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PRICE FIVE CENTS

PROGRAM BANQUET TOAST PRESS ASS'N. NOW READY

Morris Sheppard, "State Press" of Dallas News, Prominent Men of State, Will Attend.

The program for the banquet to the Panhandle Press Association, which meets in Plainview April 9 and 10, is announced today. The local committee, J. M. Adams, editor of the Plainview News; E. B. Miller, manager, and H. S. Hilburn, editor of the Plainview Evening Herald, have notified those on the program of their assignments. The banquet will be held the closing night of the convention, April 10th.

The program follows:
 "Our Guests"—Judge R. C. Joiner.
 "The Bloomin' Bounin' West."
 "God's Own Country"—Homer Steen, Floydada Hesperian.
 "A Drop of Ink May Make a Million Think"—E. A. Carlock, Paducah Post.
 "The Pencil is Mightier Than the Fist"—B. F. Fears, Farwell Tribune.
 "Confessions of a Pencil Pusher"—J. P. Chambliss, Snyder Signal.
 "Handling the Upper Ten"—Miss Sophia Meyers, Amarillo News.
 "On the Boards"—A. M. Hilburn, Shamrock Texan.
 "Our Better Halves"—A. C. Richardson, McLean News.
 "My Hope for the New State"—Senator Johnson, Memphis Herald.
 "The Press, Education & Co."—H. B. Cousins, of Canyon Normal.
 "State Press' Exposed"—J. J. Taylor, Dallas News.
 Address—U. S. Senator Morris Sheppard.

LINCOLN BEACHEY KILLED IN FANCY AEROPLANE FLIGHT.

Lincoln Beachey, one of the most daring birdmen the world has known, was killed Monday in a flight at the Panama-Pacific Exposition. Changing from a biplane to a monoplane which was not strong enough to hold him, it is attributed as the cause of his fall.

FEW ERINS IN PLAINVIEW.

St. Patrick's Day passed as any other day in Plainview, with the exception that some of the wide-awake merchants were displaying wares which would be particularly appealing to those inclined to celebrate the day.

JUDGE LEWIS AND PROFESSOR HARRISON ARE ON PROGRAM.

Plainview Men Will Address Panhandle Teachers' Association at Canyon City.

Judge W. B. Lewis, ex-officio County Superintendent of Public Instruction of Hale County, and Professor B. M. Harrison, Superintendent of the Plainview Public Schools, have assignments on the program for the Panhandle Teachers' Association, which meets at Canyon City, March 26 and 27. Judge Lewis has taken unusual interest in the libraries for rural schools, and his subject is "Libraries for Public Schools." Professor Harrison will discuss "How May a Teacher Fulfill His Mission as a Leader in the Community?"

WILLIAMS IN PLAINVIEW.

W. J. Williams, some few years ago county surveyor of Hale County, has been in Plainview this week. Mr. Williams has retired as editor and manager of the Amarillo Daily News.

PLAINVIEW COUNTRY PLEASED IOWA MAN SIX YEARS AGO.

W. A. Flinn, of Perry, Iowa, was in the Plainview country six years ago. In a letter to the Plainview Evening Herald dated March 10, he states that he plans to come to this section during the summer, and will probably locate here if a suitable place is found.

WINFIELD HAS FORD DELIVERY CAR NOW.

W. E. Winfield, the furniture dealer, is now delivering purchases in a Ford delivery car.

COMMISSIONERS' COURT OVER.

Commissioners' Court adjourned last Wednesday.

"GET TOGETHER" MEETING FOSTERED BY SEWELLS

Grocers Are Hosts to Members of Retail Merchants' Credit Association and Their Friends.

The "get together" spirit has helped many a community to do the things it wanted to do, when there seemed no means of realization of the things hoped for. Commendable and wholesome is the spirit which prompted the Sewell Grocery Company to issue invitations to the members of the Retail Merchants' Credit Association and others for Thursday evening, eight o'clock.

The "feed" will be given in the Sewell Grocery Store Building. The chef of the Hotel Ware will prepare the repast.

The invitation says: "Do not eat supper at home; there will be all you can eat at this meeting."

The program announced for the occasion follows:

"The Good There Is in a Retail Merchants' Association"—T. J. Van Arsdell.
 "Why All Members Should give 'customers' ratings' to the Secretary"—D. H. Collier.
 "Why Prompt Payments Help the Banks' Customers"—Guy Jacob.
 "Helping the Customer by Keeping His Credit Good"—E. H. Humphreys.
 "Best Means of Determining the 'Newcomers' Credit'"—C. R. Houston.
 "Need of Co-operation Between Farmers and Business Men of Plainview"—R. W. Brahan.
 "Where Does the 'Cash Merchant' Get Benefits?"—Geo. F. Farris.
 "Uniformity in Credit Ratings"—Paul Pierson.
 "Where the Banker Comes In"—R. A. Underwood.
 "Knowing Your Competitor Better"—J. M. Adams.
 "What the Syndicate Development Means for the Plainview Country"—J. W. Longstreth.
 "How the Secretary Can Help the Members"—Mrs. W. L. Braddy, Secretary.

"Where the Wholesaler is Benefited"—Grady Nobles.
 "Eliminating the 'Dead Beat' and Assisting the Deserving Man"—W. A. Shofner.
 "Some of the Benefits in a Financial Way the 'Syndicate' is doing for This Country"—W. H. Mason.
 "How the 'Syndicate' Can Help the Merchants"—J. M. Oakes.
 "How the Association Can Benefit Its Members by Cutting Out 'Fake Ads'"—C. C. Stubbs.
 "Why the Merchants Should Use Phone 645 Before Opening a New Account"—E. B. Miller.
 "Bringing More Trade to Plainview by Making Good Roads"—T. E. Richards.
 Short talks by members.

BRADDY WILL HAVE OPERATION.

For several months W. L. Braddy has been threatened with blindness. His physicians told him that the only thing which could save his sight was an operation. Sunday he left for Dallas to become an inmate of the Baptist Sanitarium, and the long-awaited operation will be performed. His friends here are hoping the surgeons will be able to give him relief.

WILL OPEN RUBY MONDAY.

Manager Ross Rodgers informs us that he will open The Ruby Theatre on the twenty-second of March, next Monday.

FIFTH SUNDAY IN LENT, ST. MARK'S EPISCOPAL CHURCH.

Rev. J. S. Wicks will celebrate Holy Communion at 11 a. m., and Miss Louise Ball will give a violin solo at the offertory.

 * HAVE LEAF HOPPERS *
 * HURT YOUR VINEYARD! *
 * On Page Six the State Entomologist tells how to rid your grape arbors of this pest. If you don't need the article now, cut it out; you may want it later.

MEN YOU WILL MEET AT THE PRESS ASSOCIATION.

FRANK R. JAMISON, of The Canadian Record.

WILL THE TIMES CHANGE ITS PORTRAYERS?

"Ye Editor" is a thing of the past. The publisher of the local press is no longer permitted to refer to himself as above set out, nor does he longer have to endure such salutation. As a matter of fact, he has so long preached the doctrine of evolution that he, at length, has been brought within the scope of its enriching influence, until he grades handsomely among the individuals who direct the various business enterprises with which he finds himself surrounded.

Bidden by the gentlemanly editor of The Plainview Herald to expose myself in his columns, forbidden by fraternal admiration and our mental incapacity to discuss the graver problems that confront the thinking public before HIS readers, we invite your attention for a moment to the person who weeps with you when you are sad, laughs with you when you are glad, and perchance, fight with you when you are mad. He it is who first heralds the tidings concerning the entrance of your existence within the pales of this mortal existence; who follows your career through the colicky days of infancy mortal realm; who follows your career through the colicky days of infancy into the life of youth; thence through the high school to the marriage altar, muffling your misdeeds and commenting upon your singular intelligence and virtuous qualities. He pursues you to the commercial life, or whatever station you may elect, always encouraging, always assisting; and when you pass the swelling tide, he lingers at the tomb to place thereon a garland of respect and to shed the sympathizing tear, which becomes a soothing balm to the broken hearted. He moves among his fellows and harbors in his heart the least of malice, because, week after week, his experience has taught him that before the passing of another, upon some face the black lid will have had its final closing.

We rejoice, as the years have multiplied upon his head, that the Ichabod ideas concerning his personality have vanished away, and unless he prefers to do so, he is no longer compelled, in exchange for his ware, to accept a night's lodging at the will and pleasure of his dear readers or suffer his scanty board to be enriched by a contribution of goober peas, half-rotten potatoes, sun-scoured onions, chickens from below the quarantine boundary, et cetera. On the other hand, he oftentimes may be found among the shrewdest business men of his community and always in the forefront of the battle of every progressive movement. He, of all men, is the one who turns a deaf ear to the trouble erector and the scandal monger, dealing in unadulterated quantities that richest of all commodities, optimism, and extolling the virtues of his clientele in opposition to the converse items that are handed to him in rich abundance.

Coming from a member of the craft, all this would be improper if we did not attribute his escape from the coffin peddler and the legislator to the kindly and appreciative remuneration with which his people have surrounded him. He has evolved from the hump-backed, lantern-jawed skeleton with the proverbial goosequill protruding from his scant and unshorn locks to a real, live human being, as above stated, frequently sitting in the commercial council, drives a Ford, perhaps, and hopes some day to possess an automobile. Studiously avoiding a personal mention, for we expect to attend the association, this creature of the pen may indeed be a portly, dignified, handsome-looking gentleman; e. g., Col. A. G. Richardson, Mayor, Editor McLean News. (Bk4, P. 11, Art. 44—Printers' Lexi.)

But "Ye Editor" has flown, leaving the sweet memory of one who in his silent suffering bore the lesser griefs of his people. With a kind adieu, we speak peace to his ashes.

PANHANDLE PRESS ASSOCIATION, APRIL 9-10.

"DO IT FOR PLAINVIEW."
 J. F. Garrison Sees Immense Benefit to Plainview in Meeting of Panhandle Press Association.

TO THE CITIZENS OF PLAINVIEW:
 Plainview is proud of its reputation as a convention city. Last year we had the bankers of the Panhandle, the Panhandle Odd Fellows' Convention, the Annual Meeting of the Woman's Missionary Conference of the Methodist Church, besides other district and county meetings. Every one who attended these meetings went away impressed with Plainview and its wonderful territory.

This year we have the Panhandle Press Association, the Plainview District Conference, the Panhandle Medical Association. The merchants of Plainview are not slow to recognize the tremendous trade that is brought to Plainview by these conventions and the value in publicity of personal visits from such large numbers of persons of influence.

The Panhandle Press Association meets here April 9 and 10. It is an honor to Plainview to secure this meeting, and it is worth much to her to have the press representatives of all the Panhandle country here at one time for their convention. They will have a splendid opportunity of seeing the Plainview country and the publicity derived will be of no small value to the town.

I am glad for Plainview that she has such a splendid opportunity of being hostess to so many people this year, and am sure that she will respond in her usual gracious manner with entertainment suitable and worthy of our guests. Every citizen should decide that on the occasion of the press meeting we must exceed in hospitality and entertainment our splendid efforts of the past.

J. F. GARRISON.

MRS. LOUISE GRAY BURIED.
 Plainview Woman Leaves Husband, Son and Little Daughter; Interment at Littlefield Cemetery.

The remains of Mrs. Louise Gray, wife of Geo. Gray, were laid to rest in the Plainview Cemetery Saturday afternoon. Rev. J. W. Winn and Rev. O. L. Hailey conducted the funeral services at the residence, and the funeral was under the direction of A. A. Hatchell, of Paxton & Oswald's.

Mrs. Gray was thirty-one years, five months old at the time of death. She leaves her husband, one boy and a little girl three years old. She had been a member of the Baptist Church for many years.

HARRY THAW ACQUITTED IN CONSPIRACY CASE.
 NEW YORK, March 13.—Harry K. Thaw was acquitted today of the charge of conspiracy in escaping from Matteawan Asylum, August 17, 1913, the charge upon which he was brought back to New York from New Hampshire. Those who assisted him in his spectacular flight were also acquitted.

MRS. MARY M. BOSWELL DEAD.
 Remains of Aged Lady Laid to Rest Yesterday in Plainview Cemetery.

Yesterday afternoon the funeral services of Mrs. Mary M. Boswell were held at the family residence, in West Plainview, by Rev. J. W. Story and Rev. J. W. Winn. Interment was made in the Plainview Cemetery, under the direction of A. A. Hatchell.

Mrs. Boswell was seventy-six years, six months old. She leaves three children and her husband, J. L. Boswell. George Boswell lives in Plainview, and William Boswell at Graham, Texas. Mrs. Boswell had been a member of the Methodist Church forty-eight years. She is the mother of six children.

CLAUDE HAS SECOND FIRE.
 The second fire of this month at Claude, Texas, Sunday night, entailed a loss of \$45,000. Another fire recently caused a loss of \$25,000.

Seth Ward Board Trustees Meets Here March Thirtieth

The Board of Trustees of Seth Ward College will meet in Plainview March 30 at ten o'clock, at the First Methodist Church. Matters of importance pertaining to Seth Ward College will be brought up. It is probable, stated a prominent member of the board, that teachers will be elected for the year ensuing.

The board is composed of L. M. Faulkner, President; C. L. McDonald, ex-officio; J. W. Wayland, O. P. Kiker, W. A. Nash, M. S. Leveridge, J. F. Owens, J. W. Story, W. H. Terry, Big Springs; G. W. Shearer, Floydada; W. M. Lane, Lubbock; F. P. Works, Amarillo; T. F. Gilliland, Tulsa; J. W. Skipworth, Kress; J. I. Walker, Hereford; E. P. Thompson Floydada; Joe Lane, Gomez; W. A. Robbins, Floydada; H. B. Murray, Post; G. E. Hamilton, Matador.

INSPECTOR RECOMMENDS FIRE PROTECTION CHANGES.

Fire Wall at Pumping Plant Would Give Reduction of Ten Cents on Key Rate.

R. B. Godley, Jr., engineer for the State Fire Insurance Commission, was in Plainview recently, and has made certain recommendations in regard to Plainview's fire protection. His report indicates that if a fire wall will be built in the pumping plant, separating the pumps from the electric light plant, Plainview will be given a reduction of ten cents on its key rate.

It is probable there will be a reduction equal to about two cents for the installation of the automobile fire truck and equipment. The report is not clear on this point, but this construction is placed by the authorities.

By installing an approved fire alarm system Plainview may lower her rate five cents. This installation could be easily made, for the franchise granted to the Southwestern Telegraph and Telephone Company provides that the city may install on their poles fire alarm boxes and wires.

Other recommendations are made, some of them being practicable for Plainview to adopt, others may not be adopted, since the cost would exceed the benefit derived at this time.

HALE-LUBBOCK SUIT TRANSFERRED TO NOLAN.

The suit in the district court at Grail, Borden County, has been transferred to Nolan County, and will be tried at Sweetwater. This suit involves the boundary of Hale and Lubbock counties. The original survey was made some twenty years ago, by A. L. White. W. J. Williams, recently returned to Plainview from Amarillo, will be one of the principal witnesses in the suit, he having retraced the line last winter.

About forty-five square miles of territory and back taxes for twenty years are involved in the suit.

SETH WARD WILL DEBATE CLARENDON APRIL 24.

Seth Ward College and Clarendon College will hold debates on April 24. A Clarendon team will come here and a Seth Ward team will go to Clarendon. The subject will be the immigration question.

W. H. FUQUA HERE TODAY.

W. H. Fuqua, prominent capitalist of Amarillo, and well known throughout the Panhandle and Plains country, was in Plainview today on business. Mr. Fuqua is the president of the Donohoo-Ware Hardware Company.

NEXT STATE CATTLEMEN'S CONVENTION AT HOUSTON.

The next meeting of the Texas Cattle Raisers' Convention will be held in Houston. The 1915 session closed Friday in San Antonio.

MEET F. R. JAMISON, Editor of The Canadian Record.

He will be in Plainview for the Panhandle Press Association, April 9-10. Read his editorial on this page.

AUSTRIA CONCEDES ITALY NOTHING IN CONFERENCE

EMPEROR FRANZ JOSEPH CONFERS WITH GERMAN AMBASSADOR; STANDS PAT ON CESSION.

NAVAL ACTIVITY INCREASES

Four British, Two French and One Swedish Steamers Sunk by Submarines.

Austria Concedes Italy Nil.

ROME, March 14.—A Trieste correspondent reports that Emperor Franz Joseph yesterday received in audience Baron von Burian, Minister of Foreign Affairs, who subsequently presided over a cabinet council and conferred with the German Ambassador.

Baron von Burian communicated to the Emperor Prince von Bulow's proposal for averting Italy's intervention, by the immediate cession of the Trentino and rectification of the Italo-Austrian frontier. Despite the urgent solicitations of the Kaiser, the Emperor absolutely refused to sanction any cession of territory to Italy, and insisted on Prince von Bulow's negotiations with the Italian Government being broken off.

Since this decision is irrevocable and has been approved by all the ministers, including Baron von Burian himself, who formerly was in favor of Prince von Bulow's proposal, a special Foreign Office messenger has been sent to Rome as bearer of the Emperor's refusal. The latter will shortly be announced in the press and the motives will then be explained.

Meanwhile Germany is said to have been called upon to send Bavarian troops to the Tyrol, where the concentration has already been started, and the fortifications of the Trentino are expected to be fully manned within a week.

All the state and municipal employees of Trieste, including the police, are compelled to take oath that in case the government is changed and a foreign power occupies the city by force of arms, they will refuse to continue their service and will leave the city.

Submarine Sinks Swedish Ship.

HULL, via London, March 13, 11:20 p. m.—Fourteen survivors of the crew of the Swedish steamer Hanna, which was torpedoed by a submarine off Scarborough, on the east coast of England, early this morning were landed here this evening by a steamer which picked them up. Six of the crew were drowned or killed by the explosion.

The Hanna was bound from the Tyne for Las Palmas, Canary Islands. When she was torpedoed she was displaying her national colors, according to the survivors, and had her name and nationality painted on her sides in letters reaching from the bulwarks to the water line. Therefore, the rescued men declare, it was impossible for her to be mistaken for a British ship.

U-29 Sinks Ships GZ Selly.

LONDON, March 14, 10:30 p. m.—The submarine U-29, one of the largest and fastest of German underwater craft, had a successful three days off the Selly Island and in the English Channel, where on Thursday, Friday and Saturday she succeeded in sinking four British steamers and one French steamer and in damaging three others.

The German commander gave the crews of most steamers time to leave their vessels, and in some cases towed the ship's lifeboats with the crew to passing steamers, by which they were brought to port.

French Steamer Sunk.

BORDEAUX, France, March 14, via Paris.—The French steamer Auguste Consell, from Cardiff for Rouen, with a cargo of coal was torpedoed and sunk by a submarine off the starting point near the southern extremity of Devon, England, on Thursday afternoon. The crew of twenty-eight men is reported to have been saved by a Danish steamer and taken to Falmouth.

Costs \$375,000,000 a Week.

BERLIN, March 14.—The Overseas News Agency says that Dr. Carl Helfferich, Secretary of the Imperial Treasury, stated to the Reichstag in introducing the budget, on March 10, that the cost of the war for all the belligerents was \$375,000,000 a week.

My Best Recipe

A Column of Practical Household Hints by the Best Housewives on the South Plains

"Best Recipes"

This department will be carried in each Tuesday issue of *The Herald*. For the best recipe or household hint sent to the department, a one-year subscription to *The Ladies Home Journal*, *Woman's Home Companion* or any other magazine of same class will be given. A committee from the Federated Clubs of Plainview will determine the merit of the recipes. No names will be published with the recipes, but must accompany. Send your contribution in time to reach the Editor of the *Woman's Department* before Monday noon.

Tomato Pie.

1/2 can of tomatoes.
1/2 cup of butter.
1 cup of sugar.
6 crackers, rolled fine.
Stir well and add 2 well beaten eggs. Flavor to suit the taste. Put mixture into crust and bake like custard. Serve while warm.

Gingham Dresses.

When on makes a new gingham dress and the first time it is washed it shrinks till it is past wearing and fades till it could not be recognized, it far from being "a thing of beauty and a joy forever." In buying gingham, insist that your dealer gives a piece that he can guarantee not to fade. There are several such brands on the market. There are others that look "just as good," and the difference is not perceptible to the inexperienced. The price is often a cent or two cheaper on the yard, so is often taken in preference to the better grade.

Having purchased fast colors, the next item is to shrink it before making. I have found a very easy way to do this is to lay the material on the ironing board, brush over it a cloth rung out of hot water till the surface is moistened evenly. Then iron with a hot iron. This can be done to the whole piece of cloth or it may first be cut out in breadths. Buy a neat, plain pattern to make it by, and make it not too snug, so as to allow for any additional shrinking.

Before washing, soak a few hours in salty water. This helps to set the color.

Cough Syrup.

1/2 pint linseed oil.
1/2 pint gin.
1 pint honey.

Boll the oil and gin together, cool, and when cold strain in honey.

Good Old-Time Pound Cake, "Like Mother Used to Make."

2 cups of eggs.
3 cups of granulated sugar.
2 cups of butter.
4 cups of flour.
(One-half this recipe makes a nice little cake.)
Beat eggs very light, add sugar, and continue beating. Cream butter and add flour to it, and beat very thoroughly. Combine the two parts and beat a long time, if you would have fine texture.
Bake in a medium oven about one hour.
Try this while eggs are cheap.

Marshmallow Pudding.

Dissolve 2 tablespoons of Knox gelatine in one cup of cold water. When thoroughly dissolved add another cup of cold water, and bring to the boiling point. Cool, and add gradually the whites of 4 eggs, beaten stiff, and two cups of sugar, beating all the time. Divide into two parts, adding to one part one-half the pink tablet that comes with the gelatine, dissolved in a little water. Beat each separately until the consistency of good icing. Pour the white part into a mould and add chopped nuts and marischino or candied cherries. Then pour on the pink portion and add nuts and cherries. Let set until firm. Serve with whipped cream.

This makes a most delicious dessert.

Cocoa Cake.

1 1/2 cups sugar.
3/4 cup of butter.
4 eggs.
1/2 cup cocoa.
1/2 cup sweet milk.
1/2 cup sour milk.
1 teaspoon soda.
4 cups flour.
1 teaspoon baking powder.
Cream the sugar and butter together. Add the beaten eggs (saving the whites of two for frosting). Dissolve the cocoa in sweet milk, and add. Dissolve the soda in sour milk, and add. Sift flour and baking powder twelve times, and stir in slowly. This is good with nut filling.

Cranberry Sherbet.

One gallon of cranberries cooked done. Strain through a sieve; add water to make almost a gallon; sweeten to taste. Add 1 teaspoon of vanilla and 1 teaspoon of lemon extract. Place in freezer, and when it begins to freeze stir in the well-beaten whites of 3 eggs. Freeze hard and serve with whipped cream. This is beautiful.

THE COMMUNITY ORGANIZED FOR NEIGHBORHOOD PATRIOTISM.

Outline of a Method for Securing Community Co-operation in Business and Social Affairs.

WASHINGTON, D. C., March 15.—A scheme for the organization of rural communities for both business and social purposes is worked out in an article which is to appear in the forthcoming Yearbook of the Department of Agriculture, and which has already been printed as a pamphlet for the use of the Department's Office of Markets and Rural Organization.

The scheme calls for ten committees, five of which are to deal with business needs, and five with social needs. Every member of the organization is to serve on some one of these committees. In addition, there is to be a central committee or executive committee, composed of the President of the organization, its Secretary, its Treasurer, and the Chairmen of the ten other committees. This central body is to direct the general policy of the organization, raise all funds and control their expenditures. The committees that are to deal with the business interests of the community are as follows:

1. Committee on Farm Production.
2. Committee on Marketing.
3. Committee on Securing Farm Supplies.
4. Committee on Farm Finance and Accounting.
5. Committee on Communication and Transportation.

Similarly, the five committees that attend to the community's social interests will deal with:

1. Education.
2. Sanitation.
3. Recreation.
4. Beautification.
5. Household Economics.

The work of most of these committees is indicated sufficiently clearly by

their titles; for example, the committee on production can do much good by improving the breeds of live stock in a community through co-operative purchases of pure-bred males. It can encourage the formation of corn, poultry, pig, cattle, canning and gardening clubs, which have already demonstrated their value in the sections where they have been established; and it can carry on useful studies of the type of agriculture best fitted to local conditions.

In the same way, the committee on marketing can secure the standardization of the community's products, and thus obtain better prices than are possible when nondescript goods are dumped upon the market. The committee can also search out the best markets, make contracts on a large scale, which will be more favorable than any individual can secure for himself, and in many other ways economize in the selling of the community's goods. Even if co-operative marketing is not actually resorted to, the information which the committee collects can hardly fail to be of great assistance to the individual shippers.

Just as the committee on marketing can facilitate selling, the committee on farm supplies can economize in buying. Farmers are warned, however, not to underestimate the cost of running a store or commercial agency, and not to overestimate the saving which this can effect. The co-operative society, of course, does away with the necessity of the store's making a profit, but somebody must manage the store, and that somebody must be paid for his time. His salary, therefore, corresponds in a way to the ordinary store's profit, and it is not always possible to secure a good man for less than he would be able to make in business for himself. There are, however, several methods of purchasing farm supplies co-operatively which will be found to be of advantage. The simplest is the joint order, in which a

group of farmers can buy a given article in large quantities, thereby effecting a considerable saving in the expense of handling, commissions, etc. Sometimes when this method is adopted a warehouse is added which is owned or rented co-operatively, and in which the goods are stored until the associated purchasers need them.

If these two methods have been tried and found successful, it may be desirable to carry them out to their logical development and conduct a co-operative store which renders the same service to its customers that a private enterprise would. This, however, inevitably leads to complications, and should only be undertaken after some experience with simpler methods of co-operation.

With the committee on farm finance and accounting, the first duty is to ascertain what farm enterprises can safely be financed. This is only possible when accurate accounts are kept and carefully analyzed. After this has been done, the next step is to secure the most favorable terms for financing proper and sound enterprises. This is frequently not difficult if the committee has thoroughly mastered the subject and is able to put it clearly before local bankers. Where the local bankers are unwilling to finance genuinely productive enterprises at a reasonable rate of interest, the committee must consider other ways of securing capital. One of the simplest plans for accomplishing this is a credit union or co-operative credit association. The essential features of this plan are that a group of farmers organize themselves to receive deposits and make loans. By keeping the expenses down to a minimum, it has been possible in some cases for such associations to pay interest on deposits that is within one per cent of the interest it charges on loans.

The committee on communication and transportation should deal primarily with the roads and telephones. The keynote of the work should be organized self-help, not appeals to get Government help.

Just as the five business committees are to grapple with the fundamental problems of producing and selling in their various forms, the five social committees should direct their efforts to the improvement of living conditions in the country.

To increase the farmer's income is not the only thing needed to make rural life what it should be. As a matter of fact, says this article, it is the prosperous farmer who is more inclined to move to town than his less fortunate neighbor. Having accumulated a competence, he wishes to enjoy it, and there are five principal reasons which lead him to believe that he can do this better in the city: 1st, there are usually better facilities for educating his children; 2nd, the sanitary conditions are frequently much better in towns, and the time does not seem to be far distant when the cities will be actually more healthful than the country. Again, household conveniences such as hot and cold water, heating and lighting systems, etc., are more abundant in the towns and add greatly to the comfort of living. Finally, there is more opportunity for recreation in the city, and frequently, strange as it may appear, more to appeal to the sense of beauty that is inherent in practically every man.

Co-operation on the part of rural communities can do as much to alter these conditions as it can to increase the average cash income. The committees that have these matters in charge should, therefore, be regarded as quite as important as those which deal with business questions, and they should receive the same support from the entire community which they are endeavoring to benefit. The result will be a community spirit which, in its way, is capable of producing as valuable results as the national spirit. In fact, says the article in closing, "Patriotism, like charity, begins at home—that is, in the neighborhood."

As an appendix, the pamphlet contains a brief list of suggested readings for the various committees. Many of these are Government publications which may be had free of charge by addressing the Division of Publications of the Department of Agriculture, or at a nominal price from the Superintendent of Public Documents.

SPRAY FOR BUGS.

Every farmer can make excellent use of the spray calendar which is being distributed by the Agricultural and Mechanical College of Texas. According to Dean Pyle, Professor of Horticulture at the A. and M. College of Texas, the following general sprays should be used:

1. For insects that eat the foliage, use Paris green, London purple, and arsenate of lead.
2. For sucking insects, like plant lice, use whale oil soap.
3. For fungus diseases, like rots, use Bordeaux mixture.

Typewriter Paper at The Herald.

ANNOUNCEMENT

WE are now located and are selling Ford Cars at our new Ford Building one door south of the Elk Building.

We have a nice line of Fords on display and are better able than ever to serve you.

We will carry an extensive assortment of all Ford parts and accessories and will soon have with us an expert Ford workman who will see to it that your Ford never suffers.

Every evidence favors the Ford as the motor car for your use. First cost, upkeep in repair, cost of running, access to repairs, service based on every test—service meaning reliability, wear and results—all of these and more you get in maximum amount in your purchase of a Ford.

Just Take The One Point of Expense:

Fords Keep Down Expenses

Here is a record of the fleet of Ford cars used by the police department of Oakland, Cal. The first purchase of the Department was three Fords, and to date these original three have been driven approximately 18,000 miles at a cost of 1.85 cents per mile. They proved so extremely valuable and so quickly demonstrated their all-round efficiency for every kind of service that three more cars were added to the equipment about three months ago.

To-day two men in one car cover territory which six men on foot previously patrolled, and cover it more effectively—that's just one of the savings which have been brought about. The cars are on duty from eight o'clock at night until four the following morning, and are also used occasionally throughout the day. The equipment of this Ford squadron includes a first-aid-to-the-injured outfit, fire-fighting apparatus and a powerful search light mounted on each.

So satisfactory has been the experience of the department with these cars that they have standardized the Ford for all light cars.

There is hardly a Ford agent who hasn't sale in his territory for Ford cars to city, township or county. Look around and see the truth of this. If you haven't closed such prospects go after them. If you have, show them why—on the basis of just such records as that given above—they should standardise on Ford cars.

Anyhow, We Want You to See Our New Building and Our New Fords. Both Will Interest You

Barker & Winn

AGENTS

Agronomist Tells Boys How to Select Farm Seed

(Sugestions in regard to selecting and testing planting seed for the following crops: Corn, the grain sorghums, peanuts, and cotton.)

By J. O. MORGAN,
Professor of Agronomy, A. & M.
College of Texas.

TO ALL MEMBERS OF THE BOYS' AGRICULTURAL CLUB:

As the planting season approaches we desire to call the attention of every member of the Boys' Agricultural Club to the importance of planting only high quality seed. Remember that no amount of fertilizer or cultivation can overcome the bad effects from using poor seed. Simple directions are given below that will enable any boy to separate from the supply of seed saved last fall that portion which is unfit to plant.

Corn.—Early last fall directions were given for selecting seed ears from the best plants in the field. Now that these ears have been kept over winter in good condition, it is highly important that a germination test be made before planting for the purpose of determining which of these ears possess a high germinating power and can, as a result, produce strong, vigorous plants. The fact that two ears of corn look equally good is no indication that they will germinate equally well. In fact, it is surprising the amount of difference a germination test will reveal between different ears as regards their power to grow.

Making the Test.—The ears to be tested should first be numbered. This is most conveniently done by placing the number on a small piece of cardboard, which is attached to the butt of the ear by means of a small nail. Construct a small box about 4 inches deep and 20 inches square. Pack two inches of wet sawdust tightly over the bottom of this box (if sawdust is not obtainable, use clean sand as a substitute). A good plan is to first place the sawdust in a sack and let it hang in warm water for 20 minutes. This insures equal moisture throughout the mass.

Take a piece of new white muslin, which should be a little larger than the box, and mark it off both ways, having the lines two inches apart. This will give 100 squares with sides of two inches. Number these squares from 1 to 100, beginning in the upper left-hand corner of the box and following consecutively from left to right. Next tack the cloth in place, stretching it uniformly tight over the sawdust.

Take six kernels from each ear—two from opposite sides near the tip, two from opposite sides near the middle, and two from opposite sides near the butt, seeing that no two kernels are taken from the same row. Place the six kernels from ear 1 in square 1, from ear 2 in square 2, and so on until six kernels from each ear have been

placed in their proper square. The kernels in each square should be laced in tiers of three kernels each, with the germ side up. Cut a plain piece of muslin the exact size of the box and place it over the kernels. A third piece of muslin, larger than the box by ten inches, should be placed over the second. Fill the remainder of the box level full of wet sawdust. Fold the edges of the upper strip of muslin over the sawdust and place the box in a warm room, where it should be left for 6 or 8 days, examining occasionally to see that the sawdust is kept moist. Next remove the upper layer of sawdust, carefully remove the muslin covering the kernels, and make a careful study of the vigor with which the kernels in the different squares have germinated. The number of all squares containing kernels that have germinated poorly should be noted, and the corresponding ears discarded, planting only those ears that have shown vigorous germination. An ear from which even one kernel has failed to germinate vigorously should not be planted.

The Grain Sorghums.—The grain sorghums should be tested in the same manner as outlined for corn, each head of sorghum corresponding to an ear of corn. The heads should first be shelled separately and the seed from each head put in a paper bag and properly numbered. Count out 50 representative seed from each sack and place them in their proper squares. The layer of sawdust over the sorghum seed should be only about one inch thick. Discard all sacks that do not show a vigorous germination. No head should be included in the germination test that has mildewed or molded, or that has been injured by weevil or other insects.

Cotton.—As, in all probability, the cotton seed from the individual plants sown in the field have not been kept separately, it will be impossible to make a germination test of the seed from each plant separately. However, the seed that is to be planted should be thoroughly mixed, and from 200 to 400 representative seeds taken and tested, in order to give an indication as to the quality of the general lot of seed. It often happens that cotton seed loses its power to germinate as a result of heating or other unfavorable condition. The same method of testing as outlined above can be employed, although there will be no need marking the muslin off in squares. The sawdust over the seed should not be over one inch thick.

Peanuts.—Care should be exercised to plant peanuts that were entirely mature before harvesting and that have not been permitted to heat, either before or after picking. Spanish peanuts may be planted in the pods, but the pods should be broken, leaving one kernel in each piece of pod. These should be soaked in water for a few hours immediately before planting, to hasten germination.

period of not less than 16 hours of absolute quiet and rest. He shall not work on the Lord's day nor on legal holidays.

"Sec. 604e. Every farmer shall hire one more hired man than his work requires. The only permissible exceptions to the foregoing sections shall be periods of stress resulting from earthquakes, Halley's comet or European invasion.

"Sec. 604f. All wagons, all poles and all doubletrees shall be provided with couplers, coupling by contact or impact, so that the hired man need not go between the wheels of the wagon and heels of the horses.

"Sec. 604g. All wagons shall be supplied with suitable brakes, grab irons, stirrups and platforms of standard dimensions, to be fixed by the commission.

Protection from Bulls.

"Sec. 604h. All bulls when moving on the highway or in unfenced areas shall be equipped with a bell of not less than 50 pounds weight, steam whistle and an electric headlight of at least 1,110 candlepower.

"Sec. 604i. All wagons, engines and machines shall be fenced, all belting shall be encased in metal housings, all grindstones, churns, hay cutters, bull's horns and other moving parts shall be strongly encased on sheaths for the protection of the hired man.

"Sec. 604k. All barns, sheds and other outbuildings shall be well lighted and policed.

"Sec. 604l. The commission's inspectors shall weekly inspect all gasoline autos, and if a cylinder is missing, the farmer must find it before he runs on the road again.

Mortgage Right to State.

"Sec. 604m. The right to mortgage real estate is a franchise reserved to the State. No farmer shall make any mortgage or incur any indebtedness extending for a period of more than one month without the written approval of the commission, obtained

upon petition and hearing and upon paying the State Treasurer 10 cents for each \$100 of such indebtedness. Indebtedness incurred without such consent shall be void.

"Sec. 604n. To enforce this act, a commission of five persons shall be selected by the Governor, with a view of placating as many shades of political opinions as possible. No commissioner shall, however, be deemed disqualified by the lack of previous political or other experience.

"Section 2. Owing to the great detriment of the public peace, health and safety growing out of oppressive and unreasonable prices charged for farm products in all sections of the country, this act is for the preservation of the public peace, health and safety, and as such comes within the exception of the laws not subject to the referendum provisions of the State Constitution, Article IV, Section 57, and is therefore not subject to a referendum to the people under said referendum provisions of the Constitution."

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, March 12.—Order buyers have been the strongest feature of the cattle market this week, and their demands, coupled with moderate supplies since Monday, have prevented serious declines in the market, although prices close the week around 25 cents lower on killing grades. State quarantines in the East against live stock out of Chicago have thrown a good many orders to Kansas City, about eighty carloads of fat cattle going to Eastern killers from here Tuesday, and liberal shipments each day since. The embargo is hurting Chicago badly.

A drove of 41 big Kansas steers had a bid of \$8.30 here Monday, but the owner decided to try Chicago, and the cattle sold there Wednesday at \$8.25, losing the shipper around five dollars a head, from the bid here.

Top steers here this week brought \$8.55, a few steers at \$8.35 to \$8.50, bulk of steers \$7.25 to \$8.00. Cows sell largely at \$5.50 to \$6.50, odd head this week at \$7.00, heifers up to \$8.25, most of the heifers at \$6.50 to \$7.25, bulls \$5.75 to \$6.35, veal calves \$10.50 for best.

A good run of quarantine cattle has been here this week, sales of cake-fed steers mostly at \$6.50 to \$7.20, 1,000 to 1,200 pounds average, common Oklahoma steers yesterday at \$6.00 to \$6.35, 700 to 850 pounds average.

Shipments from the beet-pulp and hay-feeding sections have been very light this week, a few feeders at \$7.50, and fat steers at \$7.45 and \$7.50.

Ensilage and meal-fed cattle from the Panhandle sold at \$7.20 to \$7.35, weighing around 1,020 pounds.

Stocker and feeder trade is strong, but is meeting some obstacles in the way of changing quarantine regulations. Prices range largely from \$7.00 to \$7.50.

Hogs are considerably higher this week, due to light receipts, and a strong order-buying trade. Kansas City prices have been 10 to 20 cents above Chicago since the first of the week, and that much above the nearest Missouri River market price elsewhere. This premium applies to shipping grades, order buyers taking a third to a half of the run each day. A feature has been heavy importations

by packers from other markets, for slaughter here, which hogs are bought considerably lower than the range of prices here. Armour brought in eleven double decks today, S. & S. eight singles, Cudahy sixteen singles. Shippers paid \$6.90 to \$7.00 today, packers \$6.85 to \$6.95, receipts 7,700 head.

Sheep and lambs get a little higher every day, top for the week being paid today for lambs, \$9.85, others at \$9.80. The lambs were lacking in quality today, tops weighing only 70 pounds, and the \$9.80 lambs 67 pounds. Yearlings brought \$8.90 yesterday, ewes \$7.75, wethers are worth up to \$8.00, feeding lambs \$8.25 to \$8.75.

J. A. RICKART,
Market Correspondent.

IMPORTANCE OF HEALTHY KIDNEYS.

Plainview Readers Should Learn to Keep the Kidneys Well.

The kidneys have a big work to do. All the blood in the body is coursing through the kidneys constantly to be freed of poisonous matter. It is a heavy enough task when the kidneys are well, but a cold, chill, fever or

some thoughtless exposure is likely to irritate, inflame and congest the kidneys and interrupt the purifying work.

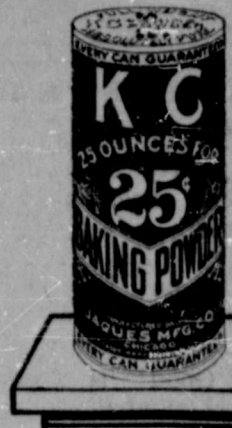
Then the aching frequently begins, and is often accompanied by some irregularity of the urine—too frequent passages, sediment or retention. Thousands testify to the wonderful merit of Doan's Kidney Pills, a remedy for the kidneys only, that has been used for kidney troubles 50 years. You will make no mistake in following this advice. It comes from a resident

of this locality: Mrs. S. G. Mitchell, Tulsa, Texas, says: "One of my family was afflicted with a lame back that made it almost impossible for him to attend to his work. Doan's Kidney Pills cured him, although other medicines had failed." Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Mitchell recommends. Foster-Milburn Co., Props., Buffalo, N. Y.—Adv.

WHY NOT?

KC is pure. KC is healthful. It really does make lighter, nicer biscuits, cakes and pastry than the old fashioned single acting baking powders.

And you pay only a fair price for it. No baking powder should sell for more.



It's Time To Think About Your Garden

Famous Luther Burbank stock of seed in bulk and packages. Cabbage plants are ready to deliver now.

EASTER LILIES

We have hyacinths now ready for delivery and will have some beautiful lilies in time for your Easter decorating.

At all times we can supply your needs in cut flowers—roses and carnations. Potted plants are a specialty.

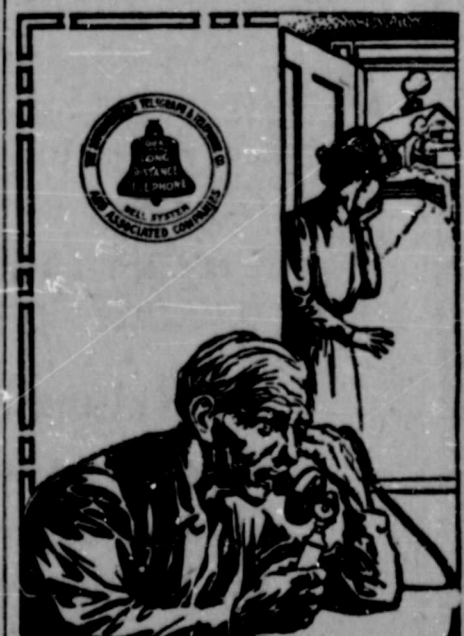
A big shipment of that beautiful Aztec ware in vases, pots, hanging baskets and window boxes is due to arrive any day.

Plainview Floral Company

Phone 195

Watch for The Little Devil

He Will Soon Be At Egge-Corlett Auto Comp'y Garage In All His SATANIC MAJESTY ASK ABOUT HIM



The Value of a Telephone

in the farmer's home cannot be measured in dollars and cents. It may be the means of saving your property from destruction by fire, your family from serious illness, your products from a drop in prices.

Thousands of farmer's telephones are connected with the vast system of this Company. The cost is most reasonable. Inquire of our nearest Manager.

Southwestern Tel. & Tel. Co.

Piles Cured in 5 to 14 Days
Four druggists will refund money if Pazo Ointment fails to cure any case of itching, blind, bleeding or protruding Piles in 5 to 14 days. The first application gives ease and rest. 5c.

MISSOURIAN WOULD HAVE REVOLUTIONIZED FARM LIFE.

Bill Introduced into Missouri Legislature Provides for Commission to Regulate Farm Products.

A friend of The Plainview Evening Herald brings to us the following excerpt from one of the Missouri papers. It is interesting, trenchant wit:

"JEFFERSON CITY, Mo., March 2.—A bill to regulate farm products through a commission, and which would arouse a storm of protest among the tillers of the soil if it had a chance to pass the General Assembly, was introduced this morning in the House by Representative Chaney. Some of the more interesting sections of the bill are as follows:

"Sec. 604a. Only one price for a given commodity shall be lawful. A farmer desiring to change a price shall file a schedule thereof with the commission hereby created, which shall go into effect 30 days thereafter, unless suspended by the commission at the instance of any consumer.

"Sec. 604b. No price shall be increased, however, except upon due proof, the burden whereof shall be upon the farmer, that existing prices are confiscatory of his goods and gear. In this direction the commission may refuse to permit any such increase until a valuation by its engineers and accountants shall have been taken. In such valuation the farmer shall have no credit for past profits invested in new fields or improved structures, but shall be allowed only original cost, plus borrowed money invested.

"Sec. 604c. 'Commodity' as used herein shall include all grain, vegetables, live stock, dairy articles, excepting sand and gravel.

Eight Hours for Farm Hands.

"Sec. 604d. Every hired man shall work eight hours only a day, not including the Sabbath, and not reconnaissance work unless he has completed a

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

—Published Every Tuesday and Friday Evening by—
THE HERALD PUBLISHING COMPANY,
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HERBERT S. HILBURN, Editor. E. B. MILLER, Business Manager.

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

"A SPADE'S A SPADE."

The American people use the adjective more freely than any other race, the French not excepted. We apply the superlative to insignificant things, making it more largely a barometer of enthusiasm than a qualitative instrument.

"Good" is good and all that good symbolizes. "Better" may be applied to some other thing which has more of the quality goodness than the one with which it is compared. "Best" is superlative—the acme. If a thing is good, call it good. If tolerable, call it tolerable. If it is the acme of its line, call it best. If we call that which is comparatively better than something else, the best, then when the acme presents itself we will be forced to coin expressions to describe it. There's plenty of terse, nervous English with which to express accurately without indiscriminate use of adjectives.

"A spade's a spade."

"DO IT FOR PLAINVIEW."

Clean up Friday and Saturday. If you have not more than an hour you can spare on either of these two days, clean up. Start early in the day. If you can clean up Friday, start early in the morning. Get your trash fire started. Your smoke and your initiative may inspire your neighbor to do likewise. We're for smoke Friday and Saturday and a clean Plainview. Clean Up! "Do it for Plainview."

GOOD ROADS BRING COUNTRY NEARER TOWN.

Every good road Plainview has is a feeder to its business. If the roads are better to Plainview than to other points, Plainview will get the lion's share of the rural patronage, other things being equal. Every fifteen minutes the farmer can save on coming to Plainview brings Plainview one mile nearer his home.

By judicious use of the split-log drag after rains, and constant care to make our naturally good roads better, Plainview can bring the country nearer town.

Diversified crops and livestock has made the Plainview country prosperous. The same program will continue to bring money here and keep it here.

GUARANTEED VULCANIZING

You take out every kind of insurance for the protection of your life, health, and property, but did you ever think of insuring your tires?

Let us examine your tubes and casings. We may find weaknesses which can be remedied at small cost now which if allowed to run on will necessitate the purchase of new equipment.

If no repair is necessary we will frankly tell you so.

E. L. Miller & Son
Phone 104

Lines to be Remembered

"Dust as we are, the immortal spirit grows
Like harmony in music; there is a dark,
Inscrutable workmanship that reconciles
Discordant elements, makes them cling together

In one society. How strange that all
The terrors, pains and early miseries,
Regrets, vexations, lassitudes inter-fused
Within my mind, should e'er have borne a part,
And that a needful part, in making up
The calm existence that is mine when I

Am worthy of myself! * * *
—William Wordsworth.
(William Wordsworth, 1770-1850:
Wordsworth was, first and foremost, a philosophical thinker; a man whose intention and purpose of life it was to think out for himself, faithfully and seriously, the questions concerning "Man and Nature and Human Life.")

Best Editorial of the Day

"BEAR YE ONE ANOTHER'S BURDENS."
"If any little word of mine
Can make your life the brighter,
If any little song of mine
Can make your heart feel lighter,
If any little care of mine
Can draw your soul the nearer,
If any little love of mine
Can make you love me dearer,
God help me speak that little word,
And sing that little song,
God make me care and give me love"
And so live the whole day long.

The test of love, of sympathy, of friendship, is sacrifice and suffering. The world seems agreed that after God's love there is no love so great as mother love, and it comes to this conclusion through the acid test of self-sacrifice and suffering. Every day and every hour she meets this test, and always with the same result—will- ingness, yes, eagerness, to suffer or to die if need be for her child. There is no hesitation, no dread, no attempt at excuse or evasion, but utter abandon to any fate that means the preservation or protection of the one she loves. The same test is applicable in proportion to friendship, for friendship is true and close commensurate with the love of one friend for another. A friendship that does not involve a willingness to in-

convenience one's self, even to sacrifice one's own comfort and convenience for another, is no friendship at all; at best it is only an acquaintanceship. He who loved better than any one else said, "Greater love hath no man than this, that he lay down his life for his friends." When one is willing to deny himself for the happiness of another, when he is willing to sacrifice his own preference or opportunity, his own comfort and pleasure for him, then is he his friend, and his friendship is in proportion to such sacrifice, be it great or small. The law of Christ is the law of Love, and the Apostle said, "Bear ye one another's burdens, and so fulfill the law of Christ." He knew that was the only way it could be fulfilled. Let us ask ourselves—

"If I might share
A brother's load along the dusty way,
And should I turn and walk alone that day,
How could I dare—
When in the evening watch I knelt to pray—
To ask for help to bear my pain and loss,
If I had heeded not my brother's cross?"

"As ye mete it shall be measured to you again." Some one has said very truly that nothing makes a burden lighter like bearing it, and this applies to both our own burdens and those of others. Self-sacrifice is evidence of the noblest impulse one can possess, for it is always and without exception a manifestation of love, and we are told by one who knew that "God is Love." It is also a manifestation of power and strength of character and purpose. George Macdonald says, "To have what we want is riches, but to be able to do without it is power." And it is power, a power that can come only from willingness to suffer for others. Balzac says that we love each other in proportion to what is heavenly in ourselves, and no one will dispute that, for it is the same spirit manifested by Him who "came to save sinners." Dickens gives beautiful expression to this thought when he says, "No one is useless in the world who lightens the burdens of it for any one else." Not only is he not useless, but he is a joy, a blessing, a necessity, for it is true as Toqueville says, "He who despises mankind will never get the best out of either others or himself."

Temptations are simply opportunities for triumph, and the suffering of others is an opportunity to show forth that love which helps and soothes and saves; and they are opportunities which can not be passed lightly by, for not only do they afford us occasion for making others happy as well as ourselves, but they carry with them responsibilities on our part which can not be evaded nor shirked. Happiness comes from the performance of duty, and the call of the helpless, the groans of the suffering, the cry of the distressed, involve the performance of the duty such as "the Good Samaritan" so nobly fulfilled. "Am I my brother's keeper?" has never obtained acquittal for any one, from Cain down to the present, for the very good reason that man is his brother's keeper just so far as he realizes his responsibility and is able to succor him. The man who refuses to do little kindnesses because he can not do great ones loses none of his responsibility. It is just as much a duty to do a little kindly deed as it is to do a great one. It is a great and beautiful principle in the economy of love that the bearing of another's burden has the effect of lightening our own, for the reason that Omnipotence will help us to bear ours when we help to bear those of others. Love is a wonderful thing in that it is limitless, inexhaustible; for the more we give out the more we have. It is this because of its infinite source. Pitiful indeed are those who are so wrapped in their own selfishness and greed that they are blind to the needs and sufferings of others and deaf to their cries. Their lives are pitiful failures.

"Thus unlamented pass the crowd away,
The gaze of fools the pageant of a day;
So perish all whose breast ne'er learned to glow
For others' good, or melt at others' woe."
"My little children, let us not love in word, neither in tongue; but in deed and in truth."—Dallas News.

Every dollar that leaves the Plainview country in the form of livestock, returns shortly bringing two dimes back with it.

PLAINVIEW LIBRARIES GET PUBLICITY THROUGH HERALD.

Texas Library Association Sends Abroad Quotations About Work of Local Institutions.

The Texas Library Association is an organization whose purpose is to maintain interest and action in the libraries of Texas. In a pamphlet of press notes which has just been issued and which has a circulation covering Texas and adjoining states, there are quotations from The Evening Herald. From the issue of November 19, 1914, is the following excerpt:

"Yesterday was library day for Seth Ward College. A committee was at the Methodist Church from two until six o'clock to receive the books donated by friends and patrons of the college.

"More than a hundred fifty volumes were given to Seth Ward. Most of them were reference works. Two encyclopedias were included in the list."

From November second's issue: "Although the Plainview Public Library has more than seven hundred well-selected volumes, the library committees are constantly in quest of new or old books. Donations of money and books, the sales of library cards, are the sources of revenue of the public library."

FOR SALE.

Very cheap, 200 tons ensilage. Party will furnish pasture and feed it out. Y. W. HOLMES, Plainview. Adv. 21.

J. J. Lash's REAL ESTATE CORNER

For Sale, Exchange, Rent, Lease

Phone 653, Front Room Opera House Bldg.

80 acres highly improved land near Ottawa, Kansas; will exchange for 160 acres improved land on South Plains in Hale County.
320 acres land near Hale Center, Texas; will exchange for land in Eastern Kansas or Northern Missouri.
160 acres cultivated land; will exchange for land in Iowa.
Large seven-room house and two and one-half acres land. Want to exchange for small residence and get difference.
Light draft and road horse; want to exchange for two smaller horses.
Three lots, three blocks of square, east front; west part of town; fine location for small rent houses. \$550 for the three; \$100 cash; balance \$50 quarterly.
20,000 sheep ranch for sale. Price, \$1.50 an acre.
Fine double two-story brick, steam heated, electric light, in good town and bringing good rent. Will exchange for land near town.
146 acres land southeast of Plainview; will exchange for town property.
Phone me about your house for rent. I am having calls every hour.
50 acres land, improved; five-room residence in town; one pool room tables and business; two store properties, with stock of merchandise, fixtures, wagons, refrigerators and packing plant. All this in good town in Ohio and belongs to one man. Price, \$30,000. Will trade for ranch on South Plains.



Have you seen our extensive showing of
Children's, Misses' and Ladies' Wash Dresses, Aprons, Apron Dresses, Middie Blouses, AND MIDDIE DRESSES?

We have them in profusion of styles and colors. You'll be surprised at the prices--a customer said the other day, "Why you couldn't buy the materials and make them at such small cost."



Naturally you don't care to wait until everyone else appears in new Spring raiment before you begin to think of preparation for the new wardrobe.

THIS WEEK IS MARCH Sewing Week

and you can't find a better line of dress goods to stick a needle into than **The La Porte**. Our showings this season are strikingly charming--you will say so yourself--but you can't judge them until you see them.

Carter-Houston's

SOCIETY

Telephone Number 72

ANNOUNCEMENTS.

The Y. W. A. of the Ladies' Aid of the First Baptist Church will meet in social session Saturday afternoon at three o'clock, with Misses Vaught and Calvert, at the home of Miss Calvert, 614 Archer Street.

The Halcyon Club will meet with Mrs. H. C. McIntyre Friday afternoon, at the home of Mrs. J. F. Garrison.

The Plainview B. P. O. Elk Lodge will hold its regular Tuesday night ball tonight at the Elk Hall.

"AS YOU LIKE IT" CLUB ELECTS NEW OFFICERS.

At the regular meeting of the "As You Like It" Club last week officers for the ensuing year were elected. Mrs. L. C. Wayland is the new president. The other officers are: Mrs. E. O. Nichols, vice president; Mrs. Chas. Saigling, second vice president; Mrs. J. Walter Day, recording secretary; Mrs. W. A. Mortar, corresponding secretary; Mrs. Hal Wofford, parliamentary; Mrs. Farris Frye, treasurer; Mrs. S. I. Newton, critic; Mrs. R. West Lemond, reporter.

Mrs. R. West Lemond was hostess to the club. Their regular course, the study of Hamlet, was the program. The hostess served a salad course.

CONFIRMATION LECTURES AT ST. MARK'S EPISCOPAL CHURCH.

There will be a confirmation lecture at St. Mark's Episcopal Church on Wednesday evening, March 17, at 8 o'clock.

The Bishop will visit St. Mark's on Easter day, and it is hoped that there will be a number of candidates for confirmation.

MOTHERS' CLUB MEETING.

Central School Building, Friday, March 19th, 3:30 p. m.

Invocation—Supt. B. M. Harrison. Instrumental Music—Miss Ray Fowler.

"The Boy Scout Movement"—Rev. R. A. Highsmith. "Public-School Music"—Mrs. George T. Wilson.

All school patrons are invited to attend these meetings, as well as anyone interested in school work.

ALAMO LITERARY SOCIETY HAS ANNUAL OPEN SESSION.

Last night at the Seth Ward College chapel the Alamo Literary Society gave its annual open session.

Rev. C. L. McDonald, president of the college, opened the program with an invocation. President Calvin Kiker welcomed the visitors. A pleasing number was the chorus, "Camena," by the members of the society. Johnnie Russell in a piano solo, Miss Claire Bell Wilson in a vocal solo, and Miss Nannie Mae Dunaway in a piano solo, completed the musical program. Gabriel Upton delivered well a declamation.

H. G. Pritchett and H. L. Jordan, championing the negative side of the question of increasing the United States' army and navy, won from H. G. Phelps and Bryan McDonald.

While the decision of the judges was awaited, Miss Beatrice Story played a violin solo.

E. D. Turner, of Oklahoma City, is in Plainview today. He represents the Jacques Manufacturing Co.

C. Zimmermann, who has been spending the winter in Plainview, left yesterday for his home, in Minnesota.

G. M. Garner left this morning for Snyder.

Jack Harrison has returned from a visit in Amarillo.

J. A. Cannon, of Oklahoma City, is in Plainview today on business.

Chas. Byles and wife spent Sunday in Floydada.

Miss Daisy Davis left today for a visit in Amarillo.

L. Ivey, of Hale Center, is visiting relatives in Plainview.

C. E. Hewitt, of Hale Center, is in Plainview today on business.

Billy Sanderson has accepted a position with the Peerless Bakery.

J. F. Norfleet, of Hale Center, was in Amarillo on business last week.

Jas. Harrall, of Hale Center, was in Plainview on business yesterday.

W. B. Parkison, of Wichita, Kansas, is in Plainview today on business.

Mrs. Charles Saigling left this morning for the Saigling Ranch, near Hale Center.

J. F. Brinkley, of Omaha, was in Plainview today, en route to Lubbock for a visit.

Rex Lindsay was in Lubbock yesterday on business for the Plainview Steam Laundry.

E. M. Swearington, of Happy, was in Plainview visiting with relatives for the week end.

Mrs. Jas. Nottingham returned this morning from a visit with relatives and friends in Kansas.

Mr. and Mrs. W. H. Stewart, who have been spending the winter in Plainview, left this morning for Northfield, Minn.

Rev. B. H. Oxford and family, of Hale Center, were in Plainview yesterday looking after business and visiting with relatives.

E. C. Dean, of Petersburg, but recently of Oklahoma, was in Plainview today on business. Mr. Dean is very favorably impressed with the Plainview country.

Judge F. P. Works, of the law firm of Crudginton & Works, of Amarillo, was in Plainview today, en route to Floydada on legal business.

Eugene P. Thompson, of Dallas, was in Plainview today. He is representing the Southwestern Paper Company. He will return to Plainview for the meeting of the Panhandle Press Association.

GOOD FRIDAY AND EASTER AT ST. MARK'S EPISCOPAL CHURCH.

The vested choir of St. Mark's, under the direction of Mrs. H. Grady Lindsay, is now rehearsing Stralner's "Crucifixion," to be sung on Good Friday night. The choir will be augmented by some of the best solo voices in town. In addition to the choir, Miss Louise Ball will assist on the violin and Mr. Z. E. Jenkins on the trombone.

A number of rehearsals have already been held on the Easter music, and the choir is well advanced with it. The special numbers are "Christ Our Passover," by F. Schilling; "Te Deum," by F. Kotschmar; "Jubilate," by Dudley Buck, and "As It Began to Dawn," an them by F. Harker. Miss Ball and Mr. Jenkins will also assist on Easter.

MRS. W. A. McDONALD DIED WEDNESDAY EVENING.

Mrs. W. A. McDonald died Wednesday afternoon, very suddenly, as a result of heart trouble. Mrs. McDonald had been under treatment at a local sanitarium for some time, and was believed to be improving in health, and the news of her sudden demise came as a surprise and a shock to the many friends of the family.

Mrs. McDonald was formerly Miss Moffett, who taught an expression class in the Lubbock public schools before her marriage, and she had scores of friends, who will be pained to learn of her death.

Funeral services were conducted at the Baptist Church this afternoon at 3:30 o'clock and interment was made in the Lubbock Cemetery immediately following.

Mrs. McDonald's parents came up from Abilene on the early morning train to attend the funeral.—Lubbock Avalanche.

LOCKNEY.

Bert Bobbitt, one of the trustees for the Lone Star School, was here Monday and carried out a windmill tower for the well at the school house.

Miss Verlin Reeves, who is attending the Wayland College, at Plainview, spent Sunday with her aunt, Mrs. Ed Reeves.

Dr. J. L. Guest returned Monday from Fort Worth, where he carried Mrs. Olin Fry for an operation. —Beacon.

OLTON.

OLTON, Texas, March 11.—This is a very bad March. Everyone will be glad to see the sun shine again.

Pete Keenan spent Thursday night with his grandpa.

Olton school is progressing nicely. Mrs. J. A. Hooper's mother has been seriously sick, with pneumonia, but is some better.

Bryant brothers went to Plainview Tuesday morning, on business.

Bryant brothers and Misses Crabtree and Brandon took dinner at the Olton Hotel Sunday.

Rev. Foley filled his regular appointment here Sunday, at 11:30 a. m.

R. N. Miller returned to the Farmer's Business College Monday morning. Mr. Miller says it is a fine school.

T. M. Keenan was in Olton Tuesday. Leon Kellar returned recently from the Spring Lake Ranch. He has been working there for the past seven months.

Miss Dotson spent Wednesday night with Mrs. L. E. Ensign.

Mr. and Mrs. Sheabarger returned to Olton yesterday evening. They have been absent for some time.

Olton Literary Society meets Friday afternoon. They are planning a big time. All are invited to come.

TULIA.

Mrs. John Keim spent a part of this week with her parents, James Frye and wife.

Commissioner A. Kilcrease was in Plainview Wednesday looking after business affairs.

Miss Mildred Miller, of Happy, spent this week visiting her mother and other relatives here.

Attorney Dennis Zimmermann and R. L. McMurtry were looking after business affairs at Tahoka Monday.

Mrs. Hayes Howell and little girl, Mary Elinor, returned Wednesday from visiting friends at Amarillo.

Virgil Faulkner, who has been spending the past few days with his brother, Paul Faulkner, returned this week to his home, at White Flat.

Dr. E. Lee Dye, wife and little boy, Everett, went to Amarillo this week. Dr. Dye's father and mother, who have been at a sanitarium, returned with them, and went on to their home, at Plainview.

J. D. Hobbs was called last Friday from Plainview to attend the bedside of his little boy, Roy. The little fellow was better and able for his father to return to Plainview Monday.

H. R. Duff shipped two cars of sheep Wednesday. He accompanied the sheep to the Fort Worth market.

Henry Ford was looking after business affairs at Plainview this week. —Tulia Herald.

POSITION WANTED.

By graduate of one of the best commercial colleges in the South and six years' experience in bookkeeping in different lines of business—mercantile, land office, etc. Recommendations from all former employers. E. C. DEAN, Petersburg, Texas. Adv. 21-pd.

BEST BAKERY GOODS.

The Peerless Bakery announces that it has secured the services of Mr. Billy Sanderson, who will have charge of the bake shop. Fresh Bread, Pies and Cakes every day. Baking to order a specialty. PEERLESS BAKERY. Phone 122. —Adv. 11.

Coat Suits

Just the right styles and weight for the best Spring Season Service, whether at home or going away to the Fairs or elsewhere. The many charming waists and waistings to be had now at reasonable prices will make Coat Suits even more popular. A lady is tastily dressed in one of these beautiful waists and the skirt of a suit even in mid-summer. During the warmest days the coat will be comfortable early in the morning and evenings.

There Is a Big Line of the New Coat Suits at Our Store

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Richards Bros. & Collier

102 N. Pacific St. PLAINVIEW, TEXAS 107 W. Main St.

NOTICE

On account of being unable to get a suitable room in the business district, I will have my stock of goods at my home. I have a thoroughly up-to-date line of millinery and will be pleased to have you call on me. Corner Third and Archer Streets, two blocks east of the Opera House.

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You'll always find something different at Vickery's. This week we have for you:

FRESH OYSTERS
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EXTRA FANCY RED BALL
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FLORIDA GRAPE FRUIT
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PUMPKIN YAM
SWEET POTATOES
BANANAS
EXTRA CHOICE LEMONS
RED, WHITE, YELLOW ONION SETS
FULL LINE OF NEW GARDEN SEEDS

Get the habit of getting it at

Vickery-Hancock Grocery Co.

Phone 17

How to Select Hogs For Pork Production

By L. B. Burk, Associate Professor in Animal Husbandry in the A. & M. College of Texas.

In selecting hogs for feeding, breeding, marketing, or show purposes, the form and quality demanded by the consumer should always be kept in mind.

The demand is great for hams, loins, backs, and shoulders, because the largest percentage of the meat-eating public prefers lean rather than fat pork. The belly, neck and jowl are in less demand, hence they are lower-priced cuts. Therefore, the butcher and packer discriminate against the animal with a heavy jowl, large paunch, narrow, thin-fleshed back and loin, and a small, ill shaped ham, because this kind of animal will not dress out a high percentage of good meat at the important places, and does not show a larger development in the regions of low-priced meat.

The butcher naturally prefers an animal that is well developed in the regions of high-priced cuts and showing as little paunch and waste as possible, because this kind of an animal will dress out a higher percentage of better meat, and hence will be more profitable to him.

Although the butcher's demands must be met, the feeder and breeder selects for health and thrift, and an animal that will make consistent, economical and rapid gains and at the same time will be a product of high-class quality when finished. In order that a type be selected to fill all these demands, four considerations are of the greatest importance. They are: Form, quality, size, and constitution. The form has reference to the gen-

eral outline or shape of the animal. The lard-type hog should be rectangular in form, showing a deep, broad, medium length, compact body. The lower line should be straight, while the back or top line should show a gradual even arch from the shoulders to the tail head. The body should be wide with its width carried uniformly from front to rear. The body should also be well balanced and fully developed in all parts, presenting a symmetrical form from every angle. The legs should be short and the flanks low and full. In detail, the animal should present a short, wide head, clean-cut features about the face and jowl, a bright, active eye, and a thin, medium-sized ear. The neck should be short, attaching neatly to the head, and blending smoothly with the shoulders. The shoulders should be broad, deep, smooth, fully developed, compact and full on top. The ribs should be long, well arched, giving a deep, wide chest, which denotes a strong constitution. The crops located just back of the shoulders and the fore flanks should be full, smoothly developed, giving a large heart girth. The spread of back should be the same as that of the shoulders and hame, giving a smooth, even width throughout the whole length of the body. The sides should be deep, long and smooth, full and straight. This supplies plenty of room for the consumption of food and also the proper development of the fetus, and at the same time does not show excess of paunch which is a waste in dressing.

You May Get Rid of Grape Leaf Hopper

The grape-leaf hopper has worried many who have vineyards and do not know how to protect them from the pest. The editor of The Plainview Evening Herald has been corresponding with the State Entomologist, and has received the following letter from his office:

"COLLEGE STATION, Texas,
"March 12, 1915.

"Without doubt the insect which you describe in your letter of the 4th is the grape-leaf hopper, commonly called 'trips.' This insect seems to be present wherever grapes are grown. The foliage is more or less infested with these small insects during the greater part of the season. They may not become excessively abundant until late summer, at which time severe injury has been done. At this time it is too late to start preventive or control measures.

"The injury is done to the leaf by the insect inserting its beak into the tissues. This is done in order to obtain food, which is the juices of the plant. The first injury is usually indicated by small white spots upon the leaves. As the injury increases in severity the leaf turns yellow and falls to the ground. As this phase is seldom noticed until late in the summer, the control measures are often neglected.

"The adult insect is about one-eighth of an inch long, and the wings are marked with yellow and red. The young insects are lightish yellow in color. These young insects pass through five stages of moults before becoming adults. The moulted skins may often be found upon the grape leaves. There is no very similar insect pest upon grape vines, so that it is comparatively easy to recognize this pest. The adult insects hibernate over the winter in leaves, grass, or trash in or near the vineyard, or in nearby fences or ditches. These adult insects leave their winter quarters in time to infest the grape when the leaves of the plant are well expanded. These overwintering insects feed and breed upon the lower leaves of the plant. The eggs are laid just beneath the surface of the leaf in groups of six to nine, and they are scarcely visible to the naked eye. The young insects feed in the same way as the adult insects. From 20 to 40 days are required for these insects to become full grown. There are probably two and perhaps three broods of this insect in Texas.

"Cleaning up all fallen leaves and trash in and about the vineyard during the winter, or plowing it under in the early spring, will very materially reduce the number of insects. Clean culture in the vineyard also reduces the number of these insects which survive. Burning over land adjacent to the vineyard, especially fence rows and ditch banks, is advisable. The actual killing of this pest is a very serious problem. It is much easier to prevent the injury than to attempt to stop it when once started.

"The young insects may be killed by spraying the plants with a solution

of whale-oil soap, made by dissolving one pound of the soap in 10 gallons of water. A 10-per-cent solution of kerosene emulsion has been effectively used against this pest. The spraying work must be done with the greatest care, as the insect must be hit to be killed. Under-spray nozzles must be used, and handled by men who will cover the under surface of all the leaves. This cannot be done by fixed nozzles unless a very high pressure and many nozzles are used. The work is necessarily slow and expensive.

"Spraying should be commenced as soon as the young insects appear, at which time the foliage is not dense, so that the application is more easily made and at a reduced cost. Several applications are usually necessary to keep this pest under control.

"Various devices have been used in the vineyard to catch the insects. These consist of some form of frame in which is stretched a cloth. On this cloth is some sticky substance, such as tanglefoot or tar. This frame is drawn along close to the vines, and as the insects are frightened they may jump onto this frame and be caught. These frames are not generally successful.

"Trusting this information will be of service to you, and awaiting your further pleasure, I am,

"Very truly yours,

"F. B. PADDOCK,

"Assistant State Entomologist."

WANTS TO TAKE LONG SLEEP.

Son of Adding Machine Inventor Commits Suicide in Cheap Boarding House.

DETROIT, Mich., March 10.—Horace S. Burroughs, 29 years old, son of the late William Seward Burroughs, inventor of the Burroughs adding machine, after squandering a fortune left him by his father, ended his life in a cheap boarding house by gassing his wrist with a piece of broken lamp chimney. He died in St. Mary's Hospital soon after being discovered.

The cause of the self-destruction is said by physicians to have been his inability to obtain morphine since the Harrison "dope" act recently became effective.

That he was addicted to the use of narcotics was suspected by the company's officers.

Young Burroughs came here with his father and brother, in 1904, when the machine company was moved from St. Louis. William Seward Burroughs died several years ago, and Horace, it is declared, squandered all the money left him, variously estimated at from \$50,000 to \$100,000.

Burroughs' preparation for his death, despite the fact that the doctors say he must have been pain-racked by lack of the drug, were apparently deliberate.

When he rented a room, he remarked: "I want to take a long sleep." Attention was called to him by his groans.

LIFE WITHOUT BITTERNESS.

A. C. Benson, in the North American Review.

In a life like mine one is brought in an active life like mine one is brought face to face with stiff, domineering, censorious, unreasonable people. It is easy to say rough and sharp things about them and to them; and one is tempted to resist them, to demolish their certainties, to show their lack of reason.

But one wins no victories that way, because the only victories are when one persuades and attracts and encourages. Then you can, perhaps, make people see what is beautiful and good, and find more things to love. But when you argue and controvert, the only thing you win is a little admiration for your skill, a little terror of your tongue.

So I thought that I would henceforth only try to praise and bless what I thought worthy of love, and that if I were met by controversy I would argue, if I argued at all, with good humor and amusement, not with bitterness, not to wound. Because bitterness really betrays a touch of fear. It only means that you cannot trust the beautiful things to win by their own beauty and sweetness, and you try to maul your foe because you are afraid that he may damage you if you do not anticipate him.

Life is so short, and yet there is so much to admire and love and to be interested in, that these ugly tempers are just a waste of time and strength. By yielding to them you only increase your power of being wounded. It is not as if you decreased stupidity or roughness by striking at it; you only put yourself on a baser level.

I do not mean to practice mildness and meekness; that is another sort of feebleness; but I would wish to be generous and chivalrous, and to be amused rather than angry. Life is full of pleasant absurdities, and the certainties of perverse and stupid people are among them. But impatience and

rudeness and contempt are only the signs of timidity.

The Solvent That Does Not Affect The Head Because of its tonic and laxative effect, LAXATIVE BROMO QUININE is better than ordinary Quinine and does not cause nervousness nor ringing in head. Remember the full name and look for the signature of E. W. GROVE. 25c.

SURVEYING IN HALE OR ADJACENT COUNTIES.

IF EXPERIENCE COUNTS, see White, the only experienced Surveyor in Hale County. Also OFFICIAL COUNTY MAPS FOR SALE. Price \$1.00 and \$2.00.

Phone 229.

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PLAINVIEW, TEXAS.

W. FLAKE GARNER,
Funeral Director
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Prompt Service Day or Night
Phones 106 and 376.

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Will be at Dr. Owens' Office
in Plainview every Tuesday.
Specialists in the Treatment of
PILES, FISSURES,
—and all—
RECTAL DISEASES.

No cutting, tying and cauterizing. Treatment safe and sure.

No detention from business or pleasure.

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No Repairs In Three Years

When you buy a piece of equipment, an automobile, a tractor or a gas engine, the price you pay for it is only a part of the cost. There are the repairs, the depreciation and the replacements to be considered.

Did you ever consider how much of this CONTINUAL COST depends on the oil?

Here is some evidence on the point:

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Main Office: Lake Charles, Louisiana, U.S.A.

J. M. MCCAIN, MANAGER

Moeling P. O., La., Nov. 17th, 1914

Mr. Joe Satales, Agt.,

Texas Oil Co.,

Lake Charles, La.

Dear Joe:-

Today my Hudson 33 Roadster is three years old, and have never had the valves ground, or any part of the engine worked on, except cleaning of Plugs once.

I have used your Texaco Motor Oil, and Gasoline, on this car all together, and have saved an average of Ten Dollars per month on Garage bills, and know your oil is the cause of it.

Sincerely,

Joe Satales

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did this, the same quality and service which are to be secured in your town. Our Agent is there to serve you—get in touch with him.

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Horses, Mules and Cattle FOR SALE

- 10 head good Mules, 4 to 6 years old; well broke.
- 2 coming-3-year-old unbroke Mules; 15 1/4 hands.
- 1 extra good Draft Mare, 4 years old.
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- 40 head Red Whiteface Cows; good quality and ages.
- 1 registered 3-year-old Hereford Bull.
- 3 good Grade Hereford Bulls.
- 25 Steer and Heifer Calves, mostly Whitefaces.
- Few good Durham Milk Cows.
- 5 extra good Poland-China Male Pigs.
- 1 3 1/4-inch Wagon.
- 2 sets Team Harness.

This is all good, clean stuff, and can be seen at our place, 3 miles northeast of Hart, Texas.

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THE EVENING HERALD'S LIVE WANT AD PAGE
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BRYANT CANDY PACKAGE FREE TO EVERY CHILD WHO BRINGS TO THE HERALD PAID WANT AD AMOUNTING TO 25 CENTS OR MORE.

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

Which one—Mae I. or Olympic? —Adv. tf.

Our Prescription Department is in charge of three Registered Prescriptionists, and our stock is absolutely new. No old goods in the Prescription Department. J. W. WILLIS DRUG CO., New Grant Building, opposite Elks' Home. —Adv. Feb.

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

LISTEN!—We have good alfalfa pasturage for 100 head of horses or mules. ELMER SANSOM, Annsley Building. —Adv. tf.

FOR SALE OR TRADE.

A few good brood mares and fillies with foal, some good young horses and work mules. Terms if desired, or will trade for 200 head of stock hogs. See ELMER SANSOM, Annsley Building, Phones 102 and 394. —Adv. 4t.

OLD PAPERS FOR SALE. HERALD PUBLISHING CO. —Adv. tf.

FOR SALE—Any amount of bundles of Kaffir and Sorghum. WRIGHT & DUNAWAY. —Adv. 4t.

FOR RENT—2 rooms for light housekeeping, one block from S. E. corner square. MRS. L. D. RUCKER. —Adv. tf.

FOR SALE—4-room house, electric lighted. Windmill and tank. Located in best part of town. 100-foot east front. A bargain. Will give time on part. Write BOX 322. —dv. 4t.

MULES FOR SALE on time. See CHAS. E. SAIGLING. —Adv. tf.

FOUND: On Washington Street, boy's overcoat. Owner can recover by calling at The Herald and paying for this ad. —Adv. 2t.

FOUND—Bunch of keys. Owner can have same by identification and payment for this ad. —Adv. 3t.

PURE SUDAN GRASS SEED at 25c per pound at PLAINVIEW PRODUCE COMPANY. —Adv. 2t.

Let us print you some bright new Calling Cards. We have all of the popular styles of cards and type. THE HERALD. Phone your order to 72. —Adv. 3t.

LOOK OUT!

Can match anything large or small; some good income property that will bear inspection. See me before you trade. J. S. HAYDON, Adv. tf. Room 6, Smyth Bldg.

FOR SALE OR EXCHANGE.

Half section good level land; sixty feet to water; unimproved. Will accept part cash or good trade as first payment; long time balance, 8 per cent. Address OWNER, care Herald. —Adv. tf.

IMPROVED RANCH—Approximately thirty-five thousand acres. Well located. Ranch house within three miles of railroad station. Well watered and fine grass. Several hundred acres fine valley land that can be irrigated. Price is extremely low and terms are exceptionally good. Investigate this before it is too late. Plat and full details upon request. W. W. LYNCH, Amarillo, Texas. —Adv. 2t-pd.

TO TRADE FOR CHEAP GRAZING LAND.

Good jack; black, with white points; quick server; can be turned in pasture or bred with halter. Shows good mules. Address B. H. OXFORD, Adv. 2t. Hale Center, Texas.

FOR LEASE.

Two small farms near Plainview. Also several sections of grass in Hale and Floyd Counties. SHALLOW WATER LAND CO. —Adv. 2t.

Stop at VICKERY'S as you go home tonight. There is always in stock some Fresh Fruit and Vegetables which will appeal to the family and help vary the menu. —Adv. tf.

WANTED—Residence lots. Want to buy from owner two residence lots, well located, in West Plainview. BOX 95 or PHONE 207. —Adv. tf.

Carload of Oyster Shell just received. Fine for chickens. Let us supply your wants. RUCKER PRODUCE COMPANY. —Adv. tf.

For a few days only you can get The Plainview Evening Herald, twice a week, and the Weekly Kansas City Star one year for \$1.60. —Adv. tf.

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

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

ELECTRIC VACUUM CLEANER FOR RENT by the day to responsible parties. Clean your house once a week the nice, easy way. Phone 359. GARRISON - CONNER ELECTRIC CO. —Adv. tf.

Anthraxite? Yes, we have it. Lykens Valley Pennsylvania Anthracite, \$15.50; also New Mexico and Arkansas at \$12.50 per ton. Which is best? Lykens Valley is the best that can be bought anywhere in the Union. E. T. Coleman, Coal and Grain Dealer, Phone 176. —Adv. tf.

For a few days only you can get The Plainview Evening Herald, twice a week, and the Weekly Kansas City Star one year for \$1.60. —Adv. tf.

Groceries at lowest cash prices. Ask how we can do it. EAST SIDE GROCERY. Phone 468. —Adv. 2t.

EXTRA SPECIAL — HOLLAND'S MAGAZINE AND FARM AND RANCH BOTH FOR 10 MONTHS AND THE EVENING HERALD FOR ONE YEAR FOR \$1.85. —Adv. 3t.

All kinds of hot drinks, chili, etc., on sale at the Sanitary Fountain of the J. W. WILLIS DRUG CO., in the New Grant Building, opposite Elks' Home. —Adv. Feb.

Bring us your Poultry, Eggs and Butter. We give highest cash or trade prices for the Poultry and Eggs and will buy all of the Butter that we can use on same basis. EAST SIDE GROCERY, Geo. S. Fairris, Proprietor. —Adv. 2t.

For a few days only you can get The Plainview Evening Herald, twice a week, and the Weekly Kansas City Star one year for \$1.60. —Adv. tf.

"Cut it out," yelled the kid. "Cut a ring around and let it fall out." Yelled another. Another bunch said, "Fence 'em out." But nobody has made a noise like raising the prices on Coal or quitting either. E. T. COLEMAN, Coal and Grain Dealer. —Adv. tf.

SHEPHERD'S SALE.

THE STATE OF TEXAS, County of Hale.

BY VIRTUE of a certain Order of Sale issued out of the Honorable District Court of Hale County, on the 13th day of March, 1915, by B. H. Towery, Clerk of said Court, against P. B. Snyder for the sum of Seven Thousand Two Hundred Seventy-Two Dollars and Fifty-One Cents and costs of suit, in cause No. 1099 in said Court, styled James Denney versus P. B. Snyder, and placed in my hands for service, I, J. C. Hooper, as Sheriff of Hale County, Texas, did, on the 13th day of March, 1915, levy on certain Real Estate, situated in Hale County, described as follows, to-wit: All of the northwest one-quarter (N. W. ¼) of Section No. Nine (9), in Block D-7, Certificate No. 799, situated in Hale County, Texas, and levied upon as the property of said P. B. Snyder. And on Tuesday, the 6th day of April, A. D. 1915, at the Court House door of Hale County, in the City of Plainview, Texas, between the hours of ten A. M. and four P. M., I will sell said Real Estate at public vendue, for cash, to the highest bidder, as the property of said P. B. Snyder, by virtue of said levy and said Order of Sale.

And in compliance with law, I give this notice by publication, in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in The Plainview Evening Herald, a newspaper published in Hale County.

WITNESS my hand, this 13th day of March, 1915. J. C. HOOPER, Sheriff, Hale County, Texas. By J. F. FRYE, Deputy. —Adv. 3t.

Garden Plants of All Kinds in Season

D. C. Aylesworth

FIDELITY AND SURETY BONDS

FIRE, LIGHTNING, TORNADO, AUTOMOBILE, PLATE GLASS, BURGLARLY, LIFE, HEALTH, ACCIDENT AND LIABILITY INSURANCE ARE OUR SPECIALTIES.

IF YOU ARE NOT PROTECTED AGAINST

Death, Destruction, Dependency, Despondency, Despair, Degradation and Demoralization,

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Long Houston & Crouch

PHONE 299 ROOM 3 1ST NATIONAL BANK

Saved Girl's Life

"I want to tell you what wonderful benefit I have received from the use of Thedford's Black-Draught," writes Mrs. Sylvania Woods, of Clifton Mills, Ky.

"It certainly has no equal for la grippe, bad colds, liver and stomach troubles. I firmly believe Black-Draught saved my little girl's life. When she had the measles, they went in on her, but one good dose of Thedford's Black-Draught made them break out, and she has had no more trouble. I shall never be without

THEDFORD'S BLACK-DRAUGHT

in my home." For constipation, indigestion, headache, dizziness, malaria, chills and fever, biliousness, and all similar ailments, Thedford's Black-Draught has proved itself a safe, reliable, gentle and valuable remedy.

If you suffer from any of these complaints, try Black-Draught. It is a medicine of known merit. Seventy-five years of splendid success proves its value. Good for young and old. For sale everywhere. Price 25 cents.



Special Excursion to California

Tickets on Sale Daily with choice of routes, either going in one direction and returning another. Fare of \$50 for the round trip good for return limit 90 days with the privilege of stop-over at any point. For further information, phone 224.

R. F. Bayless, Agent

CALOMEL DYNAMITES A SLUGGISH LIVER

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

Calomel salivates! It's mercury. Calomel acts like dynamite on a sluggish liver. When calomel comes into contact with sour bile it crashes into it, causing cramping and nausea.

If you feel bilious, headachy, constipated and all knocked out, just go to your drugist and get a 50-cent bottle of Dodson's Liver Tone, which is a harmless vegetable substitute for dangerous calomel. Take a spoonful, and if it doesn't start your liver and straighten you up better and quicker than nasty calomel and without making you sick, you just go back and get your money.

If you take calomel today you'll be sick and nauseated tomorrow; be

sides, it may salivate you, while if you take Dodson's Liver Tone you will wake up feeling great, full of ambition and ready for work or play. It's harmless, pleasant and safe to give to children; they like it. —Adv.

\$100 Reward, \$100

The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages, and that is Catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system, thereby destroying the foundation of the disease, and giving the patient strength by building up the constitution and sending nature to doing its work. The proprietors have so much faith in its curative powers that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials. Address F. J. CHENEY & CO., Toledo, O. Sold by all Druggists, 75c. Take Hall's Family Pills for constipation.

How To Give Quinine To Children.

FEBRILINE is the trade-mark name given to an improved Quinine. It is a Tasteless Syrup, pleasant to take and does not disturb the stomach. Children take it and never know it is Quinine. Also especially adapted to adults who cannot take ordinary Quinine. Does not nauseate nor cause nervousness nor ringing in the head. Try it the next time you need Quinine for any purpose. Ask for 2 ounce original package. The name FEBRILINE is blown in bottle. 25 cents

Do you read The Plainview Evening Herald's want ad column? The buyers and sellers of the South Plains meet on this page twice each week. —Adv. tf.

D. L. HAMMER'S CUSTOM MILL runs every day. —Adv. 3t.

MULES FOR SALE on time. See CHAS. E. SAIGLING. —Adv. tf.

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

If you want to store your Furniture, see D. L. HAMMER or phone 338. —Adv. 3t.

WANTED—All of the poultry and eggs you can deliver at the highest cash or trade prices. We will take all of the butter we can use at highest price and all you can let us have at shipping prices. EAST SIDE GROCERY, Geo. S. Fairris, Proprietor. —Adv. 2t.

Big shipment just in of quality bond papers and cover stock in all weights and colors at THE HERALD. Ad. tf.

Buy a sack of "Jo-Mill" at \$1.50 per sack, and get the most feed for the least money. E. T. COLEMAN, Coal and Grain Dealer. —Adv. 4t.

All kinds of Coal at all kinds of prices. \$5.50 to \$8.50 per ton at both yards; the car prices always in effect whether car on track or not. E. T. COLEMAN, Coal and Grain Dealer. —Adv. tf.

Fresh Oysters, Fresh Fruits, and a full line of Staple and Fancy Groceries at right prices at VICKERY-HANCOCK'S. Phone 17. —Adv. 2t.

EXTRA SPECIAL — HOLLAND'S MAGAZINE AND FARM AND RANCH BOTH FOR 10 MONTHS AND THE EVENING HERALD FOR ONE YEAR FOR \$1.85. —Adv. 3t.

Use "Jo-Mill," that steam-cooked Molasses Feed that makes the cows give more milk and the horse fatter for least money. \$1.50 per sack. E. T. COLEMAN, Coal and Grain Dealer. —Adv. 4t.

FOR SALE—3- and 4-year-old mules, broken and unbroken. Will sell Nov. and Jan. time. Also horses, cows, etc. Old Dr. Wayland place. DICK BRYAN. —Adv. Mar.

FURNISHED ROOMS. MRS. J. W. WESTCOAT. —Adv. Feb. 15.

Best Meal, Graham and Chop or Work at D. L. HAMMER'S MILL, near Depot. —Adv. 3t.

A package of Bryant Candy is ready for you at THE HERALD OFFICE. Get the want ad. —Adv. tf.

Ask your grocer if he has Oysters; then phone us to send up any number you may need. VICKERY-HANCOCK GROCERY CO. —Adv. tf.

FOR SALE—3- and 4-year-old mules, broken and unbroken. Will sell Nov. and Jan. time. Also horses, cows, etc. Old Dr. Wayland place. DICK BRYAN. —Adv. Mar.

AUTO FOR SALE—In first-class condition. ROY FRYE. —Adv. tf.

Continue to bring your Grain to D. L. HAMMER to have ground into Meal or Chop. —Adv. 3t.

Watch for "The Little Devil." He will arrive soon and take up headquarters at EGGE-CORLETT AUTO CO. Garage. Get acquainted with His Majesty. He's not half as bad as his name implies. —Adv. 2t.

See ROY IRICK for Real Estate Loans. —Adv. tf.

FOR SALE.

Full blood Duroc-Jersey male pigs. N. B. BURKETT, one mile south of Plainview. —Adv. 2t-pl.

WANTED—Girl for general housework. DAVIS BOARDING HOUSE, 310 Prairie St. Phone 383. Adv. tf.

One thoroughbred Percheron stallion; four and a half years old; weight 1,600 pounds; color, dapple gray. W. H. MILLER, Happy, Texas. —Adv. Mar. 23.

MONEY TO LOAN for irrigation improvements, on approved security. Application must be in early. LAYNE & BOWLER CO. —Adv. tf.

SPRAY YOUR FRUIT TREES.

Mr. Davis, living on my place, will take contracts to spray your fruit trees. He will use my large spray pump, operated by a gasoline engine. Book your orders early, that he may know how much poison to order. See me, room 8, Smyth Building. R. P. SMYTH. —Adv. May 1.

While others are talking low-priced Groceries, we invite you to get our prices and compare both the quality and prices of our goods. VICKERY-HANCOCK GROCERY CO. Phone 17. —Adv. tf.

We have some fine stationery we want to initial for you. Something distinctly new. Initials in any color. THE HERALD. —Adv. tf.

MULES FOR SALE on time. See CHAS. E. SAIGLING. —Adv. tf.

VICKERY has the Groceries. You need them. Prices are right, so let's get together. Phone 17. —Adv. 2t.

FOR SALE—Six varieties of Seed Sweet Potatoes for sale by O. E. WINSLOW, six miles east of Plainview. —Adv. tf.

"The Little Devil" on wheels will interest you. Be sure to meet him at EGGE-CORLETT'S. He's coming. —Adv. 2t.

Manuscript Covers at THE HERALD. —Adv. tf.

SUDAN GRASS SEED 25c per pound in any quantity. This is guaranteed to be pure seed. PLAINVIEW PRODUCE COMPANY. —Adv. 3t.

A BARGAIN—If sold quick, 35 1-5 acres ½ mile northwest of town. Big orchard. Also 12 acres ½ mile west of town. All in cultivation. J. L. SMITH, ½ mile west. —Adv. 3-26.

EXTRA SPECIAL — HOLLAND'S MAGAZINE AND FARM AND RANCH BOTH FOR 10 MONTHS AND THE EVENING HERALD FOR ONE YEAR FOR \$1.85. —Adv. 3t.

BRYANT CANDY FOR WANT ADS. Every child who brings a want ad amounting to twenty-five cents or more to The Herald office will be given a box of Bryant's candy. Adv. tf.

Highest quality or medium quality Second Sheets at THE HERALD OFFICE. We deliver them to you in a hurry. Phone 72. —Adv. tf.

VICKERY provides the real table needs as well as the fancy groceries which go to make up an elaborate menu. Phone your next order to Phone 17. —Adv. tf.

FOR SALE—125 tons of heavy-grained ensilage at a bargain. Can furnish grass. Address or phone ROY G. SMITH, Petersburg. Adv. tf.

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

Remember you get meal from your own corn at D. L. HAMMER'S CUSTOM MILL. —Adv. 3t.

FOR TRADE.

Five-acre block at Baptist College, two lots on Wayland Boulevard, and six good young brood mares. Some cash to trade for land. J. S. HAYDON, Adv. tf. Room 6, Smyth Bldg.

ALFALFA HAY for sale at O. K. Barn. 50c per bale. E. C. HUNTER. —Adv. 1t.

Five-room house and lot close in on West Side. Terms. Bargain if sold at once. HARRISON-KERR CO. —Adv. 4t.

FOR SALE—At very low price, one upright, new Weber Piano. Will sell cheap for cash or small payment down, balance monthly payment. Call MISS LIXIE MAGNON, at Plainview Laundry. Phone 125. —Adv. 2t.

See "The Little Devil." He's a real boon to all. EGGE-CORLETT AUTO CO. —Adv. 2t.

GREAT BRITAIN WOULD STOP GERMANY FOOD AT SOURCE.

King George Signs Proclamation Closing All Avenues of Commerce to Germany: Effective Blockade.

LONDON, March 15.—Great Britain today announced to the world in a formal proclamation, signed in council by King George, how she proposes to sever all arteries of sea commerce to and from Germany during the war. The term "blockade" is not used and no prohibited area is defined. The text of the order, however, makes it plain that England's purpose is to prevent any commodities from reaching or leaving Germany during the war. British officials frankly call it a government blockade, the foreign office describing it as an effective blockade, differing from others only in that property seized is not confiscated outright, but sold, the proceeds eventually going to the owners.

The last clause of the proclamation is the most interesting to neutrals, as it is a flat agreement to lift the "blockade" in case any nation certifies that ships flying its flags will not carry good to or from Germany. The measure is avowedly a reprisal against German submarine warfare, and declares there is no intention to capture ships of Germany's allies. The language is typical of the general attitude of British officials toward neutral trade.

HOWARD'S BROTHER IS VERY LOW AT CANYON.

J. P. Howard, deputy county clerk of Hale County, was called to Canyon this morning on account of the dangerous illness of his brother.

NO CONTAGIOUS DISEASE.

At the meeting of the City Council last night the city health officer, Dr. E. P. McClendon, stated by proxy that there was no contagious disease in Plainview at this time, and that the slaughter houses and dairies are in good shape.

On motion, C. S. Williams was given permission to replace the top soil in the street adjoining his home, substituting therefor the sub-soil from the excavation made for the foundations for his new house.

Every member of the Council was present except J. J. Ellerd, who was out of the city on business.

BIRTHS.

Born to Mr. and Mrs. C. E. King, seven miles northwest of Plainview, on the thirteenth, a girl.

Born to Mr. and Mrs. John Hudgins, ten miles east of Plainview, on the twelfth, a boy.

Born to Mr. and Mrs. M. J. Gregory, of Petersburg, on the thirteenth, a girl.

Born to Dave Campbell, of Petersburg, on the thirteenth, a boy.

Born to Lona Lowery, of Abernathy, on the twelfth, a boy.

R. A. LONG DRUG CO. WILL EXTEND BUILDING TO ALLEY.

The Harrison-Kerr contracting firm have signed for an extension of the R. A. Long Drug Co.'s building, on North Pacific Street. The addition will be sixty feet deep and will extend to the alley. Work will begin on it this week.

R. G. Harp, who suffered a slight paralytic stroke Saturday morning, is doing nicely.

FOR RENT—4-room cottage in north part of city. Call A. E. HARP. Ad. 1f.

A very light, flaky snow is falling in.

GERMANS TO NOT DEFEND SINKING OF AMERICAN SHIP.

WASHINGTON, D. C., March 13.—Germany probably will repudiate the action of the captain of the Prinz Eitel Friedrich in sinking the American ship William P. Frye and make reparation for the loss of the vessel and the cargo, in the opinion of German officials here.

Inasmuch as the United States and Germany are in accord on the question of shipping foodstuffs from a neutral country to civilians in belligerent territory, no issue is expected to be raised by Germany over the right of the cargo to be sent to its destination without interruption.

Count Bernstorff, the German Ambassador, after a visit to the State Department today, indicated he believed the case would be settled without much difficulty. He told Counsellor Robert Lansing what the Captain of the Prinz Eitel had told Captain Boy-Ed, the naval attache of the German Embassy, as to the sinking of the American ship. But the Ambassador reserved his own opinion on the action of the commander, saying he had no instructions from his government.

Captain Thirichens of the Prinz Eitel informed Captain Boy-Ed that his only guide while at sea and for many months cut out of communication with his Government, was the Declaration of London. This would permit the destruction of a neutral prize if carrying a cargo more than half of which could be proven to be contraband, provided it was impossible to take the vessel to a home port without endangering the captor warship.

STOCK BEETS FOR GROWING HOGS

Used as a partial substitute for pasture, for the purpose of furnishing succulent material, stock beets can be used as a valuable part of a ration for growing and breeding hogs, according to Prof. J. C. Burns, of the Animal Husbandry Department of the Agricultural and Mechanical College of Texas. Care, however, should be taken not to feed the beets in large quantities, especially to fattening hogs, because it would mean replacing foodstuffs in the ration that would have more value for fattening purposes than the stock beets.

The seeds should be planted in rows from 2½ to 3 feet apart, and from ¾ to 1 inch in depth, six to eight pounds of seed being ample for seeding one acre. Planting should commence about April 1, when the land is warm. Thinning should begin when the plants have produced four well-developed leaves, leaving the plants 8 to 10 inches apart in the row.

HINTS FOR HOUSEWIVES.

The smoky appearance of milk bottles or glasses washed in very hot water, without first removing the milk with cold water, is due to the fact that the heat hardens the element in milk called protein, and causes it to stick to the sides of the vessel, according to Miss Cornelius Simpson, Assistant State Agent in Home Demonstration Work, in co-operation with the Agricultural and Mechanical College of Texas.

"As soon as the milk buckets, pans, pitchers, bottles or strainers are empty," states Miss Simpson, "rinse them with cold water or luke warm water. This little precaution, with soapy warm water and clean dish-clothes or brushes, in the case of bottles or wire strainers, followed by scalding and airing, will keep milk vessels in a sanitary condition."

Tin buckets with seams, cracked cracks and pitchers afford hiding places for millions of bacteria, which spoil milk. All receptacles should be kept as clean as possible.



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? WILL YOUR NEW SPRING SUIT BE OF TWEED OR HOMESPUN?

Easter
April
4th
1915

The Beaufort

With Soft Roll and Collar Vest

Young men who want the latest touches of style will be greatly pleased with the suit illustrated on the left, the graceful lines of the coat and roll collar of the vest brings out the newest ideas.

NEED WE SAY MORE BEYOND THE FACT THAT IT IS SHOWN IN THE NEWEST CLOTHS AND BEARS THE LABEL.

Kuppenheimer Brand

The York, the British, and other Models are shown in the newest Fabric designs of Glen Urquhart plaids and over-plaids; gun club checks; flannels in blues, greens and mixes; snowflake mixtures---blending and patterings as bright and sparkling as a Spring Morn.

\$20, \$22.50, \$25, to \$35 Suits for **\$15.00**

See Our Show Windows

Plainview Mercantile Co.

Ladies' new Coats, Suits, Dresses, Blouses and Millinery From New York Today by Fast Express.

IT'S OUR TREAT

The doors of "THE RUBY" will be thrown open Monday Afternoon and Night, March 22nd, to the people of Plainview, and we are going to give a Free Entertainment of High-Class Photoplays We want every Man, Woman and Child in Plainview to visit us, either at the Matinee, or the Night Show. The house is yours for the opening day.

WATCH FOR FUTURE ANNOUNCEMENTS

THE RUBY

ROSS D. ROGERS, Proprietor