



# Christmas

With all its joys of giving is only four days off. Gladden their hearts with practical and appropriate gifts from our holiday stock.

Cutlery, including Carving Sets, Razors and Safety Razors.

Shot Guns and Rifles.

Percolators, Baking Dishes, Casseroles, Chafing Dishes, China, Queensware, Etc., Etc.

Boys' Wagons, Velocipedes, Bicycles, Mechanical Toys, Air Rifles

Everything in heavy and shelf  
**HARDWARE**

**Plainview Hdw. Co.**

Phone 293

### POSTAL SUGGESTIONS TO FACILITATE HOLIDAY RUSH.

Suggestion has been made that to help relieve congestion in post office lobbies during the holiday season, postmasters might, without expense to themselves or the Department, by means of notices or perhaps items in local newspapers, encourage prospective senders of insured or C. O. D. parcels to obtain in advance the number of tags which they will need. These tags could then be made out at home or places of business and avoid the necessity of so doing in the post office lobby. This suggestion is recommended to every post master who considers that it will be helpful under the conditions at his office and in his locality. Senders should, of course, be encouraged and required to have the parcels properly wrapped, carefully and accurately addressed, and indorsed in the appropriate instances "Fragile," etc. Each tag must be fastened to the parcel it describes, and notices might give the rules of wrapping, packing and indorsement when practicable. Care should be taken to have all notices accurate in statement. Senders should understand that insured parcels must be presented at the post office window.

As many persons do not understand that insurance has been substituted for registration of fourth-class domestic mail, the advertising of this fact might avoid considerable misunderstanding and explanation at the post office. Attention might also be brought to the necessity of the sender's being prepared to give the value of the contents of a fourth-class parcel for the purpose of determining whether the fee will be 5 cents (insuring against loss for \$25 or less) or 10 cents (insuring against loss for over \$25, but not in excess of \$50). Fourth-class matter not in excess of four pounds may, of course, be registered upon payment of the fee of 10 cents, provided the parcel is sealed and postage paid at the first-class rate. All other classes of domestic mail and all classes of international mail may be registered, except international parcel post mail addressed to the countries named in Article 117, page 133, of the July, 1913, Postal Guide.

To expedite acceptance of insured parcels from senders who do not secure tags in advance of bringing packages to the post office, it might be practicable at some offices to have a window or place in the lobby where tags could be distributed and senders given information and instructions in

# Are You Glad Christmas Comes Only Once a Year?

Makes no difference if you are or not, it comes just the same, but if children had their way Xmas would come every month, so old Santa Claus could climb down the chimney with such nice things.

We have a big assortment of Candy, Fruit and Nuts for Santa Claus to get--he will read this paper and know where they are--for the children. Besides this we have a complete list of all fruits and vegetables that can be had. Some came from Europe, Cuba, Central America, California, Louisiana, Kansas and Texas, but most of the vegetables are raised on irrigated farms around Plainview.

While we are not knocking on any other country, the best vegetables we can get now are raised on Plainview's Irrigated Farms. Plainview has them all skinned when it comes to Good Vegetables.

### Read This List and See if We Are Right

Plainview Celery	Texas Squash	California Lemons
" Beets	" English Peas	" Oranges
" Head Lettuce	" New Potatoes	" Pears
Plainview Spanish	California Egg Plant	Central America
Onions	" Tomatoes	Cocoanuts
Plainview Green	" Rhubarb	Central America
Onions	" Cauliflower	Bananas
Plainview Turnips	Florida Cucumbers	Kansas Persimmons
" Cabbage	Kansas Celery	Washington Apples
" Sweet	Florida Grape Fruit	Plainview Apples
Potatoes	" Tangerines	New Jersey Cranberries
Plainview Parsley	" Kumquats	Nuts of all kinds
" Spinach	" Oranges	Fruit Cakes cheaper than you can make them. All sizes. They are good--prices right.
" Carrots	Louisiana Madarines	
" Parsnips	Cuba Pineapple	
Texas Sweet Peppers	Spain Grapes	
	California Grapes	

You can get up a pretty fair dinner from this list with the Turkey and other trimmings we have for you. Just phone us and we will do the rest.

We want your trade,

# Sewell Grocery Company

PHONES 139 and 8

### ABERNATHY CANNERS BRING \$4.50 ON K. C. MARKET.

Among the large shipments received from one individual today was a consignment of 200 head of cows, the culls from the ranch, brought in by Hedges & Benson, of Abernathy, Texas. They sold well, quality considered, \$4.50.—K. C. Correspondent.

Valpariso, Chill. Dec. 12.—The American "commercial expedition" arrived here today for a five days' visit. During the visit here the Americans will be guests of the city and the Chilean government and heads of big manufacturing and commercial concerns.

Get Stationery at The Herald.

# An Unselfish Gift

always gladdens the heart of the giver. Select a nice piece or set of furniture as your gift to the entire family and make the coming Christmas, as well as coming year, one of joy and happiness in your home.

# Buy at Winfield's and Save on Your Purchase

We can sell you complete house-keeping outfits--from cellar to attic--at a big saving.

Only a few days remain in which to make up your "Christmas" mind. Special attention given to out-of-town shipments.

Remember, "If it isn't good we make it good"

# W. E. Winfield

Telephone 95

regard to insurance of mail and making out tags. It might also be possible at some offices to accept the parcels and have the main items of the tags made out by employees, without detaining the sender except to get the declared value and give the properly completed receipt coupon. Careful consideration should be given, however, before such an arrangement is inaugurated, as more work than can be handled might be placed upon the employees. In event the plan is followed, the parcel and tag would have to be numbered at time of acceptance and so connected as not to become separated before the tag is written up by clerks in the office.

The congestion in post offices during the holiday season may be further relieved by the use in registration of mail of the quick form of registration receipt, Form 1549-a, and by the use of firm registration and firm delivery books, either temporarily or only during rush periods, as occasion may require.

Each postmaster should follow such practicable and proper method of procedure as may meet the conditions most satisfactorily. The above are given simply as a few suggestions. Perhaps other arrangements may be found to meet the local conditions at some offices.

### RESOLUTIONS OF RESPECT.

WHEREAS, God, in His infinite wisdom, has called to the Better Land the dear mother of Sister Watson, we the members of Plainview Chapter No. 37, O. E. S., desire to extend to our sister our deep sympathy in her bereavement. We know the place of a mother can never be filled, and trust our sister may feel this parting is only temporal, and may look forward to a happy reunion in that Heaven where there shall be no more parting, and where God shall wipe away all tears from every eye.

We recommend that a copy of these resolutions be sent to Sister Watson; also that they be recorded in the minutes of the Chapter.

MRS. MARGARET Y. TODD,  
MRS. EMMA KECK,  
MRS. MARY L. QUISENBERRY.

### RESOLUTIONS OF RESPECT.

We, the members of Plainview Chapter No. 37, O. E. S., desire to extend to Sister and Brother Heard our deep sympathy with them in the passing of the aged mother of Sister Heard. May they find comfort in knowing that the

dear mother has only stepped over the boundary line into that City where there is rest and peace and joy, towards which we are looking when our work is completed and our burdens laid down.

We recommend that a copy of this letter be sent to Sister and Brother Heard; also that it be recorded in the minutes of the Chapter.

Signed,  
MRS. MARGARET Y. TODD,  
MRS. EMMA KECK,  
MRS. MARY L. QUISENBERRY.

### SNOW AT LITTLEFIELD.

Littlefield, Lamb County, Texas, Dec. 16.—The first snow of the season fell here last night. It continued to snow practically all day to-day, but melted as fast as it fell. With the recent rains in this section of the country, this "wet" snow has placed the best season in the ground that we have had for years. Grass is good, cattle are in first-class condition for the winter and conditions generally are splendid. C. J. DUGGAN, Correspondent.

# BUSY BEE CAFE

## Sunday Dinner Dec. 21st

- Soup
- Giblet Rice
- Relishes
- Shredded Lettuce Celery Hearts
- Entrees
- Fricassee of Veal with Green Peas
- Calf Tongue with Horse Radish Sauce
- Meats
- Roast Young Turkey with Cranberry Sauce
- Roast Leg of Pork with Candied Yams
- Vegetables
- Snowflake Potatoes
- Mashed Turnips
- Lima Beans
- Dessert
- Apple Pudding with Lemon Sauce
- Mince Pie, Pumpkin Pie
- Drinks
- Tea
- Cafe Noir
- Coffee
- Milk
- American Cheese

50 Cents Per Cover

# Gifts of Lasting Worth

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

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

## WILBERT PETERSON

JEWELER and OPTICIAN

### DIRECTOR OF RECLAMATION SERVICE TELLS OF WORK.

Only the Brightest Future for Irrigation Projects and Settlers, He Thinks.

Washington, D. C., Dec. 17.—The Director of the Reclamation Service, F. H. Newell, has just returned to Washington, after an extended tour of investigation of the big engineering works of the Government in Montana, Washington, Idaho, Oregon, California, Utah, Nevada, Arizona and New Mexico.

"With excellent crops and good prices, the settlers on our projects are rounding out the year in a very cheerful frame of mind," said Mr. Newell. "Bankers and merchants report more real money in circulation than in previous years, old debts are being cancelled and credit is more readily obtained. Paradoxical as it may seem, the prosperity of 1913 has been accompanied by a general lowering in land prices. Most land values in the irrigated West were unduly advanced during the past five years, until they had reached a point where the West no longer continued to attract the people of moderate means.

"Future development of the agri-

cultural lands of the arid West is to be accomplished by more intelligent effort to secure settlers who will cultivate the soil rather than speculate on the advance in land prices.

"There is a better appreciation today of the real difficulties incident to subduing a desert farm and also of the fact that the West still offers opportunities to men of moderate means as well as to men without ready money but of average intelligence and frugality who are willing to work hard. Actual failures on the Government projects are relatively few in number, and at the present time it would appear that a fairly permanent class of settlers are now established on the farms. There is a marked change also in the attitude of the public toward Government activities in reclamation. In former years unfavorable comparisons were drawn concerning the cost of Federal work, but in the light of financial difficulties which have been encountered by private enterprises and of the failure of many of these to furnish a dependable water supply, the wisdom of the Government's larger outlay is no longer questioned.

"The confidence in the future of these irrigated lands is based upon the excellent crop returns for 1913. The

average value per acre of products grown on the new Government farms is almost exactly the same as the average for the products grown on irrigated lands under older systems. There is everywhere in the West urgent request for more rapid extension of Federal activity, and several of the Western States have made special appropriations for co-operation with the Reclamation Service."

**To Prevent Blood Poisoning**  
apply at once the wonderful old reliable DR. FORTER'S ANTISEPTIC HEALING OIL, a surgical dressing that relieves pain and heals a wound in a few days. Not a liniment. 25c. 50c. \$1.00.

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

**DR. C. B. BARR,**  
Veterinarian

Office at Gilbert's Bar  
Phones: Office, 219; Res., 478  
Plainview, Texas

### A MEMORABLE TREAT

THE colonel sat comfortably in his chair and gazed dreamily through a hazy cloud of Havana at the Christmas crowd.

"Ha-ha! colonel. At last I've found you looking sad!" And a friend who had come up from behind and slapped him affectionately on the shoulder pulled a big chair alongside and sat down. The colonel leaned farther back in the enveloping leather and a volley of expanding rings poured from beneath the carefully trimmed white mustache.

"That," he said, with a wave of his hand toward the throngs, "set me to thinking of how in my country school-days we big, bad boys sometimes locked the teacher out to make him give us a Christmas treat. At the precise moment you soaked me on the shoulder I was thinking of the time we locked out our teacher. We notified him a week beforehand that we expected him to give us a nice, substantial treat when school let out, as we said, on Christmas eve. He had been a good-natured fellow and had succeeded, in keeping on good terms with us scamps in spite of us, so as we wanted, for the reason, to let him off as easily as possible we specified only a box of oranges and a box of candy.

"I'll think about it," he said, laughing, and we supposed it was as good as agreed to.

"So when on the morning of Christmas Eve day Mr. Teacher arrived without anything that possibly could contain a treat, we were hurt—doubly hurt to think that a supposed friend would treat us so. We silently waited till the noon hour, and when lunch-cups had been hurriedly gulped, two of us were detailed to get him away from the school house on some pretext or other. They succeeded, but he didn't stay long, as it was a cold day and there was snow. When he found the door locked he rattled the knob and called:

"Open the door, please! It is I, Mr. G—!"

"Sorry," one of the boys replied through the keyhole, "but you'll have to give us a Christmas treat before we let you in."

"Come, boys, come," he said sternly. "It is too cold for joking. Let me in at once!"

"We're not joking; we yelled back. We want a treat. Go to the store and get a big box of oranges and a big box of candy and have them here for us this afternoon, and we'll open the door. Or, if you'll promise on your word of honor, we'll let you in."

"For answer he pounded on the door and thundered:

"Boys, I order you to open this door! Will you obey me?"

"Treat!" was our ultimatum.

"Followed several minutes of silence and suspense, then he called to us:

"Well, boys, I suppose the besieger instead of the besieged will have to surrender. You may open the door. I will treat."

"The door was opened slowly, cautiously, for we were doubtful, almost distrustful, but he was milling.

"It is all right, boys," he assured us. "I have promised. We might as well close now till after the New Year's holiday. While I am going for the treat I want you all to get your books ready so I can lock the school house. I hope to be back with your treat within an hour."

"Then he started in a brisk walk toward a little country town about three miles away.

"It was a few minutes after two o'clock when a bobsled, drawn by a big, iron-gray horse, gay with sleigh-bells, glided up before the schoolhouse door. Mr. Teacher, looking as pleasant as any of us, jumped out and said:

"Here you are! I am going to leave you to yourselves to enjoy your treat," he explained, as he hastily fastened the window shutters and shut up the stove. He then locked the door and put the key in his pocket. By that time the boys had unloaded the boxes, and Mr. G— at once resumed his seat on the sled.

"Merry Christmas to all!" he shouted.

"The same to you!" we chorused. "We immediately assailed the boxes. The lid came off the box marked oranges first, and one was grabbed and the tissue wrapping removed. Then there was a wild yell—'Potatoes! Nothing but old potatoes!'

"We glanced sheepishly at the big girls' who were holding their breath. In a tremor of dread we took the top off the box labeled candy. Oh, utterly shattered hopes! The box was full of nice white candies!"

The ample shoulders and girly of the colonel's friend shook freely.

"Um," he said. "He was some teacher."

"You bet," agreed the colonel. "If we boys had had money enough I think we'd have come pretty near to buying him a gold watch."—Detroit Free Press.

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

Phone 453  
**Jordan & Hogue**  
113 N. Covington St. Plainview, Texas

**Calling Cards** All the latest styles in engraved or printed cards on short notice. PHONE 72

### Farm Mortgage Loans

Loans made from \$5.00 up. Vendor's Lien Notes extended. I do my own inspecting and do not have to wait. Write me your wants and they will have prompt attention.

**Frank M. Maddox**  
Lubbock, Texas



### For Your Christmas Dinner

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

**WRIGHT & DUNAWAY**  
PHONES 35 and 355

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

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

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

Eleven Tables in Specially Constructed Parlor.

All cold drinks served in polished glasses.

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

Complete news and magazine Depot.

Complete line of smoker's supplies.

Distributing Agency for latest model Edison Phonographs.

Let us take you thru on a visit of inspection.

# The B. & K.

FOR THE BEST SERVICE AND HIGHEST SALES  
**Ship Your Cattle, Hogs and Sheep to**  
**DAGGETT - KEEN**  
Commission Co.

H. M. Daggett, Cattle Salesman

Chas. Daggett, Cattle Salesman



H. M. Cohn, Cashier



A. M. Keen, Hog and Sheep Salesman

We're Our Own Salesman  
**Fort Worth, Texas**  
See our Market Letter in this paper

PHONES  
Prospect 501 Long Distance 213

### COCHRANE'S STUDIO



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

Where they make High Grade Photos



### Holiday Excursions

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

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

# Several Hundred Dollars in Prizes

TO BE DISTRIBUTED BY

## THE TWICE-A-WEEK HERALD

In Its Grand Piano Voting Contest

The Capital Prize Which Will Be Given By

**The Herald**

is to be an

**Elegant \$400  
Obermeyer & Sons  
Piano**

Like Cut Shown Here



Many of the Merchants of Plainview have contributed valuable prizes and will give "Herald"

**Vote  
Coupons**

with Cash purchases

### RULES AND REGULATIONS GOVERNING CONTEST ARE AS FOLLOWS:

1. ANNOUNCEMENT.—This Piano and Popular Ladies' Voting Contest will be conducted fairly and honestly on business principles, strictly with justice and fairness to all concerned. With the above principles, it will be an assured success.

2. PRIZES.—The capital prize will be an Obermeyer & Sons' Piano. Also other valuable prizes to the amount of many dollars, which are announced herewith.

3. CANDIDATES.—Young ladies in this and adjoining towns are eligible to enter this contest, and the party receiving the largest number of votes shall receive the beautiful \$400 Obermeyer & Sons' Piano, and other premiums will be distributed in accordance with the contestants' standing at the final count.

4. TIE IN VOTES.—Should any of the contestants tie in votes, The Publishers Music Company will award a similar prize according to standing at the final count.

5. VOTES CLASSED.—Votes will be issued in the following denominations:

New Subscriptions, 600 votes	\$ 1.50
Renewals, 500 votes	1.50
Renewals, more than one year, 600 votes	1.50
Back Subscriptions, 400 votes	1.50
5 years New Subscriptions, 5,000 votes	7.50
10 years New Subscriptions, 12,500 votes	15.00
20 years New Subscriptions, 30,000 votes	30.00

INSTRUCTIONS.—Results as to standing of votes will be issued after 30 days. No votes accepted at less than regular price of paper concerned in this contest. No one connected with this paper will be allowed to become a candidate in this contest or work for contestants.

Votes after being voted cannot be transferred to another. Be sure to know whom you are going to vote for before coming to the ballot box, as the editors or anyone will positively not give any information on the subject. The key to the government ballot box shall be in possession of the awarding committee during the contest.

For the first 30 days the paper will run a 25-vote coupon, which can be voted free for any lady contestant.

Contest to run not less than 90 days. Closing of contest will be announced 25 days in advance of closing. The right to postpone date of closing is reserved, if sufficient cause should occur.

The contest shall close on a day which will be announced later. Ten days prior to closing contest the judges will carefully lock or seal ballot box and take same to the Citizens' National Bank, where the same will be in a place where voting can be done during business hours and locked in a vault at night until close of contest, when the judges will take charge and count same and announce the young ladies winning, in their turn.

The last ten days all voting must be done in a sealed box at the bank. If you do not wish anyone to know whom you are voting for, place your cash for subscriptions, together with your coupons, in a sealed envelope, which will be furnished you, and put same in ballot box. This will give everyone a fair and square deal.

<p>Ruby Ring Value \$8.00 Donated By <b>Wilbert Peterson</b> JEWELER &amp; OPTICIAN I give a 25 vote coupon free with each \$1.00 cash purchase. Ask for coupon.</p>	<p>Camera Value \$8.00 Donated By <b>K. A. Long Drug Store</b> DRUGGISTS We give a 25 vote coupon free with each \$1.00 cash purchase. Ask for coupon.</p>	<p>Oil Paintings set in Mother of Pearls. Value \$15.00 Donated By <b>The Necessity Store</b> A full and complete line of Holiday Goods. Christmas Candles 15c a pound. We give a 6 1/4 vote coupon free with each 25c cash purchase. Ask for coupon.</p>
<p>Rocker Value \$6.00 Donated By <b>E. R. WILLIAMS</b> FURNITURE I give a 25 vote coupon free with each \$1.00 cash purchase. Ask for coupon.</p>	<p>Due Bill in Trade Value \$5.00 Donated By <b>The East Side Grocery</b> G. S. FAIRRISS, Proprietor We give a 25 vote coupon free with each \$1.00 cash purchase. Ask for coupon.</p>	<p>Sheet Music Value \$2.50 Donated By <b>Mrs. Asa Brookshire</b> Dealer in Sheet Music I give a 25 vote coupon free with each \$1.00 cash purchase. Ask for coupon.</p>
<p>Baking Dish Value \$6.00 Donated By <b>Donohoo-Ware Hardware Co.</b> Hardware, Implements, Buggies and Wagons We give a 25 vote coupon free with each \$1.00 cash purchase. Ask for coupon.</p>	<p>Large Box of Candy Value \$5.00 Donated By <b>The B. &amp; K. Store</b> Confections, Cigars, Fruits, and Cold Drinks We give a 6 1/4 vote coupon free with each 25c cash purchase. Ask for coupon.</p>	

**Call For and Save Your Tickets Beginning TODAY for Some Young Lady Will Appreciate Them**

# THE VERY STAR

Of the Christmas spirit is best expressed in our unselfish desire to give pleasure to others. For those who love you most and for whom you have the kindest feeling, there is no gift so sure to touch the heart as the refined gift of FLOWERS or a blooming or evergreen PLANT.

We will have for Christmas delivery Roses, Violets, Holly, Smilax, Palms, Carnations, Easter Lillies, Lillies of the Valley, Fern Fronds and Mexican Ivy.

We can also furnish Christmas trees on a few days notice. Our assortment of blooming plants, ferns and palms is large and offers a wide range for selection.

## PLAINVIEW FLORAL COMP'Y

TELEPHONE NUMBER 195

### Is There A Santa Claus?

Reader Asks for Reprint of "Virginia's Letter and Reply."

A writer asks: "Will you kindly publish Virginia Dare's letter and the reply of Charles Dana to her query, 'Is there a Santa Claus?'"

The letter to the New York Sun was written by Virginia O'Hanlon, not Dare, and the answer was not written by Mr. Dana himself, it is said, but by the late Francis P. Church, an editorial writer on the Sun. The letter and answer follow:

"We take pleasure in answering at once and thus prominently the communication below, expressing at the same time our great gratification that its faithful author is numbered among the friends of the Sun:

"Dear Editor: I am 8 years old. Some of my little friends say there is no Santa Claus. Papa says 'If you see it in the Sun, it's so.' Please tell me the truth, is there a Santa Claus?"

"VIRGINIA O'HANLON.  
"115 West Ninety-fifth Street."

"Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They think that nothing can be which is not comprehensible to their little

minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is



With Santa Claus on Your Hands

One has to be careful this festal season in the LAVING OUT OF MONEY. So much more is needed for different festive purposes than is usual. Whatever you want in our line, bring your money here and you will find it to go farther in the purchases of reliable and satisfactory goods than it would in some other store of a similar character. Don't forget our pure food candies at 15c a pound.

The Necessity Store  
North Side Square

a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge. Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Santa Claus. It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished. Not believe in Santa Claus? You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You may tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else real and abiding! No Santa Claus! Thank God, he lives, and he lives forever! A thousand years from now, Virginia—nay, ten times ten thousand years from now—he will continue to make glad the heart of childhood!"

BRYAN BOOSTS 'FRISCO FAIR.  
Secretary Renews Invitation to Nations of World to Participate.

Secretary Bryan has this week renewed the American Government's invitation to the nations of the world, through their diplomatic representatives here, to participate in the Panama-Pacific International Exposition. The occasion was a dinner given Monday evening by the Secretary of State to the diplomatic corps, members of the Cabinet, members of the Senate, House of Representatives and other officials of the Government to

meet Charles Moore, the president of the exposition company, in order, as Secretary Bryan expressed it, that "you might hear from him about the progress that is being made in the carrying out of the plans of this great enterprise."

TAFT'S SON FIRST  
IN BAR EXAM.  
Of Fifty Prospective Lawyers at Ohio University, Robert Banks First.

Robert Alphonse Taft, son of the ex-President, stood highest among the sixty-six prospective lawyers who passed Ohio's state bar examination, held December 2 and 3, it was announced Monday.

Robert was a student in the Ohio University.

CANT CARRY MAIL BY AIRSHIP.  
House Votes Down Plan for Postal Service Above Ground.

After a lively discussion Monday, the House voted down a bill proposed by Postmaster General Burleson authorizing the Postmaster General to enter into contracts for transporting the mail by aeroplane or any other similar device, when deemed to the

public interest. Service by aeroplane had been suggested for remote parts of the United States, particularly in arid sections and in Alaska.



Our Invitation

to you to open an account at this Bank holds good any time, but, is there any good reason for delaying this step? Our methods are up-to-date and offer every facility and reasonable accommodation that would be considered good, safe banking. We shall be pleased to talk the matter over with you.

Third National Bank

## HOUSEWIVES

Do you want to know about a wonderful new time, health and money-saving kitchen convenience?

Then you should see the complete line of "1892" Pure Spun Aluminum Cooking Utensils now on exhibition at your dealers.

This ware is guaranteed by the makers for 25 years. It is absolutely pure, wholesome and thoroughly hygienic, will not crack, scale, peel, break, rust, tarnish, scorch or burn.



It is light weight, easy to handle and easy to clean; makes kitchen work a delight instead of drudgery; saves your money, time, fuel; protects your health against metal poisoning and serious troubles resulting from chipping of small particles into the food, which is one of the dangers from the use of the old style enameled wares.

You buy patent carpet sweepers, egg-beaters, dish-washers, clothes-wringers and many other time and labor saving conveniences, but there is nothing that will prove a greater practical household blessing than the "1892" Pure Spun Aluminum Ware.

Lose no time in seeing for yourself what it will do. Your money back if this ware fails to do what is claimed for it.

## Gifts That Endure IN THE PLEASURE THEY BRING

Select Your Christmas Gifts With the Thoughtfulness You Wish Them to Convey

Rogers 1847 Silverware--Sets and Individual Pieces.

Artist's China -- practically anything wanted.

Cutlery--Diamond Edge and Rodgers Pocket Knives, Carving Sets and Razors.

Safety Razors--Gillette, Enders and Diamond Edge.

Manicure Sets--Best Quality in Leather Cases.

Sewing Sets--Leather Cases.

Guernsey Cooking Crockery--Ramikins, Casseroles, etc.

Cut Glass--Water Sets, Punch Bowls, Cream and Sugar Sets, Compotes, Puff Boxes, Celery Dishes, etc.

Air Guns for all the Boys.

Boy's Wagons, Velocipedes and Automobiles.

Shot Guns and Rifles--Winchester and Remington.

Also a Complete Line of Garland Ranges and Cole's Hot Blast Heaters

## R. C. Ware Hardware Company

Telephone 178

The Twice-a-Week Hale County Herald

Issued on Tuesday and Friday.

BROWN & MILLER, Publishers

BUFORD O. BROWN, Editor M. B. MILLER, Business Manager

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NOTICE.

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

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

A TRINITY OF FATIGUES.

A just-before-Christmas warning from an editorial in the Woman's Home Companion:

'Looking into this Christmas through that is now gathering, and which will gather even more densely up to 10 o'clock Christmas Eve, it seems to resolve itself in to a Trinity of Needless Fatigue.

'First, the fatigue of those who make. Nobody knows beforehand exactly how the taste of people is going to jump, and so, after samples have been sent out and orders have come in, the girls in the manufacturing places

begin to work. They work in shifts, day shifts and night shifts; they work overtime. Some make a little extra money and some only hold down their jobs, according to the laws of the state in which they are working.

'Then there is the fatigue of those who sell. These are not only the girls whom we see, pale faced, behind counters, selling goods to a thoughtless public at the last moment, but that horde of girls who are rolling up packages in the packing rooms, who work twelve or fourteen hours a day in this mad orgy of eleventh-hour buying. All these people are pressed into service for a few weeks each year because of this riot of hasty buying with which a certain Christian Nation is paradoxically getting ready to celebrate the feast of 'Peace on earth, good will toward men!'

'The third in the Trinity of Needless Fatigue is the woman who buys and the woman who makes at home; the woman who must buy a great deal on a very little money, the weary house mother on whose shoulders rests the burden of all the unnecessary part of each individual little Christmas sacrifice that is being celebrated throughout the country, the woman who is going to be finishing Christmas presents and tying Christmas bundles until late on Christmas Eve, who is going to be too tired on Christmas morning to enjoy the joy of her own children.

'With each individual one of us rests the responsibility of seeing how many victims to this Christmas madness there are going to be; how many house mothers too tired to enjoy their own Christmas merrymakings, how many overworked girls and women in factory and in store. We must not only do our Christmas buying early; we must also do our Christmas buying sensibly and our Christmas making sanely.'

THE EVENING HERALD.

'Will it pay?' was the first question propounded by a friend after the announcement of The Evening Herald

for January 1.

'Yep, it will pay.' The Evening Herald will pay in its influence for a bigger and a busier Plainview. It will pay in its power for united effort in civic betterment and increased property values. It will pay in the larger worth of life to every man within the trade territory of The Evening Herald—and that territory is somewhat.

The probate of an editor's will recently given showed his estate of the value of \$50,000. He had been an industrious, intelligent and successful newspaper editor for 45 years; and he had inherited \$49,999.50 from an uncle. The editors of The Evening Herald do not expect to roll in the 'long green' for their efforts. They do propose to be rolling stones, helping smooth out the pathway for Plainview's greatness.

Perhaps, after a good dinner and a Christmas cigar they may have visions of 'spring lamb and mint sauce' of bank stocks, bonds and gold—

And editor's dreams do come true—sometimes.

Note this one—'The Plainview Evening Herald—the BEST EVENING DAILY west of Fort Worth.'

PLAINVIEW SCHOOLS

CLOSE TO-DAY.

Students and Members of Faculty Go to Their Homes to Spend the Holidays.

The Plainview Public Schools and Wayland and Seth Ward Colleges closed today for the holidays, after the completion of the first semester.

Most of the students and faculty left today for their homes, in the different parts of the country, to spend the holidays. Most of the old students and many new one will be back to take up the work on the second of January, after the two weeks' vacation.

Dr. I. E. Gates, of Wayland, and Prof. W. M. Pearce, of Seth Ward, are both working hard for new students.

The semester just closed has been marked by the largest enrollment in the schools in the history of Plainview. The combined enrollment of Wayland and Seth Ward Colleges and the Public Schools was over 1,550.

MRS. STEPHENS ENTERTAINED IN HONOR OF DAUGHTER.

Last Saturday evening was the occasion of one of the most beautiful pre-Christmas dinners given this season. Mrs. G. F. J. Stephens entertained in honor of her daughter, Mrs. Logan H. Bagby, of Dallas.

Covers were placed for ten, and were most beautifully and artistically decorated with Christmas colors and decorations.

MRS. R. C. WARE HOSTESS TO AUCTION BRIDGE CLUB.

The Auction Bridge Club met last Tuesday afternoon at the home of Mrs. R. C. Ware, 129 North Eureka Street. The guests were Mrs. E. B. Hughes and Miss May Kinder. Mrs. McClelland won high score. A two-course luncheon of a salad and an ice was served.

Mrs. O. M. Unger will entertain the club at its next meeting.

L. F. E. GIRLS ENJOY AFTERNOON WITH MISS HARREL.

The L. F. E. Girls met Wednesday afternoon with Miss Alice Harrel, who entertained with cards. Miss Betty Knight and Miss Annie Maud Davidson shared honors in winning high score. A two-course luncheon was served—a salad course followed by a sweet course.

The club will meet with Miss Allie Ware on the thirty-first of this month.

DINNER PARTY AT ANDERSON HOME.

Dr. and Mrs. Anderson had as their dinner guests Thursday evening, Mr. and Mrs. McIntyre and Judge and Mrs. Randolph.

BIRTHS.

On December 12 Mr. and Mrs. Clark Threadgill, of Hale Center, became the parents of a baby boy.

Mr. and Mrs. Basil Huguley, of Halfway, Texas, became the parents of a baby boy on December 16.

Dr. and Mrs. W. H. Flamm, of 211 Jones Street, Plainview, became the parents of a baby boy on December 17.

FOR SALE—A buggy and good gentle horse, city broke; any child or lady can drive. See E. E. WINN REALTY COMPANY. —Adv. 80

FOR RENT.

Fine residences, close in. Eight rooms, well located. Five-acre tract, with 6-room house. Phone 191. J. J. LASH. —Adv. 80

WANTED—A dishwasher at once at BUSY BEE CAFE. —Adv. 74

### Christmas Time Suit Time

Never a Better Time to Buy a Suit

**Big Line Small Prices**

#### MEN'S SUITS

All \$ 5.00 to \$ 7.50 Suits	\$ 4.50
All \$ 8.50 to \$10.00 Suits	\$ 6.95
All \$12.50 to \$13.50 Suits	\$ 9.85
All \$14.50 to \$15.00 Suits	\$11.50
All \$16.50 to \$17.50 Suits	\$12.50
All \$18.50 to \$20.00 Suits	\$14.85
All \$21.50 to \$22.50 Suits	\$16.50
All \$24.00 to \$25.00 Suits	\$19.50

#### BOYS' SUITS

All \$ 2.00 Suits cut to	\$1.25
All \$ 2.50 Suits cut to	\$1.75
All \$ 3.00 Suits cut to	\$2.50
All \$ 3.50 Suits cut to	\$2.75
All \$ 4.00 Suits cut to	\$2.95
All \$ 5.00 Suits cut to	\$3.45
All \$ 6.00 Suits cut to	\$4.25
All \$ 6.50 Suits cut to	\$4.65
All \$ 7.50 Suits cut to	\$5.00
All \$ 8.50 Suits cut to	\$5.85
All \$ 9.00 Suits cut to	\$6.00
All \$10.00 Suits cut to	\$6.75
All \$12.50 Suits cut to	\$8.95

**Our Pre-Inventory Clearing Sale is now on**

Reduced Prices on All Lines

Store Open Evenings Until Christmas

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

102 N. Pacific St. Plainview, Texas 107 W. Main St.

## The High Cost of Christmas Presents

need not cause you to try to economize on the Christmas dinner by doing without the good things which you always want for the table at that time.

Our "At Cost" and "Below Cost" Prices Solve The Problem

- Curtice Bros. fancy table pears, 35c kind 22c
- Curtice Bros. fancy table peaches, 35c kind 22c
- Extra quality No. 3 lb. Calif. plums, 25c kind 15c
- Curtice Bros. sweet garden peas, 20c kind 12 1-2c
- Curtice Bros. stringless wax beans, 25c kind 15c
- Curtice Bros. tiny lima beans, 20c kind 12 1-2c
- Extra fancy salmon, regular 25c kind 18c
- Good pink Alaska salmon, regular 15c kind 10c
- Blue ribbon mince meat, 3 packages for 25c
- Cut asparagus tips, 50c size 30c
- Golden pumpkins, 15c size 10c
- Curtice Bros. soups, 15c size 8c
- Fancy teas, black, green, or blended, \$1 kind 50c
- 18 lbs. standard granulated sugar \$1.00
- Fancy Irish potatoes, per pound 2c
- Cabbage, per pound 3c
- Fresh country eggs, per dozen 32c
- Maple syrup, per gallon \$1.10
- 3 packages premium soda crackers 25c

Seeded raisins, currants, walnuts, pecans, cocoanuts, fresh fish and oysters, cranberries, lettuce, celery, young onions, sweet potatoes, parsnips, carrots parsley, bananas, apples, oranges, grapes, candies, etc., etc., etc., etc.

**Vickery-Hancock Grocery Company**  
TELEPHONE 17

## Lots of Splendid Presents

Are to Be Found in This Store

Every one makes a sensible gift. Every one will be liked. Every one is moderately priced.

If you're puzzled like as not we know them and their taste.

If you leave the choice to us they must be pleased.

Don't forget the Victrolas, Eastman Kodaks, Conklin Pens, Libby's Cut Glass, Jewelry, Norris and Guth Candies.

**J. W. Willis Drug Co.**  
**DRUGS and JEWELRY**  
"THE REXALL STORE"  
Store Telephone 44 Prescription Dept. 210

### Announcements

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

WE are making some special prices for Monday, Tuesday and Wednesday of next week that will be of interest to you. Among them are

All Ladies' Suits at Half Price

The first three days of next week we are offering any Ladies' Suit in the house at one half its regular price.

Among the many other specials we are offering are:

Table with 2 columns: Item description and Price. Includes Men's Overcoats, Hart Schaffner & Marx Overcoats, etc.

Table with 2 columns: Item description and Price. Includes Boys' Suits and Overcoats, All Boys' Suits, etc.

Table with 2 columns: Item description and Price. Includes Men's Suits, Men's Suits made by Hart Schaffner & Marx, etc.

YULETIDE REMEMBRANCES

- List of items: Bath Robes, House Slippers, Slippers, Folding-in Case, Derby Hats, Soft Hats, Auto Caps, Fur Caps, etc.



MERCHANDISE CERTIFICATE
Deliver to John Doe
One Hat or Five Dollars of Merchandise with the Compliments of Signed Mr. Good Fellow.

- List of items: Silk Hose, Knitted Mufflers, Linen Initial Handkerchiefs, Sweaters, Boxed Hose, Turtle Neck and Coat Style, Suspenders in Holiday Boxes, Shirts, Madras and Flannel, Cravats.

Store Open Evenings Until Christmas---Store Closed Christmas Day

MAIL ORDERS GIVEN CAREFUL AND PROMPT ATTENTION

FREE DELIVERY OUT OF TOWN BY INSURED PARCELS POST

Carter-Houston Dry Goods Company

114-16 North Pacific Street

"Goods That Speak For Themselves"

Telephones Number 79 and 140

MAJESTIC BULLETIN

FEATURE PRODUCTIONS COMING

Wed. Dec. 24 "The Dead Secret"

In Three Parts Matinee and Night 10 Cents to All

Thurs. Dec. 25 "A Mexican Conspiracy Outgen-erated"

In Three Parts Matinee and Night 10 Cents to All

Friday Dec. 26 LITTLE MARY PICKFORD in "The Bishop's Carriage"

In Six Parts Matinee and Night 10 and 20 Cents

Majestic

The Photo Play House Ahead ROSS D. ROGERS, Proprietor

See The Herald for Book Work.

LOCAL AND PERSONAL

Local news items: Gus Otto went to Lubbock on business today. Judge O'Brien, of Amarillo, is in the city on business. Dr. L. N. Pennock went to Tulla to-day, on business. Rev. M. D. Hill went to Lubbock yesterday, on business. Dick Bomar, of Silverton, was in town on business to-day. R. M. Ellerd left yesterday on a business trip to Denver, Colo. Mr. and Mrs. J. E. Watson left to-day for Big Springs, to visit relatives. H. F. Hubbard received a carload of six-passenger Hupmobiles yesterday. Dr. I. E. Gates went to Silverton to-day in the interest of Wayland College. J. M. Bull went to Tulla yesterday to attend the Swisher County Teachers' Institute. Dr. L. D. Richards and C. W. Bomar, of Silverton, were in Plainview on business today. Dr. J. V. Guyton returned yesterday from a week's visit with his parents, at Walnut Springs. J. W. Blair, of Floydada, passed through here Wednesday, on a business trip to Haskell County. George Kelly, who has been attending Seth Ward, left to-day for his home, in Artesia, N. M. Miss Lillie Ellerd left yesterday for Snyder to spend the holidays with her sister, Mrs. C. L. Howell. Evans Posey, who is attending Seth Ward, went to Slaton to-day to spend Christmas with his parents. Mr. and Mrs. W. S. Trahan, of Whiteflat, went to Tulla to-day to spend Christmas with their parents. W. R. Creighton, who has been attending Wayland College, left to-day for his home, in Chilleothe, Texas. Horace Edmondson, student at Seth Ward, left to-day for Crosbyton to spend the holidays with his parents. H. B. Savage, editor of the Belton (Texas) Evening News, was here as judge of the Poultry Show this week. Nelson Purdue left to-day for Tyler, Texas, where he will spend the holidays with his brother, George Purdue. Lucas Dannelly, student at Wayland College, went to Clovis, N. M., today to spend Christmas with his parents. Mrs. H. C. Randolph and son, Leslie, are in Amarillo visiting Mrs. Randolph's mother, Mrs. W. P. Blackburn.

J. R. Jameson, of Wichita Falls, was here Wednesday, on business. E. Dowden went to Amarillo Wednesday to meet some prospectors. Judge Y. W. Holmes went to Amarillo on legal business Wednesday. Fred Crawford went to Tulla to-day to visit his grandfather, W. M. Crawford. Mrs. W. B. Dare went to Amarillo Wednesday, for a few days' visit with friends. H. H. Hanson and wife left yesterday for San Antonio, where they will spend the winter. Miss Lennie Reed, of Hale Center, came in yesterday to visit her friend, Miss Una Wallen.

Judge W. B. Lewis left yesterday for Abilene, to attend Federal Court. Mrs. M. L. Linthicum and children went to Lockney Wednesday, to visit friends. Mr. L. N. Lochridge, an oil operator, from Iowa Park, was here Wednesday, on business. John Broyles and Rayburn Thompson, of Lockney, visited in Canyon the first of the week. Miss Ruby Lattimore went to Abernathy Wednesday, to visit her sister, Mrs. C. H. Bucks. Master Paul and Miss Agnes Morton came down from Kress Wednesday to visit her aunt, Mrs. J. W. Lovelady.

W. M. Bryson returned yesterday from Kansas City, where he has been to market three carloads of cattle. E. C. Raney, student at Seth Ward, left yesterday for Smithville, Ark., to spend the holidays with his parents. Mrs. Esther Garret and Mrs. Henry Dowdy came in yesterday from Wichita Falls to visit W. P. Waggener and family. Guy Thompson left to-day for his home, in Marlow, Okla., after a three month's visit here with his uncle, C. L. Largent. O. C. Gibbs, who has been here visiting his father, Thomas Gibbs, left Wednesday for his home, in Pueblo, Colorado. District Attorney Mayfield went to Tulla Wednesday to examine a man held for the burglary of the Kress post office. Mrs. Joe Carter and daughter, Miss Leona, returned yesterday from a three months' visit with relatives in Kansas City. Miss Luella Kinder will return Saturday from St. Mary's Academy, at Dallas, Texas, where she has been attending school. She will spend the holidays with her parents, Judge and Mrs. L. S. Kinder.

Gene Webb came in from Fort Worth this week, to spend the holidays with his parents, Mr. and Mrs. E. Webb. Mrs. W. L. Bucks and granddaughter, Miss Bertie Stapple, left yesterday for a month's visit with relatives in Abilene. Charles Davis, of Wichita Falls, attorney for the Fort Worth & Denver Railroad, attended County Court here this week. Miss Willie Darsey leaves Sunday to visit her mother, at McGregor, Texas. She expects to be away for one month. Mr. and Mrs. C. A. Malone will leave Sunday for Sulphur, Texas, where they will spend part of the holidays. They will then go to Abilene, Texas, to spend the remainder of the holidays. B. Tubbs, of Paris, Texas, came in Thursday to spend the Christmas holidays with his nephew, D. Hefflinger, and Cecil Tubbs, of this city. Mr. Tubbs is thinking of locating here.

FOR SALE.

Heavy team, wagon, new buggy. leather harness. Must sell. Phone 191. J. J. LASH. -Adv. 30

SEE WIDE FIELD FOR THE EVENING HERALD

(Continued from Page One.)

paper. R. A. UNDERWOOD, of The Tulla Bank & Trust Co.—Everybody in Tulla is glad to receive the good news. I understand THE EVENING HERALD'S Tulla correspondent is a live wire and will accurately furnish all the Tulla news and the developments taking place in this part of the wonderful Shallow Water Belt. Nearly everybody in and near Tulla is going to take THE EVENING HERALD. E. B. HUGHES, Cashier, The Citizens' National Bank—We are delighted that Plainview is soon to have a daily paper. We are going to stand back of THE EVENING HERALD—every man and every woman shoulder to shoulder. Everywhere, I have heard favorable comments about THE EVENING HERALD and the enterprise of its promoters. BENJAMIN O. SANFORD, Postmaster of Plainview—It is great. The forthcoming paper will serve as a connecting link between the city and the country dwellers. It will show the farmer where he can go to get the goods that he desires and at the right price, through its up-to-the-minute advertising. Bringing in more new settlers will also be one of the benefits that you will give to the community. More settlers mean more rural routes and greater convenience to the country dweller. In my opinion, this city will be the largest one on the Plains in the course of ten years, and much of its success is dependent upon THE EVENING HERALD. I feel assured that it will be met with open arms by the people of the Plains. It is bound to do good. You are on the right track, and you can remain assured that we are all back of you in your great project. B. H. TOWERY, County and District Clerk, Hale County—A paper like THE EVENING HERALD, which is to be an up-to-date live wire, and which will get behind every good move, will be of the greatest benefit to the South Plains. This country is more than big enough to support a really good daily paper, and it will be one of the biggest factors in bringing in more settlers. As a drawing card and an open index to this country, it is better than all the advertising literature that could be sent out. More railroads, more factories, more business houses and more men and their families—all these will be brought in largely through THE EVENING HERALD. We are all with you. I will watch for you, or rather OUR, paper with much pleasure. I believe that a large part of the welfare of the Plainview country will depend upon your great undertaking. J. L. POPE, The Atchison, Topeka and Santa Fe Railway, Amarillo—That THE EVENING HERALD may prove in every way a success, appreciated by the citizens served, is the mildest among my many good wishes for it.



Why not a Ford for Christmas? There's much pleasure and satisfaction in feeling that you have a Ford for the family surprise on the big gift day. The Ford renders real automobile service 365 days each year.

Five hundred dollars is the new price of the Ford 1 unabout; the touring car is five fifty; the town car seven fifty—all f. o. b. Detroit, complete with equipment. \$45 freight to Plainview. Get catalog and particulars from Barker & Winn, Plainview, Texas.

LETTERS TO SANTA CLAUS

Plainview, Texas, Dec. 12, 1913. Dear Mr. Santa Claus: I want a doll buggy and a doll to go in it, some candy, oranges, a sparkler, a musical top, the Story of Joseph, some red hair ribbon, some nuts, colored pencils and a snow suit. Bring Grady one too. Your little girl, HELEN McCLURE, Hotel Missouri. Plainview, Texas, Dec. 12, 1913. Dear Santa Claus: I want an air gun that shoots 1,000 times without reloading; also a musical top, a book of fairy tales, a sparkler that emits sparks when you pull the string. You might bring me some candy and nuts and an orange, and if you have it to spare you might bring me a flashlight. Your little boy, GRADY McCLURE. Plainview, Texas, Dec. 16, 1913. Dear Santa Claus: Please bring me a "Meccano Set" and the following books: "The Pony Rider Boys in the Ozarks" and "Willie

Wild Hunting Big Game in Africa." Please bring me some fireworks, apples, nuts, oranges and candy. Yours truly, SHIRLEY PACK. Plainview, Texas, Dec. 17, 1913. Dear Santa Claus: I want a train and an auto and an auto garage and an air gun and some shot. I want the Youth's Companion. Be sure and bring my things. Your friend, EMORY HANSARD. Plainview, Texas, Dec. 17, 1913. Dear Santa Claus: I want a new pair of shoes and I want some apples and candy and some good books to read. Do you like to read, Santa Claus? I want to get Today's Magazine for a year. Please bring them to me. Your friend, EDITH HANSARD. Plainview, Texas, Dec. 14, 1913. Dear Santa Claus: I want a big doll and a doll buggy large enough for it. I also want a ring and a piano. Lovingly, ARA SNODGRASS. Plainview, Texas, Dec. 18, 1913. Dear Santa Claus: Please bring me a doll with curly hair and a pink silk dress on. I also want it to have pink slippers and socks, and please let the doll go to sleep. Bring me a ring, a bracelet, a doll carriage. You need not bring me any nuts and candy, 'cause Daddie will bring me them. Good-bye. LOTTIE DELOIS CRAGER. P. S.—My little cousin has red hair, and bring her some red ribbon. I think she wants a doll, too. I am fooling mamma. She does not know about this letter. Plainview, Texas, December 18th, 1913. Dear Santa Claus: I am a small boy of 20 years of age. I have all the bed slippers, neck ties, Sox and pin cushions I can use for the next twenty-five years. Please don't bring any of those. I want a new suit of underclothes and an automobile. Please bring complete set of mud chains, ropes, baling wire, and complete list of cuss words used in automobiledom. Also, dear Santa, some fresh eggs and suspenders. A can of corn soup and cure will be gladly received. In fact, anything in the line of Government notes, and circular discs. Now, as a grand finale, please send



Beauty Chorus in the Musical Spectacle "THE PRINCE OF TONIGHT" Schick Opera House, Tuesday Night, Dec. 23rd Seats on Sale at The B. & K.

MACON, GA., CHILD Made Strong and Well by Vinol. When we tell you that Vinol is the best remedy in our whole stock for making weak, puny, ailing children strong, robust and rosy we are only telling you what has been proved by hundreds of mothers. J. L. Pickling, Macon, Ga., says: "My child was very thin and delicate, no appetite, nervous, and did not sleep well. Doctors did not help her. Vinol was recommended and the change after a fair trial was wonderful. She sleeps soundly all night, has a splendid appetite and has gained in weight. I wish every mother knew what Vinol will do for delicate children." What Vinol did for this little girl it will do for every weak and ailing child because sickly children need the strengthening cod liver elements and the tonic iron that Vinol contains—that is why Vinol builds them up quickly and gives them a fine, healthy color. It is pleasant to take and we guarantee that the results will satisfy you—money back if they do not. P. S.—If you have Eczema try our Sazo Salve. We guarantee it. J. W. WILLIS DRUG CO., Plainview, Texas.

COMMUNITY CORRESPONDENCE OLTON. Dec. 17.—While Paul Bohner was riding after cattle last Friday morning, his horse slipped and fell on his leg, breaking the bones just above the ankle. Dr. Lindsay, of Plainview, set the broken bones. Mr. and Mrs. W. W. Pugh entertained a number of friends last Friday night. The guests were requested to me a subscription card to the EVENING HERALD, that I may feel that I am one of the Plainview boosters. Your old friend, I. M. INONIT, Plainview, Texas.

come dressed as children. Balkan middies and hair in long curls were much in evidence among the ladies, while the gentlemen were dressed in blouse waists, knee pants and sailor suits. A delicious three-course supper was served at the beginning of which bibs were tied around the "children's" necks and they were served with mush and milk. After this came sandwiches, scalloped oysters, apple salad, pickles, coffee, fruit salad and cake. After supper the guests were called on to recite pieces, sing songs and tell stories known in childhood days. Various contests were engaged in, prizes being given to the most fortunate. At a late hour the guests departed, voting Mr. and Mrs. Pugh royal entertainers. Mrs. Frances Smith went to Lockney Saturday to visit her little son, Hillburn, who is at the home of his grandmother, because of sickness. Mrs. K. Shellabarger is quite ill, at her home, north of Olton. Mrs. Tom Keenan went to Mexico Saturday to join her husband, who is there wintering their cattle. Mr. and Mrs. Walter Sullivan made a business trip to Plainview last Friday. A number of ladies gathered at the home of Mrs. H. R. Miller last Monday, that being Mrs. Miller's birthday. A fine dinner was served, and in the afternoon three comforts were tacked for her. Olton home talent will present "The Deaconess," a five act comedy, for the benefit of the Olton School, Monday night, December 22.

Calling Cards All the latest styles in engraved or printed cards on short notice. PHONE 72

Spruce Up for Christmas

Don't be one of those who will wait until Christmas Eve to wonder whether his suit of dress clothes is properly cleaned and pressed and finding that it is not will rush frantically around hunting the family iron to do a hurried unsatisfactory job of tailoring. Be one of the wise ones—one who will look today and act today by having his clothes handled in

The Waller Tailoring Company Way

Called for when you say--delivered when you say. Have the satisfaction of knowing that the clothes are ready for the Christmas man.

Waller Tailoring Company PHONE 188

Advertisement for Buick Model B-25. Features the Buick logo and text: 'The 1914 Buick Model B-25 5-Passenger Touring Car--\$1050 Determines the Price of Other Popular Priced Cars Examine this truly high-grade, five-passenger touring car, compare it with other cars near its price. It Will Be Your Choice Then put the above statement to a test. Note in your inspection the high-grade upholstery, the Baker Demountable rims, the complete DELCO Electric equipment, the springs, the fenders, the substantial construction and finish throughout. There is not a light touring car made that can equal it for appearance, finish, endurance, performance, simplicity, economy, silence and hill climbing. Good material, correct design, careful workmanship, backed by an unequalled record of successful service, make these statements possible. The price of Buick Automobiles is built into the cars themselves. The worth of every Buick precludes the necessity of price cutting. Six Models for 1914--Four and Six Cylinder. Plainview Machine and Auto Shop

KRESS. December 17.—Mr. and Mrs. Dick Blaze were shopping in Plainview Thursday. Mrs. Estes and daughter came to Kress Saturday and met the little Estes boy, who came on the train from Tullia. Mr. and Mrs. Overly and Ruth visited Sunday at their daughter's, Mrs. George Rousser's. Mr. Capon and family autoed five miles west to visit Sunday at J. Bush's. Mr. and Mrs. Walker, of Auburn, were callers in Kress Monday. Mr. and Mrs. F. Rousser were shopping in Tullia Monday. Mr. Lee Master and family came on the train to Kress Tuesday, to settle in their home. The choir met at Professor Hinshaw's Sunday evening, to practice Christmas songs. Mr. and Mrs. J. Bush were callers in Plainview Monday. The ground was white with snow Tuesday morning, but it melted and a couple of showers fell during the day. Mr. Hart drove to Kress Friday to buy grain and haul it to his home, near Hart. Kress will have a Christmas tree and the Central Plains school house, eight miles west of Kress, will have a Christmas tree. Rev. Sharp, Presbyterian, of Tullia, preached in Kress Sunday afternoon at 4 o'clock. Kress school closed Friday, and the teachers are attending Institute at Tullia this week. Tuesday afternoon Professor D. Z. Hinshaw addressed the Institute on "Agriculture," as its study might be applied to high school work. Wednesday afternoon Professor B. N. Graham discussed "Eighth and Ninth Grade Work of the High School." These teachers are employed in the Kress schools. Call The Herald for job printing



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

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

**ELECTRIC** { Toasters, Irons, Percolators.  
Curling Iron Heaters  
Ramikins and Alcohol Hot Plates

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

We also wish to call to the attention of lovers

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

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

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

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

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

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

## Donohoo-Ware Hardware Company

TELEPHONE 80

PLAINVIEW, TEXAS

### SWIMMING ON SUNDAY.

Governor Major of Missouri says that the happiest days of his life were when he was a boy on a farm and ran away, swimming, Sunday afternoon.

I have been a boy on a farm and have run away, swimming, Sunday afternoon, but my great love for the truth keeps me from saying that these were the happiest days of my boyhood.

One Sunday I invited two boys to come home with me after Sunday School. At dinner pa told me not to go swimming in the creek that afternoon, as I might get the yellow jaundice. Yellow jaundice becomes very few people. Yellow jaundice makes a person look too much as though somebody had dropped an egg in full possession of its powers on him and then had maliciously hidden the towel.

We boys wandered out to the creek. We looked into the cool depths of the water, but we couldn't see any yellow jaundice. We felt that it had been a backward season for yellow jaundice, and that probably all the spawn had been killed. For some reason or other I forgot all about what pa had said, and in a fit of absent-mindedness took off my clothes. When next I noticed what I was doing I had water in my ear.

We swam down the creek and made a slippery bank, where we would go

up to the top and coast down on the lower end of our spinal column and our elbows. Tiring of this, we began to throw mud at each other, lifting our voices in light-hearted laughter. I had just planted a large, pliable handful of mud in the ear of one of the fellows, and was laughing at his plight, when I saw pa coming down by the creek with a long, shapely hazel-brush sprout in his hand. The plight had thickened. Then it suddenly occurred to me what pa had said at dinner. I felt nonplused at myself for having forgotten it, and decided to go to some quiet spot and think it over alone. With me to think was to act. I acted with great celerity; it was the best brand of celerity I had ever come across.

I darted out through the underbrush toward my clothes, but some unthinking person had removed my raiment. The person had left no clues. I would have been more content if he had taken the clues and left the clothes.

I must have clothes! What would people think if they met me on the moor with nothing on except a mud bath? I wanted to save these people all the embarrassment I could, so I streaked it for the house of a neighbor. Here I intended to bathe in the water tank and get enough clothes to return home. But the

neighbors dog did not know this; he misunderstood my plans. He thought I had designs on the house. But I hadn't on a single design. All I had on was a layer of gumbo and a friendly mien. I had no place to put my hands. The pockets on my friendly mien were missing.

The dog was a large, quick-tempered creature, and rushed at me impulsively. Without my trousers I kept wondering what he would find to set his teeth into. He came at me rapidly, as if that wasn't worrying him. It worried me greatly, although I said nothing to him about it. When he came at me I withdrew. I withdrew so fast that I did not stop to open the gate for him.

Although I was not hampered by any wearing apparel or finery of any kind, I did not make the speed I desired. The dog was good at running. I don't know whether he was bred for running or not—I did not stop to inquire. I did not stop to cavil. I had left all my cavil in my other clothes. The dog snapped at my calf. I removed it as rapidly as I could, and spoke to him in a deep guttural, but he paid no heed to my wish to be left alone. Finally I reached the high wooden gate behind our barn and mounted it. Once I was safe, the dog turned and withdrew in the direction whence he came. No effort was made on my part to detain him. Just as I drew in a sigh of relief I heard a step. It was pa with the same hazel sprout in his hand.

Our greeting was short and our conversation desultory. When I came down pa told me to turn my back to him, although I felt that this was not manners. But immediately I felt something else. I stood with my back to him for a long while, first on one foot, then on the other; part of the time I spent in mid-air. When pa and I had finished with the hazel sprout it was about worn out. So was pa, and I myself felt that we had accomplished enough for one day.

That night at supper mother looked at me and exclaimed: "Why, son, it beats me where you got that mud!" "It beats me where I got it, too!" I answered, fervently, but mother thought mine was just a fill-in answer.

Governor Major's happiest days may have been the ones when he ran away and went swimming on Sunday, but his father must have patronized a different hazel patch from mine.—Homer Croy, in Collier's.

See The Herald for Book Work.

## One Certain Way to Please a Woman

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

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

- |                           |                         |
|---------------------------|-------------------------|
| Telephone Stands          | Smoker's Stands         |
| Tabourettes               | Umbrella Stands         |
| Pedestals                 | Magazine Stands         |
| Hall Mirrors              | Pictures                |
| Costumers                 | Picture Frames          |
| Music Cabinets            | Cedar Chests            |
| Bissell's Carpet Sweepers | Skirt Boxes             |
| Rugs                      | Parlor Sets             |
| Dining Sets               | Bed Room Sets           |
| Kitchen Cabinets          | O-Cedar Mops and Polish |
| White Sewing Machines     | Sealy Mattresses        |

## E. R. WILLIAMS

TELEPHONE 105

## Tire Repairing

All kinds of casing and tire repair work. Vulcanizing and inner lining our specialty. All work guaranteed.

**The Clark Rubber Co.**  
Plainview, Texas

## FIRST-CLASS SIGNS

"THE HAGOOD WAY"

# The City Bakery

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

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

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

## The City Bakery

J. T. Van Arsdell, Proprietor

Telephone Number 170

### STAND UP STRAIGHT, ADVISES MEDICAL ASSOCIATION.

#### In This Way You May Get The Full Horsepower Out of Your Human Machine.

The way the human body is used is of the utmost importance if the person is to have the best of health of which the person is capable. With a person it is much the same as with the automobile, according to the American Medical Association. One represents a 50-horsepower engine, another a 40, another a 30, still another 20, and if the body is used rightly this full amount of energy can be developed without harm. If the body is used wrongly, as is true with the machine, it may be ruined by developing half the amount of the designed horsepower. When rightly used, the parts are all in balance; there is no undue strain to any part, the chest is carried high, so that the breathing is easy, and there is the full amount of "wind power." The abdominal organs are properly supported and work with least difficulty, the digestion and nutrition are good. If the body is drooped or buckles in the middle, the whole body suffers, and many times disease conditions start in this way.

In such drooped position the chest is flattened, so that the lungs cannot work rightly and become weak, the abdomen is telescoped and the stomach, bowels and other organs are crowded together and work badly, so that indigestion and constipation result. Health, or the best possible efficiency, the full horsepower of the person, cannot result under such conditions any more than an engine can develop its rated horsepower if the cylinders are full of carbon, or that the fuel in the furnace can be consumed properly if the drafts are not properly opened or the ashes are not removed. The position most favorable for health and in which the load or burden of life can be carried most easily is with the body, both when sitting and when standing, as it would be if a person were trying to sit or stand as tall as possible. This gives the high chest, the flat abdomen, the erect head, square shoulders, straight knees, and the springs of the whole body are set in the best way. This is the position recognized by the athletic trainers, by the singing teachers and by

all those who are expected to train individuals for great effort. The same position is best for everyone, whether the effort be great or small, or whether the work be with the head or muscle.

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

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**C. D. WOFFORD,**  
Dentist  
◆◆◆◆◆  
Rooms 14-16, Ware Hotel Bldg.  
◆◆◆◆◆  
Phones:  
Office, 143; Residence, 193  
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**Are You Bald Headed?**  
Or does Dandruff, falling hair or itching scalp bother you? If so, our wonderful **FER-TILINE** is what you want. It has grown hair on hundreds of bald heads. Money back if not satisfied.  
If your druggist hasn't it send us one dollar and we will send you a bottle by Parcel Post. **FREE** booklet explaining baldness.  
**Lightfoot Chemical Co., San Antonio, Texas.**

**To Cure a Cold in One Day**  
Take **LAXATIVE BROMO** Quinine. It stops the Cough and Headache and works off the Cold. Druggists refund money if it fails to cure. **E. W. GROVE'S** signature on each box. 25c.

### HER TOKEN OF LOVE

By S. E. KISER.  
"WELL," said Juliet Allison, when her husband had gone up stairs, after tossing a package upon the library table, "I wonder what this is?"  
She did not permit her curiosity to remain long unsatisfied.  
"For goodness sake," she ejaculated to herself, with the package undone, "if he hasn't gone and bought a whole year's supply of neckties! And I was going to get him neckties for Christmas. That's just the man of it. I don't see why he couldn't have waited a little while. Let me see. I suppose I'll have to get him a fob or something like that, now."

It was on the following evening that Frederick Allison suddenly turned to his wife, after dinner, saying:  
"Oh, Juliet, I want to show you a fob that I bought for myself today. It's just the thing I've been wanting for a long time."  
Juliet's enthusiasm over it was much forced, as her husband might easily have seen, and perhaps did see. After they had dropped the subject she happened to glance at his scarfpin and a new joy sprang up within her. She would get him a scarfpin for Christmas, for his old one was rather out of style and never had been an expensive one, anyway.  
"By the way, dear," said Allison the next evening, "I bought something today that I'd like to have you look at."  
Of course, it was a scarfpin. Juliet knew it would be the moment she saw the tissue paper package which he fished out of his vest pocket. She pretended, with a brave heart, to think it was very pretty, but she fancied that she could have made a better selection if he had only permitted her to have the chance.  
At the office Allison had told the boys of the splendid plan he had hit upon for the purpose of keeping his wife from buying impossible things in the shape of Christmas presents for him, and it was with great satisfaction that he reported day after day how he was progressing.  
Christmas was only a week away and Juliet lay awake a long time that night trying to think what present she could get for her husband. There were the new books, but he had informed her that he didn't want books. They had all the standard works in the library, and he never read any of the modern novels. Ah, a happy thought came to her. Somewhere she had seen a metal box in which cigars could be kept fresh and moist. She would get a box of that kind for Frederick, dear old fellow. It happened, however, that Frederick came home the next evening with a metal cigar box and enough cigars, as he cheerfully informed her, to last him all winter. Then it was that the iron entered Juliet Allison's soul. She decided to give up the idea of making her husband a Christmas present that would be in any wise distinctive. She would merely get him a pair of gloves and perhaps a few handkerchiefs. Hardly had she adopted this resolution, however, before he turned to her saying:  
"I happened to be in Witherspoon's this afternoon to get some shirts, and I thought I might as well lay in a supply of gloves, handkerchiefs and suspenders. They'll probably be sent out tomorrow."  
"I'm so glad," replied Juliet. "You need gloves and handkerchiefs, too. Of course, I don't know so much about your suspenders, and I suppose you bought all the half-glove you'll—"  
"Yes, I forgot to mention that. I got a dozen pair."  
"And you have all the cuff buttons and studs and such things that you need, haven't you?"  
"Enough to last me a lifetime."  
She went back to her chair and sat for a long time gazing at the flames which flickered around the gas log. The daily paper was lying on the table at her elbow, and her glance at length fell upon some large black letters which presently resolved themselves into words. Then she read this advertisement:

◆◆◆◆◆  
**DRS. GUYTON & NICHOLS**  
◆◆◆◆◆  
Surgery  
—and—  
Eye, Ear, Nose and Throat  
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First National Bank Building  
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**C. D. WOFFORD,**  
Dentist  
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Rooms 14-16, Ware Hotel Bldg.  
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Phones:  
Office, 143; Residence, 193  
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**Are You Bald Headed?**  
Or does Dandruff, falling hair or itching scalp bother you? If so, our wonderful **FER-TILINE** is what you want. It has grown hair on hundreds of bald heads. Money back if not satisfied.  
If your druggist hasn't it send us one dollar and we will send you a bottle by Parcel Post. **FREE** booklet explaining baldness.  
**Lightfoot Chemical Co., San Antonio, Texas.**

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J. H. SLATON, President      W. C. MATHES, Vice President  
GUY JACOB, Cashier

## The First National Bank

Plainview, Texas

CAPITAL STOCK ..... \$100,000.00  
SURPLUS AND UNDIVIDED PROFITS ..... 170,000.00

**SAFE DEPOSIT BOXES FOR RENT**  
Your business solicited, appreciated and protected.

### The American Adding Machine

The Latest Adder  
**Costs But \$35**  
See our exhibit—ask for 10 day's trial



Here is a new price on a competent Adder. On a machine that is rapid, full-size and infallible.

The very latest machine, built by men who know, in one of the largest metal-working shops.

It is an individual Adder, to be placed on one's desk, close to one's books and papers. To take the place of the central machine requiring skilled operators.

It is also intended for offices and stores where costly machines are a luxury.

The price is due to utter simplicity, and to our enormous output. Seven keys do all the work.

Each copied number is shown up for checking before the addition is made.

The machine will add, subtract and multiply. With very slight practice anyone can compute a hundred figures a minute. And the machine never makes mistakes.

Countless offices large and small, are getting from these machines the highest class of service.

Now we make this offer so that offices everywhere may learn what this machine means to them.

#### Ten Day's Test

We will gladly place in any office one American Adder for a ten days' test.

There will be no obligation, and charges will be prepaid.

Compare it with any non-listener—even the costliest. Let anyone use it. See if any machine can serve better than this.

Just send us this coupon and we'll send the machine.

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**DRS. GUYTON & NICHOLS**  
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**Herald Publishing Co.,**  
Plainview, Texas.

Please send us an American Adding Machine for ten days' free trial.

Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

Manufactured and Guaranteed by  
**American Can Co., Chicago**  
Sold in Hale County by  
**The Herald Publishing Co.**  
Plainview, Texas

## Come to Your Favorite Store FOR CHRISTMAS SHOPPING

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

### An Interesting List

- |                      |                       |
|----------------------|-----------------------|
| Cameras and Supplies | Brush and Comb Sets   |
| Columbia Phonographs | Griffon Manicure Sets |
| Jacob's and King's   | Parker Fountain Pens  |
| Candies              | Dolls--all kinds.     |
| Gift and Standard    | Bibles and Testaments |
| Books                | Dresser Sets          |
| Safety Razors        | Toilet Articles       |

Christmas decorations, post cards, tags, tissue paper, stickers, etc. And other Christmas gifts and novelties too numerous to mention.

# R. A. Long Drug Company

TELEPHONE 237

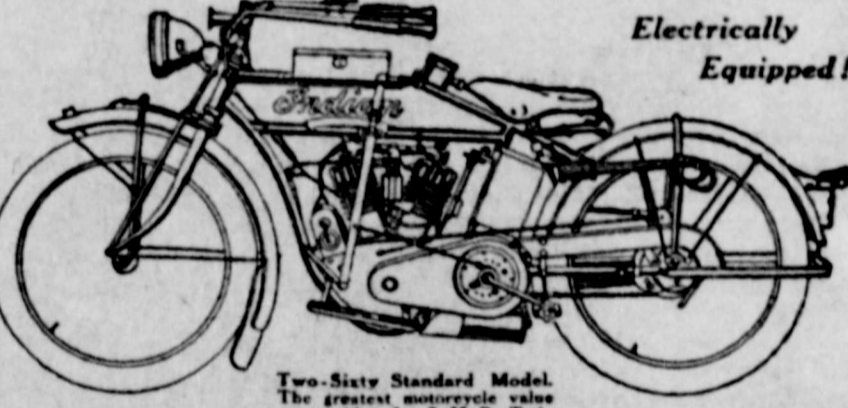


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### Electrically Equipped!



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

# Indian MOTOCYCLES FOR 1914

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

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

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

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

The 1914 line of Indian Motorcycles consists of:

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

Prices F.O.B. Factory

## C. C. Green

Plainview  
Agent for Hale and Floyd Counties





## The Store of Practical Gifts

**T**HE giving of gifts and the timely, thoughtful remembrance of one's folks and friends at Christmastide will never grow old, and today in a greater degree than ever before people are realizing the added value of practical gifts, of remembrances that will continue to carry the message of friendship, affection and good will long after the holidays are over.

### We Are Making Heavy Reductions in Price in Many Lines of Merchandise

## *Kuppenheimer Clothes*

Even at this late date we are showing a practically complete selection of all the newer, better ideas in suits and overcoats for men and young men---single and double breasted English and American styles. Overcoats in full, half and three quarter length; shawl collars and belted backs.

**\$10 to \$35.00**

A Rain Coat, Slip On or Gabardine makes an ideal gift for any man. We have them in several different styles, all sizes, made from thoroughly waterproof fabrics to look as well in the sunshine as they protect when it snows or rains.

**\$4 to \$25.00**

Why not give him an order on us for just what he needs in the way of garments to complete or freshen up his winter wardrobe?

#### *Smoking Jackets*

The most popular gift for any man. You should see those we are showing in an endless variety of patterns and colors.

#### *Shirts*

A complete showing of the new white and fancy pleated shirts with cuffs attached. Fancy French flannels with the new double roll cuffs---collars to match.

#### *Bath Robes*

Big comfy robes in various weights and lengths; plain or fancy colors, according to his desire.

*Special arrangements have been made to assist the ladies in buying for men folks.*



#### *Neckwear*

All the swagger new Bulgarian four-in-hand, Knit-Knots and Bat Wings in the accepted winter styles. Some in attractive Christmas gift boxes.

#### *Hosiery*

All the better grades of men's hose in black or fancy shades. In attractive gift boxes, by the pair or half dozen.

#### *Handkerchiefs*

An unusual stock of men's pure linen handkerchiefs either plain or monogram. Single or in boxes of six at practically any price you care to pay for them.

*We know what most men want, and any one of the sales force will gladly help you in your selection of HIS gift.*

*Big Shipment of Newton Annis Furs Ordered Especially for Xmas Trade*

**ATTRACTIVE PRICES WILL BE MADE IN ORDER TO MOVE THEM QUICKLY**

THEY CAME TODAY BY EXPRESS

THEY CAME TODAY BY EXPRESS

Other Fixin's for men folks too numerous to mention here but well worth a careful inspection in connection with your Christmas shopping.

If in need of anything in the jewelry line for men or ladies, we have a beautiful assortment from which to select

# Plainview Mercantile Company

W. A. SHOFNER, Manager