

# THE PLAINVIEW EVENING HERALD

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PLAINVIEW, TEXAS, TUESDAY, MARCH 20, 1917

## TANGIBLE PLANS FOR SECURING NEW A. & M. COLLEGE FOR HALE COUNTY

COMMITTEE HAS DEVISED EQUITABLE PLAN FOR DISTRIBUTING THE COST OF THE BIGGEST STATE SCHOOL IN WEST TEXAS—MEETING OF SUBSCRIPTION COMMITTEE CALLED FOR THURSDAY.

Hale County has her hat in the ring for the West Texas A. & M. College. And, it is generally conceded that Hale County gets what it goes after.

For the past several weeks a citizens' committee, composed of E. Graham, Dr. J. C. Anderson, Joe Lee Ferguson, Dr. S. J. Underwood and E. H. Perry, has been busily engaged in working out plans for securing the college. Together with Col. R. P. Smyth, who was largely instrumental in getting the legislation necessary for the creation of the new school enacted, and a committee of citizens invited to confer with the committee, detailed plans have been worked out and the work of raising the necessary funds will be started at an early date. A committee has been named to raise the funds required. To this committee is being added the names of other persons who are interested in the work, and the committee is not yet complete. Charles Reinken, of Plainview, has been named as chairman of the committee. Other members are J. F. Garrison, L. G. Wilson, Joe Lee Ferguson, Dr. S. J. Underwood, W. A. Nash, W. E. Risser, J. B. Nance, C. T. Springer, B. M. Johnson, E. M. Carter, F. F. Hardin, H. E. Skaggs, P. J. Woodbridge, R. A. Underwood, E. R. Williams, J. J. Ellerd, A. G. Hinn, D. H. Collier, J. M. Adams, H. R. Tarwater, H. V. Tull, Grisco Bettie, J. C. Hooper, Dr. I. E. Gates, R. B. C. Howell, Dr. T. A. Jones, R. A. Long, Rev. T. B. Haynie, Rev. R. E. L. Farmer, Jas. W. Pipkin, W. L. Harrington, H. S. Hilburn, E. H. Humphreys, Col. R. P. Smyth, C. D. Russell, J. W. Boswell, Joe Kelihor, Otto Borchardt, J. G. Seipp, W. P. Lash, E. B. Shankle, Dr. Neil E. Greer, Dr. C. D. Wofford, J. C. Terry, J. M. Waller, W. E. Winfield, Judge L. S. Kinder, J. J. Lash, H. L. Sammann, T. J. Tilson, P. B. Snyder, J. M. Kreider, G. M. Phillips, J. W. Allen, W. W. Laney, Dr. E. M. Harp, J. W. Stephens, Dr. A. S. Hawkins, Henry Yates, Wm. Britt, M. S. Hudson, Wm. Glover, Fred Schreier, L. E. Ensign, R. H. Boughn, Jas. A. Hooper, J. W. Skipworth, Judge T. D. Webb, Dr. R. B. Longmire, and A. J. Harris.

This list of names includes representatives of every community of this section which is interested in seeing the West Texas A. & M. College located in Hale County. Chairman Reinken, of the subscription committee, has called a meeting of these members for Thursday, March 22, at the office of Henderson & Perry, 609 Broadway.

An equitable distribution of the burden, in proportion to the benefits which will be derived, is being planned by the committee, and in due time each citizen of the county will be called upon to do his share in bringing this great school to the best county in the Southwest.

It is probable that visits will be made to the school houses of the various communities in this section to enlist the moral and financial support of all the people of the territory contiguous to Hale County.

## WILL OFFER PAVING BONDS FOR SALE APRIL SIXTEENTH

Expense Bills of Judge Randolph and C. D. Russell to Austin Allowed by Council.

April 16 has been set as the date for selling the paving bonds recently voted by the citizens of Plainview. In session last night the City Council fixed the date and decided to demand a certified check for 2 1/4 per cent of the \$40,000, \$960, must accompany the bids as an evidence of good faith and ability to execute contract. Aldermen E. H. Humphreys, J. M. Waller and J. B. Maxey, Mayor W. E. Risser, City Secretary B. L. Spencer, Special Police J. P. Frye and City Health Officer Dr. E. F. McClendon were in attendance. The ordinance canvassing the returns of the paving-bond election and another authorizing the issuance of bonds were passed.

An expense bill of sixty-five dollars each was allowed Judge H. C. Randolph and C. D. Russell for their trip to Austin in the interest of the proposed city charter, which has been passed by both houses of the Legislature and now awaits the Governor's signature, or his failure to sign for twenty days, to become a law.

Col. R. P. Smyth was appointed city engineer, his salary to be the fees received for services.

W. A. Todd, Geo. Saigling and B. H. Towery were appointed to audit the books of the city.

## REPRESENTATIVE TILSON WILL ADDRESS PEOPLE SATURDAY.

Captain T. J. Tilson, representative in the Texas Legislature from this district, writes that he will address the people at the Court House Saturday evening, March 24.

## Y. M. B. L. MEETS THURSDAY NIGHT.

The regular semi-monthly meeting of the Young Men's Business League will be held at the Barker-Winn Building Thursday evening. Among the reports of interest will be that of the board of directors relative to the State Y. M. B. L. Convention.

## CONSUL VON STRUVE IS BACK FROM GERMANY.

Loss of Baggage Prevents Arrival in New York With Ambassador Gerard's Party.

The arrival of H. C. von Struve, of Plainview, Texas, United States Consul at Erfurt, Germany, is announced in a special to the Dallas News from Washington. Mr. von Struve left his post at the severance of diplomatic relations between the two countries, reached Washington last night, and will leave tomorrow for Austin, where his children are in school.

Mr. von Struve failed to reach America with Ambassador Gerard's party owing to the loss of his baggage, which required several days to locate. He has not been reassigned by the State Department, and probably will remain in Austin until ordered to another post.

Prior to entering the consular service Mr. von Struve was a resident of Plainview, having been connected with the Third National Bank and, the Texas Land and Development Company.

## VICTIM OF DIPHTHERIA.

Lewis J. Dawson, six-year-old son of Mr. and Mrs. W. L. Dawson, died Friday, of diphtheria. The remains were shipped to Chickasha, Okla., for burial. W. F. Garner prepared the body in a hermetically sealed casket.

## BRISCOE COUNTY DISTRICT COURT CONVENE YESTERDAY.

District Court for Briscoe County convened yesterday morning. Judge R. C. Joiner, District Attorney Austin C. Hatchell and Court Stenographer W. N. Baker are in Silvertown attending court.

## BOX SUPPER AT WEST SIDE.

There will be a box supper held by the patrons of the West Side community school Friday night. The proceeds are to be used to purchase a Victrola for the school.

Mrs. E. L. Woodley and children, James and Maryllyn, of Shamrock, Texas, who are on their way to their new home, in Memphis, Tenn., are visiting Mrs. Woodley's father, Rev. A. B. Roberts. Mr. and Mrs. A. B. Carrol, of Lorenzo, are also visiting at the Roberts home.

## Men You'll Meet In Plainview At Swine Breeders' Association



T. PRYSE METCALFE of Amarillo, Texas

With the United States Bureau of Animal Husbandry, Whose Subject will be "Panhandle and South Plains Pastures in Pork Production."

## BOARD BEGINS EARLY THE WORK OF BEAUTIFYING H. S. CAMPUS

Orders Two Rows of Sycamore Trees Planted Around Block Occupied by New High School Building.

The matter of occupying the new high school building immediately was referred to the building committee of the board of trustees at a called meeting last night, held at the City Hall. F. F. Hardin, H. W. Knupp and E. F. Alexander comprise the building committee.

The trustees ordered trees planted around the block occupied by the building. The trees are to be sycamore, and will be planted between the curb and the walk and just inside the walk, making two rows of trees around the entire block. W. B. Martine, Geo. J. Boswell and Rev. T. B. Haynie, the purchasing committee, have the work in charge.

The regular meeting of the board will be held Monday night. It is probable that the question of election of teachers will be discussed at this meeting, the consensus of opinion of the board apparently being that election be deferred until after the election of new trustees, which will be early in April.

## W. D. OVERTON IS DEAD.

Remains of Victim of Heart Failure Are Shipped to Cumberland Gap, Tenn.

Warren D. Overton, sixty years old, who was a merchant at Abernathy, died suddenly Friday afternoon, of heart failure. He was apparently in his accustomed health, and ate dinner with the family. He leaves a son, Elbert, with whom he was engaged in business.

The remains were prepared for burial by W. F. Garner and shipped to Cumberland Gap, Tenn., his former home, for burial.

## AUTOMOBILE LICENSES ISSUED.

During the three days just past County Clerk Jo. W. Wayland has issued automobile licenses to A. C. Bachmann, No. 1251, Ford; Hugh Rodgers, No. 1252, Ford; S. O. Gentry, Hale Center, No. 1253, Ford.

## COLP TO COME SOON.

D. E. Colp, of San Antonio, secretary of the Texas Good Roads Association, will be in Plainview in the near future logging the Weatherford-to-Plainview Highway, according to information received by E. H. Perry.

## BIRTHS.

Born, to Mr. and Mrs. Les Sanders, March 16, a boy.  
Born, to Mr. and Mrs. J. R. Wadill, February 22, at Bartonsite, a girl.  
Born, to Mr. and Mrs. H. R. Carr, February 22, at Bartonsite, a girl.  
Born, to Mr. and Mrs. S. M. Goodlet, Hale Center, March 4, a girl.

## HALE COUNTY'S JAIL EMPTY; FIRST TIME IN TWO YEARS

Bonds of Duke Brothers, Williamson, Lagow and Hart Are Acceptable to Sheriff Terry.

For the first time since September, 1914, the Hale County jail is empty, Sheriff J. C. Terry having released Saturday all prisoners on bond.

P. J. Williamson, arrested in connection with the burning of the Duke Grocery and Akers' Furniture Store, some few weeks ago, was released on a cash bond of \$500. R. B. Duke, confined on a similar charge, was released on \$1,000 bond, signed by a local man. Tom Duke's bond was fixed at \$2,000, and was signed by his father-in-law, of Temple, and a local man.

J. P. Hart, who is charged with mortgaging property not belonging to him, was released on \$2,250 bond, which was acceptable to the sheriff of Motley County, being signed by property owners at Matador.

S. F. Lagow, in jail awaiting an appeal, was released on bond in the sum of \$1,500. Lagow was convicted of transmitting a file into the county jail to prisoners, and sentenced to two years in the State penitentiary in District Court during the term recently closed.

## COUNTY COURT VERDICT IS IN FAVOR OF JOS. FOWLER, ET AL.

The case of T. H. Brown vs. Panhandle and Santa Fe Railway Company is being tried in County Court before Judge Charles Clements. The personnel of the jury on the case is G. G. Douthit, Jake Burkett, Ed Carpenter, Frank Preston, Lee Crow and D. H. Spence.

A verdict in the case of C. H. Clarke vs. Jos. Fowler, et al., favored the defendants. The jury on this case was G. G. Douthit, Frank Preston, R. G. Harp, Jake Burkett, Lee Crow and H. R. Carr.

The case of Wendell O'Malley, et al., No. 219, application for letters of guardianship, has been probated.

## TWELVE CARS LIVESTOCK WERE SHIPPED SATURDAY.

L. A. Knight Gets \$10.25 for Cattle on the Wichita, Kansas, Market.

Nine cars, 243 head, of fat cattle were shipped by L. A. Knight to Wichita, Kansas, Saturday, and sold on the markets there for \$10.25 per hundred-weight Monday. In addition to this cattle offering, Plainview was represented on the market with another car of cattle, shipped by Anderson and Hooper, and two cars of hogs, shipped by H. W. Knupp.

## MRS. J. T. BURNETT DIES, FOLLOWING AN OPERATION.

The funeral services of Mrs. J. T. Burnett, wife of Rev. J. T. Burnett, were held Sunday afternoon at three o'clock, at the First Baptist Church. The sermons were preached by Rev. I. E. Gates and Rev. R. E. L. Farmer, pastor of the church and president of Wayland Baptist College, respectively.

Interment was made in the Plainview Cemetery, under the direction of W. F. Garner. The active pall bearers were E. R. Williams, J. M. Harder, J. W. Patterson, B. L. Shook, D. W. McGlasson and C. A. Knupp.

Mrs. Burnett died Saturday, following a capital operation. She has been practically an invalid for the past several years. She is survived by her husband and six children.

Mrs. Burnett was born in Germany. She was nearly fifty-two years of age at the time of death.

For the past several months the Burnett family has resided in Plainview, Rev. Burnett being financial field agent for the Wayland Baptist College. He will probably move back to Canyon or to Lockney at the termination of the year, his family demanding his attention.

Rev. and Mrs. Burnett have made many close friends in Plainview in their short stay here. Mrs. Burnett was a cheerful, cultured woman, with always a good word of cheer, according to those who knew her best. Rev. Burnett is known as an unselfish whole-souled Christian, and has been untiring in his efforts to keep his end of the work for Wayland College in fine shape.

J. J. Lash was in Muleshoe yesterday on business.

## STRIKE MENACE IS NOW A THING OF THE PAST

IMPORTANT VICTORY FOR BROTHERHOODS, ALTHOUGH THEY HAVE NOT WON ALL DEMANDS.

## ADAMSON 8-HOUR LAW VALID

Decision of Supreme Court Has Been Long Delayed; Follows Conference on Strike.

NEW YORK, March 19.—The conference committee of railroad managers early this morning authorized President Wilson's mediators to make whatever arrangements were necessary with the railroad brotherhoods to call off the threatened strike.

The formal letter in which the authorization was made, signed by Elisha Lee, chairman of the managers' committee, was as follows:

"In the National crisis precipitated by events of which we heard this afternoon, the National conference committee of railroads join with you in the conviction that neither at home nor abroad should there be fear or hope that the efficient operation of the railroads of the country will be hampered or impaired; therefore you are authorized to assure the Nation there will be no strike, and as a basis for such assurance, we hereby authorize the committee of the Council of National Defense to grant the employees who are about to strike, whatever adjustment your committee deems necessary to guarantee the uninterrupted and efficient operation of the railroads as an indispensable arm of National defense."

Secretary Lane issued this statement:

"Regardless of the decision of the Supreme Court on the Adamson law, the basic eight-hour law will go into effect."

"The details are being worked upon by a joint committee which will have its negotiations completed by noon," Mr. Lane said.

The decision referred by the managers at their midnight conference means that the brotherhoods have won an important victory, although it does not bring them all their original demands. By the agreement, it is assumed, they will be awarded pro rata time for overtime on the basic eight-hour day which they have been assured.

Their original demands called for time and a half for overtime on the same basic day.

The men will get their present pay for ten hours, for eight hours' work under the agreement. These concessions on the part of the managers are virtually what the employees contended they would gain under the Adamson law if it were declared constitutional.

Immediately after Secretary Lane had made his announcement, the brotherhood leaders sent telegrams to all general chairmen informing them that the strike had been declared off.

## Adamson Law Constitutional.

WASHINGTON, March 19.—The eight-hour standard of railroad wages, provided in the Adamson law, was held constitutional today by the Supreme Court.

## HOUSE ON O'KEEFE RANCH BURNS, WITH LOSS OF \$1,000.

The house on the O'Keefe ranch, three miles west of Plainview, burned this morning. The house and contents were a total loss. The house was valued at about \$1,000, and was insured for \$600. H. A. Millner and family occupied the place. Their household goods were uninsured. It is stated that the fire originated from gasoline which was being used in cleaning clothes.

## G-C ELECTRIC COMPANY OPENS A BRANCH HOUSE IN LUBBOCK.

A branch house of the G-C Electric Company has been opened in Lubbock. The Exide station will be in the charge of Will Hilton. The G-C Electric Company will also open an Exide station in Amarillo in the near future.

## MARRIAGE LICENSE ISSUED.

A marriage license has been issued by County and District Clerk Jo W. Wayland to Sisto Perez and Lazara Romera.

## WILL NOT EXTEND TO GAIL.

SNYDER, Texas, March 17.—General Manager W. S. James of the Roscoe, Snyder & Pacific has replied to the citizens of Gail that the road will not be extended from Fluvanna to Gail at present, and whenever there is any extension at all it will not be less than 100 miles.

L. A. Knight has returned from a business trip to Wichita, Kansas.

Community Correspondence

PETERSBURG PEOPLE PLANTING GARDENS—WILL "LIVE AT HOME."

PETERSBURG, Texas, March 14.—Health in this community is fine, and everything is moving on smoothly.

Mrs. M. H. Winningham delightfully entertained the Needlecraft Club on Thursday afternoon. Angel food and caramel cake with berries and cream were served as refreshments. The next meeting will be with Mrs. Kayes.

Mr. and Mrs. True Rosser complimented Miss Evelyn Claitor, who had taught a successful term of school in their home, on Friday evening with a party. Quite a charming time was spent by the young people. Ice cream and cake were served to the guests, who declared Mrs. Rosser an ideal hostess.

L. C. Claitor, Chas. Jay and J. W. Allen are in Fort Worth attending the Fat Stock Show.

Barber Edwards has a new Overland car.

Misses Geneva Wilson and Bessie Gartin entertained, in the home of L. C. Claitor, Wednesday evening with Progressive Forty-Two.

Mr. and Mrs. Dawson, of Chickasha, Oklahoma, are visiting with friends here now.

Miss Evelyn Claitor has accepted a position in the school at Ochiltree as teacher of Latin and English.

Miss Laura Knapp spent the week end with her parents, in Plainview.

Miss Maude Pinson has been suffering with a very bad cold.

Poe Greer, of Wayland College, was in town Saturday.

Mrs. J. H. Harrison, of Avinger, Texas, is visiting her sisters, Mrs. H. L. and R. I. Moon. From here she goes to Lockney to visit her brothers, Messrs. Long.

Miss Florence Smith has returned home from a pleasant visit in the home of her uncle, A. T. Smith, near Lakeview.

Wheat is still looking fine out here, and gardens are being planted. Our people are going to live at home this year.

Frederick Wiese is assisting in the bank at Abernathy now, but when the bank is opened here he will take the place of cashier.

NEW ELEVATOR AT HALE CENTER NEARS COMPLETION.

HALE CENTER, Texas, March 19.—The Roberts & LeMond grain elevator is being pushed rapidly to completion.

It is reported that Hale Center is soon to have electric lights.

Harry Pryor is moving to his place recently improved northwest of town, and Mr. Wilson is going to move where Mr. Pryor now lives.

Fred Nitler was a busy man on the streets of Hale Center Saturday.

J. M. Casey was shaking hands with old friends in Hale Center Saturday.

Lee Thomason has recovered from the measles, and was in town Saturday for the first time in several weeks.

Mr. Babb, of the Stoneback community, was transacting business in Hale Center Saturday.

Sunday was Ollie Maude Harrington's thirteenth birthday. She was a very proud and happy little girl. Her father gave her as a birthday present a beautiful wrist watch. Several friends of the family were present to enjoy one of Mrs. Harrington's dinners, for which she is famous. The guests present were Silas Maggard and wife, Willie Harrington and wife, Dudley E. Stovall and Miss Pearl Thomas.

Miss Mavis Terry came over with Nath McCluskey and family to visit home folks Sunday.

Mr. Kennedy, one of Floydada's citizens, formerly of this place, was a visitor at the home of Dr. S. J. Underwood Sunday afternoon. Miss Tubbs, a sister of Miss Tubbs, one of the teachers here, was a visitor also.

Miss Dalton visited home folks and spent Friday night.

Miss Pool visited her uncle, Sam Merrell, Saturday and Sunday.

Mrs. D. H. Stovall and children are visiting in Plainview this week.

Rev. B. H. Oxford went to Hood County last week, but returned Saturday.

Rev. J. H. Bone and Claude Gentry traded homes and moved last week.

Mr. Denea, of the Iowa Avenue community, is ill in a hospital in Amarillo.

Will Herral, southwest of town, was in Hale Center Saturday.

Bud Bridges and Buddy Webb have bought Quisenberry & Sanders' Ford car, and will start Monday on business to New Mexico.

EAST MOUND FARMER IS PLANTING CROP OF POTATOES.

EAST MOUND, March 18.—C. J. Gardner is planting potatoes this week. Mr. Gardner was quite successful in raising potatoes in Kansas, and as he understands the potato business thoroughly, his experiments along this line will be watched with interest. He is planting some twenty-five or thirty

bushels. These windy days rather displease the East Mound school girls, for they can't play tennis on their new court. East Mound boys defeated the Plainview High School second team Friday, March 16th. The game was one-sided until the sixth inning, when the East Mound boys began to play ball. They succeeded in tying High School in the ninth inning and beat them in the tenth, the score being 16 to 14.

Sunday was family day in our Sunday School. There were seventy-five present. The following program was rendered:

Song by junior girls. Response from Classes. Mrs. Seaman responded for the Bible class; Mr. Lock for the Young People's class; Anna Belle Estes for the Junior class, and Elaine Connally for the Primary class.

Brother Haynie made a few appropriate remarks.

There were nine complete families present. Mr. and Mrs. Dick Estes, having the largest number of children present, were presented with a beautiful potted plant. Mr. Burch's family, having the best percentage of attendance for the quarter, were presented with a bunch of carnations.

After a five-minute intermission, Brother Haynie delivered a splendid sermon on "The Home Life."

Mrs. Marshall Phelps and "Daddy" Phelps left Saturday for Oklahoma. In response to a message saying Mr. Phelps's sister-in-law was dangerously ill. Marshal Phelps has since received a message saying that she died before they reached her bedside.

The girls of the Home Economics Club purchased a piano last Friday for the use of the school and Sunday School.

Mr. and Mrs. H. V. Tull and family

attended service here Sunday. Basil Gardner is improving rapidly, and will soon be able to leave the sanitarium.

We are glad to report that Mrs. R. B. C. Howell is resting nicely at present.

Maurice, little daughter of Mr. and Mrs. Alfred Howell, has the measles.

Cliff Horne was unable to attend Sunday School last Sunday on account of rheumatism.

The Long children are back in school, after a siege of measles.

LONE STAR SCHOOL CLOSING ON ACCOUNT OF MEASLES.

LONE STAR, March 20.—Our school has been suspended until March 26th, on account of measles, which has been in our community for the past two weeks.

Mrs. Adam Savage, of Whitfield community, was visiting Mrs. Charles Merrick last Tuesday.

The Livesay boys have finished their sod breaking in the Providence community. They will leave this week to go near Kress to break some more sod.

Henry and Bob Ratjen and sister, Ella, of the Providence community; Edna Livesay, Virgil Dodson and sister, Marie, of Lone Star; Lawrence Seipp and sister, Dora, of Liberty, and Erna Boedeker, of Prairieview, were chaperoned by Mrs. Ratjen and Mrs. Dodson to Canyon last Friday. They attended the lyceum, returning Saturday. Each reported a very enjoyable time. This was the last number of the lyceum. It was the Hawaiian Quintette, and was an excellent number.

Mr. and Mrs. Guy Ramsey, of the Meteor community, were callers on Mr. and Mrs. Charles Merrick Sunday.

Will Bradford and wife, of Tulla, are visiting Mr. and Mrs. E. G. Foster and family.

Our Sunday School was very small Sunday, on account of so much sickness.

Mr. McLaughlin and wife and family



Come In To See Our Showing of

## Beautiful New Suits, Coats, Skirts and Waists

Fashion has smiled on the many new arrivals for discriminating women at this store.

# Jacobs Bros. Co

THE ONE PRICE CASH STORE

If It's New We Have It Popular Prices Always Prevail

were visiting in the Meteor community Sunday.

Mr. and Mrs. Annbrister visited Mr. and Mrs. Lee Reeves Sunday.

Mr. and Mrs. E. C. Dodson and family visited his niece, Mrs. Leslie Hutchinson, of the Meteor community, Sunday afternoon. Mr. Hutchinson is working for the Syndicate.

Miss Ona Thomas, of Floydada, is now staying with her sister, Mrs. Al-

bert King.

Jeffie Fowler, who has been confined to his room for some time by a horse kicking him, was able to be in Lockney Saturday.

NATURAL HISTORY.

A teacher who is fond of putting the class through natural history examinations is often surprised by their men-

tal agility. She recently asked them to tell her "What animal is satisfied with the least nourishment?"

"The moth!" one of them shouted confidently. "It eats nothing but holes."

Dr. E. M. Harp came up from Abernathy yesterday for a visit with his son, Willard Harp, and to attend to business.



# Easter

The right clothes—quick!

Business men often forget their Easter clothes until the women folks get after them.

We are ready for the fellows who like to make quick work of it and get the right thing.

Styleplus \$17  
Clothes

TRADE MARK REGISTERED  
"The same price the nation over."

are the busy line here of medium price. You know their national reputation. Style-to-the-minute. All wool fabrics. Guaranteed satisfaction.

An increasing demand from Maine to California has enabled the makers to produce Styleplus at the same national price \$17 in spite of conditions.

You can pay a higher or a lower price for other makes, also known to be supreme in their class.

Hats, ties, gloves, shirts, hosiery. Everything you need to get right for Easter.

Styleplus \$17  
Clothes



## CARTER-HOUSTON'S

The Home of Hart-Schaffner & Marx and Style-Plus Clothes



**WITCHING FOR WATER.**

**An Ancient Superstition Described in a Government Report.**

The idea that a forked twig, or so-called divining rod, is useful in locating minerals, finding hidden treasure, or detecting criminals is a curious superstition that has been a subject of discussion since the middle of the Sixteenth Century and still has a strong hold on the popular mind, even in this country. This is evident from the large number of inquiries received each year by the United States Geological Survey, Department of the Interior, as to the efficacy of such a twig, especially for locating underground water. To furnish a reply to these inquiries the Geological Survey has prepared a brief paper, by Arthur J. Ellis, on the history of water witching, with a bibliography that includes a truly astonishing number of books and pamphlets on this uncanny subject.

In summary the paper states: It is doubtful whether so much investigation and discussion have been bestowed on any other subject with such absolute lack of positive results. It is difficult to see how for practical purposes the entire matter could be more thoroughly discredited. It is by no means true that all persons using a forked twig or some other device for locating water or other minerals are intentional deceivers. Some of them are doubtless men of good character and benevolent intentions. However, as anything that can be deeply veiled in mystery affords a good opportunity for swindlers, there can be no reasonable doubt that many of the large group of professional finders of water, oil, or other minerals who take pay for their "services" or for the sale of their "instruments" are deliberately defrauding the people and that the total amount of money they obtain is large. To all inquirers the United States Geological Survey, therefore, gives the advice not to expend any money for the services of any "water witch" or for the use or purchase of any machine or instrument devised for locating underground water or other minerals.

**History of the Superstition.**

In tracing the history of the subject it is found that divining rods have been used (1) to locate ore deposits, (2) to discover buried or hidden treasure, (3) to find lost landmarks and re-establish property boundaries, (4) to detect criminals, (5) to analyze personal character, (6) to cure diseases, (7) to trace lost or strayed domestic animals, (8) to insure immunity against ill fortune by use as a fetish,

(9) to locate well sites, (10) to trace the courses of underground streams, (11) to determine the amount of water available by drilling at a given spot, (12) to determine the depth at which water or ores occur, (13) to determine the direction of cardinal points, (14) to determine the heights of trees, and (15) to analyze ores and water.

The origin of the superstition is lost in antiquity. What is believed to be the first published description of the divining rod is contained in Georgius Agricola's "De re metallica," which was published in 1556. The device became common first in Germany as a means of locating mines and also for discovering buried treasure, a matter of rather common interest in those days, when the practice of burying money and plate for safe keeping was very general. It was introduced into England by German miners during the reign of Elizabeth (1558-1603), and before the end of the Seventeenth Century it had spread through the countries of Europe. Everywhere it aroused controversy. The rule prescribed for the cutting of the twig partook largely of heathen sorcery and astrology. There were, indeed, to some extent, unconscious reminiscences of the old Scandinavian and even the Aryan mythology. But this heathen influence was offset when the rod was duly Christianized by baptism, being laid for this purpose in the bed with a newly baptized child, by whose Christian name it was afterward addressed. It is readily conceivable that the motive for surrounding this practice with a religious atmosphere might not have been altogether a belief in its divine character, for at that time anyone found engaged in mysterious works was in danger of being charged with sorcery and burned to death.

**Use of the Divining Rod in Detecting Criminals.**

The divining rod continued to be a favorite subject with alchemistic writers until about 1660, when a new turn of affairs was brought about by a Jesuit father, who denounced it as an instrument controlled by the devil. The subject was then taken up by the church, and for more than 100 years it was hotly debated by churchmen. Some approved it and authorized its use on church property; others condemned it and threatened those who used it with excommunication. In 1692, the year of the Salem witchcraft, its notoriety was greatly increased by the arrest and execution of a criminal through the agency of a peasant who used a divining rod. Interest in this case was intense and widespread, and

called forth a large amount of literature. As late as 1703 this peasant was employed to point out with his divining rod Protestants for massacre, under the plea of punishment for crimes they had committed. The divining rod was in some respects closely related to witchcraft, as is suggested by the use of incantations in connection with divining, and to this relationship may be ascribed in some measure the strengthening of belief in it. Witchcraft at that time had become a frenzy, and anything which by any stretch of the imagination could be suspected of implication with witchcraft became a subject of discussion and the basis of firm opinions and beliefs. In 1701, however, the Inquisition issued a decree against the further use of the divining rod in criminal prosecution, and this use of the device rapidly came to an end.

**Recent Discussions.**

In the later part of the Eighteenth Century an attempt was made to explain water witching as an electric phenomenon, and later it was discussed as a psychic phenomenon. At almost every step in the advance of science some one has attempted to explain its supposed operation by means of the latest scientific theories.

Before the present war there were several societies in Germany whose sole object was said to be the study of the divining rod. In 1910 the department of agriculture of France appointed a committee to investigate the subject, and in 1914 this committee was still investigating.

A copy of the Government report, which is published as Water-Supply paper 416, can be obtained by addressing the Director, United States Geological Survey, Washington, D. C.

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

**In After Years**

Your baby will feel the effects of improper feeding.

Do you know that cow's milk contains but one-sixth the amount of iron of mother's milk and that Thompson's Food (Peptonized) is pure sweet milk modified on a large scale and so prepared that the iron content equals that of mother's milk. Your baby will thank you in after years if you bring it up on Thompson's Food (Peptonized). There will be no danger of it being anemic, rickety or backward in growth. Ready for use by simply adding water.

We suggest that you try a 50c package with our guarantee of satisfaction.

Long-Harp Drug Co.

**ANNOUNCEMENT**

The old Nobles Brothers warehouse has been moved to the lots just east of the Harvest Queen Mills and we have moved with it. It is to still be the home of the Merchants Produce Company and you will find us on the job at all times paying highest market prices for

**POULTRY, EGGS and HIDES**

We appreciate your business and will make it worth your while to bring us your produce.

Remember the place, the same building, just east of the mill.

**Merchants Produce Co.**

Phone 716

Wichita, Kansas

Established 1889

Oklahoma City, Okla.

**HEALY & COMPANY**

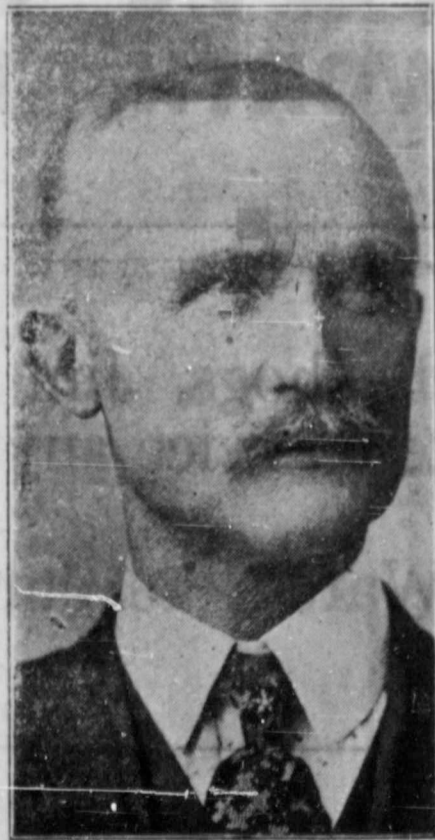
**Live Stock Commission Merchants**



**JOHN P. HEALY.**  
Order Buyer.



**ED. J. HEALY Jr.**  
Cattle Salesman.



**E. J. HEALY.**  
Gen'l Manager.



**EMMET T. HEALY.**  
Hog Salesman.



**GEO. F. HEALY.**  
Ass't Salesman.

**We Sold Over Nine Hundred More Cars of Live Stock on the Wichita Market In 1916 Than Any Other Firm**

Stockers and Feeders Bought on Order  
Market Reports Furnished  
Phones: Market 305 and Whitewater Line

**"Practice Makes Perfect"**

Twenty-Eight Years Experience and an Active Member of the Firm in Each Department Assures You the Best of Service

### THE SOY BEAN WILL HELP TO SOLVE COOKING-OIL PROBLEM.

"The rapidly increasing world need of oils and fats, and the crushing facilities of the cotton oil trade, out of all proportion to the amount of cotton seed and peanuts available for oil manufacture, absolutely require a greater production of raw material," says Colonel Jo W. Allison, Chairman of the Bureau of Publicity of the Interstate Cottonseed Crushers' Association. "Otherwise there will soon be a shortage of cooking oils, soaps, paints, etc., at a price that ordinary people can reasonably afford to pay. The increasing rise in prices caused by scarcity and the high price of the raw material has been observed with dismay in every household, and furnishes a hint of what may be expected if a change in conditions is not brought about.

"Last year Texas grew the peanut for the oil trade, but while this offers some prospect of relief if the acreage increases from year to year, it can not meet the requirements of the present situation. The soy bean, which has about the same climatic requirements in the United States as corn, furnishes a very desirable oil and a meal as suitable for food, feed and fertilizer as cottonseed or peanut meal, and it will be of great help in making up the oil and fat shortage if grown in connection with cotton and the peanut.

"To show the bankers, cotton-oil millers, business men and chambers of commerce of Texas how profitable soy-bean production is and how important it is to establish this crop quickly on a wealth-producing basis, their attention is invited to the following figures: The U. S. Department of Agriculture estimates the cost of production of an acre of soy beans at \$7.50 to \$12.00. It places the average cost of an acre of cotton at about \$22, and the Texas Industrial Congress estimates peanut production roughly at \$16 per acre. The farmers of North Carolina sold their soy beans at \$1 to \$1.25 per bushel in 1915, producing an average of 20 to 30 bushels per acre, and had left from one to three tons of hay, worth \$18 per ton. From this it will be seen that the soy-bean crop promises to be not less profitable than cotton or peanuts.

"I should be glad to see local campaigns of soy-bean growing that will lead to a good acreage undertaken this year in every county where there is an oil mill. The crop can be planted almost any time after the ground warms up until midsummer, and no special implements are required. It is by all

means advisable in every case to write to the nearest State experiment station, or to the A. and M. College, at College Station, for inoculation culture and for other information, which they will be glad to furnish.

"The crop is machine-planted, machine cultivated, and machine-harvested, requiring little man labor in comparison with other field crops. Besides yielding a valuable oil and meal, it makes a forage crop that is greedily eaten by all kinds of livestock, and can be baled, beans and vines together, if handled rightly. It is one of the very best of soil builders, having the property, in common with other legume, of fixing free nitrogen from the air in the nodules upon its roots, and for this reason the growing of soy beans should result in making our fields more fertile and lead to an increase of the livestock carried on our farms.

"So easily demonstrated are its soil-building capabilities, it has been my almost invariable experience, that even when those who try it one year fail to plant it the second, they are almost sure, when they have seen the great improvement made in the yield of whatever crop follows it, to plant it the third year for its fertilizing value, even without consideration of the value of its own yield.

"Indeed, it is by no means an improbable result to be anticipated from any general cultivation of soy beans that at an early day the spectacle may be presented of the states comprising the Cotton Belt, but outside the area

of cotton cultivation, finding it profitable to ship soy beans for crushing to oil mills located in the cotton states, thus giving new life, new material and added industrial prosperity to the South, and cementing closer relations between the Corn and Cotton Belts, even with an entire reversal of the old order of things in which we have so long been accustomed to see the South follow rather than to lead in industrial development.

"The soy bean is not subject to the plant diseases and insect pests that attack our greatest field crop, cotton, and a good acreage of this crop seems, so far as the individual farmer is concerned, no more than common-sense insurance against the troubles that frequently cause more or less heavy losses with cotton. In addition, I believe the soy bean will be a sure money maker. Texas and other states in the Cotton Belt can grow the soy bean and get rich doing it."

### HUPP OUTPUT INCREASED.

By standing an almost unbelievably increased expense on account of the freight-car shortage and material market, which reached its most acute point in January and February, the Hupp Motor Car Corporation succeeded in and shipping more cars this year than even during the record-breaking winter months of 1916, according to a statement just made by C. D. Hastings, vice-president and general manager of the corporation.



### ODD FELLOWS, REBEKAHS WOODMEN and STOCKMEN

#### Low Excursion Rates to all Conventions

Grand Lodge I. O. O. F. and Rebekah Assembly, Dallas, Texas, March 19-22, 1917. Round trip \$14.75. Tickets on sale March 18 and 19, 1917. Return limit March 24, 1917.

Annual National Feeders and Breeders Show, Fort Worth, Texas, March 10-17, 1917. Round trip \$13.50. On sale March 9 to 16, 1917. Final return limit March 19, 1917.

Woodmen of the World Convention, Waco, Texas, March 27-31, 1917. Round trip \$16.30. On sale March 25 and 26, 1917. Final return limit April 1, 1917.

Above named rates open to all. For further information call on or phone 224.

JOHN LUCAS, Agent.

# AUCTION

AT PUBLIC SALE

## TUESDAY, APRIL 3, 1917

TEN O'CLOCK A. M., AT

### BASSETT DAIRY CROSBYTON, TEXAS

A clean-up of Ranch, Farm and Dairy Properties Owned by Julian M. Bassett

Closing out his interests in Crosby County. These articles go to the highest bidder without reservation and include:

5 pure bred Jersey milch cows.  
20 saddle and work horses.  
20 mares.

Harnesses, buggy, wagons, disc plows, drills, planters, cultivators, go-devils, row and broadcast binders and nearly all farming implements. Many practically new.

### The Largest Auction Sale Ever Held in Crosby County

NOON LUNCHEON OF BARBECUED PIG

Terms of Sale: Net cash under \$10.00. Over \$10.00, secured by note due December 1st next, with 10 per cent interest; or 5 per cent off for cash. No property to be removed until settled for.

**JULIAN M. BASSETT, Owner**

W. A. NASH, Auctioneer

G. M. McKEE, Cashier

# SHIP YOUR HOGS TO RHOME-FARMER COMMISSION COMPANY

==== FORT WORTH, TEXAS =====

Tom Frazier sells the hogs, Jim and Joe Farmer the cattle. No better service anywhere.

See Tom Frazier at Ware Hotel during the meeting.

# Rhome-Farmer Commission Co.

FORT WORTH, TEXAS

WHERE "AMERICA" CAME FROM.

The universal national anthem—"America"—seems in the same plight as the great classics that we like to have on the shelves, and leave mainly to stay there. For patriotic purposes other than the most solemn we use the "Star-Spangled Banner," while for sheer nerve-tingling stimulus "Dixie" beats either. "America," which in England is known as "God Save the King," has also its alternate in "Rule, Britannia," and recent English papers have reported that a series of English films lately exhibited in Russia were always accompanied with the music of "Rule, Britannia," because the air of "God Save the King" is also that of the German national anthem. The melody is usually ascribed to Henry Carey (1742); it has been popular in France since 1775, and national in Denmark, Germany, and Prussia. Various versions of the way in which the air came to Henry Carey have been put forth; but the latest account of the origin is given by the folklorist, Mr. J. A. Fuller-Maitland, who thinks it was first a Seventeenth-Century "round." Mr. Fuller-Maitland's suggestions are condensed for The Daily Telegraph (London) by Robin H. Legge, who writes: "Mr. Maitland puts forth a new theory, or the germ of a theory, as to the origin of the tune in question. . . . 'Quite lately,' says this writer, 'while helping to prepare the catches of Henry Purcell for publication by the Purcell Society, I came across the following, which appears on Page 76 of a MS. in the British Museum (Add. MSS. 19,759), a collection of songs, etc., which was in possession of one Charles Campelman on June 9, 1681.' I regret that I can not reproduce here the musical quotation Mr. Maitland cites, so I must perforce go into an explanation. Mr. Maitland, be it understood, claims no finality for his discovery, but nevertheless it is undoubtedly interesting.

"The MS. quoted above is headed 'A Catch for Four Voices.' Mr. Maitland points out, however, that it is obviously for three voices, not four, and is a round rather than a catch. Its verse partly runs thus:

"Since the Duke is returned, we'll damn all the Whiggs,  
And let them be hanged for Politick Priggs."

"To this charming sentiment the second voice replies:

"Make room for the men that never deny'd  
To 'God Save the King and the Duke,' they replied."

"We need not worry ourselves about the political allusions, save that the date, as Mr. Maitland says, is pretty nearly fixed by the owner's inscription, and that the 'Duke' was the Duke of York who returned from virtual exile in 1680. The whole point, small or large, as you may take it, is that in the fifth complete bar of music, where the second voice has the words 'God Save the King,' the words are given in quotation marks, as if referring to some toast which at the time was perfectly well understood and perfectly familiar to those who sang the round and to those who heard it. Now the notes to which the identical words are sung are exactly identical with the notes with which our national anthem opens. Of course, this may or may not be entirely fortuitous. But Mr. Maitland is careful to point out how very great are the odds against a fortuitous combination."

An objection to the theory is found in the suggestion that "if this be a genuine quotation from what at the time was a well known patriotic song, it is odd that no trace of the existence of the tune as that of 'God Save the King' can be found in musical or general literature." But—

"Curiously enough, the most ardent champion of the theory that Henry Carey was the author of the anthem was a German, none other than Friedrich Chrysander. . . .

"Personally, I like to feel that I agree with Mr. Maitland when he says that he likes 'to fancy that the song got itself composed, as we say,' during the period of the Commonwealth, when it would be obviously dangerous

to write it down, and that it may have become so popular with the discredited Royalists that when the Restoration came it was not held to be necessary to write it, since it would be in every one's mouth."—Literary Digest.

MEAT OF SABLEFISH IS FAT AND RICH AND GOOD FOR FOOD.

To gain entrance to the best society, a new fish, like a new neighbor, must be vouched for and properly introduced. Cod, mackerel, salmon, and a few other members of old and respected families of Europe, which came to the shore of America even before the Pilgrim Fathers, were at once recognized and accepted by the "May-flower" immigrants and their successors, and there was established from among them a veritable "codfish aristocracy" of the markets. From time to time other fish have been added to the elite, but their is still far short of the "four hundred," which probably could be included if our aquatic food supplies were fully utilized.

Within a few years, however, the democracy of high prices has upset the old exclusiveness and has given to previously unknown or obscure fishes an opportunity to be pushed to the fore and to demonstrate that they are entitled to regard, at least equal to that accorded to those of longer standing in the community. The tilefish has established an assured position, and the grayfish is living down the reputation which it acquired as a pirate and is acquiring respectability as a fish whose acquaintance is worth cultivating.

The Bureau of Fisheries now presents the sablefish, which, for no reason of its own making, has lived heretofore under the alias "black cod." It is not a cod, and is not related to the members of that family by lineage, structure, or edible qualities. When it was discovered, on the Alaskan coast, in 1811, the only name which is bore was the barbarous one used by the Indians, and the early white settlers and explorers, with the unconventionality common in new communities, gave it a nickname based on superficial appearances. So long as the fish was practically unutilized the misnomer was of little moment, but now that it is entering into commerce it becomes deceptive and not only runs the risk of being banned under the pure-food laws, but is actually misleading to the consumer, who may buy it under the impression that in its edible qualities it resembles the cod.

The cod is dry-meated, while the sablefish is one of the richest and fattest of American fishes, and is to be cooked differently. Its flesh is firm, white, and flaky, with a full, rich flavor, while the fats are almost gelatinous in their consistency. A high authority on dietetics in the department of home economics of the University of Washington says that "it is excellent from an economic standpoint, as there is little waste, being almost free from bone and requiring very little time for cooking. It is suitable for the humblest home on account of its price and for the millionaire's table from its fineness of texture and delicious flavor."

WILL OBSERVE ARBOR DAY.

OLTON, Texas, March 18.—Mrs. W. D. Wicker gave a dinner Thursday in honor of Mr. and Mrs. Louis Schriener Thursday evening. Those present enjoyed the occasion, and all extend their best wishes to Mr. and Mrs. Schriener.

Miss Jessie Bell Kellar is very sick this week with the measles.

Last Saturday and Sunday night Rev. Moore, the presiding elder, of Plainview, preached for us.

Last Tuesday Miss Brashear's musical contest closed. Miss Dotson's side, being loser, entertained the others.

Miss Dotson delightfully entertained the class at her home. Musical games and a happy frolic passed the evening away too soon.

The Mothers' Club is now progressing beautifully. Next Saturday a musical concert will be given by Sansom-Doland Concert Company, in the school auditorium, under their auspices.

Sunday night a car turned over with Miss Mary Hooper and Mr. Boyd. Mr. Boyd received some quite painful injuries, but Miss Hooper was only slightly hurt.

The Messrs. Dickson made a business trip to Hereford and Hart last week.

Frank Triplett was in Olton last week in behalf of business interests.

Misses Hansen and Thomas were callers at Mrs. Keenan's Friday afternoon.

The Olton school children will give an Arbor Day program, and, with some outside help, will plant trees on our school yard.



Remember the home folks on their birthdays or on yours. Nothing you can give them will bring more pleasure than your portrait as you are today.

Make An Appointment  
Cochrane's Ground Floor Studio

EXTRA SPECIAL BARGAINS IN USED CARS

We have several used cars which have been overhauled and are today in splendid working order. At the very special prices we are offering them they are indeed bargains.

For Your Consideration We List a Few of Them Here

- One Saxon Six 1916 Model
- One Ford Touring Car 1914 Model
- One Allen 1916 Model

All of these are Five Passenger Cars in A-1 Condition.

These cars will be taken up in a hurry at the bargain prices we have on them so if you are interested you will do well to hurry to our salesroom.

Connell Motor Company

Phone 113

W. W. CONNELL, Manager

Phone 113

North Room Donohoo-Ware Building



In Thousands of Families

Instant Postum is regarded as one of the regular staples of the pantry, along with flour, sugar and other "necessities" of life.

Instant Postum looks and tastes much like coffee, but causes none of the discomforts of coffee. It is a pure food-drink, rich in the nourishing goodness of choice wheat, including the mineral elements of the grain so essential for perfect health.

Here is a beverage that children as well as the older ones can safely enjoy. It is ideal in its convenience (made instantly in the cup) and delicious flavor. A ten day's trial shows

"There's a Reason" for

INSTANT POSTUM

HEAL THAT SORE  
Prevent infection and soothe After Results by immediately using  
**DR. TINKLE'S (ANTISEPTIC) HEALING OIL**  
Ask your Druggist or send 50c to Tinkle & Lovien, Winters, Texas, for large bottle.

WATCH

I think the Stockings will be here for next Saturday selling, and I'll tell you confidentially, it is the ONE COMPLETE line you will have to select from this year.

Hosiery of all kinds is very scarce and high. The price on these is 20 to 50 per cent higher than when I bought them last fall.

The scarcer kinds are in this line, whites and fancies in silk and silk lisle.

If I were you, I'd come early to be sure you get the kind you wish.

Men's Sox 10c to 75c; Women's Stockings 2 pair for 25c to \$1.25 pair; Children's Stockings 10c to 35c pair; Children's Sox 12 1-2c, 15c and 25c.

A bunch of new Cloth Shoes will be here too—only 13 dozen so you'll have to hurry.

Cannon Ball 10c Store

COBURN COMMENTS ON ADVERTISING

Maxwell Advertising Manager Explains Company Policy.

"Exaggeration and the use of Superlatives in the printed as in the spoken word inevitably react to the discredit of the one employing them. Yet some advertisers plunge on blindly, overstating the merits of their product, blatantly claiming all the super-excellences for their wares and then wonder that their more conservative competitor outsells them." Such was the statement made by Andrew E. Coburn, Advertising Manager of the Maxwell Motor Company. Continuing, he said: "Modesty and a firm respect for the precise truth are qualities that are certain to command respect—partly through their inherent charm and partly through the infrequency of their use."

"Maxwell advertising endeavors to convince by means of a careful and simple presentation of pertinent facts. We believe in simplicity, for it is a full brother to truth and it begets conviction. Moreover, most of us are very simple people, and prefer to listen to the language we understand."

"Another thought I might mention is this: every advertisement ought to do more than merely interest the reader in the merchandise. It ought to create a favorable impression concerning the company behind that merchandise. The important thing is to get the public confidence in an institution, not in a product. If an institution is known to have worthy aims, high ideals and a sterling character, its name is sufficient guarantee of the worth of its goods. If I have confidence in a manufacturer, I am receptive to his advertising. I offer him no resistance. If I need his products I buy them without persuasion, knowing they will be satisfactory."

"Too many advertisers seem concerned only with today and neglect tomorrow and the day after. Proceeding on a day-to-day basis is all right as long as the going is good or if competition has curled up and died. But the average business ought to use its advertising to create a prestige, a good will asset that will come in handy when the well known rainy day arrives."

SOUTH PLAINS MOTOR CO., Maxwell Distributors.

# The Plainview Evening Herald

—TWICE-A-WEEK—

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

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

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

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

Clean-up days are being designated in many of the towns of the Panhandle and South Plains.

It may be pertinently suggested that it will soon be time to make plans for a fair for Hale County this fall. We say this advisedly, many representative people having expressed their opinion that it was a step backward for Hale County not to hold its fair.

### POPULATION AND PRODUCTION.

Much publicity has been given the statistics of crop production and increase in population. During the ten years immediately preceding the European war population increased twenty per cent; during the same period an increase in agricultural production has been only one per cent.

Anew the question of production forces itself upon the people. The agencies at work to solve the problems of greater production on the farms now cultivated and greater acreage have before them one of the big economic riddles of the age, and the age of scientific farming advances.

A writer in The Journal of the American Association produces statistics to show that the production of foodstuffs in the United States is keeping pace with the increase in population. The yield per capita has notably increased in the case of several important items, and has decreased only with meat and dairy products.

### ALWAYS ON THE JOB.

Always on the job—a commonplace expression with a world of meaning. In business it's the man who's always on the job who gets the lead over the other fellow. The man who's always on the job doesn't have to stay on the job always; he completes the job and leaves it. He observes the customary hours, filling them brimful of telling effort, and at their close uses his time. With the man on the job little time is just "passed away." He doesn't kill time. He needs every minute in the day for work, for recreation, for rest, for enjoyment of the good things of life.

A quality scarce in men, not often found in women, the exception with the boy and girl—always on the job.

For the boy who's always on the job, his own place is his and hundreds of others are awaiting him. The man who's always on the job is soon putting others on their jobs. He's the kind whose services are in demand, everywhere, in every field, all the time.

### THE TYPICAL AMERICAN BOY.

If there was ever a man who could interpret the life of the typical American boy more accurately than Booth Tarkington, we haven't read his works. For depicting the every-day life, the hopes, aspirations, thoughts and actions of a real boy in a way which will carry you back to the days when you were a boy yourself, to that time when you "first began to think 'pig-tails' weren't so awfully bad after all," Tarkington is premier, not even excepting Mark Twain, who so successfully pictured in words one side of the American boy's life. The simple ingenuity of Booth Tarkington, his natural, penetrating, comprehensive insight and understanding of the boy makes his stories enjoyable. Those who have been boys see in the stories a re-incarnation of their boyish lives; those who've never been boys have in store for themselves the next best thing to being a boy; namely, the exhilarating, accurately narrated experience of Penrod, a typical American boy.

### WHY THEY WERE PROMOTED.

From The Texaco Star, a corporation publication for its workmen and employees, we clip and reprint on its merits reasons some young men gave "Personal Efficiency" why they were promoted, each stating what he believed to be the main reason:

- Persevered
- Read widely
- Didn't grumble
- Was never idle
- Studied his work
- Studied accountancy
- Didn't watch the clock
- Improved office system
- Did extra work cheerfully
- Prepared for the job ahead
- Discontinued restless shifting
- Didn't quit after one failure
- Did his bit and a little bit more
- Won the confidence of his employer
- Did more than just enough to get by
- Was always on the job—rain or shine
- Stood up for his employer—was loyal
- Stuck to his job through thick and thin
- Gave personal attention to every detail
- Wanted a better job and worked for it
- Made himself worth more than his salary
- Always cleared his desk of unfinished work
- Took an interest in the interests of his boss
- Made his services pay the Company dividends
- Was always on hand before time to go to work
- Never failed to keep an appointment or promise
- Turned some of his pleasure time into study time
- Studied and applied principles of business English
- Never consumed the other fellow's time needlessly
- Studied freight rates and saved the Company money
- Was willing to do more work than was assigned to him
- Made himself a power—not a wheel—in the organization
- Wasn't afraid to make suggestions concerning the Company work
- Assisted the man in next higher position after completing his own work
- Did more than was expected of him and better than was expected of him
- Made it his business to be ready with needed information when called for
- Acknowledged and corrected his mistakes instead of trying to conceal them

### TULIA PERSONAL ITEMS.

From the Tulla Herald.  
 Mrs. Minor Crawford, whose home is in Silverton, was operated on here for appendicitis about one week ago. She is improving.  
 Capt. Thos. Bruce and wife, who have been spending the winter with their children at Clarendon and Georgetown, returned to Plainview the first of the week. Captain Bruce came on home Thursday, and his wife will follow in a few days. They are returning to the Panhandle in good health, and feel the trip has been of benefit.  
 Dr. C. W. Carver, Bible teacher in Wayland College, at Plainview, will occupy the pulpit at the Baptist Church Sunday, morning and night.

Dr. Carver is a pleasing speaker, a profound thinker and a logical reasoner. You will be well paid for your trouble if you hear him.

J. B. Johnston and wife and J. L. Stallings and wife attended the local oratorical contest at Plainview Monday evening, between Wayland College and the High School, to decide which school would be represented in the district contest. Wayland won the honor.

TO LEASE—One improved section 6 miles east of Lockney. To buy 130 acres of wheat, and farming implements, wagon and teams and 38 head of cattle, call or phone G. E. LEWIS STORE, Wayland Building.

### AS IN THE BEGINNING.

No part of Washington's Farewell Address was more frequently referred to than this plea for National defense as a means of preserving peace. It is worth remembering that Washington's advice produced no effect whatever upon his contemporaries, who not only rejected it, but rejected it with enthusiasm. John Adams, who succeeded Washington in the Presidency, undertook to carry out the policy of National defense, and his experience was recorded in a letter that he wrote many years afterward to James Lloyd:

"National defense is one of the cardinal duties of a statesman. On this head I recollect nothing with which to reproach myself. The subject has always been near my heart. The delightful imaginations of universal and perpetual peace have often amused but have never been credited by me.

"From the year 1775 to this day, almost three score years, I have thought by a naval force the most natural, safe, efficacious and economical bulwark for this country. In 1775 I labored night and day to lay the foundation of a navy, and in the last four years of the last century I hesitated at no expense to purchase navy ships, to collect timber to build ships, and spared no pains to select officers. And with what effect?

"No part of my administration was so unpopular, not only in the Western, Southern and Middle States, but in all New England, even in Marblehead, Salem, Newburyport and Boston. The little army, the fortifications, the manufacture of arms and ammunition were all unpopular. They were the reign of terror. They were to introduce monarchy and aristocracy. John Adams and John Jay were sold to Great Britain."

If the American people had followed John Adams' leadership they would have had a navy and in the War of 1812 the British would not have burned the Capitol at Washington, but the lesson was no sooner learned than it was forgotten, and for the most part it has remained forgotten, except in great crises. All the opposition to National defense that has manifested itself since this war began has been grounded in the curious theory that we cannot trust ourselves, but that we can trust the benevolent purposes of European imperialism. We must doubt ourselves, but in spite of all experience we must not doubt Germany or Great Britain or Russia or Japan or any alliance about National defense as an instrument of monarchy and aristocracy, and have begun to talk about it as an instrument of ruthless capitalism, determined to oppress mankind by perverting the character of the people. Our extreme pacifists can see no way of saving the country except by making it possible for a foreign foe to destroy it. Yet, in spite of the reluctance of the American people to do anything for themselves until they are forced to do it, the country is making progress toward a system of national self defense. German lawlessness and ruthlessness have done what the advice of our generation of disinterested statesmen were powerless to accomplish.—New York World.

### WHAT PLAINS AND PANHANDLE COMMUNITIES ARE DOING.

Hall County, through the business men of Memphis and the farmers of the county, is arranging for a big fall fair.

Claude, Texas, has organized a commercial club.

A petition has been presented at Tulla asking for an election to change from aldermanic form to commission form of local government.

The business men and merchants of Lockney are featuring a trades day every fourth Monday.

The First State Bank of Channing has filed a certificate of dissolution.

County officials have declared war on purr boards in drug stores and confectioneries of Wichita Falls.

M. H. Wolfe, of Dallas, well known in Plainview, having been here in the interest of various laymen's movements of the Baptist church, was recently elected president of the Dallas Cotton Exchange.

### ONE USE FOR IT.

"Oh, Willie, Willie!" cried the teacher to a hopelessly dull pupil. "Whatever do you think your head is for?" Willie (who evidently thought this another of the troublesome questions that teachers were always asking, pondered it deeply): "Please, miss," he replied at last, "to keep my collar on."

TYPEWRITERS Cleaned and Overhauled, only \$3.50. ARTHUR L. TALLEY, Jeweler, North Side Square. It.

FOR RENT—Furnished room, with 11. bath. Phone 591. It.

### ATLANTIC AND PACIFIC OCEANS ONCE CONNECTED.

Geologist Discovers Evidence of Former Water Communication Between Atlantic and Pacific Oceans.

Geologists have long known that the Atlantic and Pacific oceans were once directly connected by water that extended across the present site of Panama and adjacent areas in Central America. The continents were thus separated during the Eocene and Oligocene epochs—not so very long ago, as geologists reckon time. At the end of Oligocene time, however, the surface of the earth in the region about the site of Panama was raised by earth movements which closed the mid-American passage and established continuous land connection between North and South America—connection which until recently was believed to have remained unbroken until the skill and indomitable pertinacity of United States Army engineers cut the bond at Panama.

The separation of the oceans caused profound changes in their inhabitants, who had been able to wander unimpeded from ocean to ocean, but now found themselves restricted in their range. Many species, marooned in an unfavorable environment, soon succumbed in the struggle for existence. Thus in Miocene time (the next epoch) the inhabitants of the Atlantic and Pacific oceans gradually became different, and they have now become so distinct that scarcely a single species is common to the seas on the two sides of the Isthmus.

The mid-American land barrier is generally thought to have remained intact from Miocene time down to the present day, but this belief is erroneous. T. Wayland Vaughan, a geologist of the United States Geological Survey, Department of the Interior, on critically studying the fossil corals collected on Carrizo Creek, in Imperial County, Calif., discovered that these corals resemble those of the Atlantic Ocean—that they are closely related to Pliocene and post-Pliocene forms that inhabited the waters about Florida and the West Indies. This fact seems to mean that after the Atlantic had been separated from the Pacific in Miocene time, the two oceans were again united in late Miocene or Pliocene time, the interoceanic connection permitting the Atlantic forms to reach points at the head of the Gulf of California, while conditions not yet understood excluded the Pacific fauna from that area. The place at which the oceans were connected is not known, but it is supposed to have been somewhere near the Isthmus of Tehauntepec.

### POISONED BAITS FOR CUT WORM CONTROL RECOMMENDED.

By M. E. HAYS, Entomologist.

The ravages of this pest have already begun to appear. The larvae, or worms, cut down the young, growing plants just after they come above the ground. This insect does most of its damage in early spring. The control of the cut worm can be accomplished by late planting where this is practical. The artificial means of control is by the use of poisoned baits. Take some green, succulent plant and wet it thoroughly with an arsenate of lead solution, made at the rate of 1 pound of arsenate of lead to 10 gallons of water. This material should be scattered through the garden late in the evening, since the larvae of the cut worm do their damage at night. Another mash that is often used is

# Cash Grocery Co.'s SPECIALS

622 Broadway 506 Ash St.

Advancing prices have not affected our large assortment of staple and fancy groceries. Below we quote you only a few of the many good values we have in stock:

- 12 lbs. fine Granulated Sugar for .....\$1.00
- Potatoes**
- Potatoes, good quality, per lb. ....5c
- Soap**
- Be sure to get some of that Clean Easy Soap while it lasts at 7 bars .....25c
- 13 Bars any kind white Laundry Soap .....50c
- Rice**
- New York quotations today on rice are much higher. We have not changed our price.
- 16 lbs. Fancy head rice for .....\$1.00
- 100 lbs. Fancy head rice for .....\$5.50
- 20 lbs. broken rice \$1.00
- 100 lbs. broken rice 4.40
- Beans and Peas**
- Lima or navy beans lb. ....15c
- Blackeyed Peas, per lb. ....12 1-2c
- Mexican Beans, per lb. ....12 1-2c
- We still have a few sacks pink beans, fancy quality to sell, while they last at .....10c
- Gallon Goods**
- Gallon Apples, solid pack each .....35c
- Gallon California Peaches .....40c
- Gallon California Apricots .....50c
- Gallon California Pears .....50c
- Gallon California Loganberries .....50c
- Gallon California Blackberries .....50c
- Gallon California fancy Prunes .....90c
- Gallon Hawaiian Pineapple, grated .....60c
- Gallon Hawaiian Pineapple, small sliced 70c
- Gallon red pitted Cherries .....\$1.00

- Flour**
- RED STAR—the best bread flour obtainable—sack .....\$2.65
- White Deer, soft wheat, .....\$2.65
- Pride of Texas (limited) .....\$2.30
- Plenty of Red Star Health Bran now.
- Canned Goods**
- Two cans corn, standard quality .....25c
- A few cases left to sell at .....\$2.75
- Two cans tomatoes, large size, .....25c
- Extra fancy Sunkist tomatoes, each .....15c
- Large hominy, each 10c
- Fancy quality peas, two cans for .....25c
- Fresh vegetables arrive now every day.
- Fleishman's yeast fresh every day.
- Cash Grocery Co. quality counts.
- 10 lbs. compound .....\$1.55
- Large size Crisco .....\$1.25
- Large Cottolene .....\$2.20
- Fancy California lemons, dozen .....20c
- Fancy dried prunes, peaches or raisins, two pounds for .....25c
- Syrups**
- Royal sorghum .....50c
- Mary Jane sorghum .....55c
- Blue Label Karo .....55c
- Red Label Karo .....60c
- Bear Brand sorghum 65c
- R. C. Compound .....65c
- Everybody's Ribbon Cane .....75c
- Velva Ribbon Cane .....80c
- Country Made .....80c
- Penford, good quality, .....65c

# Cash Grocery Company

Phone 337 PURE FOOD PRODUCTS Phone 101

bran, sweetened with molasses, and to this is added the arsenic poison. Care must be taken not to allow any farm animals or birds to get this poisoned material, since it would be fatal to them, as well as to the cut worms.

### JITNEY FOR SALE.

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



**They Certainly Are Clever— and will be clever on you**

This is one of the many interesting ideas in the "SHOP OF CLEVER MILLINERY"

**R. & H. MILLINERY COMPANY**

# SOCIETY

Telephone Number 72

## ANNOUNCEMENTS.

The "As You Like It" Club will meet Thursday afternoon at 3 o'clock, in the club room; subject, "Argentina."

The City Federation of Clubs will meet Saturday afternoon, at the Christian Church.

The Working Woman's Club will meet Friday afternoon at four o'clock, at the Central School Building.

## ST. PATRICK'S ENTERTAINMENT A BRILLIANT SUCCESS.

The young ladies of the Wesley Philathea Class of the Methodist Church are to be much congratulated, and rightly so, for the beautiful entertainment given at the home of Mr. and Mrs. G. C. Keck on Friday evening. It is the province of these young ladies to demonstrate the proper way of doing all things within the social realm, and having this reputation, it was not a surprise that nearly a hundred guests were present.

The spacious rooms were beautiful with the embellishments which the day suggested, the Irish green and shamrocks being much in evidence.

As each guest arrived, and after making his small contribution, he was given a small bag containing nine beans, the number of Irish eatables and drinks to be served later in the evening. In the course of conversation there was an exchange of beans made, those forgetting and making answers of "Yes" and "No" being the losers.

The program on this occasion dealt mostly with Irish music and readings. Those who took part were Misses Sybil Roberts, Lucille Byars and Josephine Wayland, pianists; Mrs. Geo. H. Wilson and Miss Ada Clarke, soloists. A male quartette consisting of Messrs. Truesdale, Fred Cousineau, Will Stockton and Jake Burkett gave a number of selections throughout the evening. H. E. Clarke and Mrs. Phenicie gave Irish readings, and Dr. E. E. Robinson, Rev. W. M. P. Rippey and Rev. T. B. Haynie tried to see who could give the biggest Irish joke.

Following the program, the guests were invited to the dining room, where mock refreshments were served in cafeteria style from three beautifully decorated booths. As no one knew what he was ordering except by the Irish name on the bill of fare, much laughter was created. The following things were served: Blarney Stones, Pat's Picks, Shannon's offering, Irish mixture, Irish smiles, St. Patrick's whip, Emerald Isles, Irish Tears, and Shamrocks.

T. B. Hill and A. B. Brown, of Lockney, were visitors in Plainview this afternoon.

Dr. V. C. Cannon has returned from a visit of several weeks' duration in Central Texas.

## TELEPHONE COMPANY HOSTS TO EMPLOYEES AT "ST. PAT" PARTY.

Saturday night the Southwestern Telephone and Telephone Co., through its local manager, E. L. Doland, was gracious host to its local employees. The first of a series of monthly social events for the telephone operators was carried out as a St. Patrick party. The offices and rooms in the telephone exchange building were draped in green tissue and shamrocks were pasted here and there to emphasize the decoration. Progressive forty-two throughout the evening resulted in high score for Miss Ruth Duckwall, who received a "St. Pat" box of candy. A. M. Estes was awarded the consolation prize. Throughout the evening a Victrola furnished music.

A delightful refreshment of cake and shamrock brick ice cream was served by the committee having the entertainment in charge, Misses Glenn and Cole, and Mr. Doland.

The evening was enjoyed by the ten employees of the company and Mrs. E. L. Doland, Mrs. Jos. Buchheimer, Judge H. C. Randolph, Mrs. C. S. Woodrow, Miss Nell Sansom, Miss Lizzie Mae Rook, Miss Marie Barren, Miss Thelma Hartie, Mr. and Mrs. E. B. Miller, and Miss Bristol, an employee of the company at Tulla.

Miss Lizzie Carpenter, Miss Ruth Duckwall, and E. L. Doland constitute the committee on entertainment for next month.

## CENTRAL MOTHERS' CLUB.

The Central and High School Mothers' Club met at the Central School Building Friday afternoon at 3:30 o'clock.

A milk-maid song by six little girls from the primary department opened the program, after which the subject of "Loyalty" was taken up. Mrs. T. E. Richards sent in an excellent paper on "Loyalty in the Home," which was read by Mrs. D. F. Morgan. Mr. Webb ably discussed "Loyalty in the School." Dr. Gates was to have spoken on the subject of "Loyalty to the Town," but was called out of town, so Miss Bullard and Mrs. Thos. Abraham substituted with a few words on this subject.

The following officers were elected for the ensuing year:

Mrs. D. L. Hammer, president; Mrs. Fred L. Brown, vice president; Mrs. T. W. Sawyer, secretary; Mrs. J. E. Conner, treasurer.

The next meeting of the club will be at the new High School Building, with the High School teachers as hosts.

At their home, on Helen-Temple Farm, Sunday Mr. and Mrs. Geo. R. Quesenberry entertained at dinner Mr. and Mrs. P. B. Barber and H. S. Hiburn.

D. I. Miller left this morning for Tyler on a business visit.

Mrs. J. H. McKee has returned to Amarillo, after a visit here with friends.

H. H. Speed was in Amarillo Friday on business.

Paul A. Turner is in Matador. He is compiling a county directory of Cottle and Motley Counties.

Email Arnold has returned to his home, in Carrollton, Mo., after a visit with his sister, Mrs. Charles Clements. Mrs. J. E. Hawley and children are visiting in Lubbock.

Mrs. J. P. Houston, of Jarrell, is the guest of relatives here.

Mrs. May Scovern, of Carrollton, Mo., has returned to her home, after a visit with friends in Plainview.

J. J. Ellerd returned this morning from a business visit in Wichita, Kan. Austin F. Anderson, of Ralls, was a visitor in Plainview yesterday.

Mr. and Mrs. E. E. Roos and Mr. and Mrs. A. G. Hinn motored to Crosbyton Sunday for dinner at the Crosbyton Inn.

Mrs. George Howe Wilson, formerly of Texarkana, has moved to Plainview and will teach voice. Last year she was a student of Robert Lawrence, an opera singer at Birmingham, Ala. Mrs. Wilson has a mezzo-soprano voice.

Miss Mary Applewhite, of Lockney, was a visitor in Plainview yesterday.

P. B. Ralls, of Ralls, was here yesterday on business.

J. F. McDonald and N. H. Sweeney, of Tulla, were here yesterday on business.

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

R. A. Underwood is in Lockney today on business.

W. A. Nash is in Floydada on business.

Mr. and Mrs. C. B. Harder were visiting at the Harder residence Monday.

Rev. J. M. Harder went to Austin Monday morning on business.

Miss Ella Hunter, niece of Mrs. T. E. Richards, returned Sunday to her home, in Clovis, New Mexico.

J. C. Frye, of Tulla, is visiting in the city.

J. M. Warren, editor of The Clarendon News, was a visitor in Plainview yesterday for a few minutes. He and a party were en route home from Plains.

L. H. Stoneker has returned from a visit in Dallas and Comanche.

Col. R. P. Smyth has returned from an extended business visit in Austin.

Dr. E. Lee Dye had business in Tulla yesterday.

Jeff Hall, who has been the guest of his cousin, John Boswell, returned yesterday to his home, in Sherman.

Elder J. S. Wicks, of Amarillo, filled his regular appointment at St. Mary's Episcopal Church Sunday, returning to Amarillo yesterday morning.

Cecil Warren left yesterday morning for a visit of a few days in Dallas.

A. B. Martin went to Amarillo yesterday on business.

Rev. W. C. Carver, head of the Bible department at Wayland Baptist College, preached at Tulla Sunday.

Dr. S. J. Underwood, B. M. Johnson and Joe Lee Ferguson, of Hale Center, were in Plainview yesterday to attend the meeting of the citizens' A. & M. College committee.

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

A NEW SHIPMENT of Jewelry; latest patterns. See it at ARTHUR L. TALLEY'S, North Side Square. 1t.

## With the Churches

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

### Methodist Missionary Society.

Following is the program for the monthly Bible Study of the Methodist Woman's Missionary Society, Wednesday, March 21, at 3 o'clock p. m.:

Subject—"Isaiah."

"Life and Character of Isaiah"—Mrs. E. C. Hunter.

"Sketch of the Lives of the Kings of

Isaiah—

"Uzziah" (2 Chron. 26)—Mrs. W. B. Johnson.

"Jotham" (2 Chron. 27)—Mrs. Cole.

"Ahaz" (2 Kings 16)—Mrs. Jones.

"Hezekiah" (2 Kings 18-20)—Mrs. Lucas.

"Condition of Judah During Isaiah's Time"—Mrs. Jackson.

Open Discussion—Book of Isaiah.

Leader—Mrs. E. F. McClendon.

### Presbyterian Missionary Society.

The Presbyterian Woman's Missionary Society met Monday afternoon, at the home of Mrs. T. P. Whittis.

The meeting was opened with the business. After the business meeting, roll call was responded to by current topics.

Mrs. J. W. Richards led the devotional.

Victrola music was enjoyed during the afternoon.

A very interesting paper on Japan was read by Mrs. T. B. Haynie. A paper on "Foreigners in America," read by Mrs. Alex Anderson, proved to be of great interest to all.

After the programs, light refreshments were served and a social time was enjoyed.

### Largest In Conference.

We are glad to report that on March 11th the local Methodist Sunday School held the conference in attendance, there being 367 present on that Sunday.

On last Sunday there were only 348 present.

We are still expecting the Methodist people of the town to rally to our support and help us win in this contest. SECRETARY.

There will be a social get-together meeting Wednesday evening in the Methodist Church to welcome the new pastor, Dr. E. E. Robinson.

Rev. T. B. Haynie's Sunday School class, of the Presbyterian Church, will hold a business and social meeting, in the basement of the church, Thursday evening at eight o'clock. Each member is requested to be present.

### First Christian Church.

Rev. Ernest C. Mobley, of Amarillo, and Rev. C. E. Hunt, district superintendent, will be here Friday night at 8 o'clock in the interest of the district work.

All members are expected to be out. HENRY HAGEMEIER, Pastor.



## Women's Spring Coats in Appealing New Models

AFTER days of careful searching through the styles shown by our best manufacturers we selected the most favored of the new spring coats and invite you to see the very latest modes which we now show.

The new coats of Velour, Poplin, Serge, Jersey, etc., bring youth and novelty with their high and dropped waists, flaring skirts and tight buttoned bodices, varied use of belt effects and pocket arrangements.

Colors are mostly Magenta, Apple Green, Gold, Rookie, Navy and Fancy Plaids and Stripes.

Prices Are \$7.50 to \$45.00

**Richards Bros. & Colliers**  
WHERE PEOPLE WHO DRESS BEST TRADE

### WAYLAND COLLEGE NOTES.

The meeting in the college, being conducted by Rev. Geo. McCall, will continue through Thursday. Services are held each day at 9 a. m. and at 8:30 p. m.

Lorenzo Engleman returned this morning from Littlefield, where he preached Sunday.

Mr. Carver, Prof. T. L. Girault and Miss Cotta Sisk, members of our faculty, are ill today. We hope they may soon be able to resume their duties.

### Englossian and Beta Gamma Program for March 23.

Violin Solo—Sarah Wayland.  
Oration—Frank Bowron.  
Vocal Solo—Mary Wayland.  
Reading—Annie Holcombe.  
Piano Solo—Kate Bryson.  
Quartet—Jones Goode, Tom Johnson, Bill Rumble and Gus Neil.  
Piano Solo—Louise Miller.  
Reading—Gilbert Moore.  
Critic's Report—Mary Braselton.  
Business.

The Timotheians will meet Thursday night. The other societies will have their regular meetings Friday afternoon at 4:30 o'clock. Come and see what we are doing.

REPORTER.

FOR SALE OR TRADE—Horse and surrey for good, fresh milk cow. Address X Y, care Herald. 1t.

LOST—Pair of spurs, 8-spoke roll, between Plainview and Seth Ward district. Return to Herald office. 1t-pd.

WANTED.

Porter and nurse girl at HOTEL WARE. 2t.

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

## Refined Spring Novelties in Jewelry

There have come to us an exquisite assortment of new patterns in

Novelties Ear Bobs  
Coin Vanities  
Brooches

PRICES RANGE  
50c to \$2.50

**Wilbert Peterson**  
Jeweler and Optician

The HALLMARK Store

## Athletic Equipment

A representative line of Spaulding Bros. Base Ball, Tennis and out door sport goods now ready for your inspection. We invite those interested to visit us and make our store your headquarters.

**Dye Drug Company**  
Phone 23 THE REXALL STORE W. Side Square

You are susceptible to a good appearance and so is everybody else—that's human nature.

CLOTHES, of course, are the first aid to a good appearance and you will find our Spring assortment from

## Hirsch-Wickwire

full of splendid YOUNGFELLO "first aids."

Drop in and take your count of the natty things we show.

Slip on some of our close-shouldered, high-waisted models.

Ask to see the D-B. A nobby 3-Button Disappearing Belt Pinch Back, that is a great favorite.

Nobby greens, blue and gray flannels, stripes, checks and mixtures in the season's best colorings.

Full lined, quarter lined, silk sleeves, etc., at from

\$15.00 to \$32.50

# REINKEN'S

CLOTHING AND SHOE STORE

WATCH OUR WINDOW



**MAKING THE SMALL GARDEN WORK.**  
**With Careful Planning, Much Food May Be Produced in a Little Space.**

A little forethought will enable a comparatively small tract of land to supply the average family with fresh vegetables throughout the growing season, say specialists in the U. S. Department of Agriculture. Most owners of small gardens are content to raise a single crop on each plot of land at their disposal. It is quite possible, however, to grow two or three crops in one season, and if these are properly selected the home-grown produce will be both better and cheaper than any that can be purchased on the market.

Just what vegetables are to be grown depends, of course, upon the individual tastes of the family. In general, it may be said, however, that the aim of the home gardener should be to raise vegetables in which freshness is an important quality. Peas and string or Lima beans, for example, lose much if they are not cooked almost immediately after they are picked. On the other hand, as good potatoes can be bought as can be grown. Moreover, they occupy a large area in proportion to their yield and consume in a back yard or small garden valuable space which could be put to much more profitable use. This is true, also, of corn, cucumbers, squashes, and melons. It will also pay the amateur gardener to grow certain specialties of which he may be fond, and which may be troublesome or expensive to purchase. Okra is an example of this class, and little beds of parsley, chives or other herbs take up very little room and provide the housewife with little additions for her table which are most welcome if they can be picked at the right moment without trouble.

If the small garden plot, however, is to be made to bring the maximum returns in economy and pleasure to the owner, every available foot of it must be made to work continuously. This can be accomplished only by careful planning, and it is recommended, therefore, that amateur gardeners draw up in advance a complete lay-out for their garden. A typical plan of this

character is shown in the appended diagram. On the plan the gardener should indicate the date when each of his projected crops is to be planted. No more space should be allotted to each than is needed to furnish a sufficient quantity of the vegetable for the family consumption or for local sale. In many cases, also, space should be left between the rows for the interplanting of later crops and for easy cultivation. Plants which make a high growth and cause heavy shade should not be located where they will interfere with sun-loving small plants. Perennials, too, such as rhubarb and asparagus, which are not cultivated, should not be grown among plants which call for tillage.

If a garden is planned in this way and the scheme carried out, the plan should be kept for use the following year, with notes of the success or failure of the different items in it. For example, if too much or too little of any vegetable was grown, this fact should be recorded. It is not desirable, however, to follow too closely the same plan in succeeding years. The same kind of vegetables should not be grown twice, if this can be avoided, in the same part of the garden.

The garden shown in the accompanying diagram was a city back yard 25 by 70 feet in dimensions. It happened to be bounded on two sides by a board fence, and this fact was taken advantage of to plant and train grape vines. Strawberry plants were set alongside of the flagstone walks and currant bushes between the walks and the fence. In the space between the bushes and the strawberries low-growing vegetables, such as beans, peppers, egg-plants, and the like, were set out. In a space about 12 feet wide between the walks low-growing, quick-maturing, early vegetables were planted in such a way that later-maturing varieties could be put out at proper intervals between them. The early plantings consisted of radishes, early beets, lettuce, carrots, and a few parsnips. The beets gave way later to a few late cabbage plants. The sunniest portion of the yard was turned over to tomatoes, of which there were about a dozen plants trained to a single stem and set about 18 inches apart in each direction. Early

and late peas were put out in the least sunny portion of the yard. Later, in the fall, spinach, kale, and potato-onion sets were planted, in order, to provide a supply of green succulents for the winter and early spring.

**HER NAME WAS MAUD.**

A Georgia mule was Maudie,  
 Who used to gambol free  
 Through verdant fields and pastures  
 Upon there in Cherokee.

Alas! one day a stranger  
 Led Maudie away from home,  
 And sent her swiftly sailing  
 Far o'er the briny foam

To where the war was raging—  
 And bullets fell like rain  
 Mid rifle pits and trenches  
 On Belgium's sodden plain.

They hitched her to a cannon,  
 And ordered her to go  
 In the tongue of Emile Zola—  
 A sould she did not know!

Poor Maudie was not happy—  
 She didn't like their style—  
 She backed against the Frenchies  
 And kicked 'em 'bout a mile.

She scattered Sikhs and Tomales  
 And knocked the Turcos out.  
 She busted up two autos,  
 And then she wheeled about

And charged upon the kitchen  
 And upset the soup;  
 And round the General's noggin  
 Her heels they looped the loop.

They went for her with Zeppelins  
 And Krupps and Gatling guns;  
 They tore the trees with shrapnel  
 And deadly metal bombs.

But Maud just kicked and bellowed  
 And switched her tail at such,  
 And galloped into Holland  
 And took up with the Dutch.

—Atlanta Journal.

**A CRUEL RETORT.**

"Casey is me pertickeler frind, O'd have ye know."  
 "G'wan! If he was pertickeler, he wouldn't be yer frind."



**Errors Are Ancient History**

Error proof bookkeeping is just as necessary for the protection of your money on deposit with us as is a modern burglar-proof safe.

The Burroughs Bookkeeping Machine which we have recently installed, handles our figure work with absolute accuracy. Its calculations are done by parts of hardened steel—it can't make a mistake.

The operator feeds the figures into the machine, which makes all additions and subtractions *automatically*. A completely posted ledger sheet or depositor's statement, with every item printed in the proper column, comes out.

An absolute and automatic proof of every entry is given by the machine method. There is no danger of a mistake being made in your account, or in the account of any other of our depositors.

Besides affording this accuracy insurance to you and to us, the Burroughs handles our figure work in about half the time formerly needed. This gives us time to do other things—to improve our service to customers in every department of the bank.

Come in, any time, and see the Bookkeeping Machine at work.



**THIRD NATIONAL BANK**

Charter No. 5375.

**REPORT OF THE CONDITION OF**

**THE FIRST NATIONAL BANK**

AT PLAINVIEW, IN THE STATE OF TEXAS, AT THE CLOSE OF BUSINESS ON MARCH 5, 1917.

**RESOURCES.**

1. (a) Loans and discounts (except those shown on (b) and (c))	\$649,464.60	
Total loans		\$ 649,464.60
2. U. S. bonds:		
(a) U. S. bonds deposited to secure circulation (par value)	\$ 25,000.00	
Total U. S. bonds		25,000.00
3. Stock of Federal Reserve Bank (50 per cent of subscription)	3,600.00	
4. (a) Value of banking house (if unencumbered)	\$ 50,000.00	
(b) Equity in banking house	50,000.00	
5. Furniture and fixtures	6,000.00	
6. Real estate owned other than banking house	21,262.75	
7. (a) Net amount due from approved reserve agents in New York, Chicago, and St. Louis	\$ 64,712.71	
(b) Net amount due from approved reserve agents in other reserve cities	207,744.11	272,456.82
8. Net amount due from banks and bankers (other than included in 12 or 20)	144,268.98	
9. Other checks on banks in the same city or town as reporting bank	3,532.08	
10. (a) Outside checks and other cash items	\$ 9,016.62	
(b) Fractional currency, nickels, and cents	334.65	9,351.27
11. Notes of other national banks	1,855.00	
12. Federal Reserve notes	1,700.00	
13. Redemption fund in vault and net amount due from Federal Reserve Bank	90,158.34	
14. Redemption fund with U. S. Treasurer and due from U. S. Treasurer	1,250.00	
<b>TOTAL</b>		<b>\$1,279,899.84</b>

**LIABILITIES.**

15. Capital stock paid in	\$ 100,000.00	
16. Surplus fund	20,000.00	
17. (a) Undivided profits	\$ 92,092.94	
(b) Less current expenses, interest, and taxes paid	7,184.09	84,908.85
18. Circulating notes outstanding	25,000.00	
19. Demand deposits:		
33. Individual deposits subject to check	642,968.37	
34. Certificates of deposit due in less than 30 days	54,770.27	
35. Cashier's checks outstanding	914.60	
Total demand deposits, Items 33, 34, 35, 36, 37, 38, 39, and 40	\$698,653.24	
20. Time deposits (payable after 30 days, or subject to 30 days' or more notice):		
41. Certificates of deposit	351,336.75	
Total of time deposits, Items 41, 42, and 43	\$ 351,336.75	
<b>TOTAL</b>		<b>\$1,279,899.84</b>

STATE OF TEXAS, COUNTY OF HALE, ss:  
 I, Guy Jacob, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.  
 GUY JACOB, Cashier.

Subscribed and sworn to before me this 19th day of March, 1917.  
 C. S. WILLIAMS, Notary Public,  
 Hale County, Texas.

CORRECT—Attest:  
 J. H. SLATON,  
 W. C. MATHES,  
 E. M. CARTER,  
 Directors.

**DR. TINKLE'S**  
**LIVEREZE**  
 FOR CONSTIPATION  
 AT YOUR DRUGGISTS

**Important Price Changes on Hupmobile 1917 Models**

The greatly increased cost of materials entering into the construction of the Hupmobile has made necessary the cheapening of the car, or an increase in price. Hupmobile manufacturers would never consent to lessening of the quality of the car one iota, therefore it became necessary to increase prices. This was done. The increased prices at that do not represent the increased cost to the manufacturers—they are willing to bear a part of the necessary change.

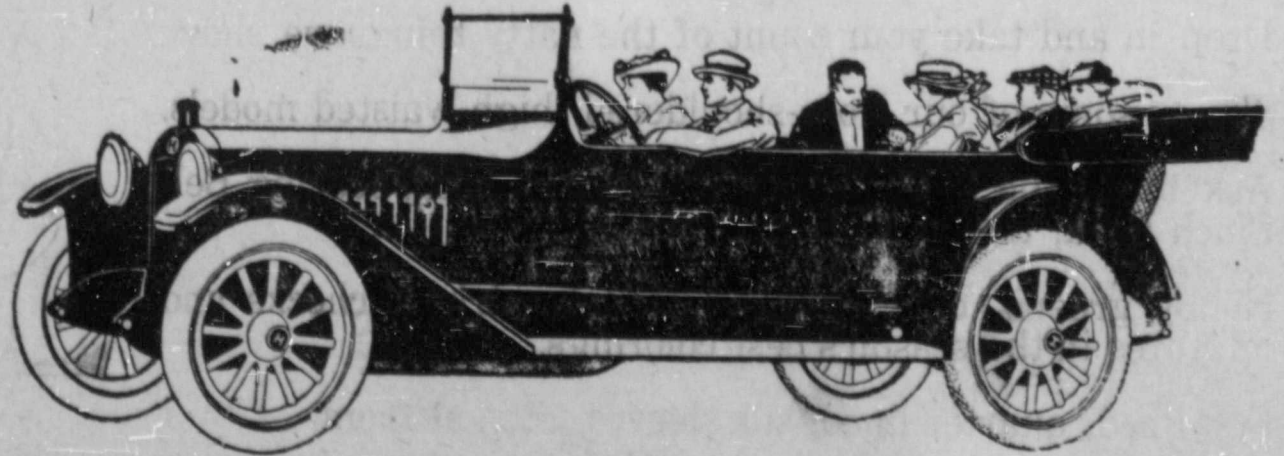


**New Prices in Effect Now**

- Hupmobile Roadster, \$1365 Delivered in Plainview.
- Hupmobile 5-Passenger Touring Car \$1365 Delivered in Plainview.
- Hupmobile 7-Passenger Touring Car \$1540 Delivered in Plainview.

There has been no change in the price of the Hupmobile Sedan, and there will be none so long as the Sedans already made up at the factory are available. When the delivery of new cars begins the price will have to be increased in proportion to the above figures. At present the old price of \$1735 delivered in Plainview holds good.

**SCRIPPS-BOOTH**  
 At  
**\$995**  
 Delivered



We handle these little wonder cars in addition to the sturdy Hupmobiles and will appreciate the opportunity of demonstrating either to you at any time. If you live elsewhere in our territory than Plainview just phone us to drive a car to your farm or your town and we will be glad to do so.

**Connell Motor Company**

Phone 113

W. W. CONNELL, Manager

Phone 113

North Room Donchoo-Ware Building



### Raising Sweet Clover Seed

By T. S. PARSONS,  
In The Country Gentleman.

Sweet-clover seed is a good money crop in Wyoming. This is but one of its uses, however. It is a good hay crop and make an excellent crop to turn under for green manure. It does well under irrigation and is one of the best forage and pasture crops for dry-farm conditions.

It is as a seed producer, however, that it is most valuable under Wyoming conditions. A farmer on the Shoshone Project threshed 10,000 pounds of seed from twenty acres in 1915. This was sold to an Iowa seed house at fifteen cents a pound. The crop was grown on ground that had never produced a paying crop of anything before, on account of the condition of the soil, which was a heavy gumbo, poorly drained. The crop does especially well on such soil and when plowed under as green manure it loosens up the soil and puts it into much better condition for the growing of other crops.

Good profits are made by gathering the seed by hand. This is often done along ditch banks and along railroad rights of way.

A Nebraska minister came into Central Wyoming on the Indian reservation a couple of summers ago to spend his vacation. He noticed an abundance of sweet-clover seed and, setting his family to work and some Indians he hired, cleaned up \$600 worth of seed in four weeks. His was surely a profitable vacation.

There is a great demand for sweet-clover seed by seed dealers in the Central States, as little seed is raised in that section. The dealers are compelled to look to Wyoming and the other Mountain States for their seed supply, and good prices are offered. Sweet clover is used extensively in the Central Region for building up the soil. It is considered better than alfalfa for this purpose, the fleshy roots opening up the soil and supply much humus; and the sweet-clover sod is much easier to break up than alfalfa sod. Also, being a biennial, it rots more rapidly than alfalfa, since it dies after it has grown two years.

At the Wyoming Experiment Station three tons of sweet-clover hay to the acre have been produced under irrigation, and one and a half tons to the acre under dry-farm conditions. Feeding experiments have shown the sweet-clover hay to be eaten by horses, sheep and cattle as readily as

alfalfa, and as good results have been obtained. The county agent in Crook County, Wyoming, reports a farmer who sowed thirty acres to sweet clover in 1914 and cut 105 loads of hay from the field in 1915 and thirty loads in 1916. This was without irrigation. The seed was sown on unbroken prairie soil among the sagebrush, and disked in. Other county agents have reported good results from merely sowing the seed on the sod and disk-ing it in.

In fact, sweet clover is almost the only crop that can be depended upon to increase the native pasture without irrigation. It makes an excellent pasture for hogs, and one acre of sweet clover on dry land has proved capable of supporting one to two head of cattle. There is very little danger from bloat, as in the case of alfalfa. It has been shown that one acre of irrigated sweet-clover pasture will support

seven to eight head of cattle.

The white variety has been most commonly grown throughout the State, but the yellow variety is becoming quite popular. By many the yellow variety, "Mellilotus officinalis," is considered superior to the white variety, "Mellilotus alba," on account of its finer habit of growth and earlier maturing properties. At the Wyoming station the two varieties grown side by side have yielded practically the same amount of hay, but the yellow has matured its seed about three weeks earlier than the white, which is a marked advantage in high altitudes, where early fall frosts are apt to interfere with the maturing of the seed.

Sweet clover will respond to fertile soil and good preparation of the seed bed as well as any other crop. It will also thrive under neglect better than almost any other plant grown in the semi-arid regions.

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

### GAVE SUNDAY A BAT.

Admirers Told Him to "Knock the Devil Out of the Box and Save the Game for Buffalo."

From the Buffalo Courier.

More than one thousand lumber dealers formed the principal delegation at a Billy Sunday meeting the other night, and made a big hit with their enthusiastic singing. Their favorite songs are a parody entitled "Good-by, Boozem, I'm Through" and a clever paraphrase on "Tipperary."

Billy's friends in the lumbermen's delegation gave him a giant baseball bat, inscribed, "To Billy Sunday. May you knock the devil out of the box and save the game for Buffalo."

When he played ball in Buffalo, in the old days, bats in the hands of Jack Rowe and Dan Brothers looked as big as the one he was swinging.

Dallas is planning a large municipal, down-town auditorium.

### Jack Frost Baking Powder

"In all 'Jack Frost' Material there's Quality imperial."



### Another Shipment of Spring Rug Patterns

Beautiful Axminsters, Deltos, Congoleum and Other Weaves in Refreshing Colors

Priced Within Reason.

### GARNER BROTHERS

PHONE 105

"The Postoffice is Across the Street From Us"

## Simon Pure Nigger-Head Lump and Nut Coal

The best coal to be had for any price. Free from slack.

Full line feedstuffs bought and sold.

See me before you trade.

**E. T. COLEMAN**  
COAL AND GRAIN DEALER

PHONE 176

BETWEEN DEPOTS

# WICHITA

THE HOG MARKET OF THE SOUTHWEST

# DIRECT

TRAIN SERVICE LEAVING PANHANDLE TERRITORY EVERY SATURDAY

# SHIPMENTS

REACH WICHITA SUNDAY EVENING

LAMB FEEDING IN TEXAS.

One of the most profitable occupations that can engage the attention and energies of the farmers of Texas, particularly those who live west of the ninetieth meridian, is lamb feeding for the market. For several years fat lambs have been bringing remunerative prices. The prices are very high now, and are likely to continue thus for a long time to come. This is so from the fact that not enough lambs can be produced to supply the demand, while the pressure for larger clips of wool and a corresponding advance in the price of grown mutton continually urge farmers to save their lambs for these purposes.

Recognizing the opportunity for success and good profit in lamb culture, the animal husbandry department of the extension work of A. & M. College has been for the past three seasons conducting a series of experiments in feeding lambs at the substation at Spur. Sample lots of these lambs were exhibited at the Fat Stock Show in competition with lambs fed by professional feeders, and the educational value to those interested in sheep growing was great. The results of the experiment was also highly gratifying to those who participated in the tests, because prize awards were secured in satisfactory numbers.

These experiments were begun three years ago, and had for the chief object to determine what class of mutton rams were the best to cross with the common range ewe to produce the best mutton lamb, a lamb that could be brought to a fine state of quality in say 100 to 120 days on the grains and forage produced in the range country. The tests were to be strictly practical. The lambs were not to be pampered and fed on high-priced feeds, regardless of cost. They were required to conform strictly to range conditions, because the extension department had for its object the demonstration to the farmers and sheep raisers of Texas that their lambs could be fattened on native feeds for the choicest markets of the country and good profits be secured in the operation.

The range sheep in West Texas are largely of the Rambouillet blood. They are raised chiefly for the wool. But a wool lamb is a poor proposition on which to attempt to place market quality. But the wool sheep are in the majority in West Texas, and one must work with the tools provided, unless they can be supplemented by others. Now, an ewe of the wool breeds, if mated with a ram of any of the mutton breeds, brings a lamb that takes after its sire in the matter of putting on flesh quickly and economically. Some mutton breeds transmit this quality to better advantage than others. To find out which was the best mutton breed with which to cross was one of the things to be determined by these experiments. So different breeds were tried.

Four pens of twelve lambs each were first selected; then modifications of these were tried. Different feeds were given different lots, and the results observed, but the main test was made on the four pens sired by Shropshire, Romney and Lincoln lambs. These were all fed threshed peanut hay, ground milo heads and cotton seed meal. Careful watch was kept of the condition of the lambs, and the feed regulated according as they cleaned up all the forage or neglected it. Any forage left uneaten was weighed back, and the rough stems and roots of the peanut hay were fed to the grown sheep at the sub-station.

The Shropshire-Rambouillet lambs gained 485 pounds in the 120 days' test,

daily gain per lamb .4 of a pound; cost of feed per day 9 cents.

The Romney-Rambouillet pen gained 531 pounds; each lamb gained an average of 44 pounds, the daily gain per lamb was .37 of a pound, and the daily of a pound, and the cost 9.3 cents.

The Lincoln-Rambouillet pen gained 481 pounds; a gain of 40 pounds per lamb; the daily gain per lamb was .33 of a pound, and the cost 9.3 cents.

The pen of straight Rambouillets made a total gain of 521 pounds, gain per lamb 43.5 pounds; daily gain per lamb .36 of a pound, and cost of feed 8.6 cents.

Then two pens of five each were selected on which to try a change of ration. Five Lincoln-sired lambs were fed threshed peanut hay with corn and bran; five Shropshire-sired lambs were fed alfalfa hay and corn and bran for 120 days. The peanut-hay lambs gained 421 pounds; the alfalfa-hay lambs gained 463 pounds; the peanut lambs gained 42 pounds each, and the alfalfa lambs 46 pounds. The peanut lambs cost for feed 15 cents a day, and the alfalfa lambs cost 13 cents a day.

Then the tailings of the whole flock of lambs from which the test lambs had been culled, thirty in all, were fed the same as the pens of twelve, and for the same length of time. These

lambs practically doubled in weight, with a daily gain of 2.9 pounds and a cost of 8.6 cents per lamb.

The feeding was done by H. C. Evans, the station shepherd. Every ounce of grain, concentrate and forage was weighed to the lambs and the refuse was also weighed. The work of Evans is highly commended by J. E. Boog-Scott, director of the sub-station, and by J. M. Jones, animal husbandman of the college, under whose joint direction the tests were made.

MISTAKEN IDENTITY.

The Duchess of Westminster has the reputation of being the wittiest

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

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

woman in society. She tells an excellent story about an ex-Shah of Persia who was very fond of paying compliments to English ladies. When the Duchess of Westminster was presented, he greeted her heartily. "I have heard much about you," he said. "Your worthy name is well known even

in my country." The Duchess was surprised at first, then a light dawned upon her. "Gracious me! I do believe he mistakes me for Westminster Abbey!" she said. "What was more, she was right.—Tit-Bits.

EASY. "Don't you find it hard these days to meet expenses?" "Hard? Man alive! I meet expenses at every turn."—Boston Transcript.

FLETCHER MUSIC METHOD

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

ELIZABETH ZIEGLER, Fletcher Teacher, Wayland College President Farmer certifies that the class of Miss Ziegler has, without exception, increased every month since she began last September.

Long-Harp Drug Company

The Busy Druggists

We lead, others Follow. Always Getting Something New. If you see it Advertised phone us we have it.

PROMPT, COURTEOUS TREATMENT is Our Motto.

LONG - HARP DRUG COMPANY

The Nyal Store

Progressive and Progressing

PHONE 161

FREE DELIVERY

Announcement

I am pleased to announce that I have purchased the Plainview Machine and Auto Shop, and in the conduct of the business I will practice a policy of "a square deal for all." We will greatly appreciate the patronage of the many friends and customers of the company in the past and solicit the business of others who may be attracted to our efforts at service.

Welding and Repair of all Kinds

We are splendidly equipped to do all kinds of welding and machine work. This does not mean on automobiles only. We can do any sort of work that is needed on any sort of automobile, and in addition can repair any kind of machinery used on the farm or in town. We will also be pleased to order any parts needed for any machinery.

Accessories and Automobile Parts

We will handle Goodyear Casings and Tubes, and a full line of supplies and accessories for all cars. We will especially have a full supply of parts for Buick Cars.

Come in—let's get acquainted. We want to know just how to serve you, and how you want to be served.

Plainview Machine and Auto Shop

D. BROWN, Proprietor.

PHONE 16.

PHONE 16.

Big Doins' In Cowmen's Boots

You stockmen and farmers look here—we are selling cowboy boots at \$5 below war prices. This will last for only about thirty days so you will do well to get in your orders.

John has been making boots here for eight years and he will do you right.

In design, in workmanship, in quality of materials, in fit, in wear, John's boots are right up to the very best made.

PRICES TODAY \$15.00, \$20.00 and up.

JOHN MEISTERHANS



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

DONOHOO-WARE HARDWARE CO. Phone 80

RATES ONE CENT PER WORD EACH INSERTION

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

THE MARKET PLACE OF THE SOUTH PLAINS

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

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

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

WANTED—Printer, at once; also young lady or boy who wishes to learn the printing trade. HALE CENTER RECCORD. 3t-pd.

TYPEWRITERS CLEANED and overhauled, only \$3.50. ARTHUR L. TALLEY, Jeweler. North Side Square. tf.

FOR RENT—Two nice light house-keeping rooms; both front and back entrance. Southeast of East Side School. Phone 618. 2t.

PARTNER WANTED for a small manufacturing business. For particulars and an appointment, write T. H. T., care of HERALD. 2t-pd.

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

A REAL BARGAIN.

A seven-room house, good barn, windmill, tank, waterhouse, six lots, a good orchard—a fine place—real cheap. call 397 or see A. L. MOORE. 2t.

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

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

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

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

MY HOME PLACE FOR SALE.

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

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

WANTED—Woman to help with the chamber work at the WARE HOTEL. tf.

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

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

FOR RENT—Furnished and light-housekeeping rooms at BEN SEBASTIAN'S. Phone 416. tf.

MARRIED MAN wants work on irrigated farm. J. K. GALLUP, Plainview, Texas. 2t-pd.

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

DON'T HAVE TO SELL,

But would sell that Hudson Six of mine. Terms or cash. See FLAKE GARNER at once. tf.

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

FOR SALE.

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

We are prepared to do all kinds of Woodwork. HANDY MAN'S SHOP. Phone 475. tf.

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

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

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

FOR SALE: Three-room boxed house. Must be moved within next ten days. W. L. HOGUE. 2t.

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

STRAYED—Black-brown mare mule, weight about 1,100 pounds, with white collar mark on shoulder. Last heard of between Happy Union School and Aiken. Notify HENDERS BROS., Plainview, Route 1. tf.

FOR SALE OR TRADE.

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

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

NOTICE.

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

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

FOR SALE.

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

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

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

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

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

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

\$500,000 to place in Hale County on Farms, Stock Farms, and Ranches. Good terms, prompt inspections and closing. If you are going to need a loan or have paper coming due, know my terms and rates before closing. CLAUDE B. HURLBUT, Lubbock, Texas. 3t.

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

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

WE HAVE a few Hoosier Kitchen Cabinets left. You'll have to step up or they'll all be gone before our Spring shipment arrives. GARNER BROS. Phone 105. tf.

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

WE WANT TO REPAIR and Revitalize that damaged piece of Furniture. HANDY MAN'S SHOP. Phone 475. tf.

NOTES WANTED—Can place a few good vendors liens at small discount. Y. W. HOLMES. Fri., Apr. 16.

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

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

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

FARM AND CITY LOANS.

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

FOR SALE—A few good fresh Jersey cows; also a few good milk Durham heifers. One mile west and one and a half miles south. J. D. STOCKTON. 2t-pd.

THE LAYING KIND of Buff Leghorns. Eggs, one-fifty for fifteen. SLONEKER FARM, Plainview, Texas. Fri. tf.

Nassau Tires are almighty tough

T. B. CARTER Phone 564

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, March 16.—Cattle receipts of 1,200 head sold with some weakness, medium quality pulp-fed steers selling at \$10.75. Receipts for the week are 4,000 greater than last week, but 5,000 less than same week last year. Hogs today 5,000 head, and for the week 50,000, 14,000 more than last week, and about the same as a year ago, market steady today, top \$14.85. Sheep and lambs sold 10 cents higher today, lambs at \$14.55, total receipts this week 38,000, 15,000 more than last week, and 4,000 more than same week last year.

Beef Cattle. Numerous cattle sold at \$11.50 to \$12.00 this week, and it appears that there will soon be a new high figure on prime steers, more resembling the prices being paid for top hogs and top lambs. Ordinary fed native steers sold at \$10.00 to \$11.00, and pulp steers ranged from \$10.40 to \$11.40 during the week. Almost 200 carloads of pulp-fed cattle have been here this week, and except for these the supply of beef steers would have been slim. Cows sold up to \$10.00, and heifers to \$11.00, most of the cows \$7.00 to \$9.00, bulls \$7.50 to \$9.00, veal calves a shade stronger, up to \$11.50.

Stockers and Feeders. Trade was active and stronger the first of the week, heavy feeders selling up to \$10.80, and straight feeders at \$8.50 to \$10.00, stock steers \$7.50 to \$10.00. After the middle of the week demand began to fall off, due to fears of the threatened railroad strike, and prices were lower Thursday and today. Normally the situation is stronger, and 10 cents a pound for stock steers is predicted as the common price, unless the strike materializes.

Hogs. The market turned upward yesterday, after several days of weakness, and the strength continued today at opening. On the late market packers' bids were lower, and the day's market

was uneven, averaging about steady. Top price was \$14.85, and bulk of sales from \$14.25 to \$14.50. Pig prices are off 75 cents, as demand for stock hogs drops immediately with any depression in fat-hog prices, such as there was this week. Light-weight hogs are selling at \$14.00 to \$14.50. The increase in the supply gave killers a chance this week, but there has been no change in the demand situation, and normally conditions will be as strong next week as ever.

Sheep and Lambs. Monday was the high day on lambs, with a top of \$14.85. Prices declined around 25 cents from that point, but close today with a recovery of 10 cents, best lambs \$14.55, fair to good lambs \$14.10 to \$14.50, feeding lambs \$13.50 to \$14.00, shearing lambs around \$14.00. Wethers made \$12.60 this week, no choice ewes here, sales of medium grades around \$11.50. Some New Mexico yearling goats sold to killers at \$8.75, 63 pounds average, a record price, these not real fat by any means, and thin goats weighing 56 pounds sold at \$6.00. J. A. RICKART, Market Correspondent.

A new farm publication which appeared March 1 is System on the Farm, an A. W. Shaw Company publication. This company publishes the business magazine, System.

A pneumatic life boat has been invented by a German, Herr Meyer, of Berlin. It can be carried in a knapsack. A larger model is designed to hold up fifty passengers. It weighs 220 pounds.

HARRISON & KERR CO. General Contractors. Office at Falton Lumber Co. Phone 107. House Phones, 828 and 422.

CALOMEL DYNAMITES A SLUGGISH LIVER

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

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

WHY not give your lad the same training?

"When I was a growing lad, and come upon many words in my reading that I did not understand, my mother, instead of giving me the definition when I applied to her, uniformly sent me to the dictionary to learn it, and in this way I gradually learned many things besides the meaning of the individual word in question—among other things, how to use a dictionary, and the great pleasure and advantage there might be in the use of the dictionary. Afterwards, when I went to the village school, my chief diversion, after lessons were learned and before they were recited, was in turning over the pages of the 'Unabridged' of those days. Now the most modern Unabridged—the NEW INTERNATIONAL—gives me a pleasure of the same sort. So far as my knowledge extends, it is at present the best of the one-volume dictionaries, and quite sufficient for all ordinary uses. Even those who possess the splendid dictionaries in several volumes will yet find it a great convenience to have this, which is so compact, so full, and so trustworthy as to leave, in most cases, little to be desired."—Albert S. Cook, Ph.D., LL.D., Professor of the English Language and Literature, Yale Univ. April 26, 1911.

WRITE for Specimen Pages, Illustrations, Etc. of WEBSTER'S NEW INTERNATIONAL DICTIONARY G. & C. MERRIAM COMPANY, For Over 65 Years Publishers of The Genuine Webster's Dictionaries, SPRINGFIELD, MASS., U. S. A.

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.

Miss Rebecca Ansley SPIRELLA CORSETIER Telephone Number 304

L. A. KERR, Architect, Office at Falton Lumber Co. Phone 107. House Phone 422.

WONDERFUL STUFF! LIFT OUT YOUR CORNS. Apply a Few Drops, Then Lift Corns or Calluses Off With Fingers—No Pain.

No humbug! Any corn, whether hard, soft or between the toes, will loosen right up and lift out, without a particle of pain or soreness. This drug is called freezone, and is a compound of ether discovered by a Cincinnati man. Ask at any drug store for a small bottle of freezone, which will cost but a trifle, but is sufficient to rid one's feet of every corn or callus. Put a few drops directly upon any tender, aching corn or callus. Instantly the soreness disappears and shortly the corn or callus will loosen and can be lifted off with the fingers. This drug freezone doesn't eat out the corns or calluses, but shrivels them without even irritating the surrounding skin. Just think! No pain at all; no sore-

ness or smarting when applying it or afterwards. If your druggist don't have freezone have him order it for you.—Adv.

A School House

without a telephone would seem strangely isolated in these days of general telephone communication.

When the weather is doubtful and the roads bad call the school house. If school is closed today, why send little Mary or Bobbie on a useless trip?

Bell Telephone serves in all emergencies.

THE SOUTHWESTERN TELEGRAPH & TELEPHONE COMPANY

L. V. DAWSON, Ph. G., M. D. Residence Phone 684. W. A. BATES, A. B., M. D. Residence Phone 684.

DAWSON & BATES Physicians and Surgeons, New Donohoo Building. Office Phone 158. All Calls, Day or Night, Answered Promptly. Office Hours: 9-12 a. m.; 1-5, 7-9 p. m.

WHAT IS LAX-FOS

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

LAX-FOS is not a Secret or Patent Medicine but is composed of the following old-fashioned roots and herbs: CASCARA BARK BLUE FLAG ROOT RHUBARB ROOT BLACK ROOT MAY APPLE ROOT SENNA LEAVES AND PEPSIN

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

Cold Days Require Coal

Why is it that some folks always delay their coal buying and the installing of their stoves until the last minute when every member of the family has run the risk of serious cold or pneumonia and until all of the coal and stove dealers are so busy they cannot give the best service? Surely the wise man will not be caught in a blizzard with his coal supply not yet laid in.

We have the supply of coal, we have the prompt service, and the prices are lower now than they will be when winter gets here. Isn't it good health insurance, isn't it good business, isn't it the sensible thing to do to place your order now?

Just phone us at 162 and we will do the rest.

ALLEN & BONNER

# The Plainview Mercantile Company's Announcement

## The Women's Departments of Fashion at Plainview Mercantile Co. Store are in Full Easter Readiness —You Can Get Everything Right Away

### Men Are Suddenly Interested in the New Spring Suits



### Spring is Here

It is the season of the year when Nature discards the dull drabs of Winter, dons the sprightly, new dress of Spring, and imbues mankind with the same spirit.

#### KUPPENHEIMER CLOTHES

Offer many unusual inducements to the man or young man who seeks a Spring Suit of distinction and high-grade quality.

You will find our assortment of styles so complete as to embrace every man's preference, young, old or in between.

The fabrics are of rare patterns in the fashionable colors of the day. Compare our values at

\$20.00, \$25.00, \$30.00, \$35.00. Stadium and other makes beginning at \$15.00.

### Boys' New Easter Suits Are Ready

Norfolks with patch pockets and flap pockets, Norfolk with pinch backs, yokes and box-pleated styles—every kind of a Norfolk that any boy can wish for or any mother like to see her boy wear.

Browns, Grays, Tans, Shepherd Checks, soft Velour fabrics, and Blue Serge. Most of them have two pairs of trousers. Prices begin at \$5.00. Sizes 6 to 18 years.

We have seen the Fashion Openings all around; we know now what the new styles are; all the stores have shown their best; we know now which has the loveliest things, most to our taste. Spring made its arrival today (Tuesday 20th.) and Easter just around the corner.

So all we have to do now is to go to the Plainview Mercantile's, get beautiful new Spring clothes from head to foot, and then good by to the old winter selves we are so weary of—good by to heavy, somber old clothes and old thoughts, and hurrah for the new and bright and delightful; we are to be lovely again!

### HERE IS THE NEW MILLINERY

Beginning with copies of creations of Marcelle, Demay and other French modistes, and running the entire gamut of Fashionable Head Gear. Here are the Sports Hats from England and our own country, gay with color, and novel trimmings, such as velvet embroidery; Dress Hats from our own work rooms, the shapes large and flat, or small and high, and showing the use of lace, tulle, crepe, net, novel straws and novel trimmings.

Here are Hats for young girls—big, flat sailors, little close hats and mushrooms; and Hats for children—soft sports silk tams and horsehairs and severely tailored Hats. Prices \$1.50 up to \$20.00.

### HERE ARE THE NEW SUITS

Simply and severely tailored Suits of Stockinet, Serge and Worsted and Gabardine and Checks; jolly country Suits of Tweed and Mixtures, fine Velours with Suede-trimmings, Tricot and Burella Cloths—all in the lovely new Spring colors and with gay or delicate linings. Here are the Serge Suits and Linen Suits and Pongees.

Prices run from \$16.75 up to \$60.00.

### HERE ARE DRESSES

Of every sort a woman can possibly want for the Easter season—Serges, plain, beaded and embroidered, at \$13.50 to \$30.00; Stockinets, in bright colors, at \$25.00 to \$40.00; Afternoon Dresses of Batiste, of Taffeta, Crepe de Chine, Charmeuse, Beaded Georgette Crepe and Printed Chiffon, at \$18.75 to \$35.00; Evening Dresses of Net and Chiffon Metal Tissues and Soft Satins, at \$25.00 up.

Also there are hosts of "little" Frocks of Linen and Voile, and Sports Frocks of Pongee, and Evening Dresses.

### HERE ARE THE COATS AND WRAPS

—the luxurious Evening Wraps of Satin, Taffeta and heavy Crepes; and the equally luxurious Day Wraps of Boliva, Duveline and Velour Cloth, both groups starting at \$15.00, and the every-day Street Coats of Serge, Gabardine, Poplin and Velour start at \$13.50.



### Here Are the Skirts

—the most interesting the Dress Skirts of dark Silks, and especially the two-toned; the light Sport Silks including the entire Pongee family.

The White Serges and Flannels and the Novelty Woolens—plaid or striped—prices run from \$7.50 for woolen Skirts to \$30.00 for a silk.

### The Little Boot Shop

Has the latest novelties among Shoes—both high and low—especially in the Tan and Silver Gray shades, which are Fashion's latest cry.

### And Here Are All the Accessories

The new Neck Fixings, including hand-embroidered pieces the new Sport Styles, the new Veilings and Ribbons and Gloves, the new Hand Bags and Jewelry.

### DAIRYING FOR TEXAS.

By J. C. PATTERSON, Livestock Specialist, for the State Department of Agriculture.

Everybody should be interested in a proposition which offers to the farmer, be he rich or poor, a chance to produce an article of food at a cost far below the market price, and, as a rule, of a superior quality. The greatest number of people are progressive enough not to let such opportunities pass by unheeded and many are bound to take advantage of the opportunities offered in dairying.

I'll admit that there are few farmers who do not keep milk stock of some kind; on the other hand, I maintain that there are very few, if any, farmers who raise as much dairy stock as they should.

The business of the stock breeder is a peculiar one. He has to deal with life, and all those mysterious possibilities that exist in the living creature must be reckoned with in his operations. It is not a matter of fixed rules. No man can map out a system which will apply to all cases and give a definite result with absolute certainty. The successful breeder requires a thorough knowledge of his business and the ability to reason accurately, so that he may modify his methods and adapt them to the requirements of each individual problem which comes before him. Knowledge of general principles can be acquired from books, but the successful application of those principles must be learned very largely in the school of experience. Theory and practice go hand in hand, and knowledge must be combined with reason, but the really great breeder seems to possess a sort of intuitive genius given to the very few, and hence great breeders are not common.

Another thing essential to success is the love of animals. If a man dislikes hogs, if he loathes the sight of a chicken, or if he finds no pleasure in handling the cow, he had better not attempt to breed them, because failure is sure to follow. It is the enthusiastic lover of a breed of animals who will make the greatest success in breeding them.

One of the advantages of dairy farming that appeals to the farmer with limited capital is the certainty of returns. There is little of the element of speculation in this line of farming. The returns are not large at any one time, but steady throughout the year, and may be depended upon. The mar-

ket price of dairy products varies on the whole less than almost any other class of farm produce, making it safe for the farmer of small capital as well as for the larger.

The dairy cow is a cheap producer of human food. A good milker will produce more food in one year's time than is found in the entire carcass of a two-year-old steer, and at less cost than it takes to produce the steer. In fact, the steer requires liberal feeding for two year's time, while the cow goes on making her returns year after year.

As a rule, we do not give the food value of milk the credit it deserves. Milk is an ideally balanced ration for men and women who work with muscle and brain, as well as for the infant. Nature has combined in milk all the food elements the body needs. Dairy products should have a more prominent position in our menus.

Texas needs a permanent system of agriculture. No agriculture can be considered well balanced and safe without livestock and its barnyard manure. It is conceded that the conservation of soil fertility is the greatest problem of agriculture. Grain farming removes fertility from the farm. One ton of wheat worth \$33.32 per ton at \$1.00 per bushel carries with it \$9.59 worth of fertilizing elements; while one ton of milk at \$1.50 per hundred is worth \$30.00 per ton, and contains only \$2.56 in fertility value. The manure from the average dairy cow is worth \$30.00 per year. We too frequently overlook this item in figuring our net returns.

It is passing strange that whenever land values get very high dairying becomes an actual necessity. Our black land frequently fails to even pay interest while raising cotton, yet the Jersey Isle lands pay \$50 to \$60 per year rental. Hollana land valued at \$1,000 per acre, and above, is used almost exclusively for dairying.

I think I may put it down as a demonstrated truth that prosperity follows the dairy cow. In my personal work, limited as it may be, among the farmers of different portions of the State, and under varied conditions and methods of farming, climate and general farm environment, I should be qualified to speak intelligently upon the feature of profitable farming, and I repeat that good dairy cows and well doing are closely related. Indeed, I may go a step further and say that, speaking of arming in general, those farmers who are giving the most careful and intelligent attention to the dairy business are our most prosperous class of farmers. Efficiency is

their watchword, and their work is of such a nature that all hands can be utilized the whole time, either in tending and milking the cows, or in the field, producing food for their use.

I do not desire to represent dairy farming as the only line of farm industry that is and can be made profitable, for there are many sections of the State where dairying is not practiced at all commercially, and yet the farmers are prosperous, making large gains from some special industry, such as stock raising, or the extensive growing of wheat and the sorghum grains. However, in many of these sections dairying can be carried on extensively, if not always in connection with the various special crops, and many a time, when prices or weather conditions are against the special crops, the dairy is an anchor in reserve.

The market you expect to supply should be well looked into before going extensively into the dairying business. The markets for good dairy products are not limited to the territory contiguous to large cities, as seems to be thought by some, but are found all over the land where men live in groups and have a taste for good living. Local markets are well worth the study of the dairyman near them, for the astute dairyman may do a great deal toward improving a naturally good market. He should work to cater to and meet all the needs and notions of his particular customers, and educate up to his standard the tastes of the less exacting ones. By the cleanliness, the purity, the superiority, the attractiveness of his products, he can gradually command the top prices. The honest dairyman may work toward his trade with a clear conscience, for the purer and more wholesome the food he is supplying his customers, the more he is the benefactor of such customers in particular and humanity at large, for the purity of his product is a conservation of public health.

But the selling end is not the only important one. There must be a minimum cost of production. Within the year past many of the dairy herds in the State were sold out, because the dairyman was operating at a loss. Why? Because practically all the feed that was fed to the herd was bought on the open market. Even the roughage had to be hauled to the farm. The fault lay in the manner of procuring the feed and in the manner of apportioning it. The idea is this: The feed must be largely raised in the farm and the feeding must be economical and systematic. With the present high

prices of feedstuffs, we must practice economy in feeding. Economy in feeding does not mean to stint the cows and give them less food, but to carefully select the feeds which supply the necessary elements the cheapest, especially the protein. One kind of a feed at \$1.40 per hundred pounds may be a more expensive feed than another at \$1.60. A comparison of the value of a feed can be made only when both the price and the composition are known. In many of our so-called mixed feeds, although they cost less per 100 pounds, we pay a higher price for the protein than we do in our standard milk feeds, such as cotton-seed meal, peanut meal and bran.

It is very important that the cows be supplied with a good pasture or green feed of some nature. In one of the largest dairies of the State, although the cows are kept in a dry lot, they are given an abundance of fresh-cut alfalfa, which, of course, is better than a grass pasture. A good quality of silage will make up for short pasture; in fact, we should plan to have some silage on hand to feed during the dry period of the late summer, when the grass is dry. Otherwise the milk yield is sure to fall off. The dairy cow cannot yield maximum quantities of butterfat and milk from pasture and dry hay alone. There must be some variety in forage, crops and some approach to a balanced ration with the required nutritive ratio. If we are to expect a high milk and butterfat yield, we must expect to allow for good nutritive feeds, and this will, of course, run up the initial cost, as also it will the net returns.

That means that the dairyman has tested each cow and sold for beef all that have failed to show a good net profit. One must determine for himself just what this production must be. However, 175 pounds of fat is about the least that a cow can produce and pay for her keep, even when all expense is at the minimum.

When it comes to the purchasing of dairy stock, the problem of getting good individuals is a serious one. Because an animal may be a registered pure-bred does not always give it a value as a dairy animal. The real quality, which far outstrips the purity of blood, is the productive efficiency of the cow herself. We should obtain a record of the milk as well as of the pedigree.

The by-products of the dairy must receive careful attention if the farm is to be efficient. Pigs and chickens make profitable gains on skimmed milk, when given a proportionate al-

lowance of grain. Indeed, we very often find dairy farmers who really make more profit from these by-products than from the cows themselves.

### NEW PLANS FOR BABY WEEK.

Nebraska is planning the earliest Baby Weeks of 1917. California and Massachusetts and a few communities in Pennsylvania, and doubtless others who have not reported on their plans, will hold Baby Weeks in advance of the general date. But in most of the 502 communities from which the Children's Bureau of the U. S. Department of Labor has already heard, Baby Week will be celebrated the first week in May.

In Nebraska and a few other States, the State Baby-Week committees are suggesting that local campaigns be held during different weeks in different districts, so that circuits may be arranged for speakers and exhibit material. Where such a plan is carried out, the State celebration will probably last after the 6th of May.

State-wide plans for Baby Week are already under way in at least 34 States, representing every section of the country. Several State committees have selected some one phase of infant-welfare work for special emphasis in this year's campaign. In the State of Washington; for example, many communities are testing the completeness of their birth records in advance of Baby Week. The importance of complete records is to be emphasized also in Illinois, in Iowa, in New Hampshire, and in Ohio.

The Delaware campaign is to be devoted to the prevention of infantile paralysis. North Dakota calls attention to the needs of children under school age. Kansas, which held the record among all the States for the largest number of local Baby Weeks in 1916, is emphasizing three needs in this year's plans: Complete birth registration throughout the State; instruction of mothers in the principles of baby care; and better understanding of the care that expectant mothers ought to have.

The details of local plans develop later than the State plans, and these are just beginning to come to the Children's Bureau. It seems that local committees are commonly choosing one or more specific purposes in order that the campaign may have permanent results, even in States for which no specific program is suggested.

The Children's Bureau has a bulletin on the planning and carrying out of Baby-Week Campaigns and other ma-

terial of assistance to local committees, which it is glad to send upon request.

### THE FOOD SUPPLY.

By A. M. HOVE.

The demand for bread and meat will continue strong. It matters not whether the big war in Europe continues or ends in the near future. The vast armies can not be demobilized in time for the men to take part in industry in 1917. In the meantime the millions of soldiers and more millions now engaged in the manufacture of war supplies are consumers of bread and meat produced elsewhere.

Should the United States enter the war, it thereby becomes another important customer for bread and meat. This will very materially increase the already strong demand from abroad. Hence there is every indication that prices for the necessities of life will continue high for the next year.

Northwest Texas is admirably well suited to take advantage of this strong demand for bread and meat. It grows wheat and other small grain most successfully. It grows the sorghum grains like kaffir and milo. It grows forage crops like sorghum and Sudan. There are vast areas of new fertile land that may be planted to these crops in 1917. In other words, Northwest Texas may increase its crop area to take advantage of the demand for what it grows most successfully.

Not a hoof needs leave Northwest Texas for feed lots elsewhere. It is itself able to produce everything necessary to fatten every hoof at home, and thereby get the full value of the steer, the lamb, and the hog. The grains and fodders grown in Northwest Texas produce the finest beef, mutton and pork fully as cheaply as it can be done in the corn belt.

But it will take the co-operation of the banker, the business man, the farmer, and the stockman to make material increase in production of bread and meat in 1917. The banker must look after the financing and the business man must give attention to better marketing, while the farmer, the live-stock grower, and the feeder give their undivided attention to increased production.

The crop season of 1917 is at hand, and plans for extension of production must be made quickly. Shall Northwest Texas show marked increase in 1917?

Talk it over with the banker and the business man.