROMO Quinine. It stops the Cough and Headache and works off the Cold. Druggists refund money if it fails to cure. E. W. GRUCE'S signature on each box.

We Are Ready to Serve You In Our New Mirror Front Up-to-the-Minute Store Room

Features of Our New Equipment to Which We Invite Your Attention Are:

New 20 foot Sanitary Fountain, finished in white Italian marble and in charge of P. C. Young, expert dispenser.

Eleven Tables in Specially Constructed Parlor.

All cold drinks served in polished glasses.

Two double section wall cases and three large show cases filled with bulk and package candies.

Complete news and magazine Depot.

Complete line of smoker's supplies.

Distributing Agency for latest model Edison Phonographs.

Let us take you thru on a visit of inspection.

The B. & K.

White Crest Flour

FOR CHRISTMAS BAKING

Wright & Dunaway Phones 35 and 355

Our Christmas Stock is Moving Rapidly--So Select Now

A Real Live Doll

The box holding the live doll will be opened in our window at 3 o'clock Saturday afternoon.

J. F. COAN & SON

Phone 269

RAISING OWN MEAT IS IMPORTANT FEATURE.

Every Farmer Should Carry Hogs on His Place; Bought Meat Means Many Additional Profits.

"The raising of plenty of meat and lard is one of the most important things connected with diversified farming. I hear some say it doesn't pay," writes a subscriber.

A greater delusion was never in the mind of a farmer, for we know it does pay. The consumer buys from the retailer, the retailer from the wholesale merchant, the wholesale merchant from the jobber, the jobber from the packer and the packer from the farmer.

Does it cost anything for the meat to make this trip and get back to the farmer again? It appears to me that if you raise your own meat you get the profit not only of the hog farmer, but of all these middlemen besides.

Aside from the middlemen's profit, there is the carriage, drayage, insurance, tax and rent incurred by these dealers that is tacked on to the price of the meat. You pay it all in the price of the meat.

Is it any wonder that meat is costly? Is it any wonder that people are clamoring for free meat? The farmer can avoid all this trouble by raising

his own meat.

Of course, one should have the best breed of hogs they can get. I would most earnestly advocate the thoroughbred. It is not always possible for one to buy the best, because of the high price. Then procure the best you can and build up the herd from year to year. The Poland-China or Duroc-Jersey is each a fine farm breed. They grow large and are thrifty. The meat is a good grade, and each produces lots of lard. I raised a Duroc that weighed 525 pounds.

One great fault, I believe, in raising hogs is to allow them to become poor or stunted, as we say. A pig once checked in its growth will never be the hog it would have been otherwise. It is not best to have them too fat, but better that than to have them too poor.

The right way is a good, thrifty growing condition. By a little experience you will learn how to maintain this condition if you are not in the old rut. Especially should one take care that the sow does not become thin and enfeebled. I find that the offspring of such a sow will never fatten properly; they are difficult to keep in condition.

Shelter and shade are important items. A hog shrinks from a rain, snow or cold wind as much as any other animal. The greatest reason that more hogs do not go to shelter is that they have none to go to.

It is cruelty to treat the hogs so, besides being poor business. I knew a man to put a pig in a small log pen; soon a rain came, followed by a bitter cold spell. The mud was so deep the pig could not root down far

enough to reach a dry bed. A few days later it died. Then the poor fool wondered what caused it to die.

I make my hog houses as follows: For the foundation and at the same time a framework, take two 2x6 twelve feet long, saw them in two, thus making four pieces six feet long. Now fit the ends together by sawing a block out of the ends of each.

Thus you will have a six-foot square with the 2x6 standing on edge. make the covering of 1x12, using six-foot lengths. This will give a steep slope and give more room inside than if they are shorter. Put a 2x4 at the top to nail to, also bevel the edge of your foundation where you nail the roof on.

Box up the ends, except a door three feet square in one. Make no shutter for this door, but turn it toward the south. Break all cracks with 1x4. In winter let it rest on the ground, to keep out the cold; in summer put it on poles about four feet high, one at each corner, for shade. This house may be easily moved about, as it will weigh only about 350 pounds.

It is large enough for two large hogs or for a sow and pigs. A better shade can be made of brush. Make the brush shade large and high and thick, so as to keep the burning sun as far as possible from the hogs.

Possibly the most important item of all is that of feed. It is the feed and the manner of feeding that determines the amount of profit in swine raising. I want to record one don't. Don't feed cotton seed meal. I believe it is possible to feed it successfully for a short time, but where there is one success there are a dozen failures.

I see the experiment stations do not recommend it now. Once I fed four beautiful pigs on it for about two months. They did fine and were healthy. One night one died; the next day the other three passed away. I felt like the darky that was about to be hanged. On being asked if he had anything to say, he said: "Yes, gentlemen, I want to say dat dis sho' will be a lesson to me."

I believe it is a poison generated by the meat that does the fatal work. Beware of cotton seed also. Many a pig has lost his life by picking up the waste seed about the place or eating from the patch.

Corn, bran, shorts, milo, kaffir and the multitude of good pasturage plants are too good for a fellow to be experimenting with cotton seed, cotton seed meal or any other doubtful food. Let the stations experiment on them.

Feed no corn in the hot season, but feed it abundantly in cool or cold weather.

It is too heating for summer. It is the corn that kills the hogs in summer, and not the hot weather.

Only a few days ago I saw some corn-fed hogs lying in the shade panting like they could hardly live. It was not an extremely hot day. My hogs the same day were quietly sleeping in the shade.

If you have to feed at all in the summer, give the bran and shorts. Give half of each and soak it about twenty-four hours, then make it into a thin slop. In our fine Southern climate we should not have to feed at all the greater part of the year.

You ask, what do you mean? I mean pasture, pasture. I have not fed my hogs since the first of March, and the stock hogs but very little during the winter.

When I have time and money to fix my pastures right, I am going to do little feeding at any time.

The best pasture I can get is oats in the spring and rye in the fall and winter. I cannot get them to eat rape. I suppose they would eat it if they had nothing better or were starved to it. I have also tried peas and sorghum, but they will not eat them as readily as rye.--Fort Worth Star-Telegram.

FREE WOOL.

Washington, D. C., Dec. 15.--The new tariff law which went into effect December first placed raw wool on the free list, and fleece produced in foreign countries is now permitted to compete in price with the native product on our home markets. The first day the law was in force more than a million dollars' worth of Australian fibre entered the United States duty

One Certain Way to Please a Woman

Present her with something for her home. They take pride in having the home cozy and enjoy the luxury of having their friends visit with them in pleasant surroundings.

Some Suggestions from Our Holiday Assortment May Make Your Selections Easier:

- Telephone Stands
- Tabourettes
- Pedestals
- Hall Mirrors
- Costumers
- Music Cabinets
- Bissell's Carpet Sweepers
- Rugs
- Dining Sets
- Kitchen Cabinets
- White Sewing Machines

- Smoker's Stands
- Umbrella Stands
- Magazine Stands
- Pictures
- Picture Frames
- Cedar Chests
- Skirt Boxes
- Parlor Sets
- Bed Room Sets
- O-Cedar Mops and Polish
- Sealy Mattresses

E. R. WILLIAMS

TELEPHONE 106

Just phone us and have a Singer Sewing Machine sent to your home. Try it out and if satisfactory pay us \$2.00 per month and the machine is yours.

Phone 453

Jordan & Hogue

113 N. Covington St. Plainview, Texas

FOR THE BEST SERVICE AND HIGHEST SALES

Ship Your Cattle, Hogs and Sheep to

DAGGETT-KEEN

Commission Co.



E. H. Daggett, Cattle Salesman



Chas. Daggett, Cattle Salesman

We're Our Own Salesman

Fort Worth, Texas

See our Market Letter in this paper

PHONES

Prospect 501 Long Distance 213 Hog and Sheep



E. Coan, Cashier



A. M. Keen, Hog and Sheep Salesman



Holiday Excursions

To all the Principal Points in the SOUTH and EAST on Sale December 20, 21 and 22, good for return limit, January 18th. Round trip Excursion Tickets to all Points within the State on sale from December 20th to January 1st, good for return limit January 6th.

Phone 224 For further information apply to R. F. BAYLESS, Agent

free.

Just what effect the removal of the protective tariff will have on the wool-producing business of the United States has not yet been determined. Sheep raisers around San Angelo report one of the largest fall clips in recent years, and numerous shipments of the downy fibre are being made to Boston markets, and are securing the usual top-notch prices from willing buyers.

HELPING THE FARMER.

Washington, D. C., Dec. 15.--The Sixty-Third Congress has been asked to appropriate \$244,000 for the collection and diffusion of information concerning the marketing and distribution of farm products, and for the first time in history the marketing side of agriculture is having an inning in National political affairs. The Thirty-Third Texas Legislature appropriated \$15,000 for the establishment and maintenance of a State Bureau of Markets, and many other state law-making bodies have considered the selling problems of the farmer.

Like any other business man, the farmer only wants a fair profit on his capital investment and a living wage

for his labor. There is no better way of helping him to make both ends meet than by giving him a profitable market for his products.

WANT THE GOOD WILL OF RAILROADS.

Brownwood, Texas, Dec. 15.--At a recent meeting of the business men and farmers of this county, a movement was inaugurated which has for its object the bringing about of better relations between the people and the railroads and the ultimate end of teaching the people to be more fair towards the transportation companies. The meeting was composed of the representative citizenship of this county, and was largely attended. The feature of the assembly was a talk by Brooke Smith, one of the most prominent of Texas bankers, and a leading thinker of Brownwood. Mr. Smith predicted that the day was not far distant when the people of the entire country would feel more kindly towards railroads, and called attention to the fact that Brownwood, by meting out fair and just treatment to the Santa Fe System, and treating the corporation as if it were a citizen, a good feeling has grown up between the management of



About Your Bank Account

Have your deposit in a bank that has sufficient surplus and undivided profit, as well as capital, so that when there is "tight money" you will not be embarrassed by having your loans called in at short notice. We make the interest of our depositors, our interest.

Third National Bank

the railroad and the people of that section, and that it has worked for the mutual profit and pleasure of all concerned.

The City Bakery

We bake practically everything obtainable in the bakery line. Any Special Order will be baked for you on a day's notice.

Our Shop is Strictly Sanitary, We Invite Your Inspection at Any Time

We will have many Special Cakes and Goodies for Christmas and will be glad to make anything else you may order.

The City Bakery

J. T. Van Arsdell, Proprietor

Telephone Number 170

The Twice-a-Week Hale County Herald

Issued on Tuesday and Friday.

BROWN & MILLER, Publishers

BURFORD O. BROWN, Editor E. B. MILLER, Business Manager

Phones: Business Office, 72; Editor's Residence, 158.

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NOTICE

All announcements of any church pertaining to services are welcome to the columns of The Herald FREE; but any announcement of a bazaar, ice cream supper, or any plan to get money, is looked upon as a business proposition, and will be charged for accordingly.

Subscription Price . . . \$1.50 per year (Invariably in advance)

THE COST OF LIVING.

The cost of living continues to go up, and not by modest and merciful gradations which would give us all time to strike for higher wages, but by vulgar leaps and bounds, which paralyze the impulses of the humble employe who fears that the demand which seems ample today may be altogether inadequate tomorrow. Here, for example, is report of the sale of a baseball player for \$25,000; not, to be strictly accurate, the sale of a baseball player, since slavery, at least in this barbarous form, is no longer permissible in this country, but the sale of the exclusive right to his services. This is the highest price, we are assured, that has ever been paid for the monopoly of the talents of any baseball player. This fact alone (and we assume it is a fact) would prove that the cost of living continues to mount, unless, indeed, one should be so bold and un-American as to assume that baseball is not an essential item in the cost of living. But what makes this transaction more notable is the circumstance that the services bought in this instance are not those of a youthful player who might be expected to retain his efficiency for a number of years; but, on the contrary, the services of a player who is already a veteran, and who can not, therefore, long retain that superlative efficiency which it is thought makes him so valuable. Undoubtedly the price of living is going up, but in ways which, we fear, will baffle all the attempts of Dr. Wilson to prescribe a sovereign cure for the malady.—Dallas News.

FEWER AND BETTER DOCTORS.

The number of medical colleges in the United States has decreased 14, and the number of students 1,200 and the number of graduates 500 in the year 1913, compared with the year 1912. Evidently we are to have fewer and better doctors.

For several years medical men have been conducting a movement for improvement of colleges in thoroughness and standards of teaching, and the result is beginning to appear in the records now reported. The movement has been accelerated by more exacting laws of examination and license in most of the states, by reciprocity among the examining boards of the states and by the increasing intelligence of the people who are not now so easily deceived by quacks and impostors.

Medical science has made wonderful progress in the last few years. Many diseases held to be incurable are found to be subject to treatment, and many new arts in surgery have saved lives or remedied disabilities that a generation ago would have been regarded as hopeless. The amount of suffering that has been relieved and the human energy that has been conserved by medical and surgical discovery during the last two decades are incalculable, and the world cannot measure its debt of gratitude to men of science and skill. On the other hand, there is no calculating the harm that has been done by ignorant, inefficient and unscrupulous practitioners.

Without excluding any rational and scientific method of healing or of relief, the states should continue as rapidly as possible to raise the requirements of medical and surgical practice. No man should be permitted to exercise power over health or life who is not learned in science and skilled in art. People are easily misled into using worthless remedies or into patronizing incompetent men, and it is clearly the duty of the state to protect them from ignorance or imposition.—Fort Worth Record.

Dr. W. N. Wardlow, of Corpus Christi, was here yesterday and today, visiting friends.

The Evening Herald

Everybody is talking about it. Everybody is anxiously awaiting its first appearance. Everybody is subscribing for it. Everybody is glad that Plainview is going to have a first-class daily newspaper.

Plainview was electrified the other evening with the news announcing the forthcoming EVENING HERALD.

When the boys went through the streets crying the extra nearly every front door in town was opened to receive the welcome news. The papers were eagerly read and the news travelled fast all over North Texas.

During the past two days nearly all of the large metropolitan newspapers and many of the small, country papers have announced the fact that Plainview is to have an up-to-date newspaper every afternoon. Every comment has been favorable.

The publishers of THE EVENING HERALD have received hundreds of messages, telephone communications and letters from all over the South. Most of the communications came from Plainview citizens and farmers throughout the surrounding counties, who have assured the owners of THE EVENING HERALD that they will cooperate in every possible way to make the new undertaking a tremendous success.

The publishers of THE EVENING HERALD take this opportunity of thanking their well-wishers, one and all, and regret that because of the great number of communications and the pressure of work in preparing for the daily, they will not be able to answer personally each and every one of the many messages.

Those who are familiar with a daily newspaper and its method of production know what a big task is ahead of the founders of THE EVENING HERALD and the thousand and one arrangements that must be perfected before the first issue appears.

It frequently happens that when a new daily newspaper is started in a city there are a great many people who oppose it, some on the grounds that the field is already overcrowded, others on the plea that it will retard rather than promote the best interests of the community.

It is interesting to note that in connection with the establishment of THE EVENING HERALD only good things have been heard about it.

Not only the leading business and professional men of the many towns which THE EVENING HERALD will serve, but most of the prominent farmers and stockmen have claimed that there was a great need for a daily newspaper which would fairly and completely furnish the news of the day, locally and by telegraph, together with comment and store news.

They are anxious to have a daily newspaper which will foster the interests of Plainview and all of its remarkable tributary territory, for they know that no other factor will contribute more toward the development and the expanding of this city and country.

THE EVENING HERALD will, as announced, make its first appearance on the first day of the new year.



Christmas Seals may be obtained at many of the stores in Plainview.

CHRISTIAN ENDEAVOR PROGRAM.

Following is the program arranged for the meeting of the Christian Endeavor Society on Sunday evening, December 21, at 6 o'clock, at the Presbyterian Church:

Topic—"The Christmas Spirit, and How It May Prevail."

"The Christmas Spirit"—Miss Mattie Lee Knight.

"The Spirit of Good Will"—Miss Hunt.

"The Spirit of Sacrifice"—Mrs. Park.

"The Spirit of Service"—Miss Flora Mae Scudder.

Violin Solo—By Mr. Kirby Scudder.

"The Power That Prevails"—Miss Fawn DeJarnett.

"How Can We Further Good Will Among Men?"—Mr. E. Van Deventer.

"What Can Our Society Do to Bring in the Kingdom?"—Dr. Pennock.

How the Christmas Spirit May Prevail (Christmas Lesson); Isa. 9:2-7.

Daily Readings.

Spirit of good will—Luke 2:8-14.

Spirit of sacrifice—Tit. 2:11-15.

Spirit of service—1 Cor. 9:19-27.

Power that prevails—Rom. 8:11-18.

The final vision—Rev. 21:1-7.

Love realizes it—1 Cor. 13:1-8.

The Ground Hog

went deeper and we bought

Cloaks Heavier

The Winter Has Been Milder

Extremes? Yes.

Yet, the Ground Hog may be right, lots of time for Cold Weather

But Our Cloaks Must Sell now

We have a big line of Ladies' and Misses, and the prices we are making is evidence of our weakened faith in the Ground Hog as a weather prophet.

No blame on the cloaks, they are new and right. Prices on the Red Tags are \$3.50 to \$29.00

Richards Bros. & Collier

102 N. Pacific St. PLAINVIEW, TEXAS 107 W. Main St.

What's in a Name?

If it is a name made familiar to the public through persistent and truthful advertising there is frequently a fortune in it.

It improves the old proverb of a good name being better than great riches—by making the good name bring great riches. Merchandising success is built on service.

Advertising is one of the greatest and most important factors in modern service.

It is the electric railway over which customers come to the store and goods move to the customers.

Herald readers are becoming greater advertising readers day by day because they find it pays.

It keeps them in touch with the men who are doing the world's work in a workmanlike way.

It tells them what to buy and when to buy at the best advantage, and best of all it makes them familiar with the names worthy of their confidence.

Lesson in Outline—Five Members Discuss.

Israel Saw the Future Christ. (verse 2.)

- 1. Israel sinned and was carried into captivity.
2. Prophets had warned them of the coming danger.
3. They were taught the future redemption of Christ.

2. His Kingdom would never be present and future.

Joy to Come with Christ. (verses 3-4.)

- 1. He would deliver the people from their sins.
2. Every one who obeys Him to be a free man.
3. His Kingdom would continue to grow.
4. There was great joy when He was born.

The Jewish Kingdom Was a Fighting Kingdom (verse 5).

- 1. Israel was continually in battle.
2. There was continual sorrow and bloodshed.
3. The new Kingdom was not to be so.
4. Christ was to conquer by love.

The Greatness of the Coming Savior. (verse 6.)

- 1. Was to establish an everlasting Kingdom.
2. A wise Counsellor and mighty God.
3. A herald of peace and happy State.

The Greatness of Christ's Kingdom. (verse 7.)

- 1. He would build on David's fallen kingdom.
2. His Kingdom would never be destroyed.
3. Was to be co-extensive with the earth.

TYPEWRITER WANTED.

Underwood or Oliver Typewriter to rent for a few months, with the view of purchasing later. Apply at Herald Office. —Adv. 11.

RADFORD'S ADDRESS

AT CLEBURNE.

Cleburne, Texas, Dec. 15.—Peter Radford, ex-president of the Texas Farmers' Union, and manager of the Texas Farm Life Commission, delivered an address on Thursday of "Home-Coming Week" to a large crowd of enthusiastic listeners.

Mr. Radford's principal subject was the marketing of farm products, rural credits and other matters of importance to the farmer. He also urged the farmer to pay his poll tax, saying that the coming campaign embodied several features of considerable consequence to him.

He argued that the tiller of the soil should not leave it entirely to the city man to choose the form of government of this great State.

SOLVING the SERVANT PROBLEM

Mr. Glenfaddle started out about two weeks before Christmas to solve the servant problem.

"The trouble with women," he said to his wife, "is that they don't go at the thing right. This trouble will never be settled until it is settled by diplomacy, and diplomacy is a thing that, I am sorry to say, doesn't come natural to women. Servant girls are only human—that's a thing which is too often forgotten. Treat your girls kindly and they will stand by you. That's the rule I go by in my business affairs. What kind of a time do you suppose I would have with the men in my office if I tried to manage them as a woman manages the help in her kitchen? Why, I'd always have to keep breaking in new people.

"Now let me give you a few pointers. Get something nice for the girl on Christmas—something that you would be glad to have yourself. Most women give their servants a few cheap trinkets that serve no other purpose than to show the girls that they are put away down in the social scale.

"Instead of getting her a ten-cent comb or a new contrivance to scrape the crumbs off the dining-room table, buy her a nice present this year. Give her something she will be proud to show to her friends. Then, you see, they will get to envying her and comparing their own cheap presents with what she got from us, and what'll be the result? She'll conclude that this is a pretty good place to work; she'll see that we give her credit for possessing good taste, and we will have no more trouble over the servant problem for awhile anyway."

Mrs. Glenfaddle decided to take her husband's advice for once. If the solemn truth must be told, she has never become addicted to the habit of doing this. But there seemed to be a few gleams of reason in his argument, and accordingly she decided to make her Emma thrice glad on Christmas morning. The girl had been very patient and faithful for quite a while anyway, and it was no more than right that merit should be rewarded.



"Emma Has Given Me Notice."

Among the things in the box which Emma found on the kitchen table when she went down to get breakfast on the morning of the great day were cloth for a fine new dress, a toilet set for her bureau, a glove box with a pair of gloves in it, and a purse made of seal leather.

The next day when Mr. Glenfaddle got home his wife said: "Oh, by the way, Arthur, I wish you'd put an ad in the paper tomorrow. Emma has given me notice that she will leave us a week from Thursday. She has found a place where she can get 25 cents a week more than we are paying her."

Lest They Forget. Hunt out the little lame girl, The poor boy who is blind; Hunt out the weary widow Who thinks the world unkind; Search down among the hovels Where gladness seldom strays, And teach the doubting people There still are Christmas days.

You have been busy planning To spread your gifts afar, To add your fair love-tokens Where joys and comforts are, But have you in your gladness Bestowed one kindly thought On those who sit in darkness, Whose crusts are dearly bought?

Your heart is full of kindness, You hear the anthems sung And gaze up at the windows Where ribboned wreaths are hung; You've heard the sweet old story With reverence retold— But there are hungry children Where all is dark and cold.

Hunt out the little lame girl, The poor boy who is blind; Hunt out the weary widow Who thinks the world unkind; Go down among the victims Of chance and greed and crime And cause them to remember That this is Christmas time.

Getting the Particulars. "Oh, have you seen your Christmas present to me, dear?" "No," he answered, "what did I give you?" "This beautiful cabinet for the dining-room."

"It's beautiful, isn't it? How much did I pay for it?"

CHRISTMAS CATTLE BRING HIGHEST PRICE OF SEASON.

Kansas City Stock Yards, Dec. 15.—Features this week in the cattle department at the stock yards were sales of Christmas cattle.

The climax was reached last Thursday afternoon, when three cars of short two-year-old Kansas steers, of various breeds, 1,229 average, sold at \$10. This price has been the target for feeders all season, and failure of the market to reach it has been a cause for much disappointment. Kansas City is the only market in the country that has done it, outside of show cattle at the Royal and at the International.

Various droves of fancy yearlings, both steers and heifers sold at \$9 to \$9.60 during the week. Getting away from the specialties, ordinary cattle have sold about steady for the week, she stuff and calves half a dollar higher; tops \$11.

Range cattle have been scarce and generally lacked finish. Quarantine arrivals have been liberal, largely oil mill steers at \$6.10 to \$6.90, some at \$7.10, and steers from Chickasha in the native division at \$7.10 to \$8.25. The beef market has shown larger capacity this week, but Iowa and Illinois feeders stand ready to keep the market hopper at Chicago loaded all the time, allowing small chance for prices to advance.

Hogs have sold without much change in price this week, though the tendency the last few days has been toward weakness. Receipts are running below a year ago, and local prices are as high as anywhere, and above up-river points. This condition is the automatic working out of supply and demand equalization, the prices paid here justifying shipments to this market usually considered outside of Kansas City's territory. Top to-day \$7.75, bulk \$7.35 to \$7.70.

Sheep and lambs advanced 15 to 25 cents the first of the week, and are holding steady since. Prime lambs sell around \$8.00, yearlings \$5.50 to \$6.75, according to weight as well as finish, wethers \$4.75 to \$5.25, ewes \$4.25 to \$4.75. Fancy lambs from Oklahoma Experiment Station brought a premium of 50 cents above the regular price to-day, \$8.50. Dealers figure that the market has reached its limit for the present.

J. A. RICKART, Market Correspondent.

See The Herald for Book Work.

American Vice Consul General James L. A. Burrell reports the opening, on October 26, of the new airship "harbor" at Dresden, Germany. It is 627 feet long, 190 feet broad and 121 feet high, and will accommodate two Zeppelins. Next year a new turntable hall for military airships will be built.

WE WANT YOUR CREAM. We offer you a steady market and the best price. PLAINVIEW CREAMERY CO.

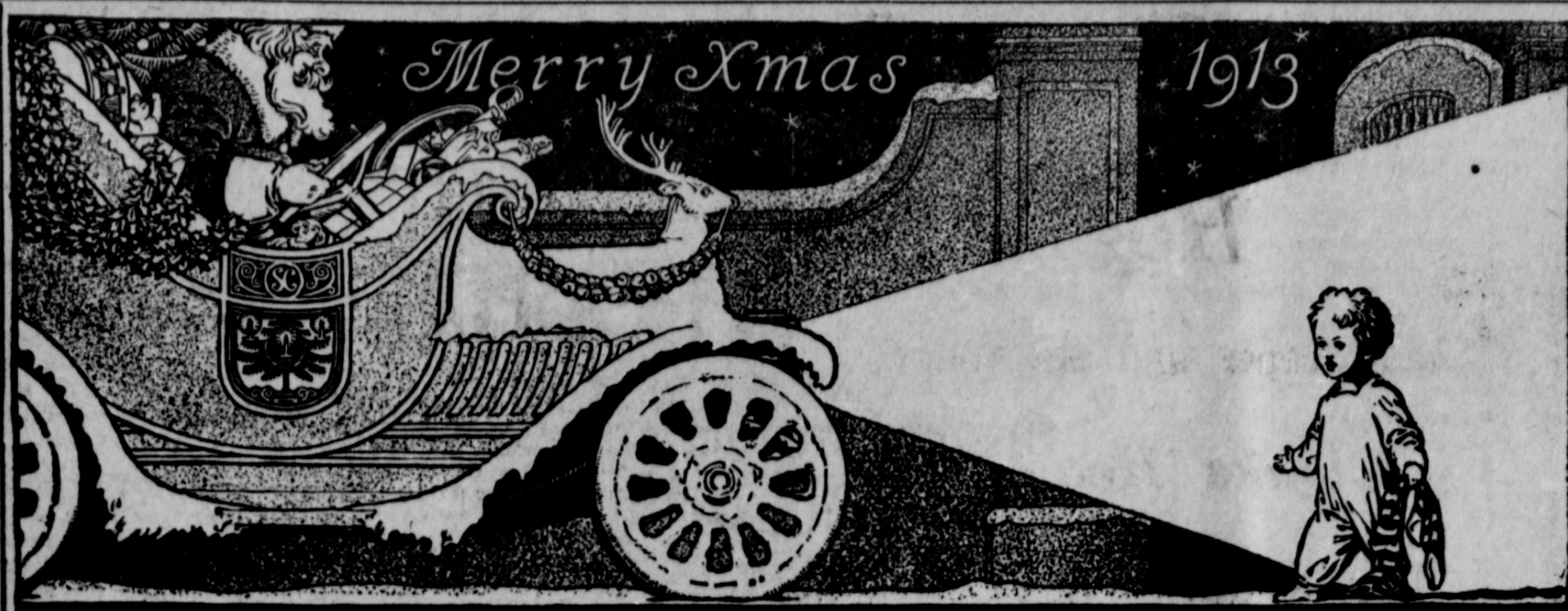
BILLINGS AND BILLINGS, Chiropractors. Plainview, Texas. Hours: 10 to 12 a. m.; 2 to 5 p. m. Phone 131 O'Keefe Building.

C. D. WOFFORD, Dentist. Rooms 14-16, Ware Hotel Bldg. Phones: Office, 143; Residence, 193.

DRS. GUYTON & NICHOLS, Surgery and—Eye, Ear, Nose and Throat. First National Bank Building.

DR. C. B. BARR, Veterinarian. Office at Gilbert's Bar. Phones: Office, 219; Res., 478. Plainview, Texas.

Announcements. For County and District Clerk—B. H. TOWERY, S. S. SLONEKER, W. H. BOX. For City Marshal—JOHN VAUGHN.



Copyright Hart Schaffner & Marx

MAKE THIS CHRISTMAS A HART SCHAFFNER & MARX CLOTHES CHRISTMAS FOR YOURSELF AND YOUR FRIENDS

CONSIDER the satisfaction you'll get or give by sending or receiving a

Hart Schaffner & Marx

Suit or Overcoat, sale prices \$17.50 to \$21.50

But if you don't care to go so "strong" as that, just remember that the other goods we sell are up to the same high standard of value.

Here Are Some of the Lesser Things We Have for Gifts:

GLOVES

Dress Gloves, suede kid, unlined and silk and knitted linings. Best grades **\$1.10 to \$2.25**
Heavy lined automobile gauntlets, wrist gloves and mittens **45c to \$4.50**

HOSIERY

Silk and silk lisle Hosiery, in tan, navy, grey, wine, green and Black **25c and 50c**
A special in Silk Sox, all colors, 3 pair for **\$1.00**

BAGS, COAT BAGS, SUIT CASES AND TRUNKS

A truly wonderful selection in quality and beauty; equaled by few, surpassed by none **Sale Prices**

HATS

Fancy Hats, \$3.00 and \$3.50 grades, on sale at **\$2.39**
Stetson Staple Shapes at a Liberal Discount.

UNDERWEAR

Men's Klosed-Krotch union suits, White Cat and Munsing makes, in regular slims and stouts, at **Reduced Prices.**

BOYS SUITS AND OVERCOATS

All Boys' Suits and Overcoats, \$5.00, \$5.50 and \$6.00 values, on sale at **\$3.95**
All Boys' Suits and Overcoats, \$6.50, \$7.00 and \$7.50 values, on sale at **\$4.95**
All Boys' Suits and Overcoats, \$8.00, \$8.50 and \$9.00 values, on sale at **\$5.95**
All Boys' Suits and Overcoats, \$9.50 and \$10.00 values, on sale at **\$6.95**
All Boys' Suits and Overcoats, \$11.00, \$11.50 and \$12.50 values, on sale at **\$7.95**
One lot Boys' Suits, broken lots, \$2.50 to \$4.00 values, choice **\$1.50**

HANDKERCHIEFS

Newest idea in initial Handkerchiefs, delicate shades in fast colors, on pure linen, in boxes of six, **Each 25c to 50c.**

SWEATERS AND SWEATER COATS

Jerseys, Heavy Roll Collar Sweaters, Sweater Coats, in a number of colors and styles. **All at Big Reductions.**

For Our Customers Advantage

THESE clearance sales of ours are held for the good of our customers; we give away profits pretty freely; it's no great big money-making operation for us, you may be sure. But we get good out of it; we clear the season's stocks; the time to sell winter clothes is in winter.

And we make a lot of friends and satisfied customers, and that's worth more than money to us.

HART SCHAFFNER & MARX

clothes are too good to be sold at such prices; but we don't mind that if you get the good. You want if you don't come along pretty soon.

Men's Suits

Men's Suits—made by Hart Schaffner & Marx. Any Hart Schaffner & Marx Suit in the house for **\$17.50**. Other Brands at similar reductions.
For your convenience, we have divided our Men's Suits into three prices.
All Men's Suits that sold regularly at \$30.00, \$27.50, \$25.00 and \$22.50 now on sale at, choice **\$17.50**
All Men's Suits that sold regularly at \$20.00, \$17.50 and \$15.00 now on sale at **\$12.50**
Men's \$12.50 Suits now on sale at **\$ 8.95**

Men's Overcoats

Men's Overcoats—Hart Schaffner & Marx Overcoats, regularly priced at \$20.00 to \$30.00; our own Specials, priced at \$12.50 to \$20.00, now—
\$30.00 and \$27.50 Overcoats **\$21.50**
\$25.00 and \$22.50 Overcoats **\$18.50**
\$20.00 Overcoats **\$14.50**
\$17.50 Overcoats **\$12.50**
\$15.00 Overcoats **\$10.75**
\$12.50 Overcoats **\$ 8.75**
One Big Lot Men's Overcoats, a special buy, will go in this sale at, choice **\$ 4.95**

At The Home of Hart Schaffner & Marx Clothes

MAIL ORDERS GIVEN CAREFUL AND PROMPT ATTENTION
FREE DELIVERY OUT OF TOWN BY INSURED PARCELS POST

Carter-Houston Dry Goods Co.

114-16 North Pacific Street

"Goods That Speak for Themselves"

Telephones 79 and 140

LOCAL AND PERSONAL

E. E. Roos was in Lubbock on business yesterday.

Mrs. J. M. Healy moved to Sweetwater Saturday.

Tom Shafer went to Tulla on business Wednesday.

W. G. Cobb, of Tulla, was in town Friday, on business.

J. M. Gist went to Memphis, Texas, on business yesterday.

T. C. Shepard left Saturday on a business trip to Dallas.

W. E. Ivy, of Swastika, was in Plainview today, on business.

Tom Vaughn left Thursday on a business trip to Hennessee, Okla.

R. C. Nichol left Saturday for Tular, S. D., to spend the winter.

B. N. Graham, of Kress, was in Plainview Saturday, on business.

Mrs. W. L. Williamson went to Amarillo yesterday, to visit friends.

M. D. Henderson left today for Kansas City, to spend Christmas with his family.

E. H. Perry returned Saturday from Oklahoma City, where he has been on business.

Miss Bonita Akers left Thursday for Lawton, Okla., where she will visit relatives.

Rev. Emil Recknagel, Lutheran pastor, held services at Happy Wednesday night.

J. N. Jordan and John Vaughn went to Abernathy today, to collect county and State taxes.

Mrs. M. A. Kinder and daughter, Goldy, went to Lubbock today for a few days' visit.

Rev. J. T. Hicks returned Wednesday from Canyon, where he has been on church business.

A. E. Butterfield left Saturday for Pittsburg, Texas, to work for the Anti-Saloon League.

R. L. Maupin left Wednesday for Lubbock and Post City, to visit relatives for a few days.

Harry Napp, who has been here with six prospectors, left Saturday for his home, in Fennimore, Wis.

D. E. Randall, former sketch artist on St. Paul papers, is in Plainview doing some portrait work.

Mrs. Jewell Forbes passed through here yesterday, after a visit with Rev. W. H. Forbes, at Silverton.

Mrs. Grady Pipkin returned Thursday from Hillsboro, Texas, where she has been visiting her parents.

A. J. Wolcott, who has been here looking after land interests, returned Friday to his home, in Dallas.

Miss Phalba Reed, who has been attending Wayland College, left yesterday for her home, in Fort Worth.

All of the barber shops of Plainview will be open until ten o'clock Christmas Eve and closed all day Christmas.

Dr. J. V. Guyton and wife left Friday for Walnut Springs, Texas, for a week's visit with Mrs. Guyton's parents.

Oliver Brown came in Thursday from Denver, Colorado, where he has been employed. He is visiting his parents.

Mrs. W. L. Fawver returned Thursday to her home, in Floydada, after a month's visit here with her son, John Fawver.

Miss Billy Hicks and Mrs. M. I. Draper and baby left yesterday for San Angelo, where they will spend Christmas.

R. B. Finley, who has been in the employ of Richards Bros. & Collier, left Friday for Dallas, where he will attend school.

J. C. Guest was up from Lockney Saturday, in his car, to meet his brother, J. L. Guest, who has been visiting at Haskell.

Rev. S. J. Upton and family moved to Plainview Thursday, from Tulla. Rev. Upton is residing in the district parsonage, near Seth Ward College. He will have charge of Lorenzo, Estacado and Petersburg charges.

H. S. Pearson went to Coleman Friday, on business.

Julian Rushing went to Lubbock, on business, Thursday.

Miss Pattie Dalton visited in Lubbock Saturday and Sunday.

Rev. J. N. Coker, of Hale Center, preached at Silverton Sunday.

Dr. Sanders, of Hale Center, was in the city today, on business.

A. B. Muncey and wife went to Amarillo yesterday to visit friends.

Bracy Hicks left Thursday for Clarendon, where he will attend school.

J. N. Haney, attorney, from Amarillo, was here on business Saturday.

J. D. Hanby returned Wednesday from a business trip to Oklahoma City.

J. H. McAtcheson left for Cleburne Friday, to visit relatives during the holidays.

Mrs. C. H. Bucks, of Abernathy, was here Saturday, doing some Christmas shopping.

Miss Ella Nelson left yesterday for Corpus Christi, where she will spend Christmas.

Mrs. Josie Harmon left yesterday for Cleveland, Miss., where she will live with her son.

S. W. Meharg went to Lubbock Thursday, on business for the Gulf Refining Company.

C. F. Scott and Henry Darden and families, of Abernathy, were here Saturday, shopping.

Mrs. Nick Alley, of Hale Center, visited her parents, Mr. and Mrs. W. B. Knight, here Thursday.

A. A. Davis left yesterday for Omaha, Texas, where he will spend the holidays with relatives.

Ote Martine left Thursday for his home, in Tucumcari, N. M., after visiting here with relatives.

H. C. Von Struve and wife returned yesterday from Abernathy, where they have been visiting relatives.

Misses Celestine and Perle Harp have returned from Amarillo, after a few days' visit with relatives.

Revs. H. H. Street and J. M. Harder left yesterday for Dallas, to attend a Baptist State Board meeting.

The "As-You-Like-It" Club will meet on the twenty-seventh of this month, with Mrs. E. F. McClendon.

Mrs. E. B. Hughes and Mrs. J. O. Wyckoff returned Wednesday from Dallas, where they have been visiting.

Mr. and Mrs. A. B. Munsey left today for Southern Texas, to spend some time on account of Mr. Munsey's health.

Scott Driver and family passed through here Friday, from Dickens, on their way to Bingham, Utah, where they will live.

Mr. and Mrs. Cain, of Amarillo, are here as the guests of Mrs. E. E. Roos. Mr. Cain is the State agent for Buick automobiles.

C. P. Arthur and Chas. Pratt, of Hereford, and Isaac Hatcher, of Emporia, Kansas, cattle buyers, were in Plainview today.

Mrs. L. D. Fite and children, of Lockney, went through here today, on their way to Magdalena, N. M., to spend Christmas.

Mrs. Jas. R. DeLay entertained last night for her mother, Mrs. Webb, who has been visiting her the past week. Mrs. Webb expects to leave for her home on Wednesday of this week.

Rev. B. M. Kilgore, District Superintendent of the Nazarene Church, began a revival at the Nazarene Church of this place last night.

Mrs. H. C. McIntyre entertained Tuesday evening in honor of Mrs. Bagby, of Dallas. A few of her intimate friends were present.

Judge L. S. Kinder and Mrs. Kinder and Mr. and Mrs. F. W. Clinkscales are enjoying a hunt in the Quitaque country. The party left here Monday morning, in their automobile, and expect to return before the end of the week.

E. Beaumont and D. R. Lytle, of Sioux City, Iowa, who have been here the past week looking at the country, returned home Wednesday. Mr. Lytle said he would return here to live as soon as he could get his business settled up in Iowa.



IF you leave your roofing work to us, we can save you the trouble of rainy-day calls for help.

You get from us the best roof that money can buy.

That's the old-time hand-dipped roofing tin, made by a 100-year concern that backs our reputation with theirs.

Roofs of this time-tried metal, put on by our workmen, will free you from roof troubles.

Write, phone or call

A. M. HAMILTON

Telephone Number 84

UNCLE SAM'S HEALTH GUARDIANS AT WORK.

Government Finds Many Sorely Afflicted in Tennessee, Kentucky and Virginia.

Washington, D. C., Dec. 12.—Approximately one in every seven persons in the mountains of Eastern Kentucky is afflicted with trachoma, according to Dr. John McMullen, of the Public Health Service. This dreaded infection of the eyes, a least evidence of which would cause Uncle Sam to deport immigrants at Ellis Island, is entrenched in an almost impregnable stronghold in the United States.

The scourge now prevalent in Eastern Kentucky and other sections of the Appalachian Mountain range is a National menace, United States Public Health surgeons say. The germs may be carried in hundreds of ways. Uncle Sam's health guardians are taking every precaution to prevent a general dissemination of the disease.

Hundreds of infected mountaineers today are being treated in newly es-

tablished hospitals. Many of them are stone blind, many are losing their sight and others are in the early stages of the disease, where simple surgical operations and care will save them. Two Government institutions have already been established, and, according to Dr. John McMullen, a score of similar hospitals will have been set up and manned by able men.

"Trachoma, as it is prevalent today in the mountains of Eastern Kentucky, is not only looked upon as a menace to that portion of the country, but to the entire Nation," said Dr. McMullen. "The disease is terribly infectious. It is transmitted by means of the common roller towel, the mode in which some of the people live—large families crowded together—and even the railroads are agencies which spread the infection far and wide.

"The Government realized this and is beginning a campaign, the importance of which can be readily realized.

"The pathetic side of the situation can only be seen by one actually engaged in ministering to the afflicted," continued Dr. McMullen. "Conceive, if you can, a family of fifteen persons crowded into a small mountain home. Three generations are living under one roof, the poor old grandmother and grandfather stone blind from the ravages of trachoma.

"The stalwart mountaineer—the father of the family—is suffering from 'sore eyes' and refuses to leave the inner darkness of the house. The strong light tortures him. His eyes are useless in the sunlight. He finally comes to the door and talks with you, a brawny arm drawn across his forehead.

"Inside is his wife—the mother of eleven children—also afraid to face the sunlight. About the unclean front yard are several of the children. Their eyes are sore and watery.

"They don't mind much, for 'sore eyes' is a common trouble in the neighborhood. Most of the children have them, and don't pay much attention to them.

"This family is destitute. The old grandfather is blind and can not work. He has been thus for years. The father is kept from labor because he has 'sore eyes' and is also helpless. The older children, if there are any, have left the family and are married, raising children of their own.

"Perhaps some of the other children are going to school. And here we reach the grave danger of trachoma spreading from one family to another through the agency of the school room. This is but an example of hundreds of cases," said Dr. McMullen.

This is what the Government discovered in the mountains of Eastern Kentucky, Tennessee and part of Virginia. Trachoma had a strong hold, and unless something is done effectively and quickly, similar conditions

will be common in the more thickly populated districts.

According to Dr. McMullen, the mountaineers are taking kindly to Government intervention in their behalf. Many of them walk twenty miles to be treated, and will submit to the most excruciating agony if such measures are required to effect a cure. The two hospitals already established are miles from railroads.

Uncle Sam's officers are also carrying on a campaign of education. Every patient treated is taught the simple attributes of cleanliness with relation to disease transmission. He is sent back to his community with a lesson to teach his afflicted neighbors, and is delegated to see that the Government's instructions are obeyed.

WINDOW DISPLAYS IN ORIENTAL STORES.

There is a well-defined movement among the larger Hongkong retailers toward the better display of goods in windows and otherwise, and it seems probable there will be opportunity for the successful introduction of American window-display appliances in the near future, says American Consul General George E. Anderson, Hongkong, British China.

From the beginning of the trade of the port and of the trade of other ports in this part of the Far East stocks have been carried by even the most progressive firms under circumstances which admitted of practically nothing in the way of window display, and often not even the most elementary counter display. Climate has had something to do with the custom, the prevalence of great typhoon storms in Hongkong and South China ports generally leading to a style of architecture which made large display windows impossible.

Recently windows constructed in Hongkong for some of the larger retail dry goods and department stores, however, have made provision for more or less elaborate show windows, and the advantage, not to say the necessity, of such windows in retail trade is becoming more appreciated, and for the first time in the history of such business in this part of the world window displays are becoming an important feature of the local retail trade situation. The large dry goods and "general" stores are now generally equipped with display windows, where, although nothing elaborate or unusual in conception in window trimming has been attempted, in many cases considerable skill and judgment are often shown. This is especially true of the four Chinese department stores in Hongkong, where some pains are taken to make this feature of advertising more attractive and more valuable.

Crowds Drawn by Unique Displays.

The newer of these stores greatly increased the size of the show windows over the usual type prevalent in the colony, and far beyond anything ever attempted in a Chinese establishment. The Chinese are greatly attracted by a well-displayed line of merchandise with suggestive backgrounds or decorations, and it is not infrequent to notice a big crowd of both coolies and the better class of Chinese in front of a window where there is something which is to them, at least, unusual or unique, and this is all the more noticeable in case some mechanical feature is brought into use illustrative of some specialty of the day or season.

Window trimming has not, of course, been reduced to an art, as in the United States, and from an inspection of the various shops in Hongkong, both Chinese and European, there is evidently a great lack of proper paraphernalia and necessary equipment for a successful and attractive display. There is reason to anticipate that many of the local European merchants could be induced to a free use of spe-

Come to Your Favorite Store FOR CHRISTMAS SHOPPING

December shoppers are finding this an attractive place to do their shopping. Stocks are large and varied, prices absolutely the lowest on merchandise of the high standard of quality this store is noted for.

An Interesting List

Cameras and Supplies Columbia Phonographs Jacob's and King's Candies Gift and Standard Books Safety Razors	Brush and Comb Sets Griffon Manicure Sets Parker Fountain Pens Dolls—all kinds. Bibles and Testaments Dresser Sets Toilet Articles
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Christmas decorations, post cards, tags, tissue paper, stickers, etc. And other Christmas gifts and novelties too numerous to mention.

R. A. Long Drug Company

TELEPHONE 237

For Your Christmas Dinner

You find lots of good things on our shelves to make merry with for the Holiday season. We will have high grade mince meat for your pies, the finest quality plum pudding, just like home-made, new Leghorn citron, fancy dates, coconut macaroons, coffee, highest grade table butter, Queen olives, and everything in staple goods.

WRIGHT & DUNAWAY
PHONES 35 and 355

Gifts of Lasting Worth

Jewelry given now may become the proud possessions of the great grand children of the recipients. There is nothing which will be cherished more than jewelry heirlooms passed thru generations.

We are showing a most interesting assortment of rich gold Christmas presents, any article of which would bring lasting cheer to the friend or loved one.

WILBERT PETERSON

JEWELER and OPTICIAN

cial fittings for various goods, while the Chinese are now ready to adopt almost any innovation promising successful results, and undoubtedly Hongkong will prove a good market in time for many mechanical window-dressing features.

THE RESULTS OF ADVERTISING.

By W. HOLT HARRIS, Fort Worth, Chairman, Mercantile Committee, Texas Business Men's Assn.

The editor of a certain Texas newspaper called on one of the merchants of his city for the purpose of selling him advertising space.

The merchant refused, and said that advertising was all right for some people, but it was not adapted to his business. He furthered his argument by saying that either himself or his clerks knew every one in the city and that his store did its advertising through personal conversation.

The editor inquired if every one in town traded at his store. The merchant answered in the negative and the conversation soon ended. The editor had won his point and secured a small contract. The merchant soon learned that a little newspaper advertising was all right and that more of it was still better.

His newspaper ads now reach thousands of listeners where his conversation publicity formerly had an audience of one or two. Ten customers buy where only one talked before, and this merchant is convinced that publicity is the thing.

The fact that advertising produces splendid results for Plainview merchants is shown forcibly by the large volume of advertising carried in each issue of The Hale County Herald.

RESULTS OF A VISIT TO PANAMA.

The visit of the Southern Commercial Congress delegation has probably promoted friendly relations on account of personal contact and understanding with Panama citizens, writes American Consul James C. Kellogg, of Colon, Panama. Commercial relations between the Southern States and this district will probably be increased by reason of the visit, as the delegation intends to advocate the establishment of freight lines and direct banking relations, and also to call attention to the commercial possibilities in trade with the Republic of Panama. This activity on the part of the delegation will presumably lead to the establishment of steamship lines and banks controlled by American citizens. An-

other result of the visit will be a campaign of propaganda conducted by the Southern Commercial Congress in bringing the Southern States to know the opportunities in trade with this district and the Republic of Panama.

The attention of the delegation having been called to the competition of the commissaries owned and controlled by the United States Government—which are thorns in the vitals of the merchants and importers of Colon and Panama—the director of the delegation has promised to see what can be done for the relief of them. In my opinion, the regulation

and restriction of the commissaries would do much to increase the trade and commerce and friendly relations between this country and the United States.

In order to increase the trade and commerce between this district and the Gulf ports of the Southern States, this office suggested to the director of the delegation that export commission houses be established in said ports similar to those established in New York City, which suggestion was approved, and which will be acted upon on the return of the delegation to the United States.

Electrically Equipped!

Indian MOTOCYCLES FOR 1914

Two-Sixty Standard Model. The greatest motorcycle value ever achieved. 7 H. P. Twin equipped with Electric Head Light, Electric Tail Light, Electric Signal, Two Sets Storage Batteries and Corbin-Brown Rear-Drive Speedometer. Price \$260.00. See Catalog for detailed description.

60,000 brand-new red machines will go out over the Indian trails during the coming year—the greatest motorcycle production in the history of the industry.

They will flash forth fully armed with "Thirty-Eight Betterments for 1914!" Armed with powerful and beautiful Electrical Equipment! Armed with a New Standard of Value which must completely overturn all existing ideas of motorcycle worth.

All standard Indian models for 1914 come equipped with electric head light, electric tail light, two sets high amperage storage batteries, electric signal, Corbin-Brown rear-drive speedometer.

You cannot fully realize the 1914 Indian without a thorough study of the 1914 Indian Catalog. It makes plain a host of compelling Indian facts that all motorcycle-interested men can consider to their real profit. Send for the 1914 Indian Catalog—the most interesting volume of motorcycle literature you've ever read.

The 1914 line of Indian Motorcycles consists of:

4 H.P. Single Service Model.....	\$200.00
7 H.P. Twin Two-Twenty-Five, Regular Model.....	225.00
7 H.P. Twin Two-Sixty, Standard Model.....	260.00
7 H.P. Twin Light Roadster Model.....	260.00
7 H.P. Twin Two-Speed, Regular Model.....	275.00
7 H.P. Twin Two-Speed, Tourist Standard Model.....	300.00
7 H.P. Twin Honda Special Model (with Electric Starter).....	325.00

Prices F.O.B. Factory

C. C. Green

Plainview
Agent for Hale and Floyd Counties

THE LATEST NEWS FROM EVERY PLACE IN TEXAS.

Pecos.—Several commercial organizations and irrigation districts in this section of the State are leading a fight to secure recognition in the new currency measure for Texas irrigation bonds as securities in which National banks may invest and issue currency on. It is expected that the proposition will receive much attention from the committee on banking and currency and something definite determined within a short time.

Houston.—Reorganization of the Texas Mid-Coast Congress is proposed at a meeting to be held in Houston December 16th and 17th. The Congress will also consider a proposal to make this city its permanent headquarters at this meeting.

Freeport.—The first solid trainload of sulphur to be shipped from this place went forward this week over the Houston & Brazos Valley Railroad for Eastern points. The train consisted of 25 cars and the shipment was estimated at 1,000 tons, with a money value computed at \$25,000.

Washop.—All of the new road-grading machinery and equipment ordered for building 40 miles of macadamized highways in this district has arrived, and is being put in working order. Work will be in full swing as soon as the roads are dry.

Waco.—More than fifty Texas youths enlisted in the United States army during the month of November, according to E. A. Stewart, of the Second Artillery, who is in charge of the four recruiting stations located in Texas, in the cities of Waco, Fort Worth, Dallas and Denison. This is the largest number that has enlisted for army service in some time, and this increase is attributed to the critical conditions that exist in Mexico.

Galveston.—The Santa Fe Railroad will expend \$1,000,000 during the next twelve months for new equipment for Texas passenger trains, according to information received here. The new equipment consists of 58 all-steel passenger coaches, 24 chair cars, 30 smoking cars, 35 day coaches, 15 "Jim Crow" cars, 15 steel diners, 10 parlor cars and 10 composite cars.

Beeville.—The Santa Fe Railway has just completed a new \$20,000 depot at this place and opened it to the public. This is one of the prettiest brick buildings in the city, and adds considerable beauty to the civic attractiveness of this thriving town.

Malakoff is leading out twelve cars of lignite a day from the mine in operation at that place. It has been learned that a new mine is setting up its equipment and will be ready for operation soon.

Houston.—A million-dollar Presbyterian Sanitarium is proposed for this

The Herald's Classified Want Ad Section

LIVESTOCK

JACK RABBITS WANTED. See or phone L. D. RUCKER PRODUCE CO. —Adv. tf.

FOR SALE—Thoroughbred Duroc-Jersey Male Hog. O. E. WINSLOW. —Adv. 80

Let L. D. RUCKER PRODUCE CO. handle your GREEN and DRY HIDES. —Adv. tf.

REWARD—\$2.50 for cow strayed Sept. 18; red, white-faced, 1025-horned, branded H. O. T. on side, and Y-H connected. Bought from C. M. Munson, near Lockney. W. M. BRYSON, Plainview, Texas. —Adv. tf.

Call The Herald for job printing.

NOTICES

NOTICE TO TAX-PAYERS. I will be at the following places on the dates mentioned for the purpose of collecting State and county taxes: Petersburg, December 15; Abernathy, December 16; Hale Center, December 17. JOHN C. HOOPER, Tax Collector, —Adv. tf. Hale County, Texas.

Ten-cent, 15-cent and 25-cent bundles of old papers at Herald office, to put under your carpets.

Get Stationery at The Herald.

CHRISTMAS SUPPLIES

If you are looking for something for your "HUBBY" or "INTENDED" for Christmas, come to our store and get a Griffon Desk Set. They are guaranteed to please. We have them in all sizes and prices. R. A. LONG DRUG CO. Phone 327. —Adv. tf.

city, the movement being launched by prominent Houston Presbyterians. Over fifty local physicians have volunteered to serve on the staff of the institution, and it is understood that a large part of the money necessary has been raised.

Beaumont.—The candy factory recently established here by a Louisiana concern has begun operation, and is busily engaged in the manufacture of popcorn, peanut and pecan bars and other dainties. This new enterprise will make its products from materials grown in Jefferson County.

Copperas Cove business men, lawyers, preachers and women participated in the two days' sidewalk building campaign recently. As a result of their efforts a mile of permanent sidewalks was constructed. All volunteered their services without pay.

Houston is being considered by a Pacific Coast timber company as headquarters for distribution of its products in the Central States. Shingles is the principal output, and it is pro-

Hundreds of sensible, well-to-do people are waiting to co-operate with you through Herald want ads. Advertise your needs--look for your wants,

REAL ESTATE

FOR SALE OR RENT: On easy terms, 11-room house, with fine young orchard; 3 1/2 lots. Phone DR. GUYTON. —Adv. tf.

FOR SALE, CHEAP—Small residence within 4 blocks of court house. Will sell on good terms. See B. F. MOORE, at Shoe Shop, Plainview, Texas. —Adv. tf.

FOR TRADE—I want to trade for a small stock of merchandise. Have land in the Hurley district. E. E. McDONALD, Amarillo, Texas. Ad. 79

ROOMS

FOR RENT: Furnished rooms, close in. Electric lights and bath. Inquire at Herald office. —Adv. tf.

See The Herald for Book Work.

HOUSEHOLD NECESSITIES

ALFALFA LUMBER CO. handles best Rockvale Coal and Niggerhead Coal. —Adv. tf.

Good bargains in our big assortment of Chinaware. TALBOTT'S RACKET STORE, East Side. —Adv. tf.

Call The Herald for Business Cards

GOOD COAL AT BARGAIN PRICES. I will have a car load of good coal on the track Monday. Can be delivered at \$7.50 a ton from the car. Phone 219. C. A. GILBERT. Ad. tf.

IMPLEMENTS AND VEHICLES

Ford Car for sale or trade. T. W. SAWYER. —Adv. tf.

COAL AND GRAIN

ALFALFA LUMBER CO. handles best Rockvale Coal and Niggerhead Coal. —Adv. tf.

GOOD COAL AT BARGAIN PRICES. I will have a car load of good coal on the track Monday. Can be delivered at \$7.50 a ton from the car. Phone 219. C. A. GILBERT. Ad. tf.

ALFALFA LUMBER CO. handles best Rockvale Coal and Niggerhead Coal. —Adv. tf.

LOST AND FOUND

LOST—Between Halfway, Texas, and Plainview, on Olton road, one bulldog pup; black, with white points; answers to name of "Bobby." Will pay one dollar reward to any one returning him to ALFALFA LUMBER CO. —Adv. tf.

LOST—MARE AND COLT—Dark bay mare with bay mule colt. Please notify JOHN CHILTON, 3 miles west of Halfway. —Adv. 80

LOST—Between the I. O. O. F. Hall and the Home Restaurant, last Friday night, Dec. 12, three Hand-Embroidered Centerpieces. Please return to MRS. H. H. ROGERS, and receive reward. —Adv. 80

LOST—A pair of double-lens, gold-rimmed spectacles. Finder please leave at Herald office. —Adv. tf.

MISCELLANEOUS

For Weakness and Loss of Appetite The Old Standard general strengthening tonic, GROVE'S TASTELESS CHILL TONIC, drives out malaria and builds up the system. A true tonic and sure Appetizer. For adults and children, 60c.

street improvements and the remaining \$75,000 for the erection of a modern high school building. Both projects will be started immediately.

Colorado is the scene of much building activity, and there have also been several real estate deals transacted there during the last few weeks. One of the largest realty deals ever recorded in that county was consummated last week, when W. L. Eldwood purchased the H. S. Ranch with 1,400 head of cattle for a consideration of \$125,000.

Temple citizens held a good roads meeting recently, at which time it was decided to map a good roads district and launch a campaign for the issuance of good roads bonds in the sum of \$500,000.

Brady citizens have been receiving lectures during the last week from B. L. Nance, a representative of the State Department of Agriculture, on agriculture and farm life problems. Marketing of farm products was also talked on by Mr. Nance.

Kingsville claims the distinction of having one of the most modern and up-to-date tourist hotels in the Southwest. The \$250,000 tourist hotel recently completed was formally opened to the public, and was quite an event in the history of Kingsville.

There is more Catarrh in this section of the country than all other diseases put together, and until the last few years was supposed to be incurable. For a great many years doctors pronounced it a local disease and prescribed local remedies, and by constantly failing to cure with local treatment, pronounced it incurable. Science has proven Catarrh to be a constitutional disease, and therefore requires constitutional treatment. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, Ohio, is the only Constitutional cure on the market. It is taken internally in doses from 10 drops to a teaspoonful. It acts directly on the blood and mucous surfaces of the system. They offer one hundred dollars for any case it fails to cure. Send for circulars and testimonials. Address: F. J. CHENEY & CO., Toledo, Ohio. Sold by Druggists, 75c. Take Hall's Family Pills for constipation.

WOULD MAKE THEM BETTER IF THEY COULD.

The makers of Foley Kidney Pills know that they have absolutely the best combination of curative and healing medicines for kidney and bladder ailments and urinary irregularities that it is possible to produce. Mrs. O. Palmer, 635 Willow Street, Green Bay, Wis., was seriously ill with kidney and bladder trouble. Mr. Palmer writes: "My wife is rapidly recovering her health and strength due solely to the use of Foley Kidney Pills." You cannot take them into your system without good results. R. A. Long's



The Silent Partner

Money at interest is a good silent partner that will work night and day, unflagging in its zeal; and, if left alone, the better work it will do.

No better protection could be offered for old age.

Citizens National Bank
Capital \$100,000

COCHRANE'S STUDIO



A Photo of yourself for a holiday gift. Cochrane has received some new style mountings and is making some special style portraits for this purpose. Ask about it.

Where they make High Grade Photos

posed to bring the product through the Panama Canal and to this city by the Houston Ship Channel.

Temple has been shipping a carload of turkeys each day for about two weeks, and it is expected that several other cars will be sent out before Christmas time.

San Angelo's Commercial Club is negotiating with a candy manufacturer in Nogales, Arizona, for the establishment of a candy factory in that place. The new enterprise has practically been assured and is receiving much encouragement at the hands of the local merchants.

Waco citizens gave a big banquet recently in the Riggins Hotel in honor of the builder of this magnificent hostelry. The first floor of the new hotel was gaily decorated for the banquet. Hon. Pat M. Neff, former speaker of the Texas Legislature, acted as toastmaster.

Greenville farmers living in Precinct No. 1 were the principal signers of a petition recently circulated asking the Hunt County Commissioners to call a \$400,000 road bond election in that district. The date of the election was set for December 27th.

Terrell has let the contract for the paving of one of the principal streets in the city, and will begin work immediately. It is expected that several other streets will be paved in the near future.

Brownwood people are jubilant over the discovery of coal near that place, and much excitement prevails there. In the seven test wells sunk over about a section of land, indications of coal have been found in all of them. At the deepest the coal was found at 123 feet and at the shallowest at 21 feet.

Galveston transportation circles have received word that the steerage fare between Texas ports and Europe has been reduced from \$37 to \$25, and it is expected that this action will result in an accelerated movement of immigrants to Texas.

Tyler people are eating Christmas strawberries grown this year by A. S. Blakeny, living two and one-half miles south of that city. Mr. Blakeny has marketed several crates of the berries recently.

Temple will soon have a continuous permanent roadway between its public square and the court house in Belton. A contract was let last week for the construction of about one mile of graveled pike connecting these places.

Bonham high school has just been placed on the list of accredited schools of the Southern States. In the states of the South there are but 142 schools that have this distinction, and few of these are in towns as small as Bonham. Texas has 32 of these schools.

Fort Worth royally entertained the Retail Merchants' Association, which met during the National Feeders and Breeders' Show. At this meeting sev-

Christmas Suggestions

This Big Store is Splendidly Equipped to Serve Christmas Shoppers

Our store service and adequate sales force is in position to take good care of the crowds of Christmas shoppers. Come in as early in the day as you can--it will be more comfortable for you--but we will give you prompt attention and service, no matter when you come.

Supplement your giving from our other big lines which we haven't room to mention here.

Choose From This List

- Victrolas and Victor Machines and Records.
- Edison Phonographs.
- Conklin Self-Filling Fountain Pens.
- Libby's Cut Glass.
- Jewelry and Diamonds of every description.
- Norris and Guth Candies.
- Eastman Kodaks.
- Christmas Novelties and Post Cards.

J. W. Willis Drug Co.

"THE REXALL STORE"

Store Telephone 44

Prescription Dept. 210

Christmas Gifts of Lasting and Practical Value Can Be Obtained From Our Big Stock Of

Stove Percolators, Chafing Dishes, Nickel Grape Fruit Sets, Baking Dishes, Casseroles, Trays, Lap Robes

ELECTRIC { Toasters, Irons, Percolators, Curling Iron Heaters

Ramikins and Alcohol Hot Plates

A Splendid line of Cut Glass. SILVERWARE--1847 Rodgers in Old Colony, Vintage and Charter Oak Patterns--Our Very Best in Pilgrim Patterns--all guaranteed to give absolute satisfaction.

We also wish to call to the attention of lovers

of hand painted china to our big new stock of china (a part of it is in the window), we have Bavarian, Austrian and Rosenthal makes. All is guaranteed to fire perfectly.

We also have a complete line of Haviland and cheaper grades of decorated and plain china.

How would on "Air Sweep" Hand Vacuum Cleaner meet the approval of yourself and the friend or loved one? They save many steps, much backache, and stand for genuine cleanliness. You don't know the value of a real cleaner until you have tried this one.

Then there's The Free Sewing Machine, another labor saver and our splendid line of Majestic and Round Oak Ranges and Vortex and Round Oak Heaters, fuel, labor and temper savers.

Aluminum Ware is always acceptable—we sell the "Ware that Wears" and Wagner's makes—both cast, spun and guaranteed. Surely you can select from our big assortment of double boilers, frying pans, Berlin kettles, Berlin saucepans, lipped saucepans, casseroles, ramikins, cream, gravy and soup ladles, dippers, waffle irons, cake griddles, combination and plain roasters.

For the Youngsters: --Velocipedes, Play Autos, Bicycles, Sidewalk Coasters, Ice Skates, Roller Skates, Foot Balls, Basket Balls, Volley Balls, Punching Bags, Rifles, Air Guns, and Pop Guns.

Donohoo-Ware Hardware Company

TELEPHONE 80

PLAINVIEW, TEXAS

MAJESTIC BULLETIN

No. 169

Thurs., Dec. 18
God of Chance

Drama
In Two Parts

Schnitz, the Tailor
Comedy

---Domino
---Keystone

No. 170

Friday, Dec. 19
Taming a Cowboy

Comedy

A Girl Worth While
Drama

---Thanouser

The Ice Man
Comedy

---Majestic

No. 171

Saturday, Dec. 20
Calamity Anne's Sacrifice

Comedy-Drama

A Deep Sea Liar
Comedy

The Rebellious Pupil
Comedy-Drama

---Reliance

Majestic

The Photo Play House Ahead

ROSS D. ROGERS, Proprietor

UTILIZING AMERICAN OIL TINS IN INDIA.

American empty kerosene oil tins, according to Consul Henry D. Baker, are largely used in India as receptacles and for fulfilling many of the purposes for which iron buckets and pails might be used. Handles are often attached to these empty tins, which are thus utilized for carrying water about in a household, and in many cases these are filled with sand and deposited in large Government and private offices for emergency in case of fires, when the sand may be easily flung on the blazing fire and thus extinguish it. Empty kerosene tins also have a wide use as containers of ghee (clarified butter used by the natives), and they are also put to use as flower pots; often they are flattened out and small holes pierced into them to serve as windows or peepholes, through which the ladies of zenanas or harems may look out of their houses without any risk of being seen themselves. These flattened-out tins also are much used as roofing for many of the poorer houses of natives. Empty kerosene oil tins sell for about 4 cents each.

CHRISTMAS CAKES.

Creole Cake.—Beat one cup of butter to a cream; gradually beat in two cups of sugar, then the beaten yolks of four eggs, alternately one cup of sweet milk, three and one-half cups of sifted flour, through which sift three times six level teaspoonfuls baking powder, two teaspoonfuls cinnamon and one teaspoonful each of cloves and nutmeg. Turn the mixture into a loaf cake pan, well buttered and lined with buttered paper. Sprinkle the top liberally with currants, chopped walnut, almond or pecan nut meats. Dredge well over the top with granulated sugar and bake about 45 minutes.

Sponge Fruit Roll.—Beat two eggs (without separating) until very light. Sift together several times one cup pastry flour, one-fourth teaspoon salt, two and one-half spoonfuls baking powder. Beat the flour mixture into the eggs, add one teaspoonful of vanilla and one-third cup of hot milk. Bake in a thin sheet in a quick oven. Turn from the pan onto a clean tea-towel, trim off the crisp edges and spread the unde side of the sheet of cake with icing, or orange or pineapple marmalade. At once, while warm, roll the cake into a compact

roll. Use the cloth in rolling, to avoid cracking the cake, and leave the cloth around it until it cools, to keep in shape.

Cheap Fruit Cake.—One pound of sugar, one pound of flour, three-fourths pound of butter, one and one-half pound of raisins, half-pound citron, one teacup buttermilk, one teaspoon soda, four eggs, one level teaspoon cloves, one level teaspoon allspice, one small nutmeg. Dissolve the soda in a part of the milk and add last.

Spice Cake.—One and one-half cups of butter, three cupfuls sugar, one and one-half cupfuls of sour milk, six cupfuls of flour, six eggs, one and one-half teaspoonful of soda, one and one-half teaspoons of cinnamon, one of nutmeg and one of allspice. Sift the soda in the flour.

Caramel Cake.—One and one-half teacupfuls of sugar, five eggs, four teacupfuls of flour, one teacupful butter, one-half teacupful of sweet milk, two teaspoonfuls baking powder. Bake in layers.

For the caramel, brown half a cup of sugar in a flat pan; let it almost burn, then dissolve it by pouring one cup of boiling water over it and letting it remain on the fire 15 minutes. When well dissolved, pour it over two cups of sugar and boil as for icing, stirring often. When it will fall from the spoon in short drops, add butter the size of a walnut; let boil five minutes, stirring all the time. Take from the fire and beat until stiff enough to spread on the cakes. Use plain icing or the caramel for the top and sides. Flavor may be used, but is not necessary if the sugar was browned sufficiently.

GOOD ROADS.

By HOMER D. WADE, Stamford, Secretary Texas Good Roads Association.

Fort Worth, Texas, Dec. 15.—The greatest chasm between the producer and the consumer is the mud hole.

The highwayman takes your money in spite of yourself. You help bad roads take it.

Without good roads there can be no development that will be permanent and enduring.

The elementary principles involved in improved highways are social and domestic happiness and business eco-

nomics. Man is made of dust, and to dust he must return, but if he lives on a bad road he must have dust or mud all his life.

Three things that should receive attention in road making are: First, grades; second, system, and, third, maintenance.

Mrs. P. D. Coulson and children, of Lockney, passed through here Friday, on their way to Snyder, Texas, to visit. Mr. Coulson accompanied them as far as Plainview.

Mrs. Francis Rook and Mrs. Lee Johns, who have been here visiting E. D. Craiger, left Thursday for their home, in Crockett.

Mrs. T. B. Russell, who has been visiting her mother, Mrs. W. B. Dare, left yesterday for her home, in Tampa, Florida.

Bob Fletcher and Carl Curtis left Wednesday for Roswell, N. M., to visit. They will go from there to the White Mountains, on a hunting trip.

H. P. King, District Traffic Chief of the Southwestern Telephone and Telegraph Co., was in town this week looking after the company's interests.

Mrs. J. P. Smith and Lucy Clift left yesterday for Austin, to visit. They will go from there to Augusta, Georgia, where they will make their home. Mr. Smith, who is a clerk in Carter-Houston Dry Goods Co.'s, will join them in about a month.

Charleston, W. Va., Dec. 12.—Improvement of the working conditions of miners in the West Virginia coal fields was the subject before the West Virginia Coal Mining Institute, which today closes its 3 days' semi-annual convention. R. S. Ord was the principal speaker, and led the discussion which followed his address.

WANTED.

Typewriter to rent for month of two. Underwood or Oliver preferred. Apply at Herald office. —Adv. tf

WANTED.

Four- or five-room, unfurnished house close in, or four rooms in apartment, also unfurnished. MRS. E. E. ROOS. —Adv. tf

Get Stationery at The Herald.

LETTERS TO SANTA CLAUS

Plainview, Texas, Dec. 9, 1913.

Dear Santa Claus: Please bring me a little doll and some nuts and oranges. I will close. With love, NETTIE EDA HOOPER.

Plainview, Texas, Dec. 9, 1913.

Dear Santa Claus: Please bring me a scarf and some cracker-jacks and nuts. I will close. With love, RUBY HOOPER.

Plainview, Texas, Dec. 9, 1913.

Dear Santa Claus: Please bring me a scarf and some cracker-jacks and nuts. I will close. With love, CALLIE HOOPER.

Dear Santa Claus:

I want an iron auto that will wind up and run and has glasses in front, and a compass with a mirror. SEWELL GRINSTEAD, Morrisville, Mo. December 12, 1913.

Plainview, Texas, Dec. 15, 1913.

Dear Santa Claus: I want a race car. I want some train cars. I hope your reindeers can come here. I am not at Knox City, where I was last Christmas. If your reindeers can come here, I wish you would bring me what I have asked for. I don't want you to forget any orphans. I hope your load is not heavy enough to break you down. I want you to remember baby sister. She wants a doll and a doll buggy. Good-bye. I hope to see you soon. I will close. From your little friend, RAYMOND W. REEVES.

Plainview, Texas, Dec. 15, 1913.

Dear Santa Claus: Please bring me a train. I want a horn and a drum. I want a Meccano set and some candy and nuts. Please bring me a Dutch windmill. I want some story books. I want some air-gun shot. Please bring me a soldier suit. I want a Santa Claus suit. HERSHEL PACK.

Plainview, Texas, Dec. 11, 1913.

Dear Santa: I am a little boy eight years old, and live in the west part of town, near Wayland College. I should like to

have a new suit of clothes, a drum, oranges, candy, nuts, a top that costs ten cents, and everything else that you think a little boy would like. Now, please, Mr. Santa, bring me a lot of nice things. If you will bring me all of these things I will be good till next Christmas.

FOISTER ELLISON.

Plainview, Texas, Dec. 16, 1913.

Dear Santa: I am a little girl 6 years old. I live 7 miles from town. I do hope it will not be too muddy for your reindeers to come to see me. Please bring me a doll buggy with a top, a doll piano and a bicycle. If you haven't any bicycles, please bring an auto. Your little friend, LOUISE FULLER.

Plainview, Texas, Dec. 15, 1913.

Dear Santa: I am a little girl three years old. I want you to bring me a nice dollie and a little ironing board. Please, Santa, don't forget little brother. He is one year old. Lovingly, VANDINE BRADY.

BENEVOLENT ASSOCIATION ACTIVE IN MANY LINES.

Children Will Be Made Happy; Church Clubs Will Aid Regularly in Charity Work.

That eighteen fatherless children may be made happy Christmas this year, the Benevolent Association has planned to prepare eighteen gift boxes to be presented to them. They have prepared a subscription list, which is in the hands of Mayor Dorsett. Many have already subscribed, and it is hoped that twenty dollars or more can be raised to purchase the gifts of clothing and toys for these boxes.

The Ladies' Aid Societies of the various churches have been asked by the Association to aid in their charity work. In response to this request, the Episcopal Guild, the Ladies' Aid Society of the First Baptist Church and the Missionary Society of the Methodist Church have each agreed to subscribe one dollar a month.

CATHOLIC CHURCH SERVICES.

There will be services in the Catholic Church next Sunday at ten o'clock. The mistake in announcement of time of the last services is much regretted by this office.

Call The Herald for job printing.