

PRAIRIE FIRE AT HALFWAY BURNS FIVE-MILE STRIP.

Correspondent Tells of Amusing Incidents Happening When Fire-Fighting Begins.

HALFWAY, Texas, March 8.—It is getting dry, and rain would be appreciated.

Mrs. Melvin Emerson has been quite sick, but is able to be up again.

Miss Lois Foley has the measles.

Little Miss Evelyn Lecy Stewart arrived in the home of Mr. and Mrs. J. E. Stewart Sunday morning at three o'clock. She weighs 9½ pounds, and she and her mother are both doing nicely.

Dalmar Lewellen returned from Wellington last Friday.

Mrs. B. B. Huguley entertained Misses Anne Hughes and Evelyn Claitor and Mrs. N. K. Smith and family at dinner last Sunday.

Robert Seiviers, of the West Side community, was a visitor to and joined

our Sunday School Sunday. A good-sized audience was out at church Sunday afternoon, in spite of the high wind.

Rev. G. I. Brittain filled his appointment here on Saturday and again on Sunday.

An exciting prairie fire raged a short time Saturday afternoon, starting southwest of Halfway and burning east for about five miles. In the excitement and haste of getting started to fight the fire, some amusing things happened. R. L. Hooper and son, Chester, started madly off in a wagon, when off rolled one wheel, but they quickly transferred themselves to a buggy and rushed on. Melvin Emerson, with broom in hand, in attempting to mount a horse was pitched off, but finally succeeded in reaching the scene of the fire. J. W. Pinkerton tied his horse to a post and had the rope burned in two, freeing his horse, and in attempting to get off an auto to capture his horse, he was thrown to the ground with considerable force.

Ed Griffith, of Amarillo, was visiting his uncle, of this place, Sunday. Miss Lula Bowman spent Sunday with Miss Vera Back.

Miss Edna Mayer spent Sunday with Miss Mae Skipworth.

J. E. and Miss Mell Stewart attended preaching services in Runningwater Monday night.

G. W. Lewellen marketed some six or seven hundred dollars' worth of hogs in Plainview last week, and a little later he expects to ship a carload or more. He also started to market today with a number of steers he has been feeding on his farm here. Some of these fat steers weighed more than seventeen and eighteen hundred pounds.

"DON EMMITT" NEW HERALD LAKEVIEW CORRESPONDENT.

Community Is Planning for School Rally to Be Held March 18.

LAKEVIEW, March 6.—The past week has been a repetition of many before—sunshiny and warm.

H. E. McCabe and family had for visitors from Lyons, Kansas, his brother, Chas. McCabe, and wife. They expressed themselves as being well pleased with the country. They autoed to Lubbock Saturday, and had a very pleasant trip.

The Mothers' Club of Lakeview community had a pleasant meeting Friday afternoon, at the school house.

The farmers are almost through hauling off their big grain crops, and are preparing for another.

There was singing at J. H. Lutrick's Sunday night, and the young people report a pleasant time.

The Lakeview school house is undergoing some much-needed repairs. Preparations are being made to plant some trees soon.

Jas Ellerd and wife went to Snyder, Scurry County, Saturday, on a visit and on business.

Mr. Gordon, of Happy Union, was down on business Saturday.

The health of the community is very good, though some of the children have been absent from school on account of bad colds.

There was a large crowd at Sunday School Sunday afternoon, at the school house.

Preparations are being made for the school rally that is to take place here on the 18th of March.

Mrs. Stovall reports her art pupils are doing fine work.

There is some improving going on in the community.

The Crawford boys, from Petersburg, are going to put a sod crop on a tract of land just west of the school building.

Several of the Lakeview people were in Abernathy Saturday on business.

Some of the young men in the community have gotten new buggies recently—for the summer campaign, perhaps!

The mild weather has been very fine on all kinds of livestock.

For want of more news, we close for this time. DON EMMITT.

ITEMS OF PERSONAL NEWS FROM KRESS CORRESPONDENT.

KRESS, Texas, March 8.—Mr. and Mrs. Rob Rousser are the happy parents of a baby boy, born February 21.

Mr. and Mrs. G. F. Tomlinson, of west of Tullia, came down to visit their daughter, Mrs. Rob Rousser, Friday, February 25th.

Mr. and Mrs. E. E. Carne and son came in their automobile from Tullia to visit her sister, Mrs. Rob Rousser, the fourth Sunday in February.

Rev. Brown and family came in their auto west of Kress the fourth Sunday in February, and Rev. Brown preached a good sermon at the Central Plains school house at eleven o'clock.

Rev. O. L. Halley, of Plainview, will preach Sunday morning and evening, March 12th, at the Baptist Church in Kress.

Mrs. W. H. Carrol went to Kress Saturday and visited with Mrs. J. Boney that night and Sunday.

Rev. Bone, of Hale Center, will come in his auto to Kress Sunday, March 19, and will preach in the M. E. Church at 4 o'clock.

Rob Rousser, T. A. Oliver and Mr. Merrell were hauling grain to Kress Thursday and Friday, and many other farmers have been hauling grain to Kress recently.

T. W. Hart went to Kress on business Friday and went back to his home, at Hart, 20 miles west.

D. D. Shipley, of Plainview, went in his auto west of Kress on business Saturday.

T. E. Kapaun shipped two car loads of hogs Friday to Fort Worth.

Rev. L. G. Hazzard, of Plainview, preached two sermons Sunday at the M. E. Church, and will preach the same the second and third Sundays.

A forty-two party at Helen Hart's, a mile east of Kress, Saturday night. F. Rousser was a business caller in Tullia Monday.

Will Rousser bought a new automobile the last of February, and his family greatly enjoy it.

Miss Cecille Morton.

Misses Jennie and Willie Thomas spent Sunday with Miss Nora Phillips.

The dance given by Mr. and Mrs. at Mr. and Mrs. B. V. Fruin's home.

Wist Friday night was well attended. A few from Kress were there.

Mr. and Mrs. Jim Helm were visitors.

at Mr. and Mrs. B. V. Fruin's home.

FAREWELL PARTY AT LIBERTY FOR W. F. BEARD'S FAMILY.

Sunday School Orders Fifty New Books—Hold Meetings Each Sunday Afternoon.

LIBERTY, March 9.—Miss Helen Groff spent last week with her sister, Mrs. C. C. Alexander.

W. F. Beard and family have moved from the Liberty community to near Olton. We regret their departure, but wish them success. At the home of L. L. Wheeler, a farewell party was given in honor of the Beard family Monday evening. Games of all kinds, checkers, Flinch, Old Maid and Forty-two, were played. Mrs. Wheeler served a luncheon, consisting of sandwiches, two kinds of cake and hot chocolate. All present had a jolly good time.

The Liberty Sunday School has ordered fifty new song books.

Mr. and Mrs. Charley King and children called on L. L. Wheeler and family Sunday evening.

C. P. Seipp and Miss Helen Groff called on Mr. and Mrs. Albert King Sunday evening.

Mr. Martin and sister spent a while with Misses Vena and Sallie King Sunday evening.

Misses Hazel and Dorothy Wheeler called on Eileen Groff Sunday evening.

Miss Alma Boston called on relatives in Kress Sunday evening.

Come to Sunday School next Sunday at 2 o'clock p. m.

HOLDING REVIVAL MEETING IN RUNNINGWATER COMMUNITY.

Dance Friday Night Was Well Attended—Four in School Exempt From Exams.

RUNNINGWATER, Texas, March 8.—The Methodist meeting is going on here—services at eleven o'clock and at eight-fifteen at night. Everybody is invited to attend.

Those who were exempted from the monthly examination were Ethel Witt, Gladys Knight, Fred Phillips and Sidney Hunt.

Mrs. A. E. Knight, Gladys Knight, Lewis Knight and Mr. and Mrs. C. E. Locke made a trip to Canyon Saturday and Sunday.

Miss Clara Hunt spent Sunday with



A Leading Food Expert

stood before the big battery of milling machines in the Grape-Nuts factories at Battle Creek, Mich., and after inspecting both the wheat and flour said to the miller:

"That's selected wheat, and no 'patent flour' stunt, either. That wheat comes out of the rolls as honest and unrefined as it went in. Where did you ever make flour before that retained the true mineral content of the grain?"

And the wise miller replied: "I have worked in a good many mills, and I am no youngster, but let me tell you, I never made whole wheat flour like that until I came with this company."

The truth is, white flour is woefully lacking in certain essential mineral elements which are thrown out in the milling to make flour white and pretty, and its use frequently results in impaired health and activity.

The famous pure food,

Grape-Nuts

is made of honest whole wheat and malted barley; and supplies in splendid proportion all the brain- and nerve-making, bone and muscle-building elements of the field grains, including their mineral elements.

Rich, nut-like flavour, ease of serving, and quick digestibility have made Grape-Nuts a household word the country over.

"There's a Reason" for Grape-Nuts

Sold by Grocers everywhere.

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

Make an appointment today

COCHRANE'S GROUND FLOOR STUDIO



Benefiel AUTOMATIC HANDI-TOOL

A Jack of All Trades and Master of Each

The original "18 in 1" Automatic Handi-Tool you've heard so much about. Successfully combining an automatically operated, button-controlled Lifting, Pulling and Construction Jack, Fence Stretcher, Wire Splicer and Mender, Post, Stump and Shrub Puller, Tire Tightener, Press, Vice, Clamp, Hoist, Wrench, and dozens of other everyday uses. Thousands used the world over by all occupations. Saves the cost of \$100.00 worth of necessary tools. Double acting, steel detachable lever. Built of open heart steel and malleable iron. Guaranteed for life—no charge for repairs. Sold on 30 days' trial. Old jacks taken in exchange. Manufactured by CHAS. E. BENEFIEL CO., Inc., 408-420 West Tenth St., Indianapolis, Ind.

For Sale by Gilbert Hale, Route 2, Lockney, Texas



Special Excursion Fares During March

We will have a number of special rates to various points in Texas during March, this in addition to our all-year and ninety-day round-trip rates. The following are a few destinations we have listed at this date:

Galveston, account Scottish Rites Reunion, March 20-25.

Austin, account Retail Monument Dealers, Texas Woman's Press Association School of Journalism, March 20-25.

New Orleans, La., account Mardi Gras, March 2-7.

Fort Worth, Merchants' Meeting, February and March.

Fort Worth, account Fat Stock and Horse Show, March 13-18.

Fort Worth, account First Annual Convention Baptist Students, Missionary Society, March 22-26.

Houston, account Cattle Raisers' Association Convention, March 21-23.

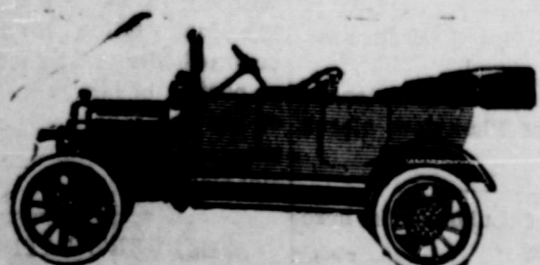
Mineral Wells, account I. O. O. F., March 20-24.

For further information, 'phone 224.

J. LUCAS.

Ford THE UNIVERSAL CAR

Economy—in low first cost and small cost to operate and maintain. Strength—ability to stand up under the hardest sort of use. Simplicity—a plain sturdy motor in a wonderfully strong and light car, easy for anyone to run and care for. The Ford car—your necessity. Runabout \$390; Touring Car \$440; Coupelet \$590; Town Car \$640; Sedan \$740, f. o. b. Detroit. On sale and display at Barker & Winn Ford Agency.



A Word of Appreciation

Our first month's business in our new location was far better than we had anticipated. Our increased sales show how well the public appreciates our enlarged service facilities and our efforts to save them money in their purchase of household furnishings.

We are putting special effort into the work of our repair department. Employing only expert workmen in our upholstering and re-finishing. All work of this department is fully guaranteed when delivered to you.

We are constantly adding to our stocks and appreciate the confidence of our customers shown in our development. We hope that during the coming month we may make many more customer friends and ask for the opportunity to serve you.

PHONE 95

W. E. WINFIELD

PHONE 95

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

BRING SAFETY INTO YOUR BUYING

HALLMARK

Trade Mark

You can depend on this. 476 of the the best jewelers in the United States are back of it with their reputations.



W. Peterson

Nationally Advertised Goods Implies Standardized Goods

The manufacturers of these goods spend millions annually in conducting their advertising campaigns in order to get the public to associate their brand for the article in question. By using persistency they get results. When you think of buying hosiery naturally you think of Black Cat, when you think of a hat Stetson bobs up, so it is with Selz for shoes, McCall's for patterns, etc.

The consumer is doubly protected—first in buying goods that have been tried and repeated, and in having a double guarantee.

You will find nationally advertised goods at our store.

JACOBS BROS. CO.
ONE PRICE SPOT CASH

The manufacturer who is willing to go before a criticizing public and "expose" his products in all detail of construction, quality and guaranteed worth is the producer who has faith in his own goods. You as a buyer are protected by his faith and his advertised assertions. He must live up to his advertising and he knows it. A manufacturer who is offering for sale a product as good as it can be made welcomes publicity and pays big sums to obtain it. The nationally advertised product does not cost more because of heavy advertising appropriations—rather does thoughtful advertising so greatly increase production that manufacturers are enabled to cut selling costs.

NATIONALLY ADVERTISED GOODS

J. W. Willis Drug Co.

Phone 44 New Grant Building, opposite Elk's Home

Nationally Advertised? Yes

The best lines in the United states are to be found only at

REINKEN'S "WATCH OUR WINDOW"

Among the well known brands we carry are the following; they need no further introduction as the names alone stand for all that is good and desirable:

- Kuppenheimer and Stadium Suits for Men
- Steadfast Shoes
- Stetson Hats
- Lion Shirts and Collars
- Palmer Coats and Suits
- Mitchell Dresses
- Gossard Corsets
- Queen Quality Shoes for Women

Plainview Mercantile Company

"The Plains' Foremost Dry Goods House"



The "VICTROLA" doesn't promise, it accomplishes. Why deny yourself longer the opportunity of having the world's best musical artists in your home.

With a "VICTROLA" every home can enjoy the world's best music.

Remember we are the EXCLUSIVE dealers for "VICTOR" TALKING MACHINES in PLAINVIEW and carry in stock all sizes from \$15.00 to \$200.00

We sell on the Easy Payment Plan to those who cannot pay all cash. Talk to us about it.

Each month's new records for sale 29th each month.

We are exclusive dealers for "MAZDA" globes. All sizes and kinds.

Garrison-Connor Electric Co.
PLAINVIEW, TEXAS

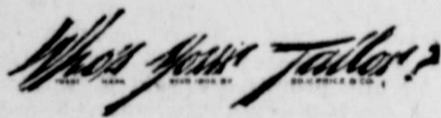
NO line of Guaranteed Drugs and Drug Sundries so widely advertised or so well known as the famous

REXALL

We have an exceptional stock.

DYE DRUG COMPANY

Phone 23



Who first comes to mind when you think of Tailored-to-Measure Clothes? None advertised so extensively or give such universal satisfaction as

ED. V. PRICE & CO.

Bring us your orders.

WALLER TAILORING COMPANY

\$25

The Herald offers \$25 for the best window display of Nationally Advertised Goods shown during Special Display Week, March 20th to 25th. All firms entering this contest must register at The Herald office not later than noon, March 17th. This contest is open to every firm in the city and is limited to one window. The Herald will select one judge, the contestants a second and these two a third.

Read any magazine—they all tell you why you should "Let the Children Kodak" with the

Eastman

"Get It Where They Have It and Guarantee the Quality"

THE R. A. LONG DRUG STORE

Phones 327 and 400

J. I. Case Implements

Made famous by advertising and quality will meet your every requirement. If you will give us the opportunity to demonstrate them you will be convinced of their superiority.

Plainview Hardware Co.

Phone 293

Farm Implements, Stoves and Ranges, Aluminum Ware, Cream Separators, Cutlery, Sporting Goods, Scales, Table Ware, China, Glass Ware, Harness, Tools, and all kinds of Farm, Garden and Home Hardware in those lines most generally advertised.

We guarantee the manufacturer's guarantee

DONOHOO-WARE HDW. CO.

RICHELIEU CANNED GOODS WHITE CREST FLOUR

Advertised brands which we absolutely bank on.

Hardly a piece of goods in our stock which is not nationally advertised.

Boyd Grocery Co.

Phone 205

If You Need Anything in the Drug Line Phone Us

Mr. Chambers delivers for us on his motorcycle and will be at your door in a minute

LONG-HARP DRUG CO. Phone 161

Much of Our Success

We consider to be the result of our co-operation with the jobber and manufacturer in pushing well known brands. We know we are safe in doing so and you are safe in buying them.

We have the exclusive sale of
CHASE & SANBORN COFFEES

SEWELL GROCERY CO.

OF COURSE YOU'VE OFTEN READ THE ADVERTISING OF
**STAR WINDMILLS JOHN DEERE IMPLEMENTS
FLORENCE BLUE FLAME WICKLESS OIL STOVES**

As well as that of many other of our lines in the leading Farm Journals and Magazines. We stand back of the goods.

R. C. WARE HARDWARE COMPANY

The Most Widely Advertised Product in the World



KNIGHT AUTO CO.

Phone 237

We have always stood behind those goods which the manufacturer is not afraid to advertise—result: Many pleased grocery customers and the satisfaction to us of selling good goods at right prices.

Distributors Heliotrope Flour.

PIERSON & SMITH

Phone 348

The Herald's Review of the Movies

A Gripping Problem.

In "Temptation," at The Ruby Tuesday, Manager Boss Rogers gave all that had been promised. "Carmen," the first release of the erstwhile prima donna, Geraldine Farrar, was enthusiastically received in Plainview some several weeks ago. None the less interesting than the story was Miss Farrar herself in the film shown Tuesday. Her mannerisms and ever-changing expression in the film showed that no pains had been spared by the photographer, Cecil B. De Mille, to catch the full expression of her personality.

There is a wonderfully clever truthness to life in this film. The smallest detail of facial expression is brought out, and the settings are such that the pictures appear at almost all times as life-size images of the principals. That there is display of true art in this wonderful photoplay is unquestioned.

The murder scene, however much

revolting, is cleverly manipulated, so that the ghastliness of Maroff's act is in a degree removed from the mind of the on-looker. But, why is it that the producers of photoplays feel that there is necessity for introducing murder, villainy and revolting deeds, which would ostracize any man or woman from a thinking society?

As photoplays go, "The Temptation" is a marvellous picture. The problem of the play is evident when the climax is reached. The question in the minds of the spectators is the same that weighs on the mind of the principal. Fame awaits her and her betrothed for merely acquiescing to the demands of one man. She is strong enough to push temptation aside. Then comes renewed temptation, augmented by the call of poverty; she is strong enough yet to resist. When the life of the one dearest is at stake, temptation scores a victory. And that's the problem—

shall she yield to the low and groveling and save the life of her betrothed or resist and see him die. However improbable it is that such a condition as that in which her betrothed life depends on her shame might actually exist, that passed, the problem is gripping on the mind of anyone who follows the play. Even though her pact with Muller is not fulfilled, her vindication by his death at the hand of another is not complete. In intent, she has met the full requirements, and her dilemma, so far as guilt is concerned, is not lessened by the demise of her coercer.

"Excuse Me," in five reels, at The Olympic Monday, is one of the most thoroughly funny offerings made by any of the local houses in many weeks. The bill made a marked hit among the latter-day forces of the legitimate stage, and should lose but little in the screen picture, because of the rapid action of the play. It is a succession of laughs with but little plot to carry the story. Practically all of the action occurs in a Pullman car between Chicago and San Francisco. A black-face Pullman porter and a series of mistaken identities furnish continuous laughable situations. This is the first screen offering of the H. W. Savage organization, and carries some screen favorites in its cast.

The same day, at The Ruby, appears No. 13 of the "Gratt" series. The pictures of this serial continue while the stories as carried by The Herald run their course. "The Powder Trust and the War" is the title of the next installment. The program is complete with No. 2 of "The Journals of Lord John" series, a story of mystery in which William Garwood is starring.

The Mae I. opens the week with "The Painted Soul," in which is featured the famous emotional actress, Bessie Barriscale, one of the most renowned actresses in casts playing in Mutual Masterpictures. The central character is a girl of the underworld who becomes a model for an artist, who becomes enamoured with her. The artist's mother tells her she is unfit to be his wife. She allows herself to be compromised and afterward arrested on a trumped-up charge. Her own resurrection starts after she has cleared herself of the artist and starts out on a changed life. A Falstaff comedy is booked for Monday, also.

Two single-reel comedies and "The Heart of a Mermaid" come to The Olympic Tuesday. The latter is a three-reel special with Mary Fuller heading a strong cast. It is a comedy of a mermaid who comes to life in the hero's dream. He takes her aboard his yacht, at first violently in love with her, but soon tires of her unconventional conduct and lets her return to her ocean home. The plot may properly be termed novel.

Hypocrisy, suspicion and intolerance are said to be adroitly handled in "The Tongues of Men," billed at The Ruby Tuesday. Constance Collier appears as an opera singer who is denounced by a priggish young minister through the press. The singer proceeds to

the solution seems inevitable as soon as the characters are announced. This is a five-reel Broadway Universal feature.

With two good comedies, The Ruby has added the stirring three-reel photoplay of army life in the Philippines entitled "As the Twig Is Bent" for Wednesday. The commencement of the story is trite in its melodramatic setting and does not vary greatly throughout. The military details of the picture have been well looked after, and the Philippine scenery promises to be cleverly counterfeited.

Wednesday is Firemen's Benefit Day at The Mae I. "The Devil," a five-reel Mutual Masterpicture featuring Bessie Barriscale, and a Beauty Comedy, "Almost a Widow," featuring Neva Gerber and Frank Borzage, are the program offered.

"Neptune's Daughter" Coming. It is said that the greatest photoplay in the world is "The Birth of a Nation," in nine parts, and that "Cabiria," in twelve parts, produced at a cost of more than \$250,000, is second. The claim is made that "Neptune's Daughter," an eight-reel picture featuring Annette Kellermann, the most perfect formed woman in the world, and champion diver and swimmer, is third.

Whatever the rank of the pictures named is, "Neptune's Daughter" has played to large crowds in all of the cities in which it has been shown. It has been released for some several months, but it is still popular and has been played on many return dates. The Olympic will show "Neptune's Daughter" Tuesday, March 21, according to the managers.

Band Boys Receive Liberal Patronage at Benefit Show.


Six hundred attended The Mae I. Theater Wednesday evening to see "The Lost House," a Mutual Masterpicture shown for the benefit of the Plainview Concert Band. Two concerts were given in the theater lobby by the band. A feature of the concert was the playing of the song composed by C. H. Purcell, of the Schubert Symphony Club of Chicago, which is being mentioned as a song fit to be adopted as the national air. Frequent applause, an unusual thing at the movies, attested the fact that the pictures shown pleased.

Mary Pickford Forms New Company for Famous Players.

When Mary Pickford's contract recently expired with the Famous Players-Lasker Company, who release on the Paramount program, there was one of the greatest scrambles for the services of this popular actress imaginable. She was offered as much as six thousand dollars a week by one concern. Other offers were startlingly high. The outcome of it was that a new company was formed, termed "The Mary Pickford Famous Players Company." By the terms of her new contract, Miss Pickford is to receive three thousand dollars per week straight salary, and is also to get one-half of the profits which accrue from her pictures. Estimates have been given by various "people who know" that Miss Pickford's weekly earnings from her new arrangement will amount to approximately

six thousand dollars per week, or about three hundred thousand a year.

Sixty Years the Standard



BAKING POWDER

Made from cream of tartar derived from grapes.

NO ALUM

WANTED—To trade horse and buggy for cattle or second-hand car. Fancy driver, best in county, registered; rubber-tired Viehle buggy, almost new. Call 223 between 8:30 a. m. and 4 p. m. BOX 788. 3t.

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

RUBY

"Always a Good Show"

MONDAY
"GRAFT"
 The thirteenth episode.
"THE POWDER TRUST"
 In two parts.
"THE GREY SISTERHOOD"

Number two of the Journals of Lord John stories appearing in McClures magazine. This one in the January number. In three parts.

TUESDAY
 Paramount Day
 We present

Constance Collier
 —in—
"THE TONGUES OF MEN"
 In five acts.

One of the most spectacular subjects made in several months.
 DON'T MISS THIS. IT'S SURE TO PLEASE.

WEDNESDAY
"AS THE TWIG IS BENT"

A thrilling three-part war drama. L. C. Shumway is featured. A big production in every way.

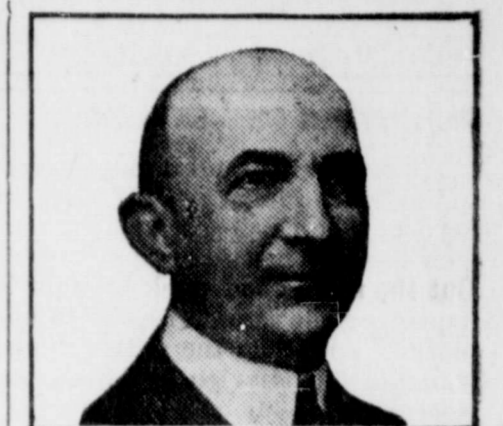
"The \$50,000 Policy"
 A one-part Lubin comedy with D. L. Don.

"Only a Country Girl"
 One-part Kalem comedy.

Matinee every afternoon at 2:15. Evening show 7:15.
FIVE and TEN CENTS

GIVES THE PEOPLE A SQUARE DEAL

W. M. Federmann, a Leading Druggist of Kansas City Stands By His Convictions



W. M. FEDERMANN
 "I have always believed," he said, "that a druggist's first duty is to the health of his customers. I tell my people frankly that a safe, gentle, inexpensive laxative such as Rexall Orderlies, kept in the home, will pay the biggest dividends of any investment ever made. I recommend it as the best family laxative, because it is put up in tasty candy tablet form that appeals to men, women and children alike, and is as delightful and pleasing to take as it is healthful."

We have the exclusive selling rights for this great laxative.

WYE DRUG CO., INC.
 THE REXALL STORE

OLYMPIC

"You Know the Place"

MONDAY
 Pathe Gold Rooster Day.
 We present that famous farce comedy

"EXCUSE ME"
 In five jolly parts.

This is one of the most enjoyable and clever comedies ever produced. Laughs guaranteed.

TUESDAY
"The Heart of a Mermaid"

A three-part sea-comedy, featuring the very popular star,

MARY FULLER
"ORDERS"
 A one-part Selig drama.

"ONE PLUS ONE"
 A one-part Vitagraph comedy.

WEDNESDAY
 We present
J. WARREN KERRIGAN

—in—
'Landon's Legacy'

A thriller from the first title to the "Passed by the National Board of Censorship" sign. This is conceded to be Mr. Kerrigan's best photoplay.
 DON'T MISS THIS ONE.

Matinee every afternoon at 2:15. Evening show 7:15.
FIVE and TEN CENTS

MAE I. THEATRE

MONDAY, 13TH
"THE PAINTED SOUL"
 5-reel Mutual Masterpicture

A vivid drama of the underworld, featuring
BESSIE BARRISCALE
"The Film Favorite's Finish"
 Falstaff comedy, featuring Louise Bates.

TUESDAY, 14TH
"THE GIRL AND THE GAME"
 Featuring Helen Holmes in
"THROUGH THE FLAMES"
"Stanley in Starvation Camp"
 2-reel drama featuring The Bostock Animals
"The Double Cross"
 Cub comedy featuring Geo. Overy.

WEDNESDAY, 15TH
BENEFIT FIRE BOYS
"THE DEVIL"
 5-reel Mutual Masterpicture, featuring
BESSIE BARRISCALE
"Almost A Widow"
 Beauty comedy, featuring Neva Gerber and Frank Borzage.

With the Coming of Spring
Every Farmer
Every Housewife
Every Property Owner
 will want to **brighten up**. There is a paint or varnish for every purpose in the
SHERWIN-WILLIAMS LINE
 We have them.
Woolridge Lumber Co.
 Telephone Number 33

LISTEN!

History records the one race won by the easy-going tortoise, but says never a word about the many previous and subsequent races won by the hare. The meek may inherit the earth some day, but the other fellow has a mortgage on it right now.

Get a move on yourself. **BUILD YOU A HOME.**

Plainview Lumber Co.
LUMBER DEALERS



Constance Collier in "The Tongues of Men," at The Ruby Tuesday.

show up the young minister and have the story withdrawn.

The setting and attention to detail are said to have had particular attention from the director of his Morosco production.

"Through the Flames," the tenth chapter of the railroad film novel, "The Girl and the Game," is offered at The Mae I. Tuesday. "Stanley in Starvation Camp," a two-reel drama in which the Bostock animals are featured, and "The Double-Cross," a Cub Comedy, complete the program.

J. Warren Kerrigan is shown to advantage in "Landon's Legacy," which comes to The Olympic Wednesday. The plot is a clashing of forces and cunning between a group of Peruvian villains and an American engineer. There is said to be much about "Landon's Legacy" that is different from the ordinary run of pictures, although

First Appearance Here of the World's Renowned Star



AMAZING!
 THRILLING!
 BEAUTIFUL!
 BEYOND WORDS
 That's What Thousands of People Have Said About

K. ANNETTE KELLERMANN
 (The Perfect Woman) (with Form Divine) in the
 Weird, Wonderful Spectacle
NEPTUNE'S DAUGHTER
 You Owe It to Yourself and Family Not To Miss It
BRING THE CHILDREN

OLYMPIC
 Tuesday, March 21st

The Plainview Evening Herald

TWICE-A-WEEK

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

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

Entered as second class mail matter July 1, 1914, at the Post Office at Plainview, Texas, under the act of March 3, 1879

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

IMPROVING THE STRAIN.

The six thousand dollars' worth of fancy Hereford cattle brought to the South Plains by J. M. Gist this week is not the first nor the only herd of fine cattle here. There are scores of farmers and ranchmen who have been wise enough to secure the very best stock obtainable. But the more good stock brought in the better will be our herds. By improving the strain of South Plains stock our stuff will find a better market, and thus the entire South Plains will benefit. From the standpoint of service to the section, the man who imports good livestock is to be commended; but the strongest commendation is on the business sense exercised by the man who does it.

The Herald has received a copy of the program for annual Newspaper Week with the School of Journalism of the University of Texas, at Austin, March 20-24, 1916. Among the prominent men who will appear on the program is Dean Walter Williams of the School of Journalism of the University of Missouri. This is the first meeting of its kind the Texas School of Journalism has attempted, and it seems that the generous support of the fraternity which such a move deserves is being received. Texas University has always had the reputation of being a good host, and we are sure that the newest fledgling will live up to its promises and to the reputation of Varsity hospitality.

CENSORING THE MOVIES.

Of all censors public opinion is the most powerful. Government censorship may be the proper plan for censoring motion pictures, but we doubt it.

Producers bring out films which depict villainy, morbid lives of fallen women, or heroes who, as a contemporary says, "plug cold lead into impossible villains," because they believe people want that class of play. The majority of people are clean-minded, and much prefer the good, wholesome things. When the people express their disapproval of the evil shown in the picture shows, express it to their friends and to the management of the theatres, they will, in the course of time, get what they want. Public opinion is the best censor; for the producers cater to public taste.

PLANNING IN CITY BUILDING.

Easy-going San Antonio allowed itself to grow into a city of no mean size before she began to plan. As a result traffic became heavy on her narrow streets and it was necessary to widen them at a great loss to the property owners.

Hereford has passed an ordinance requiring all trees set out in the city shall be set on a certain line. This will make the trees of the Hereford of the future uniform.

Midlothian, a small black-land-belt town in Texas, has begun to acquire municipal-park ground.

Plainview determined her key rate on fire insurance was too high. By working to that end the rate was materially lowered.

Plainview needed sidewalks. The city's attention was directed to this need, and in a large measure we have solved it.

Plainview needed street lights, and concerted action has made that possible.

Plainview needed a market place. It seems that she is to have it. Plainview needed its streets more conveniently charted and her houses numbered. This will be accomplished in a short time.

Plainview will soon be needing improvements on her sewage disposal plant. We need an established system of drainage, and numerous other things. Our needs will become more pressing as the city grows. Planning wisely to meet the most urgent needs first and in the best manner requires the attention of our citizens. Let the aldermen know your opinions on municipal affairs. Keep closely in touch with the city administration and give it all the encouragement and help you can. It's almost a thankless job the mayor and aldermen of Plainview have, and some of the members make personal sacrifices to carry on the city's business. Help them make it worth while.

THE WEST TEXAS PRESS.

The Plainview Evening Herald says: "One of the best small weeklies of the Panhandle section is that of Lee Satterwhite, The Panhandle Herald. The people of the Carson County metropolis seem to appreciate his efforts, too, for his paper is generously patronized." To which we gladly add our hearty endorsement.—Amarillo News.

The citizenship of Carson County deserve the above compliment. They appreciate The Herald and are not only reading it themselves but are sending the paper to many other portions of the United States, to be read and to do missionary work.—Panhandle Herald.

FORMAL OPENING NEW SCHOOL BUILDING AT LITTLEFIELD.

LITTLEFIELD, Texas, March 7.—The Public School occupied the new \$15,000 brick building for the first time yesterday. Formal opening exercises of the building will be held Saturday evening. Hon. R. B. Cousins, president of West Texas State Normal, at Canyon, will be the principal speaker for the occasion.

COL. T. J. TILSON IMPROVING HIS BELLEVIEW FARM FURTHER.

Monday's Sandstorm There First in Two Years, Says Correspondent.

BELLEVIEW, Texas, March 9.—We were visited Monday with the first sandstorm in two years.

Mrs. McDonald gave a dance Friday night, at which all present had a nice time.

Mrs. J. T. Terrell has been quite sick, but is now able to be about.

Col. T. J. Tilson is having a concrete milk house erected at his place.

Mrs. J. D. Buchan, of Ellen, visited the family of G. M. Schick Sunday.

Rev. Daniel, of Plainview, preached at Belleview Sunday.

Little Wilburn Kurfee has been quite sick with croup.

BENEFIT CONCERT.

An interesting program is to be given at the Baptist Church next Thursday evening, March 16th, at 8:30, under the auspices of the Ladies' Aid Society. A small admission of 10 and 25 cents will be charged, to replenish the treasury of the society. The program follows:

Piano—Mazurka in E-Flat Leschetitzky

..... Miss Laura Knupp.

Orchestra—Selected Z. E. Jenkins, Director.

Reading—Captain January Laura E. Richards

..... Miss Bess Brown.

Vocal—Felicie Lieurance

..... Miss Donnell.

Violin—Sextet from Lucia di Lammer Moor Donizetti

..... Myra Morris and Miss Wolters

Short Talk—Birthright of Children T. L. Girault, of Wayland College

Vocal—Morning Oley Speaks

..... Mr. Geo. H. Hutchings.

Violin—Legende Wieniasski

..... Miss Wolters.

Trombone—As Long as the World Rolls On Ball

..... Geo. H. Hutchings and Z. E. Jenkins.

Reading—Little Gentleman (a Penrod story) Booth Tarkington

..... Miss Lena Williams.

Vocal—Somewhere a Voice Is Calling Tate

..... Miss Donnell and Mr. Hutchings.

Orchestra—Selected Z. E. Jenkins, Director.

Accompanist, Mrs. E. R. Williams.

—Adv. 1t.

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, March 6.—The cattle market resumed its strong course today, sales 10 cents higher in many cases, receipts 10,000 head. Steer sales today were 30 to 50 cents above a week ago. Some good Missouri steers brought \$8.95, and there were numerous lots of natives at \$8.50 to \$8.85, and of Westerns at \$8.30 to \$8.80. Missouri steers which cost \$7.25 last spring, on feed since late in October, some of which were low priced Southern and some were stags, sold at \$8.55, 1,301 pounds. Very few beef steers sell under \$7.90 now.

Some Western Kansas steers brought \$8.15 today from the same lot that sold at \$7.90 last Wednesday; other Kansas steers at \$8.35 were similar to \$8.15 steers last Wednesday. Ten cars of Oklahoma steers from Chickasha sold at \$8.65, against \$8.55 for same steers Thursday. Other Oklahomas sold at \$7.90 to \$8.40. Five cars of pulp-fed steers from the Scotts Bluff field, 1,225 pounds average, sold at \$8.80, and a shipment of pulp-fed steers from Rocky Ford, 1,272 pounds, brought \$8.75.

Cows and heifers are selling with about as much advance as steers, good to choice heavy cows at \$6.50 to \$7.50, prime heifers \$8.25 to \$9.00.

Stockers and feeders made a big gain last week, and sold 10 cents higher today, best feeders around \$8.15, choice stock steers \$7.75 to \$8.60, best

breeding heifers \$6.75 to \$8.00, breeding cows \$5.75 to \$6.50, fat bulls \$6.25 to \$7.00, veal calves \$9.00 to \$11.00.

Hogs sold steady to strong with Saturday, some sales 5 cents higher, or 10 to 15 cents above Friday, receipts 9,300. Top was \$9.10, bulk of sales \$8.75 to \$9.05, light weights up to \$8.95. Pork advanced 80 cents a barrel today, but the hog market does not depend on speculative influences for its strength, hogs going up on their own merits, receipts showing some decreases all around, though still liberal, and sales of the meat and product continuing very heavy. Conservative hog salesmen here predict ten-dollar hogs within 60 days.

Sheep and lambs sold steady to 10 cents lower, receipts 12,500 head. Lower reports from outside markets was the bear feature, packers insisting on every possible concession, since the market is so high. The fed lambs sold largely at \$10.75 to \$10.95, a string of five cars of mixed wethers and yearlings from Northern Colorado at \$8.85, yearlings worth up to \$10.00, ewes \$8.00, feeding lambs \$10.60. The Monte Vista district is sending its finishing shipments this week, and receipts from native territory are about ended for the season. J. A. RICKART, Market Correspondent.



1401

THE TEST OF A TOOTH BRUSH

The life of your teeth must depend largely upon the treatment they receive. Rexall tooth brushes are adapted to individual requirements as to size, shape, quality of bristle, etc. Select a good tooth brush from our stock—one which meets the requirements of your teeth. If it sheds bristles or proves defective in any way we'll give you a new one.

PRICE 25c

Dye Drug Co.
 The REXALL Store
 Phone 23

Checks are Charming
 Especially for Spring.

An assortment of checks just arrived
 Designs are not too daring, but very delightful to the eye.

The coat illustrated is tastily trimmed with black velvet and gold piping.

Note the new Charlie Chaplin pockets and the disappearing belt.

Carter-Houston's
 "Goods That Speak for Themselves"

Always Something New

More and more fresh things and more and more menu changes result from our efforts to keep the housewife well supplied with market delicacies.

This Week We Have For You:

- | | |
|---|-------------------------|
| Fresh Strawberries | Florida Tomatoes |
| Fancy Head Lettuce | New Potatoes |
| East Texas Yams | Young Onions |
| Fancy Celery | Mustard Greens |
| Bunch Radishes | Fresh Turnips |
| Oranges, Lemons and Winesap Apples | |

Don't forget that we carry a full line of
Curtice Brothers Vegetables and Fruits

Give us your orders early

Vickery-Hancock Grocery Co.

Phone 17

CASH GROCERY CO'S. SPECIALS

- Fancy Idaho Potatoes**
 Fancy Idaho Potatoes, 25c
 10 pounds for
 100 pounds for \$2.50
- 14 pounds cane sugar \$1.00
 17 pounds Quaker Oats in bulk \$1.00
 20 pounds flake hominy \$1.00
 20 pounds broken rice \$1.00
 20 pound box crackers \$1.60
 13 bars Crystal White soap 50c
 Fancy lemons, per dozen 20c
 Fancy large grapefruit, each 10c
 Bulk pickles, per gallon 50c
 K. C., Calumet, Dr. Schilling's, or Health Club Baking Powder Price's 20c

- Coffee Revue**
 Manor House, superior quality 40c
 White Swan, 45c kind per pound 40c
 Schilling's Best, you know the kind 40c
 Peaberry, best on earth per pound 25c
 A good Rio coffee to sell at 20c

- Seed Potatoes**
 Irish Cobbler's and Early Triumphs per pound 4c
 Fancy Pumpkin Yams for seed per pound 4c
- Grape Juice**
 Pint size—White Swan, 35c kind 25c
 Quart size—White Swan, 60c kind 50c
 Colonial Fruit Punch—1 quart makes a gallon 60c

Watch our windows—they smack with goodness, filled with Nationally Advertised Goods, Fancy Olive Oils, French Capers, Heinz's pure food products, Piemento Cheese, Olives of every description.

- For Sunday**
 Pumpkin Yams, Cranberries, Fancy Celery, Grape Fruit, Head Lettuce, Young Onions, Radishes, Fresh Mustard, Carrots, Apples, Bananas, Oranges, Figs, Dates, Nuts, etc., etc.

- Red Star Flour**
 The most economical because purest. Positively guaranteed. Per 48 pound sack \$1.85
 Red Star Health Bran per package 25c

Cash Grocery Co.

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

SOCIETY

Telephone Number 72

ANNOUNCEMENTS.

The Travel Study Club will meet in the club room over the Donohoo-Ware Hardware Company, in the Campbell Building, Saturday afternoon.

Monday afternoon the Presbyterian Ladies' Aid will meet with Mrs. T. B. Haynie.

The Woman's Missionary Society of the Methodist Church will have their missionary meeting Monday afternoon at 3 o'clock, at the church.

The Baptist Ladies' Aid will meet at the church Monday afternoon.

FIVE TABLES AT FORTY-TWO WITH MRS. JAS. R. DeLAY.

The Halcyon Club was entertained by Mrs. Jas. R. DeLay, at her home, on Harp Street, Wednesday afternoon. There were five tables of forty-two. The house was decorated with potted plants.

The hostess served a delicious salad course, branded peach cream and cake.

The guests were Mesdames E. Graham, Chas. McCormack, J. L. Vaughn, Bert Holley, Leon Wilson, A. H. Lindsay, T. C. Shepard, W. W. Underwood, Elmer Sansom, Albert Hinn, Geo. Hutchings, Dee Miller, J. J. Bromley, and Scott Gale, of Oregon, Ill.

Mrs. Geo. Hutchings punched the score cards.

GIST-McCARTY.

Wednesday morning at 8:30 o'clock Guymon McCarty, of Abilene, and Miss Blanche Gist, daughter of Mr. and Mrs. J. M. Gist, were married at the Gist home, 709 Restriction Street. Only a few friends and relatives of Miss Gist, and Lloyd McCarty, brother of the groom, were present.

The ceremony was performed by Rev. O. L. Hailey, president of Wayland Baptist College. The home was decorated with potted plants and a bower of potted plants and cut flowers artistically adorned the reception hall. Miss Georgia Brashears played Lohengrin's "Wedding March" as the bride and groom entered.

Immediately after the ceremony Mr. and Mrs. McCarty, Miss Alice Gist and Lloyd McCarty left for Abilene, where Mr. and Mrs. McCarty will be at home, Fourteenth and Swenson Avenue, after March 15.

Grady French, of Amarillo, was a business visitor in Plainview Wednesday.

J. C. Rawlings left this morning for Lubbock and other towns of the South Plains on business.

MR. AND MRS. J. H. SLATON HOSTS.

Mr. and Mrs. J. H. Slaton were at home to a number of their friends Saturday evening. The house was beautifully decorated with cut flowers.

An elaborate five-course dinner was served to the following guests: Mr. and Mrs. E. H. Humphreys, Dr. and Mrs. J. C. Anderson, Dr. and Mrs. C. C. Gidney, Miss Vera Newton, Guy Jacob, Mr. and Mrs. Tom Carter, Judge and Mrs. L. S. Kinder, Mr. and Mrs. J. F. Garrison, Mr. and Mrs. Joe McKee, Mr. and Mrs. Chas. E. Waite, of Kansas City; Misses Electra Anderson and Lillian Bond and Mr. and Mrs. J. P. Crawford.

Games of "500" and "42" were enjoyed by the guests.

CENTRAL MOTHERS' CLUB MEETS MARCH SEVENTEENTH.

The Mothers' Club of the Central School will hold the regular monthly meeting Friday, March 17th, at 4 p. m. This will be the last meeting but one for the present school years. Any friend or patron of the school, whether a member of the club or not, will be welcome to attend this meeting.

Program.
Paper—"Spanish Literature"—Miss Lipscomb.

Reading—Miss Effie Murphy.
Drill by First Grade Pupils.
Violin Solo—Miss Wolters.

Business Meeting.

SETH WARD REVIVAL MEETING TO BEGIN SUNDAY MORNING.

Rev. J. W. Story, pastor of the Methodist Church, requests The Herald to announce a revival will begin at the Methodist Church Sunday morning for Seth Ward College. Rev. G. W. Shearer, of Tulla, and the pastor will do the preaching. After the Sunday services at the church the services will be held in the College chapel. "The Christian people and the citizenship of the town in general are requested to attend and take part in the services," Rev. Story states. "All will be welcome."

LIBERTY SOCIAL CLUB.

The Liberty Social Club met Thursday afternoon with Mrs. E. E. Freeman. Besides the members, present were Mesdames Cloe Cates, Tonic Smith and J. B. Leach and Mr. and Mrs. Farmway. Mr. Farmway demonstrated his aluminum ware, and an interesting meeting was the result.

The next meeting will be with Mrs. John Garstang, March 16th.

B. F. Smith, inspector for the State Department of Insurance, was here yesterday en route home, Lockney.

MONDAY'S LESSON OUTLINE FOR BIBLE STUDY CLUB.

The Bible Study Club will meet with Mrs. H. C. Randolph Monday, March 27, at 3:30 p. m.

Scripture Lesson—Gen. 12, 28:15.

1. The History of Abraham—(a) The Call of Abraham; (b) Sojourn in Egypt; (c) Separation from Lot; (d) Reception of the Covenant; (e) Hagar and Ishmael; (f) Circumcision; (g) Intercession for Sodom; (h) Sojourn at Gerar; (i) Blessing in Birth of Isaac; (j) Sacrifice of Isaac; (k) Choice of a Bride for Isaac.

2. Isaac a Type of Christ—(a) Name; (b) Compare Gen. 17:19 with Matthew 1:21; (c) Compare Gal. 4:28 with Luke 2:10; (d) Birth, compare Gen. 17:17 with Luke 1:30-35; (e) Sacrifice; (f) Marriage.

HELD QUARTERLY CONFERENCE AT HAPPY WEDNESDAY NIGHT.

Rev. A. L. Moore, presiding elder of the Plainview District, and Professor L. G. Hazzard, of Seth Ward College, were in Happy Wednesday. Quarterly conference for the Happy Methodist Church was conducted by Rev. Moore. Professor Hazzard is pastor at Happy.

Mr. and Mrs. Scott Gale, who have been visiting with their daughter, Mrs. Theo. Shepard, for the past several months, will leave for their home, in Oregon, Ill., Thursday.

O. E. Winslow returned Wednesday morning from Amarillo, where he has been with his wife, who is in a sanitarium there. He states that Mrs. Winslow is better than when she left Plainview, several days ago. She will be strong enough to undergo a necessary operation during the week, he believes.

Mr. and Mrs. A. B. Martin returned Wednesday from Tulla, where they have been visiting friends.

B. F. Moore returned Wednesday from Amarillo, where he has been on business.

J. P. Healy, of the Healy & Company commission house of Wichita, Kans., returned Wednesday from Wichita. He accompanied a train of thirteen cars of South Plains and Panhandle livestock to Wichita Saturday.

F. W. Clinkscales, of Plainview, is registered at the Aberdeen Hotel, New York City.

Mrs. W. A. Palmer, of Canadian, is here visiting her parents, Mr. and Mrs. J. M. Gist.

P. H. Carter returned Wednesday from Lubbock, where he has been on business.

H. A. Waters, of Lubbock, was here on business Wednesday.

Lee Francis, of Fort Worth, had business here Wednesday.

P. T. Wallace, of Amarillo, was here Wednesday on business.

A. B. Clayton, of Dallas, was a business visitor in Plainview Wednesday.

L. H. Mason, James Barkley and Frank Cox, of Jayton, were here Wednesday.

John Winslow returned yesterday from a business trip to Lubbock and other points.

M. G. Hilton left yesterday for El Paso, where he has accepted a position.

J. B. Pickle, of Snyder, was here yesterday on business.

Mrs. S. E. West, of Tulla, is the guest of Mr. and Mrs. R. A. Underwood.

J. Walter Day, of Kansas City, came in with the Texas Land and Development Company's excursion and visited with his family Thursday to Saturday.

A. F. Czarowitz, of Bartlett, is here on business.

Ed Taylor left this morning for Ohio, where he will spend a month with his father, who is very ill at his home, near Derby.

Mrs. W. E. Boyd and children, Egbert and J. C., left yesterday morning for Post City, where they will visit Mrs. Boyd's sister.

Miss Florence Earnest left yesterday morning for El Paso.

Mrs. K. Hollee is the guest of her son, B. C. Hollee, who is living on one of the Dr. R. R. White farms, near Plainview.

Rev. B. H. Oxford, of Hale Center, was here yesterday on business.

J. M. Waller had business in Silverton Wednesday.

H. W. Ault, of near Kress, was here Thursday on business.

A. M. Smith was here yesterday from his ranch on Runningwater Draw.

Mrs. Joe Carter and daughter, Miss Leona, who have been visiting in Independence, Mo., for the past five months, returned home yesterday.

R. C. Lawson, of Dallas, had business in Plainview yesterday.

N. T. Hollingsworth, of Milwaukee, was a business visitor yesterday.

W. B. Tinsley, of the Texas Utilities Company, returned this morning from Lubbock, where he has been on business.

H. S. Wigle is in Plainview on business.

Rev. J. W. Story left this morning for Pampa on business.

Judge T. D. Webb, of Kress, is here today on business.

J. P. Healey returned today from a business trip to Amarillo.

Mrs. R. W. Brahan returned yesterday morning from Huntsville, Alabama, where she went in response to a message stating that her mother was dead.

R. M. Eller, candidate for Congress from this district, returned this morning from a trip to the northern and eastern part of the district.

Mrs. M. M. Waters and Miss Nell Waters arrived this morning for ash Waters, of Missouri, arrived this morning for a visit with Mr. and Mrs. R. A. Underwood.

The Remodeling Work

will be sufficiently completed by next Thursday morning that we can show merchandise in the main store quite satisfactorily. Many lines may be seen any day. Walk right in—we are at home at the same place, although you may not recognize us at first sight.

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE

"THE STORE THAT'S GROWING"

INTERESTING NEWS NOTES FROM MIDWAY COMMUNITY.

MIDWAY, March 9.—M. F. Mitchener was in Hale Center one day last week on business.

O. L. Davis, having been in Lubbock the past four months, is spending a few days with his mother, Mrs. G. W. Hay.

He expects to leave for his home, in Alberta, Canada, next Saturday.

Mr. and Mrs. C. Stewart, of Tulla, are spending a few days with Mr. and P. G. Fletcher.

H. N. Ritchey and G. R. Fletcher hauled grain to Hale Center all last week.

Mr. and Mrs. G. W. Hay and Oscar Davis motored to Childress Tuesday.

Mr. and Mrs. F. W. Struve and son, Arno, of Abernathy, passed through our community, en route to Plainview, Wednesday.

Mr. and Mrs. H. Felnaugle and family spent Sunday at Bellevue.



Who's your tailor?

Springtime Clothes

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

Ed. V. Price & Co.

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



Waller Tailoring Company

Phone 188

Kirschbaum and Hirsh-Wickwire Clothing

Walk-Over Shoes

MR. WORKINGMAN

The Best Workshirt

The Best Overall

IN WEST TEXAS

The Price as Low as Elsewhere

BUT

The Quality Much Better

Are You Willing To Be Shown?

REINKEN'S CLOTHING and SHOE STORE

"We Do As We Advertise"

Wilson Bros. Shirts and Underwear

Stetson Hats

CITATION—BY PUBLICATION.

THE STATE OF TEXAS
To the Sheriff or any Constable of Lamb County—Greeting:
YOU ARE HEREBY COMMANDED, That by making publication of this Citation in some newspaper published in the County of Hale, for Four Consecutive weeks, previous to the return day hereof, you summon Henry Geerdes, who is a non-resident of the State of Texas, to be and appear before the District Court of the 14th Judicial District of Texas, to be holden in and for the County of Dallas at the Court House thereof, in the City of Dallas, on the third Monday in April, 1916, then and there to answer to the petition of C. C. Slaughter Co., a private corporation, filed in said Court on the 6th day of January, 1916, against the said Henry Geerdes for suit, said suit being Numbered 21769-A, the nature of which demand is as follows, to-wit:

That on or about January 15, 1909, defendant executed and delivered to C. C. Slaughter his certain promissory note for \$3,680 due on or before January 15, 1916, bearing 6 per cent interest per annum, payable annually as it accrued, and providing for attorney's fees; the said note being for the part purchase price of Sec. 19, Bk. "T-2," of 640 acres, Lamb County, Texas, and in said conveyance a vendors lien was retained to secure the said note; that an interest installment due on said note January 15, 1912, and each succeeding interest installment period subsequent thereto was not and has not been paid, the happening of which matured the said note and it was declared in default and matured by plaintiff, who is the legal holder and owner of same, it having been endorsed and transferred to the plaintiff prior to its maturity. That the defendant has wholly failed and refused to pay the said note or any part thereof, aforesaid note payable at Dallas, Texas.

Plaintiff prays citation of the defendant; judgment foreclosing the vendors lien; or in the alternative that title to said land be vested in plaintiff, for all damages, costs and necessary relief.

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

WITNESS: **MATT L. COBB,**
Clerk of the District Court of Dallas County, Texas.
Given under my hand and the seal of said Court, at office in the City of Dallas, this 12th day of January, 1916.
(SEAL) **MATT L. COBB,**
Clerk District Court, Dallas County.
By **S. M. SPEAKE,** Deputy.

CITATION—BY PUBLICATION.

THE STATE OF TEXAS
To the Sheriff or any Constable of Lamb County—Greeting:
YOU ARE HEREBY COMMANDED, That by making publication of this Citation in some newspaper published in the County of Hale, for four Consecutive weeks, previous to the return day hereof, you summon John Keller and T. G. McClure, who are non-residents of the State of Texas, to be and appear before the District Court of the 44th Judicial District of Texas, to be holden in and for the County of Dallas at the Court House thereof, in the City of Dallas, on the first Monday in April, 1916, then and there to answer to the petition of C. C. Slaughter Co., a private corporation, filed in said Court on the 6th day of January, 1916, against the said John Keller and T. G. McClure for suit, said suit being Numbered 21758-B, the nature of which demand is as follows, to-wit:

On or about September 1, 1908, defendant, Keller, executed and delivered to C. C. Slaughter his certain promissory note for \$3,680 due on or before September 1, 1915, with 6 per cent interest per annum, payable annually as

it accrues, and a vendors lien was retained to secure the payment of said note; past due interest to bear 6 per cent interest per annum from date of maturity of same till paid, also providing for attorney's fees; that said note was for the part purchase price of all of Sec. 42, Block "T-2," Lamb County, Texas; the interest installment on September 1, 1915, has not been paid and plaintiff has exercised its option and declared the note due and payable; that the said C. C. Slaughter, on or about April 9, 1914, transferred and endorsed this said note to the plaintiff herein, together with all liens thereon; the said McClure, by deed dated March 1, 1915, received title to said property, subject to the said note, agreeing to assume same. Plaintiff prays citation, judgment foreclosing said vendors lien, or in the alternative that the title to said land be vested in plaintiff, for damages, costs and general relief.

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

WITNESS: **MATT L. COBB,**
Clerk of the District Court of Dallas County, Texas.
Given under my hand and the seal of said Court, at office in the City of Dallas, this 13th day of January, A. D. 1916.
(SEAL) **MATT L. COBB,**
Clerk District Court, Dallas County.
By **S. M. SPEAKE,** Deputy.

CITATION—BY PUBLICATION.

THE STATE OF TEXAS
To the Sheriff or any Constable of Lamb County—Greeting:
YOU ARE HEREBY COMMANDED, That by making publication of this Citation in some newspaper published in the County of Hale, for Four Consecutive weeks, previous to the return day hereof, you summon Chris Hansen, who is a non-resident of the State of Texas, whose residence is unknown, to be and appear before the District Court of the 14th Judicial District of Texas, to be holden in and for the County of Dallas at the Court House thereof, in the City of Dallas, on the third Monday in April, 1916, then and there to answer to the petition of C. C. Slaughter Co., a private corporation, filed in said Court on the 6th day of January, 1916, against the said Chris Hansen for suit, said suit being Numbered 21766-A, the nature of which demand is as follows, to-wit:

That on December 4, 1908, said defendant executed and delivered to C. C. Slaughter his 4 certain promissory notes numbered 1, 2, 3 and 4, the 1st three of said series being for \$173.33 each, payable at Dallas, Texas, due one, two and three years after date, respectively, and the 4th of said notes being for \$920 and due December 4, 1915, each bearing 6 per cent interest per annum, payable annually as it accrued; the said notes being for the part purchase price of the Northwest Quarter of Sec. 4, Bk. "T-2," Lamb County, Texas, of 160 acres, and to secure the said notes a vendors lien was retained on the said land, and said notes further providing for attorney's fees; that an interest installment on said notes due on the 4th of December, 1909,

has not been paid, and plaintiff has exercised its option and declared the notes due and payable; that the said C. C. Slaughter, on or about April 9, 1914, transferred and endorsed this said note to the plaintiff herein, together with all liens thereon; the said McClure, by deed dated March 1, 1915, received title to said property, subject to the said note, agreeing to assume same. Plaintiff prays citation, judgment foreclosing said vendors lien, or in the alternative that the title to said land be vested in plaintiff, for damages, costs and general relief.

CITATION—BY PUBLICATION.

THE STATE OF TEXAS
To the Sheriff or any Constable of Lamb County—Greeting:
YOU ARE HEREBY COMMANDED, That by making publication of this Citation in some newspaper published in the County of Hale, for four Consecutive weeks, previous to the return day hereof, you summon John Keller and T. G. McClure, who are non-residents of the State of Texas, to be and appear before the District Court of the 44th Judicial District of Texas, to be holden in and for the County of Dallas at the Court House thereof, in the City of Dallas, on the first Monday in April, 1916, then and there to answer to the petition of C. C. Slaughter Co., a private corporation, filed in said Court on the 6th day of January, 1916, against the said John Keller and T. G. McClure for suit, said suit being Numbered 21758-B, the nature of which demand is as follows, to-wit:

On or about September 1, 1908, defendant, Keller, executed and delivered to C. C. Slaughter his certain promissory note for \$3,680 due on or before September 1, 1915, with 6 per cent interest per annum, payable annually as

it accrues, and a vendors lien was retained to secure the payment of said note; past due interest to bear 6 per cent interest per annum from date of maturity of same till paid, also providing for attorney's fees; that said note was for the part purchase price of all of Sec. 42, Block "T-2," Lamb County, Texas; the interest installment on September 1, 1915, has not been paid and plaintiff has exercised its option and declared the notes due and payable; that the said C. C. Slaughter, on or about April 9, 1914, transferred and endorsed this said note to the plaintiff herein, together with all liens thereon; the said McClure, by deed dated March 1, 1915, received title to said property, subject to the said note, agreeing to assume same. Plaintiff prays citation, judgment foreclosing said vendors lien, or in the alternative that the title to said land be vested in plaintiff, for damages, costs and general relief.

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

WITNESS: **MATT L. COBB,**
Clerk of the District Court of Dallas County, Texas.
Given under my hand and the seal of said Court, at office in the City of Dallas, this 12th day of January, 1916.
(SEAL) **MATT L. COBB,**
Clerk District Court, Dallas County.
By **S. M. SPEAKE,** Deputy.

CEO. ALLEN
The House Reliable
Oldest and Largest **PIANO** and **MUSIC HOUSE** in Western Texas. Latest Sheet Music, MUSIC TEACHER'S Supplies, etc., etc. Catalogue and BOOK OF OLD TIME SONGS FREE for the asking. Established 1890. SAN ANGELO

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

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

COL. E. J. CHRISTOPHERSON
AUCTIONEER
12 years' experience as land and cattle and general farm salesman. My prices are right and satisfaction guaranteed. It will pay you to see me if you are going to have a sale. Write or see me at **PLAINVIEW** or get dates at **Herald office.**

Willard STORAGE BATTERY
See The Point?
The biggest argument for Willard Battery Service is the fact that it saves a lot of repairs that would be necessary otherwise. Let us show you.
THE T. M. CALDWELL CO.,
Amarillo, Texas.
Free inspection of any battery at any time

Storage Batteries Repaired and Recharged, Electric Starters and Generators Repaired
We have just installed a new machine to grind cylinders. We can make your old car run like new at small cost.
We weld all kinds of castings. Blacksmith shop in connection.
Auto supplies at lowest market prices.
One good second hand car for sale very cheap.
E. N. EGGE AUTO CO.
Phone 646 730 N. Broadway

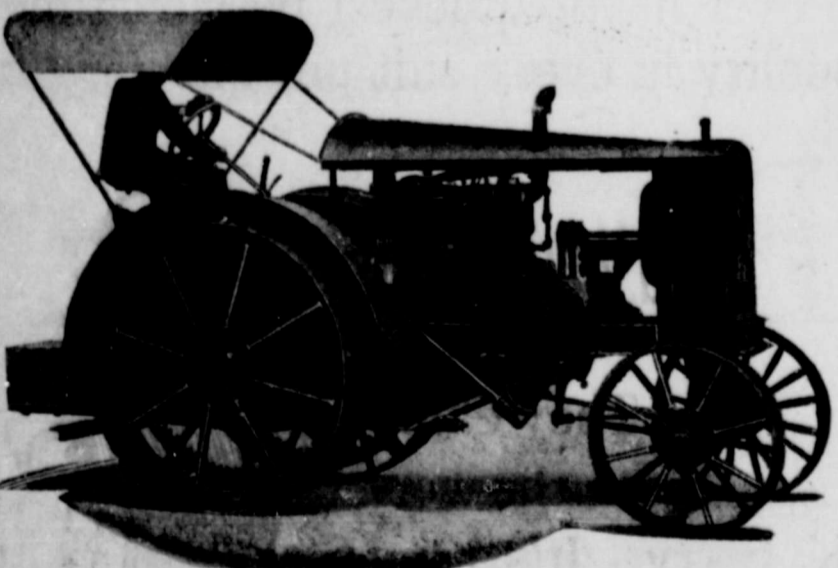
1842 74 YEARS OF KNOWING HOW 1916
The P. & O. No. 111 Lister
This Lister is known by farmers wherever sold as P. & O. No. 11, but the improved type is called No. 111 on account of important improvements.
There are more of them in the hands of farmers than all other makes combined,—over 2,000 sold by one dealer, in one county in West Texas. The special features on this Lister made it deserving of its immense sale. Its use is not confined to preparing for row crops; it is now almost universally used for plowing for small grain crops by listing and re-listing, leaving the ground in oval waves, which not only catches and holds the moisture but prevents the loose soils of the West from blowing away.
The adjusting link on front end of beam is an important exclusive feature on the No. 111, absolutely preventing the point from running below the desired depth. The wheels are provided with dust-proof boxes, an immense help in the sandy loam lands of the West.
The feeding device absolutely deposits one seed at a time of any of the row crops, besides can be equipped for both corn and cotton. You will have to see this wonderful improvement to appreciate it. The tilting hoppers allow change of plates without emptying them. Furnished with either disc or shovel covers.
This Lister has embodied many other important features that will convince you that it is the best on the market.
The P. & O. No. 123 4-Wheel Lister
This Lister has all the advantage of the No. 111 and in addition has rear wheels. This is desired in many localities as it enables the operator to see the seed as planted. The rear wheels have cushion springs to hold them in line with the row and following the unevenness of the ground and conform to the ridge without straining the rear frame, compelling, also, the Lister to remain in proper working position at all times. The friction lock disengages automatically, allowing the wheels to castor and turn round in a very small space.
We manufacture the most complete line of Two Row Implements on the market. Ask your dealer and if you cannot be supplied through him, write us for circular and special introductory offer.
Parlin & Orendorff Implement Company
DALLAS, TEXAS

Bargains In Slightly Used Cars
ONE STUDEBAKER "35"
ONE CHALMERS MASTER SIX
ONE CASE "40"
All fully equipped with extra tires, electric lights and electric starters.
These will be sold at bargain prices.
Plainview Machine & Auto Shop
E. E. ROOS, Proprietor

If You Are Perplexed
come to us for advice and we will make **YOUR PROBLEM OUR PROBLEM.**
The **COURTESIES** of OUR **INSTITUTION** are extended to everyone.
COME IN—WE WANT TO MEET YOU
THIRD NATIONAL BANK
PLAINVIEW, TEXAS

SPRING IN THE BLOOD
Means for "Young America" getting out in the open and "warming up."
We have ready for you all kinds of
Baseball and Tennis Goods
Bats, Masks, Protectors, Gloves, Tennis Balls, Racquets, Nets etc.
You have never been disappointed in our sporting goods.
These we offer are of our usual high quality.
Donohoo-Ware Hardware Comp'y
Phone 80

Wanted 10,000 Pounds Sudan Grass Seed
C. E. WHITE SEED COMPANY, Plainview, Texas

TWIN CITY 15-30 H. P.

A Real Tractor
In the Built Right—Stay Right—Price Right Class
Seedemonstration before placing order for a tractor.
Green Machinery and Development Co.
WESTERN SALES AGENTS,
PLAINVIEW, TEXAS.



ANNOUNCING OUR GREAT \$1 SALE EVENT



ONE DAY ONLY, WEDNESDAY, MARCH 15th

Demonstrating most emphatically this store's leadership in value giving. Offering you for one day hundreds of items in shoes, skirts, millinery, kimono, piece goods, men's shirts, hats, gloves and hosiery, and many other articles, in lots at the very low offer of \$1, which will represent one of the greatest bargain events ever inaugurated by this store at this season of the year. The above includes lots of the very newest spring merchandise.

You Cannot Afford to Turn Your Back on this Bargain Event

1\$ { **EXTRA SPECIAL** One lot of the new black and white spring skirts, all sizes, regular \$1.45 grade, \$1. } **\$1**

\$1 ECONOMY MESSAGES \$1

- 5 cans of Williams' Talcum Powder, regular 25c values, 5 cans ... **\$1.00**
- 12 bars of regular 10c Toilet Soap for ... **\$1.00**
- 5 pairs of Children's fine "Cadet" School Hose, none better the world over, 25c grade, 5 pairs ... **\$1.00**
- 25 spools J. & P. Coats' Thread for ... **\$1.00**
- Huck fine Towels, regular 25c grade, 5 pairs for ... **\$1.00**
- New Spring Lace, 25 yards of 5c grade ... **\$1.00**
- One special lot of \$1.25, \$1.50 and \$2.00 "W. B." Corsets, broken sizes, choice ... **\$1.00**
- We will show many Dress Patterns in 30c, 40c, 50c and 70c materials—a Dress Pattern for ... **\$1.00**
- EXTRA SPECIAL**
A splendid grade Bed Spread, size \$1 by 99, regular \$1.25 grade, one day only ... **\$1.00**
- Popular Wool Suitings, the new seasons prettiest designs, a special \$1.25 value, one day only, for ... **\$1.00 per yard**

Our crisp and dainty Spring Undermuslins are now on display, in many new and attractive designs, in Gowns, Teddies and Drawers. Any \$1.25 value that you select on Wednesday, March 15, will be only **\$1.00**

We have just opened a shipment of the Spring Middies, and they are beauties, too—the newest of the new spring models. Do not fail to get one of the beautiful Spring Middies, ... **\$1.00**

Our Spring Coat Suits are now here to please and delight—all of the new and attractive spring models—far different from any shown before. Prices, \$15.00, \$18.75, \$22.50, up to ... **\$45.00**

The very newest lines in Spring Dresses, in all of the newest materials, suitable for daytime and evening wear, now on display. \$6.75 up to ... **\$40.00**

A "Store-Wide" of Brand New Spring Merchandise

Demonstrating our preparedness to serve you profitably and satisfactorily.

**All that is new
Stocks that are complete
Prices that are really reasonable**

for the high quality of goods offered.

**REMEMBER THE DATE
Wednesday, March 15
One Day Only**

\$1 { **EXTRA SPECIAL** A pretty collection of the new spring house dresses, regular \$1.25 value, \$1. } **\$1**

\$1 ECONOMY MESSAGES \$1

- A pretty selection of Kimonos, regular \$1.25, \$1.50 and \$1.75 values, one day only ... **\$1.00**
 - 10 yards "Red Seal" Gingham, new spring patterns, 12 1/2c grade, 10 yards for ... **\$1.00**
 - 6 yards of high-grade Galleta Cloth, regular 20c grade, new spring patterns, 6 yards for ... **\$1.00**
 - 12 yards of the new designs in Spring Embroidery, 10c grade, 12 yards ... **\$1.00**
 - 12 yards of high-grade 10c Gingham for ... **\$1.00**
 - We will offer many new and attractive designs in plain and fancy Spring Silks in a regular \$1.25 value for ... **\$1.00 per yard**
 - Table Linen, a splendid grade, regular \$40c value, one day only, 3 yards for ... **\$1.00**
 - Ladies' Spring Silk hose, \$1.25 values ... **\$1.00**
 - The pretty designs in Flowered Crepe for spring, our special 25c value, 5 yards ... **\$1.00**
 - Do not overlook our great Shoe offer of ... **\$1.00 per pair**
- DO NOT OVERLOOK THE MANY \$1.00 BARGAINS IN OUR MEN'S DEPARTMENT.**
- The prettiest Sport Coats in years are those shown this season. The materials are attractive and the models are beautiful. We're glad to show you the spring models. Prices are ... **\$9.75, \$12.50, \$15.00 and up**
- See our new "FLORIAD" BOOTS. These new, graceful, light-weight, white Arabian cloth Lace Boots are sold exclusively by us ... **\$4.25**
- EXTRA SPECIAL**
One lot of Boys' fine School Pants, \$1.25, \$1.50 and \$1.75 values, one day only ... **\$1.00**

MEN'S WEAR DEPARTMENT

\$1 \$1.50, \$2, \$3 and \$4 hats, many shirts, gloves, caps, hosiery, collars and neckties will be found in the \$1 bargains **\$1**

Hundreds of men's hats in broken lots and sizes, that formerly sold for \$1.50, \$2.00, \$3.00 and \$4.00 will be arranged in one lot and sold for \$1 each. } **\$1**

- One lot of regular 50c Neckties, 5 for ... **\$1.00**
- 10 regular 15c "Lion Brand" Collars, new styles, 10 for ... **\$1.00**
- 10 pairs of Suspenders ... **\$1.00**
This includes one lot only.
- 24 regular high-grade 5c Handkerchiefs, 24 for ... **\$1.00**
- One lot of Men's Odd Pants, good values ... **\$1.00**
- All Boys' \$1.25 Caps, one day ... **\$1.00**
- 5 pairs of high-grade "Cadet" 25c Hose, 5 pairs ... **\$1.00**
- Regular \$1.25 high-grade Hanson's Gloves for ... **\$1.00**
- 2 pairs of Boys' 75c lined Gauntlet gloves for ... **\$1.00**
- One lot of Men's Suits, small sizes, old styles ... **\$1.00**
- EXTRA SPECIAL**
Men's regular \$1.25 "Lion Brand" Shirts, \$1.25 grade ... **\$1.00**
- One lot of 50c Ties, 3 for ... **\$1.00**

\$1 Items \$1

Millinery Department

All of the new and fetching creations in spring millinery will be on display. Also our attractive

\$250.00 SPRING MODEL

will be on display.

Many new and striking little street and sport hats in \$1.25 and \$1.50 models will be found in the \$1 bargains.

Positively "No Approvals—No Returns."

Hundreds of Pairs of Men's, Women's

\$1 and Children's Shoes and Oxfords will be **\$1** sold at \$1.00 a pair

The shoes that we will offer in this sale consists of broken lots and sizes, old styles that regularly sell at \$1.25, \$1.50, \$2.00, \$3.50 up to \$5.00. They have all been selected from our main stock and will be arranged on a special \$1 counter for one day only at \$1 per pair. If you want value and not style this will be your opportunity to supply the whole family in shoes or oxfords at this sensational low offer of one dollar per pair. The sizes will be marked on each pair and any pair you select from the bargain counter will be \$1 only.

"You Will Miss It If You Miss It"

PLAINVIEW MERCANTILE COMPANY

"THE PLAINS' FOREMOST DRY GOODS HOUSE"

See What Your \$1 Will Buy at this \$1 Sale