

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

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PLAINVIEW, TEXAS, TUESDAY, APRIL 3, 1917

SWINE BREEDERS ENDORSE HALE COUNTY AS LOCATION FOR THE A. & M. COLLEGE

BANQUET SERVED IN PRESBYTERIAN CHURCH BASEMENT ENDS SESSION OF PANHANDLE PORK PRODUCERS, CONCEDED TO BE BEST IN THEIR HISTORY.

Compliments to Hale County, Plainview and the South Plains country were profuse at the banquet served the members of the Panhandle Swine Breeders' Association Saturday evening, in the basement of the new Presbyterian Church building. The menu, which was served by the Ladies' Aid of the church, was complete and the service was most unusual. Place cards, hand painted, bearing the numerals 1917 and a pig, were appropriate.

Rev. T. B. Haynie acted as toastmaster, manipulating an extemporaneous program which was unique.

Between courses, the piano solos of Miss Zeigler, teacher of music at the Wayland Baptist College, were enjoyed, the repeated encores attesting the appreciation of the guests.

When the five courses had been served, cigars—made in Plainview by Vinson Robison—were served.

At the call of the toastmaster, "Daddy" Phelps humorously responded to the call "When Does a Pig Become a Shoat?"

"If there's any one who has seen the South Plains country and is not convinced of its superiority that man is Green," remarked the toastmaster as he introduced J. Wiley Green, stockman of Wolfe City, who responded to "When Things Are Ripe; or the Cow Wouldn't Give Milk and We had to Take It From Her," the appropriateness of the subject being evident to those who knew that Mr. Green is a fancier of dairy cattle. The response of applause which followed the announcement of Green's name was evidence of the regard the visitors had for this witty, spontaneous after-dinner speech maker.

Col. C. C. French's response to "Pigs Is Pigs" was tempered with humor, but was convincing of the sincerity with which he regards his work, namely, the formation and maintenance of boys' and girls' pig and baby-beef clubs.

"The hog raisers of this section should sooner or later become immune to my talks," said Dr. F. R. Jones, of Fort Worth, when called on to talk on "Immunity." "Seriously," he continued, "there's a great work of education to be done in the livestock business regarding sanitation. I feel that the governmental agencies are doing a great work and that the usefulness of their efforts is just becoming manifest."

"When I first sat down to this banquet it appeared to me that the pig on the place card was in an attitude of prayer, probably trying in his piggish way to forestall the butcher's hand or to evade in some way the necessity of falling into the hands of our commission buyers and the packers. But I see now that I was mistaken. His attitude is one of thankfulness. He's thankful for the wonderful land of sunshine and green alfalfa," said Tom Frasier by way of introduction. "Do you know that in my travels as a commission buyer I have visited practically all of the Southwest? Well, while in Kansas I went into a town. I am told that it was named for a pastor in Plainview, a man who has a wide reputation for building up his congregation. This town was 'Haynie Knob,' with a suggestive glance at the extremely high forehead of the toastmaster. 'Why, I saw the Plainview country years ago. The development here within the past few years almost surpasses belief. The time will come when this entire South Plains country is painted red with hogs.'

"I was misinformed," said the toastmaster, "when I was told that Mr. Frasier was such a broad-minded person that no suggestion of a subject for him was necessary. I beg the pardon of those present. The ignorance of this man is astounding. Does he not recall that all furniture of the first class a decade ago was finished with a marble top?"

W. O. Bobbitt, a breeder of the Poland-China hog, was called on next for his impressions of the South Plains country. Profuse in his praise of the development the two days' visit had revealed to him and in his personal thanks for the hospitality of Plainview, he offered the following resolution, which was adopted unani-

mously: "WHEREAS our State Legislature has made provision for the location of a State Agricultural and Mechanical College at a point in West Texas to be determined by a special commission appointed for that purpose, be it

"RESOLVED by the Panhandle Swine Breeders' Association, now in session at Plainview, Texas, that we most heartily commend the action of our legislative body in this expression of the recognition of West Texas' needs; and be it further

"RESOLVED that in the selection of the location of said institution by said commission, it is the individual judgment of the members of this association that the most careful consideration should be given to the matter of health for the student body of said institution; to the selection of soils that will permit the greatest possible diversity of crops; the conditions that make possible the greatest demonstration in every kind of live stock—their breeding, their growth, the feeding value of grains and forage; the opportunity of teaching the boys of the State dual farming—both the so-called dry farming and farming by irrigation; and that the location should be chosen, regardless of political or personal interest, that will combine to the best possible advantage all of these points. And be it further

"RESOLVED that after an inspection of the soils, the farms, the stock interests, the character of its people, the great diversity of all interests pertaining to successful farming, it is our judgment that Hale County, the center of the wonderful shallow-water belt, offers every condition to make it the most desirable for such location, and we recommend to said locating board, in making their decision, that they make a thorough, extensive and intensive investigation of the conditions in Hale County."

The president of the association, Harry A. Nelson, expressed his appreciation of the splendid manner in which Plainview had entertained the association, and reiterated remarks that the convention was the most successful in every respect the association has held. He insisted that he could not make a public speech, and asked that Mrs. Nelson, who sat by his side, sing. The insistence of the guests prevailed, and she sang "The Holy City," and "Perfect Day" as an encore.

Commissioner Fred W. Davis, in a few well chosen words, expressed his gratefulness for the opportunity of being with the Panhandle Swine Breeders' Association. "It has been my fortunate privilege," he said, "to see and study agricultural methods in England, in Belgium, in Germany on the historic Rhine, and have seen the artistic and scientific farming in France. I want to say to the assembled guests tonight that never have I seen anywhere a country which is susceptible of better development than this good part of the Lone Star State."

"Production is the most-talked-of element in economy. The politicians talk of it when running for office, but no one thing is so sorely neglected. The people should see to it that the man who is elected to office carries out the promises he makes before election. That is the just standard of measuring his success. Texas has given away her domain or sold it for a song with a lifetime to pay. Yet as a class there is a large element of farmers who rove from place to place, staying at one place only long enough to incur accounts, neglecting their families, content with poverty. You will find that these nomadic people oppose good roads, they oppose taxation for schools; for their residence is only temporary and they are not interested in community development.

"Texas agricultural interests need three things: (1) We must have farmers; (2) We must make them capable of holding their own in this age of business; (3) We must go down into our pockets for more than twenty-five cents a farm in order to do it, and the money will come back to us a hundred fold," concluded the Commissioner.

T. Fryse Metcalfe's talk was to the point and just long enough to be ap-

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THE PANHANDLE VS. NORTHERN STATES IN HOG PRODUCTION.

Paper Prepared by Lon Alexander, of Childress, for Panhandle Swine Breeders' Convention.

In taking up this subject, I certainly feel my inability to express my thoughts, and only wish I was able to tell you in a way that you could fully realize of the opportunity the great Panhandle of Texas offers to the stock raiser today—especially to the raiser of swine.

First, I will take up the matter of land values. In the North they are raising hogs on land that actually costs from \$200 to \$800 per acre. I do not think that this land is priced on what it will produce, for 60 bushels of corn is a good yield and 50 cents is an average price, making say \$30 per acre gross yield. On the other hand, you take our land, and \$25 is a big price, and from a feed standpoint we will raise about a ton of maize to the acre. This maize is worth about \$10 per ton. Here we make a small investment and make a good profit on the amount invested.

Next, we will take the item of equipment: In the North they are compelled to have a barn that will cost from \$600 to \$1,000, and this barn must be heated FOR GROWN HOGS, to say nothing of the pigs, and notwithstanding this equipment, on my recent trip I saw grown hogs with frozen spots on them as large as your hand. Here the average hog shed will cost from \$25 to \$50, and, as a matter of fact, I think \$10 will cover the most of the equipment in the Panhandle.

We find that hogs suffer a great deal more from the summer heat in the North than here. In the Panhandle we don't have any excessive heat; there is nearly all the time sufficient breeze so that with a shade all hogs that are not too fat will go through the summer with very little other attention.

Next, taking everything into consideration, we can enter the hog business here with about one-tenth the money that it will take in the North.

We will now consider the hog business, proper: Any breeder in the North will tell you that fall pigs won't pay, so they only depend on the spring litter. We don't figure on anything but two litters a year. This gives us a 100 per cent go on the North from a production standpoint. Now, I saw fall pigs, and can safely say that the fall pigs won't pay in the cold country. This gives us room to do business on one-tenth the money, and then we heat them 100 per cent.

You might say that the corn they raise will put their hogs through so cheap. Now, I will say that the breeder that grows his pigs on corn will not be in the breeding business very long. We will take it, however, that he just feeds corn; well, we can just feed maize, and you will see from the A. & M. College experiments that our sorghum is just about as good or bad as the corn alone is good or bad. The man that is making a success in the North, as well as in the Panhandle, is the man that feeds the balanced ration, and we will raise a greater variety here in the Panhandle than in the North. Take alfalfa, lespedeza, Sudan, soy beans, sorghum, peanuts, maize, rape, rye, wheat, cottonseed meal, and others that they can't begin to raise; here they flourish. Take our winter pasture, for instance. We can pasture all winter long, with the exception of a few stormy days; there they have to keep their hogs in those good barns, heated with \$10 coal, and fed today \$1.10 corn. Think! Today your hogs are grazing on wheat, while the Northern breeder's hogs are housed up, and that housing don't let them grow in the winter. I just received a letter from a breeder I know.

I tell you, this is the greatest thing I know of—this cheapness with which we can grow the hog.

The raisers of hogs in the North are the best of friends. When one of those good breeders puts up an animal, his nearest neighbor may and likely will take her to his place at a good price. They fish close to the bank, and all stay together. They don't steal any good sows up there. I know—I bought some!

Right here I will say that those breeders all have sales which cost money for advertising, and the actual expense of selling is great. Here in the Panhandle, I don't think we will have to hold those sales, for every breeder is behind with his orders, and I believe that for three or four years you won't have this expense of hold-

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THIEVES STRIP BIG ENGINE AT LAKE PLAINVIEW OF BRASS

Council Would Take Steps to Put an End to Selling Stolen Junk.

The City Council last night heard complaints of theft of brass from the plant of the Texas Land and Development Company at Lake Plainview. Certain dealers in junk have bought the parts stripped from the engine. The Council is contemplating enactment of an ordinance requiring all junk dealers to keep a list of materials bought and from whom. The pump at Lake Plainview ran until seven o'clock Friday evening, in anticipation of the visitors at the Panhandle Swine Breeders' Convention, and during the night the engine was stripped.

The reports of officers were accepted. City Secretary Spencer reported collection of \$236.33 sewer and water dues. City Tax Collector Vaughn reported collection of \$438.24 current taxes; \$133.75 occupation taxes; \$221.92 delinquent taxes collected, less twenty per cent commission for collection by special collector; \$41.80 fines—a total of \$835.71.

TWENTY-SEVEN MARCH DAYS WERE CLEAR; ONE CLOUDY.

Twenty-seven days of March were clear, one cloudy and three partly cloudy, according to the report from the Government weather recorder at the Texas Land and Development Co. The coldest day was March 4, when the temperature was one degree above zero. The maximum temperature was ninety-two degrees, on March 30. The mean maximum temperature was 72.80 degrees, mean minimum 31.96, mean temperature 51.93. The greatest daily range was on the twenty-eighth, from 81 degrees to 27 degrees. One inch of snow, .02 inch of moisture, fell on the third of March.

ANTI-PACIFISTS STORM HALL WHERE JORDAN IS SPEAKING.

BALTIMORE, Md., April 2.—The address of David Starr Jordan, chancellor of Leland Stanford, Jr. University, was cut short when a group of anti-pacifists stormed the theater in which he was speaking. Arrests of six prominent business men of the city have been made.

GOOD RAIN "DOWN STATE."

A good rain as far west as Abilene and extending from Dallas is reported by J. E. Pepper, who returned from a business visit in Dallas yesterday. He also reports storms at Brownwood, Santa Anna and vicinity.

HAS APPENDICITIS.

L. P. Barker, of Barker-Winn Company, left yesterday morning, accompanied by Mrs. Barker and his brothers from Lockney and Floydada, for Temple, where he will undergo an operation for appendicitis. Mr. Barker was stricken suddenly Sunday. He was able, however, to be up to make the trip.

MILITIA WILL GO TO SAN ANTONIO WEDNESDAY NIGHT.

Captain L. O. Shropshire of Company L, Fourth Texas Infantry, has orders to report in San Antonio with his company. His orders are to secure names of all members of the company honorably discharged.

The company has been mobilized for the past few days.

NEW PASSENGER-TRAIN SERVICE IS EFFECTIVE.

Double daily passenger-train service between Amarillo and Sweetwater was inaugurated by the Panhandle and Santa Fe Railway Company Sunday. The first train arrived in Plainview on schedule time Sunday afternoon.

CONSUL VON STRUVE BACK.

H. C. von Struve, United States Consul at Efert, Germany, has returned to Plainview, having visited on his way back with a brother at Abernathy. Today he is near Olton visiting another brother. Mr. von Struve was formerly a resident of Plainview, having been associated with the Third National Bank and the Texas Land and Development Company.

A PERSONAL WARFARE.

Senator Lodge, of Massachusetts, Has Physical Encounter With Citizen of Home State.

WASHINGTON, D. C., April 2.—A personal encounter between Senator Lodge, of Massachusetts, and Alexander Bammwart, of Dorchester, Mass., in which the Senator knocked his opponent down, occurred today in the corridors of the Capitol.

Women in Callers.

Bammwart, with the Rev. Paul Harris Drake, of Christ Church, Dorchester, and several other men and women of pacifist delegations, called Senator Lodge to the door of his committee room and asked him to vote against a declaration of war with Germany.

Senator Lodge replied that if President Wilson asked for such a declaration he certainly would support it.

"That is cowardice," retorted one of the group.

"National degeneracy is worse than cowardice," replied the Massachusetts Senator.

"You are a coward," said Bammwart.

"You are a liar," retorted Senator Lodge.

Bammwart advanced and struck the Senator, who then, despite his 67 years, launched a blow that sent Bammwart sprawling on the hard tiles of the corridor. Senator Lodge is a small man physically.

Bammwart and several of his friends were taken in charge by the Capitol police.

Says Lodge Hit First.

Bammwart told the Capitol police that Senator Lodge struck the first blow.

After Senator Lodge finished with the pacifists, David B. Hermann, of this city, stepped in and, according to spectators, pummelled Bammwart, cutting several gashes in his forehead and spreading blood over his face. Bammwart was taken to a police station with directions that a charge of assault on Senator Lodge be preferred against him. The others in the group with him were allowed to go.

Senator Lodge appeared on the floor when the Senate met, and apparently was no worse for his encounter. Scores of senators vent over to the Massachusetts senator's desk and shook his hand.

COMMISSIONER DAVIS SPENT SUNDAY WITH FRIENDS HERE.

Hon. Fred W. Davis, State Commissioner of Agriculture, who was one of the principal speakers on the program of the Panhandle Swine Breeders' Convention, spent Sunday visiting with boyhood friends, H. E. Skaggs, Professor A. G. Harrison and others.

LIPSCOMB HAS THE AGENCY FOR MAXWELL IN NEW MEXICO.

J. M. Lipscomb returned last night from Dallas, where he has been in attendance at the State convention of Maxwell dealers.

But two men in the State were given State territory by the factory heads who were present at the convention. Mr. Lipscomb, one of these, was given the entire State of New Mexico, and in addition was given five more counties in his West Texas territory, making twenty-four counties in the South Plains and Panhandle country.

Mr. Lipscomb is arranging to move to Albuquerque, New Mexico, about May first to take charge of the State work there. His father, T. D. Lipscomb, will have charge of the Texas territory.

COLLISION IN SANTA FE YARDS SATURDAY NIGHT.

About ten o'clock Saturday night a collision occurred in the Santa Fe yards. A northbound freight train ran into a train which was switching on the "Y," tearing up the caboose and doing considerable damage to the engine of the moving train. The engineer and fireman saw the danger too late to check their train, a dense storm of dust sweeping the track. Both jumped from the cab and were uninjured. The damage amounts to approximately \$3,500. A wreck train came in soon after the accident and cleared the tracks.

JOHN WORKMAN OPERATED ON FOR APPENDICITIS.

John Workman was operated on Sunday for appendicitis. He is rallying from the operation.

CONGRESS ADJOURNS TO MEET AGAIN TOMORROW

JOINT RESOLUTION FAVORED

PRESIDENT WILSON'S ADDRESS CONSIDERED GREATEST EVER MADE IN AMERICA.

Committees From Both Houses Have Given Measure Their Sanction; No Action of Congress.

WASHINGTON, D. C., April 3.—Congress adjourned this afternoon at two o'clock to meet tomorrow morning.

The committees from both houses passed favorably on the resolutions introduced last night immediately after President Wilson closed his address, which is considered the greatest speech ever delivered in America.

In a dispassionate, but unmeasured denunciation of the course of the imperial German Government, which he characterized as a challenge to all mankind and a warfare against all nations, the President declared that neutrality no longer was feasible or desirable where the peace of the world was involved; that armed neutrality had become ineffectual enough at best, and was likely to produce what it was meant to prevent, and urged that Congress accept the gauge of battle with all the resources of the Nation.

"I advise that Congress declare the recent course of the Imperial German Government to be in fact nothing less than war against the Government and people of the United States," said the President; "that it formally accept the status of belligerent which has thus been thrust upon it, and that it take steps not only to put the country in a more thorough state of defense, but also to exert all its power and employ all its resources to bring the government of the German Empire to terms and end the war."

When the President had finished speaking, resolutions to declare a state of war existing were introduced in both houses of Congress, referred to appropriate committees, and will be debated tomorrow. There is no doubt of their passage.

The resolution follows: "Joint resolution declaring that a state of war exists between the Imperial German Government and the Government and the people of the United States and making provision to prosecute the same:

"Whereas, the recent acts of the imperial German Government are acts of war against the Government and people of the United States;

"Resolved, by the Senate and House of Representatives of the United States of America, in Congress assembled, that the state of war between the United States and the Imperial German Government, which has been thrust upon the United States, is hereby formally declared; and

"That the President be, and is hereby, authorized and directed to take immediate steps not only to put the country in a thorough state of defense, but also to exert all of its power and employ all of its resources to carry on war against the Imperial German Government and bring the conflict to a successful termination."

Speaker Clark was re-elected by a vote of 227 to 205 over his Republican opponent, Representative Mann, as the first step in the organization of the House of Representatives.

GOOD DEMAND FOR ANNUALS OF PLAINVIEW HIGH SCHOOL.

The edition of The Plain View, 1917 annual of the Plainview High School, has practically been sold, according to John Boswell, manager of the publication. Frank Buchanan, editor-in-chief, has prepared some effective copy for the book, which is expected to excel any book that has been published by the school heretofore. One of the features of the publication is a full-page reproduction of the new high school building, which the school occupied only recently.

GALLAHER IS PROMOTED.

Effective yesterday, T. B. Gallaher was appointed Division Freight and Passenger Agent of the Panhandle and Santa Fe Railway Company, with headquarters at Amarillo. Mr. Gallaher, who has been travelling freight and passenger agent, has many friends in Plainview.

WHAT TO DO WITH WINTER-KILLED WHEAT ON PLAINS.

WASHINGTON, D. C., April 2.—Reports from different sources indicate that there is some winter killing of winter wheat in many sections of Kentucky, Tennessee, Illinois, Indiana, Ohio, Missouri, Oklahoma, Kansas, and Texas, although whether the extent of the damage is more than the average is uncertain.

Where there has been winter killing, the question arises as to the best course for the farmer to pursue. The following procedure is recommended by the cereal specialists of the U. S. Department of Agriculture:

"If the crop is not more than half killed, it may be advisable to let it grow and depend upon natural stooling or tillering of the remaining plants to produce a crop. Even fields in which a majority of the plants have been killed may give a profitable yield. It should be borne in mind that hard winter wheat tillers even better than many other varieties, and in that way a thin stand will be unusually increased."

In case of severe injury, where wheat is largely or entirely destroyed, it is better to plant some other crop, which should be corn where this crop will grow to advantage. In the extreme western portions of the Plains States, from Nebraska southward, milo or kaffir usually would be better than corn.

In the western portions of Kansas, Oklahoma, and Nebraska, spring wheat, particularly durum, may be profitably sown instead of tilled crops. The durum wheat will give better results in these districts than any spring common wheats. Durum wheat, however, should never be sown as a mixture in fields of winter wheat which has been partly winter killed, as it is difficult or impossible to sell the mixture under normal market conditions. It should be sown only where the winter wheat field is plowed and completely resown.

If it is desired to sow spring common wheat in thin stands of red winter wheat, a variety with hard, red kernels should be chosen, such as Marquis or Preston. The use of spring common wheats should be confined to extreme western and northwestern portions of Kansas and adjacent Nebraska. Usually spring wheat and winter wheat can not be harvested well together, because of difference in the time of ripening.

In the true spring-wheat districts where all seeding has yet to be done, it appears from reports so far that there will be only a barely sufficient supply of seed if quality is taken into consideration. It is important to give careful attention to the germinating power of the seed.

WHO'S THE NEXT!

In evidence of the fact that you are never sure when or where The Herald man will ask you the question about "Who's ad appears on The Herald Calendar today?" is the distance represented in the location of the winner for March.

Mrs. J. C. Homan, living five miles northeast of Olton, was awarded the \$5.00 in gold when she stated that The Herald was advertising the business-pulling ability of Herald want ads under the date of Saturday, March 31st.

Several who have been approached have stated that for weeks they have been watching each day's advertisement, but "I just happened to be so busy this morning that I forgot to look at the calendar." That man or that woman just lost \$5.00 that would have been handed them had they taken the time and trouble to watch on that particular day. You don't know just when the question will be asked. We don't know exactly; we generally let the spirit move us in hitting upon the day.

EASTER DRESS-UP

Have You Responded to the Call of Spring and Easter?

The awakening of Spring charms and delights us. The birds are chirping, the foliage and trees are being clothed in nature's enchanting green. The invigorating atmosphere, the delightful fragrance, the refreshing inhalation and new life stirs us with enthusiasm.

In harmony with nature's timely suggestion, we have assembled the seasons' most attractive merchandise, have marked them at prices irresistibly low, and now it is UP TO YOU to harmonize with the environment that surrounds you.

With only a few days remaining until Easter we suggest early shopping before our stock becomes depleted. When you get it at Jacobs you know it is new. You also know you are buying it at the lowest price possible.

Our Ladies Department

It is really a pleasure for us to show you our new arrivals. Our garments are different, having that touch of distinction that marks individuality, and that unquestionable value that can be obtained only at Jacobs Brothers, the Criterion Store of the Plains.

Your new Easter suit, dress, coat, skirt, waist and boots, in fact everything you require is here in abundance and at incomparable prices. Come in today. Our courteous and efficient sales force will be very glad to show you through.



Men's and Boy's Department

We are prepared to meet your every want for Easter, our stocks are new in every instance. New suits, new shirts, new shoes, new hats, pretty ties, in fact everything that would add to your appearance. If you can pay cash for your goods we can show you how easily you can dress up at a minimum of cost.

Men's suits at \$14.50, \$19.50 and \$24.50. Come in and see the new belted, pinchback and plain models in all the new shades of spring.

Boys' suits at \$3.50 to \$9.50. Every one new, every one different and new innovations. It will be easy for you to select one as our prices are extremely low.



Easter Footwear

at Savings Prices

We anticipated your wants in pretty exclusive footwear for Easter and are offering them at prices that are much lower in comparison. White boots low, Cuban and French heel at \$4.00 and up.

Men's and boy's shoes in nobby styles at \$3.00 up. You will appreciate our reasonable prices and careful fitting.





Jacobs Bros. Co
THE ONE PRICE CASH STORE

Our business for March was beyond our expectation, and we thank you very kindly for your liberal patronage.

We sell for cash. We sell for less and one price to all.

There have been three five-dollar gold pieces distributed, for the months of January, February, and March. The first went to Mrs. J. C. Woolverton, miles southwest of Plainview; the second went to Mrs. W. T. Haines, ten miles northeast of Olton. There are nine more \$5.00 gold pieces—one for each month remaining in 1917—forty-five dollars in all. If you are to be a possible winner, cut out the calendar in today's Herald, pin it on your wall and watch it every day.

Jack Frost Baking Powder

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

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

Too Busy to Write a Big "Ad"

But we are working hard to make
a Drug Store that will
JUST SUIT YOU

McMillan Drug Company

PHONE 62

KANSAS CITY STOCK

MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, March 30.—Cattle receipts were almost 39,000 head this week, 11,000 more than last week, and 5,000 more than a year ago. The market is about steady on steers for the week, but a quarter lower on yearling steers and heifers. Hog receipts this week were 48,000 head, 14,000 more than last week and 2,000 more than a year ago. The market is 25 to 35 cents higher, top today \$15.35. Sheep this week 41,000, 8,000 more than last week, and 5,000 more than a year ago. Prices are around steady for the week, choice lambs worth \$15.00 or better.

Beef Cattle.

Total receipts for March are 125,000 head, and 6,500 calves, as compared with 126,000 cattle and 5,200 calves in March last year. Prices average highest on record during the last week of the month, though prime-steer prices have not been fully tested, \$12.00 paid, while the right kind would bring \$12.50. Middle grades of natives bring \$10.75, and pulp-steers sell mostly at \$11.00 to \$11.65, some at \$11.85 this week, and little 1,000-pound steers around \$11.00. Yearlings have lost part of their edge, but sold up to \$11.75 this week at that. Heavy cows reach \$10.50 frequently, exceptions above \$11.00, and heifers also get above \$11.00. Bulls sell up to \$10.00, veals \$13.00.

Stockers and Feeders.

Highest prices of the year were paid this week, \$10.50 for 800-pound stock steers, \$11.10 for fleshy feeders weighing 1,140 pounds, and \$11.00 for fancy breeding heifers. Middle grades sell high also, very few stock steers under \$8.00, and few feeders under \$9.00. The week closed 15 to 25 cents lower than the best time.

Hogs.

Hog receipts for March are 176,000 head here, as compared with 219,000 hogs in March last year. Packers feel the shortage, and are shipping hogs in from all points of the compass. Order buyers compete keenly, and the market has a keen edge. Prices jumped up 20 to 25 cents today, four or five loads selling at the top, \$15.35, including weights down to 255 pounds. A car of little Oklahoma hogs weighing 188 pounds sold at \$15.00 here today, grossing \$2,800. The market has closed up the range of prices materially the last two days, middle and low grades showing more advance than heavies. Pigs sell at \$12.00 to \$14.00.

Sheep and Lambs.

Prices have not changed much, but an advance is expected early next week. Receipts for March are 140,000 head, 10,000 more than in March last year. Best lambs are worth around \$15.00, and springs will not sell much, if any, above that price this year. Medium lambs sell around \$14.75, heavy lambs \$14.50 to \$14.60, clipped lambs \$12.00. No prime ewes have been here, but they are worth \$12.00 to \$12.50, yearlings this week up to \$13.85. Goats sell at record prices, nannies up to \$8.75 this week, kids \$10.50.

J. A. RICKART,

Market Correspondent.

CITIZENS' MILITARY

TRAINING CAMP.

A recruiting office has been opened in the Chamber of Commerce at Dallas for the enrollment of citizens for the Military Training Camp to be held at Dallas June 16th to July 15th.

The object of the camp is to instruct and train the citizens of the country in the use of arms and tactical use of

troops and to teach the military history and policy of the United States.

Attendants may also avail themselves of the opportunity of taking the examination for commissions in the Officers' Reserve Corps. Any white male citizen of the United States from the age of eighteen to forty-five may enroll.

Entrance to this camp involves absolutely no obligations of any kind for future military service.

Transportation, subsistence, uniform and equipment will be furnished by the United States.

The Dallas Camp will be held at Trinity Heights, a beautiful, well situated camp site, covering eleven hundred acres, with suitable drill grounds, target ranges, etc.

There were 692,736,924 pounds of coffee, valued at \$65,176,310, invoiced at the American consulate at Santos, Brazil, for the United States during 1916, compared with 727,991,088 pounds, valued at \$62,431,991, for 1915.

Unselfish Mother Love

Mother Love is one of the most sacred things in the world. It prompts the mother to give her strength—her life even—gladly—happily—that her child may be safer, happier, stronger or better in every way.

Just a food—specially prepared to aid in making red blood and strong healthy tissue—is what she needs. Then all the natural functions of the body will be easily carried on without the least sense of fatigue or drain. With plenty of red blood in her veins, mother will feel no ill effect from nursing baby.

HEMO will aid mother in supplying baby with a quantity of good quality milk and at the same time improve her general physical condition. When it is impossible to nurse the baby, secure the food most nearly like mother's milk by asking your druggist for Thompson's Food (Peptonized).

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

Long-Harp Drug Co.

CITY LOANS

I am in position to make loans for the purpose of buying or building a home in Plainview. Terms on or before, with monthly payments. If you wish to build, buy or improve a home let me know your wants.

FARM AND RANCH LOANS

Best terms, liberal rates, and good pre-payment privileges. Special rate of interest on large loans.

Glaude B. Hurlbut

LUBBOCK,

TEXAS



TRUTH

As its advertisement—so the car. An honest announcement goes with an honest car.

Truth is the eternal test.

You will never read a Chevrolet statement making any extravagant claim.

True, we have claimed certain qualities for our car—superior motor-power, easy riding comfort, low cost of upkeep—but we have always been prepared to support our statement with the proof.

We claim that the Chevrolet model—now as always—stands for the highest motor value in its price class.

Test our statement—see the Chevrolet car, ride in it.

You will find—as thousands of others have—that we have spoken the truth.

E. N. Egge Auto Co.



Price Change

On May 1st the price of the Maxwell Automobile will be increased \$30. We have three car loads to sell at the old price of \$685 delivered. This means for you to get busy, buy the car you have wanted now, and save \$30.

South Plains Motor Company

J. M. LIPSCOMB

Phone 677

T. D. LIPSCOMB

SIGNS

We have opened a Sign Shop on South-east Corner of Square and are ready to figure on all kind of signs, Wall--Electric--Cloth--Sho Cards and Window Signs.

B. & B. SIGN SERVICE

H. C. BARROW

J. B. BRADLEY

AT YOUR SERVICE WITH

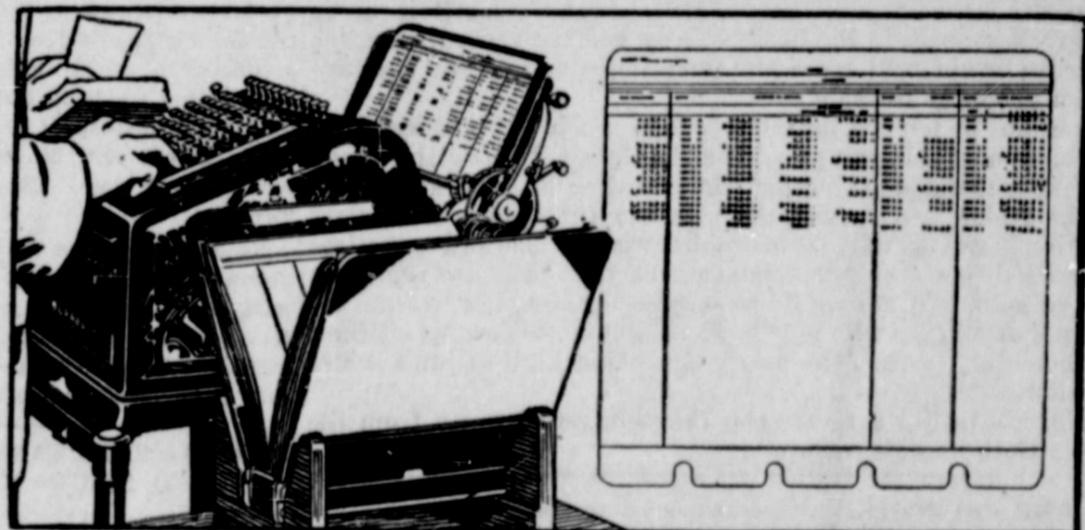
Michelin Tires and Tubes and United States Tires and Accessories

Also Garden Hose, Bicycles and Athletic Goods

Our vulcanizing plant is up-to-date and backed by guaranteed work.

PLAINVIEW RUBBER CO.

PHONE 104



A New Machine At The Third National Bank

This machine is really a wonderful set of steel brains which we are putting to work in our accounting department.

With it we can handle our figure work faster than ever before and at the same time be sure that every item in our books is right.

Help Us Give You Better Service.

By the machine method, every depositor's account is kept in balance all the time and there are no mistakes such as are unavoidable with other ways of handling figures.

The time saving made possible by our machine gives us an opportunity to improve the service to our customers in all departments of the bank.

Everything Is Done Automatically

It prints dates, adds your deposits to the old balance, subtracts checks, figures and prints your new balance. All this is done automatically. The operator simply writes the amount on the keyboard—the machine shifts from column to column and adds, subtracts, or prints the date as desired without the least attention being necessary.

Come In And See It Work

There is no method of posting ledgers known which equals this Burroughs Bookkeeping Machine in either accuracy or time saving.

Come in and see our new Burroughs at work in our accounting department.

THIRD NATIONAL BANK

The Plainview Evening Herald

—PUBLISHED 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

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IF YOU GIVE IT TO HIM, GIVE IT TO HIM.

The instinct of ownership early presents itself and is strong in the boy. Jim Simpson, of Childress, summarized this well in everyday words when he said at the Panhandle Swine Breeders' Convention "the boy's pig and daddy's hog won't work." If you give the boy anything, give it to him without strings; let it be his very own. Let him care for it, let him sell it if he wills, advise him and counsel with him as you can, but let him feel the spirit of unmolested ownership.

SERVING THE NEEDS OF ALL.

The endorsement of Hale County by the Panhandle Swine Breeders' Association for the location of the Texas A. & M. College is significant. No better industry in the West so much needs the help of an institution of this kind as does the hog industry, and the expressed desire of these representative citizens from all parts of the Panhandle and South Plains is worthy of consideration.

As was said by W. O. Bobbitt, of Carson County, Hale County can afford the school opportunity of investigation in both dry and irrigated farming. Not all the West Texas section can be benefited by irrigation research, but all can by dry farming, which can be practiced as well in Hale County as in any other section of the West. Then, too, the increasing number of irrigation farmers needs the assistance that such a school can give them.

WE WANT A SPRING SOW SALE.

Members of the Panhandle Swine Breeders' Association have expressed the opinion that the meeting just closed in Plainview was the most successful ever held in the history of the organization—a compliment to publicity and to the reputation of Plainview as a host and to the captains of industry who are developing this wonderfully rich agricultural and stock-raising section.

Plainview wants the swine breeders to be her guests again next year. This year they were rather the unexpected guest, and were given the hospitality of a resourceful hostess. Next year we can entertain them. Plainview wants the association to establish a spring sale and to hold the first one here in January or February of 1918.

The South Plains country can make some good offerings at such a sale. At the same time, this section offers more buyers for registered stuff than almost any other. There will be a good demand next year for registered sows, and the spring sow sale will be a success in Plainview. That Plainview can draw the crowds, necessary to the success of any convention, has been demonstrated, not merely in this convention, but in every one ever held here.

JUNK DEALERS AND PETTY THEFT.

The big engine at Lake Plainview was stripped of brass parts last Friday night and the booty sold to junk dealers.

Probably the theft was committed by boys. Too often it is the case that boys are charged with petty crimes which men commit, however.

Now the Council is considering the enactment of an ordinance which will prohibit selling of stolen junk, by throwing certain restrictions about its purchase. If junk dealers are required to keep a record of brass, rubber, iron and other junk they buy and also of the names of those who sell it to them, the evil will be somewhat checked. This is the action the Council is considering. Whether such an ordinance when tested will "hold water" is problematical, but its purpose is good.

The man who steals an automobile tire, or brass parts, or other materials usually sold at junk shops, will hesitate to sell if he is required to give his name to the dealer. Any written record, whether he tells the truth or not, will cause him uneasiness, and he will hesitate to offer stolen property for sale.

Nine times out of ten the junk buyer is as much to blame as those who sell stolen goods. He can plead that he does not know the goods are stolen if apprehended in buying same. Often he knows that the junk has been stolen, but cares little. In the first place, as a class the junk dealer is not usually a desirable citizen. The low practices currently resorted to in the business are such that they are repulsive to the average man. Of course, there are exceptions, and we do not wish to imply that all men who buy junk are not conscientious citizens, mindful of their duty to the community. But that kind of junk dealer is the exception.

As a rule, it's pretty safe to keep the youngsters away from the junk dealers. Both may be tempted.

WITH THE CHURCHES.

Busy Women's Class.

The Busy Women's Class met with Mrs. Jordan in a social and business meeting on Friday, March 30th.

An interesting paper on Sunday School work was read by Mrs. McClendon, bringing out many helpful points.

Mrs. Hunter read class constitution and by-laws, followed by a round-table discussion on "How to Interest People in Sunday School Work." The leader, Miss Rebecca Ansley, being much awake on this subject, made it quite interesting, and all became much enthused ere the discussion closed.

Membership, absentee, social, devotion, and publicity committees were appointed.

The Easter rally committee is to district the town and appoint sub-committees Wednesday at 3 p. m. to help make a personal canvass of all who are interested or might become interested in the M. E. Sunday School.

The class then had a pleasant social hour while enjoying Mrs. Jordan's hospitality.

CODLING MOTH.

By M. E. HAYS,

Entomologist, Extension Service.

The codling moth is the principal insect that damages the fruit of the pear and apple. The adult, which deposits the egg, is a grayish brown moth. The egg is deposited about the time that the tree is in full bloom, which hatches in from five to ten days into the young larvae or worm. The larvae works its way into the calyx cup of the fruit, which must be filled with poison in order to kill this insect. The first generation of the codling moth enters the calyx. They feed from three to four weeks in the young fruit, and then

crawl down the side of the tree and find a suitable place to spin their cocoon, and transform into the pupal stage. The pupa may rest in this condition for a week, or until the following spring, when the adult emerges. It will be seen that the life history varies from one month to about a year. The control of the pest is by spraying the young fruits just after the petals have fallen. The calyx cup must be filled with poison. The following formula is used for the summer spraying of apples:

Arsenate of lead (powder) . . . 1 1/2 lbs.
(paste) 3 lbs.
Commercial lime sulphur . . . 1 1/2 gals.
Water 48 1/2 gals.

This is a combination spray and will also control apple scab.

This application should be repeated in about two weeks. In about six weeks after the second application the same material should be applied for the second brood of the codling moth.

ROOMS—Two furnished rooms for rent to couple without children. Telephone 474.

It.

"BUY IT MADE IN TEXAS."

By J. E. BOOG-SCOTT,
Coleman, Texas.

This slogan was started by manufacturers and business men some years ago, with the idea of fostering and bringing to the notice of the people of the State its manufacturing and industries. I think this slogan should be applied in a much broader sense.

You see many a man sending away from home for fine chickens, bulls, hucks, or billies, seed corn and other seeds, instead of patronizing his neighbor who has an animal or seed adapted to the country.

Our Texas experiment Stations have shown through their experiments that corn shipped in from the North will not make nearly as much as seed that has been produced, maybe in the next field, by your neighbor. The same thing, as any stock raiser knows, applies to any of our domestic animals. The imported bull, that looks so sleek and fat, because he has had his head in a feed bin all his life, goes to pieces on the range, while one of the same breeding that has been handled with an eye to the needs of the country bought from your neighbor, does the service, goes through the long summer, looks better than he did in the spring, while the imported animal, if he is not already dead, comes out looking like a caricature of his former self.

The Angora goat is one of the best examples of this we have. Texas has millions of acres adapted to them, while climate and general characteristics are the same as the original home of the goat, and yet many breeders are getting goats from totally different climates. With this in view, the Texas Experiment Stations have obtained five sections in this country and are planning to experiment with different types of goats to try to determine which type is best adapted to the needs of the country and help the goat breeders of the State to become exporters of the best types of goats, instead of importers of all kinds unadapted goats.

In Texas we have built a great Agricultural College—to teach what? The agriculture of the State. And yet we have hardly begun to find out what we should teach. We have put the cart before the horse. We should have developed our Experiment Stations first, and had information that was made in Texas, and taught Texas agriculture instead of that of other States, with totally different conditions. Let's teach Texas boys agriculture suitable to their environment, and then we will be in a position to ship our finished products instead of raw products, be it teacher or theorist; a fine goat or a scrub; a fat steer instead of a thin one; cotton goods instead of raw cotton; plush instead of mohair; woolen goods instead of wool; flour instead of wheat. And let's "Buy It Made In Texas."

No one should get the idea from the above that it is not a good idea to import good things and good ideas, but let's get them used to Texas conditions and experiment with them before we turn them loose on the range.

MADE-IN-TEXAS CANNER IS NOW ON THE MARKET.

DALLAS, Texas, March 29.—An embarrassing situation for the canning clubs of Texas was met during the past week by the Buy-It-Made-In-Texas Association.

The canning clubs have found, through long experience, that the steam canning process is the only uniformly successful one, and in 1917 they planned to use this process. However, the company producing the steam canners—a Michigan firm—had gone up on the price of the canner to such an extent that the price, with the freight added, made a purchase almost prohibitory.

Mrs. T. P. Marshall, Dallas County home demonstration worker, took up the matter with Bernard J. Roemer, advertising secretary of the Association. Mr. Roemer, calling at the plant of one of the members of the Association who did sheet-metal work, discovered that the plant was equipped to turn out a splendid steam canner.

This Texas plant, figuring the cost, discovered that they could turn out a steam canner the equal of the Michi-

gan product for a price lower than the list price of the latter in 1916—or before the war-price raise was put on. This will be done, and Mr. Roemer will be glad to receive letters of inquiry from the canning clubs in regard to the matter.

"This simply goes to show that Texas plants are equipped to make products not now produced," says Mr. Roemer, "any one of which would materially reduce the war-price quotations from firms outside the State."

RUBY THEATRE LEASED TO J. D. HARRISON.

J. D. Harrison, lessee of the Plainview Hotel, has leased the Ruby Theatre from Stephens Bros., and took charge of the theatre Monday.

MRS. GEORGE HOWE WILSON,
LATEST METHOD
—In—
VOICE TRAINING.
Phone 511.
—Apr. 23.

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.

HARRISON & KERR CO., General Contractors.

Office at
Fulton Lumber Co.
Phone 167.
House Phones, 528 and 521.

THE FOUNTAIN AT THE REXALL STORE

VISIT US

DYE DRUG COMPANY
The Rexall Store

Phone 23 West Side Square

S. S. WILLIAMS
Optometrist and Optician

Eyes examined, glasses properly fitted without use of drugs.

Office at Residence, 704 Columbia Street

Puttin' on My Easter Togs—Too Busy to Tell You the Rest

Come and See Me,

Cannon Ball 10c Store



Copyright Hart Schaffner & Marx

WITH EASTER less than a week distant every woman is awakening to the need of replenishing the wardrobe for the new season.

Where to secure the prettiest styles, where your money will go the farthest, where you can have the widest range of choice, are the questions which naturally enter the minds of the belated shoppers.

This store will answer these questions most satisfactorily, by giving you a character of wearables of the reliable makes—workmanship is perfect, correct and invariably the latest styles, and values that you will recognize as entirely just.

Better shop tomorrow and Thursday so that any necessary alterations will not have to be made hurriedly.

Carter-Houston's
Correct Easter Fashions for Men, Women and Children

HUNGRY

Its no cry wolf. Unless you sow you can't reap. We have the seed. Sow the fields, the roadside and the fence corners, then you have done your part to keep the wolf away, yours to help feed the world.

PLAINVIEW PRODUCE CO.

SOCIETY

Telephone Number 72

ANNOUNCEMENTS.

Thursday evening, in the Wayland College chapel, Miss Mary Braselton will read "Pegeen." The recital will begin at eight-fifteen o'clock.

MR. AND MRS. E. E. ROOS ARE HOSTS TO BUICK DEALERS.

Saturday night the Buick salesroom, tastily decorated with fresh flowers and Buick pennants, was the scene of a most delightful banquet given by Mr. and Mrs. E. E. Roos in honor of Buick sub-dealers in this territory.

As the guests were being seated, Miss Nell Sansom, at the piano, played the accompaniment for the entrance of Mr. Roos' roadster driven into the banquet room by Miss Madge May. Mrs. E. L. Doland rode in the car singing "If You Only Had My Disposition." Seated at the banquet board, each guest was presented with a gold Buick stickpin as a favor.

The Sansom-Doland Concert Company entertained those present with song and instrumental music throughout the serving of the following menu:

- Oyster Cocktail
- Sweet Pickles Celery Olives
- Roast Turkey
- Cranberry Sauce Sage Dressing
- Creamed Peas
- Mashed Potatoes Asparagus Tips
- Hot Rolls
- Ice Cream and Cake
- Coffee Cigars

S. S. Lindsey, Southwestern distributor of Buick cars, from Oklahoma City, the guest of honor, when called upon by the host gave a most interesting talk on "Service," urging the Buick dealers present to render such service that their customers would become their most valuable advertisers and salesmen. His address was followed by impromptu after-dinner talks by A. M. Nesbit, representing the Delco factory; E. B. Miller, L. Higgenbottom, and Mrs. E. E. Roos.

H. S. Avent, of the Crystal Cafe, served the menu. Miss Adeline Irick assisted Mrs. E. E. Roos in the decorations.

Those who enjoyed the hospitality of Mr. and Mrs. Roos were S. S. Lindsey, Oklahoma City; J. Rooney, Amarillo; A. M. Nesbit, Crosbyton; W. I. Kirkendall, Lubbock; C. Lindley, Ralls; W. R. Yelverton, Clovis; E. Renfro, Hereford; O. L. Weisenborn, Clovis; O. R. Shell, Ralls; A. W. Montgomery, Happy; John Renfro, Hereford; L. Higgenbottom, Lubbock; Browns Martin, Flomont; W. O. Tubbs, Lubbock; C. L. Griffin, Crosbyton; Robert Tubbs, Lubbock; Jess Elrod, Muleshoe; S. K. James, Lockney; C. H. Curl, Littlefield; W. C. Lee, Floydada; E. E. Miller, Oda Thomas, Ben Gardner, and the host and hostess.

A store where quality is the thing



Style too is a big consideration, price is kept within due bounds--

Service is important in this store.

But Quality is Paramount.

On this alone stands the future of this business.

This quality is what brings you back for your second pair of Walk-Overs.

This quality is what you speak of to your friends. It's there dollar for dollar in Walk-Overs.

REINKEN'S
Clothing and Shoe Store

HIGHLAND CLUB.

Mrs. A. H. Lindsay entertained the Forty-Two Club Friday afternoon with a matinee party. The party went to The Olympic Theatre to see Marie Doro in "Lost and Won." After the show, refreshments were served at the Dye Drug Store.

The guests were: Mrs. Tom Miller, Mrs. Geo. Doubleday, Mrs. Fred L. Brown, Mrs. F. Gordon Brown, Mrs. T. C. Shepard, Mrs. Clint Shepard, Mrs. C. L. Largent and Mrs. W. B. Luna.

Lieutenant Carl C. Brown entertained a few of his friends Monday evening at a 6:30 supper. Those present were Lieutenant Nelson Perdue, Prentiss Rossen, Ernest Fowler, Grady Vaughn and Lieutenant Brown.

Misses Bullard and Stafford, teachers in the public school, returned Monday from Canyon, where they attended the Panhandle Teachers' Institute and visited with friends and relatives through the week end.

Superintendent J. W. Campbell, Professor H. P. Webb, Professors Mobley, Woodruff and Porter, and Misses Longmire, Bullard, Stafford, Jackson, Spear, Brown, Susie and Callie Glenn, Pace, Rosson, Sanderson, Bell and Posten attended the Panhandle Teachers' Association in Canyon City Friday and Saturday.

L. D. Harrison went to Amarillo Saturday on business.

Kearby Nash left yesterday morning for Kansas City, where he will enter an electrical school.

Mrs. E. L. Woodley and small children, Mary Lynn and James, left yesterday for Snyder, having visited her father, Rev. A. B. Roberts, and family. H. C. Burroughs, of Merkel, has arrived and assumed his duties as prescription clerk at the McMillan Drug Company's store.

Ross Rodgers, of Amarillo, was in Plainview Monday visiting relatives.

A. F. Anderson, of Ralls, spent the week end here with his parents, Dr. and Mrs. J. C. Anderson.

Judge T. D. Webb, of Kress, was a visitor in Plainview yesterday.

Jos. W. Ryan left yesterday for Magdalena, N. M., where he will engage in the sheep business.

Professor and Mrs. D. H. Stovall, of Hale Center, visited with relatives here Saturday and Sunday.

Mrs. F. P. Powell and daughters visited in Plainview last week.

J. B. Copeland, of Vernon, representing the Vibrolithic Construction Co., of Dallas, is here today with a view to interesting the city officials in vibrolithic paving.

J. J. Lash left Sunday for Los Angeles, where he will join Mrs. Lash, who has been visiting friends and relatives there for the past few weeks.

A well is being installed at the West Side school, west of Plainview.

L. G. Wilson returned this afternoon from a business visit in Haskell.

J. F. Garrison was in Lubbock today on business, returning this afternoon. Rev. A. L. E. Weber made his usual pastoral visit to Slaton Sunday.

F. E. Blasingame has leased the fountain at the McMillan Drug Company's store.

E. L. Ayres, of Lockney, was here yesterday on business.

Dave Price and A. C. Goen, of Floydada, were here yesterday.

Sam Goodlett, of Hale Center, was a visitor in Plainview yesterday.

B. Mitchell and J. M. Brooks, of Crosbyton, were visitors here Sunday.

E. O. Moncrief, of Mariatta, Okla., was a visitor in Plainview Sunday.

H. B. Martin, of Matador, was here Saturday on business.

Stokes Bishop, formerly a student at Seth Ward College, has been elected captain of the baseball team of Southern Methodist University, at Dallas.

IT'S "MADE IN PLAINVIEW."

Everyone who's tried it says it's good--and, it's "Made in Plainview." This is not an advertisement.

The Bud Fisher cigar, made by Vinson Robison, in Plainview, was placed on sale here yesterday. It's a worthy product, and has unusual quality.

It isn't The Herald's policy to advertise a man's business for the mere pleasure of doing so--news print's too high for that, and it will not pay salaries.

By making a good cigar in Plainview, Vinson Robison knew that Plainview would push his product and help him make a success of his business. He knew that he would get a certain amount of publicity by his friends here talking his cigar if he made it good. He knew he would have the help of other citizens of the South Plains both by a good word and by patronage.

He expected some help--and here's our mite--a little free publicity.

Community Correspondence

SCHOOL FAIR WILL BE HELD AT HALE CENTER APRIL 6-7.

HALE CENTER, Texas, April 1.—The Roberts & Lemond elevator is nearing completion. W. O. Bellah has moved the galvanized-iron warehouse to make room for a switch to the new elevator.

Last week several of the boys drove west of Hale Center wolf hunting, and report the slaughter of two.

H. E. McCabe was here Sunday, and reports farm conditions in the Lakeview community good.

Miss Ruth Golt, of the senior class in the public school, gave a party to her classmates and a few of their friends at her home, north of town, Friday night.

The fifth and sixth grades of the public school, under the direction of their efficient teacher, Miss Tubbs, gave a very entertaining program Friday afternoon, in the school auditorium, honoring the memory of the beloved poet, James Whitcomb Riley. Several of the patrons of the school were present to enjoy the program and to hear the final try-out in the contest for the junior representatives in the meet to be held Friday and Saturday, the sixth and seventh of April. The winner in the contest for the girls is Katherine McCabe, and for the junior boys is Harry Johnson.

Hale Center was well represented in Plainview Friday and Saturday, some to attend to regular business and quite a great number to attend the Swine Breeders' Convention, among whom were Dr. R. W. Sanders, Mr. and Mrs. B. M. Johnson, H. N. Ritchey, J. L. Harrington, Harry Malone and many others. All expressed themselves as being highly pleased with the convention, and felt that their time was well spent.

Rev. B. H. Oxford has been quite sick, at his home, for several days. Frazier Bridges' baby has been quite ill, at his home, for several days, but is reported as being much better.

George Yates' children have been sick with the measles for some days, but are getting along nicely.

R. W. Lemond visited in Lubbock a few days last week.

W. T. REEVES BUYS SMALL HERD OF REGISTERED HEREFORDS.

LONE STAR, April 1.—Our class was selected Sunday afternoon to sing in the convention the first Sunday in May, at Roseland. They will now begin to practice their pieces for the contest singing.

A number of our people attended the Swine Breeders' Association meeting in Plainview Friday and Saturday, and came home reporting a most enjoyable time.

Herman King has been real sick the past few days with measles, but is improving at this writing.

Lessie Hutchinson and family and Elma and John Hutchinson were visiting at the E. C. Dodson home Sunday.

E. G. Foster has his home near completion. He will have a nice, eight-room house.

Our school is getting on nicely. We have good attendance since the measles has died out.

W. T. Reeves has purchased 13 head of registered Herefords, and will build up a small herd.

Our farmers are getting anxious to see a good rain, as the small grain is needing moisture now.

PROVIDENCE FARMERS ENJOY SWINE BREEDERS' PROGRAM.

PROVIDENCE, April 1.—The program Friday night was good, and a large crowd was present.

Rev. Lawrence, of Wayland College, preached here Saturday night, and G. E. Lewis and T. W. Sawyer made good talks Sunday at eleven. They came out to fill Rev. C. R. Smith's appointment, he being in New Mexico. They went to Prairieview in the afternoon and delivered another good talk. We hope to have these gentlemen visit us again.

Many of our people attended the swine breeders' meeting in Plainview

WILL MOVE TO PLAINVIEW.

H. F. Meadows and son, Frank, visited Mr. Meadows' son-in-law, J. A. Patterson, last week. Mr. Meadows, whose place of residence is Lamesa, has bought property here and will move to Plainview with his family in the near future.

D. E. Autrey, of Amarillo, is here today on business.

Have six coming two-year-old White Face bulls for sale. CHAS. E. SAIGLING. 4t.

FOR SALE—Half section of land, improved, by owner. Price right. Call G. E. LEWIS. Phone 116. 3t.

WANTED—To trade for a few hogs and a few cows. G. E. LEWIS. Phone 116. 3t.

Friday and Saturday, and were highly entertained.

Mrs. Nannie Barrett, who has been with her son, Charles, at his home here, for some weeks, has moved to her home, in Plainview. We regret to have Mrs. Barrett leave our community, but she will find many friends in Plainview to welcome her home again.

Mrs. Chas. Barrett's brother, Will Thomas, of Nebraska, is visiting her the past few days.

Miss Kathryn McLonglin, who is attending school at Meteor, visited home folks Saturday and Sunday.

Mrs. W. H. Bates has been on the sick list for several days, but is improving.

Meteor community and Whitfield community were well represented here Friday night at our entertainment.

NEWS FROM STRUVE.

STRUVE, March 31.—Lee Hooper and Faylor Sargeant have gone to Nazareth for a bunch of yearlings which Mr. Hooper has bought.

Stephen Struve has gone to Austin on business, expecting to be gone about ten days.

Miss Elsie Ogden, teacher in the Plainview public school, and her sisters, Jessie and Ruth, came out Friday to Olton to visit their parents.

Messrs. Hooper, Swopes and Kiser, and Mr. and Mrs. Erb and Miss Walker were Plainview visitors Saturday.

The Misses Hart came out Saturday to visit home folks. The Misses Kiser and Fitzgerald came with them.

Mr. and Mrs. Cornelius, of West Side, visited Ed Kiser's Wednesday.

John Ogden had the misfortune to lose a good draft horse last week.

Oscar Dupee has gone to New Mexico for an extended visit.

Vena Light went to Plainview last Monday to have an operation on her throat. She is doing nicely.

James Kiser and D. M. Sansom came out from Plainview Wednesday on business.

Mr. and Mrs. Labow and Mrs. Labow's father, Mr. Gilson, of Plainview, are at the Crawford ranch now.

Mr. Will Price's parents, Mr. and Mrs. Loe, came out on a visit last week. Their son Wiley is attending school here now.

Mrs. Tom Struve's father and mother are here on a visit.

Messrs. Keenan, Henderson and Edwards delivered hogs in Plainview yesterday.

Suggestions For a Completed Easter Apparel

Hosiery

Not alone in coloring and design, but in the actual weaving is the new Hosiery different. Here you'll find a showing in which "Quality" and "Style" are equally considered. It comprises the latest novelty effects as well as the staple blacks and whites. Prices 25c to \$1.50.

Corsets

Spring Fashions demand new low bust flexible type corsets with skirt long enough to cover the fleshy part of the thigh, to bring out the proper figure lines. Unless you are wearing a new corset, how are you going to secure proper fitting garments? Our new models are \$1.25 to \$6.00.

Neckwear

A bit of white—not always all white, however, for sport styles in a "riot" of colors are favored too this spring—these add much charm to a tailored suit or frock. And here are the popular styles in a most interesting showing. Prices 35c to \$1.50.

Silk Blouses

Lend additional charm to the suits for Easter and Spring. Georgette crepe Blouses, crepe De chine Blouses, of novelty silks and others. Found in the delightful colorings that will be in vogue this Spring. Price \$3.00 to \$8.00.

New Suits and Dresses continue to arrive. The styles present the very latest in the fashion realm.

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE



An Important Millinery Event takes place this week when we will display a variety of

Easter Hats

in the most popular styles and shades, designed expressly to supplement in line and color the new spring suits

These hats have the snap and originality that makes them attractive to the well dressed woman. The ideas offered are authoritative and exclusive. They satisfy the wearer's desire for something different.

We Feature Gage Creations

We anticipate the pleasure of your visit.

R. & H. MILLINERY CO.

Individual Style Shop

HANG THIS CALENDAR UP

**\$5.00
FREE**

**You May
Get It**

READ! READ! READ!

A REPRESENTATIVE OF THE PLAINVIEW EVENING HERALD WILL CALL AT SOME HOME IN PLAINVIEW'S TRADE TERRITORY ON SOME DAY OF THE MONTH. IF HE FINDS THIS CALENDAR HANGING ON THE WALL IN FULL VIEW, AND YOU CAN TELL HIM WHOSE ADVERTISEMENT IS UNDER THAT DATE, HE WILL PRESENT YOU WITH A BRIGHT, SHINEY \$5.00 GOLD PIECE. HANG THE CALENDAR UP—GET UP EACH MORNING AND READ THE ADVERTISEMENT UNDER THAT DATE—FORTIFY YOURSELF AGAINST THE COMING OF THE HERALD MAN. YOU CAN'T TELL WHEN HE IS COMING OR WHERE HE WILL GO—IT MAY BE 30 MILES IN THE COUNTRY OR IT MAY BE IN THE TOWN OF PLAINVIEW—SO BE READY! HE MAY COME TO YOUR HOME ON THE 6TH OR HE MAY NOT GET THERE UNTIL THE 23RD OR THE 30TH.
THE NAME OF THE PARTY GETTING THE \$5.00 WILL BE PUBLISHED EACH MONTH. HANG ME UP—PASTE ME UP—TACK ME UP—PIN ME UP!

--- I MAY BE WORTH \$5.00 TO YOU. ---

Mrs. J. C. Homan won the \$5.00 in Gold offered during March. When called upon Saturday, March 31st, she stated that the advertisement on the calendar for that day was that of The Herald, stating that Herald want ads get results.
You may be the winner for April. Watch the calendar every morning.

FOR
**APRIL
1917**

Read This Aloud to All the Family

THIS CALENDAR CARRIES WITH IT A LIST OF ADVERTISEMENTS FROM PLAINVIEW'S MOST AGGRESSIVE AND PROGRESSIVE BUSINESS CONCERNS, MEN WHO BELIEVE IN THE POWER OF TRUTHFUL ADVERTISING. BY ADVERTISING THEIR RESPECTIVE LINES THEY ARE ENABLED TO GIVE YOU JUST A LITTLE BETTER VALUE OR A LITTLE BETTER SERVICE—BECAUSE THEY NATURALLY ENJOY A LARGER TRADE THAN THE MAN WHO DOES NOT ADVERTISE. THEY WANT YOUR BUSINESS AND ARE SEEKING IT ON THE BASIS OF "SERVICE AND VALUE."

DO YOU TRADE WITH THEM? IF NOT, WHY NOT?

WATCH FOR YOUR NEW CALENDAR NEXT MONTH.

SUN.	MON.	TUES.	WED.	THU.	FRI.	SAT.
<p>1</p> <p>OUR \$15.00 AND \$20.00 GUARANTEED SUITS</p> <p>Biggest Bargains in America.</p> <p>REINKEN'S CLOTHING AND SHOE STORE.</p>	<p>2</p> <p>EVERYBODY TRADES —at— EVERYBODY'S CONFECTIONERY.</p> <p>Cigars, Tobacco, Candies, Sheet Music.</p> <p>Finest Ice Cream Parlor Anywhere. Better Cold Drinks. H. E. Jobe, Prop.</p>	<p>3</p> <p>THE NEW SPRING GOODS</p> <p>for Men, Women and Chil- dren are arriving daily.</p> <p>We are receiving daily shipments of the season's latest.</p> <p>JACOBS BROS. CO.</p>	<p>4</p> <p>EVERYTHING WORTH WHILE</p> <p>—for— Everybody's Needs</p> <p>—at— Saving Prices</p> <p>—at— FRANK'S NECESSITY STORE.</p>	<p>5</p> <p>Tel. 677. MAXWELL CARS. UNITED STATES —and— DIAMOND TIRES.</p> <p>MAXWELL SERVICE STATION.</p> <p>All Parts in Stock. SOUTH PLAINS MOTOR COMPANY.</p> <p>J. M. Lipscomb and T. D. Lipscomb.</p>	<p>6</p> <p>APRIL, the month of uncertain weather, brings colds, coughs, and other illness. Our Rexall Line and our Prescription Department can fix you up.</p> <p>DYE DRUG CO., The Rexall Store. Phone 23. West Side Square.</p>	<p>7</p> <p>PLAINVIEW TRANSFER AND TAXI COMPANY.</p> <p>We Meet All Trains.</p> <p>No job of hauling too small for us, and will con- tract to move anything that is loose at both ends.</p> <p>Tel. 44—Day or Night. DOLLAR BILL TAILORING CO.</p>
<p>8</p> <p>DAIRY BARNS AND SHEDS.</p> <p>This month is a good time to make your plans for dairy buildings. We will be pleased to show plans and sell you your supplies.</p> <p>ALFALFA LUMBER CO. Phone 163.</p>	<p>9</p> <p>SATISFACTION is a big word, and it is a bigger thing to give—but We Give It!</p> <p>Let US do your BARBER WORK. Send the Children to us.</p> <p>C. L. LARGENT'S BARBER SHOP.</p>	<p>10</p> <p>NASH HOTEL. European Plan.</p> <p>40 Clean, Cool Rooms, 25c, 35c, 50c. W. A. NASH Proprietor. Phone 444.</p> <p>W. A. NASH, Auctioneer. STOCK AND FARM SALES A SPECIALTY. Plainview, Texas.</p>	<p>11</p> <p>WE WANT YOUR CREAM.</p> <p>No matter what amount you are able to deliver, we want Fresh Cream at all times. We pay top market prices.</p> <p>PLAINVIEW CREAMERY.</p> <p>J. N. Morrison, Prop. Phone 361.</p>	<p>12</p> <p>ARE YOU INSURED?</p> <p>Better see us today and attend to it.</p> <p>We are prepared to serve your best interests.</p> <p>Office, Grant Building. MALONE & JACKSON.</p>	<p>13</p> <p>EVERY ARTICLE OF FURNITURE in your house that you do not need has an exchange value here.</p> <p>W. E. WINFIELD. Phone 95.</p>	<p>14</p> <p>THE FAMILY STORE</p> <p>Stands ready this month to Clothe every member of your family from Head to Foot.</p> <p>PLAINVIEW MERCANTILE CO. Phone 64.</p>
<p>15</p> <p>READ THIS!</p> <p>GARNER BROS., HOME OUTFITTERS. We Always SAVE YOU MONEY.</p> <p>Everything for the Home. Come in any day.</p> <p>GARNER BROS.</p>	<p>16</p> <p>FLOOR SPACE, 7,000 Square Feet.</p> <p>Plainview's New Garage, HUBBARD BROS.</p> <p>We work no appren- tices. All Repair Work Guar- anteed. Cars stored by day or month. Your Patronage Solicited.</p>	<p>17</p> <p>YOU'LL BE A WINNER EVERY DAY</p> <p>If you will always look to the</p> <p>ALFALFA LUMBER CO. To Supply Your Needs.</p>	<p>18</p> <p>TRY IT THIS MONTH!</p> <p>Have your Clothes cleaned and pressed in THE WALLER TAILORING CO. WAY.</p> <p>We handle Ed V. Price Made-to-Measure Clothes. Tailors. Dry Cleaners. Phone 188.</p>	<p>19</p> <p>LOOK!</p> <p>A man said—"I like to eat where it is clean"— and he eats here! He is never lonesome. Hun- dreds eat here every day. Bring your family.</p> <p>CRYSTAL CAFE. Everything Spotlessly Clean. Located in the Middle of Plainview.</p>	<p>20</p> <p>Tel. 161.</p> <p>When You Buy DRUGS, Buy Them Right.</p> <p>THAT'S THE WAY WE SELL.</p> <p>LONG-HARP DRUG CO. Bring us your Prescrip- tions.</p>	<p>21</p> <p>We RE-GRIND CYLIN- DERS and MAKE NEW PISTONS. Weld all kinds of Castings.</p> <p>Goodyear Tires and Tubes.</p> <p>E. N. EGGE AUTO CO. Phone 646. Plainview, Texas.</p>
<p>22</p> <p>'PHONE US YOUR COAL ORDERS</p> <p>Today or any other day. They will receive our prompt attention.</p> <p>ALLEN & BONNER. Phone 162.</p>	<p>23</p> <p>Start RIGHT This Month! Make arrangements to enjoy during 1917 a HUPP or CHALMERS CAR.</p> <p>CONNELL MOTOR CO. Phone 113. Donohoo-Ware Bldg.</p>	<p>24</p> <p>Call Telephone 119.</p> <p>CORN FOR SALE.</p> <p>COBB GRAIN CO.</p> <p>We buy and sell Grain of all kinds. Connections with largest Northern and Eastern houses.</p> <p>Feed Stuffs and Field Seeds.</p>	<p>25</p> <p>Use PRIDE OF THE PLAINS FLOUR</p> <p>This month and every other month, and be sure of the success of your baking.</p> <p>At All Grocers. HARVEST QUEEN MILLS. A. G. Hinn, Prop.</p>	<p>26</p> <p>Bring Your CHICKENS, EGGS AND TURKEYS</p> <p>—to— MERCHANTS PRODUCE COMPANY. and you will get the Highest Market Prices.</p>	<p>27</p> <p>FRANK'S NECESSITY STORE</p> <p>For Your Kitchen Utensils, Aluminum, Enameled, Tin and Hardware.</p> <p>Goods of High Quality at Low Prices. Phone 18. North Side Square.</p>	<p>28</p> <p>OLYMPIC "Quality Did It." TIME TABLE. Afternoon, 2:30 and 4:30. Evening, 7:00 and 9:00.</p> <p>Admission Prices. Afternoon - - 5 and 10c Evening - - - 10 and 15c WORTH IT! Special Music Every Day. Every Day a Feature Day.</p>
<p>29</p> <p>THINK IT OVER! Those who have thought are Now Trading Here.</p> <p>Phone 116. SANITARY STORE. Groceries and Meats.</p> <p>"It pays to pay cash." G. E. LEWIS, Wayland Building.</p>	<p>30</p> <p>VAN, The Square Jeweler, —with— Long-Harp Drug Company, Plainview, Texas.</p> <p>You don't have to be a judge of Jewellery to get a SQUARE DEAL here.</p>	<p>PASTE ME UP</p> <p>\$5.00 INGOLD</p>	<p>Use Herald Want Ads for Results</p> <p>One Cent a Word</p>	<p>Read The Herald Every Day</p> <p>Every issue brings you the live news of the day as well as the many messages of economy as expressed thru the adver- tisements of Plainview's live merchants</p> <p>\$2.00 A YEAR AND ITS WORTH IT</p>		

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**

JERSEY BULL CALF for sale. Is three weeks old. Has been taught to drink. Telephone 474.

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

FOR SALE OR TRADE.

One registered black jack; 14 1/2 hands high, four years old, absolutely all right in every way. C. J. MAFER, Dimmitt, Texas.

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

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.

FOR SALE.

Seven-room cottage two blocks from Baptist College. Reasonable amount cash; balance good terms. Phone 173. 8t.

FORD OWNERS.

Why hesitate to spend \$3.50 for a perfect light on your Ford? A perfect car otherwise. Sold under a guarantee by R. W. VANDERSLICE. 4t-pd.

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

Don't forget we do all kinds of In-door Staining and Varnishing. HANDY MAN'S SHOP. Phone 475.

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

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

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

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.

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

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

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

I own several quarter sections in Plainview country. If you are in the market for one or more, write owner, DANIEL O'DONNELL, Severy Hotel, Des Moines, Iowa. 4t-Tues. only. tf.

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

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

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.

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

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

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

FARM AND CITY LOANS.

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

GOOD CREEK VALLEY FARM near Altus, Okla., and fine home and rental property in Altus; also an up-to-date stock of furniture and East Texas farm, to trade for Plains land. What have you. S. W. HOLDER, Lubbock, Texas. 2t-pd.

EIGHT-ROOM HOUSE with ten acres of land for rent; reasonable. See or phone ROY IRICK. Phone 611. 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.

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

LOST OR STRAYED—Coming two-year-old black mare mule. Raised at Holman's, nine miles northeast. Has been out three or four weeks. Please leave information at KNIGHT AUTO CO.'S. tf.

GARDEN HOSE—The kind that will last, 1 1/2 c a foot at PLAINVIEW RUBBER CO. Phone 104. 3t.

GARDEN HOSE—The kind that will last, 1 1/2 c a foot at PLAINVIEW RUBBER CO. Phone 104. 3t.

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

GARDEN HOSE—The kind that will last, 1 1/2 c a foot at PLAINVIEW RUBBER CO. Phone 104. 3t.

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

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

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

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

ANYONE desiring a nice home of 160 acres, extra good land, 80 acres in high state of cultivation; fenced and cross fenced; 40 acres in wheat, balance prepared for planting to row stuff; 3-room house, bath and basement; well and mill; moderate out-buildings; 300 rods hog wire fence; family orchard; farm tools; horses and mules, about 60 head of cattle, few hogs, chickens and turkeys; lease on 110 acres farm land adjoining, 55 acres of which is in wheat and 55 acres prepared for row planting. Plenty of grass. Terms on half of place. Address C. care of Plainview Herald. 4t.

FOUND—Short gun stock and Hupmobile crank. Call at PLAINVIEW MACHINE AND AUTO SHOP and pay for this ad. tf.

GARDEN HOSE—The kind that will last, 1 1/2 c a foot at PLAINVIEW RUBBER CO. Phone 104. 3t.

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

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

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

WANTED—Used windmill, 14-foot wheel. Apply at Herald Office. 3t-pd.

FOR SALE—One good 1916 second-hand 5-passenger Saxon automobile. E. E. ROOS. Phone 17. tf.

WANTED—One of the best Jersey milk cows in Hale County. R. M. PEACE. 2t.

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

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

LOST—On El Paso Street near W. B. Armstrong's residence, three yards of pongee silk, with green stripe. Please return to CARTER-HOUSTON'S DRY GOODS STORE. 1t.

**TRY IT! SUBSTITUTE
FOR NASTY CALOMEL**

Starts Your Liver Without Making Every Druggist in town—your drug-You Sick and Can Not Sallvate.

Every druggist in town—your druggist and everybody's druggist—has noticed a great falling off in the sale of calomel. They all give the same reason—Dodson's Liver Tone is taking its place.

Calomel is dangerous and people know it, while Dodson's Liver Tone is perfectly safe and gives better results," said a prominent local druggist. Dodson's Liver Tone is personally guaranteed by every druggist who sells it. A large bottle costs 50 cents, and if it fails to give easy relief in every case of liver sluggishness and constipation, you have only to ask for your money back.

Dodson's Liver Tone is a pleasant-tasting, purely vegetable remedy,

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 a day's work! Take Dodson's Liver Tone instead and feel fine, full of vigor and ambition. Adv.

**LIFT YOUR CORNS
OFF WITH FINGERS.**

Tells How to Loosen a Tender Corn or Callus So It Lifts Off Without Pain.

You reckless men and women who are pestered with corns and who have at least once a week invited an awful death from lockjaw or blood poison are now told by a Cincinnati authority to use a drug called freezone, which the moment a few drops are applied to any corn or callus the soreness is relieved and soon the entire corn or callus, root and all, lifts off with the

fingers. Freezone dries the moment it is applied, and simply shrivels the corn or callus without inflaming or even irritating the surrounding tissue or skin. A small bottle of freezone will cost very little at any of the drug stores, but will positively rid one's feet of



**IN
THE
HOME**

Bell Telephone Service is invaluable.

For making social engagements, running shopping errands, or summoning aid in emergencies, the Bell Telephone is always ready and always serves.

Bell Telephone Service is a personal service.



every hard or soft corn or hardened callus. If your druggist hasn't any freezone, he can get it at any wholesale drug house for you.—Adv.

W. A. Nash went to Crosbyton yesterday to conduct the public sale for J. M. Bassett.

**The Only Grand Prize
(Highest Award)
given to
Dictionaries
at the Panama-Pacific Exposition
was granted to
WEBSTER'S
NEW INTERNATIONAL**

Superiority of Educational Merit.
This new creation answers with final authority all kinds of puzzling questions such as "How is Przemysl pronounced?" "Where is Flanders?" "What is a continuous voyage?" "What is a howitzer?" "What is white coal?" "How is skat pronounced?" and thousands of others. More than 400,000 Vocabulary Terms. 30,000 Geographical Subjects. 12,000 Biographical Entries. Over 6000 Illustrations. 2700 Pages. The only dictionary with the divided page—a stroke of genius. Regular and India-Paper Editions. Write for specimen pages, illustrations, etc. Free, a set of Pocket Maps if you name this paper. G. & C. MERRIAM CO., Springfield, Mass.

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

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

Miss Rebecca Ansley
SPIRELLA CORSETIER
Telephone Number 304

Public Sale at Pampa
APRIL 14th, 3 O'CLOCK
At the Wagon Yard

Two pure bred registered Percheron stallions, coming three and four years old, both blacks. Grandsons of Casino, the grand champion stallion at the St. Louis World's Fair 1904, and winner of 115 champion and sweepstakes prizes in America, also winner at National Horse Show at Paris, France, in 1901. A golden opportunity never offered at public sale before in the Panhandle.

I will also sell about twelve boar pigs, seven months of age, and a few gilts. These are all registered Big Type Poland Chinas with breeding as good as the breed affords. Many were bred by the Northern breeders, and I will show you at the sale sows weighing 800 and a 1000 pound male.

I also have at private treaty 100 head of spring pigs of the best breeding from prolific litters.

VISITORS ALWAYS WELCOME.

Harry A. Nelson, Prop.
Panhandle Percheron and Poland China Stock Farm
MIAMI, TEXAS.

**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 CO.

Store Opens
6:30 a. m.

EASTER NEWS

Store Closes
6 p. m.

THE PLAINVIEW MERCANTILE CO.

What! Easter Only Five Days Away! There's Not a Moment to Be Lost!

Spring! Easter—The New and the Beautiful

Easter comes but once a year, and when it comes it brings New Fashions.

Spring is the season of change—the season of the budding leaf, the greening of the grass, the unfolding of new life everywhere; and while Nature is busy painting her giant canvas, man is showing what he can do to make the world more beautiful.

You Are Cordially Invited
to See Them.

If it were only because it is Spring men and women would call for new clothes out of the pure joy of living.

But Easter is nearing, and Easter, in addition to its greater significance, has come to mark a time when every one wants to be at his or her best.

Today the Plainview Mercantile Co.'s store is at its best, too. There will be showings of new, dependable merchandise with the stamp of QUALITY on each and every garment, interesting alike for the beauty of the display and correctness of the styles.

(Signed)

THE PLAINVIEW MERC. CO.



Spring Fashions In the Young Women's Department

Are youthful, colorful and most varied. Silhouettes are straight and girlish. Fashions are practical and becoming.

Suits are in three groups—Sports models, vivid hued and smart, practical Suits for general wear. All kinds are here. Prices from \$16.75 up.

New, and also here, are White Sports Skirts, washable, and bright Wool Plaid Sports Skirts. \$2.00 up.

Dresses are lovely! New models are here for Street Afternoon, Day or Evening. Prices begin at \$8.50.

And Spring Top-Coats are more than ever the fashion. New short-waisted and belted models. Colors are bright, fabrics beautiful and linings a delight to the eye. Prices as low as \$13.50.

And the lovely new Easter Shoes in all the new Spring colors, featuring the Ivory and White. Prices, \$4.00, \$4.50, \$6.00, \$6.50, \$7.50, up to \$12.50.

Easter Millinery



Now is the Time for the Easter Hat

All important now in the minds of most women, for it's the sign of the real arrival of Spring.

Hundreds of becoming Hats will nod and beckon to you as you step into our Millinery Department, each bringing the news of Spring—Tailored Hats, Street Hats, Sports Hats, Afternoon Hats, for every Spring occasion—
\$2.50 to \$10.00.

Easter Silks

Some That Are Most Talked About at Present

Women will do well to heed these carefully when deciding upon what to get for their Easter costume:

Silks, Silk Broadcloth, Failles, Satin Taffetas, Taffetas, Jersey Silks, Pongee Suiting, Spider Silks.

Prices, 85c to \$3.00.

Don't Forget the Boy's Easter Suit

He will want to dress up Easter Sunday in his New Suit. Hundreds to choose from, and prices begin at \$3.50.

Fair Warning! Men Just Five Days Left to Buy Your Easter Suit



Men's and Young Men's Suits Are Going Fast. Don't Fail to Get Yours this Week

READY is the word to you who have not your Easter Suits. Our Clothing cabinets are full of the new Spring Suits—two- and three-button, loose and semi-fitting Coats; the pinch-back for the young man—and the new Spring colors are very pleasing. A fit for the Slim, Short or Fat. Just step in and let us fit you today.

KUPPENHEIMER SUITS,
\$20.00, \$22.50, \$25.00, \$30.00, \$35.00.

STADIUM AND OTHER MAKES,
\$15.00, \$16.50, \$18.50, \$20.00.

THE STORE OF QUALITY CLOTHES.

"Seems" Every Man is Looking for a New Easter Hat

Don't fail to see our New Spring Hats—Stetson and other makes. The brims are wide and set level or just a little bit raised. Colors are green, gray, stone, brown, cream and black, and some have the bows in the back.

Prices, \$3.50, \$4.00 and \$5.00.

SWINE BREEDERS ENDORSE HALE COUNTY AS LOCATION FOR A. & M. COLLEGE.

(Continued from Page One.)

preciated at the late hour.

The burden—if after-dinner speech making is a burden to such as he—of J. O. Crockett's talk on "Hog Raising as a Hobby" was thrown on Jim Cox, his companion at the feast. Mr. Crockett stated that hog raising was no hobby, but a serious business that kept one on the lookout at all times. To prove his assertion, he stated, "I have been down counting Jim Cox's hogs this afternoon. Tomorrow we will count his children." Admitting that Mr. Crockett had an all-day joy, Mr. Cox accepted the pleasantry and joined in the hearty laugh at his expense, if, indeed, that writer who said when we laugh we laugh at the expense of someone or something was right.

AUTO LICENSES ISSUED.

During the past three days County Clerk Jo W. Wayland has issued auto licenses as follows: No. 1272, D. Brown, Mitchell; No. 1273, M. T. Emerson, Runningwater, Maxwell; No. 1274, Ivey Moon, Petersburg, Buick Six; No. 1275, R. R. Bridges, Hale Center, Ford; No. 1276, T. B. Willis, Chevrolet; No. 1277, G. C. Leary, Ford; No. 1278, T. J. King, Hale Center, Ford; No. 1279, Clay Dunlap, Buick Six.

RECORD RICE CROP IN JAPAN.

The crop of rice actually gathered in Japan, according to the Department of Agriculture and Commerce, was 58,301,680 koku (298,466,706 bushels), an increase of 1,924,426 koku (9,851,810 bushels) over the second Government estimate, of 2,377,990 koku (12,169,156 bushels) over the actual crop in 1915, and 1,295,139 koku (6,630,270 bushels) over the former high record of 1914. Improvements in the methods of investigation and handling figures by local officials may partly account for the good results, but the increase is probably due also to recent improvements in the selection of seed, methods of farming, and the prevention of damage from natural causes.

An unusually large crowd was in Plainview yesterday, Trade Day.

THE PANHANDLE VS. NORTHERN STATES IN HOG PRODUCTION.

(Continued from Page One.)

ing sales. However, I favor sales when a man has enough to put before the people, my idea being that a man here won't have enough hogs to hold a sale for several years; but don't be afraid to have a sale for that brings the hog business before the public.

Another thing: In the North the rainfall is very great, and you know that hogs don't do well in a wet coun-

try, and cholera flourishes in the wet weather. There you will talk to breeders that have had their entire herd die with the cholera, while five-sixths of the counties in the Panhandle have never had cholera.

Take the Panhandle for the past five years: The hog business has been very profitable compared with the business in some of the other districts, and consequently the breeders have been given the opportunity, and

have taken it, to go into the old hog states, and have actually skimmed the cream on all breeds. I don't intend to say that we got all of the good ones, but will say that you will find some of the best hogs of all breeds right

Seeds in Bulk That Get Up
and Grow at Plainview Pro-
duce Company.

FAMOUS MOVIE FILM WILL BE SHOWN SOON.

Dodge Bros. Dealer Arranging to Have
Return of Western Desert
Picture.

T. B. Carter, Dodge Bros. dealer on the South Plains, is trying to arrange for a return showing of the famous film showing the "Death Valley Dodge" in action. The Death Valley Dodge's feats sound almost impossible until enacted on the screen, as they must have been enacted in reality. The film provided by Dodge Brothers for the benefit of their dealers, patrons and the public in general leaves little opportunity for imagination. While not taken in Death Valley, where the car got its name, the picture provides a realistic view of other trips, almost equally hazardous, through deserts and mountains of the West. Sands, rocks and rivers form no barrier. Mountains are made mere mole hills.

The scenery throughout is in turn awe-inspiring and magnificent. Critics have termed it one of the most remarkable pictures yet produced. The fact that all these obstacles were surmounted by an ordinary stock car selected from the salesroom of the Los Angeles dealer speaks highly for the quality of Dodge Brothers motor cars.

"This picture is exceptionally vivid and convincing," said Mr. Carter. "The company has expended an enormous sum to produce it before the entire country and even in cities of other nations."



Excursion Rates

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

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

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

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

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

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

For further information regarding Rates and Routes call on or phone 224

JOHN LUCAS, Agent.

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