

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

VOLUME 27, NUMBER 46

PLAINVIEW, TEXAS, FRIDAY, JUNE 9, 1916

WANT CARS AND MENTO HELP IN COUNTY SURVEY

TUESDAY, JUNE 27, TOUR OF COUNTY WILL BE MADE TO SECURE INFORMATION.

EXPERIMENT WITH STREET OIL

School Board and Contractors Are Guests of Young Men's Business League.

At an informal luncheon at the Waller Tailoring Company's place of business last night the Young Men's Business League discussed the plans submitted by the survey committee, W. E. Risser, A. G. Hinn, J. J. Lash, J. W. Patterson, P. J. Woodriddle and H. S. Hilburn. Tuesday had been set as a day for making the survey. But it has been decided to postpone until Tuesday, June 27, on account of the school-land sale to be held in Plainview June 13. The county has been divided into ten districts, and captains will be appointed for each district. From three to six cars will be needed in each. The committee has asked for volunteers who will either send or drive cars and for others who have no cars but who will assist in the work. Seventy-five men and thirty-six cars are needed.

The blanks which will be prepared for the survey will ask for detailed information on acres in cultivation, acres in pasture, number of silos, number and grade of livestock, size of poultry flocks. These questions will be asked every farmer owner or tenant in the county. Taking the map of the district, the captains will divide the district and assign the cars to a certain territory, which will be checked on the maps when the information has been secured.

Those who are interested and will either go or will send cars, should call W. E. Risser, telephone number 93; A. G. Hinn, telephone number 151, or H. S. Hilburn, telephone number 72.

Ross Rogers, Judge J. E. Lancaster and A. C. Hatchell were appointed a committee to make arrangements for sending a box to the members of Company L, who are encamped at Sanderson. Many of the soldier boys are members of the Y. M. B. L. A motion prevailed that the dues of these members be expended while they were in Uncle Sam's service.

J. M. Waller was added to a committee composed of E. H. Bawden and A. G. Hinn to arrange for oiling a block of street in Plainview as an experiment in good street making. For the city, Mayor W. E. Risser stated that when the block to be treated was decided upon that the city would work the street and put it in condition for receiving the oil.

Members of the school board, who were in session at the City Hall, and the contractors who were bidding on the new High School Building were invited over for a "feed," and responded en masse.

COMPANY L MEMBERS WON'T WITHDRAW FROM POLITICS.

Captain L. O. Shropshire, captain of Company L, the company now encamped at Sanderson, Texas, near the border, and L. R. Pearson, company clerk, have sent formal announcement to the voters of Hale County stating that they will not withdraw politics. Mr. Shropshire is candidate for re-election as County Surveyor of Hale County, and Mr. Pearson is candidate for County Attorney of Hale County. Their enlistment expires November 8, 1916, and they expect to return in time to take the oath of office, if elected.

TO DEDICATE RUNNINGWATER CHURCH ON JUNE FOURTEENTH.

The Home Missionary Committee of the Amarillo Presbytery will dedicate the church at Runningwater at eleven o'clock of June 14. Dinner will be served. The public is invited.

TEXAS UNIVERSITY STUDENTS ARE EXPECTED HOME SUNDAY.

Miss Lucile Abraham, Ross Towery and John, C. and Bert Mathes are expected to arrive Sunday from Austin. They have been attending the University of Texas.

Auction Sale of School Land to be Held Tuesday

The school land of Hale County, located in Bailey County, will be offered for sale at public auction next Tuesday. B. M. Johnson, of Hale Center, is to sell the land. A place for the sale has not yet been selected, but it is probable that a stand will be erected on the lots recently purchased by the city as a market square. If the weather does not permit an outdoor sale, the District Court room may be used.

PLAINVIEW AND PARKS.

It is time for Plainview to be planning parks. Since a public park is enjoyed by all and its benefits reach all, it is nothing but right that they should be maintained by the municipal government.

Plainview is proud of Lake Plainview; at least she is when Lake Plainview is well kept. If it were not for the improvements there the traveller would be greeted on his arrival in Plainview by a typical Plains lake. The people of the town have spent many pleasant minutes at Lake Plainview. It is worth while.

Lake Plainview has been and can be made again a beauty spot.

It is privately owned, but its use is public, and it is nothing more than justice that the town of Plainview should contribute, even if in a small way, to its support. The expenditure necessary to make Lake Plainview beautiful and enjoyable is a mere mite compared with what it would cost to maintain a city park.

Though privately owned, Lake Plainview is a benefit to the entire citizenship of Plainview. We ought to help maintain it.

SOUTHWESTERN OFFICIALS VISIT PLAINVIEW EXCHANGE.

Testing Plants to See if Equipment Is Sufficient to Care for Toll Business.

During the week E. L. Doland, manager of the local exchange of the Southwestern Telegraph and Telephone Company, entertained the following officials of the company: Percy Redman, general traffic superintendent; J. S. Trapp, division traffic superintendent; Fred Lenington, division plant superintendent; J. L. Palmer, district traffic chief, and D. E. Autry, district plant chief. They are touring the Panhandle inspecting every exchange.

CANDIDATES FOR STATE OFFICES ADDRESS VOTERS

Aspirants for Senatorship, Gubernatorial Chair and Attorney Generalship Here.

Former Governor T. M. Campbell spoke at the Court House Wednesday afternoon for two hours in the interest of his candidacy for the United States Senate. He set forth the duties of candidates toward the people, and entered into a resume of the legislation enacted during his office and a detailed statement of tax conditions at that time, explaining that the low taxes of the period were due to efficiency in administration and that a lessening of the tax rate did not impoverish the State institutions.

He heartily endorsed the Wilson administration, stating that he was a delegate to the Baltimore convention and that the Texas delegation were largely instrumental in securing the New Jersey professor's nomination.

He reiterated statements made in his opening speech, at Abilene, to the effect that he was a prohibitionist from principle and that he believed no territorial limitations should enter into the question.

Wednesday night Hon. C. H. Morris, of Wimsboro, a candidate for Governor, spoke at the Court House to a good-sized audience, outlining his policies, but bringing out nothing more than he has in former speeches.

Hon. B. F. Looney, candidate for reelection to the office of Attorney General, spoke yesterday afternoon, defending his conduct of the office of attorney general and explaining the activity of the department in forcing the corporations to comply with the laws of Texas.

AWARDED MAXEY CONTRACT FOR HIGH SCHOOL BUILDING

One Hundred Eighty Working Days' Time Within Which Building Is to Be Ready.

J. B. Maxey, of Plainview, has the contract for building the new \$50,000 High School Building for the Plainview Independent School District. The board opened bids last night from a number of contractors. W. M. Rice, of Amarillo, bid \$38,650, just thirty-five dollars more than Mr. Maxey, who made the best bid, \$38,615 for the construction of the building.

W. E. Hedrick Construction Company, of Dallas, bid \$44,750 for the building complete with the exception of plumbing and lighting fixtures. Harrison & Kerr, of Plainview, bid \$51,200 for the building complete. Taylor Building Co., of Fort Worth, bid \$47,990 for the building complete. Ralph P. Taylor, of Lubbock, bid \$51,377, and C. A. Clayton, of Sweetwater, \$52,500. The heating contract was let to the Texas Heating and Ventilating Company, of Fort Worth. They are to furnish hot-air-blast furnace fan or ventilating system for \$3,985.

The contract for plumbing and electric lighting system will be let within the next few days.

The Acme Brick Company, of Fort Worth, are to furnish from their Denton kilns brick for the building. Dark brick for the base, with grey brick for the superstructure and white for trimming was selected.

The contract specifies that the building is to be ready for occupancy within one hundred eighty working days after the contractor has been authorized by the board to begin work. The board expects to receive the building from the contractor about January first.

STATE DEMOCRATIC PRIMARY TICKET IS NOW COMPLETE.

The State Democratic primary ticket which will be submitted to the people on July 22 follows:

Governor—James E. Ferguson, Austin; C. H. Morris, Wimsboro; H. C. Marshall, Wimsboro.

Lieutenant-Governor—W. P. Hobby, Congressman-at-Large—Jeff McLe-more, Washington; Roger Byrne, Smithville; Arthur E. Firman, Dallas; J. H. (Cyclone) Davis, Sulphur Springs; H. L. Darwin, Cooper; Daniel E. Garrett, Houston; Rufus J. Lackland, Fort Worth; W. R. Cox, Hamlin; H. G. Cooley, Dallas; S. C. Padleford, Cleburne; and Hugh Nugent Fitzgerald, Fort Worth.

United States Senator—John S. Davis, Dallas; O. B. Colquitt, Dallas; C. A. Culberson, Washington; John J. Harrington, Austin; T. M. Campbell, Palestine; S. P. Brooks, Waco; George W. Riddle, Dallas; and H. L. Henry, Waco.

State Treasurer—John W. Baker, Crosbyton; J. M. Edwards, Austin; and W. E. Munn, Boyd.

Attorney General—B. F. Looney, Austin; John W. Woods, Rotan; Chas. T. Rowland, Fort Worth.

Judge of Criminal Appeals—W. C. Morrow, Hillsboro, and A. J. Harper, Austin.

Railroad Commissioner—John W. Robbins, Austin; Allison Mayfield, Sherman; and Rufus B. Daniel, El Paso.

Commissioner of General Land Office—J. T. Robinson, Austin; and Charles Geers, Fort Worth.

State Superintendent of Public Instruction—W. F. Doughty, Austin.

Commissioner of Agriculture—Fred W. Davis, Austin; and H. A. Halbert, Coleman.

Associate Justice of the Supreme Court—R. W. Hall, Amarillo; and J. E. Yantis, Austin.

Chief Justice—Nelson Phillips, Austin; and C. H. Jenkins, Austin.

Comptroller of Public Accounts—H. B. Terrell, Austin; and Chas. B. White, Dallas.

An application for comptroller was received Tuesday morning from J. M. Terrell, Dallas, but it was not made out in due form and was not by registered mail. It was not considered, therefore.

SANTA FE FIREMAN MISSING IN WRECK NEAR WOODWARD.

Santa Fe passenger train No. 114 ran into the flood waters of the North Canadian River, seven miles west of Woodward, Okla., at two o'clock Monday morning. The fireman, L. A. Weisbrod, is missing.

DAMAGE SUIT GROWS OUT OF TRADES EXCURSION

Gilbert Asks for \$750 From Watson, Alleging That His Car Was Injured.

A case attracting no little attention is being tried before Judge W. B. Lewis in the County Court of Hale County. C. A. Gilbert is suing D. B. Watson for damages alleged to have been inflicted on his car by Mr. Watson last summer while the auto excursionists were boosting the Hale County Fair. Mr. Gilbert is asking \$750 damages, and Mr. Watson is hotly contesting.

In the case of Pearson vs. Sykes, a verdict favoring Pearson was rendered. Yesterday the case of Clay Dunlap vs. the Panhandle and Santa Fe Railway Company was terminated, when a judgement for \$124.58 was given him.

CLOVIS IS ROYAL HOST, SAY BANKERS WHO WERE THERE.

Children Get the Next Meeting of the Panhandle Bankers' Association.

The 1916 session of the Panhandle Bankers' Association, which has just closed in Clovis, will long be remembered by those who attended. Plainview was represented by T. Stockton, W. W. Underwood, Guy Jacob, R. A. Underwood, S. L. Rushing, D. D. Shipley and M. D. Henderson.

One of the most enjoyable events was a barbecue, served at the Shipley Bros. Ranch, near Clovis. Alex and John Shipley formerly lived in Floyd County, and are well known among those who have been here several years. They are brothers of D. D. Shipley brothers had prepared an ex-fifty-four cars conveyed the guests from Clovis to the ranch, where the Shipley brothers had prepared a next-cellar barbecue. One of the best-known barbecue experts was brought to Clovis especially to barbecue the meat. It was served under the large sheds of the feed lot.

The Clovis ladies' band, consisting of twenty-nine pieces, furnished music for the visitors.

At the closing session it was requested that all who had purchased railroad tickets register, and their return fare was refunded.

CEMETERY ASSOCIATION IS TO MEET JUNE FOURTEENTH.

A meeting of the Plainview Cemetery Association has been called for June 14, Wednesday, a week from tomorrow, at the City Hall, at three o'clock p. m. A full attendance of the members and others who are interested is desired.

BIRTHS.

Born, to Mr. and Mrs. J. J. Gossett, June 7, a boy.

WHAT IS A FURLOUGH? A YOUNG GIRL'S IDEA.

Few hope for a furlough, but every member of the army, especially the boys from Plainview, wish one. There is a whole lot of "red tape" connected with securing one. If you don't believe it, ask the fellows who have tried.

A reader of The Herald lends this clipping, the author of which we do not know:

"The reading class was in session, and the word 'furlough' occurred. Miss Jones, the teacher, asked if any little girl or boy knew the meaning of the word.

One small hand was raised. "Furlough means a mule," said the child.

"Oh, no, it doesn't," said the teacher.

"Yes, ma'am," insisted the little girl. I have the book at home that says so.

"Miss Jones told the child to bring the book to school. The next morning the child came armed with a book, and triumphantly showed a picture of an American soldier riding a mule, under which was the caption:

"Going home on his furlough."

Republicans and Progressives Cannot Agree on Candidates

A telegram to The Herald late tonight states: "Hughes, Root, Burton, Weeks and du Pont placed in nomination today on the Republican ticket. The Progressives still claim that there is no man for them but Roosevelt. It is very probable that they will nominate him. Roosevelt is not coming to the convention. It rained here all day."

Reports indicate that there is a desire on the part of committeemen from each convention to agree on one candidate, if that is possible. The Progressives are urging Roosevelt, for they believe he has the strongest grasp on the situation and understands foreign conditions and domestic conditions better than any other man who has been mentioned. The committeemen from the Republican convention have committed themselves as not opposed to Roosevelt if the Republican convention will ratify his selection. However, they frankly state that they do not believe this can be brought about.

Early in the convention the statement was current that Roosevelt has asserted that he will be a candidate on an independent ticket if Hughes is nominated.

Reports current in Plainview Friday night that Roosevelt has received the nomination of both parties, have not been verified. The Herald's wire came after the conventions had adjourned, hence we believe the report is unfounded.

It has been raining throughout the week in the "Windy City." On Wednesday, despite the rain, thirty thousand women joined in a parade urging woman's suffrage.

HALE CENTER MAN SAYS HE WANTS TO HELP WITH SURVEY.

Dr. S. J. Underwood, of Hale Center, was in Plainview today on business. When the proposed agricultural and industrial survey of Hale County by the Young Men's Business League of Plainview was mentioned to him, Dr. Underwood stated that he would be glad to assist in the work in his section. Hale Center's Commercial Club is active now, according to Dr. Underwood, and they, too, would like to have the information that will be gathered.

WILL ATTEND STATE RETAIL MERCHANTS' ASSN MEETING.

Sunday Mrs. W. L. Braddy, secretary of the Plainview Retail Merchants' Association, and Artie Baker, of Lockney, who has been named as the delegate from the Plainview association, will leave for San Antonio, where they will attend the State meeting of the Retail Merchants' Association of Texas, which convenes there Monday morning and will be in session until the sixteenth of June.

Barber and Laundryman Company L Each Enjoy a Brisk Business

In Camp Sanderson, Texas, Sunday, June 4th.

It is now two weeks since I wrote you last, and quite a few things have happened since then; of course, nothing serious, but the changes have been numerous.

Thursday, May 25th, the most of the boys were equipped, receiving their shirts, underwear, and wearing apparel. Of course, they did not all receive everything they needed then, but the most of them have since been completed.

That afternoon the entire company was taken over to the hospital and given the second shot in the arm for typhoid, and, believe me, that night and the next day there were sure some sore arms in the crowd. Several of the boys were really sick, but they soon got over that, and are now ready for the third shot, which should have been given to us today, but on account of being so far from the field hospital the treatment has been delayed. However, we have received word that the lieutenant doctor will be here in a day or two, and I suppose that we will then get all that is coming to us. They say that the third shot does not make the arm sore, and mine did not get sore either time, I certainly hope that it won't this time.

Thursday afternoon (25th) we received official word that Company L would leave Camp Wilson Saturday

Suffrage Plank Assured.
Woman's suffrage was first denied a place in the platform of the Republican party by a subcommittee. A wire yesterday from Miss Kathryn Polansky, local manager for Western Union Telegraph Company, who is in Chicago, stated that the plank was finally agreed upon by a vote in the committee of 26 to 21. It favors the principle of woman's suffrage, but with the proviso that each state should settle the woman-suffrage question for itself.

Platform Is Adopted.
The principal development in the Republican convention Thursday afternoon were adoption of the platform as reported by the resolutions committee, headed by Senator Lodge, and a half-minute demonstration for Colonel Roosevelt when his name was mentioned for the first time in the convention.

Senator Lodge, a personal friend of the colonel, mentioned Colonel Roosevelt's name in reading the Philippine plank, which declares for the policy inaugurated by McKinley and continued by Roosevelt. The demonstration that followed was principally in the galleries, although it was joined in by some delegates on the floor.

Senator Lodge smiled and waited until it subsided. The outstanding incident of the day's session came with Senator Lodge's announcement of the woman suffrage plank. When the senator said: " * * * as a measure of justice to one-half the adult people of this country," the Republican party "favors the extension of suffrage to women," the suffragists began their demonstration.

A SPECIAL TRAIN BRINGS EXCURSIONISTS TO PLAINS.

Thursday a special train brought a large party of prospectors to Plainview from the North and East. The Texas Land and Development Company had sixty-four in their party. The Alley Brothers, of Hale Center, had thirty.

MRS. MARY E. PAUL DEAD.

Tuesday afternoon A. A. Hatchell, undertaker for Paxton & Oswald, was called to Olton to prepare for burial the body of Mrs. Mary E. Paul. Mrs. Paul was 68 years of age, and was the mother of Mrs. T. J. Mc Gill, with whom she was residing at the time of her death.

The funeral services were conducted by Rev. G. I. Britain, at the Olton Cemetery, Wednesday afternoon.

COMMISSIONERS MEET MONDAY.

Commissioners' Court of Hale County will convene Monday morning.

(Continued on Page Twelve.)

The Herald's Review of the Movies

TAYLOR WILL PLAY LEAD IN BENEFIT PLAY AT MAE I.

Albert Taylor, an actor well known in the Southwest, will play the lead in "A Message From Mars" at The Mae I. Theatre Monday night, June 12. This will be a benefit performance, under the auspices of the Woman's Auxiliary of the St. Mark's Episcopal Church. Local talent will play the minor roles. Among the cast are: Mrs. Ellen Jane Lindsay, Miss Lena Williams, Miss Zelda Hulén, Miss Myrtle Hollingsworth, Miss Kathryn Powell, Miss Adrian Hanby, H. G. Lindsay, Lynn

Pace, Lawrence Gray, A. G. Double, Casey Hughes, and Master Jack Testman.

Monday The Mae I. Theatre offers "The White Rosette," a stirring drama of love and intrigue, featuring E. Forrest Taylor and Helene Rosson. A beautiful and strangely impressive production. The drama paints a vivid parallelism between the lusts and conspiracies of olden times and the greedy intrigues of our own century. It shows that human nature has not essentially changed since the early Middle Ages, although a complete transformation has been wrought in the forms of civilization under which we live. We of today have learned to study history as a warning. The lives of our ancestors rise before us with ghostly admonition lest we also revert to the passions to which our fathers shamefully yielded. The playwright finds high mindedness and loyalty asserting a still stronger claim on every man's soul than ever in the era of chivalry. This optimistic view is embodied in a powerful story of how a young civil engineer, deeply in love yet sorely tempted by another woman, keeps his manhood and thus retrieves the honor of a false knight of long ago.

Monday The Olympic offers "Simon, the Jester," a Gold Rooster in five parts.

Simon De Gex, a noted member of Parliament, is told by his doctor that he has six months to live, and his marriage with Elenore Paversham is scheduled for the approximate date of his death. Lola, the Cat Queen of the Hippodrome, has been deserted by her husband and is befriended by Simon and his secretary, Dale. The latter falls in love with Lola, much to Simon's disgust. A weazened, bewiskered dwarf, Prof. Anastasius Papadopoulos, is also secretly in love with Lola, and has vowed vengeance on her husband. He kills the latter, is adjudged insane, and put in an asylum.

As the day of his death approaches, and after he has disposed of almost all his fortune, some to Lola, Simon is

stricken ill while in a park one day, and is discovered by her. She takes him to a hospital, where he is operated on and his life saved. The former Cat Queen nurses him back to health and is with him constantly. One day Elenore and Dale, the latter having given up the Cat Queen for Simon's former fiancée, come to visit the former M. P. at the hospital and belittle Lola, saying that she is not up to their level. Simon defends the girl, but she hears only the harsh words and flees from the place. Simon follows her, and after some time learns that she has returned to the stage. He finds her, but a shot from a gun carried by the dwarf, who has escaped from the asylum, hits Lola in the face and blinds her. Athanasius is killed while trying to escape. Another remarkable operation is performed. Lola's eyesight is restored, and she and Simon may now enjoy the wedded bliss he had so long anticipated.

The sixth episode of "The Iron Claw" will be shown at The Ruby Theatre Monday. The map which makes its appearance in the fifth episode and of which Ledger holds one-half and Golden the other, is the basis for the development contained in "The Spotted Warning." In the beginning of "The Spotted Warning," Golden receives a letter from Ledger demanding the other half of the map, on which is written some very important confessions or statements. Golden refuses to let Ledger have the map. From Margery, Golden learns that it is something terrible, and he sends her to the home of her grandmother. The driver takes her to the home of her mother instead. Golden, from the story the chauffeur tells him, believes that Margery is now in the hands of Ledger, and agrees to meet one of the Iron Claw's accomplices and deliver the torn map. There is a struggle, in which the map is lost and the henchman is killed. There is an incident in this release that causes Margary to suspect that her own mother is the Laughing Mask, though the mother smilingly denies it.

The second number on the program at The Ruby Monday is a two-reel drama, "The Eyes of Fear," by Hugh Johnson, featuring Elsie Jane Wilson, Rupert Julian, Yona Landowski and others. The scenes occur at Panama, and carry the tropic atmosphere successfully. There is also a good tension in the murder scenes and those immediately following. The plot is not so obvious as often happens, and is accordingly above the average in interest. A well constructed and appealing number.

The third attraction at The Ruby Monday is a comedy, "How Times Do Change."

"The Knotted Cord" will be shown at The Mae I. Tuesday. A drama in three reels, starring Mignon Anderson and Delaney put over a sinister sign of a gang of murderers. For several months the "Knotted Cord" gang leaves in its wake a trail of death, and the police seem helpless to cope with the mystery. Yale Benner, famous for his crook acting, is the chief of criminals. Bert Delaney, as the detective, William Burt, as his secretary and colleague, and Mignon Anderson is the girl who makes the perils of the plot worth while. It is a red-blooded story of adventure with a strong love motive, in which Miss Anderson and Delaney put over a tremendous dramatic climax. Another

attraction on the program at The Mae I. Tuesday is a scenic and comedy cartoon, "See America and Keeping Up With the Joneses."

"The Race," in five reels, will be presented at The Ruby Tuesday.

Capital has been made of Anita King's recent coast-to-coast automobile trip, as the "Paramount Girl," for a thrilling five-reel subject. A lot of exciting scenes have been provided, some of them actually taken during Anita's journey, and Hector Turnbull and Clinton Staggs have provided a good story to weave them together.

The subject is, to say the least, out of the ordinary. The camera has looked out on unusual views, and the whole atmosphere of the piece is different from what one usually gets.

The story revolves around the affairs of young Jimmy Grayson, son of a millionaire automobile manufacturer, who has spent his income enthusiastically and finds himself with three weeks in which to make good on a \$10,000 check or go to jail. So he gets a job as chauffeur. He meets Grace Van Dyke, "chauffeuresse," whose father, a clerk for Grayson, senior, and an unsuccessful inventor, has embezzled \$9,000, and is also given three weeks in which to make good.

The first number for Tuesday at The Olympic is "The Villain Worshipper." This episode of the Horning serial is filled with fresh material. A young chap, who admires the highwayman, gets himself up in the "Stingree" style and attempts to rival the exploits of his model. The highwayman gets him out of a serious difficulty and sends him home to his mother.

The second number is by J. G. Alexander, featuring Ben Wilson, Irene Hunt, Chas. Ogle and Edna Pendleton, "The Silent Voice." The neglected wife of the young doctor comes home from the ball with another. She is discovered dining in a cafe with her escort by her husband. The plot is familiar, but pleasingly handled in this instance. The close is a happy one.

"A Leap Year Tangle" is another attraction at The Olympic Tuesday. It is a boarding-school romance that registers in some places, but the laughs are quite sparse. The picture hasn't the punch that Christie's Nestors usually have. Eddie Lyons and Betty Compton head a large cast.

The fourth and last feature of the program at The Olympic Tuesday is "The Town That Tried to Come Back." Somewhat old in respect to theme, but truly laughable in respect to treatment, which is of the best sort.

A waitress comes to town, and, after swindling all the males, departs much richer, leaving the town much poorer. Eileen Sedgwick and Victor Fotel are in the cast. Roy Clements directed.

"The Little Monte Carlo," the first episode of "The Social Pirates," is coming to The Ruby Wednesday.

At the very opening of the first episode a new note is struck—the introduction of two heroines in place of one. And it is quickly shown that such an arrangement has, in the present instance, many advantages. It permits the two women to play into each other's hands when following their favorite pastime of relieving some unfortunate sister, and to toss the interest from one to the other when there is the slightest danger of the action dragging or the scene becoming too long. Another element that adds to the entertaining qualities of both pictures is an underlying vein of natural comedy, brought about by the neatness and dispatch with which the two heroines trap the Social Pirates, whose downfall they attempt.

Charlie Chaplin will be at The Ruby again Wednesday. "Work" (Essanay), a two-reel Charlie Chaplin release, the opening comedy business of Charlie of the Guileless Grin, will put a broader smile on the face of Momus. Nothing better than the entire reel has been seen to the screen, but the originality and comic invention of the first five minutes of "Work" has seldom been equalled.

Two other attractions Wednesday at The Ruby are "A Flock of Skeletons" and a Vim Comedy, "A Sticky Affair."

One of the attractions on the program at The Mae I. Wednesday is the "Extra Man and the Milk-Fed Lion." The fate of the "Extra" who has the audacity to fall in love with Myrtle Manners, the leading woman of the Titan Motion Picture Company, is heartlessly shown up in the "Extra Man and the Milk-Fed Lion." Tommy is a friend of Buck's. Buck gets the job; later he is sorry. Another attraction for Wednesday at The Mae I. is a Vogue Comedy, "Bungling Bill Burglar."

"The Two Men of the Sandy Bar" will be offered at The Olympic Wednesday. This is a five-reel production, adapted carefully by Olga Printzlaw from a story by Bret Harte. Hobart Bosworth plays the part of John Oakhurst, Chas. H. Hickman appears as Col. Starbottle and other parts fall to Frank MacQuarrie, Gretchen Lederer

and Jean Taylor. This is from one of the best-known stories by the famous Western writer, and it carries a fine lot of the atmosphere to be expected. It is a very complicated story, in all its windings, but follows clearly enough from scene to scene. What it lacks in dramatic interest is almost entirely due to the necessity of covering so much ground. It has some excellent character work, and is superior to the average Western production in nearly every way, except perhaps in dramatic strength.

"The Siege and Fall of the Alamo" will be shown at The Ruby Friday, June 16. The production is staged in and around San Antonio. On this day the manager, Ross D. Rogers, will have in the lobby a large box to receive gifts of various kinds for the members of Company L, which is stationed at Sanderson. A per cent of the net proceeds of this performance will be expended by the management for edibles for Plainview's soldiers, and will be included in the box to be shipped by the Y. M. B. L.

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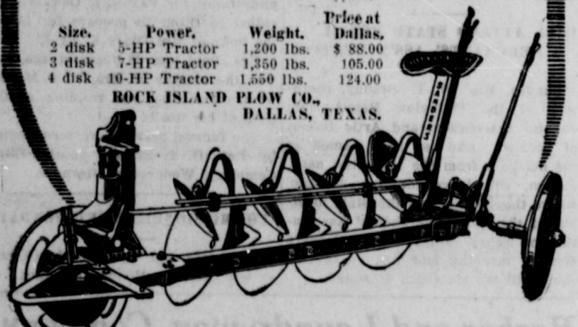
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ROCK ISLAND PLOW CO., DALLAS, TEXAS.



Programme Mae I. Theatre

MONDAY, JUNE 12TH.
"The White Rosette"

"THE WHITE ROSETTE"—A beautiful and strangely impressive production picturing a vivid parallelism between the lust and conspiracies of olden times and the greedy intrigues of our new century. It shows that human nature has not essentially changed since the early middle ages, although a complete transformation has been wrought in the form of civilization under which we now live. A romantic drama of medieval and modern times, featuring the popular screen stars HELENE ROSSON and FORREST TAYLOR. (DE LUXE FEATURE, IN FIVE PARTS).

TUESDAY, JUNE 13TH.
"The Knotted Cord"

"THE KNOTTED CORD"—A mystery detective drama that cannot fail to please—strong situations, surprises, thrills and swift action! The chief of criminals is a convincing type as portrayed by YALE BENNER, famous for his crook acting, and MIGNON ANDERSON is the girl who makes the perils of the plot worth while. It is a story of adventures, in which Miss Anderson, assisted by BERT DELANEY, as the detective, puts over a tremendous dramatic climax. (THREE-ACT THAN-O-PLAY.)

"SEE AMERICA FIRST AND KEEPING UP WITH THE JONESSES" Minneapolis and St. Paul, the twin cities, are visited by the Mutual traveler in her trip through the Middle West. (Scenic and Comedy Cartoon.)

WEDNESDAY, JUNE 14TH.
"The Extra Man and the Milk-Fed Lion"

"THE EXTRA MAN AND THE MILK-FED LION"—The fate of the humble extra who had the audacity to fall in love with MYRTLE MANNER (DIXIE STRATTON), the leading lady of the Titan Motion Picture Co. It's one of the latest of BUCK PARVIN in the movies, starring A.H.T. ACORD. (Two-part Mustang Feature.)

"Bungling Bill Burglar"

"BUNGLING BILL, BURGLAR."—For plain and fancy bungling, Bill is the sensation! His merry burglar work provides another uproarious VOGUE COMEDY success. The scenes are as fast as the automatic shooting iron of the bad man—and as sure to hit!

Matinee 2:15 Admission 5c and 10c Evening 7:15

THE MAE I. THEATRE

"The Photoplay House of Quality"

BEN'S BARBER SHOP

5 IN 1

Guaranteed to relieve Dandruff, Itching Scalp, Falling Hair and "Milk Crust" on babies

Application 20c
Full Treatment 65c

Keep a \$1.00 bottle in your home, use freely.

Hair is harder than wood,
Lives after the body is gone,
You should wear yours to the grave,
You may if you use 5 in 1.

BEN'S BARBER SHOP

COMING

"The Seige and Fall of the Alamo"
A Photoplay in Five Thrilling Parts

Staged in and around San Antonio, Texas, on the memorable ground that this world famous battle happened on.

Every man, woman, boy and girl in Plainview should see this production. Make your arrangements early.

THE RUBY THEATRE

Friday, June Sixteenth

RUBY

"ALWAYS A GOOD SHOW"

MONDAY.
"Iron Claw" Day

"THE SPOTTED WARNING"
The 6th episode of this, the most intensely interesting of all serial dramas, featuring Pearl White, Creighton Hale, Sheldon Lewis and the "Laughing Mask."

Who is the "Laughing Mask"
The question all Plainview is asking.

"THE EYES OF FEAR"
A two-part comedy-drama with Rupert Julian and Elsie Jane Wilson.

"HOW TIMES DO CHANGE"
Billy Rhodes in a Nestor comedy.

TUESDAY,
Paramount Day

We present Anita King and Victor Moore as co-stars in a comedy-drama of many thrills, entitled

"THE RACE"

In five parts.

Comedy is paramount in this Lasky offering, but there are many thrills. Miss King leaps 120 feet thru space in an automobile and was almost killed in the "stunt." This will make you hold your breath with its intense realism.

WEDNESDAY.
THE WEEK'S BEST PROGRAM—LOOK IT OVER

"WORK"

Charlie Chaplin, the \$670,000 comedian, is the star in this two-part comedy that's a scream from start to finish.

"The Little Monte Carlo"
The first of a series entitled "The Social Pirates," with Marin Sias and Ollie Kirby. Each episode a complete story.

"A Flock of Skeletons"
The world famous "SIS HOPKINS" in a Kalem comedy that's one continual laugh.

"A Sticky Affair"
"PLUMP" and "RUNT" the famous vaudeville team in a "VIM" comedy.

SOME PROGRAM.

OLYMPIC

"YOU KNOW THE PLACE"

MONDAY.
Gold Rooster Day

We offer

Mr. Edwin Arden

(The Chinaman of "ELAINE") in a drama of thrills and heartaches, entitled

"SIMON THE JESTER"

In five parts.

Mr. Arden by his wonderful work in "ELAINE" won a host of friends in Plainview. Don't miss him in this offering.

TUESDAY.
"Stingree Day"

"A VILLIAN WORSHIPER"

The latest episode of this distinctive series, featuring True Boardman. Complete in two parts.

"THE TOWN THAT TRIED TO COME BACK"

Slippery Slim in a one-part comedy

"A LEAP YEAR TRIANGLE"

Lyons and Moran in a Nestor comedy.

"THE STILL VOICE"
Ben Wilson and Irene Hunt in a one reel drama.

WEDNESDAY,
Red Feather Day

We offer that popular star of the screen and stage,

Hobart Bosworth

In a thrilling western drama, entitled

"TWO MEN OF SANDY BAR"

In five parts.

From the story by that famous author of western virile dramas, BRET HART.

This is guaranteed to be one of the best western photoplays ever in Plainview.

SHOW SCHEDULE AT THE OLYMPIC AND RUBY
Continuous performances three o'clock to ten o'clock. You can come as late as ten and see a complete performance. Performances start as follows: 3:00, 4:30, 6:00, 7:30, 9:00. A suggestion: Cut this out for reference. Shows will start exactly on time always.

Community Correspondence

NEW CORRESPONDENT WRITES THE NEWS FROM PETERSBURG.

(Editor's Note: This week a new correspondent has been added to The Herald's list. The following news letter from Petersburg is a specimen of those which are to follow.)

PETERSBURG, Texas, June 7.—Everything is moving along smoothly in this part of Hale County. A good rain would be appreciated, however. The wheat is very good, considering the amount of rain it has received. Harvesting will soon begin.

Miss Faye Garrison, of Plainview, spent Sunday, May 28th, with Miss Evelyn Claitor.

Quite a crowd from town attended the closing exercises of the Harmony School, on Friday, June 2nd. A very entertaining program was rendered.

J. C. Terry, candidate for sheriff, was visiting among his many friends here this week. He spent Thursday night in the home of his old Lamar County friend, L. C. Claitor.

Mrs. Lydia Coats is very ill in the home of her brother, E. C. Reagan. She has many friends, who regret to know of her failing health and hope she may be restored.

Jesse Tisdell has returned from the sanitarium at Sweetwater, where he has been under treatment for rheumatism.

J. B. Gartin and family were very ill a few days last week from the effects of ptomaine poisoning.

Miss Marlyn Raye, of Weatherford, Texas, is visiting her cousin, Mrs. T. A. White. We are sorry to say Mrs. White is suffering with a dislocated shoulder.

Miss Sallie Brown made a flying visit to this town Wednesday. She is now assisting her father in his store, at Falls.

Miss Alyce Wiese and her brother, Max, leave today for Iowa, on a visit to relatives.

Miss Annie Hughes had as her guests Sunday Wright Pace, Joe Roberson, Lilburn Claitor and Misses Comer and Claitor.

The Needlecraft Club spent Thursday evening very pleasantly with their president, Mrs. T. A. White.

The Mothers' Club, assisted by some of the young people, will give a play on the night of July 15th. There will be a picnic here on that day. All the candidates are invited to be present.

John Hegi, Sr., shipped a carload of hogs to Fort Worth Friday.

KRESS NEWS.

KRESS, Texas, June 7.—Clifton Reed, Charley Reed, Lewis Hobbs, Miss Sofa Davis and several other persons went fishing on the Tullia draw Saturday, June 3.

Children's services will be held at the Methodist Church Sunday, the 11th. The protracted meeting commences Sunday night.

Jim Skipworth and wife are rejoicing over a new baby boy.

F. T. Skipworth, of near Kress, is running his big irrigation well. He is having good success at present.

Kress will soon be reopening over the new school building. It will be completed and ready for the commencement of school, in September.

Dewitt Griffith and Roger Scheihagen, of Kress school, graduated this year.

Johnnie Gallger, of near Kress, is building an addition to his home. He is improving his place.

CLEMENTS ADDRESSES CLASS AT ABERNATHY COMMENCEMENT.

ABERNATHY, Texas, June 8.—C. E. Stout has joined the procession and is this week having a well placed on his property.

Howard Pearson has sold the drug store to John Jones. Red Tudor has a position with the new firm. Here's wishing the new proprietor much success. Mr. Pearson intends moving to Lubbock.

David Davenport has recently purchased a Maxwell roadster, and Ward Crimm a new Maxwell touring car.

Mrs. R. C. Hannah has been attending the annual meeting of the Woman's Missionary Society of the Northwest Texas Conference, at Sweetwater, June 3 to 7. She was a delegate from the Abernathy Woman's Missionary Society.

Miss Jallie McDuff, of Petersburg, was here Monday en route to attend the Normal at Canyon.

Our townsman Clark has been on the sick list this week.

J. C. Arnett is this week opening up a stock of racket goods in the post office building.

Monday night, at the school auditorium, the commencement exercises of the Abernathy High School were held. The following composed the graduating class: Misses Wille Minnie Matejowsky and Velva Oliver and Wenzl Matejowsky. Hon. Charles Clements delivered the address, and admonished the young people to look up instead of down. He said that the young life was likened to clay in the hands of the potter and if they would only be submissive to the best teachings that there would be a place in the world of usefulness for them. He stressed the fact of the importance of abstaining from sowing wild oats, which would unmake instead of make men and women. All in all, the address was inspiring and full of wholesome advice.

On Tuesday night the musical pupils of Professor Webster gave a recital at the church. An admission was charged, and the proceeds go to the Mothers' Club to help pay for a piano recently bought by them for the school auditorium.

The Liberty Social Club meets Thursday, June 15th, with Mrs. L. I. Wheeler and daughters.

Sunday School will be held Sunday morning at ten o'clock.

Mr. and Mrs. Fuller called Sunday afternoon at the John Selpp home.

Miss Ellene Groff spent Thursday night and Friday with her sister.

John Garstang is entertaining his mother at present.

E. E. Freeman and family and J. J. Groff and family dined Sunday with L. L. Wheeler and family.

The following are on the program committee for the "Children's Day": Mesdames Edgar Johnson and J. J. Groff, Miss Alma Boston, Mrs. R. E. Houston and Miss Helen Groff. The latter two are on the musical program.

Nick Klein and family and Misses Helen and Eileen Groff were visitors at the Selpp home Sunday.

Rev. Holland, of Plainview, filled his regular appointment here Sunday. A large crowd was in attendance.

Edgar Johnson's house is being erected at present.

We would like to have all the children that want to and will take part in the "Children's Day" program to be present at Sunday School Sunday morning at 10 o'clock.

MAKING PLANS AT LIBERTY FOR A CHILDREN'S DAY.

LIBERTY, June 7.—The farmers of this vicinity are not wearing the smile that they wore Monday morning, after the nice shower we had Sunday evening, owing to a hail storm and pouring rain which visited us Tuesday evening between seven and nine o'clock. It did considerable damage to the growing crops and gardens; but we can be thankful it wasn't any worse.

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EAST MOUND PERSONALS.

EAST MOUND, June 7.—Miss Barrett, of Pampa, spent the week end at Mrs. D. W. Wallace's.

Wade Wallace and Cliff House spent several days last week in Canyon.

F. Eiring is in Marlin for a month. He has been down with rheumatism for some time.

Dick Estes is able to be up, after two weeks' illness.

The Home Economics Club met last Wednesday at Mr. Marlin's. After the

reading of the lesson and a musical program, ice cream and cake were served to the eleven members present. This week's meeting was with Rosa and Dee Wallace, on Wednesday, June 8th, at 3 p. m.

Wade Wallace broke one of his fingers at last Sunday's ball game.

Mr. Marlin and family are now riding in a new Oakland car.

It is rumored that there are several cases of measles in the neighborhood.

GOOD RAIN AT WHITFIELD.

WHITFIELD, June 8.—The party at Mr. Randolph's Saturday night was a success.

Miss Flora Mae Scudder, of Plainview, is teaching a music class at Mrs. Edward's.

Mrs. Starks and daughters were shopping in Plainview last week.

Edward Brown, of Uvalde, arrived last week and is visiting at the Nations ranch.

Tom and Charley Moore and family have gone to New Mexico to see the country.

Edward Brown, of Uvalde, is here working for Mr. Moore.

A fine rain fell here Tuesday evening.

Joe Harrison, of Falls, is here shaking hands with old friends.

Mr. Hannon left Tuesday for Fort Worth. He has been staying with his daughter, Mrs. Cooley, the past winter.

Picnic and Outing Parties

Want to carry with them on their short or long trips the most food value in the smallest possible space in the auto. They want deliciousness and they want it practically ready to eat without bothersome preparation.

We have a stock of "outing" goodies from which you will be able to select refreshing menus on your camping or picnic trips.

Just the suggestion of a few good things might lead to an inspection of our big assortment.

Heinz and Beech Nut Bottled and Package Goods.

National Biscuit and Merchant's Dainty Cakes.

Salmon, Tunny, Sardines, and other Fish and Meat Delicacies.

And many other tid-bits to complete the list.

Let us sell you your outing lunch bill.

BENNETT GROCERY CO.

PHONE 35

RUNNINGWATER PEOPLE

REJOICE OVER RAIN.

RUNNINGWATER, Texas, June 8.—Rev. S. J. Upton filled his regular appointment here Sunday morning, but did not preach that night, on account of the rain.

The people of this place are greatly rejoicing on account of the good rain that fell here Sunday night.

Miss Gladys Knight, Marvin Leaman, Lewis Knight and Miss Lois Foley went to Sunday School over to Halfway Sunday afternoon.

Little Alfred Elrod is improving from the burn he received a few days ago.

Miss Fred Day visited Miss Maggie Locke Saturday and Sunday. The latter returned to Canyon Monday, where she will re-enter the Normal.

Miss Colla Eakins gave a party Saturday night, which was enjoyed by all.

An interesting ball game was played here Saturday evening between Tullia and Runningwater. The game was seven to two in favor of Tullia.

Lewis Knight, Tom Taylor and Gladys Knight went to a party at Halfway Monday night.

W. W. Edmonson and daughter, Allie, returned from Mexico Friday night.

Ford

THE UNIVERSAL CAR

There's style with quality in the Ford Coupelet as well as Ford durability in service and economy in maintenance. Roomy interior excellently upholstered. Top raised or lowered in two minutes. A car of superior class. Inspect it. The Coupelet \$590; Runabout \$390; Touring Car \$440; Town Car \$640; Sedan \$740, f. o. b. Detroit. For sale at the Barker & Winn Ford Agency.



The Last Word in 1916 Six-Cylinder Development

A NEW MARION embodying all the beautiful detail of finish and improvement throughout that instantly distinguishes the finished product.

This new Marion Model "K" with its foreign-type, high-speed 3 x 5 six-cylinder motor.

Westinghouse latest electrical equipment.

Under absolute control by the big 14-inch brakes.

Beautifully and luxuriously upholstered in the finest long grain bright finish real leather.

With Chase leather one-man top, and Collins quick attachable curtains.

The big roomy body finished in that rich distinctive Marion wine color.

Brown-Lipe spiral bevel differential. 120-inch wheelbase.

4-inch tires, non-skid on rear wheels.

Weighing but 2600 pounds.

DETAIL SPECIFICATIONS

MOTOR: Foreign type, high speed, six cylinder, cast on bloc, 3-inch bore, 5-inch stroke.

ELECTRICAL EQUIPMENT: Latest type Westinghouse starting, lighting and ignition.

REAR AXLE: Brown-Lipe spiral bevel differential of the latest floating type.

BRAKES: 14 inches in diameter with 2-inch face, through irreversible worm to sector. 18-inch walnut steering wheel.

WHEELS: Extra heavy second-growth hickory with 1 1/2-inch spokes.

RIMS: Firestone demountable.

GASOLINE SUPPLY: 16-gallon round steel tank located at the rear of chassis with the famous Stewart-Warner Vacuum System.

UPHOLSTERING: Divan type, highest grade long grain, bright finished real leather.

FENDERS: Crown type, heavy pressed steel, black enameled.

SPRINGS: Genuine imported Sheffield steel.

FINISH AND COLOR: All bodies are hand-filed, rubbed and finished, receiving twenty coats of paint. Fenders black enameled. Body, hood and radiator all hand-finished in the rich and beautiful Marion wine color.

TOP AND CURTAINS: Chase leather one-man top and quick attachable Collins curtains. When curtains are in place attachments on doors allow curtains to open with the door.

W. R. SIMMONS, Agent for Imperial and Marion Cars

THE MUTUAL MOTORS CO., JACKSON, MICH.

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.

The Farmers' Institute and Hale County Swine Breeders meet in Plainview Saturday, June 17, in the afternoon, at the Court House. Both members and those who do not belong are urged by the presidents, E. A. Zollicoffer and Geo. R. Quesenberry, to attend.

There is general interest in Plainview in the new High School Building. The citizens of the town and patrons of the school are anxious that it be ready for occupancy for the next term of school, but more than anything else they want a well built and practical building, and the action of the board in moving slowly and being conservative in their plans should bring about this result. It would be well to have the building completed by the middle of September. The pupils will be crowded in the old quarters. But the new building will be used for many years, unless some unforeseen catastrophe interferes, and it should be built well.

ADVERTISE THE WHOLE SOUTHWEST.

Our honored visitor, former Governor T. M. Campbell, stated a truth when he said that there is no danger in overproduction of food-stuff and raw material for clothing. The demand is not yet supplied, and will not be over-supplied. With improved transportation and marketing facilities it will be increased.

To the Southwest, the least developed region of the United States, the man with high-priced land, which has reached its maximum price, turns for investment and for a home. Undeveloped land has not reached its maximum price here, and developed land is marketed at less than its real and relative value. A prominent banker at the Panhandle Bankers' Association, which has just closed a successful session at Clovis, dwelt at length on this question when he stated that his company, which had been investing in the East and Middle West, sees the latent and present possibilities of this section and will, on his recommendation, enter the field with money to be loaned on cattle and land security.

A Texan, specializing in large tracts for Eastern capitalists, observes renewed interest in this class of transactions, after a few years of investment indifference. And these tracts are wanted for development purposes.

The El Paso Herald pertinently suggests that the time is ripe for a great national, and international, advertising campaign for the whole Southwest. Its ambitious plan is to raise \$100,000 from the interested towns and companies in this vast territory to be judiciously expended for advertising—just to let the world know the truth. Compared with the co-operative work that has been carried on for the past thirty years on the Pacific Coast, this region has never been advertised.

One of the principles which accounts for the remarkable development of the California country is that the people have advertised and developed districts, not towns nor communities.

No greater development, no greater opportunity is offered in the Southwest than the Plainview Shallow Water Irrigation District.

Our contemporary, The Plainview News, wisely suggests in a recent issue that this district is not confined to Hale County, but to the entire shallow water belt, and endeavor to exploit the district should be on this broad scale. It's the spirit that will win.

Soon active work will begin on the agricultural survey of Hale County. It is not in a spirit of meddling, interference or espionage that this work is begun. And The Herald feels sure that those who are to give this information will understand the motives that prompt the survey. It is simply to find out what the resources of OUR county are. To have the information on our tongues' ends for intelligent and approximately correct answers to questions asked by those who are interested in the Plainview country.

Stockmen are finding that mixed loads are sold well in Wichita, Kansas. The transportation facilities to that market are good and make it possible for livestock of certain kinds to be sold there for more than at other markets. This is not a disparagement of the Fort Worth market or of the Kansas City, Mo., market, for there are classes of stuff which can be sold best at these markets. Fort Worth has been linked on to the South Plains for many years, and is a favored market. Kansas City has received some of the largest shipments the country has ever sent out. But the opening of the Wichita market by special stock trains is a distinct service to the stock industry, and is appreciated.

It is a competitive matter with the Santa Fe, however. Their service to stockmen means money to the Atchison lines, for it makes a longer haul for the Santa Fe, which turns its shipments to Fort Worth to the Texas and Pacific.

Why can't the Santa Fe be as good to its passenger patrons as it is to its freight shippers? It is generally understood that the Santa Fe is the road with the biggest "conscience." Their policy in the recent Ardmore tragedy in settling claims following the explosion there, has been the cause of much comment on Santa Fe policy. But with no competition and no increase in business in sight, they are content to serve the Panhandle and Santa Fe with trains carrying mail one way each day, when it is commonly known that this is one of the best-paying railroad properties in the Southwest. The South Plains people deserve better treatment than this. The business on passenger trains is enough to justify trains twice daily each way. Persistent rumors have been afloat for several months that the service would be inaugurated. It is nothing more than is just and a deserving recognition of the splendid business the South Plains people are giving the Santa Fe.

PASSING OF HARPER'S WEEKLY.

Philadelphia Public Ledger: Many readers, especially those of an older generation, will regret the passing of Harper's Weekly. It had a long and honorable history, and for years was a powerful organ of public opinion. The recent changes in its character only emphasized the fact that there is no such popular support in this country for a serious weekly journal as there ought to be. With two exceptions, the Nation and the New Republic, such publications have had to resort to illustrations, to fiction and other features that the thoughtful discussion of politics, literature and art, in order to survive. The fact is not very complimentary to the intelligence which we are apt to assume we have in greater measure than other people. There is no European country of the first rank where discussion of this sort is so lightly esteemed. The English weekly journals, like the Spectator and the Saturday Review, have long been known the world over, and have succeeded in maintaining a standard of excellence unsurpassed anywhere. Just why the United States has fallen behind in this field it might be difficult to explain; but of the fact itself there is no question.

Today is the tomorrow that you worried about yesterday, and see that hurtful thing did not happen.—Selected.

TOLD PEOPLE OF OLD HOME ABOUT PLAINVIEW COUNTRY.

On our first page we take the privilege of publishing a portion of a letter we received a few days ago from our good friend and former fellow-citizen, John F. Yates, now out at Plainview. This letter has some splendid suggestions in it—and coming from a man who was reared here, and has been known and respected and loved by all for his manly, Christian character and helpfulness, and having been on the School Board for about nine years, five of them as president—his letter will be read with more than passing interest. And it will serve a good purpose by being read in other communities. The Journal editor appreciates his kindly words in recognition of the value of the work done by The Journal for the great Arlington Country, and for this editor personally, and we assure friend Yates all of his appreciated friendliness is heartily reciprocated.—Arlington Journal.

"Rats are the most expensive animals man maintains," is a pithy statement from the United States Public Health Service. Rats are expensive—they eat grain and make other inroads on the pocketbook. The longer we tolerate them the more numerous they become. While you are swatting the fly, remember to swat the rat. He, too, is a disease carrier.

Fresh From the Ovens--

New Post Toasties represent the most appetizing form in which choice, nutritious Indian corn has ever been prepared.

A new patent process which includes rotary toasting under quick, intense heat gives these flakes a delicious, new and distinctive flavour.

The New Toasties are featured by the bubbly appearance of the surface of the flakes—due to this new art of toasting which releases the wonderful new and attractive true corn taste.

New Post Toasties are not "chaffy" in the package; and they don't mush down when milk or cream is added like common "corn flakes."

For tomorrow's breakfast—

New Post Toasties

—your Grocer has them.



0



More Than Two-Thirds Across the Continent



0

New York

Denver

1819 Miles in 24 Hours

by a **Hudson Super-Six**

An Endurance Record Never Matched
By Any Traveling Machine

No man today—if he knows the facts, doubts the Super-Six supremacy.

At first the truth seemed like a romance. Think of one new invention, applied to a light six, adding 80 per cent to its power. Then official records began to pile up, certified by the A. A. A. The whole motoring world then had to concede this the greatest motor built.

But many men asked, "What about the endurance? Can a motor so flexible, so speedy, so powerful, stand up in years of road use?"

So we asked Ralph Mulford to take a stock Super-Six chassis and, under official supervision, show the world its endurance.

ALL RECORDS BROKEN.

He took a Super-Six stock chassis—certified by A. A. A. officials.

It had already been driven over 2,000 miles at speed exceeding 80 miles per hour.

It had made a mile at Daytona at the rate of 102.53 miles per hour.

And he drove that car 1819 miles, equal to the distance from New York to Denver, in 24 hours of continuous driving—at an average speed of 75.8 miles per hour.

At the end of that test—after nearly 4,000 miles of record-breaking strain—the car, when officially examined, showed no appreciable wear.

The best previous 24-hour record for an American stock car was 1196 miles. The Super-Six beat that by 52 per cent.

The best foreign-car record for 24 hours is 1581 miles. But that wasn't a stock car. The Super-Six beat that by 15 per cent.

HOW LONG WILL IT LAST?

It will be many years from now before we can tell you how long a Hudson Super-Six will last.

But records we cite cover the greatest strains a motor car ever met. Many a great engine has gone to pieces under far lesser strain. Years of ordinary driving would never tax a

motor like those thousands of miles of speed tests.

Yet the wear was almost nothing.

Certain it is that no man has ever built a travel-machine to compare with this car in endurance.

ENDURANCE PROVED.

That was the last question—this one of endurance. In all other ways it has long been evident that the Super-Six stands supreme.

Never has a motor of this size shown anywhere near such power. Never was an engine made to match this in smoothness. Never has a stock car recorded equal performance—in hill-climbing, quick acceleration or speed.

Handsome cars have never been shown. Finer engineering is simply unthinkable, with Howard E. Coffin at the head of this department.

You are getting the car of the day when you get the Super-Six. Every man who knows the facts knows that. And, in view of our patents, rivalry is impossible.

NO NEED TO WAIT.

It is natural to say, "Let us wait and see" when we meet such radical advancements. We think that nothing can excel in so many ways without falling behind in one.

But not one fact about the Super-Six is left unproved today. Not in one respect has its performance been matched. Not in any way has a rival motor been made to compare with this.

There is no need to wait to get Time's verdict on the Super-Six. The records prove the Super-Six supreme. A half-hour's ride without those records would convince any man of the fact.

Thousands of these cars are now running. You will find them in every locality. And every owner will tell you that he never meets a car to compare with his, in looks or performance.

These are things to consider when you buy a car.

HUDSON MOTOR CAR COMPANY, Detroit, Mich.

For Demonstration see

Tom Carter, Byron Brown or

Ed Meakin

8 Per Cent Farm Loans 8 Per Cent

We are again in the market with
EIGHT PER CENT
money, on first-class Farms in Hale and
Adjoining counties.

See us at once, or write giving full description of land and improvements.

A Clean Square Cut Proposition.

WOFFORD & MORTER

North Side Square

Plainview, Texas

Phaeton, 7-pass.	\$1475
Roadster, 3-pass.	1475
Cabriolet, 3-pass.	1775
Touring Sedan	2000
Companion Roadster, 4-pass.	1525
Limousine	2750

All Prices f. o. b. Detroit.

SOCIETY

Telephone Number 72

ANNOUNCEMENTS.

The Ladies' Aid Society of the First Presbyterian Church will meet in regular session Monday afternoon, June 12th, at 4 o'clock, at the church.

The Benevolent League will meet the second Wednesday, June 14th, at 3 o'clock, in the Mayor's office.

The Woman's Missionary Society will meet Tuesday afternoon at 4 o'clock, at the church. A special program is being arranged, and a good time is expected. Reports will be made by the delegates who attended the Woman's Missionary Conference at Sweetwater. All members are urged to be present.

TWO LOCKNEY COUPLES MARRIED IN FLOYDADA.

Artie Baker and Miss Stella Stalcup and Floyd W. Huff and Miss Madge Watson, of Lockney, were married in Floydada Tuesday evening, by Rev. J. F. Matthews.

MISS KECK LEADING IN AUTO CONTEST OF AMARILLO NEWS.

Miss Josephine Keck, of Plainview, is leading in an automobile contest which is being conducted by the Amarillo News and Daily Panhandle.

AMARILLO GETS WOMAN'S MISSIONARY CONFERENCE.

Mesdames John Lucas, J. N. Jordan, and E. C. Hunter returned yesterday morning from Sweetwater, where they attended the annual Woman's Missionary Conference of the Northwest Texas Conference, M. E. Church, South. Mrs. Ots Trulove and Mrs. W. A. Robbins were also in the party. Mrs. Trulove and daughter, Ora, being en route home to Amarillo. Mrs. Robbins will visit with the family of Mr. and Mrs. S. L. Rushing for a few days before returning to her home, in Floydada.

The next meeting will be held in Amarillo.

LONGSTRETHS IN ARIZONA.

Compares Ditch Irrigation Projects With the Plainview District.

From Phoenix, Arizona, J. W. Longstreth writes to a friend in Plainview. Mr. and Mrs. Longstreth have been touring for six weeks in their car. Mr. Longstreth says: "There is plenty of fine land and water here, but the results are not quite in keeping with the price of the land. Good stuff is held at from \$150 to \$200 per acre, and the water right will have to be added to that; perhaps \$65 per acre. Of course, the cost of water is low, 50 cents per acre foot. The second crop of alfalfa is being cut. I doubt if it will average as good as the Plainview crop. The dairy business promises to be one of the strong leads, but at present prices of cows I cannot see much in it. Reasonably good cows sell readily at \$150 and higher. This, however, seems to be the only sure way to get returns from the alfalfa, and I suppose for this reason the business will continue to expand."

PUBLIC LIBRARY'S NEW QUARTERS FORMALLY OPENED.

To benefit and improve the library, the Library Association gave a reception yesterday from five to ten p. m., at the club room, in the City Hall.

Those in the receiving line yesterday afternoon were Miss Rebecca Longmore, at the door, and Mesdames H. A. Wofford, E. L. Dye, L. C. Wayland, D. F. Sansom, O. B. Jackson, W. A. Todd, T. P. Whitis and Elmer Sansom and Miss Nell Sansom. Last night in the receiving line were Mesdames C. C. Gidney, T. B. Carter and R. B. Tudor and Miss Rebecca Longmire.

Punch and wafers were served throughout the afternoon and evening. Seven dollars was realized by the association.

The guests were favored by music from the Victrola, furnished by Garrison-Conner Electric Company.

A. L. Cooke, of Lockney, was here Wednesday.

REPORT OF BENEVOLENT LEAGUE FOR FOUR MONTHS.

Mrs. A. C. Hatchell, treasurer of the Benevolent League, makes the following report for the months of January, February, March and April, 1916:

Receipts.

Subscriber's list	\$ 90.25
Presbyterian Church	2.25
Methodist Church	4.00
Baptist Church	2.00
Christian Church	4.00
Episcopal Church	1.50
Benefit Matinee, Ruby Theater	6.65
Total	\$110.65

Disbursements.

Dry goods	\$ 16.75
Groceries	33.95
Coal	19.25
Railroad fares	26.00
Meals	2.10
Nursing	13.00
Total	\$111.05

Besides the above, Carter-Houston Dry Goods Co. sent to us a large bundle of new garments. Many bundles of second-hand clothing have also been sent to us for distribution.

The following are present subscribers to the League: J. M. Waller, Chas. Reinken, Sewell Grocery Co., Wilbert Peterson, Pierson & Smith Grocery Co., E. R. Williams, R. C. Ware Hardware Co., Drs. Anderson & Gidney, George Fairris, J. J. Lash, Mathes & Williams, C. F. Myers, H. C. Randolph, John Hamilton, E. B. Hughes, Chas. McCormack, J. J. Ellerd, J. L. Dorsett, John Vaughn, Ross Rogers, R. M. Peace, Paul Barker, Vickery-Hancock, Gus Otto, T. A. Miller, J. L. Jacobs, H. L. A. Frank, E. H. Humphreys, J. M. Adams, Chas. Malone, Dr. C. D. Wofford, R. A. Underwood, W. A. Shofner, Martin, Kinder, Russell & Zimmermann, Nick Jordan, Carter-Houston Dry Goods Co., B. J. Spencer, J. M. Hamner, L. A. Knight, G. E. Lewis, Robt. Malone, C. E. White, W. A. Nash, Bennett Grocery Co., J. C. Hooper, D. L. Miller, D. H. Collier, People's Supply Store, Jas. R. DeLay, R. P. Smyth, W. E. Risser and R. M. Ellerd.

SUNDAY IS CHILDREN'S DAY AT THE METHODIST CHURCH.

Children's Day services will be held at the First Methodist Church Sunday morning, beginning at eleven o'clock. An excellent program has been prepared by the small children.

In the evening, at 8:30, Rev. W. M. P. Rippey will preach. His announced text is, "God's Love for the Sinful Man and the Inevitable Punishment of All Who Reject That Love."

PRESBYTERIAN CHILDREN'S DAY PROGRAM POSTPONED.

The Children's Day exercises of the Presbyterian Sunday School have been postponed. Announcement had been made that the exercises would be held Sunday.

FINE RAIN AT KRESS SUNDAY.

KRESS, Texas, June 7.—The Runningwater team came to Kress and played a baseball game Wednesday. The score was 2 to 1 in favor of Kress.

The Methodist Church had a good Children's Day service Sunday morning.

Rob Rousser went to Tulla Thursday, in his automobile, on business.

C. McFarland shipped Saturday 80 head of cows and yearling heifers to his ranch in Missouri.

Mr. Reed's young folks and Mr. Davis' young folks went east of Tulla, to the Tule Canyon, on a fishing trip Saturday.

Bryan Davis has returned from a visit with his brother, Dewitt Davis, at Farwell, Texas.

Mr. and Mrs. D. Z. Hinshaw are the happy parents of a baby girl, born the 9th of May.

Rev. L. G. Haggard, of Plainview, began revival services this week at the M. E. Church.

Rev. Bone, of Hale Center, will preach in Kress the third Sunday at 4 o'clock p. m.

We had a fine rain Sunday night. Ruth Moore went to Canyon Tuesday to attend the normal.

Moore & Skipworth will begin work on the new elevator in a few days. They shipped a car of hogs to Fort Worth Saturday.

Buck Hamilton and Miss Vary Beck were married Saturday at 5 o'clock, at the bride's home. Rev. Haggard pronounced the ceremony.

Mrs. J. Bush and two grandsons went to Tulla Tuesday to do some shopping.

Miss Vada Bussell has returned from Denton, where she attended the College of Industrial Arts.

Rev. W. H. Phillips is in Amarillo attending a meeting of Nazarene ministers.

B. B. Greenwood, of Floydada, was here during the early part of the week. Broyles Terrell and family, of Ralls, have been the guests of Rev. and Mrs. A. B. Roberts this week.

Mrs. Frank Jones is visiting in Spring Lake.

W. R. Simmons' was in Floydada Tuesday.

Rev. L. G. Haggard returned this morning from Kress.

Rev. O. L. Halley left this morning for Dallas.

R. M. Burch went to Hale Center this morning.

Mrs. J. M. Lane left this morning for her home, in Cisco, after a visit with her daughter, Mrs. M. S. Leveridge.

John Szanto left this morning for Waco, after a visit here on business. Misses Lorene Boswell and Pauline Gates have returned from Waco, where they have been attending Baylor University.

Mrs. F. P. Powell and children are in Amarillo visiting friends.

Miss Anna Butterfield and Miss Lula Belle Rushing left yesterday morning for Canyon, where they will enter the West Texas State Normal for the summer.

Mrs. W. A. Robbins, of Floydada, is the guest of Mr. and Mrs. S. L. Rushing.

Benjamin Wofford, of Mineral Wells, came in yesterday for a visit with his sons, Dr. C. D. and H. A. Wofford.

Sam Bullock, of Lubbock, was here yesterday on business.

Miss Mary Applewhite, of Lockney, was here Tuesday.

Mr. and Mrs. D. T. Rose, of Olton, were visitors in Plainview Tuesday.

R. L. Pope, representing the Star Cement Company, of Dallas, was here yesterday on business.

H. C. Pipkin, of Amarillo, is here this week on business.

T. P. Martin, of Oklahoma City, was a business visitor in Plainview this week.

Mr. and Mrs. John N. Farris, of Floydada, were here yesterday.

A. L. Williams, of Floydada, was a business visitor in Plainview Wednesday.

John J. Roberts, Jr., of Hale Center, was a business visitor in Plainview Wednesday.

Barnett O'Bryan, of the Hale Center Record, was here Wednesday.

Rev. J. H. Bone, of Hale Center, was a visitor in Plainview Wednesday.

H. R. Tarwater, of Runningwater, was here yesterday on business.

C. E. Locke was in from Runningwater yesterday.

Mrs. Joseph Jennings, of San Marcos, is visiting this week with her sister, Mrs. J. C. Anderson. Mr. Jennings recently bought land near Muleshoe. They expect to buy a home in Plainview.

Mrs. Lula Johnson, who has been the guest for the past few days of her sister, Mrs. A. E. Allen, left yesterday for Miami. Mrs. Wisely, another sister, left this morning for Slaton.

Mr. and Mrs. B. O. Sanford have returned from Covington, where they have been visiting Mr. Sanford's father. They attended the State Postmasters' Convention, in Fort Worth.

A. B. Martin returned yesterday morning from Amarillo, where he has been on business.

M. L. Waller, of Fort Worth, is here on business.

James J. Taylor, of Fort Worth, is a business visitor in Plainview.

R. R. Wheatley, of Amarillo, is here on business.

John W. Zuck, of Fort Worth, was here yesterday on business.

W. H. Cragile, of Amarillo, was a business visitor here yesterday.

Mr. and Mrs. Z. T. Rogers, of Knox City, are the guests of their son, Ross Rogers.

V. R. Wadden, of Madison, S. D., is here on business.

E. J. Litterer, of Amarillo, representing the St. Louis Cattle Loan Company, was here yesterday on business.

R. R. Hammond, of Chicago, is here today on business.

G. W. Walker, W. H. Meador and H. L. Cooper are among the traveling men here from Amarillo today.

Edward H. Echel, of Warrensburg, Mo., is a visitor in Plainview.

George Ellis, of Dallas, is here on business.

C. M. Hunt, of Dallas, is a business visitor in Plainview.

E. J. Farr, of Sherman, is here today on business.

Dave Isenberg, of Amarillo, is here on business.

H. K. Bain, of Silverton, candidate for District Attorney, was here today.

A. C. Hatchell, candidate for District Attorney, went to Lockney today on business.

Mr. and Mrs. Joe Barrett will leave tomorrow for Eagle, Nebraska.

Dr. E. M. Harp, of Abernathy, has been visiting with his son, Willard Harp, of the Long-Harp Drug Company, for the past few days.

Claude Cobbs, who has been the guest of his brother, Stanley Cobbs, manager of The Mae I. Theatre, left yesterday morning for his home, in Quanah.

James E. Willis, Jr., who has been attending Texas Christian University, in Fort Worth, returned this morning to spend the vacation with his parents, Professor and Mrs. J. E. Willis.

Misses Beatrice and Lucy Story are visiting with friends in Clarendon.

RICHARDS BROS. & COLLIER

RICHARDS BROS. & COLLIER

THE BIG SALE

AT



Continues Until 6 p. m.

Wednesday, June 14th

There are reduced prices in all departments

It's a money saving event.

The greatest sale of the season.



RICHARDS BROS. & COLLIER

RICHARDS BROS. & COLLIER

R. A. Drumm and P. B. Randolph were in Floydada on business Tuesday.

Mrs. John G. Ranft, of Floydada, is the guest of Mrs. Harkey.

Dr. R. F. Hare was here yesterday. He has been in Floyd County for a few days.

CARD OF THANKS.

For the kind sympathy expressed by our friends during the illness and death of our son and brother and for the beautiful flowers sent, we express our heart-felt thanks.

MR. AND MRS. T. C. SHEPARD AND SON.

Mae I. Has New Program of a Special Design.

This week the first issue of The Mae I. Theatre's new program was distributed in the residence district and given to patrons of the theatre. The beautiful cover of this house organ was designed especially for The Mae I. and is very artistic. The program for the week is contained in the publication. It will be issued weekly.

FOR SALE—15-30 Rumley "Oil-Pull" engine. Engine plow gang, also power baller. Address V. L. ESTEP, Plainview, or inquire Herald Office. Fri. only-4t-pd.

L. O. O. F. Memorial Service at 3 o'clock Sunday afternoon at L. O. O. F. Hall. It.

ROOMERS WANTED. Phone 341. 4t.

IMPROVED RANCH in Loving County.

Approximately seventeen thousand acres. Fenced. Good four-room house. Good grass and plenty of water. About one-half owned, and control lease on remainder at three cents. Price, \$4,000 per acre; \$5,000 cash, \$2.45 per acre, long time, three per cent, to be assumed and balance arranged to suit your convenience, at six per cent. For full particulars address BOX 1402, Amarillo, Texas. 3t-Fri. only.

WEST SIDE HEREFORD FARM.

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

SPECIAL ANNOUNCEMENTS

at

People's Supply Store

Where you will find a complete line of staple and fancy groceries at prices just a little lower than usual. We deliver the goods within the city limits and extend credit to reliable parties. Bills payable the first of each month.

We Ask for a Share of Your Patronage.

We make the price. We sell the goods.

CANNED GOODS.		COFFEE.	
Corn, 3 for	25c	4 lbs. Wasp Coffee	\$1.00
Tomatoes	10c	4 lbs. Peaberry Coffee	
Salmon, 2 for	25c	No. 1	\$1.00
Blackberries, 2 for	25c	6 lbs. Rio Coffee	\$1.00
Hominy	10c	Maxwell House Coffee	\$1.00
Kraut	10c	Conova Coffee	\$1.00
Pork and Beans	10c	Statesman Coffee	\$1.00
Walker's Red Hot Chili	10c		
Early June Peas	15c	SYRUP.	
Sardines, 6 for	25c	All kinds of Syrup are advancing very rapidly now. We have lots of it at the old price.	
Fancy Sliced Peaches	10c	White Swan	75c
Fancy Table Peaches	20c	King Komus	75c
Fancy Grapes	15c	Co ntry Made	75c
Fancy Cherries	25c	Ve-va	75c
Fancy Apricots	20c	Pure Sorghum	75c
String Beans, 2 for	25c	Royal Sorghum	50c
Gooseberries, 2 for	25c	Mary Jane	50c
String Beans, 2 for	25c	Lassies	50c
Fish Flakes	10c	Blue Ribbon	40c
Veal Loaf	15c	Louisiana Beauty	45c
Hamburger Steak	15c	R. C. Compound	65c
Lunch Tongue	20c	Log Cabin	25c, 50c, 75c
Fancy Pineapple	10c		
1 gallon Kraut	40c		

Binding Twine, Fruit Jars—a Car Load, Gasoline for Your Car and Oil for Your Machinery

People's Supply Store

Where a Dollar Does Its Duty

JUNE BRIDES AND FURNITURE

They just naturally go together during the month of June—brides and dainty house-furnishings. The many young fellows of Plainview and vicinity will attend to getting the brides and we have attended to getting the furniture.

Just last week we received a nice shipment of

Extension Tables

Buffets and Serving Tables

Dining and Living Room Chairs

Rockers and Library Tables

Then we have a splendid showing of Shirt Waist Boxes, Bed Sets and the many other necessities for housekeeping. But most of all, the first, last and most useful thing in the home of the young bride, the one thing that will bring more real happiness than any other convenience will be her

Hoosier Kitchen Cabinet

Without a Hoosier her home will never be entirely equipped for domestic service.

E. R. WILLIAMS

Will Supply Your Home Needs

MISSPELLED WORD CON

If its **QUALITY** you want order from us.

Chaise & Sanburn's Coffee

AND

White Chrest Flour

48 pounds for **\$1.85**

Both are the last word in quality.

SEWELL GROCERY CO.
Phones 8 and 9

BARTSCH'S MARKET

THE OLD RELIABLE MEAT SUPPLY

Our meats are carefully handled, free from flies and dirt and are carefully selected and killed. They come to you clean and wholesome and they come quick when you are in a hurry. We also handle fresh fish.

Let us serve you for a month we feel pretty sure that you will continue with us.

BARTSCH'S MARKET
Phone 437

When you buy Lumber

Is any old thing good enough for you or do you want that class of stock which will stand the wear and tare of years and give you the home or barn service you seek? No matter whether it is a repair job or a new job we seek to sell you that class of lumber which will stand the test.

Paints, varnish, and other necessities to complete the job.

FULTON LUMBER CO.

Read These Rules

In each of the advertisements on these two pages Find these words. Read each ad carefully, write the misspelled word as it appears in the advertisement, name of each firm on a separate line. Write only name and address at the top of the page.

Answers may either be mailed or brought to The Thursday, June 15. Winners will be decided by the direct answer. In case of a tie the prizes will be divided will be announced and the advertisements run with

First prize \$7.50, second prize \$2.50, five prizes orders for merchandise on the merchants whose adv

All of Our Cats Have Eaten

But in spite of the fact that there have a fine stock of groceries remarkable awaiting the hungry. The customer your supply is s

Wayland Building

G. E. LE

Always on the Job

To improve the sanitation of your home. We are prepared to give you prompt estimates on any plumbing you may contemplate, either in the building of your home or as a separate job.

Plainview Plumbing and Electric Company

Chas. McCormack, Manager

WE are always prepared to meet the demands made upon us for any kind of millinery, hence we announce the arrival of our midsummer offerings in velvet and hemp, velvet and milen, and felts in all colors.

Besides these we have all white hats and trimmings in every material.

Special prices on patterns and dark, untrimmed shapes.

R. & H. Millinery Co.
The Up-to-Date Hat Shop

PHONE 95



PHONE 95

EAT AT THE CRYSTAL

There you will find a clean, cool place to eat your meals at the tables or the counter. We serve our foods in the most sanitary manner. Our help are all especially instructed in cleanliness. Our menus include the best foods and best assortment.

The Crystal Cafe

JESSE DELAHO HARNESS CO. is headquarters for carefully

Made-by-Hand Harness

Our repair work in the harness shop is a hobby with us. We want you satisfied with the result.

We upholster auto cushions and make auto tops. Give us your trial order.

Jesse Delaho Harness Co.

J. W. WILLIS DRUG CO.

We respectfully solicit your patronage.

FRESH SHERBETT EVERY DAY

Our fountain is strictly modern and sanitary. None better few as good.

New Grant Building
Oposite Elk's Home
Phone 44

Co-Operation In

Co-operation is one of the basic principles of that a single man, a single firm or corporation cannot build it. A town may grow without development is not as extensive as when the pe

When a citizen of town or country orders goods he sends that much money where it will never country again. That it is not worth while to go that he can't meet prices the mail order houses with many people. On the other hand the man can fill any order as cheaply and with as good order house. So there you are. The problem is get the people into his store to compare prices man who sends away for his goods is satisfied into thoroughly by both buyer and seller compared, there will be found ground interest of the two is mutual.

Harvest Queen Mills FLOUR

Satisfys the most exacting demands of your baking. Those who use it will permit no substitution. It meets their every requirement. It will give you the same satisfaction if you will insist upon getting

Cream of the Plains
at your grocer's.

Have You Visited Our New Cream Parlor for Ladies?

If not we give a special invitation to all ladies and couples to come and see us. Our "sanitary fountain", special line of cigars and confections, combined with expert service are here for you to enjoy.

FOWLER'S TEMPLE OF ECONOMY

YOU SHOULD CARE FOR YOUR TEETH

You use them often. Besides bad teeth lead to many stomach disorders. A clean mouth and teeth will give you a better appetite and aid digestion.

We have just what you need in our large line of tooth brushes, pastes, powders, and washes. Let us show you.

Long-Harp Drug Co.
Phone 161 Free Delivery
Parcel Post Orders a Speciality

IDEAL BATH SERVICE

A security that cannot location that is convenient unexcelled, and a courteous tion that is uniform—all a customer of this institution

THE THIRD NATIONAL
Plainview, T

Misspelled Words Don't Lessen the Bargains Offer

CONTEST—\$15.00 IN PRIZES

Rules Carefully

These two pages there are one or more misspelled words. Fully, write the name of each advertiser, followed by the advertisement, and the word correctly spelled. Write the name. Write only on one side of paper and put your own name.

Brought to The Herald office not later than 6 p. m., decided by the nearest correct, or the nearest nearest correct will be divided. In next Friday's Herald the winners' names run with all the words correctly spelled.

\$1.50, five prizes \$1.00 each. All awards payable in cash whose advertisements appear on these two pages.

Have Eaten All of Our Rats

There has been so much eating we have remarkably low priced which are still in customer list is growing rapidly but supply is still here.

J. LEWIS

Phone 116

FLORANCE Oil Stoves

ARE AN ABSOLUTE BOON TO THE BUSY HOUSEWIFE

Attached to each Florence Automatic Stove is a Guarantee Tag which is our bond to you. It assures you that every part of the stove is first-class in all respects, free from defects, and that we guarantee the stove to work just as we represent it will.

It gives absolute protection to every purchaser.

R. C. WARE HARDWARE CO.

Auction Sale

SATURDAYS AND FIRST MONDAYS

3 to 4 o'clock

Come prior to date of sale and select from either of our buildings such articles as you wish us to put up at auction. There will be quite a variety of goods sold such as Dressers, Kitchen Cabinets, China Closets, Wash Stands, Beds, Rockers, Dining Chairs, Rugs, Mattings, etc. Come if interested in these or any goods we handle, as you will make your own selections and prices. Seats will be arranged for the ladies.

WATSON'S NEW AND SECOND HAND FURNITURE STORE

South Side Square Plainview, Texas



We have for immediate delivery both

Touring Cars and Rodsters

We have been short of cars for the past year but can supply you now.

We always have a limited number of second hand Ford cars taken in on exchange on which we can quote you interesting prices.

Barker & Winn
Ford Agents

The Final Argument is the Merchandise at the Right Price

Talk, reading and pictures will not cut iron or hold water.

Come and see the goods with printed prices on them and do your own thinking—just believe your own eyes.

The things you buy oftenest in Dry Goods, Shoes, Clothing, Notions, Millinery, Hardware, Dishes and Kitchen Furnishings.

LANDERS "RIGHT PRICE STORE"
Wayland Building

BARGAINS IN SLIPERS

78 pairs ladies black, tan and white slippers, sizes 2 1-2 to 5, regular retail price up to \$3.50 pair. Extra special, choice \$1.38

CHILDREN'S SKUFFERS

5 to 8 child's tan skuffers, \$2.00 value now \$1.25

8 1-2 to 12 child's tan skuffers, \$2.25 value, now \$1.48

12 1-2 to 2 child's tan skuffers, \$2.50 values \$1.68

Hamner's Dry Goods Store
Phone 110 Plainview, Texas

MAKE THIS AN ELECTRICAL SUMMER

The tremendous advantages of electric current in the household during the hot summer months cannot be overestimated—if you will make the current serve you. There are a hundred uses everyone of which means comfort and reduction of work. Let us explain more of its worth to you.

TEXAS UTILITES CO.

Phone 13

Progression In Our Town

principles of community progress. We all know corporation cannot build a town. One clique without thru co-operation, but its growth and when the people co-operate to a common end. Dry orders goods from a foreign mail order concern it will never be in circulation in the Plainview while to go to see what a local merchant has. Order houses offer, seems to be an idea current and the merchant is just as confident that he with as good class of merchandise as any mail order problem from the merchant's standpoint is to pare prices and qualities. The problem of the is saving money. When this proposition is gone see all advantage and full disadvantage and operation and it will be seen that the

June Brides and Others

Are assured that here they will find some of the best known furnishings for the home. Our lines are all standard but those which stand out prominently are the

Hoosier Kitchen Cabinet

Sealey Mattresses

Globe-Wernicke Book Cases

White Sewing Machines

E. R. WILLIAMS
FURNITURE and UNDERTAKING

Hallmark Braclret Watches

14K gold \$25.

Gold filled twenty-five year \$15.

Hallmark Jewelers of America purchased 20,000 of these watches and thereby save you \$8 to \$10 on each watch. Purchase Hallmark wares, it is economy on your part.

Hallmark watches for men \$14 to \$125.



W. PETERSON

You Will Get What You Buy at Our Store

Our terms are cash but our prices right.

We buy and sell only the best Butter, Eggs, Vegetables, Fruits, Berries, Fancy and Staple Groceries.

Don't sell your produce nor buy your groceries until you have tried us.

Deliveries free. We have no auto but Beck and Jack always get there with the goods. We solicit your business.

Scudder Grocery Company
Phone 145

NATIONAL BANK SERVICE

It cannot be questioned; a convenient; a service that is a courtesy and accommodation—all are offered you as a institution.

NATIONAL BANK
Plainview, Texas

HELITROPE FLOUR

Is gaining the favor of the home cook every day in the year. It is proving its worth for every baking purpose. Its only one of the strong lines of good groceries we are offering. Include a sack in your next order.

Pearson & Smith
Phone 348

Guaranteed Hosiery 15c

Our Arrowhead leader is made of the best selected cotton stapel. The heels and toes are reinforced with specially prepared thread. They are dyed with the latest sanitary process, which is neither poisonous nor weakening to the fabric.

Men's in black, gray and Palm Beach.

Ladies in black and white.

Boy's and girl's in black and white.

J. F. COAN & SON

Phone 269

SAFETY FIRST



Write or phone for prices, terms, samples.

BETTER TOPS

BETTER SIGNS

BETTER RESULTS

716 Broadway

P. O. Box 392

Offered By These Progressive Plainview Merchants

Function and Value of Feedstuff.

By DR. R. F. HARE, County Farm Demonstrator.

No doubt most feeders are already familiar with the various nutrients of feeds, and their uses in the animal body. What I will have to say, then, is addressed more particularly to those who feel that they are not thoroughly familiar with the theory of animal feeding. At the same time, it is hoped that it may suggest a few lines of thought to those who are.

Before the principles of feeding were understood the thoughtful feeder realized that certain feeding stuffs failed to furnish those essential constituents necessary to produce the best results at a minimum of expense. A study of the composition of plants, which are the ultimate basis of all animal life, has shown them to be made up of certain groups of substances that serve quite different functions when taken into the animal body as food. To determine the value of these different groups as foods it is sufficient to classify these into four groups, according to the function which they serve in the animal's body. These are water, mineral matter, nitrogenous substances, and carbohydrates and related bodies. These groups are found in different amounts in different plants, and that these are built up in the animal from the corresponding groups in the plant used by them as food. Upon this fact is built the framework of the modern science of feeding. A knowledge of the composition of the animals, and that of the plants upon which they feed, enables us to supply these plants to the animal in the proportion required to produce the desired result.

With this principle before us, it would seem that the feeding of any animal for a specific purpose would be a comparatively simple one. We find, however, that the economic feeding often involves many difficult problems, the animal the nutrients in the proportion in which he desires them to be produced in its body, and to furnish them at the least expense. All feeders when possible should grow their own feed, and it is often difficult to determine what crops can be most economically grown to produce the largest food value. Analysis shows that there are few plants that contain these nutrients in the proper proportion, which usually means the growing, or at least the feeding, of more than one kind of plant.

Chemical Elements Composing the Nutrients.

All forms of matter in the universe are composed of about 70 to 80 simplest forms, but these exist in an infinite variety of combinations to form different and distinct compounds. It has been found that not over 14 of these simple forms of matter enter as essential constituents into the life of plants and animals. Four of these elements constitute by far the major part of the framework of the plant, and all but the bones of the animals. These are carbon, hydrogen, oxygen, and nitrogen. The other elements are present in small amounts and are represented by the residue of ash after burning.

Water, the first of the four groups of substances mentioned above, is present in all plants and animals. Some plants may contain more than 90 per cent, and most animals contain over half of their weight of water. This group is not considered as one of the nutrients. While it is essential to the life of an animal, and adds to the succulence, and perhaps the digestibility, the amount present lessens the amount of other nutrients possible in a given weight.

The mineral matter is used by the animal to build bones, and in small amounts for stimulating digestion. This group of plant bodies are also not included as nutrients for the animal, and excessive amounts detract from the value of the food. There are few if any feeds that fail to contain sufficient ash to furnish animals with the required amount, and common salt is about the only additional one needed, unless the animal is confined on an exclusive grain ration. In this event the mineral matter may be supplied by ashes of plants or bones.

The two last-named groups of substances found in plants are the true nutrients in feeds, the amount and character of which fixes their value for feeding purposes. These are the two groups that furnish the feeder with a basis for the calculation of his feeding standards.

The group of nitrogenous compounds are those containing the element nitrogen in combination with larger amounts of carbon, hydrogen and oxygen, and smaller amounts of sulphur and sometimes phosphorus. The amounts of these elements vary somewhat, but usually about 35 to 40

per cent each of hydrogen and oxygen, and about 5 per cent nitrogen. When fed to animals this group, like the others, forms somewhat similar groups in the animal body; that is, nitrogenous groups in the animal are only produced by similar groups from plants. The nitrogenous groups in the animal constitute the so-called proteins, which are found in the flesh, muscles, hair, blood, and all the vital organs. The proteins found in both plants and animals constitute a large class of bodies, varying much in their physical properties and the relative amounts of the elements which they contain. Gluten of wheat, zein of corn, and asparagin of asparagus are examples of proteins of plants; while albumen of eggs, casein of milk, and fibrin of blood are animal proteins. The proteins of the plant are built from the nitrogen compounds of the soil, and in addition the leguminous plants have the power to take the element nitrogen directly from the air, where it exists in inexhaustible quantity.

In the building-up process, a group of more or less simple proteids are first formed, which have little if any value as a food. It has been found that they must have reached a certain degree of complexity before they can

be built up into protein of the animal body. The chemist calls this simple group of protein compounds "amids." These are present in the very young alfalfa, for example, and the presence of the nitrogen in this form explains why the plant at this stage has little food value. In time the amids are built into more complex bodies, and these are called proteids. Any food analysis should distinguish between the amounts of protein occurring in these two forms in the food.

As a rule, it is found that those foods produced most economically on the farm do not contain sufficient protein in proportion to the other nutrients to make a well balanced ration. It follows that those plants with a high protein content are usually more expensive. Many feeders are beginning to realize the necessity of feeding the protein ration in greater amounts, and are planting more of the several leguminous crops that build nitrogenous compounds from the nitrogen of the air. Where an animal fails to get the required amount of protein he will never develop as he should, and the younger the animal the more protein is demanded.

The group of bodies given above as carbohydrates and related bodies are

all composed of three elements, carbon, hydrogen, and oxygen, but the amounts and arrangement of these elements differ widely in the different compounds, as do the physical properties of the many substances found in this group. There is also a great difference in the feeding value of the different substances placed under this group, but they all serve the purpose of producing heat and energy in the animal body. Among the true carbohydrates in the plant we have many different

kinds of sugars, and starches. Corresponding compounds in the animal are milk sugar and glycogen or animal starch. The sugars and starches of the plant go to build up the cellulose or woody structure of the plant. Some parts of this can be digested by the animal. In a feeding-stuffs analysis it is designated as crude fiber. There is no part of the animal body that corresponds to the crude fiber of the

(Continued to Page Eleven.)

LISTEN

"We Want to Own Our Own Home"

It's a sentiment and a desire deeply grown in the heart and mind of every man worth the powder to blow him up. Talk with us about it. We will help you.

BUILD YOU A HOME
Plainview Lumber Co.

Society Will Be There

Whenever this can be said, as it can be said of the local talent play Monday night, then it means that you must appear to your best advantage among the many who will attempt to do the same thing. Of course you can't buy new clothes for every social event but you can have them new looking by treating them in

THE
Waller Tailoring Co.
WAY

We are not going to stop talking those extra cool made-to-measure suits, for which we are showing the season's most select samples, until every single one of you fellows who want comfort combined with style is supplied. You might just as well make an early selection.

DRY CLEANERS **PHONE 188** TAILORS
We Pay Return Charges on All Parcel Post Packages

All Front Lace Corsets Must Be Judged By

"La Camille"

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

the standard line, offering finest materials, perfect fit, splendid workmanship, greatest figure improvement, also cut on lines which are anatomically correct.

These Corsets have the

Ventilo

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

back, which makes them more comfortable, no steel up and down the back to grate on the spinous processes. A similar device in front permits greater range of adjustment and prevents lacer from scoring the flesh.



Model 322 (Illustration made from photograph) has beautiful proportions, made of fine coutil, gussets in top of back and bust provide for the full waist and elastic band across bottom of back holds the corset snugly to the figure.

Neatly trimmed 9 1-2 inch clasp. Price **\$3.50**

Other Models from \$3.50 to \$12.50

Carter-Houston's

"Goods That Speak for Themselves"

CASH GROCERY COMPANY'S SPECIALS

While prices are advancing and operating costs are increasing, remember we are still saving you money on your purchases.

Just received a carload Mason fruit jars, all sizes. Our purchase on these will save you money this year the same as last year.

New California lemons, per dozen	20c
New spuds, per pound	4c
Large size Cottolene, this week only	\$1.55
Large size Crisco, this week only	\$1.05
Large size Compound	\$1.40
13 bars white soap	50c
20 pounds broken rice	\$1.00
12 pounds navy beans	\$1.00
12 pounds Lima beans	\$1.00
12 pounds fancy peaches	\$1.00
25 pound box peaches	\$2.00
25 pound box prunes	\$2.40
6 boxes Rub-No-More washing powder	25c
6 boxes Borax washing powder	25c
28 boxes Borax washing powder	\$1.00
3 boxes Krinkles	25c
Red Star Health Bran	25c
Red Star Flour Guaranteed per sack	\$1.75

Just Arrived—Car Stock Salt
No. 1 fine, per 100 pounds 65c
No. 1 pressed salt in 50 pound blocks, per 50 lb 35c
3 blocks for Sulphurized blocks 55c

New South Texas Honey, the best honey obtainable 5 lb pail comb honey	75c
10 pound pail comb honey	\$1.40

Canned Goods

Peaches, apricots, apples, grapes or plums in full gallons at	40c
3 cans corn, good quality	25c
3 cans hominy	25c
6 cans Lily milk	25c
6 cans American sardines	25c
2 cans No. 2 strawberries	25c
2 cans No. 2 raspberries	25c
Large size kraut, per can	10c
Van Camp's Early June Peas	10c
3 cans White Swan soup	25c
3 cans Van Camp's pork and beans	25c
2 cans Victory tomatoes, large size	25c
Per case, two dozen	\$2.75
Just a limited amount of pink salmon left to sell at per dozen cans	\$1.10

BINDING TWINE

A very fortunate purchase will enable us to sell for a limited time only, No. 1 sisal twine at, per pound 12c

ANNOUNCEMENT EXTRAORDINARY
We have installed a complete line of bulk cakes of all kinds for all occasions.

CASH GROCERY CO.

Pure Food Products Phone 101

Our deliveries leave on schedule time, 9:00 and 11:00 a. m., 3:30 and 6:00 p. m. We deliver \$1.00 orders and above free.

THE PLAINVIEW SANITARIUM

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

E. O. NICHOLS, M. D.

\$100. PER ACRE FOR A FINE FARM HOME

Almost adjoining Plainview. Yes, It's worth the money. But for immediate sale we will cut the price in the middle and hand you back several thousand dollars besides. This farm contains 320 acres of perfect land, all highly improved. Public road on three sides, close to school. It's the best buy in Texas. We want to build a great seed house in Plainview, and must raise the price required to build it. If this farm don't please you no other one will. The soil, the location, the distance and surroundings are of the best, and the price is almost too low to mention here. See us at once.

C. E. WHITE SEED CO.

Are YOU
establishing yourself in the World of Successful Men?
A BANK ACCOUNT inspires Confidence, increases your Prestige and helps you to Succeed.

THIRD NATIONAL BANK

Motor News of General Interest

"DEATH VALLEY DODGE" WILL DESCEND INTO GRAND CANYON.

"Death Valley Dodge," the Dodge Brothers motor car that has hung up a record of surpassing performances on the Pacific Coast, is now to be sent on a trip that daring motorists have many times contemplated but never attempted. With O. K. Parker, one of the most daring drivers in the world, at the wheel, the sturdy little car is to attempt a trip to the bottom of the Grand Canyon of the Colorado.

Mr. Parker is now driving "Death Valley Dodge" across the desert from Los Angeles to the brink of the Grand Canyon. Incidental to the main object of the trip, he is trying to find a

short route between the points, and expects to cut some 60 miles off the distance.

But it is after the Canyon is reached that the real feat will be tried. If Mr. Parker is successful in making the trip it will be the greatest achievement in the history of motordom and will prove that automobiles can go anywhere that man or beast can go.

At present the descent into the Canyon by tourists is made on the backs of carefully trained burros over trails that have been virtually whittled out of the rocky walls of the Canyon.

The Grand Canyon is one of the most stupendous natural objects in the world. Here the whirling waters of the Colorado have eaten for years into

the sandstone and drifted a passage that runs nearly a mile deep across the Arizona desert. The surroundings reach the acme of desolation, and the trip to the bottom of the Canyon with careful guides and on the backs of the burros is regarded as a big sensation, and many tourists are afraid to try it.

In attempting the trip by motor car, Mr. Parker will set a new record in motor daring, and, if successful, will leave a mark at which other adventurers will shoot for a long time to come.

Mr. Parker is a mining engineer, and has been well known on the Coast for a number of years because of his daring prospecting trips. About a year ago he startled the world with his trip through Death Valley in a Dodge Brothers motor car. On this journey he covered ground never before attempted by the motorist, and established a number of records. The fame of the trip was such that the car was called "Death Valley Dodge," and it is now well known throughout the coast district.

Only a few months ago Mr. Parker took the car into the Santiago Valley during the California floods and covered territory where every semblance of a road had been washed away. He also led a rush crew to a new gold discovery near Barstow, Calif., and won several claims for himself and H. L. Arnold, Los Angeles dealer for Dodge Brothers, who owns "Death Valley Dodge." And Mr. Arnold is not the only one to win glory with the car. Teddy Tetzlaff, the famous racing driver, took the car over a mountain trip at night several weeks ago, making a journey that the wisecracks declared was impossible.

On his trip to the Grand Canyon Mr. Parker is accompanied by several motion-picture operators, and a film record of the trip will be made.

GOODYEAR REPAIR KIT IS GODSEND TO MOTOR TOURISTS.

The Goodyear tire-saver kit, a newcomer in the accessories field, has been so enthusiastically received, since its announcement, several weeks ago, that Goodyear's accessory department is already taxed beyond its capacity to supply the demand for it. Evidently motorists have been waiting for a kit containing just those accessories necessary for emergency repairs on the road.

Goodyear was the first to appreciate the advantage of a collection of these needed accessories, and, seeing opportunity for itself and the motoring public, inaugurated this outfit, which takes its name from the function of the materials composing it—to save tires. It exemplifies the modern tendency toward convenience. It affords a convenient case for all needed accessories and saves the motorist the time usually spent in hunting through the front and rear seats in an endeavor to locate the simple articles which the kit contains.

There is no unnecessary thing in the kit, nor a necessary thing omitted. It spells tire insurance, in that a motorist equipped with a tire-saver kit may rest assured that he will get home without spending several hours on the road repairing.

GIVES DODGE BROTHERS CAR VERY STRONG BOOST.

C. A. Rosseter, of Valentine, Neb., is one of the leading boosters of Dodge Brothers cars in that section of the country. Writing in to the factory, he says:

"I think the Dodge Brothers car is a wonder, especially in this country, where you have to buck sand every trip. My work is always in the sand hills, and I have to cover about one hundred square miles of the worst roads on earth.

"I have driven my car over 6,000 miles without a breakdown, something never done with any other car over these same roads. In the sand hills I go from 13 to 15 miles per gallon of gas. If I went north on the hard roads I would average between 18 and 20 miles."

14-YEAR-OLD BOY SAVES MONEY; BUYS OVERLAND.

Everard Lehman, 14-year-old boy soprano, of St. Paul, Minn., has just recently purchased a car from the St. Paul Overland dealer, paying for it in cold cash, every cent of which he has earned and saved. Young Lehman is well known in St. Paul as the boy soprano leader of the choir at St. John's Episcopal Church, and is also a member of the Fisher Stock Company of the Shubert Theatre, of St. Paul.

CHAUFFEURS FAIL IN TEST.

In a recent chauffeurs' license test held under the auto license law of Minnesota, 159 out of 200 failed to qualify. "If one of four cylinders is missing, how is the missing one located?" was one of the questions.

OVERLAND ISSUES BOOKLET ON THE KNIGHT MOTOR.

Do you know that the shape of the explosion chamber has a great deal to do with the power of a motor?

Do you know the advantages of positive valve action?

Do you know the advantage of having valve openings protected from the heat of explosion?

Do you know that quietness of operation is the truest indication of absence of wear?

These and a multitude of other questions pertaining to automobile engines—especially sleeve-valve motors—are answered concisely and clearly in a new booklet just published by The Willys-Overland Company—said to be the most complete and comprehensive report ever written on the subject. It has been published for the sole purpose of familiarizing people with the advantages of the Knight type of motor.

The booklet is written in plain, every-day English. Any layman can grasp the full meaning of its text. At the same time it contains enough valuable information on the operation and construction of the Knight engine to hold the attention of a mechanical engineer.

Over 200,000 copies of the booklet have been printed and are being distributed. Overland and Willys-Knight dealers, schools, colleges and lecturers are among those who have been supplied with this treatise on the Knight engine. In addition, thousands of copies have been mailed to car owners and individuals who have written to the Overland factory for specific information on the subject.

For years this type of motor has been used practically in all of the well known cars made abroad. Its virtues and advantages have been thoroughly understood throughout Europe. Since a year ago, when The Willys-Overland Company announced its intention of building the lowest-priced car in the world equipped with a Knight motor, through American quantity methods, the demands for this car has rapidly increased.

Forty-four motorcycles, Indians, each equipped with Blue Streak Goodyear tires, have been purchased by the United States Government for service in Mexico.

A fuse plug is now on the market which may be used repeatedly. When the plug "burns" out, a turn will make a connection with another section of the plug. Each plug has six different connections.

Prompt Service Prompt Service

CALL City Taxi Service

"Never Misses a Train"

Number 44 at J. W. Willis Drug Company

Careful Driver

Courteous Treatment

DODGE BROTHERS MOTOR CAR

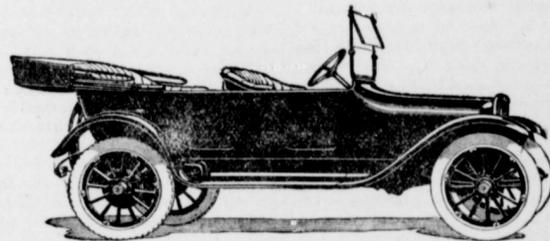
What owners are thinking and saying the country over constitutes a higher endorsement of the car than anything we might say about it.

The economy of the car, its quality, the remarkable things it does when called upon are comments you hear wherever the car is discussed.

It will pay you to visit us and examine this car.

The gasoline consumption is unusually low. The tire mileage is unusually high.

The price of the Touring Car or Roadster complete is \$785 [f. o. b. Detroit]



For demonstration see TOM CARTER, BYRON BROWN or ED MEAKIN

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

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 \$10.00 worth of necessary tools. Double acting, steel detachable lever. Built of open hearth 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., 400-420 West Tenth St., Indianapolis, Ind.

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

Automobile Painting

By experienced men. In a dust proof shop.

Richards Automobile Painting Co.

One door west of Knight Auto Co.

Garage Men

We can supply you Willard storage batteries at factory prices. We are distributing from large factory stocks in Amarillo. You will find we quote you genuine "Willard" batteries at less than many imitations are sold. We exchange, repair, recharge. Write for quotations.

THE T. M. CALDWELL COMPANY

Willard Service Station

114 W. 5th Street

AMARILLO, TEXAS



ROUND TRIP EXCURSION FARES TO POINTS IN TEXAS—SUMMER TOURIST

DESTINATION	DATES OF SALE	LIMITS	RATES
Amarillo	May 21-22	May 25th	\$ 3.60
Arlington	May 22-23	May 30th	16.80
Denon	May 28-29-30	Aug. 2nd	14.85
Dallas	June 12-13-14	July 29th	14.75
Canyon	June 3-9	Aug. 25th	2.30
El Paso	June 4-5	June 12th	20.35
Fort Worth	May 23-24	May 28th	16.15
San Marcos	May 28-29-30-31	Aug. 6th	20.40
San Antonio	May 21-22	May 27th	22.35
Pittsburg	May 23-24	May 30th	19.60
Waco	June 3-4-11-12, July 23	Sept. 4th	16.25

We have on sale daily to Sept. 30th, round trip rates to South Texas points on basis of one and one-third.

Summer tourist tickets now on sale to points in the United States, Canada and Mexico.

For other rates, routes, stopovers and Pullman reservations call or phone 224.

JOHN LUCAS, Agent,

ANNOUNCEMENT

THE 1917 MAXWELL

IS HERE

Call in and see the new improvements.

"SHE'S A BEAR."

Before buying, it is essential that you know the two costs of an automobile—the first cost of the car itself and the after cost of running it. Both are extremely low in the Maxwell.

Never forget the Maxwell's recent world's non-stop record of 22,023 miles.

Under the terrific strain of that great non-stop endurance run, trying for a mileage and endurance record, no attempt was made to economize gasoline, oil or tires.

Maxwell's World's Record Non-Stop Facts

Miles without a motor stop	22,023
Average miles per day (44 days)	500.6
Miles per gallon of gasoline	21.88
Miles per gallon of oil	400
Average mile per tire	9,871

No car in the world has ever equaled this combination of non-stop and low-cost records before.

A word of warning—it is not wise to wait too long. The demand for Maxwells is growing so that in a very short time the factory output, tremendous as it is now, will not be able to meet the demand. If you wait too long, you might be forced to content yourself with some other make of car which, first and last, will cost you much more than the Maxwell.

BOWEN MOTOR CO.

PLAINVIEW, TEXAS

Motor News of General Interest

ENGINEERS, NOT STATESMEN, WILL SOLVE MOTOR PROBLEMS.

The aim of the engineers of the Franklin Automobile Company is set forth in the following news editorial from their office:

"The annual tire bill paid by American motorists is \$200,000,000, as revealed by recently compiled figures on the combined sales of all tire companies in 1915.

Of that amount \$100,000,000 could be saved the consumer, according to statistics of a prominent technical authority who last year received thousands of reports from owners of cars of all makes.

"The car of ideal service was determined by selecting the make which registered the highest average mileage per set of tires. The result of this classification matched consistently with the national average published by the manufacturer of the car established as the standard—9,630 miles per set of tires. The mileage of all the other makes of cars averaged 4,750 miles per set, less than half the basic mileage.

These figures go to support the statement by George Horace Lorimer, editor of the Saturday Evening Post, in commenting editorially on the rising cost of motor car operation. "We are banking a great deal more on the engineer than on the statesman," Mr. Lorimer says in discussing possible solutions of the problem.

"Certainly much depends on the automobile engineer, for if one car gives twice the mileage on one set of tires as the average for all other makes of automobiles, the possibilities for economy are apparent.

"Doubling the average to equal the 9,630-mile standard would mean a closer following by engineers of the fundamentals responsible for long tire service. The tire question demands engineering consideration of the relation of the car to the tires. That the tires must be made a part of the car design is a truth demonstrated by the manufacturer of the car earning the distinction of establishing the comparative basis in the investigation referred to.

"The record of 9,630 miles shows that tires can be relieved of much of the strain which they are commonly required to stand. Lightening the weight the tires must carry, making them big enough for their work, and

flexible, yielding construction that softens the blows absorbed by the tires, are steps in the right direction. Such treatment by one manufacturer, in particular, has already brought about longer life through the practical elimination of blowouts, which most generally occur before a tire has had the chance to wear out.

"The upward course in the cost of rubber calls for the same attention that the car-owning public is giving the gasoline question. Saving tires is a possibility on a par with saving gasoline.

HINTS TO THE CAR OWNER.

Because oil has a disintegrating effect, not only on rubber, but on cotton fabric, as well, care should be taken to see that the wiring for electric lighting and engine starting system is well protected. If oil is permitted to remain on the wiring the insulation will in time be softened so that the slightest chafing will cause the bare copper to be exposed and a short circuit or a leakage of current follow.

When a motor is hot care should be taken not to pour cold water into the cooling system too rapidly. When the cold water strikes the overheated cylinders it is very apt to crack same, due to the rapid contraction which takes place.

When the proper oil level in the crank case is determined the installation of a drain cock in each compartment will enable the operator to keep his oil at a fixed level. This is an inexpensive installation and may obviate considerable trouble.

A cause of fan breakage that is rather common is the running of the fan when considerably out of balance, which results in setting up stresses that the sheet metal often will not withstand. If a fan does not turn true it should be made to do so by bending back into position the blade that has been bent or bringing the circumferential wire or band into shape if it has been distorted. Often a fast-running fan, if much out of balance, will set up a noticeable vibration, which is hard on the fan bearings as well as the fan itself.

Small particles of metal in the bottom of the crank case, and small pieces getting into the oil pump, if one is used, may interfere with the action of the check valve. The screens necessarily

are of rather coarse mesh and good-sized particles may pass through. Draining the oil occasionally and washing the case is advisable.

ENGLISH WOMEN CHAUFFEURS DON'T FEAR JIBES OF MEN.

Women chauffeurs in England who, because of the war, have replaced men as drivers of public conveyances, have been the subject of many jokes on the part of the male population. This is mainly due to the apparent awkwardness of the new drivers and the difficulty with which they mastered the mechanism of the big London vans and busses.

The bantering to which the fair drivers are subjected have for the most part been taken good naturedly.

Much "friendly" advice has been proffered from the male observers in the streets, but the drivers from their lofty seats pay little attention.

They have gone through the mill like "good fellows."

SHIPPED BUICKS ON FLAT CARS FROM FLINT TO BOSTON.

"Any way to get there" has been the motto of auto manufacturers during the recent car shortage. One hundred and eleven Buicks were shipped on flat cars, each covered with canvas, from Flint, Mich., to Boston, Mass. One hundred and five of the number were equipped with Goodyear tires.

EXPLAINS MAXWELL POLICIES.

Some striking comments on the fundamental value of honesty in advertising are contained in a statement by Walter E. Flanders, president of the Maxwell Motor Company, just issued to the company's dealers and representatives. The statement is a concrete explanation of the aims behind the company's advertising policy.

In view of the national movement in the direction of sincerity and truth in advertising, Mr. Flanders' remarks have a profound and timely interest. While his views necessarily relate to the Maxwell Motor Company, they may easily be taken to apply generally to national advertising of any character. No strain on the imagination is required to give his remarks a broad application, so that, liberally construed, they strike at the very root of what those who have the big interests of advertising at heart have been agitating for a long time.

Goodyear Corded Tires

The really big safe improvement in tires is effected by the new style corded tread manufactured by the famous Goodyear Rubber Co.

The prices are right, the safety and quality are there, and there is satisfaction on top of all.

This is only one of the newest things in automobile supplies and accessories. In fact we try to provide the very newest things which have real merit.

Our service department is the strongest on the South Plains. You will find in our machine shop skilled workmen and the latest pattern machinery. The combination can give you best service in repair work.

We want you to get the habit of depending upon our service to give you the best for your auto upkeep money.

Plainview Machine and Auto Shop

E. E. ROOS, Proprietor

Touring Cars "Sixes"

New Series SAXON Cars

Roadsters "Fours"

"Six" Touring Car with detachable limousine top \$965

"Six" Touring Car and "Six" Roadster \$815

Standard Roadster and Delivery Car--"Fours" \$395

New Series Saxon Roadster

—today's choice among two-passenger cars

To those Saxon Roadsters attractions which earned its present prestige among 30,000 owners we now add over a score of further improvements. They mark the best practices in roadster construction.

Judge the field of low-priced two-passenger cars by any gauge you like. In the end you'll agree that this new series Saxon Roadster stands out clearly—the pick of its class.

NEW FEATURES

"Six" Roadster

Two unit electric starting and lighting system.

Timken Axles, Timken Bearings throughout the chassis.

Silent helical bevel drive gears.

Roomier rear seat.

Linoleum covered running boards and floor boards.

Improved body finish.

Garnish strip around top of body.

—and 17 other improvements.

"Six" Touring Car - - - \$815

"Six" Roadster - - - 815

Three speed transmission.

Timken Axle.

New body—handsomer, roomier.

Improved high speed motor.

Signal lamps at side.

Ventilating windshield

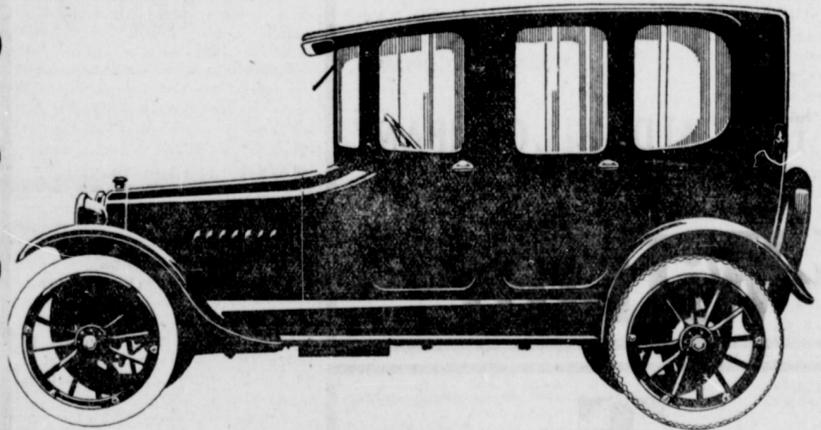
Adjustable pedals.

—and 15 further refinements.

Standard Roadster - - - \$395

(Electric starting and lighting, \$50)

Delivery Car - - - - - \$395



The New Series Saxon "Six" —distinctly a fine quality car

Every feature attests its record excellence. Every detail is typical of the class car. Twice its present price could not have purchased such a car but a short time past.

You men who keep pace with advances in motor car building should see this new series Saxon "Six" at once. It will surprise you with its finished perfection.

"Six" Touring Car with detachable limousine top \$965

New Standards Set by Saxon "Six"

First—in lightness. But it is not the lightness of lost strength. Skillful design and the use of top grade materials alone account for this reduction in weight.

Then—in power. This Saxon high speed motor—on less gas—develops more power than far larger motors used to give. We doubt if any car of like price can measure power, speed, flexibility, acceleration, hill climbing, quietness, smoothness, and coolness with the Saxon "Six."

Next—in beauty. Here again Saxon "Six" scores. Its beautiful yacht line body is the latest development of motor car fashion.

Next—in size. Saxon "Six" is a big car. The wheelbase is 112 inches. Five people find ample space to ride in comfort.

Next—in economy. In this respect Saxon "Six" truly triumphs. Fuel and tire cost it brings far below most standards. It will revise your ideas of operative cost.

GEO. A. ANDERSON, Agent

RATES
ONE CENT PER WORD
EACH INSERTION

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

THE MARKET PLACE
OF THE
SOUTH PLAINS

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

LOST—Diamond stud. Reward if returned to E. E. ROOS, at Plainview Machine and Auto Shop. tf.

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

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

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

200,000 ACRES in solid body in Deaf Smith and Oldham Counties, \$6 to \$8 per acre. Can sell in any size tract. Terms, \$2 per acre cash; balance one to ten years, 6 per cent. SMITH & GUINN, Hereford, Texas. July 30.

WANTED—Agent, either sex, for Plainview. Ladies are waiting for a chance to buy. Big proposition. Particulars free. ROBERT HENRI COMPANY, Box 132, Mesa, Arizona. 4t-pd.

NOTICE.

A meeting of the members of the Plainview Cemetery Association is called for Wednesday, June 14, three o'clock p. m., at the City Hall. W. F. GARNER.

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

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

FOR SALE—House, well located; small payment down; balance easy monthly payments, like paying rent. Phone 166. Adjoining Herald Office. WYATT JOHNSON. tf.

Furnished front room for rent. MRS. DICK BRYAN. Phone 651. 2t.

Three furnished rooms to let. Phone 591. tf.

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

LOST: Camera, between Plainview and Silverton. Return to PAUL FRYE, Plainview, Texas. 3t.

FOR RENT—Two furnished rooms, close in. 403 West Main. MRS. H. D. RODEN. 1t-pd.

COMING SOON from SLATMAN & CO.'S APIARY, warranted Pure Honey gathered from mesquite and other blossoms. Sixty-pound can extracted, 9 cents per pound. tf.

BARGAINS in Farms and Ranches in Yoakum County—\$5 to \$8 per acre; good terms. Write us about steers and stock cows. THE GAINER-SIMPSON LAND CO., Plains, Texas. 6t.

A BARGAIN IN SECTION OF LAND.

Good, smooth section patented land near Plainview, in shallow water belt. Price, \$22.50 per acre. Two-fifths cash. balance in ten equal annual payments. A real bargain. Perfect title. H. E. SKAGGS. tf.

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

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

Let A. J. ROBERTS, the Hale County distributor, put a WONDER GAS SAVER on your car. Satisfaction guaranteed. Fri. 3t-pd.

STORE ROOM FOR RENT.

Building formerly occupied by Plainview Buggy Co., next to Public Scales, for rent. 36x100 feet. J. L. DORSETT. tf.

FOR SALE.

Thirty head of bred gilts and sows—Poland-China, Berkshire and Durocs. Prices right. Apply B. C. HOLLE, Phone 9013-R-2. tf.

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

NICE HOME FOR SALE.

Low price; good terms. House, well and windmill. Plenty of trees and shrubbery. Will take some trade. For particulars, address P. O. BOX 44, Plainview, Texas. tf.

HOTEL HELP WANTED.

I have rented the Llano Hotel, Midland, Texas, and will want two good dining-room girls July 1. Correspondence should be sent to me at Plainview, Texas until June 15; after that date to Midland, Texas. J. B. GILLILAND, Plainview, Texas. Jun. 15-pd.

FOUND—On Covington Street, an ironing board. Owner may have same by calling at the Herald office and paying for this ad. tf.

FOR SALE—12-room residence, modern. Best residence district of Plainview. Write A. F. QUISENBERRY, Hale Center, Texas. 5t-pd.

If you have any Vendor Lien Notes for sale, see F. W. CLINKSCALES, at the Third National Bank, or phone 49. 3t.

NOTICE TO LAND AGENTS.

I hereby withdraw my 80 acres from sale. W. W. BOSTON. 3t-pd.

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

FOR SALE.

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

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

NOTICE.

Mass Meeting and Convention of Hale County, Texas.

All Socialists of the county are hereby earnestly requested and called to be present at the Court House on Saturday, June 17th, at one o'clock p. m., for the purpose of nominating a county ticket. G. W. YANCEY, Secretary. 1t.

FOR SALE OR TRADE—Jersey cow; also a buggy. Sell on terms. See OSCAR HILL, at Elk Barber Shop. 3t.

C. W. POST HOME FARMS.

We now have sixty more farms to sell. Terms as before. You can buy an improved farm \$2.00 per acre cash and \$1.75 each year at the low rate of 4 per cent interest. Write for information. LANGE & ERWIN, Post Texas. 1t-pd.

FOR SALE—A BARGAIN. Good furnished house and lot three blocks from post office. Easy terms—like paying rent. Also nice building lots in Highland Addition. See A. B. BELLIS, Ellerd Building. d-tf.

FOR SALE.

Good mow and rake. Call J. D. HATCHER'S BLACKSMITH SHOP. Phone 147. 4t-pd.

STRAYED OR STOLEN.

Bay horse about 12 years old. Weight 1,100 or 1,200 pounds. Slightly stringhalted in left hind leg. Notify HERALD OFFICE. Liberal reward for return. 4t.

LOST: Brown striped coat in or near Petersburg, May 20. Return to Herald Office for reward. 2t-pd.

FOR SALE—One spotted Jersey coming three, with calf, \$75. One spotted Jersey coming two. B. C. HOLLE, Phone 9013-R-2. tf.

LOST—In West part of Plainview, bundle of baby clothes with handbag wrapped in it containing some silver. Reward if returned to W. N. BROOKS. 1t-pd.

FOR SALE: High-grade Jersey milk cow giving 2 1/2 gallons; 3 years old. \$70.00. Phone 102. W. G. ABERNATHY. 1t-pd.

BOY WANTED—A bright, active, truthful boy wanted for work at THE HERALD. 1t.

ANNOUNCEMENTS

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

- For Representative: T. J. TILSON.
For District Attorney: AUSTIN C. HATCHELL, GEO. L. MAYFIELD, KENNETH BAIN.
For District and County Clerk: B. H. TOWERY, J. P. HOWARD, W. M. JEFFUS, JO. W. WAYLAND, JAS. F. DUNCAN, JR.
For County Judge: CHARLES CLEMENTS, AUSTIN F. ANDERSON, J. E. LANCASTER.
For County Attorney: L. D. GRIFFIN, L. R. PEARSON.
For County Treasurer: JNO. G. HAMILTON.
For County Tax Assessor: ROY IRICK, W. E. BURCH, W. H. MURPHY.
For Public Weigher, District No. 1: J. L. OVERALL, TOM THOMPSON.
For Sheriff: J. C. HOOPER, J. C. TERRY.
County Surveyor: L. O. SHROPSHIRE.
For County Commissioner, Precinct No. 1: J. T. (DADDY) PHELPS, W. J. ESPY.
For Commissioner Precinct No. 2: J. W. ROBERSON.
For County Commissioner, Precinct No. 4: M. C. CORNELIUS, C. E. LOCK, R. T. BARBEE.
Justice of Peace, Precinct 1—EARLE C. KECK.

FUNCTION AND VALUE OF FEEDSTUFF.

(Continued from Page Eight.) plant. Under the heat of carbohydrates are found a number of other bodies with doubtful feeding value, such as organic acids and gums.

Commercial Value of Feeds. Of recent years many feeders buy their feeds on the market, and unscrupulous sellers have adulterated concentrated mixed feeds to such an extent as to render it necessary to pass laws, both federal and state, for the protection of the feeder. Now the laws of almost every state require the seller to place a guarantee of the amount of nutrients that his food contains, and the law further requires that the feed shall be true to name, and not contain unwholesome material. Often, however, a feed is placed on the market with a guaranteed analysis, but which sells at a price far in excess of its actual value. The price of a food is usually in proportion to the protein it contains, and its feeding value depends not on the amount of these nutrients present, as shown by chemical analysis, but by the percentage of these nutrients that can be digested by the animal.

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

Miss Rebecca Ansley SPIRELLA CORSETIER Telephone Number 304

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

EVERGREEN TREE LEAF OILS.

Shoe blacking owes its peculiar aromatic odor, faintly suggestive of the deep woods where spruce or hemlock needles pad the ground, to an oil which is manufactured from these same kinds of needles. Similar oils are obtained from the foliage and small twigs of various cone-bearing trees, and find use for a number of purposes. In Europe the finer of these oils are used extensively as perfume in soap. They are common components of liniments and other medicinal preparations. Cedar oil is chiefly used in the preparation of insecticides, and, to some extent, in making liniment.

CALOMEL DYNAMITES A SLUGGISH LIVER Crashes Into Sour Bile Making You Sick, and You Lose a Day's Work.

Calomel salivates! It's mercury. Calomel acts like dynamite on a sluggish liver. When calomel comes into contact with sour bile it crashes into it, causing cramping and nausea. If you feel bilious, headachy, constipated and all knocked out, just go to your druggist and get a 50-cent bottle of Dodson's Liver Tone, which is a harmless vegetable substitute for dangerous calomel. Take a spoonful, and if it doesn't start your liver and straighten you up better and quicker harness to both children and adults. Take a spoonful at night and wake up feeling fine; no biliousness, sick headache, acid stomach or constipated bowels. It doesn't gripe or cause inconvenience all the next day like violent calomel. Take a dose of calomel today and tomorrow you will feel weak, sick and nauseated. Don't lose day's work! Take Dodson's Liver 'one instead and feel fine, full of vigor and ambition. -Adv.

DR. R. L. RAMSDELL, Physician and Surgeon. Office: Smyth Building. Phone 605. Home Phone 483.

A severe windstorm in Scurry County Saturday night damaged crops and wrecked many houses.

Drives Out Malaria, Builds Up System The Old Standard general strengthening tonic, GROVE'S TASTELESS CHILL TONIC, drives out Malaria, enriches the blood, and builds up the system. A true tonic. For adults and children. 50c.

L. V. DAWSON, M. D. Physician and Surgeon Special attention given to surgery. Office in new Donohoo Bldg. Office hours 1 to 5 p. m. Office 158—Phones—Residence 232

L. A. KERR, Architect. Office at Fulton Lumber Co. Phone 107. House Phone 428.

The Telephone "S. O. S." Saved the Farm. "One day last fall my wife and I started for a drive, leaving the house deserted. A short while after we'd passed Jones' place, Mrs. Jones saw smoke coming from our roof. "She ran to the telephone—Got Mrs. Reed who operates the switchboard located in her home. Mrs. Reed called all the nearby people on the line (two long rings—the emergency signal,) and they put the fire out with little damage." A Telephone on the Farm connected with the Bell System is a protection and safe-guard in all emergencies. Southwestern Tel. & Tel. Co. 4-R-14.

FARM LOANS. Lowest Rates, Best Terms. Money Ready. See M. F. YOUNG, At Third National Bank. (1 mo.)

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

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

How's This? We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure. F. J. CHENEY & CO., Toledo, O. We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by his firm. NAT. BANK OF COMMERCE, Toledo, Ohio. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75 cents per bottle. Sold by all Druggists. Take Hall's Family Pills for constipation.

H. A. PRESTON City Scavenger. Telephone Number 545. Prices for Hauling Trash: Sacks of cans, 10c; 15c for barrels; ashes, etc., 40c to 50c for half load. 80c for double wagon-box load. All kinds of trash hauled off.

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

Choice Poland China Spring Pigs at \$20.00. Have decided to reserve none of my spring crop of big type male pigs but am offering them for the next 30 days at the remarkably low price of \$20.00 each. The offering is sired mostly by the 800 pound hog, Big Tom 72402, and are the heavy bone with quality and easy feeding kind. Call or write. HENRY WESTERHOFF Farm about one mile northwest of depot. Plainview, Texas

Even Burning Coal Will save money because of minimum waste and will make your baking and other cooking more certain. Such coal we constantly try to furnish our customers. Let us serve you thru the knowledge we have gained in the coal business. ALLEN & BONNER Phone 162

ILLUSTRATORS-DESIGNERS-ENGRAVERS ENGRAVING CO. ENGRAVING, ETCHING

GEO. ALLEN The House Reliable Oldest and Largest PIANO and MUSIC HOUSE in Western Texas. Latest Sheet Music, MUSIC TEACHER'S Song Books, etc., etc. Catalogue and Book of Old Time SONGS FREE on the asking. Established 1890. SAN ANGELO

DOWN ON THE RIO GRANDE.

The Adopted Poem of Company L.

The Devil in hell we're told was chained,
And a thousand years he there remained.
He neither complained nor did he groan,
But determined to start a hell of his own,

Where he could torment the souls of men
Without being chained in a prison pen.
So he asked the Lord if he had on hand
Anything left when He made this land.

The Lord said, "Yes, I have plenty on hand,
But I left it down on the Rio Grande.
The fact is, old boy, the stuff is so poor
I don't think you can use it in hell any more."

But the Devil went down to look at the truck,
And said if he took it as a gift he was stuck;
For after examining it carefully and well
He concluded the place was too dry for a hell.

So in order to get it off His hand,
The Lord promised the Devil to water the land
For he had some water, or rather some dregs,
A regular cathartic, and smelled like bad eggs.

Hence the trade was closed, the deed was given,
And the Lord went back to His home in heaven.
And the Devil said to himself, "I have all that is needed
To make a good hell," and hence he succeeded.

He began by putting thorns all over the trees,
And mixed up the sand with millions of fleas;
He scattered tarantulas along the roads,
Put thorns on cactus, and horns on the toads.

He lengthened the horns of the Texas steers,
And put an addition to the rabbit's ears;
He put a little devil in the broncho steed,
And poisoned the feet of the centipede.

The rattlesnake bites you, the scorpion stings,
The mosquito delights you with his buzzing wings;
The sandburrs prevail, and so do the ants,
And those who sit down need half-soles on their pants.

The heat in the summer is one hundred and ten,
Too hot for the Devil and too hot for men;
The wild boar roams through the black chaparral—
'Tis a hell of a place that he has for a hell,
DOWN ON THE RIO GRANDE!

RECOMMENDS NEW WAYLAND COLLEGE PRESIDENT HIGHLY.

Canadian, Texas, May 12, 1916.
Dr. J. H. Wayland,
Plainview, Texas.

Dear Sir:
I understand R. E. L. Farmer has accepted the presidency of Wayland College, at Plainview. I feel it my duty, in justice to Rev. Farmer, to state that I congratulate your choice. Rev. Farmer was president of the Baptist Academy at Canadian for a number of years and worked under great disadvantage, and his work was successful. He conducted our school under very adverse circumstances, and conducted it without financial loss. He also had charge of the dormitory, and his management of that branch of the school was highly satisfactory. We found Rev. Farmer to be not only up to the full measure in his educational work, but also far beyond our expectation in his ability to manage the financial end both of the school and the dormitory.

We predict for Wayland College great success under the superior management and financial ability of Rev. Farmer. Yours truly,
H. E. HOOVER.

ENJOYED "HEN PARTY."

Miss Jessie P. Rich and Miss Gertrude Blodgett are back from a ten-weeks trip in the interest of the Extension Department of the University. They visited several small towns in North Texas, spending a week in each and giving home-economics lectures to the women.

They thoroughly enjoyed a novel "hen party" in Plainview. All the families for miles around drove into town to spend the day, each bringing a hen, which was later auctioned off on the court house square to the jolly crowd of town and country folks.

The object of the hen party was to make money to help defray the expenses of the comfortable rest room which has been set aside for women in the court house, and which is kept up in a splendid manner by the women of the county.—Gossip, Austin, Texas.

WILL TAKE CHARGE OF FARM PROPERTY AT CANYON.

Mac Garner will move to Canyon about the first of July to take charge of the farm property owned there by his father. He returned yesterday from a visit with his parents, at Canyon.

TEACHING IN CANYON.

Professor M. B. Johnson, of Plainview, is teaching in the West Texas State Normal, at Canyon City, this summer. He will have the chair of education.

LOST—Bunch of keys. Return to Herald office and receive reward.

BELLEVIEW NEWS.

BELLEVIEW, June 9.—A light rain fell Tuesday afternoon.
Mr. Borchardt is cutting wheat.
Mrs. Swift left Thursday for Merit, Texas. She has been visiting her sister, Mrs. T. J. Tilson.
The Home Economics Club realized \$21.20 at their ice cream supper.
Mrs. Chas. H. Kendrick, from Ennis, Texas, was the guest Wednesday of her cousin, Mrs. J. M. Tilson.
The Needlework Club met with Mrs. G. M. Schick Thursday afternoon.

LOST—Bunch of keys. Return to Herald office and receive reward.

Chas. E. Waite, president of the Stockyards National Bank of Kansas City, arrived this morning on business connected with the cattle loans of his bank in the Plainview country. He will leave tomorrow. The Stockyards National has more cattle loans here than any other firm. Mr. Waite is the guest of the officers of the First National Bank.
Misses Annie and Florence Quesenberry, of Las Cruces, New Mexico, arrived this morning for a visit with their brother, Geo. R. Quesenberry, manager of Helen Temple Farm.

BARBER AND LAUNDRYMAN ENJOY A BRISK BUSINESS.

(Continued from Page One.)

ing arrangements, they placed us in tourist sleepers, two men in the lower berth and one in the upper. (It was my luck to share a lower berth with Company Clerk Pearson, and I was surprised, for I spent a very good night.) We arrived at Sanderson Sunday morning just after daybreak. It took an hour or so to get our cars placed to unload, but as soon as we arrived the cooks went ahead preparing breakfast, and it was not long until we received our coffee, bacon and potatoes. After breakfast we went ahead with pitching our camp, and at noon everything was in good order. Immediately after dinner the guard for the day was picked and placed, and

I was assigned with four men to take a hike around the hills south of town to get the lay of the land.

Things have now settled down to actual camp life, and the boys are getting used to it, and, to tell the truth, while the boys do a great deal of rag chewing among themselves about things, yet I believe that they rather like it. I know that after they get accustomed to this life there will not be so many of them but what will be satisfied, at least more so than at present. Of course, when the time comes that we are sent home, I know that there will not be a member in the company but what will be more than pleased, but at present they are beginning to feel that, as long as they are here, they might as well go ahead and do what they have to do cheerfully.

On Thursday night we were treated to a very nice surprise by the people of Sanderson. When mess call was sounded, at 5:30, we were held a few minutes, and pretty soon we saw several of the ladies and men coming into camp with their arms full of dishes. Well, the supper that night consisted of our regular army supper of roast beef, potatoes and coffee and, in addition, the food that the people brought, potato salad, salmon salad, cakes of all kinds and bananas, and, believe me, it sure was enjoyed. In return, we gave these people a regular army supper.

Since we have been here the boys have all learned what army hard tack really is. When they saw the boxes loaded at San Antonio they made remarks about what this hard tack was, but they all know now. Of course, the hard tack we are now getting is fresh and is not quite so hard as that which has been kept in storage for some time. No doubt by this time quite a few of the Plainview people have seen some of it, as several of the boys said that what they did not eat they were sending home.

Sanderson is a neat little town of about 700 inhabitants, nestling between the hills, with roads to the outlying districts leading out from the east and

west sides of town. It is also a freight and passenger division on this part of the Southern Pacific lines. Our camp is situated about one hundred or perhaps two hundred yards from the roundhouse.

The railroad company is very nice to us, as are also the people of the town. The railroad company has water piped to the end of the company street and has also put up a shower bath, which is free to us any time we want to use it. On account of the noise made by several of the boys bathing after night, we are not allowed to use it after 10 p. m. We feel that this company is pretty good, as we have learned that the El Paso company has to travel four miles to get water with which to bathe. Besides, we are lucky

to have our friend "Buster" Fluke with us, who is the official company barber. Yesterday his trade was so brisk that he had to turn several of the boys down. We have also put in a laundry, started yesterday—Slim Watkins in charge. Slim says that if the boys don't pay him on payday he is going to quit the laundry business.

All the boys, with the exception of two, are enjoying good health. Several of the boys received very pleasant news the past week. They received letters from those for whom they worked advising them that they would receive half pay while in the army, and the balance of the company are wishing that their employers would advise them to the same effect.

W. J. KLINGER.

Come to Canyon The Great Bargain Auction Sale

of CHOICE BUILDING LOTS

in NORMAL SCHOOL ADDITION

Canyon, Texas

June 16th and 17th, 1916

Five Passenger Ford Auto Given Away Absolutely Free. Special Excursion Rates on the Santa Fe. See the Agent.

CANYON TOWNSITE COMPANY

HOME ECONOMICS WEEK IS POPULAR IN TEXAS.

AUSTIN, Texas, May 31.—"Home Economics Weeks," "Baby Conferences," and the "One-Week School," conducted by the Extension Department of the University of Texas, have proven so popular that nearly twenty towns in Texas have already applied to the department for one or the other of these institutions during next season.

Four fairs, that at Memphis, the one at Tyler, the Red River Valley Fair, at Sherman, and, of course, the State Fair, at Dallas, will each be supplied. The following cities, through some civic organization, have applied for a "Home Economics Week" conducted by the University Extension Depart-

ment: Sherman, Austin, Fort Worth, Dallas, Texarkana, Ark., El Paso and Wichita Falls. The following desire a one-week school: Memphis, Knox City, Henderson, Leander, Cleburne, Marlin and Temple.

Dr. A. Caswell Ellis, director of the department, says that it is impossible to fill the demand for these activities with the limited funds at the disposal of the department, but that every effort is being made to accommodate those communities which evince a genuine desire for the work.

INTERESTED IN STATE FAIR.

To date eighteen Texas counties have applied to the secretary of the Texas State Fair, W. H. Stratton, for space in the county agricultural division.

GARDENS RUINED BY HAIL

We will furnish seed to replant them at half price and less. We will give away absolutely free \$100 worth of choice seeds to the farmers of Hale, Floyd and Swisher counties. Call for them today. Very truly yours,

C. E. WHITE SEED CO.
PLAINVIEW, TEXAS



The careful man puts his money in the bank if he dies he won't leave helpless children

ARE YOU A DADDY?
YOU LOVE YOUR FAMILY; PERHAPS YOU WASTE A LOT OF MONEY IN "DRIBS AND DRABS" THAT IF PUT INTO THE BANK NOW WOULD GROW INTO A BIG SUM.
IF YOU LIVE "YOU" CAN ENJOY YOUR MONEY, IF YOU DON'T IT WILL PROTECT YOUR CHILDREN.
YOU ARE SETTING YOUR BOYS A GOOD EXAMPLE WHEN YOU PUT MONEY IN THE BANK.

BANK WITH US

THE CITIZENS NATIONAL BANK
PLAINVIEW, TEXAS

Plainview Mereantile Co.

Premiums for your cash tickets. Money cheerfully refunded. Purchases gladly exchanged.

Plainview Mereantile Co.

Newly Received Styles IN LADIES AND MISSES APPAREL For the Warmer Days

Beach Cloths and Honeycomb two piece suits. Newest silk middie blouses. A great collection of misses and childrens dresses.

AT	Honey Combed and Beach Cloth Suits Trimmed in Tapestry	AT
\$5	This is a real light Suit in two pieces, well tailored and finished. The trimmings are of tapestry, which gives them an unusual, charming effect of newness. In every respect the models are developed in the latest ideas, with belts and chic patch pockets on the well flared skirts. We cordially invite you to see these inexpensive little Summer Suits at . \$5.00 Each	\$5
EACH		EACH

Children's Dresses AT \$1.25 TO \$5.00

In ages of 3 years to 14 years. In rich color combination of good, substantial, washable materials. In fast colors. Beautifully trimmed and full proportioned. Others in all-white cloths trimmed in laces—suitable for the dressy occasions of little miss. Each of these Dresses in the newest styles are cheaper than you can afford to make them. Come see these new Dresses.

Newest Silk Middies AT \$4.00 AND \$5.00

The women who like nothing short of the best in their Middie Blouses will be pleased with this assemble of fashionable Silk Middies, in which the inherent charm and refinement will appeal to any woman who likes dash and originality in their apparel. The combinations of colors are beautiful, while the models with belts and large flare collars are engagingly smart.

White Transparent and Leghorn Hats AT \$3.00, \$4.00, \$8.00

We are not showing a large but a very choice collection of the Latest Summer Hats. Other new shapes will be here by the time this ad reaches you.

LATEST PALM BEACH SUITS

We have just received by express another shipment of the newest productions in Palm Beach Suits. These suits exemplify every newest idea of Fashion's vogue, in models in which we show some unusual value at \$11.75 Each

NEW CREATIONS IN DRESSES

Without reserve, we can recommend our present showing of Street Dresses and Evening Frocks, in which you will find no old ones, but the very newest styles, and we believe that you will find our collection large enough to make a choice selection of the garment you want for the occasion you want it. \$5.00 to \$37.50