

THE PLAINVIEW EVENING HERALD

THREE TIMES A WEEK

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PLAINVIEW, TEXAS, TUESDAY, DECEMBER 15, 1914

PRICE FIVE CENTS

SKATERS ENJOYED FIRST TOUCH OF WINTER MONDAY

Lake Plainview Was Frozen Over Sunday and Monday; Twenty Degrees Below Freezing Point.

Sunday was the coldest day Plainview has seen this winter, according to the United States weather observatory here. During the night the temperature was as low as twelve degrees, twenty degrees below the freezing point of water.

The warmest day of December was the third, when the maximum temperature was 57.

Monday morning Lake Plainview was covered by young people, who enjoyed the first skating of the season. The ice was good for skating until the middle of the morning to-day.

Vaughn Arrests Violators of New Traffic Ordinance

City Marshal John Vaughn has arrested about twenty-five persons for violation of the traffic ordinance requiring parking of cars and use of muffler on cars within the corporate limits. This ordinance went into effect Saturday night.

No complaints have been filed against car owners who have not complied with the law, the policy being to inform the public about the law fully before assessing fines. The second offense will be dealt with in accordance with the law. That automobile drivers are anxious to conform with the law is shown by the increased number who are complying with it.

Fourth Well for Alfalfa Cattle Company Completed

"Yesterday we completed the fourth of a series of seven wells for the Alfalfa Cattle Company on Dr. Pearson's farm," said R. S. Charles, manager for the Texas Land and Development Company this afternoon. "The well has a capacity of two thousand gallons of water per minute. The fifth was started this morning."

"Today Layne & Bowler completed the drilling for the well near Kress. It is expected to yield a good flow of water."

Santa Fe Will Inaugurate Change in Schedule Soon

The officials of the Santa Fe Railway System are in committee meeting at Topeka, Kansas. Extensive changes in the schedule of trains of the system are expected.

There has been rumor that the train over the Floydada branch of the Panhandle and Santa Fe Railway will be run from Floydada to Plainview as a mixed train and from Plainview on to Amarillo. The local agent for the Santa Fe, R. P. Bayless, said this morning that he does not believe this change will be made, but that he thinks it is highly probable that the Santa Fe will change its schedule over the Plainview line. The train now arriving at twelve o'clock, noon, will reach Plainview about nine or ten o'clock in the morning, and the train from the east will meet the train from the west at Plainview, is Mr. Bayless' opinion.

The new schedule will be made public in a few days.

NEW WESTERN UNION MANAGER.

Miss Kathryn Polansky has arrived from Lufkin, Texas, to take charge of the Western Union Telegraph Company's local office. Mrs. D. D. Fitzgerald, who has had charge of the office for the past few months, is now taking a vacation. E. Lucas will remain in the office as operator.

BYARS BUYS FANCY SOW.

A registered Berkshire brood sow has just been received by E. W. Byars from Whitwright, Texas. Mr. Byars will improve the herd of Berkshires on his farm two miles west of Plainview from time to time.

COMMITTEE WILL STUDY FORMS OF ADVERTISING

Retail Merchants' Association Appoints Committees on Roads, Trade Extension and Advertising.

The board of directors of the Merchants' Retail Association met Friday night and authorized President E. H. Humphreys to appoint committees on good roads, trade extension, and advertising.

The members of the good roads committee have not yet been named. Those who are asked to act on the other two committees have been decided upon.

The advertising committee is to be a secret body, the membership known only to the president and the secretary, called upon whenever an advertising proposition is presented to a member of the association to pass upon the worth of the proposed advertising medium.

A director of the association, in explaining the work of this committee, said to a Herald reporter to-day:

"At the last meeting of the Retail Merchants' Association the matter of ineffective advertising was debated, and after a thorough discussion of the subject they decided to appoint a committee of competent business men who were familiar with advertising to act as censors on any advertising proposition that was presented to any member of the organization.

"A great deal of money has been expended for publicity that was of no real commercial value and was entered into merely on account of the personal feeling existing toward the one that presented the proposition.

"Advertising space is a commodity of intrinsic value, the same as any wares on the dealers' shelves, and should be dealt with the same, exercising the same caution they would in restocking their merchandise.

"There is no doubt that publicity used through the proper channels is the best medium to obtain results, and the committee will endeavor to encourage the use of legitimate advertising, passing their opinion on all propositions from strictly an unbiased commercial view."

FARMERS BUSY IN FIELDS.

"We are still busy in the fields," said Geo. Bowers, of Olton, yesterday to a Herald representative. "There is still much grain in the field. Some of it is still in shocks, waiting for the threshers."

Speaking of the crops in the Olton country this year, Mr. Bowers said that there is seldom a failure there. The sandy loam seems to hold the moisture and does not crack open with heat.

DODSON GETS FINE BULL.

E. C. Dodson, of near Lockney, was a consistent winner of prizes on Hereford cattle at the Hale County Fair last year. He is improving his herd. Recently he has bought a fine Hereford bull to lead his herd, from the famous Harris herd, in Missouri, and is now there trying to arrange for shipment.

C. L. Moore, whose cattle also won prizes at the Fair, is improving his herd.

REV. STORY, OF CLARENDON, NEW METHODIST PASTOR.

Presiding Elder of Clarendon District Transferred to Plainview Methodist Church.

Rev. S. A. Barnes and family will leave Thursday for Dallas, Texas, where Brother Barnes has been assigned by the Conference held at Sweetwater to the pastorate of the Ervay Street Methodist Church. This year closes the second year of Rev. Barnes' ministry in Plainview. He has made many warm friends while here.

Rev. J. W. Story, who comes here from the Clarendon District, is an able preacher. His work on other charges recommends him highly.

Rev. O. P. Kiker was returned by the conference as Presiding Elder of the Plainview District. Rev. S. J. Upton was transferred from the Lorenzo charge to the Plainview Mission.

C. C. Loving, of Amarillo, was here today, en route to Lockney to attend a meeting of the board of trustees of the Lockney Christian College, of which board he is a member.

Plainview Public School Pupils Will Join Ranks of Goodfellows

"Inasmuch as we did it not to one of the least of these we did it not to me."—Matthew 26:45.

"Who is Santa Claus?" a little girl asked of her father.

"You can be Santa Claus," her father replied. "Anyone who wishes to dispense cheer and to make brighter the life of another may be Santa Claus."

This was the story told the pupils of the Plainview Public Schools yesterday by the president of the Benevolent League. When the pupils were asked if they would like to be Santa Claus to some of the less fortunate children in Plainview, they very eagerly agreed to take the matter up. So the pupils are going to be Santa Claus. They will become members of the order of Goodfellows.

Next Monday pupils of all the schools of the city will bring something to put in the municipal Santa Claus pack. Stockings, toboggan caps, mittens, gloves, nuts, fruits, candies, light canned goods, potatoes, rice—all the things that will help to make a happy, merry Christmas for everyone in Plainview will be brought.

This work is under the supervision of the Benevolent League. Miss Edna Mayhugh and Mayor J. L. Dorsett will be in charge of collecting and distributing the gifts.

There have been many responses to the appeal in the Christmas number of The Evening Herald for aid for the needy. The Christmas cheer fund has grown.

Those who want to help in Plainview's charity work this Christmas, may find their opportunity in one of the fifteen enumerated here.

Here are the Plainview "Goodfellow" opportunities:

1. A family of six fatherless children.
2. A dependent woman with two young children.
3. A very aged old couple, dear old people, but too old to work.
4. A hard-working, uneducated woman with one baby.
5. Six small, fatherless children.
6. A helpless widow who can scarcely move. She is confined with rheumatism.
7. A washerwoman with two children.
8. A delicate widow, supporting five children.
9. A helpless cripple with spinal trouble.
10. An unfortunate woman, mentally weak, with one child to support.
11. A widow supporting five children.
12. A young widow with one child.
13. A widow with three children.
14. A widow with one child.
15. A widow confined with tuberculosis. Absolutely no means of self support. Severe hemorrhages of the lungs follow exertion. She has three children to support.

Your check or money mailed or sent to The Evening Herald office will be turned over to the Benevolent League for any of these cases you may designate. If you want any detailed information not given, it will be gladly given if you will telephone 72 and call for the "Charity Man," or call at the office of The Evening Herald. Any contribution intended for the Benevolent League, whether money or provisions, will be received for them at The Evening Herald.

PLAINVIEW HAS EFFICIENT TELEPHONE SERVICE NOW.

War Tax Amounts to One Cent on Each Toll Call Over Fifteen Cents.

Manager Doland said to a Herald representative this morning that the company would pay all revenue taxes imposed by the Government and that the amount of the tax on each 'phone call would be affixed to the toll bills at the end of the month. The law requires that a tax of one cent be paid on all calls amounting to fifteen cents or over. Of course, the consumer pays the tax, but it will be added to their bills from the company, thus relieving them of worry.

Efficient Service. Have you noticed how long you have to wait when you take down the receiver of your telephone for central to answer?

During the past two weeks tests have been made. Stop watches with split hands have been used. When the receiver is taken down the watch is started and when central calls "Number, please," the watch is stopped. Except at times of the day when there are numbers of calls coming in at the same time, central has responded in three seconds. At no time has central waited longer than ten seconds. These tests have been made from different 'phones and when the operators did not know that tests were being made. Even had they known the tests were being made, they could not tell what calls were tests and what were not.

Plainview has the best telephone system in West Texas. In efficiency, Plainview is said to have one of the best in the State. Tests that have been made show that the Plainview patrons are securing more accurate and efficient telephone service than, Fort Worth and Dallas.

The Lockney and Floydada toll lines will be overhauled and parts rebuilt soon.

COMMISSIONERS' COURT MEETS.

Commissioners' Court is in session this week. The first session was held today.

F. A. FARMER TELLS WHY HE SELECTED PLAINVIEW

Hundred-Page Catalogue of F. A. Farmer Business Colleges Tells of Plainview School.

"We expect to enroll enough pupils immediately after the first of January to make our enrollment reach fifty," said Prof. F. A. Farmer, president of the chain of F. A. Farmer Business Colleges, this morning. "We have bought the fixtures which were used in the Ansley Building by the Third National Bank, and have a long-time lease on the building. The place is being remodeled to suit our requirements."

"Our new catalogue, which will be out about the fifteenth of January, is going to be a credit to the college. It will contain about a hundred pages, descriptive of our courses in the Fort Worth, Plainview and other schools. Incidentally, I am going to tell the people of the territory from which we draw our students, why I selected Plainview as a location for a branch of our school. I consider it the coming metropolis of West Texas. Its geographical location and natural resources influence me in making that decision."

LOCKNEY SCHOOL BUILDING BURNED; \$15,000 LOSS.

Building Little Over Year Old Destroyed by Fire Saturday Morning; Was Total Loss.

The building of the Lockney Public Schools was destroyed by fire Saturday morning. Only a short time ago there was a \$15,000 bond issue to provide funds to erect this building. It was a total loss.

POST OFFICE WILL HAVE PLENTY OF REVENUE STAMPS.

Postmaster Ben O. Sanford has ordered a large supply of revenue stamps from the collector of internal revenue at Austin. These stamps will come in all denominations from one-eighth cent to one dollar each. There has been a dearth of stamps here, Mr. Sanford having difficulty in securing a fifty-cent stamp to affix to the bond sent in to the collector.

HOLIDAY WINDOWS VIE WITH SHOW PLACES

Publicity Helps Plainview Merchants Move Goods for Christmas; Up-to-Date Windows.

It looks like real snow; it gives Plainview the air of a city, too—this fake flake snow used in the decorations of the windows of Plainview merchants.

The Donohoo-Ware Hardware Company has one of the most attractive windows dressed in Plainview this season. Rochester percolators and chafing dishes are made attractive by Christmas decorations, which are striking enough to cause the passerby to stop, yet modest enough to detract nothing from the appearance of the goods advertised. The combination of wares, Santa Claus with a sleigh drawn by reindeers actually in motion, carton houses, imitation snow and Christmas trees, is one that will hold the attention of any casual passer long enough to create a desire for the goods. It's a splendid piece of advertising. Chas. Jueschke is the artist.

Carter-Houston Dry Goods Company have a window that is unusual for a town the size of Plainview. As backgrounds for the four windows there are winter scenes done by W. G. Chandler, the window dresser for this firm. Goods that appeal especially as gifts are on display, the variety small enough that the mass does not detract or discount the individual articles, an error in artistic decorating which is often made by window dressers.

In the windows by William Speer, in both departments of Richards Bros. & Collier's department store, touches of winter that suggest the practical value of goods on display as Christmas gifts predominate.

Suspended from the beams of the ceiling and in the show windows of the Plainview Mercantile Company are festoons and Christmas greeting cards. The windows were decorated by Clyde Whitt, and are very attractive.

Coan's Variety Store, the Necessity Store and Wood's Variety Store have windows filled with toys, and the stores are decorated with Christmas festoons.

Duncan's Pharmacy has a splendid assortment of cut glass and jewelry on display. A window advertises their kodaks and supplies.

The R. A. Long Drug Store has a window filled with kodaks and kodak accessories. The window of Wilbert Peterson, in this building, is artistic with the exceptional Rne of Hallmark goods.

The R. C. Ware Hardware Company have a window loaded with practical and useful gifts for Christmas.

Burleson's Annual Report Shows Surplus of \$3,569,545

WASHINGTON, Dec. 15.—Postmaster General A. S. Burleson has submitted his annual report to the President. For the first time since its organization, by Benjamin Franklin, the Post Office Department is on a self-sustaining basis.

The annual report records enormous growth in the department's business because of the parcel post and postal savings bank divisions, and recommends a program of postal legislation to increase the scope of the department's activities.

Mr. Burleson features his report with an estimate that a surplus of \$3,569,545, the second of his administration, will be shown for the fiscal year of 1914, when all claims and charges have been met. On that showing he bases his declaration that the department "has been securely placed upon a self-sustaining basis."

PICTURE SHOWS CONSOLIDATE.

The Olympic Theatre proprietors have leased the Mae I. Theatre. J. S. Bonner will manage the Mae I. and Robert Smith will continue to manage the Olympic.

The new management of the Mae I. has cancelled the contract for the Thanhouser picture Zudora, and on account of this cancellation The Evening Herald will not carry the story of Zudora, as has been previously announced.

Roy Mabee arrived in Plainview and is now the guest of his uncle, H. E. Skaggs. He has been in California.

SERVIANS ARE DRIVING AUSTRIANS FROM LAND

COUNTRY WHICH APPEALED TO RUSSIA FOR AID NOW ABLE TO DEFEND ITSELF.

NOT DECISIVE IN POLAND

Germans and Russians Both Claim Capture of Men and Guns; Much Suffering in Poland.

LONDON, Dec. 15.—The Austrian government in an official statement from the war office has admitted that the Servians have been victorious and that the Austrian army in Servia has been defeated. Heavy losses and an extended retirement have been announced. Dispatches from Servia seem to indicate that the Servians are confident that they will be able now to defend their country from the Austrians.

In Poland there is much suffering. The two contending armies drive each other back and forth. The inhabitants of the villages are inflicted with terrific bombardments. More than five hundred Polish towns have been destroyed. Both Russians and Germans announce successes and the capture of prisoners and guns, and apparently no decisive result has been reached in any series of contests. The Germans are still delivering heavy blows at the Russian center, where they assert they took 11,000 prisoners and forty machine guns, while to the south of Cracow, where the Russians are on the offensive, Grand Duke Nicholas records the capture of 4,000 prisoners, four guns and seven machine guns.

Another Russian force is holding the passes of the Carpathians, and is thus preventing the Austrians from sending relief to their army in Galicia. There is no news of the German troops who are advancing south of Miawa with the object of attempting to turn the Russian right since Petrograd reported a partial success over them.

Both the German and French official reports contain evidence that the allies' offensive movement is beginning to gather impetus and is meeting with stubborn resistance from the German troops who have been left to hold the western line while their comrades are battling with the Russians in the east.

The French have been particularly active in the Woivre region, where they have been trying to cut off the German force which projects like an arrowhead to St. Mihiel, on the Meuse.

The German report shows that General Joffre's men have reached a point midway between St. Mihiel and Pont-a-Mousson, and that they have got across the German line of communications, but they lost 600 men in prisoners and large number of killed and wounded.

In the same region the French claim to have made substantial progress. There has also been more fighting around Ypres—that bone of contention in Flanders.

Congress Will Meet Nights In Order to Close March 4

WASHINGTON, D. C., Dec. 15.—In order to clean up the calendar of business both branches of Congress will meet in night session. It is planned by the party leaders to close the session by March 4. A spring and summer session is to be avoided if possible.

The question of the United States' military preparedness is being discussed. Secretary Daniels was on the stand to-day.

The Senate Immigration Bill, with its illiteracy test, is the unfinished business. Appropriation measures only have a right of way over this bill.

SETH WARD DEFEATS HALE CENTER HIGH.

Yesterday afternoon Seth Ward College and Hale Center High School played a game of basketball, at Hale Center. The Plainview team won by a score of 21-17.

Berthel Glenn and James Willis played forwards for Seth Ward, Horace Edmondson center, and Bill Tilson and Leland Mounts, guards.

AN EXPRESSION OF GRATITUDE

TO our Customer Friends who have so generously patronized us during the past twelve months. We appreciate your friendship and faith in our goods and business methods. We hope your Holidrys may be filled with good cheer and good health. During the eight shopping days yet remaining before Christmas we invite you to inspect our useful gift lines for every member of the family.

Donohoo-Ware Hardware Co.

Phone 80

Hints For The Housewife

This Column of Household Hints, Gathered from Various Sources, Will Appear on Page Two of the Tuesday Issue of The Plainview Evening Herald Each Week.

Salads in Color.

Yellow—To make a yellow salad at this time of year, use the yellow heart leaves of lettuce. On them put diced orange pulp, dressed with French dressing, and sprinkled with chopped walnut meats. Or else scoop out the centers of small yellow-skinned apples and fill them with a mixture of orange and apple, dressed with mayonnaise made with lemon juice for thinning and flavoring of mustard.

Green—On green, but tender, leaves of lettuce, but a little mound of spinach which has been boiled and pressed through a sieve and mixed with French dressing. In the center of each mound, concealed by the spinach, put a spoonful of chopped, hard-boiled egg.

Green and White—Peel and boil tiny white turnips of equal size and hollow out the center of each. Fill with cold boiled peas and mayonnaise and put on green lettuce leaves.

White—Celery, potato, chicken—white meat only—white fish, blanched asparagus—any or two of these may be used for white salad. Dress with French dressing or with a white mayonnaise, to which the beaten white of an egg has been added and which has been thinned with vinegar.

Red—Scoop out the insides of tomatoes. Save the slice removed from the top for a cover and replace it on the tomato after filling it with a mixture of celery and nut meats, mixed with mayonnaise. Place each tomato on a white leaf of lettuce.

Pink—Strain tomato juice and mix it with equal quantity of white stock—veal or chicken. Thicken sufficiently with gelatin and harden in molds. Serve in white lettuce leaves, with mayonnaise that has been colored with a little cranberry juice.

Orange Salad—Make mayonnaise with much egg yolk in proportion to other ingredients, and thin with cider vinegar. Dice tender carrots and arrange on lettuce leaves, dressing with orange mayonnaise.

Black and White Lace.

Fine black lace over black or white charmeuse composes some alluring dresses, the bodices mainly of tulle stitched with lines of mock diamonds or jet. Entire princess overdresses of jet cote de maille are much in evidence. These, for the most part, are flimsy about the décolletage, and are often ornamented with looped chains of jet to harmonize with the general scheme.

Christmas Gingerbreads.

From the Mother's Magazine.
Beat two cupfuls of molasses and a cupful of softened butter in a bowl until they are well blended. To this add a cupful of sour milk; stir in also a quarter of a cupful of hot water, in which a level tablespoonful of baking soda has been dissolved. Add the grated rind of a lemon, a tablespoonful of cloves and ginger to taste; then stir in enough flour to make a stiff dough. Roll the dough very thin on a molding board and cut it into the desired shapes, such as toys, trees, Santa Claus, bells, stars or stockings. Put the pieces in a well-floured dripping pan and bake in a moderate oven. When the cakes are done, before they are altogether cold, frost lightly with pink or white frosting or add the tiny pieces of candy which are made for this purpose.

German Almond Cookies.

Yolks of six eggs, one and one-half cupfuls of sugar, three-quarters of a cupful of butter, one cupful of almonds chopped, one tablespoonful of cinnamon, three cupfuls of flour. Beat well, drop small spoonfuls on a well-greased pan and bake lightly.

Boiled Heart With Raisin Sauce.

Clean, wash and skewer an ox heart. Put in a stewpan, cover with cold water, bring quickly to the boiling point and let simmer until tender, by which time the liquor should be reduced to two cupfuls. Remove to a hot serving dish, pour raisin sauce around it and garnish with parsley.

To Set Colors.

Each color should be set in a different manner.
For blue, use a handful of salt.
For reds and pinks, a little vinegar.
For green, a lump of alum.
For tan or linen color, a little hay water.
For gray or brown, use ox gall.

A TIME-SAVING CROCHET HOOK.

While summering in a New England coast village, a Kansas City woman came upon a pretty evidence of thrift and originality. On a quiet country road, she stopped at a farmhouse to buy fresh eggs. The shady porch was furnished with easy chairs. As she waited there for the eggs, the Kansas City woman noticed each chair wore a shaped cover of crochet. Even a table had a similar cover, and the farmer's wife acknowledged that she had crocheted the decorative covers for much of her household furniture.

"They cost nothing but my time," said the woman. "I made them all from the common white wrapping twine that comes on the parcels from town. I formed a habit of saving the cord and had several large balls of it before I thought of crocheting these covers. In the sitting room I had an old 'sleepy hollow' chair that needed a new cover, and also some new brocade parlor furniture that I wanted to protect. I tried crocheting the twine and found that I could do so without having the joined ends show. So, as I had plenty of time on my hands, I began to crochet. Some of the covers I dyed a deep ecru, which I like better than the white, and I am experimenting now with a blue dye for a striped blue and white spread and a solid blue chair cover in my daughter's room."

The visitor from Kansas City was shown over the house and says the covers seemed to become their environment as well as the blue and white rag rug in "daughter's" room. They are softer, she says, than the decorative covers made from seine twine, but really prettier for some purposes. She says the bedspread would have been prettier all white with a blue lining, but the lace edging, made from the same twine and with the same crochet hook, gave it a beautiful finish.

"It seems to me," said the Kansas City woman, "that some clever girl could make a paying industry of this kind of work—get her friends to save all their wrapping twine for her, and work it up into useful and pretty articles. She might even produce original designs. If there isn't a clever girl who likes to crochet well enough, some grandmother with hands that do not like to be idle could find out what to do with the wrapping twine."

ENCOURAGEMENT IN BREEDING FUR-BEARING ANIMALS.

WASHINGTON, D. C., Dec. 15.—Up to the present time experiments in breeding fur bearers have been carried on only with minks and martens. At two stations—Prichard, Idaho, and the National Zoological Park—minks have bred, and the healthy condition of the young animals promises success. The stock of martens was secured too late for the animals to breed this season. In the coming year it is intended to add raccoons, skunks, and possibly foxes, to the list of animals to be included in these experiments.

During the spring an assistant visited New Brunswick, Prince Edward Island, and other portions of the eastern British Provinces and New England for the purpose of studying the methods in vogue in the region for rearing foxes and other fur bearers. Data on improved methods of raising foxes will soon be published, to bring up to date preliminary information furnished in 1908 in Farmers' Bulletin

328, "Silver Fox Farming."

Moleskins have been extensively used in this country during the last few years in making fur garments, and practically all of the supply has been imported from Europe. In the belief that the common mole of Eastern United States produces fur of equal value, skins were submitted to professional furriers, who stated that the quality is superior to the foreign product. A report on the economic status of the eastern species was published during the year. The mole inhabiting the northwestern coast is larger than the common eastern species, and a number of these have been collected in order to obtain a report on the quality of the pelt. If the texture of the fur proves to be as good as that of the eastern animal, there is no reason why trappers should not secure a good income by capturing these animals, as the area they inhabit is extensive. In many localities an acre of ground supports as many as a hundred individuals. If this little animal can be profitably trapped for its fur the problem of freeing agricultural areas from it will practically be solved.

Investigations into the economic value of North American skunks resulted in the publication of a Farmers'

Bulletin on the subject. It has been found that this animal is one of the most useful of native mammals and a most efficient help to the farmer and the orchardist in their warfare against insect and rodent pests. As a source of fur it is also a commercial asset, the skins netting trappers about \$3,000,000 annually. As the skunk is valuable in its activities as well as for its fur, experiments in breeding the animals in captivity are recommended.—Extract from Annual Report of the Bureau of Biological Survey, U. S. Department of Agriculture.

Rev. A. B. Roberts returned Friday from Sweetwater, where he has been attending the annual session of the Northwest Texas Conference.

NOTICE.

Mr. Farmer, rent me 100 acres of land with brood sows on the halves, and see if I don't make you some good money. Will take good per cent by month. Address JIM MCCOY, Estacado, Texas.

Invigorating to the Pale and Sickly
The Old Standard general strengthening tonic, GROVE'S TASTELESS CHILL TONIC, drives out Malaria, enriches the blood, builds up the system. A true Tonic. For adults and children, 10c.

Accept Our Thanks:

FOR generous patronage extended through the past year. We have tried to serve you well.

For your Christmas giving we are showing some most attractive gift lines—cedar chests, pieces and sets of furniture for every room in the house, rugs, tabourettes, wall pictures, smoking stands, mirrors, kitchen cabinets, book cases, music cabinets, stands, etc.

Let us urge the presentation of useful gifts bought from our complete assortment of such gifts.

Do your shopping early. We will make delivery to suit your convenience.

Paxton & Oswald

Phone 179



Do You Know

THAT the Ford Motor Co. has set aside \$2,557,080 for buyers profit sharing. Why don't you get in on this? Do it now. Buy one today.

Touring Car	\$529.00
Roadster	\$479.00
Coupelet	\$795.00
Sedan	\$1035.00

ALL F. O. B. PLAINVIEW

Barker & Winn, Agents
Plainview, Texas

RAILROAD FARE FREE

Rich-Lin

The
Largest Department Store on
South Plains

The Popular Trading Place for Prosperous Plains People.

Exclusive Departments for Men and Women.

Everything sold under guarantee of HIGH QUALITY.

Richards Bros. & Collins

102 N. Pacific 107 W. Main

—Headquarters for—
JEWELRY, CUT GLASS, HAND-PAINTED CHINA
REPAIRING A SPECIALTY

W. Peterson

Jeweler and Optician

The
HALLMARK
Store

HOLIDAY GOODS—SCHOOL SUPPLIES

Call for anything you need. We may have it.

PRICE and QUALITY make it easy to buy quickly at

Wood's Variety Store

Your Savings Bank Grant Building.

The R. A. Long
Drug Store

PAYS POSTAGE EXCEPT ON SCHOOL BOOKS AND SUPPLIES

WE - GUARANTEE - THE - QUALITY

REINKEN'S
Clothing
Store

Stands for "BETTER VALUES"

BEST values in Work Clothes
BEST values in Suits
BEST values in Shoes
BEST values in Shirts and Underwear

INVESTIGATE!

We Buck the Mail Order Houses

Look for the big electric sign

Talbot's Racket Store

MORE GOODS FOR LESS MONEY
Sells Everything

Received car Flour and Meal. Make you Special Prices.

S. W. Corner Square, in Wayland Bldg.

Artistic Photos for
Xmas Presents

Nothing is more appreciated. See the best and newest at

Cochrane's Studio

We make portraits that portray character.

"Quality First" Tires

Safety and Service Guaranteed

We don't sell prices, but Good, Dependable Merchandise

Brown Motor Co.

HIGH CLASS MOTION PICTURES—the kind the whole family enjoy. Combine business and pleasure and we'll all be happy.

Matinees daily 2:30 to 5:30
Evening 7:15 to 10:00
Admission, 5c and 10c

THE MAE I. THEATER
Across the street from New Grant Bldg.

If your combined purchases from all the merchants whose names appear on this page, equals the amount opposite the town you are from we will pay your railroad fare both ways, or from any town in Texas on same basis. This offer holds good from now until Christmas.

Be sure to purchase Round Trip Ticket, also be sure to ask for a card from the first merchant you trade with; who will take pleasure in explaining full the details.

Plainview in the heart of the South Plains, invites you to do your Fall trading and Christmas shopping in Plainview. In accepting this invitation you will be pleased to find the largest stocks of "Up-to-the-minute" merchandise of great assortment, lowest prices and 153 experienced sales-people to serve you.

	Purchase Necessary		Purchase Necessary		
Floydada	\$1.45	\$29.00	Tulia	\$1.35	\$7.00
Lockney	90	18.00	Happy	2.20	44.00
Hale Center	75	15.00	Canyon	3.10	62.00
Kress	75	15.00	Littlefield	4.45	89.00
Abernathy	1.65	33.00	Hurley	6.05	121.00
Lubbock	2.55	51.00			

SPECIAL---Make Your Plans Now to Exhibit at Hale County's Big 1915 Fair. Dates Will Be Announced Soon.

Everything for the Home
FURNITURE,
RUGS, CURTAINS,
STOVES

New and Second-Hand

We pay the freight on \$5 or more.

W. E. WINFIELD

Christmas Gift Goods

Drugs, Sundries, Toilet Articles,
Cigars, Hot and Cold Drinks

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SADDLES, HARNESS, WHIPS,
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The Right Kind of Goods

Graves Saddlery Comp'y

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LET - US - DO - YOUR - WORK

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STAPLE AND FANCY GROCERIES

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Herald Publishing Co.

HIGH-CLASS JOB PRINTING

No job too small
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Plainview Hardware Co.

Hardware, Stoves, Paints,
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SEE OUR CHRISTMAS LINES

Ben's Shop

Plainview's Popular
Barber Shop

WE WANT YOUR TRADE

The Christmas Store

Gifts for every member of the family—

Toys, Games, Etc., for Children

Useful Articles for the Older Folks

Necessity Store

E. R. WILLIAMS

FURNITURE and
FLOOR COVERINGS

Across Street from Post Office

—Go to—

Willis Drug Co.

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EVERYTHING IN THE
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Shop

Shaving, Shampooing, Hair Cutting,

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CIGARS - AND - MAGAZINES

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The Store Where

"Goods Speak for Themselves"

Best Standard Brands of

MEN'S, WOMEN'S AND CHILDREN'S
FURNISHINGS.

Carter-Houston
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AUTO SUPPLIES and ACCESSORIES

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VULCANIZING GUARANTEED

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NOVELTIES, DISHES, CROCKERY,
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STOVES, RANGES AND HEATERS
GENERAL HARDWARE

Telephone 178

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When in the city don't fail to visit our store. Let us show you our lines of Rochester Ware.

Robeson Cutlery and Carvers
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Pitkin Brooks Cut Glass
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Art Brass Bathroom Ware
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Besides everything you would expect to find in a first class hardware store

Donohoo-Ware Hardware Co.
Northeast Corner Square Phone 80

Allegretti Candies

Package and Bulk Confections
Cigars and Tobacco
Hot and Cold Drinks

The B. & K.

EAT WITH US WHILE IN TOWN

Best the Market Affords

Crystal Cafe

D. B. Watson

SECOND-HAND STORE

South Side Square
Everything in
FURNITURE AND HARDWARE
All kinds of Repair Work done. We pay freight on \$5 or up.

A PIANO

The Xmas gift of all gifts for the home is a
PIANO OR PLAYER PIANO.
Terms to suit you. See us.

Adam Schaaf
Established in 1873

We Invite You to Visit Our New Home Northeast Corner Main and N. Pacific Sts.
3rd--NATIONAL BANK--3rd

THE PLAINVIEW EVENING HERALD

THREE TIMES A WEEK

Published Every Tuesday, Thursday and Saturday by—
THE HERALD PUBLISHING COMPANY
Corner North Pacific and Second Sts.

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

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

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

MERCHANTS CO-OPERATE.

Co-operation among the merchants of Plainview for the protection of their customers and themselves is the end sought by the Plainview Merchants' Retail Association. Recently an advertising committee was appointed. This committee is to look into all advertising propositions which are presented to members of the association and to decide whether or not it is worth the advertiser's time to investigate the scheme. A fair exposition of the merits of advertising can be made to this committee, and if the proposition does not seem to be worth the money it will cost the merchants, it will be taboed.

This will save each member of the organization time and worry. He will not have to make a careful study of the many schemes which are put out under the guise of advertising. He knows instantly that he does not wish advertising through any medium that has been condemned by the advertising board of the association as one in which advertising does not pay. The cost of advertising in connection with the returns secured determines its commercial value. This is the basis upon which the committee will decide whether a scheme is worthy of the patronage of the merchants of the town.

This plan has been used for many years by the advertisers of the cities. The large department stores buy advertising in large quantities. The buyer of advertising for the firm is as separately and distinctly an adjunct to the firm as the buyer of dress goods, of shoes, of hats, or what not. The plan has meant economy to them. It will mean economy in buying

advertising for the local merchants.

Best Editorial of the Day

HAS EUROPE'S WAR MADE OUR NEED OF ARMAMENT GREATER?

The question involved in the issue between the President and those jingoistic politicians who have started to beat the tom-toms is whether the war in Europe has given us any reason to increase our military establishment that we did not have before the war began. Has the outbreak of war in Europe put us in need of a greater army and a greater navy than we had need of before? It is that question which makes the issues. The President's answer is no; and when the country comes to see—as it must—that that answer does not imply that our military establishment is not what it ought to have been long ago, it will fall in with the President's answer. As to the navy, the President has made it plain that he sees no reason to make any great increase in the expenditures we have been accustomed to make. Perhaps with respect to certain subordinate classes of ships we have a deficiency, and, if that is so, the President would doubtless be ready to have these defects in our naval establishment corrected. It is well known, and has long been well known, that our army is defective both in men and equipment. We are, for example, deficient in artillery, and we have failed to provide for a reserve force which, in the event of war, could hold the breach until soldiers could be made out of civilians who had had no military training whatever.—Dallas News.

GERMANY SEEKS TEXAS HORSES.

DALLAS, Texas, Dec. 15.—Negotiations for about three million dollars' worth of Texas horses and mules are reported under way in Texas. The destination of these animals has been announced as Genoa, Italy, and the belief was expressed that they would be shipped from there to Germany. Thirty thousand horses and 12,000 mules are wanted by the buyers.

LUBBOCK.

Rev. B. Y. Dickinson made a short trip to Littlefield last Friday.

Mr. and Mrs. Ed Smith left Saturday for Littlefield to make that place their home.

Eastin Wolffarth left Monday for Snyder, where he goes to ship a car load of calves.

J. K. Milwee and Albert Taylor returned Tuesday from a business trip to Kansas City.

Miss Mattie Parrack arrived last Thursday, from Petersburg, to visit Mrs. E. T. Betterton.

Mrs. E. M. Winn, of Plainview, who had been visiting Mrs. Chas. Vaughn, returned home Monday.

Miss Madge Baumgardner, who had been spending several weeks here, left Tuesday for Plainview.

Louis Boyd, who had been visiting in the home of J. B. Collier, of the Vaughn neighborhood, left Thursday.

Miss Lexie Wagon came down from Plainview Saturday to visit her sisters, Misses Annie and Myrtle Wagon.

E. B. Moulton returned Tuesday to Littlefield, after spending a few days here looking after business matters.

C. J. Duggan was here from Littlefield Saturday. He was accompanied by Mrs. Arthur Duggan and Mrs. L. E. Bowman. Miss Cleo Page, of Seth Ward College, returned with them and spent the week-end in Littlefield.

Rev. Geo. W. Shearer was here yesterday en route to Floydada. He has been attending the Northwest Texas Conference of the M. E. Church, South, at Sweetwater. Rev. Shearer has been returned to his work at Floydada.

J. N. Jordan was visited during the week end by two of his nephews, from Tulsa.

Rev. C. L. McDonald, president of Seth Ward College, attended the annual session of the Northwest Texas Conference, at Sweetwater. He is now visiting a brother at Abilene, Texas.

Judge L. C. Peery was in Amarillo Saturday. He has practice in the Court of Civil Appeals.

Judge W. Y. Holmes left Friday for Amarillo, on legal business.

W. A. Nash returned Friday from Abernathy, where he held a sale for Mr. Miller.

Miss Evelyln Claiter, of Petersburg, is the guest of Miss Olive Wheeler.

Herman and Wiley Williams, of Quinton, Oklahoma, arrived in Plainview Saturday. They are guests of their uncle and aunt, Mr. and Mrs. J. M. Cook, while prospecting in the Plainview country.

LEE MCGOWN AT TAHOKA.

Tahoka is now the possessor of one of the best moving picture shows on the Plains, none excepted. Messrs. Howard and McGown are located in the brick building next the Post office. The building is seated with folding chairs and will accommodate 200 persons. The player piano furnishes appropriate music for the scenes and also fills the intermissions between reels very pleasantly. The light is furnished by a six horsepower Fairbanks-Morse engine and dynamo. The pictures are superb. These gentlemen are giving a clean, first-class show at popular prices, and deserve the patronage of the citizens.—Lynn County News.

NORMAL CONTRACT TO BE LET MONDAY.

President R. B. Cousins left Tuesday for Austin, where the bids on the new Normal Building will be opened Monday, and the contract let. On the way, Mr. Cousins will stop at Sweetwater and Fort Worth for teachers' institutes.

The last set of plans submitted to the contractors is in such perfect condition that Mr. Cousins feels that the contract will be let with no further delays.—Randall County News.

Nice Comb Honey in blocks, 2 for 35c; 1 block, 20c. WARREN & SCUDDER. —Adv. It.

OFFICERS FOR PANHANDLE POULTRY ASS'N ELECTED.

Following the annual show of the Panhandle Poultry Association, in Amarillo, Tuesday evening the following officers were elected for the ensuing year:

E. L. Otto, re-elected president.
James McGrory, of the Lone Star Poultry Farm, vice president.
W. W. McDonald, secretary.
C. E. McPherson, superintendent.
Dr. O. P. Sutherland, re-elected director.

The officers and Dr. Sutherland constitute the board of directors.

The matter of setting the time for the next poultry show and of selecting a judge was deferred until Mr. Otto can be present.

CARRANZA WILL CONSIDER FIRING BY U. S. UNFRIENDLY.

VERA CRUZ, Mexico, Dec. 15.—In reply to the statements from the War Department of the United States to the effect that if it became necessary to stop firing across the line by the warring factions in Mexico to fire upon the offenders, the United States troops would be instructed to take such action, General Carranza has replied as follows:

"If the United States employs force to stop the firing by Mexicans across the international line at Naco it will be considered an unfriendly act, notwithstanding the friendly motives cloaking the act."

WASHINGTON, D. C., Dec. 15.—If the contending Mexican forces opposite Naco, Arizona, do not cease firing into American territory, the three bat-

CHRISTMAS CAROL.

The earth has grown old with its burden of care,
But at Christmas it always is young.
The heart of the jewel burns lustrous and fair,
And its soul full of music bursts full on the air
When the song of the angels is sung.

It is coming, Old Earth, it is coming tonight;
On the snowflakes which cover thy sod
The feet of the Christ Child fall gentle and white,
And the voice of the Christ Child tells out with delight
That mankind are the children of God.

On the sad and the lonely, the wretched and poor,
The voice of the Christ Child shall fall,
And to every blind wanderer open the door
Of hope that he dared not to dream of before,
With a sunshine of welcome for all.

The feet of the humblest may walk in the field
Where the feet of the Holiest trod.
This, then, is the marvel to mortals revealed
When the silvery trumpets of Christmas have pealed,
That mankind are the children of God.

—Phillips Brooks.

teries of field artillery, ordered to the international line by the President will be ordered to return the fire.

This determination of the Government became known after a discussion of the question by the President and his cabinet yesterday. No specific orders have yet been given General Tasker H. Bliss, who is directed to proceed to Naco, but while he is en route there, officials expect an answer

to the sharp warning given General Maytorena, commanding the Villa troops, and General Hill, leading the Carranza forces, that bullets and shells must not fall on American soil.

A similar warning was communicated to Generals Carranza and Villa. No act of "aggression" is contemplated, it is understood, but officials will draw a distinction between aggression and defensive action.

Germans Claim to Have Taken Nearly Half Million Prisoners

German newspapers reaching the United States claim that the Germans have taken during the war up to November first 433,247 prisoners. Of this number there are 188,618 men and 3,128 officers of the French army; 186,779 men and 3,121 officers of the Russian army; 34,907 men and 537 officers of the Belgian army; 15,730 men and 417 officers of the English army.

Kaiser Contracts Pneumonia; Exposure on Battlefield

BERLIN, Dec. 10.—Exposure in wintry weather, which has prevailed on both battle fronts, is the cause of Emperor William contracting pneumonia. Although he is declared to be seriously ill, it was stated early today that his condition is satisfactory.

FIRE DESTROYED MAIN PLANT OF EDISON COMPANY.

WEST ORANGE, N. J., Dec. 10.—The main plant of the Edison Company has been destroyed by fire. Mr. Edison stood watching the fire that cost his company seven million dollars.

"I will start all over tomorrow," he said. The laboratory, valued most, was saved.

Twelve full pounds nice comb honey for \$1.45 at WARREN & SCUDDER'S. —Adv. It.

Low Prices on Christmas Groceries

English Walnuts per pound	25c
Pecans, soft shells, per pound	20c
Almonds, large, per pound	30c
Sugar, 15 pounds Cane	\$1.00
* Sugar, 16 pounds Beet	\$1.00
Brown Sugar, 12 pounds for	\$1.00
Oranges, Fancy, per box, all sizes	\$3.25
Christmas Candies per pound	20c
Seeded Raisins, Currants, Dates 2 lbs. for	25c
Citron, per pound	35c

TRY US FOR YOUR CHRISTMAS ORDER

Watch for our discount trade books. We will begin using them January 1st. 5 per cent discount. IT WILL SAVE YOU MONEY

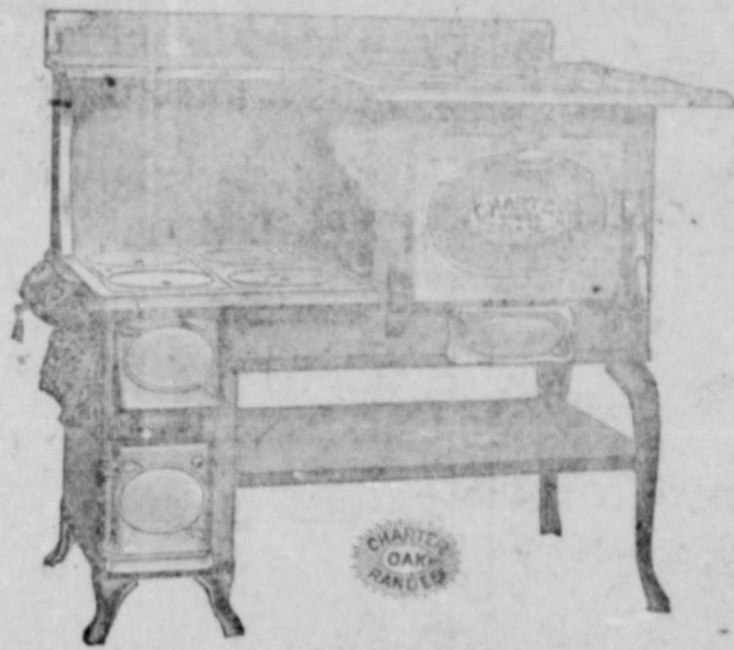
Warren & Scudder

P. S.—"Remember the Trade Books"

SOMETHING DIFFERENT--IT'S A WINNER

High Oven Cabinet Charter Oak Range

For Coal and Wood



A SAVER OF WOMEN, TIME AND MONEY

MRS. MANUFACTURER:

Does it strike you as being odd and improper to address you as Mrs. Manufacturer? Let us call your attention to the fact that the women of the home are the largest manufacturers in the world. Three times a day, every day in the year, they manufacture food for the entire family.

Suppose there are five in the family, which we believe is the average [in some cases there are less, in many cases more]. Figure the food each one eats each meal at 10 cents embracing everything. And in many families an estimate of 10 cents per meal for each person is less than it costs. This means 50 cents per meal—or \$1.50 per day. For a year this equals \$547.50. To make it easier to figure, say \$500 even. Multiply this by the number of farm kitchens in the United States. There are over six million farm kitchens in the United States. This means three billion dollars' worth of food manufactured by the women of the farm every year.

Then why not "Mrs. Manufacturer?" Show the men folks of your family these figures. Ask them if they ever realized before what it means to manufacture food for the farm.

You are a manufacturer of food, and furthermore, your time must be devoted to many other activities, therefore you are entitled to labor and time saving tools. One of the greatest of these is the new Charter Oak Range.

W. E. WINFIELD

"The Bargain House of Plainview"

SOCIETY

Telephone Number 72

ANNOUNCEMENTS.

The Central Mothers' Club will meet at the Central High School Building Friday afternoon at 3:45 o'clock.

Misses Letha Shropshire and Olive Wheeler, for the Philathea Class of the Methodist Church, will give a shower honoring Mrs. S. A. Barnes tomorrow afternoon, at Miss Wheeler's home, 304 Grover Street, at four o'clock.

The Travel Study Club will meet December 26. Miss Edna Mayhugh will lead.

MISS HARP HAS PARTY HONORING BRIDE-TO-BE.

Home at 715 Highland Avenue Scene of Beautiful Party for Miss Elizabeth Knight.

Ever since the wedding cards of Miss Elizabeth Knight and Robert Malone announced the fact of their approaching marriage, society has been all a-flutter with showers, dinners and parties tendered the popular and lovable bride.

One that could indeed be called the party beautiful was given yesterday afternoon by Miss Celestine Harp, 715 Highland Ave. Large Japanese chrysantheums of pink and white were generously used in decorating.

Around the three tables arranged for bridge were gathered the bride, her mother and a few chosen friends, including Miss Lucy Malone, of Abilene, who is here to attend the wedding. A cupid, all bonny and pink, was suspended over the bride's table by pink satin ribbons, while tiny edibles of the same mischievous god nestled in the pretty pink baskets of candy given as the last course of the elaborate luncheon. The menu, planned and prepared by Aleck, Plainview's noted chef, comprised chicken a la Newburg, mushrooms with cream sauce, hot rolls, tutti fruiti, ices and coffee.

Pink and white was the motif used in luncheon and flowers by Miss Harp in honoring her friend.

PROGRAM FOR TRAVEL STUDY CLUB FOR DECEMBER 26.

- Miss Edna Mayhugh, Leader.
1. "The Ethnology of the Peoples of Russia"—Mrs. Charles.
 2. "The Physical Characteristics of Russia"—Miss Susie Glenn.
 3. "Great Russia and Little Russia"—Mrs. Longstreth.
 4. Sketch Russian History from 862 A. D. to the time of the Tartar invasion—Mrs. L. T. Mayhugh.
 5. Trace the impressions of Tartar rule on the Russian Empire—Miss Amy Glenn.
 6. "Ivan the Great"—Mrs. Pipkin.
 7. "Ivan the Terrible"—Mrs. R. P. Mayhugh.
 8. "The Rise of the House of Romanof"—Mrs. Towery.
 9. "What Were the Boundaries of the Russian Empire When Peter the Great came to the Throne?"—Mrs. E. F. Sansom.
 10. "To What Extent Did He Succeed in Extending Them?"—Mrs. Dorsey.
 11. "Peter's First Visit to the West"—Mrs. Jackson.
 12. "Peter's Reforms"—Miss Milwee.
 13. Give a personal sketch of Peter the Great—Mrs. P. B. Randolph.
 14. Give in detail the obstacles overcome in the building of the city of St. Petersburg—Mrs. Fyffe.
 15. "Rise of Muscovy. The Kremlin"—Mrs. J. W. Wayland.
 16. "Places of Interest in Moscow"—Mrs. Price.

ROBT. MALONE, JR., TO WED.

The following invitation has been received by friends here: "Mr. and Mrs. Lytle Alexander Knight request the pleasure of your presence at the marriage of their daughter, Elizabeth Boyce, to Robert M. Malone, at high noon Wednesday, December the sixteenth, nineteen hundred and fourteen. Sixteen hundred Wayland Boulevard, Plainview, Texas. At home after January first, Plainview, Texas."

Mr. Malone has a large circle of friends in Abilene, and is the son of R. C. Malone here. His friends extend congratulations to him. He is now in business with his brother, Charley Malone, at Plainview, and formerly lived here for a number of years.—Abilene Daily Reporter.

Judge Otis Trulove returned yesterday from Lubbock, where he had been attending to legal business.

MRS. CARTER IMPROVING.

Advices from St. Louis have been received here by relatives of Mrs. Tom Carter to the effect that she is improving, after a successful operation for appendicitis, last Thursday.

MISS WARE GIVES DINNER COMPLIMENTARY TO BRIDE.

All in glistening white was the dinner given Monday night by Miss Allie Ware complimentary to Miss Bettie Knight and Robert Malone, whose marriage will be consummated tomorrow at high noon.

Beautiful in its simplicity, it was a fitting climax for the series of brilliant social events that have preceded the marriage. Clusters of white narcissus were arranged in individual holders around the table. Place cards showing the bride and groom on their honeymoon marked covers for twelve, including the hostess. Miniature banjos and mandolins filled with bouquets were given as dinner favors.

During the five-course dinner, Miss Annie Maud Davidson gave a toast to the bride, and E. L. Doland to the groom.

Covers were laid for Misses Knight, Davidson, Mae Kinder, Mildred Buchheimer, Lucy Malone and the hostess, and Messrs. Robert Malone, E. L. Doland, Ellis Carter, Douglass Murphy and Tom and Dutch Malone, of Lubbock.

ANCIENT COLLEGE OF BACHELORS PRESENTS DEGREE TO BOB MALONE.

Elaborate Dinner Served at Ware Hotel by Members and Alumni of College.

Robert Malone is a full-fledged graduate of the Ancient College of Bachelors.

Dressed in a pajama suit, wearing one white and one black hose, with a wreath of fame around his head, wearing a bouquet of celery, the candidate for a degree was ushered into the dining room to the tune of "Old Black Joe." His chair at the head of the table was dressed in mourning. At the opposite end was a place set, but the chair was tipped up, indicating that it would not be occupied.

An elegant dinner was served, the groom-elect wearing his black kid gloves throughout the dinner. The menu follows:

- Grape Fruit Cocktail
 - Fried Oysters Cream Slaw
 - Ribben Sandwiches
 - Creamed Chicken Livers and Mushrooms on Toast
 - Roast Turkey Cranberry Sauce
 - Stuffed Potatoes
 - Peas in Cases
 - Celery Olives
 - Fruit Salad in Apples
 - Individual Plum Pudding
 - Brandy Sauce
 - Nuts Cheese Straws
 - Coffee Cigars
- Tom Malone was toastmaster, and royally wore toasts responded to, in the "care-free, hail-fellow-well-met" spirit of comrades and friends.
- Closing the fun of the evening, E. L. Doland, as president of the Ancient College, presented the following diploma, with a pleasing, well-worded speech:

Diploma. ANCIENT COLLEGE OF BACHELORS.

This is to certify that Robert M. Malone has completed all of the requirements of this order and is hereby qualified to steer the boat of matrimony, with the assistance of his mate, Miss Elizabeth Boyce Knight.

We hereby affix our hands and seal in testimony of the fact that the bearer has satisfactorily met all the requirements for the Bachelor Degree, and in all his conduct, for the required period of time, has lived faithful to the regulations of the Ancient College of Bachelors, and in recognition of this, we hereby issue this diploma.

(Signed) E. L. DOLAND, C. E. CARTER, DUTCH MALONE, TOM MALONE, BEAL PUMPHREY, NICK ALLEY, W. PRICE, CLAUDE BECK, G. W. BROOKS.

CENTRAL MOTHERS' CLUB.

There will be no literary program at the meeting of the Central Mothers' Club Friday, at the school building. The club will meet at 3:45 and a short business session will be held.

MRS. ALLEY GIVES SHOWER HONORING MISS KNIGHT.

Friends of Bride of To-morrow Give Floor Pillows at Unique Shower at Hotel Ware.

At the Hotel Ware Saturday afternoon, Mrs. Nick Alley, of Hale Center, gave a pretty and unique shower for her cousin, Miss Bettie Knight, the bride of tomorrow.

In one corner of the spacious dining room was suspended a large Japanese umbrella, and from each point hung a Japanese lantern. Beneath the umbrella, behind folding screens, the guests were seated oriental fashion on a rug. Each one had brought a pretty floor pillow as a gift for the bride, as a reminder of their love. In this cozy manner the afternoon was spent, listening to music and enjoying a girlish chat just among themselves.

Hearts were remembered in the refreshments, which comprised a salad course accompanied by tea.

METHODIST MISSIONARY SOCIETY ELECTS OFFICERS.

The newly-elected officers for the Methodist Missionary Society are Mrs. Hal Wofford, president; Mrs. J. J. Clark, First Vice President; Mrs. J. W. Alexander, Second Vice President; Mrs. T. P. Whittis, Superintendent of Mission Study and Christian Stewardship; Mrs. E. C. Hunter, Superintendent Local Work and Social Service; Mrs. C. R. Houston, Treasurer; Mrs. O. P. Kiker, Recording Secretary; Mrs. O. B. Jackson, Corresponding Secretary.

REPORT FROM BAPTIST CHURCH.

Sabbath morning, teachers met at 9:45 a. m. Sabbath School at 10 a. m. Large attendance and fine interest.

Preaching at 11 o'clock by Pastor O. L. Halley. Text, Hebrews 11:24-29, inclusive. Theme, "Faith in God."

Sunbeams met at 3 p. m. Mrs. Lipscomb, leader.

Laymen met at 4 p. m.; B. Y. P. U. at 6:30 p. m.

Preaching at 7:30 p. m., by the pastor. Text, St. John, 4:53.

All other appointments observed during the week as heretofore announced.

The Kansas City Star (weekly) and The Plainview Evening Herald at bargain prices until January fifteenth.—Adv. tt.

"LEGENDS ALONG THE RHINE" TOPIC FOR TRAVEL STUDY CLUB.

In their regular meeting Saturday the Travel Study Club discussed the legends along the Rhine River, in Germany. The commercial value of the Rhine, legends connected with the castles from Meintz to Coblenz, Drachenfels and its legends, Bonn, Cologne (the cathedrals), were the leading topics, which were divided into sixteen sub-topics by the leader, Mrs. Elmer Sansom.

At the next meeting the club will begin the study of Russia. Miss Edna Mayhugh will be the leader.

Mrs. Grady Lindsay was a guest of the club. A new member, Mrs. P. B. Randolph, was received.

BAND MEMBERS GUESTS OF DIRECTOR JENKINS.

As the guests of the director, Z. E. Jenkins, the members of the Plainview band saw the last installment of "The Million Dollar Mystery" at the Mae I. Thursday evening.

After the show they repaired to the Crystal Cafe, where the following menu was served:

- Oyster Cocktail
 - Potage a la Reine
 - Celery Hearts Potato Salad
 - Dill Pickles
 - Roast Turkey, Oyster Dressing
 - Cranberry Sauce
 - Mixed Calf Tongue Sauce Robert
 - Cold Roast Pork Apple Sauce
 - Potatoes Au Gratin
 - Petit Pois en Timbales
 - Creamed Asparagus
 - Apple Snow, Whipped Cream
 - Hot Minced Pie
 - Cafe Noir
 - Cheese Straws Assorted Nuts
- Speeches were made by members of the band and J. M. Adams, of the Plainview News, and E. B. Miller, of The Evening Herald, as press representatives. E. B. Miller acted as toastmaster.

KANSAS CITY STAR.

From now until January fifteenth The Plainview Evening Herald will accept subscriptions to The Herald and the Kansas City Weekly Star for \$1.50, the regular price of The Evening Herald.—Adv. tt.

R. A. Long returned yesterday from Sweetwater, where he has been attending the annual session of the Northwest Texas Conference.

MR. AND MRS. WOOLDRIDGE HONOR BRIDE-TO-BE.

"Here's to the bride that is to be, Happy and smiling and fair, And here's to those that would like to be, And are wondering when and where."

Red hearts and white narcissus decked the tables Friday night at the dinner given by Mr. and Mrs. P. J. Wooldrige in honor of Robert M. Malone and his promised bride, Miss Bettie Knight.

Small tables were placed, centered with crystal bowls filled with narcissus. At the bride's table, hearts were much in evidence, while pretty little cupid were used as place cards. An elegant four-course dinner was served at eight-thirty.

After dinner, the evening was spent in music and a game of hearts, for hearts are paramount this week.

Those invited to this beautiful dinner were Misses Bettie Knight, Annie Maud Davidson, Celestine Harp, May and Lucile Kinder, Allie Ware, Edna Harrington and Mildred Buchheimer, Mr. and Mrs. Nick Alley, and Messrs. Robert Malone, Ellis Carter, E. L. Doland, Austin Anderson, Beal Pumphrey, Maple Wilson, Douglass Murphy, Claude Beck, Gus Otto, Dutch Malone and E. T. Brooks.

CHRISTIAN CHURCH.

Bible School—9:45 a. m.
Sermon—11 a. m. Special Christmas Sermon, "The Christ Drama."
Sermon—7:15 p. m. Subject: "Notable Events of the Past Year."
Everybody is cordially invited.
R. A. HIGSMITH, Pastor.

CATHOLIC CHURCH.

Father Bender, of Amarillo, will conduct services at the Catholic Church Sunday morning at ten o'clock.

MISSIONARY SOCIETY HONORS MRS. BARNES WITH RECEPTION.

Honoring Mrs. S. A. Barnes, who leaves Thursday for her new home, in Dallas, the ladies of the Missionary Society of the First Methodist Church entertained at the home of Mrs. T. E. Richards, 313 Jones Street, yesterday afternoon. Eighty guests called during the afternoon.

Mrs. T. P. Whittis met the guests at the door and presided over a guest book, which was later presented to Mrs. Barnes.

After all the guests had arrived, they engaged in a guessing contest. A musical program followed. Miss Olive Wheeler sang "A Perfect Day," "Little Persian Rose" and "So Sweet a Rose"; Miss Myrtle Wade, "Sing Me to Sleep"; Mrs. Cora Pritchett and Misses Wheeler and Wade, "Love's Old Sweet Song." All of the instrumental music was by Miss Evelyn Chatter, of Petersburg.

Light refreshments, tea and wafers, were served by the hostess, assisted by Mesdames J. W. Pipkin, G. C. Keck, Lee Shropshire, E. F. McClendon, O. P. Kiker and E. O. Niehoie.

Prof. F. A. Farmer left yesterday for Fort Worth.

LOTS 5 and 6, in block 12, Highland addition, for sale at a sacrifice. Also 5-passenger car, Buick 27 model, at a great bargain. Call at Herald office or phone 72.—Adv. 3t.

Nice, fresh extracted Honey, 6 pounds for 75c. WARREN & SCUDDER.—Adv. 1t.

DRS. GUYTON & NICHOLS—Specialists on—Diseases of the Eye, Ear, Nose and Throat and Surgery. Office, Grant Building, Plainview, Texas.

A Merry Christmas

We desire to thank our many patrons for their patronage during the past year and ask for a continuance of it.

Jackson's Meat Market

QUALITY

is the First Consideration of a Conservative Buyer

You Want VALUE—Price is a Minor Consideration

A Guarantee is no better than the reputation of the firm Behind It and so the whole question of

SATISFACTORY JEWELRY BUYING

Resolves Itself Into a Matter of

CONFIDENCE IN THE SELLER

We are PROUD OF OUR REPUTATION and therefore hope to maintain it—so then

We Announce An

Extraordinary Sale

of HIGH CLASS JEWELRY, all of which is new and up-to-date at VERY LOW PRICES

We were enabled to buy this splendid line at a price that makes it possible for us to sell you anything in Diamonds, Watches, Jewelry, Cut Glass, and Silverware at a SUBSTANTIAL SAVING.

Every Article Absolutely Guaranteed

In addition to Jewelry we have a complete stock of Dressing and Manicuring Sets, Books, Bibles, Meerchaum and Briar Pipes, Chafing Dishes, Ansco Kodaks, Conklin's Fountain Pens, Johnston's Delicious Box Candies, etc., etc.

BE SURE TO SEE OUR LINE

Duncan's Pharmacy

"THE HOLIDAY SHOPPER'S PARADISE"

Cotton Production Statistics For Total Season 1914-15

WASHINGTON, D. C., Dec. 15.—The Crop Reporting Board of the Bureau of Crop Estimates of the United States Department of Agriculture estimates, from the reports of the correspondents and agents of the Bureau, that the TOTAL PRODUCTION OF COT-

TON in the United States for the season 1914-15 will amount to 7,637,113,000 pounds (not including linters), equivalent to 15,966,000 bales of 500 pounds, gross weight. The estimated production, with comparisons, by States, follows:

STATES.	Bales of 500 Pounds, Gross Weight.		5-Year Av.		Price Per Pound	
	1914.	1914.	1913 (Census)	1908-1912 (Census)	December 1 1914.	December 1 1913.
	Pounds Lint.				Cts.	Cts.
Virginia	11,443,000	24,000	23,490	18,305	7.3	13.1
North Carolina	452,865,000	950,000	792,545	779,037	6.9	12.6
South Carolina	716,100,000	1,500,000	1,377,814	1,252,981	6.9	12.7
Georgia	1,266,435,000	2,650,000	2,316,601	2,009,514	6.9	12.8
Florida	36,075,000	75,000	58,695	62,239	12.2	17.0
Alabama	808,158,000	1,690,000	1,495,485	1,324,624	6.7	12.7
Mississippi	610,470,000	1,275,000	1,310,743	1,250,361	6.8	12.6
Louisiana	220,064,000	460,000	443,821	345,978	6.9	11.7
Texas	2,184,240,000	4,560,000	3,944,970	3,704,668	6.8	11.5
Arkansas	497,848,000	1,040,000	1,072,846	859,793	6.6	11.6
Tennessee	174,726,000	365,000	379,471	329,869	6.4	12.7
Missouri	35,932,000	75,000	67,105	63,836	6.5	11.5
Oklahoma	597,875,000	1,250,000	840,387	840,422	6.5	11.4
California	17,708,000	37,000	22,838	7.0	13.0
All other	7,174,000	15,000	9,675	8,670
United States	7,637,113,000	15,966,000	14,156,486	12,850,297	6.8	12.2

The total production was 13,703,421 bales (500 pounds gross) in 1912; 15,692,701 in 1911; 11,608,616 in 1910; 10,004,949 in 1909; 13,241,799 in 1908.

The price per pound to producers December 1 in 1912 was 11.9 cents; 8.8 cents in 1911; 14.2 cents in 1910; 13.9 cents in 1909; 8.7 cents in 1908.

HOW A WAR BEGINS.

The Feeling for War in the North Was a Psychological Growth, Slow in Starting, but Like a Whirlwind When Summer Fell.

George Parsons Lathrop in the North American Review for February, 1896. When our Civil War began I was a boy of 10. I took an intense interest in it from first to last. I drilled and held rank in two or three highly disciplined and efficient juvenile companies, which often appeared on parade or performed escort duty with the West Point cadets and volunteer troops in New York and elsewhere.

The vividness of the impressions made upon me then has never died out. But if any of these are more real and startling in remembrance than others, it is those of the small incidents in daily life just preceding hostilities. The little things which gradually, yet in the end abruptly, led to a conflagration of public feeling. They were like flying sparks from fireworks with which the whole country were playing. Sparks which most of them believed could be quenched with ease, until at last they fell into that storehouse of human explosives, the emotion of a special unforeseen hour; and a rending shock ensued.

I recall how, just after the John Brown invasion of Virginia, I visited relatives in Richmond with my parents. We had the utmost good will towards the Southern folk. My father had lived the first two years of his married life in Louisiana, though he came from the North. He understood and in many ways sympathized with the people of the South, but this made little difference. They were already in the first stages of febrile vertigo, and could not see us clearly.

My brother and I, walking one day in a street where some digging was going on, were attacked by a number of lads twice our size, whom we did not know but who had found out we were Northerners. They picked up clay from the side of the open trench in the street, kneaded it into hard balls and began firing at us, with derisive shouts, reviling us as Yankees and abolitionists. We promptly returned their fire and retreated in good order in face of superior numbers. To this moment I retain the keenness of the feeling that thrilled me then, of indignant grief that peaceful, peaceable fellows, who wished the others no ill in the world, should be so wantonly and injuriously assaulted.

One afternoon a diminutive "fire-eater" came up to me while we were at our sports, and, without provocation, began a tirade against me. Not satisfied with that, he drew out his jack-knife and stabbed me in the hand. Then I desired nothing but his destruction. As my cousins forced me off I picked up a half brick and hurled it at the stabber. The missile grazed his temple. I have been grateful ever since that it did not kill him.

There you have, in miniature, a model of the genesis of war—a boy version of it, but significant. First good will on one side at least. Then a grievous yet forgiving sense of undeserved attack. Finally a swift and unreckoning desire for revenge.

The war was still more than a year away. I remember one tall, pale-faced gentleman who used to converse on the subject of eventual war by the hour. He spoke always in a subdued voice, as though he were dreaming. Yet in this deadly, colorless manner of speech he uttered the most blood-thirsty sentiments. As though he were saying "Thank you!" with cold politeness, he would declare: "Yes,

should like to see the Southerners all driven into the Gulf of Mexico, and I would like to wade from here to the gulf through their blood. * * *

I remember well the day when the news of the firing on Fort Sumter reached New York. People were still going on in the state of semi-hilarious, semi-tragic sentiment, and chaffing and scolding one another about any ordinary difference in opinion. Many persons on the streets were wearing "the palmetto cockade," a blue and white rosette with a bit of straw palm in the center, as an emblem of sympathy with the South. Every palmetto cockade disappeared in a trice, as if under a blight.

That is the way war begins. It is hard to describe the swift, almost breathless, abruptness with which this awful altercation took place. What had previously been offhand opinion, intemperately expressed, became now either an ecstatic assertion of loyalty to the Union, right or wrong, or an utterance of dangerous treasons. Words were no longer mere words, but meant bullets on the coming battle fields. National feeling was at white heat. * * *

Soon the time came when a man with a drum would start out along Broadway, and other men from the street, the shops, the hotels—with mad enthusiasm or grim resolve—would fall in behind him at a moment's thought, and the whole procession would march to a recruiting station.

THE CHINESE HAD TAXICABS EIGHTEEN HUNDRED YEARS AGO

Now comes China and takes credit for inventing the taxicab eighteen hundred years before they chased the horse cabs away from the Union Station.

The Chinese cabs were of two kinds. Large ones, built with two stories, were the omnibuses of Peking in 250 A. D. They were 4-pony power. Small 1-pony affairs were the Union Station pests.

The taximeter, while more cumbersome and simple than those used today, was a practical affair. It stopped when the cab stopped, a virtue the modern meter is suspected not to have. The meter consisted of two small figures, a drum and a bell.

One figure and the drum were on the first floor front. Whenever the taxi had traveled one "li" (variously estimated to be from 480 to 600 yards) the figure jerked its arm and banged the drum. The attention of the present taxi companies is called to this feature. It would enable a passenger to keep some sort of a check on how much of his fortune the chauffeur would demand when he alighted.

When ten "li" had been covered the drummer rested and the other figure worked. A tap on the bell would signify that distance. It might be well to adopt that also. Then every time the taxi rider heard a drum beat, for instance, he could detach a \$5 or \$10 bill, as the case may be, from his roll and place it, say, in a rack, which would be within easy reach of the driver. Every time the bell sounded the chauffeur could stop the cab, hastily don a black mask, present his revolver in the direction of the passenger and assume personal charge of the money which had accumulated in the rack. By following that system the taxicab companies would offer a pleasing diversion to their patrons.

The Chinese system of collecting taxicab fare was decidedly crude. When a passenger alighted he presented the driver with one of those laundry ticket affairs the Chinese are

so fond of making. The ticket informed the driver how many times the drum and bell had sounded since the passenger had started. The driver then reached for his abacus, and after a few simple maneuvers on it he announced the fare. It was then paid and the journey resumed.

The lower story of the busses usually was pre-empted by officials. The lower classes rode in the second story. It was the custom for the occupants of each story to select one of their number to sit beside the meter and see that the driver gave the figures no assistance. The drum was mounted, as has been said, on the first floor front; the bell on the second floor rear.

The Chinese cab also was fitted with a compass. That was necessary because of the entire absence of roads after one left the city in those days. That forced the driver to have some little intelligence, another feature that is called to the attention of modern companies.

(P. S.—Attention is called to the fact that at no place in the foregoing article is this sentence used: "The Chinese meters did not lie about the 'li.'")

FURS MADE TO ORDER.

Remodeling, cleaning and relining, tanning, mounting and rugmaking.

L. C. CAZZELL.

Taxidermist.

Amarillo, Texas. —Adv. 5t-pd.



Photographs for Christmas

There is more of the true spirit of Xmas in a photo of yourself than in any other gift you could purchase. A dozen artistic gifts for a nominal sum and always appreciated. Come now before the rush begins.

Artistic Framing and Kodak Finishing

Cochrane Studio

HUSBAND RESCUED DESPAIRING WIFE

After Four Years of Discouraging Conditions, Mrs. Bullock Gave Up in Despair. Husband Came to Rescue.

Patron, Ky.—In an interesting letter from this place, Mrs. Bettie Bullock writes as follows: "I suffered for four years, with womanly troubles, and during this time, I could only sit up for a little while, and could not walk anywhere at all. At times, I would have severe pains in my left side.

The doctor was called in, and his treatment relieved me for a while, but I was soon confined to my bed again. After that, nothing seemed to do me any good.

Want Ads

BOARD AND ROOM—First house north of Christian Church. Phone 474. —Adv. D-tf.

SUDAN GRASS.

The greatest producer of hay and forage on semi-arid land known. Grows 6 to 10 feet high. One pound of seed plants an acre. If you want certified seed at reasonable prices see me at once.

Prepaid, 30 cents per pound. E. VAN DEVENTER. —Adv. 3t-pd.

CHRISTMAS BAZAAR.

The ladies of the Episcopal Guild will hold their annual Christmas Bazaar at Paxton & Oswald's December 11 and 12. —Adv. Nos. 114 and 116.

WANTED.

To exchange for Plainview income property a well-improved 37½-acre farm, in alfalfa and orchard, 20 acres from 10 to 16-year-old trees, one-third mile from Santa Fe depot, high school and churches.

N. L. RANDOLPH, Hagerman, New Mexico. —Adv. 3t-pd.

WANTED—Twenty copies of The Herald of September 22. Phone. 72. —Adv. tf.

REMOVAL NOTICE.

Y. W. HOLMES, LAWYER, informs his friends and clients that he has moved his office into the Stephens Building, over Third National Bank. —Adv. tf.

The Presbyterian ladies will hold their annual bazaar, Saturday, December 5, at Paxton & Oswald's. Ad. 4t.

Two large south rooms, nicely furnished, for light housekeeping. West side; close in. Phone 586. Adv. 2t.

FOR RENT—For winter, furnished house. Six rooms and bath. Phone 172. —Adv. tf.

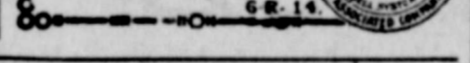


The Telephone Saved a Life

When one of our men was badly injured by the threshing machine we telephoned the doctor, who told us how to patch the man up. The doctor then started for our place in a hurry. When he arrived the man was pretty weak, and without the doctor's advice the results might have proved serious. Thanks to the telephone, the man pulled through.

Every farm should have Bell Telephone connection.

Write our nearest Manager for information The Southwestern Telephone & Telephone Company



Modern five-room house, furnished, for rent. Call 85 for particulars. —Adv. tf.

LOST: Drawer of bird's-eye maple and tools for Singer sewing machine. Phone 195. —Adv. 5t-pd.

FOR SALE.

Fully equipped Ford runabout, with brand new engine. Car is in splendid shape. Three hundred dollars takes it. Good terms will be made. See JAMIE OWENS, in Ellerd's Garage. —Adv. tf.

FOR SALE—Practically-new Kimball piano. W. E. WINFIELD. Ad. tf.

FOR SALE.

Thirty head high-grade ewes. ELMER SANSON. —Adv. tf.

HELPFUL WORDS

From a Plainview Citizen.

Is your back lame and painful? Does it ache especially after exertion?

Is there a soreness in the kidney region? These symptoms suggest weak kidneys.

If so, there is danger in delay. Weak kidneys get fast weaker. Give your kidneys prompt attention. Doan's Kidney Pills are for weak kidneys.

Your neighbors use and recommend them.

Read this Plainview testimony: John Pendley, Covington Avenue, Plainview, Texas, says: "I used Doan's Kidney Pills and they relieved me of bladder trouble and pains across my back and kidneys. Before I began using Doan's Kidney Pills I could hardly get up from a chair. I procured my supply at the Long Drug Co. and they did me a world of good."

Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Pendley had. Foster-Milburn Co., Props., Buffalo, N. Y. —Adv. tf.

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 122,000.00

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

Have the Carbon Cleaned Out of Your Cylinders

We are now equipped to take the carbon out of your cylinders without taking the motor down. Please call and see us.

Trade With Us As We Appreciate Your Business.

Egge-Corlett Auto Co.

Christmas Holiday Excursion

Excursion rates to all points in Texas during the Christmas and New Years Holidays at fare of one and one third for the Round Trip. Tickets on sale Dec. 23, 24, 25, 26, 30, 31 and Jan. 1st 1915 good for return limit Jan. 4th, 1915. For further information phone 224.

R. F. Bayless, Agent

The Sign of Service

WE WANT YOU

To open an account with us, whether you have a large or small amount to deposit. We want to show you what the Sign of Service really stands for.

WE PAY INTEREST ON TIME DEPOSITS

Third National Bank OF PLAINVIEW

Capital and Surplus \$120,000.00
A GOOD BANK TO BANK WITH

Record of Events in the War

The editors of the Review of Reviews have prepared the following summary of the events of the European war from October 21 to November 22. This review is extensive and authoritative, having been compiled from the daily press and press agency reports, private letters to the editor, Dr. Shaw, and other sources. Those who have not been able to read the daily papers and keep in touch with the war thereby will find this review of special assistance. Cut it out and keep it for future reference.

The Last Part of October.

October 21.—The Russian General Staff claims that the German army which had been advancing toward Warsaw, Russian Poland, has been repulsed in a decisive battle north of the Pilica River, and is in full retreat.

The United States protests to Great Britain against the detention of several American ships, bound for neutral ports, with non-contraband cargoes.

October 22.—At the opening of the Prussian Diet, war credit to the extent of \$375,000,000 is voted.

Lieut.-Col. Maritz, leader of the rebellion in British South Africa, attacks Keimans with 1,000 men, but is repulsed.

October 23.—The French capture the village of Altkirk, in Upper Alsace; the extreme right wing of the French line, for a distance of forty miles, has crossed into German territory.

October 24.—The German Minister of War, General von Falkenhayn, assumes the office of Chief of Staff, succeeding Field Marshal Count von Moltke.

Russia offers to send to Italy all prisoners of Italian nationality captured by Russian troops from the Austrian army in Galicia.

Further unpleasantness between Japan and neutral China results from the seizure by Japan of the German torpedo-boat destroyer S-90, which had run aground on the Chinese coast after escaping from Kiau-chau and sinking the Japanese cruiser Takachibo.

October 25.—The German line, after attacks in force, continued for ten days, with unprecedented severity, succeeds in crossing the Yser Canal, in Belgium, at a point near the seacoast, them (the Good Hope and the Monmouth) with their entire crews of 1,600 men and the British fleet commander, Admiral Christopher Cradock.

Russia refuses to accept, as too late, Turkish explanations and regrets regarding hostilities in the Black Sea.

The Rockefeller Foundation announces its determination to use its resources for the relief of non-combatants, paying immediate attention to

October 26.—The trial (at Sarajevo, Bosnia) of Gavrilo Princip and twenty-three accomplices for the assassination of the Austrian Archduke Francis Ferdinand, and his wife, ends in a verdict of guilty.

October 27.—The British super-dreadnaught Audacious, one of the most powerful battleships afloat, is sunk by a mine or torpedo off the north coast of Ireland; the crew is rescued by the liner Olympic.

The French line east of Nancy forces the Germans across the frontier into Upper Alsace.

The Governor-General of the Union of South Africa announces that the Boer generals De Wet and Beyers are leading a revolt in the north of Orange Free State and in western Transvaal; the earlier revolt under Lieut.-Col. Maritz had apparently been checked.

It is reported at Lisbon that German troops have invaded the Portuguese province of Angola, West Africa.

October 28.—The German cruiser Emden, which had wrought havoc to German shipping in the Indian Ocean, enters the harbor of Penang, in the Straits Settlements, disguised, and sinks the Russian cruiser Zhemtchug and the French destroyer Mousquet, with torpedoes.

Announcement is made at London that General Botha, commander-in-chief of the Union of South African forces, has defeated the revolutionists under General Beyers.

The Russian armies in Poland press the retreating Germans southwestward from Warsaw, as far as Lodz and Radom.

October 29.—Turkey enters the war, beginning hostilities in the Black Sea—entirely upon the responsibility, it is alleged, of German officers commanding Turkish warships; the Rus-

sian ports of Odessa, Theodosia, and Novorossisk are bombarded.

Japanese and British warships bombard the German forts at Tsingtao, Kiau-chau.

The Belgian army floods the lower valley of the Yser, and the German troops are forced to recross the river, with heavy losses.

October 29.—Vice-Admiral Prince Louis of Battenberg resigns his post as First Sea Lord of the British Admiralty, because of his German birth and parentage, and is succeeded by Lord Fisher, Admiral of the Fleet.

October 30.—The Ambassadors of the Allies at Constantinople are reported to have demanded that Turkey disavow the attacks by Turkish warships, that the Goeben and Breslau (purchased from Germany) be dismantled, and that their German officers and crews be sent home.

Naval engagements in the Black Sea are reported, with greater loss of Russian vessels than of Turkish.

An official statement at London indicates the presence of a contingent of British Indian troops before Kiau-chau.

October 31.—The small British cruiser Hermes is torpedoed and sunk by a German submarine in the Straits of Dover; most of the crew are rescued.

The First Week of November.

November 1.—In a naval engagement off the Chilean coast (near Coronel), five German cruisers defeat three British cruisers, sinking two of the starving Belgians.

November 2.—It is reported from Berlin that the indemnity which the Belgian city of Brussels will have to pay to Germany has been fixed at \$9,000,000.

Great Britain practically closes the North Sea to shipping, believing that numerous German mines must have been laid by merchant ships flying neutral flags.

November 3.—A British and French squadron bombards the Turkish forts at the entrance to the Dardanelles, and a British cruiser shells and occupies the Turkish port of Akabah, on the Red Sea, east of the Suez Canal.

Russian and Turkish forces are in contact on both sides of the Transcaucasian border.

The British submarine D-5 is sunk in the North Sea by a mine dropped from a German cruiser which is pursuing.

November 4.—The German cruiser Yorck runs afoul of a defensive mine at the mouth of the Weser River, Germany, and is sunk; 265 of the crew lose their lives.

German official casualty lists (according to a Danish statement) total 412,000 men for three months of war.

November 5.—Great Britain and France make formal declaration of war on Turkey, because of hostile acts and the refusal of Turkey to dismiss German naval officers.

Great Britain formally annexes the island of Cyprus, belonging to Turkey but administered by the British since 1878.

The Bulgarian Prime Minister officially announces that Bulgaria will continue to maintain neutrality, although the war has extended to south-eastern Europe.

The Russian army in Galicia recaptures Jaroslav from the Austrians, after a severe engagement.

November 6.—Carl Hans Lody, an ex-lieutenant in the German navy and

a former resident of the United States, is shot in the Tower of London, following conviction upon court martial upon the charge of communicating information to the German Government.

November 7.—Tsing-tau (the fortified portion of the German possessions at Kiau-chau, China) is surrendered to the Japanese and British forces after the capture by assault of three of the principal forts; the garrison of 4,500 had withstood an attacking force ten times as large for nearly ten weeks.

The small German cruiser Geier is formally interned at Honolulu, for the remainder of the war, upon the expiration of the time limit fixed by the United States authorities for departure or internment.

The Second Week of November.

November 9.—The German cruiser Emden, which had destroyed twenty-four merchant and warships of the Allies in the Indian Ocean, is herself destroyed by the Australian cruiser Sydney in an engagement off the Cocos Islands, southwest of Java.

Lord Kitchener, British Secretary of State for War, states that more than 1,250,000 men are in training in England, exclusive of the overseas contingent.

The Turkish army (it is officially stated at Constantinople) crosses the frontier into Egypt.

November 10.—The German army occupies Dixmude, Belgium, penetrating the Allies' line (in an effort to seize the French seacoast) after two weeks' desperate assaults which centered around Nieuport, Dixmude, and Ypres, in Belgium, and Armentieres, across the French border.

The British Admiralty announces that the German cruiser Koenigsberg has been effectually bottled up by the British cruiser Chatham in the Rufiji River, on the coast of German East Africa.

An Austrian force of 6,000 men is defeated (according to an official Serbian statement) by Serbian troops in an engagement southeast of Belgrade, the Austrian loss amounting to 1,000 killed and 2,000 prisoners; Austrian offensive actions (according to an Austrian statement) result in the taking of 4,200 Serbian prisoners.

November 11.—The British torpedo boat Niger is sunk by a German submarine in the English Channel, off Deal.

The Russian army occupies Johannisburg, completing its control over a section of the East Prussian frontier 100 miles long.

November 12.—The Russian General Staff announces that the siege of Przemysl, suspended during the engagements around Warsaw, has been resumed.

November 13.—Premier Asquith informs the House of Commons that 57,000 British soldiers were killed, wounded or taken prisoners during August, September, and October.

The Third Week of November.

November 15.—The invading Austrian army achieves an important victory over Servians at Valievo.

November 16.—Further flooding operations are carried out in the Belgium canal system, making a German advance impossible at any point from the coast to Dixmude.

A German official statement reports a defeat of a Russian force northeast of Plock, in Russian Poland, taking many prisoners.

The British Admiralty states that Indian troops, supported by a British cruiser, have captured an important Turkish fort at Turba (Arabia), at the

entrance to the Gulf of Aden.

The British House of Commons unanimously votes on additional credit of \$1,250,000,000 for war purposes, and authorizes the enlistment of a million more men; Premier Asquith states that the war is costing Great Britain \$5,000,000 a day.

Pope Benedict issues an encyclical urging peace among the warring nations.

A stringent prohibition regulation goes into effect in Russian war zones, extending the earlier vodka prohibition to other forms of alcoholic drink.

November 17.—A German squadron bombards Libau, an important Russian port on the Baltic Sea.

November 18.—Russian and Turkish fleets meet in a brief engagement in the Black Sea, the most serious damage resulting to the Goeben, one of the Turkish cruisers manned by Germans.

November 19.—A strong German offensive movement in Poland checks the Russian advance toward the German frontier, and forces the Russians back fifty miles towards Warsaw.

November 21.—Three great Russian armies are engaged in battles of the utmost importance. In the north, the Russians continue to gain ground in East Prussia; in the south, the siege of the great Austrian stronghold of Cracow has begun; in the center, the Russians claim to have checked the German offensive movement in Poland.

Premier Borden of Canada announces that by the end of the year 108,000 Canadians will be under arms.

AS DR. MEZES IS SEEN BY NATIONAL CELEBRITIES.

Dr. Albert Shaw, editor of the Review of Reviews, of New York, has the following to say in the December issue of that magazine concerning the new president of the College of New York City, Dr. Sidney E. Mezes, lately resigned as president of the University of Texas:

"As successor to Dr. John H. Finley, who last year resigned the presidency of the College of the City of New York to become State Commissioner of Education, the board of trustees have unanimously elected President Sidney

S. Mezes, of the University of Texas. The experience of Dr. Mezes as executive head of an institution supported by public funds indicates the right kind of equipment for the headship of the City College, which has problems of its own very similar to those of a great State university. Dr. Mezes will be the fourth president of the New York institution, which was founded in 1848 as the Free Academy and in recent years has entered upon a greatly expanded work. During Dr. Finley's administration, the college occupied a group of new buildings and increased its activities generally.

WOULD STOP WAR EXPORTS.

WASHINGTON, D. C., Dec. 10.—Representative Vollmer, of Iowa, has introduced a resolution authorizing the President to place an embargo on the exportation of all munitions and contraband of war except foodstuffs. Senator Hitchcock, of Nebraska, introduced a similar resolution in the Senate.

FOR SALE—Span match mules, weight 2,400; coming 5-year-old. R. L. MOORE. —Adv. 6t-pd.

HAS NOT WITHDRAWN.

Georgia Young has not withdrawn from the Shetland pony contest, as has been reported. —Adv. 1t.

LOST OR STOLEN—One Mexico cow branded 66 bar under on right side and Mexico brand on left thigh. One two-year-old heifer, branded 66 bar under on right side and half circle N on right hip, and calf unbranded, with right ear cropped. Five dollars reward for information leading to recovery. Address

SAM NAFZGER,

Olton, Texas,

or 'phone me at place. —Adv. 3t.

The Kansas City Star (weekly) and The Plainview Evening Herald at bargain prices until January fifteenth. —Adv. 4t.

FOR SALE.

Nice Christmas turkeys. Delivered when wanted. MRS. H. V. TULL. Phone 403. —Adv. 4t.

Piles Cured in 6 to 14 Days

Your druggist will refund money if PAIN OINTMENT fails to cure any case of Hemorrhoids, Blind, Bleeding or Protruding Piles in 6 to 14 days. The first application gives Ease and Rest. 5c.

WE weld broken castings for automobiles and farm machinery. Let us overhaul your motor.

We Can Do It Right and Save You Money

Call and see the new Overland model 81 at \$850.00. Auto Livery.

E. N. EGGE AUTO CO.
Phone 646, Ellerd Bldg.

Bringing Trade to Texas

From many countries scattered throughout the world the demand for the oil products of Texas comes in ever-increasing volume. Month after month large cargoes of oil in cases, barrels and bulk are shipped to ports throughout the Atlantic and Pacific Oceans.

Up among the snows, down on the equator, in the miasma districts of Africa, East of Suez throughout the mysterious Oriental countries; back of the Red Sea into Persia and Asia Minor, in the Balkans and other parts of Europe, from Panama to the Magellan Straits, the money starts back to Texas in payment for the manufactured oil products of The Texas Company.

Conducting all its manufacturing in the State of Texas, giving employment to thousands of workers in Texas and support to a score of industries, the growth of The Texas Company in the export field is bringing trade of many millions to this State from the whole world.

One thing made the growth possible—that one idea established by the founders of The Texas Company and carried out to this day—quality goods and adequate service.

Quality and service are bringing this enormous and rapidly increasing trade to the State. The quality and service which have made the five-pointed star and T emblem of The Texas Company known from the Atlantic Coast of America to the East of China.

You can secure this same quality and service in your town. A Texaco distributing station is at hand, our agent is ready to serve you.

Call on him, quality and service are of value to you as they are to the foreign users of oil. Take advantage of it by ordering from him.

The Texas Company
General Offices: Houston, Texas

No. 11



NOTICE

WE are no longer furnishing the Peerless Bakery with our bread—we do continue to furnish the grocery stores, however.

CHRISTMAS BAKING—Anything you may wish for the holidays we will bake for you on a day's notice. Many things considered as specials will be baked regularly during the Christmas season.

City Bakery
Phone 170

CHRISTMAS GOODS GALORE

FRESH CHRISTMAS CANDY AT 15C A POUND. SOMETHING IN OUR BIG STOCK FOR EVERY MEMBER OF THE FAMILY

THE NECESSITY STORE

Resume of Plains News of the Week Past

Three hundred ten carloads of wheat have been shipped from Glazier this year.

The Gamble Land and Cattle Company, of Floydada, now have a Dallas office.

Judge Bradley, of Memphis, is arranging for a modern dairy farm near that city.

Up to Thursday Wilbarger County had ginned nearly thirty thousand bales of cotton.

Wichita Falls will vote on a \$45,000 bond issue for street improvement January 12.

Wm. McGehee has purchased the Lockney light and power plant, and will improve it.

Miami, a small town of the North Plains, donated an entire carload of flour to the Belgian war sufferers.

A drug and grocery store in Dickens was entered and robbed recently of two hundred dollars' worth of stock.

Kenneth Young, a prominent young stockman of Canadian, has gone to South America to take charge of a ranch.

Col. S. J. Napier, a veteran of the Civil War, died at Vernon and was buried with ceremonies by his comrades.

Eighteen hundred head of fine four-year-old cattle were recently sold in Amarillo by B. T. Ware, to Kansas parties, at \$72 per head.

W. W. Underwood and R. A. Underwood, cashier and assistant cashier of the Tullia Bank and Trust Company, have resigned their positions.

Mrs. T. G. Luttrell, of Spur, died Monday from burns sustained Saturday. While lighting an oil stove her dress was ignited, and the injuries received were fatal.

Thirty-five bills of indictment, sixteen misdemeanors and nineteen bills of indictment were returned by the grand jury of Potter County, which has adjourned after a twenty-seven-day session.

Four Chaldeans have been arrested in Amarillo. They pretended to be collecting funds for maintaining an asylum for orphans in Turkey. They are now held pending an investigation by an immigration officer.

G. W. Meiers, of Lubbock, was recently injured in an accident. He was hauling pressed cotton seed meal cake and had a trailing wagon, and in some manner got caught between the two wagons when they bumped together.

A committee meeting of the Panhandle Cattle Raisers' Association met in Amarillo recently and drafted extensive resolutions thanking parties and agencies assisting in protecting the industry during the recent outbreak of the foot-and-mouth disease.

A cow afflicted with tuberculosis was recently killed in Amarillo, following an extensive campaign to wipe out tuberculosis in dairy cattle. The diseased organs of the cow were placed on exhibition at the city hall. They will be preserved in alcohol.

On November 28th Shamrock voted for an additional public tax of 50c on the \$100 valuation and also for \$3,000 additional bonds to finish the basement and install a heating and sewerage system in their new \$20,000 school

building. The vote was almost unanimous, there being but two dissenting votes.

W. H. Fuqua, of Amarillo, is attending a meeting of the Board of Regents of the West Texas State Normal. The building committee, of which Mr. Fuqua is chairman, will work out plans for a new building. It is hoped a contract will be let at once for the building.

Ralph Weddington, of Childress, who pleaded guilty to a charge of embezzlement of post office funds at the September term of Federal Court at Amarillo, and was given a sixty-day jail sentence and \$100 fine, has served out his time and been released. Weddington is a young man and not married.

H. H. Schwend has gone to Huntsville from Potter County. He will place his two prisoners, C. Hyatt, from Crosby County, and Tom Hinson, Potter County, in the penitentiary. Hyatt goes for two years for raising the amount of a check, and Hinson for fifteen years for the murder of D. W. Collier, two months ago.

COTTON YET UNPICKED IN COTLE COUNTY.

PADUCAH, Texas, Dec. 15.—The weather is again clearing up, after having had several days of cold wind and rain. The farmers are indeed glad to see it, as a great deal of their cotton is yet in the fields.

CANADIAN.

W. M. Edwards, of Ochiltree, died quite suddenly of heart disease at the residence of J. B. Strickly, in Canadian last Saturday morning.

Dr. and Mrs. Meeks, of Canadian, narrowly escaped death Saturday night. An automobile driven by Dr. Meeks became unmanageable and the occupants were hurled from it.

NEGRO KILLED.

PADUCAH, Cottle County, Texas, Dec. 10.—Two negro cotton pickers got into a fight in the northwest part of the county last night, the result of which was that one of the negroes got the top of his head blown off by a 10-gauge shot gun. The trouble came up over the wife of one of the negroes. The one doing the killing was brought to Paducah and placed in the county jail.

TURNING CATTLE ON COTTON.

PADUCAH, Cottle County, Texas, Dec. 11.—It is reported that some of the farmers and large cotton growers of this county are turning their cattle in on the fields, due to the fact that the price has been going down for the past few weeks. Cold waves have also been the cause of running out quite a number of the colored cotton pickers that were brought in here in the early part of the fall. It is estimated that from five to ten thousand bales in this county will never be picked. Up to the present time there has been about 18,000 bales ginned.

PADUCAH, Cottle County, Texas, Dec. 10.—The store of Street-Whittington & Co., of this city, was entered last evening by some burglars and the dry goods department relieved of about \$700 worth of merchandise. The robbers left no clue for the officers, and they are still working in the dark. The sheriff and his deputies are making every effort to find some trace of the robbers, but they are yet unsuccessful.

Typewriter Paper at The Herald.

ARNETT COMMISSIONER PRECINCT THREE, LAMB COUNTY.

LITTLEFIELD, Texas, Dec. 14.—At a special election which was held two miles east of here Saturday, following a tie for Commissioner of Precinct No. 3, Lamb County, W. D. Arnett, foreman of the Spade Ranch, was elected over A. C. Childers, of this place.

A light snow fell here Saturday. The temperature is 20 degrees above zero. Stock has not suffered so far from the cold.

FLOYDADA.

From the Hesperian. The Teachers' Institute for Floyd County will meet at Floydada, December 17.

Elijah Welch Deen and Miss Flora May Smith, of Cone, were married, in Floydada, Monday afternoon. Judge Thompson performed the ceremony.

John Smith and wife spent last Friday and Saturday in Plainview, on a visit to Mrs. Smith's parents, Mr. and Mrs. J. C. Edwards.

Miss Mabel Newell returned to school at Wayland College Monday, after a short visit with home folks from Friday over Sunday.

J. H. Shurbet spent Monday in Plainview, on business.

PROVIDENCE.

PROVIDENCE, Texas, Dec. 15.—We are glad to see the sun come out, after so many days of cold and threatening weather.

Mr. and Mrs. P. H. Hubbard, of Taft, N. M., are visiting their many friends here. Mr. Hubbard seems to think that New Mexico is good enough for any one.

Mr. Albert King is adding four new rooms to his house. Mr. King raised a big grain crop this year.

Mr. and Mrs. Joe Barrett left Thursday for California, where they will stay during the winter months.

Mrs. Ooley and children, Mrs. Foster and children and Mr. P. A. Hubbard and wife spent Saturday at E. C. Dodson's.

Mr. and Mrs. Smart carried 75 turkeys to Plainview Saturday, receiving 11 cents per pound for them.

Mr. E. C. Dodson left Thursday for Kansas City, Mo., to purchase some registered Hereford cattle, but will leave them there until the quarantine is raised.

The Ladies' Circle committee has ordered something over 40 books for their library. They now have past 50 books to begin with.

The singing at Mr. Ooley's Sunday night was well attended.

Mr. Will Palmer and Miss Jeffus ate supper at J. A. Pallen's Sunday night.

Mrs. Chas. Barrett has returned home from the hospital at Plainview, being greatly improved.

Our farmers are still hauling their grain to town, as the grain crop has certainly been fine out here this year.

Our Library Committee meets at Mrs. Chas. Barrett's this afternoon to select and order books for our library.

Don't forget that there will be a Christmas trees at our school house on the evening of the 24th inst.

Our school closes next Friday for two weeks vacation, as our teacher, Miss Jeffus, will attend the Institute at Floydada.

Mrs. Riley and Miss Rebecca Dodson came home from Olton a few days ago, where they had been to visit Mrs. Riley's son, Ben Dodson. They report a new girl at Ben Dodson's.

Mr. Will Randolph and Fincee Brown have been hauling grain to Lockney the past week.

Mrs. W. C. Ooley and children were in Plainview Saturday, shopping.

The Sammann children and Lena Dieter came home from Gasoline Thursday, where they have been all fall picking cotton. Mr. Sammann has quite a cotton crop down there, and has been quite busy gathering his crop.

Mrs. John Frye was a visitor in Plainview last week.

LOCKNEY.

Henry White has moved a house from Plainview to his place west of town to take the place of the one recently destroyed by fire.

W. F. McGehee made a business trip to Plainview Monday.

Holidays for the Lockney College will begin December 23 and continue until January 5th.

Miss Lucile Pennington is visiting Mr. and Mrs. Chas. Oakes, in Plainview.

Mrs. C. A. Wilson underwent an operation in Plainview this week.

O. R. McCollum and J. L. Norris went to Plainview Monday.

Ivy Moon, who has been attending school in Plainview, began his school at Goodnight last Monday.

Dr. D. J. Thomas made a business trip to Plainview Thursday.

B. F. Rigdon went to Plainview Tuesday.

C. D. Fughes, a merchant of Petersburg, was in Lockney Friday, on business.

Mr. and Mrs. Grady Brewster, Mrs. George Brewster and Miss Ethel visited in Olton last Sunday.

Dr. and Mrs. E. O. Nichols were here from Plainview Sunday, visiting relatives.

M. M. Day made a business trip to Plainview Monday.

Vernon Williams, of Floydada, was here Saturday en route to Plainview.—Lockney Beacon.

TULLIA.

Mrs. F. G. Shell has been real sick this week.

Little Miss Leah Ford has been right sick this week.

Mrs. R. G. Porter is improving from a severe attack of tonsillitis.

Dr. E. Lee Dye and Olan Scott made a trip to Plainview last Sunday.

Messrs. Edwin Frye and Henry Trunnell made a business trip to Plainview Saturday.

Mr. and Mrs. Will Williamson, of Kress community, are the proud parents of a girl, born Tuesday, December 8th.

Mrs. Nora Hilliard and her friend, Miss Alice Buff, of Dimmitt, were in Plainview Saturday looking after business affairs.

Rev. M. S. Leveridge, financial agent for Seth Ward College, at Plainview, was looking after business affairs in Tullia last Saturday.

J. J. Sigler took several prizes with his fine chickens at the Amarillo Poultry Fair. Mr. Sigler also made two sales of White Rock cockrels as a result of taking them to Amarillo.

Cards are out announcing the marriage of Miss Susan Weatherford Frye to Mr. John Webster Keim, Tuesday afternoon, December 22nd, at the Methodist Church in Tullia. Rev. Hayes Howell will perform the ceremony. Miss Frye and Mr. Keim have many friends in Tullia, who offer congratulations in advance.—Herald.

An Electric Christmas

With an extremely low current cost nothing is more appropriate or useful than a selection from our stock of electric appliances and household articles.

CONNOR ELECTRIC CO.

Display in Ellerd Building

To Our Patrons--

Merry Christmas and Thank You!

for patronage during past year

As a favor we ask our customers to send in their laundry early during the week before Christmas, as we will close down for two days, December 25th and 26th.

Plainview Laundry Co.

Final Call for Xmas Clothes TAILORED-TO-ORDER BY Ed. V. Price & Co.



CHRISTMAS is less than two weeks away. If you wish early delivery, we advise ordering now!

What your tailor?

Five hundred handsome woolsens and all the prevailing metropolitan suit and overcoat styles for Winter wear.

CALL TODAY AND BE MEASURED
Prices Easily Within Your Reach

Waller Tailoring Company

PHONE 188



Suggestions for Holiday Presents

A nice set of buggy harness, a saddle, bridle, blanket, laprobe, etc.

Jesse Delaho

Next Door West of Postoffice