

# THE PLAINVIEW EVENING HERALD

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FIVE CENTS

## HOBSON PREDICTS NATION WIDE PROHIBITION IN '20

BELIEVES SALE OF INTOXICANTS WILL SOON BE UNKNOWN TO ENTIRE WORLD.

### URGES AMENDMENT

Says Ten Times More Demand for the Submission of This Measure Than for Any Other.

"War is my profession," said Richard Pearson Hobson yesterday morning in the county court room. "My method of procedure is to analyze both sides and work out all possible solutions from the angle of the enemy. The liquor interests of the United States are masters of the art of strategy. Liquor has lost control of the Republican party. In the Sixty-Fifth Congress the Republicans voted two to one for the measure which would have brought about national prohibition if enacted. Liquor is centering its efforts to control the Democratic party. This is the most critical period for the Democratic party since the Civil War. I speak authoritatively when I say that the party leaders have practically made an agreement whereby these interests will predominate in the next coming election. There is a move on foot to have incorporated in the next national Democratic platform a plank opposing national prohibition. The present administration, I believe, endorses the move. If there had been any sympathy from the administration the national prohibition bill would have been passed.

"In the Sixty-Fourth Congress I opposed Section 1 and Section 2 of the revenue measure which was enacted. It was decided and prearranged just how to caucus and that no amendment would be allowed on the floor. These measures relating to the iniquitous liquor traffic were opposed by me.

"Today liquor has the same grip that slavery had. The South could have given up slavery and have received an average of four hundred dollars for her slaves and the terrible war averted. The Democratic party was set back forty years by allying itself with slavery. If the party makes the mistake of allowing liquor interests to predominate it, it will suffer another setback.

"You can find no man who will defend liquor in excessive use. It is a protoplasmic poison. It has the same general affinity as carbolic acid and chloride, although alcohol is not so acute.

"I have confidence in men. Just show the average, plain man the path of duty and he'll march down it. If a man is a total abstainer from the use of alcoholic liquor at the age of twenty, statistics say he will attain the age of 60.5 years; if a moderate drinker, 51 years; if a heavy drinker, 35 years. Seven hundred thousand die prematurely annually because of degeneracy through use of alcoholic liquors. Death prematurely induced by use of liquor is more appalling than that of the great war which is raging in Europe. The man who is shot through the heart on the field of battle dies. His heart is pierced, but his soul is unharmed in death. Take the man killed by liquor; not only is his heart and body shattered, but look at his soul. There are disclosed gaping wounds and bleeding sores. His spiritual life was sapped with his physical.

"We cannot make preparation for (Continued to Page Eight.)

## USE PONTOONS TO RAISE SUNKEN SUBMARINE F-4.

WASHINGTON, D. C., April 2.—To raise the sunken submarine F-4 from the bottom of Honolulu harbor, the Navy Department has authorized expenditure of \$20,000. All hopes of raising the vessel with cranes has been abandoned. The pontoon method will be employed. Large scows will be towed to the spot where the submarine is believed to be and filled with water. After they have been fastened to the sunken vessel with chains and cable the water will be pumped out and they will rise, bringing the submarine a few feet nearer the surface. This tedious method of procedure will be repeated until the vessel will have been raised to the top.

## GIST SELLS ANGUS HERD FOR SEVENTY THOUSAND

Also Makes \$6,000 Deal With Textile Parties for Immediate Delivery.

A herd of fancy Angus cattle, sixty bulls and the rest cows, has just been sold by John M. Gist, of Plainview, through the Ansley Land and Cattle Company, to A. J. Cooper & Sons. This stock is now in El Paso, and will probably be moved into the South Plains country. The deal specifies May delivery.

Mr. Gist also has closed a deal whereby Textile parties become the owners of a herd of 131 heifers, to be delivered today. This deal amounts to around \$6,000. The stock will be moved from Hale County into New Mexico.

## General Snow Over Texas Plains; Six Inches Here

Wednesday night and Thursday morning a six-inch snow fell over the South Plains country. Telephone reports indicate that a good snow fell throughout the Panhandle. As far south of Plainview as Lubbock a four-inch snow was recorded. The Government station here reports .66 of an inch of moisture.

Snow this late in the season is an unusual thing in the Plainview country. A few years ago, however, a light snow fell in May. Rains are more general than snow at this season.

LITTLEFIELD, Texas, April 1.—It began snowing yesterday morning at 8 o'clock, and continued all day. It was not cold and the snow melted rapidly. It has added to the already fine season in the ground, and makes the prospects for the year very bright.

Cattle in this section have wintered splendidly. There have been very few losses, and grass is beginning to get green.

## INSTALLING MODERN STREET LIGHT TODAY.

On North Pacific Street, A. E. Harp and O. M. Unger are having installed today a modern ornamental lamp post. The massive iron pole will have a cluster of three lights, each 100 watts.

## PLAINVIEW MILL SHIPPED SIXTEEN CARS MILL PRODUCTS.

During the past three weeks the Harvest Queen Mills has shipped sixteen cars of mill products into territory southwest of Plainview. The mill is running night and day forces to supply the demand for "Made in Plainview" flour.

## DISTRICT COURT FOR SWISHER COUNTY CONVENES APRIL 12.

Judge R. C. Joiner, District Attorney Mayfield and Court Stenographer Wm. Baker are in Plainview during a recess in the Briscoe County District Court. They will return to Silverton Sunday.

Monday, April 12, District Court for Swisher County will be opened, at Tulsa.

In the session of the court which recently closed at Floydada, for Floyd County, the docket of the court was cleared of all except a few criminal cases.

## LITTLEFIELD MAN THROWN FROM HORSE; UNCONSCIOUS.

And Frank Puett, LFD Ranch Man, Suffers Dislocation of Ankle in Accident.

LITTLEFIELD, Texas, March 31.—Ralph Hannah, night operator here, was thrown from a horse yesterday afternoon and rendered unconscious. The injury, however, is nothing worse than some very severe bruises.

Frank Puett, one of the LFD Ranch men, had his right ankle dislocated yesterday in an accident.

## BELL WITH SANTA FE.

Clarence Bell left Wednesday morning for Happy, where he has a position with the Panhandle and Santa Fe Railway Co.

## Put On the Best Dress

Every split-log drag in Hale County in use! That's one of the best things that can befall this country during the next three days. As soon as the roads begin drying from the recent snow they will be in fit shape for the split-log drag. It's Plainview and Hale County's opportunity to improve the roads and streets. The work of dragging must be done at the opportune time if the best results are obtained. Sometimes a difference of an hour or a half hour will tell in the condition of the ground for working. Hale County must have every drag at work at the same time, if she would have good roads.

There are some dozen drags which will be available right in Plainview with which the streets may be dragged.

Plainview ought to have on her best dress when her visitors arrive, April 7. Next week we will have much company. The ministers and laymen of the Plainview District of the Methodist Church will meet here on the seventh, and the District Conference will continue until April 11.

On April 9 and 10, Plainview will have as her guests the press persons of the Panhandle and some of the leading publicity men of the State.

Let's have on our best dress to meet them.

One of the things planned for the editors is a joy ride through the Shallow Water Belt. This has been advertised to all the members of the association, and they are anticipating with pleasure the trip. Good roads will make the trip more agreeable.

Let's have on our best dress!

## SETH WARD BOARD WILL ELECT TEACHERS IN MAY.

Financial Matters of School Took Up Time of Called Session Tuesday.

Teachers for 1915-16 for Seth Ward College will be elected at the regular meeting of the Board of Trustees of the Methodist school in May.

The time of the called session Tuesday was consumed in the discussion of financial matters of the school. These will be definitely settled at the May meeting. It is expected that the meeting of Tuesday will be of importance in that it offered an opportunity for presenting the situation of the school's finances to the individuals on the board.

The campaign to complete funds for the new boys' dormitory will be pushed. Rev. M. S. Leveridge, the financial agent of the college, states that a car of brick will probably be ordered as soon as bids have been closed and accepted on building material for the structure. It will cost \$12,000 and will be modern. The plan is for foundation adequate for a four-story building, and after the first floor is completed it will be roofed and used until funds will permit needed additions. Seven thousand dollars has been secured in notes and subscriptions.

## B. P. O. ELKS WILL PRESENT BIG MINSTREL THIS MONTH.

An old-time negro minstrel, replete with comedy, pathos, solos, quartettes, choruses, monologues, dialogues, sketches and a big sprinkling of local jokes and gags, is promised by the local lodge B. P. O. Elks during April. The date has not yet been definitely set.

Committees are at work perfecting all details, which include elaborate costuming. The first rehearsal was held last night.

There is much available talent in the large membership of the lodge, and no doubt the mere announcement of the event will cause much expectancy.

## GET IN ON THIS.

Eleven Theatre Tickets Given With Each Issue of The Herald for Want Ad Errors.

Beginning with this issue, The Plainview Evening Herald will give eleven tickets to The Mae L. Ruby and Olympic Theatres for errors found in the want ad page. The first eleven who phone the error in each issue will be given tickets.

Those who have been awarded tickets and have not called for them may secure same at The Herald office.

Tuesday Misses Pattie Dalton and Mary Howell, Mrs. T. J. Van Arsdell, Mrs. E. E. Warren and James Snell found the error, and their tickets are awaiting them.

W. H. Vineyard, of Lockney, was in Plainview on business today.

## "MARTHA" AGAIN FOR MEMBERS PANHANDLE PRESS ASSOCIATION.

Frequent Rehearsals Insure Repetition Better Than First Rendition.

Complimentary to the visitors at the Panhandle Press Meet, the Plainview Choral Club will give a second presentation of the opera "Martha" Friday night, April 9.

All visiting newspaper delegates will be given complimentary admission in further extension of the hospitality which Plainview will show its guests.

As the club will be at a heavy expense in repeating this big work, it is hoped that the paid attendance will cover the expense.

Additional costuming and settings will feature the repetition. The club is continuing rehearsals with the view to making the second performance even better than the first.

Tickets will be placed on sale at the Long Drug Store Monday morning.

## HITCH YOUR WAGON TO A DRAG.

Dragging the roads of Hale County for the next few days will help to have good roads for the summer. Today a man left Plainview with a road dragged to his wagon, trailing behind. It left the road smooth.

What if every man who had a load going over the roads would pull a drag behind him until the ground is dry?

Harness an extra horse if necessary to pull the load, and hitch your wagon to a drag.

## PROMINENT VISITORS WILL BE HERE FOR CONFERENCE.

Bishop E. D. Mourzon, of Dallas, expected to Be Among Prominent Clergymen and Laymen.

Among the prominent men of Texas Methodism who have signified their intention to attend the District Conference here April 7-11, are Bishop E. D. Mourzon, of Dallas; W. C. Everett, of Smith & Lamar, Dallas; Dr. C. M. Bishop, president of Southwestern University; E. Hightower, of Weatherford; J. R. Henson, of Hereford; A. W. Hall, of Vernon.

## ROSCOE BAYLESS FALLS; BREAKS THIGH BONE.

Accident During Play Very Painful, but Boy Is Improving Rapidly.

Roscoe Bayless is resting easily and improving rapidly from injury sustained while playing Sunday afternoon. A hard fall broke his thigh bone, and inflicted very painful injuries.

## WILL ATTEND EXPOSITION.

Mr. and Mrs. B. M. Cotten were in Plainview this morning on route from Lockney, their home, to San Francisco, where they will attend the exposition.

## SUPERINTENDENT TELLS OF ANTI-SALOON WORK

Says League is a Movement With Only Enough Organization for Efficiency.

At the Methodist Church last night Dr. A. J. Barton, of Dallas and Waco, spoke to an enthusiastic audience concerning the work of the Anti-Saloon League of America. Dr. Barton is the State Superintendent of the organization.

"I have formed a strong attachment for Plainview," said Dr. Barton by way of introduction. "Its wonderful climate and fine citizenship appeal to me. This is by no means my first visit, for I have been in Plainview a number of times on educational work connected with Wayland College. I consider this section the center of a territory to become one of the most prosperous portions of the country. In my mind there is no doubt but that it will even excel our own Brownsville in the number of people supported on a given area.

"In speaking of the Anti-Saloon League permit me to say that this is not a corporation. Rather, it is a movement with just enough organization to make its efforts efficient. It is a free coming together of the anti-saloon forces of America. It is not a corporation more than your church or your college. It is incorporated, but only for the purpose of protecting its name from indiscriminate use.

"Today there is a stronger sentiment than ever before to vote for men—men who are morally clean and fit—than ever before. The idea of voting for a man simply because he is of the same political faith so far as party is concerned is dying out.

"There has been much discussion of the Webb Bill, which became a law recently. This bill has been productive of much good, despite the fact that when first enacted many derided it as worthless. The states cannot protect themselves from interstate commerce against their will. The law has been effective in that it has induced trans-liquor for transportation. Its effect has been felt in Kansas and Missouri.

"In my section of the State there is an element which continually cries that the saloon is necessary to their business; that if it is eradicated business must suffer. I do not believe this. The saloon is the supreme enemy of American business. It cannot help business.

"There are others who will say that it is necessary as a means of securing revenue. There is derived from all forms of liquor licenses in the United States three hundred million dollars annually. The saloon does not produce this amount; it merely collects it from the people. For every dollar collected by the government from the saloons it spends ten dollars in police fees, criminal court procedure, etc. The saloons produce nothing and add nothing to the wealth of the government nor to the wealth of society.

"Prohibitory laws are more easily enforced than regulatory laws, and prohibition will not bankrupt the government. Russia a few months ago was receiving \$500,000,000 annually from her revenue on sales of vodka. Now she receives not a penny, and the government has suffered no appreciable embarrassment."

## TO SELECT REPRESENTATIVES TO INTERSCHOLASTIC LEAGUE.

Try-Outs Will Be Given to All Contestants in Hale County, Saturday, April 10.

Public school pupils who wish to compete in the Inter-Scholastic League contest will be given an opportunity Saturday, April 10. Professor A. G. Harrison, of the Lamar Public School, stated to a representative of The Plainview Evening Herald this morning that all contestants will be given a try-out on that day, morning and evening. This contest is open to all of Hale County. The winners will be sent to Amarillo to represent Hale County and Plainview in the meet at Amarillo, April 23 and 24.

Races, pole vaulting, broad and high jumping, and ball throwing events will be practiced.

In the evening a try-out will be given for spelling, open to grade and High School pupils. Debating and declamation contests will also be held.

## GERMANS TORPEDO SHIP KILLING AN AMERICAN

PASSENGERS ON BRITISH LINER FALABA HAVE MASSACHUSETTS RELATIVES.

## RUSSIANS INTO HUNGARY

Capture Two Full Regiments and Field Battery Along Oudava River; Austrians Reinforcing.

WASHINGTON, D. C., March 31.—While no official notification of the death of an American, Leon C. Thresher, on the British liner Falaba, sunk by a German submarine, had reached the American Government today, officials viewed the situation as fraught with grave possibilities.

Secretary Bryan said he expected Ambassador Page, in London, to submit a full report on the case if advised there confirmed reports of Thresher's death, but added that no inquiries had been received by the department, nor had any been made of Mr. Page. Officials generally were not inclined to discuss the matter.

It is known, however, that in view of the language of the American note of inquiry in reply to the German notification of a submarine blockade of England, the facts in this case will be awaited with the greatest interest. That note contained a plain warning that the loss of American lives through the German program of sinking merchant vessels would be viewed as an unfriendly act.

It was suggested in some circles that the German position would be to place responsibility for the destruction of the Falaba upon her captain, contending that his effort to escape rendered his vessel liable to attack under the rules of international law.

On the other hand, however, it was said that while the rules of international law heretofore applied permitted the destruction of merchant craft which resisted search by belligerent war vessels, it appeared that the Falaba only attempted to escape, and did not resist. It was pointed out in official circles that, according to reports, the ship's boats were over her side and her passengers and crew attempting to leave her when the torpedo which destroyed her was discharged.

## Family of American Seeks Details.

HARDWICK, Mass., March 31.—Leon Chester Thresher, one of the passengers whose lives were lost when the British steamer Falaba was sunk by a German submarine, was a citizen of the United States. He was born in this town in 1884. The Thresher family has appealed to Washington to learn the circumstances of the death of Leon. Mrs. Austin M. Thresher, of West Springfield, communicated by long distance telephone with Congressman Frederick H. Gillett, who, she said, promised to cable Ambassador Walter Hines Page, at London, asking the latter for a complete report on the death of her brother-in-law.

Thresher's identity was established today by his mother, Mrs. Mary L. Thresher. Leon, she said, was the second of four children. Leon lived here until 1901, when he went to Springfield to learn the machinist's trade and became a traveling master mechanic. After journeying all over the United States, he went to Alaska and later to Continental Europe.

Mrs. Thresher received a letter from her son last Friday, in which he wrote that he would sail from Liverpool on the Falaba for Broomassie, Africa, where he had obtained a position as master mechanic in the mines.

The next she heard of him was when she read of his death.

## Was En Route to Africa.

LONDON, March 31, 12:45 p. m.—Leon Chester Thresher, who was among the 111 persons who lost their lives when the British steamer Falaba was torpedoed, last Sunday, by a German submarine in St. George's Channel, probably was an American citizen, although the officials of the Broomassie Mines Company, which had employed him to go to the Gold Coast, did not see his passport, and have no positive proof of his citizenship.

When the company was arranging (Continued on Page Eight.)



**"MADE IN AMERICA" KEYNOTE OF STYLES FOR THIS SEASON.**

**American Names, Fabrics and Colors Will Predominate Hereafter, Say Critics.**

By JUANITA SHANNON.  
"Made in America" is the keynote of the display of beautiful garments for fashionable women. American women should be justly proud of the productions of so many talented designers of the "Made in America" styles. One of the biggest things in the style world is the fact that hereafter we are to have colors and fabrics made in America and called by American names.

The new colors which promise to be most popular during the coming season and which have American names are sand, putty, Saddle Rock tan, Rocky Mountain blue, flagpole red, dome gold, lattice green and wall blue. The latter four names were furnished by the great Panama Exposition. However, there are colors whose names are furnished by the great European struggle which will vie with American colors in the fashion world. The most popular for the spring season are Belgian blue, Battleship grey, Russian green and Tipperary green. Scotch and shepherd checks are strong, both in black and white and all colors seen in the real Scotch plaids worn by shepherds.

Fabrics especially adapted to the new suits and gowns are gabardines, French serges, wool and silk poplins, crepe de chine, crepe meteors, silk and moire faille, taffetas, both pussy willow and other weaves. Striped silks as well as fancy warp print chifon taffeta and shepherd checks are being extensively employed in spring and summer frocks for afternoon and evening. Combinations of plain silk and crepe are also shown in lavish profusion. One of the especially new weaves, and a popular priced one, is Georgette crepe, which is being used extensively for separate blouses.

At the present moment first honors must be accorded to the full flare and plaited skirts which are succeeding the extreme military effects of the late winter and early spring. Now and then there is shown a new spring dancing frock with a narrow skirt, but for the most part the full skirts, either shirred or flared, are extremely popular in suits, afternoon and street dresses and evening gowns.

In the new silk coat suits are shown all of the new effects in silk tailleur suits, made in silk poplin, soft taffetas, silk faille. Many new features are being shown in the little jackets and short coats, some introducing vests of contrasting colors. Suits are trimmed in motifs and hand-embroidered buttons. These suits are to be had in all of the newest and most popular shades of regimental blue, sand, putty and other new spring colors.

Gabardine vies with silk for popularity in coat suits, and French serge is also to be found in the handsome suits. Full skirts either flared or shirred are topped by short jackets in the new Eton style of short sport coat. Many of these coats have high waist lines and are belted or have a tiny belt across the back. The long, close-fitting set-in sleeve is becoming more popular in the new costumes. A novelty in these new coats is the collar, which can be worn either turned low or extremely high in the back, just as the wearer wishes. The skirts are even shorter this spring than they were during the winter, and have numerous patch pockets.

A bewildering array of dresses and frocks are shown in all of the new shades and materials. The empire and Eton effects are the most popular in the new gowns, while as in suits the skirts are full and are shirred both around the waist line and at the hem. Crepe de chine is still very good for dresses, and Georgette crepe is used to some extent.

The new blouses are more bewitching, if possible, than ever before, and there is a wide variety of materials and colors from which to select. Very few waists in wash material will be worn; crepe de chine, Georgette and Jap silk are rapidly becoming the most popular

materials. The two-in-one collar and the long set-in sleeves are the most popular feature of the newest blouses.

In millinery, the small hat, so much in vogue, is giving place to an even smaller hat. There are quite a number of moderately large hats to be seen, but these will probably not be so popular until later in the season. There is a wide array, however, of large hats and small hats, with all of the style notes of streamers and strings and brims and crowns. The most adorable poke bonnets of lace and velvet and trimmed with little French bouquets and the plain little sailor simply trimmed with a band of velvet are equally good and promise to be worn a great deal this summer. The Tipperary sailor and the chin-chin sailor are worn more at the present moment than the more elaborate hat. All of the new shades of sand, putty, coral, regimental blue and the ever-popular black and white for tailored hats are being shown in all of the smartest shops. These are trimmed with fruit, flowers, novelty ribbons and feathers. A splendid array of Milan, hemp and leghorns was shown during the past week, but within a few days the Panama will be shown for the summer months.

The present styles in footwear are blacks and whites, as to colors, with straps and slashed effects in pumps and colonials. The straps number from one to several, and are trimmed with the finest of jet buckles or ornaments. The fancy black patent leather pump with top of white, fawn, battleship grey or sand is extremely popular at present, and with these are worn handsomely embroidered or plain silk hose to match. The Louis heel is shown in the dress; pump, while the Cuban heel is seen with coat suits and street dresses. In all cases, however, the hose matches the gown or some feature in the trimming of the costume. The Baby Doll slipper is still very good for young girls, and the Mary Jane in black and white predominates in the ones laid out for inspection during the past few weeks. Later in the season, it is said, there will be a strong showing in white canvas and colonials.

**MORE HAY AND FORAGE.**

Figures which show conclusively that Sudan grass makes the best hay crop to be found in the United States are included in a bulletin on Sudan grass which was issued this week and now is ready for distribution by the experiment station, under the direction of B. Youngblood. The bulletin was prepared by Mr. Youngblood and A. B. Conner, an alumnus of the A. & M. College, agronomist to the experiment station and who grew the first Sudan grass ever grown in the United States, at the Chillicothe forage testing station, in 1909.

Sudan grass, which was grown first and distributed by the Texas experiment station system, is well adapted to all sections of the country for hay, but not for seed. In the bulletin the writers show that in section of East Texas the grass is not good for seed, because of destruction by sorghum midge.

Comparative yields in feeding value per acre show that in Texas Sudan grass outranks all other hay crops by two to one, while in experiments conducted in Ohio this grass practically doubled the yield per acre in feeding value of timothy hay, generally regarded as the standard hay crop of that section.

That this grass will revolutionize agricultural methods in Texas is the belief of Mr. Conner. "The sure, dependable and heavy-yielding hay crops of the Northern and Central States have proven the keystone of the agricultural systems there," says Mr. Conner. "The great agricultural growth and development of those sections has been due in a large measure to these hay crops. May we not look for the same thing in Texas? In my opinion, Sudan grass will result in more stress being placed on stock raising. This grass readily yields to a 'Texas Feed Herself' campaign such as has been urged recently."

**STYLES PARIS EXPLOITS.**

**Short Skirts, Short Jackets, Tight Bodices Are Indorsed by Callot, Beer, Doucet, Cherait and Georgette.**

Possibly a summary of just what the famous houses in Paris exploited might help women to understand the approaching fashions rather than a dissertation for which there is plenty of time later.

Doucet, for example, made a specialty of 2-piece suits, a few long coats and many short ones, which had a slightly empire waistline. Midnight blue and old rose were the colors used. Many of his best evening frocks were black, made of lace and jet and of quantities of tulle.

Callot showed evening frocks in mauve, rose, black and salmon pink. Several of the best evening frocks were in violet and lavender. A sensation was caused by a bridal gown, which Callot has not shown before, made of white satin with green embroidery, the bodice quite decollete. As brides have not worn the low corsage for many years, this innovation, along with the use of green embroidery, makes one pause.

**The Soldier's Blue.**

Callot, for example, whose collection was one of the best in evening frocks she has made in several years, put forth as a feature a soldier's tailor suit in the new blue that has been accepted in the French army, and for which Paul Poiret is said to be responsible.

Not only was the color inspired by the history of the battlefield, but the coat was cut in imitation of the field overcoats, which have the fronts folded back and buttoned. This cut is easy to copy, but the material is very difficult to secure, because it is requisitioned by the French Government for war purposes. The best way out of the dilemma for the Americans is to get the cloth used by our Government for the West Point cadets; the two colors are almost identical.

The self-advertising coloring of the field uniforms of the French army has been so serious a drawback, and the acknowledged superiority of the gray-blue of the German army has been so universally recognized, that the change in color from bright blue and brilliant scarlet to a concealing color like West Point gray, was too important an issue to pass the designers.

The French name for the shade is "blue soldat," which is more sentimental than descriptive. The American name conveys a better impression of what this new shade that we will wear from now on is really like.

**All Show Military Coats.**

All the designers in Paris showed some kind of military coat and all of them used to the utmost the fashion for pockets. Khaki color, which the French women like, was not featured for the Americans, who will undoubtedly give the preference to this new blue in serge, gabardine, tussah and silk. Even satin coat suits were shown in it.

Georgette, who leaped into prominence last spring after taking over the house of Francis, who had held the distinction of being the tailor to the queens of Great Britain, features zouave coats to her tailor costumes.

**Eaton Coats by Beer.**

Last summer Beer was brought to a sudden stop in the preparation of his models by the war and, therefore, had a belated opening in November, but this season he managed to have his house open on schedule time. Americans, especially, like his clothes, and the buyers usually have success with them, and, yet, next to Callot he is most disagreeable to us, declaring that he doesn't care what we think of him, or his work. Maybe he was peevish when he kept on reiterating this. Maybe, meant it. However, this is far from the point of what he showed at his openings.

To begin with, there were many Eton jackets, fully five inches above the waistline with a turtle's tail at the back. You surely remember that design? It was worn several years ago. His materials were taffeta, mesaline, serge and covert cloth.

**For Evening Frocks.**

They have been over here since December. Cheruit shows many sequins, as the other houses do, also paillettes and beading. The decollete in evening frocks is exceedingly low in the back and unusually high in the front.

Most of her bodices are fitted over the bust, and are buttoned or laced up the back. There is every evidence, unhappily, that the waist that fastens in the back is to return, and that it is to be tight. She does lessen her hold on those deep, capelike collars that extend from the neck to the waist in the back with points that meet in the front.

She also uses the empire waistline on tailored suits and the skirts of some of the jackets are cut in godets to fit the hips, yet ripple. The preferred colors are mauve, silver gray, corbeau blue, which she uses season after season, and the new soldier blue. Her reason for these colors is

"That if the wearer goes suddenly into mourning, they can be utilized." Poor France!

The skirts were narrow for all occasions, but then Callot has never tolerated the full skirt. White satin frocks were made somber by long swinging draperies of black tulle hanging from the shoulders in the back. Splendid brocade played its part, as one must always expect at this house, and figured failles combined with gold and silver were made into afternoon and evening gowns.

In special evening frocks, a combination of variously colored crystals placed on self-colored net were used to give an opalescent effect.

**MAKE COOK-BOOK WITH RECIPES FROM HERALD.**

Many of the readers of The Plainview Evening Herald are saving the recipes from the woman's page and pasting them in a scrap book, making an index for same. They like the recipes and consider them valuable enough to keep for future reference.

Miss Mary McKinnon, of Floydada, was in Plainview Tuesday, the guest of Mrs. J. B. McKee.

AT  
**White's Seed House**  
Can be found--EVERYTHING for the Field, Garden, Lawn, Orchard, Poultry, Fertilizers, Sprays, Plants, Bulbs, Trees. A thousand good things at the lowest possible price and highest quality obtainable.  
**EAST SIDE SQUARE We have it--It's here**

**LISTEN**  
What a lesson we have all been recently taught--but now the way is open, the course is clear. Forgetting the past, except to profit by our experience, let us fix our eyes on the future and set about doing things worth while.  
**Build You a Home**  
*Plainview Lumber Company*  
Lumber Dealers

  
**Today's The Day  
Ford Day All Day  
and It's Our Treat**  
Visit our new sales rooms  
Inspect the new Ford Cars  
Have a Cigar and Refreshments  
See the Ford Film at the Mae I.  
With Our Compliments  
The Ford is  
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**A NEW PUMP**  
**60 %**  
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World's Largest Water Supply Developers



**HEREFORD BLOOD IS BEST FOR RANGE, SAYS NELSON.**

**Famous Panhandle Breeder Outlines His Ideas in Communication to Agricultural College Authorities.**

The following is a copy of a letter written by Judge O. H. Nelson, of Amarillo, to Prof. R. H. Williams, animal husbandman of the Arizona Agricultural College, at Tucson, in reply to a number of questions in regard to the type of Hereford best adapted to use on the range. Judge Nelson was one of the pioneer breeders of registered Herefords in Texas, and one of the first men to advocate and practice the use of Hereford bulls for grading up the range herds. He says:

"It gives me great pleasure to reply to yours of the 20th, for the reason that the question raised therein by you is one of vital interest to all ranch breeders as well as to all breeders of registered Herefords.

"In the article you refer to, on page 20 of the souvenir edition of the American Hereford Journal of September 1, 1914, I fully expressed my views as to the types of bull that should be used on the range as well as by the Hereford breeders in general, and I tell therein that the principal reason why we have so many fine-boned, inferior cattle on the range is because of the use of too many grade and inferior bulls.

"In my opinion, there is absolutely no reason or necessity for using Short-horn bulls to increase the bone or the weight of the range Hereford. The way to bring about these desired results is to use the right kind of a Hereford bull.

"At all the leading fairs, livestock shows and expositions, each individual show animal is weighed and a record kept thereof. This has been done for many years, and without an exception the Herefords have outweighed all other beef breeds, from junior calves up to 3-year-olds.

"In the age classes the Shorthorns have at all times outweighed the Herefords, but we do not want to keep our steers until they are aged in order to gain a little more weight.

"Now, replying to your questions: "First—Are English Hereford cattle larger than those of American breeding?"

"I think not. I have never been in England, but I have seen about all that have been brought over in the past 40 years, and these importations have not been heavier than our own breeding.

"Second—What English blood is noted for size?"

"I do not feel competent to answer this question.

"Third—Name ten bulls, five dead and five living, that possess the desirable combination of size, bone, vigor and quality in the highest degree."

"It is easy for me to give you the names of the dead, for I can do so without giving offense to anyone, but it is rather embarrassing to name the bulls now in use, as some of my friends might take offense and accuse me of favoritism. However, I will say this: I have seen but a small percentage of the bulls now in use in the United States, but will name five that I have seen and know are all right, knowing at the same time that there are others equally deserving of honorable mention. I will name ten of the dead ones, as follows: The Grove 3rd, Anxiety 4th, Britisher, Corrector, Garfield, Cherry Boy, March On, Christopher, Wild Tom and Perfection.

"The living: Perfection Fairfax Britisher Jr., Farmer, Repeater, Beau Gomez.

"Fourth—Do you consider that large size is usually associated with late maturity?"

"No. Not with Herefords.

"Fifth—What animals or combination of breeding would supply Herefords suitable for improving the size and quality of our range cattle?"

"While this question is the meat of the whole matter, it is, in my judgment, easily answered—USE BETTER HEREFORD BULLS. The Hereford breeders are proud and somewhat boastful of the fact that we have not become 'pedigree faddists.' We claim, and rightfully so, that our pedigrees are all good, but we know that all of our animals are not just as we wish. Therefore I have always made it a rule to buy or select Herefords to size up the individual first and take a look at the pedigree. It goes without saying that if like always produced like we would all have none but the good ones. But as it is, it behooves us to be careful in selecting our breeding stock, and to use as nearly as possible our ideal individuals.

"To revert to the question of crossing the Hereford with the Shorthorn on the range. While this cross is good and will produce a good steer, yet he is bound to have lost some of the early-maturity and rustling qualities of the Herefords, that are now so desirable in this baby-beef-making age, that has added so much to the range breeder's profit in the past decade.

"Now, why sacrifice any of this when by using more carefully selected

Hereford bulls the size and bone can be had, and all the other good qualities that have made the Herefords so universally popular on the range and the feed lot will be retained?"—Fort Worth Live Stock Reporter.

**TEXAS U. CAPTAIN SIGNS WITH CLEVELAND AMERICANS.**

**"Mike" Massey, Speedy Shortstop, Gets \$1,000 and \$400 Monthly from Jack Coombs.**

UNIVERSITY STATION, Texas, March 29.—Herbert Massey, Captain of the Texas team, will leave Austin Saturday to join the Cleveland Americans, now training in New Orleans. Massey has been on the Texas team for the past three years, having made the team when he was a freshman.

Last year when Jack Coombs, of the Philadelphia Athletics, saw "Mike" in action he said, "With another year of the able coaching of William Disch that youngster will be able to hold down a position on our infield." Several offers from teams of faster company have been received by Massey, but were rejected for college baseball.

Massey gets \$1,000 for signing the contract and \$400 a month for his time while playing with the Cleveland team.

The team presented the departing captain with a handsome suitcase, with his name stamped on the side in gold leaf. Coach Disch made the presentation speech, expressing his regret in seeing the fast shortstop leave. Mr. Disch commended Massey as a player and as a true sport on and off the baseball diamond, and, in the words of the coach, "Above all, he is a gentleman."

In his reply to the tribute paid him, Massey expressed his regret on leaving the team and the hope that he would sometime have the chance to visit his teammates.

Tom Gambrell, the speedy shortstop, was elected captain to fill the vacancy made by Massey's leaving, and will be seen at shortstop for the remainder of the season.

**KANSAS CITY STOCK MARKET IN DETAIL.**

KANSAS CITY STOCK YARDS, March 31.—In the cattle market last week heavy steers sold barely steady, medium weights strong to 10 cents higher, light steers, yearlings and good to choice heifers 20 to 40 cents higher, cows 10 to 20 cents higher; stockers and feeders strong to 15 cents higher.

Today, with a supply of 10,000 head, the same lines are drawn, the market ranging from a shade higher on butcher grades and stockers and feeders to 10 cents lower on heavy steers. Prime heavy steers are quotable up to \$8.50, but the best here in the last week brought \$8.35, top yearlings \$8.50. Bulk of the heavy fed steers with good finish sell at \$7.50 to \$8.00, plain heavy steers \$7.25 to \$7.50, choice cows up to \$7.00, fancy heifers \$8.25, bulk of the good heifers around \$7.50, choice veal calves \$9.50 to \$10.50. Beet-pulp steers sold today at \$7.15 to \$7.50, to both killers and feeder buyers, and beet-pulp bulls at \$5.25 to \$5.50. Pan-handle feeders sold at \$7.25 to \$7.85, weights from 900 to 1,100 pounds. Quarantine steers sold at \$6.80 to \$7.20, about 10 cents lower than last Thursday, offerings today composed of caked steers from Texas weighing 930 to 1,200 pounds.

Shipments of stockers and feeders from here last week amounted to 11,000, two thousand more than during same week a year ago. In other words, the general market is weak on weighty killing cattle, strong on light weights, butcher grades, and stockers and feeders.

The hog market made good gains at the close of last week, account of extraordinary shipping demand to Eastern killers. Chicago is unable to send hogs East, account of quarantine regulations, and surplus orders are being filled here, making this market 15 to 20 cents above Chicago and other Missouri River points during the last week. Receipts today are 11,000, market 5 cents lower to order buyers, 5 cents higher to packers, top \$6.85, although a car load of 120-pound pigs brought \$6.95, bulk of sales \$6.65 to \$6.80.

Sheep and lambs changed very little last week, market slow on most days, due to continual efforts of buyers to get the stuff cheaper. Receipts are running light here, total today 8,000 head, market about steady, top lambs \$9.75, bulk of lambs \$9.50 to \$9.75, bulk of ewes \$7.50 to \$7.70. Spring lambs brought \$12.50 today, and a choice lot of Texas springers brought \$15.00 last week. A record price for lambs from Texas. The mutton market is due for an advance, although bad outlet at Chicago and weak bidding there has its influence on other markets.

J. A. RICKART, Market Correspondent.

Typewriter Paper at The Herald.

**THE FORGETFUL POET.**

This time of year  
It is the thing  
To write a verse  
To gentle

Of budding trees  
And rippling rills,  
Of bonnets, ruffles,  
Boots and

The boys are hunting  
Up their bats!  
The girls are hunting  
Up their

The organ grinder's  
Music sweet  
Rings up and down  
The city

Indeed, one need  
Not be a poet  
To feel the spring  
Is here, we

—Philadelphia Ledger.

**Invigorating to the Pale and Sickly**  
The Old Standard general strengthening tonic, GROVE'S TASTELESS CHILL TONIC, drives out Malaria, enriches the blood, builds up the system. A true Tonic. For adults and children. 50c.

**DR. NORMAN B. MAYHUGH, OSTEOPATH**  
Office, 22 Grant Building  
Office, Phone 538;  
House, Phone 171.

**CALOMEL DYNAMITES A SLUGGISH LIVER**

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

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

If you feel bilious, headachy, constipated and all knocked out, just go to your druggist and get a 50-cent bottle of Dodson's Liver Tonic, which is a harmless vegetable substitute for dangerous calomel. Take a spoonful, and if it doesn't start your liver and straighten you up better and quicker 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; besides, it may salivate you, while if you take Dodson's Liver Tonic 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.

**Whenever You Need a General Tonic Take Grove's**  
The Old Standard Grove's Tasteless Chill Tonic is equally valuable as a General Tonic because it contains the well known tonic properties of QUININE and IRON. It acts on the Liver, Drives out Malaria, Enriches the Blood and Builds up the Whole System. 50 cents.



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

**WE PAY INTEREST ON TIME DEPOSITS**

**Third National Bank OF PLAINVIEW**  
Capital and Surplus \$120,000.00  
A GOOD BANK TO BANK WITH

**Your Coal & Lumber Needs**

Can best be served by us. We carry all builders supplies, posts, cement, lime, roofing, etc. You can swear by our coal and the prices are right.

**Alfalfa Lumber Co.**  
PHONE 163



**CALUMET BAKING POWDER**



The cook is happy, the other members of the family are happy—appetites sharpen, things brighten up generally. And Calumet Baking Powder is responsible for it all.

For Calumet never fails. Its wonderful leavening qualities insure perfectly shortened, faultlessly raised bakings.

Cannot be compared with other baking powders, which promise without performing.

Even a beginner in cooking gets delightful results with this never-failing Calumet Baking Powder. Your grocer knows. Ask him.

RECEIVED HIGHEST AWARDS  
World's Pure Food Exposition, Chicago, Ill.  
Paris Exposition, France, March, 1912

You don't save money when you buy cheap or big-can baking powder. Don't be misled. Buy Calumet. It's more economical—more wholesome—gives best results. Calumet is far superior to ever sold and made.

**MARTIN, KINDER, RUSSELL & ZIMMERMAN**  
—Lawyers—  
West Side Square,  
Donohoo Building  
Plainview, Texas  
Offices in Tulsa, Texas

**Beware of Ointments for Catarrh That Contain Mercury**

as mercury will surely destroy the sense of smell and completely derange the whole system when entering it through the mucous surfaces. Such articles should never be used except on prescription from reputable physicians, as the damage they will do is ten fold to the good you can possibly derive from them. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, O., contains no mercury, and is taken internally, acting directly upon the blood and mucous surfaces of the system. In buying Hall's Catarrh Cure be sure you get the genuine. It is taken internally and made in Toledo, Ohio, by F. J. Cheney & Co. Testimonials free. Sold by Druggists. Price, 75c. per bottle. Take Hall's Family Pills for constipation.

**Wanted:-- A second hand National Cash Register in good condition.**

If you have a bargain for cash let me know it quick.

**Vickery-Hancock Grocery Co.**  
Telephone No. 17

**500,000 Strong**

Lined up for your review by General Service

Talk about an army of facts—we have been able to check up the returns from 500,000 Diamond Tires.

Just think it over for a minute. This is no puny group of isolated tire testimonials, it's a real report from hundreds of Diamond Tire distributors on tires sold and tires returned for replacement or adjustment.

No tire manufacturer ever dared to speak in public about such a report, let alone offer to place it in the hands of every interested tire buyer.

Use the return coupon and receive the book of compelling tire facts showing that on an average but one Diamond Tire out of every hundred was returned for replacement or adjustment.

Added to the wonderful Diamond service you can now buy Diamond Squeegee Tread Tires at the following

**"FAIR-LIST" PRICES:**

Size	Diamond Squeegee	Size	Diamond Squeegee
30 x 3	\$ 9.45	34 x 4	\$20.35
30 x 3 1/2	12.20	36 x 4 1/2	28.70
32 x 3 1/2	14.00	37 x 5	33.90
33 x 4	20.00	38 x 5 1/2	46.00

**PAY NO MORE**

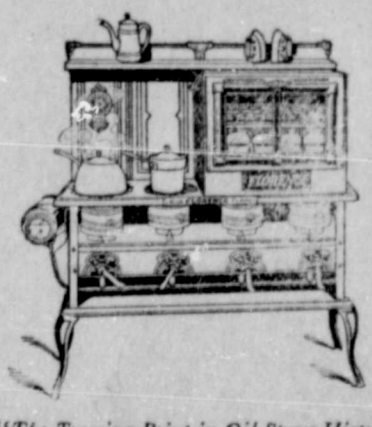
**PUT ON Diamond Squeegee Tread Tires**

Diamond Tires, Akron, O.  
Send me your book entitled "500,000 Strong."  
Name.....  
Address.....

**Barker & Winn, Jobbers Plainview, Texas**

**Summer Cooking Shouldn't Cook the Cook**

Getting dinner ready in July is just as comfortable as in November—if you use a FLORENCE OIL COOK STOVE.



The heat goes into the cooking, not into the kitchen. It does your work well and reliably, and keeps you comfortable. It requires less watching and regulating than a coal stove.

**FLORENCE Oil Cook Stoves**

"Look for the Lever"

You can keep one or four burners at an intensely hot or merely simmering flame.

Come in and let us show you how these Florence Automatic Stoves work, how simple and reliable. No Wicks to burn out. No Valves to leak. Once started, each burner will keep going at the same power until you turn it out.

**PERFECTLY SAFE**

**R. C. Ware Hardware Comp'y**  
Telephone Number 178



# 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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## CO-OPERATION VS. CRITICISM.

Recently a farmer came into Plainview. He was not satisfied with the condition of the rural school in his community. The school session was not as long as he thought it should be.

Now, this farmer looked up the authorities. He went to the county school superintendent, to the influential men of the town, whom he knew would be interested. From them he found just what the trouble was. He saw the need for some personal work to make conditions better. He is at work now to make his school better next year, and his splendid co-operation with the authorities will no doubt bring about an adjustment of difficulties.

This is the natural and easiest way to accomplish a desired end. Many people would have merely talked among their neighbors, criticising the conditions which brought about a short-term school. The effective spirit was, "I believe we ought to have a better school, and if I can help, I'm more than willing."

Don't be a critic. Co-operate.

## Best Editorial of the Day

### UNEMPLOYED AND UNEMPLOYABLE.

(John Graham Brooks, in The Independent.)

And yet it is here with the bum that our problem begins, namely, that, shuffling about between us and the genuinely unemployed, are vagrant armies of skillless vagrants and unemployables. A goodly part of these we are deliberately turning out year by year as social products. We are steadily creating material for jobless men, not by retail, but in huge, large-scale production. We are doing it by much of our child labor and by certain gross omissions in our educational policy. Could the devil himself devise a more ingenious scheme to produce continuous reinforcements to the army of work-shy unemployables, than to give one of many illustrations—to allow thousands of youths to escape from school in those last years of 14 to 17, to take their chances at shifting and casual jobs?

At that age, two or three years of casual jobs are sure to make casual habits among a large percentage of these. There are two of these manufacturing of work-shy unemployables, common pool rooms, which I pass daily. I never look into them, even in the morning, that I don't see a group puffing at cigarettes, playing pool with petty gambling, and occasionally passing a whisky bottle. Multiply that by a great many thousands, and we have a picture of these factories for turning out creatures who will by and by look for a job, but hope they won't find it.

Is it not fatuous that we should lack industrial schools to which these youths should be compelled to go when out of a job? A proper organization of public labor exchanges of the English type would find the job with far more certainty while the youth was being taught something, and thus preserving him from flabby and vagrant habits.

At present these unemployables are so inextricably mixed up with those who want work and are willing and capable of doing it, that we must create agencies like perfectly fair and adequate work tests that shall separate the bum and unemployable from those who can and will work. Spasmodically and in spots these tests have been applied to a whole State, to counties, and to hundreds of towns. But when the State alone or the town alone does it, the work test straightway puts the boil on the next state or the neighboring towns. This is one convincing proof that the organization of work tests, employment bureaus and the like must be worked out nationally. It is also proof that farm colonies must also be established. Part of these colonies must be seasonal for

## Lines to be Remembered

Oh yet, if Nature's evil star  
Drive men in manhood, as in youth,  
To follow flying steps of Truth  
Across the brazen bridge of War—

If New and Old, disastrous feud,  
Must ever shock, like armed foes,  
And this be true, till Time shall close,  
That Principles are rain'd in blood;

Not yet the wise of heart would cease  
To hold his hope thro' shame and guilt,  
But with his hand against the hilt,  
Would pace the troubled land, like  
Peace;

Not less, tho' dogs of Faction bay,  
Would serve his kind in deed and word,  
Certain, if knowledge brings the sword,  
That knowledge takes the sword  
away—

Would love the gleams of good that broke  
From either side, nor veil his eyes:  
And if some dreadful need should rise,  
Would strike, and firmly, and one  
stroke:

Tomorrow yet would reap today,  
As we bear blossoms of the dead;  
Earn well the thrifty month, nor  
wed  
Raw Haste, half-sister to Delay.

—Tennyson.

(Alfred, Lord Tennyson was born Aug. 6, 1809, at Somersby Rectory, Lincolnshire. In January, 1884, he was created peer, by the title of Baron Tennyson, of Aldworth and Farringford. He died at Aldworth on October 6, 1892, and on October 12 was buried in Westminster Abbey. Tennyson saw the results of science as reinforcements to faith. He welcomed material progress and vigor. He was one of the first poets who placed the center of religion in a simple reliance on Divine love.)

those who can work but won't. They must be educational for those who are unemployable, but willing to be taught. The Swiss have begun this so admirably at Witzwill and Fannenhof that a working model is at hand, just as England (taking her lesson from Germany) has brought the supply and demand of labor into possible touch through her 1,500 employment bureaus and their affiliations, bringing every labor center within five miles of an agency. These bolder plans are no longer wholly up in the air.

**PLAINVIEW IS HEADQUARTERS FOR NORTHWESTERN TEXAS.**

Mrs. Josephine Cochran and Miss Jane CoNine, of Dallas, Texas, are in Plainview, and will be permanently located here in charge of the northwestern district of Texas for the National Tubercular Sanitarium Association.

It is the plan of the organization, which is national in its scope, to establish at San Antonio, Texas, a sanitarium for the treatment of tuberculosis. Patients who are able will pay, but a doctor's certificate that the patient is afflicted with the "white plague" will admit anyone without means.

The organization has personal endorsement of President Woodrow Wilson and other men of note all over the country.

The association is chartered under the laws of Texas, but has no capital stock. It will derive its revenue from subscriptions and donations and from fees paid by persons of means who become inmates.

**ELKS AT WACO MAY 10-12.**

Press reports indicate that the Elks of Waco are preparing to entertain royally the visiting Elks, May 10, 11 and 12. On those dates the State Association of Elks will meet in Waco. This organization is to promote the social side of the lodge. The Uniform Rank of Army of Elk is an auxiliary of the State Association, and is purely social. All members of the army are commissioned officers except one member of each lodge forming the State Association. He salutes to one, but all officers must salute him. The Red Cross division is composed of the ladies of all Elk members.

**ABERNATHY SCORES EACH YEAR ON WATERMELONS.**

ABERNATHY, Texas, March 3.—There is still much grain in the hands of the farmers in this locality. When the price advanced about two months ago, the grain began coming in liberally. Later the price dropped, and selling ceased. In this locality are grown every year many cars of watermelons, that are shipped to East Texas after their melons are gone. Last year and the year before more than fifty cars of watermelons were shipped from here after cotton picking was in progress in East Texas.

## READERS' FORUM

This column is open to readers of The Herald for open discussion of public questions. Names will not be published unless so requested, but contributions must be signed.

Editor Herald,

Dear Sir—In regard to the meeting in Plainview next week of the Panhandle Press Association, I want to congratulate the members of the entertainment committee on their proposition to offer cash prizes for the best letters written by the editors after their return home about Plainview and the Plainview country. This is fine. Also it is right in line with a letter which appeared in this column recently calling attention to the fact that California had been made what it is by the "apt advertiser's artful aid," and that with some sort of concerted effort in the way of a publicity campaign we could do as much for the Shallow Water Belt of the South Plains. As a matter of fact, if the wonderful possibilities of this immediate section of the State were proclaimed abroad as they should be, and all statements confined to the truth, the whole truth, and nothing but the truth, we would soon have people flocking here until we would have to hang out the "Standing Room Only" sign.

Eight years ago I was a visitor at a convention in Plainview, and the memory of the delightful entertainment that all the convention guests received had something to do with turning the scales in favor of this town when, later, it became a question of moving here (or elsewhere) to live. So I should say that next week we should be careful how we entertain strangers, for so some have entertained home-seekers unawares. CITIZEN.

## PANHANDLE P. A.

The Panhandle Press Association will promenade at Plainview April 9-10, proximo. The Panhandle press represents more territory per editor than any other press on earth. Of course, there are countries where there are fewer newspapers per square mile, but it is because those square miles are uninhabited wildernesses or wildernesses inhabited by non-readers—bushmen, head hunters, lizard-skinners, doodlebug coaxers and the like. That kind of country doesn't count.

On the contrary, in the Panhandle there is scarcely any illiteracy whatever. Practically every family reads one or more newspapers and buys its goods from merchants who advertise. This high degree of civilization accounts for the fact that every Panhandle village of three or four hundred population supports a creditable local newspaper. But villages of four hundred population are far apart on the Plains. There are numerous counties there which have no town as large as that. Therefore, one editor sometimes edits for his own and adjoining counties—at least one paper sometimes gets the legal printing, for contiguous organized territories, and the more legal printing an editor can get, the more representative he feels. Probably the fact that everybody reads in the Panhandle, and all the merchants advertise, accounts for the high average of prosperity among the Panhandle publishers. All of them are said to have automobiles, many have sleeping porches, and some even have appendicitis.—State Press, in Dallas News.

## IMPROVING THE RURAL SCHOOL.

"Texas will never get the full benefit of her rural schools under the present system of lax management. True, there is nothing to cause one to be pessimistic about these conditions. No state in the Union has made such rapid progress in her schools in the rural districts in the last few years as Texas. The rural teachers feel their responsibility and are honest, conscientious, unselfish servants of society. Their pecuniary reward is slight; their spirit magnanimous. When they are better paid they will, as they do now, spend their surplus dollars to equip themselves better for their work. Feeling their responsibility as keenly as they do, they are eager to meet it in the most satisfactory manner."—Reproduced in The Dallas Evening Journal of March 25, from The Plainview Evening Herald.

## ABERNATHY SCORES EACH YEAR ON WATERMELONS.

ABERNATHY, Texas, March 3.—There is still much grain in the hands of the farmers in this locality. When the price advanced about two months ago, the grain began coming in liberally. Later the price dropped, and selling ceased. In this locality are grown every year many cars of watermelons, that are shipped to East Texas after their melons are gone. Last year and the year before more than fifty cars of watermelons were shipped from here after cotton picking was in progress in East Texas.

## WHY DO BIRDS MIGRATE?

### Distribution of Bird Food Causes General Migration of Birds in North America.

WASHINGTON, D. C., April 2.—Although North American birds living in the colder part of the continent return south for the winter, there is no similar movement of birds from the colder to the warmer parts of South America. If the birds in North America did not go south during the winter, they would perish. Also, if the birds remained in the South later than spring, there would be overcrowding; so they are drawn northward again by the enormous supply of bird food. In South America, on the contrary, there are almost no migratory land birds, because the south temperate latitudes, on account of their small area, offer no such inducements to the feathered inhabitants of the limitless forests along the Amazon.

The fact that the routes of migration are long and complex does not mean that these routes were so in the beginning. In the early ages, flight was probably short, easily accomplished and comparatively free from danger. Each lengthening of the course was adopted permanently only after experience through many generations had proved its advantages.

There are some who argue that love of birthplace is the impulse which causes spring migration, and these call attention to the seeming impatience of the earliest arrivals. Ducks and geese push northward with the beginnings of open water so early, so far, and so fast that many are caught by late storms and wander disconsolately over frozen ponds and rivers, preferring to risk starvation rather than to retreat. The purple martins often arrive at their nesting boxes so prematurely that the cozy home becomes a tomb if a sleet storm sweeps their winged food from the air. The bluebird's cheery warble we welcome as a harbinger of spring, often only to find later a lifeless body in some shed or outbuilding, where the bird sought shelter rather than return to the sunny land so recently left.

As a matter of fact, however, only a small percentage of birds exhibit these pre-seasonal migration propensities. The great majority remain in the security of their winter homes until spring is so far advanced that the journey can be made easily and with comparatively slight danger; and they reach the nesting spot when a food supply is assured and all the conditions of weather and vegetation are favorable for beginning immediately the rearing of a family.

## Instinct Governs Return.

It may be safely stated that the weather in the winter home has nothing to do with starting birds on the spring migration, except in the case of a few, like some of the ducks and geese, which press northward as fast as open water appears. There is no appreciable change in temperature to warn the hundred or more species of birds which visit South America in winter that it is time to migrate. It must be from a force from within, a physiological change warning them of the approach of the breeding season, that impels them to spread their wings for the long flight.

The habit of migration has been evolved through countless generations, and during this time the physical structure and habits of birds have been undergoing a process of evolution in adaptation to the climate of the summer home. In spring and early summer climatic conditions are decidedly variable, and yet there must be some period that has on the average the best weather for the birds' arrival. In the course of ages there have been developed habits of migration, under the influence of which the bird so performs its migratory movements that on the average it arrives at the nesting site at the proper time.

## Local Weather Conditions Minor Factors.

Local weather conditions on the day of arrival at any stated locality are minor factors in determining the appearance of a given species at that place and time. The major factors in the problem are the weather conditions far to the southward, where the night's flight began, and the relation which that place and time bear to the average position of the bird under normal weather conditions. Many, if not most, instances of arrivals of birds under adverse weather conditions are probably explainable by the supposition that the flight was begun under favorable auspices and that later the weather changed. Migration in spring usually occurs with a rising temperature and in autumn with a falling temperature. In each case the changing temperature seems to be a more potent factor than the absolute degree of cold.

The direction and force of the winds, except as they are occasionally intimately connected with sudden and extreme variations in temperature, seem to have only a slight influence on migration.

Birds Migrate at Night. Some birds migrate by day, but most

of them seek the cover of darkness. Day migrants include ducks and geese (which also migrate by night), hawks, swallows, the nighthawk, and the chimney swift. The last two, combining business and pleasure, catch their morning or evening meal during a zigzag flight that tends in the desired direction. The daily advance of such migrants covers only a few miles, and when a large body of water is encountered they pass around rather than across it. The night migrants include all the great family of warblers, the thrushes, flycatchers, vireos, orioles, tanagers, shore birds, and most of the sparrows. They usually begin their flight soon after dark and end it before dawn, and go father before than after midnight.

Night migration probably results in more casualties from natural causes than would occur if the birds made the same journey by day, but, on the other hand, there is a decided gain in the matter of food supply. For instance, a bird feeds all day on the north shore of the Gulf of Mexico; if, then, it waited until the next morning to make its flight across the Gulf in the daytime it would arrive on the Mexican coast at nightfall, and would have to wait until the following morning to appease its hunger. Thus there would be 36 consecutive hours without food, whereas by night migration the same journey can be performed with only 12 hours' fast.

During migration, birds are peculiarly liable to destruction by striking high objects. The Washington Monument, at the National Capital, has witnessed the death of many little migrants; on a single morning in the spring of 1902 nearly 150 lifeless bodies were strewn around its base. As long as the torch in the Statue of Liberty, in New York harbor, was kept

lighted the sacrifice of bird life it caused was enormous, even reaching a maximum of 700 birds in a month.

Miss DeWald Lattimore arrived in Plainview from Abilene Wednesday for a visit with relatives.

## OF INTEREST TO MOTHERS

### Pre-Season Sale OF Boys' Wash Suits

DAVID COPPERFIELD AND MIDDY STYLES

While They Last AT Just 1-2 of Retail Price

# REINKEN'S

# JUST RECEIVED

## Shipment of Lime and Sulphur Solution for Dipping Cattle and Spraying Fruit Trees

### Duncan's Pharmacy

"The Store That Treats-U-Right."

# We Offer You

## Everything The Market Affords for Your Easter Menu

Just Phone 8 or 9 and Ask What We Have On Our List

# Sewell Grocery Co.

## Going To Attend a Commercial School This Spring Or Summer?

Come around this week or next and let us explain how you can save \$10.00 to \$20.00 on a life scholarship, also how you can receive a New Underwood Typewriter Without Cost To You. Contest Open To Pupils

### F. A. Farmer Business College

Plainview, Texas



# National Capitol Building Built in Miniature

This Masterpiece of Art, standing eight feet high and twelve feet wide, is executed with Cuticle Soap and can be seen in our Pacific Street window

A sight of a lifetime and one worth coming miles to see. Every citizen of Hale and adjoining Counties should see this wonderful piece of workmanship. It's a marvel of ingenuity and artistic skill. It exhibits the front elevation of the National Capitol--the mammoth Arch of Triumph with its ornamental column. This Masterpiece is executed in one of our largest windows, with the one purpose in view, to make you acquainted with ROYAL CUTICLE SOAP and our New Balcony Department.

## GREATEST SOAP SALE EVER HELD ON THE TEXAS PLAINS BEGINS FRIDAY

By which the Leading Store in Furthering the Interests of the People of Plainview and Vicinity will win still more well deserved popularity



Instead of distributing small Free Samples to each family the Manufacturers allow us to sell during this event



ONE 25c CAKE OF ROYAL CUTICLE SOAP FOR 10c AND 3 CAKES FOR 25c provided we do not sell more than six cakes to one person.

In order to thoroughly introduce their MEDICATED ROYAL CUTICLE SOAP, the Royal Company are selecting the leading and most dependable stores through which to offer this great soap bargain and incidently make one of the most unique displays ever shown. The Royal Company in looking for a proper representative in Hale, Floyd, Swisher and other near by Counties naturally came to the RICHLIER STORE for their Display and Sale. We believe this is a thoroughly reliable soap and the greatest bargain of the kind ever offered in Plainview.

This Soap is famous elsewhere, but has never been sold in Plainview, although a toilet soap made under the same formula is sold almost everywhere in America under another "trade mark" at 25c a cake. This *Royal Cuticle Toilet Soap* is a perfectly Sanitary Medicated Soap and most soothing to the hands and face. You should get a half dozen cakes at this introductory price which we make for a limited time. No other dealer in Plainview will be able to offer this soap at any price.

**SEND US YOUR MAIL ORDERS.**--If you are out of the city and are unable to attend this great sale and display, please send us your mail orders and they will be filled promptly.

**TO OUT OF TOWN MERCHANTS.**--We are the sole agents for all towns in Hale, Floyd, Swisher, Lamb Counties and part of Lubbock. All orders for *Royal Cuticle Soap* must be sent to Richards Bros. & Collier, Plainview, Texas.

The South Plains Greatest Department Store Invite You to Visit the New Bargain Balcony Located in the Main Section, Pacific Street Entrance

**Soap Sale Extraordinary**  
Introducing High-class Toilet Soap  
regular 25 cent value at  
10c a Cake  
3 for 25c

**Richards Bros. & Collier**  
THE PEOPLE WHO DRESS BEST TRADE  
102 N. Pacific St. PLAINVIEW, TEXAS 107 W. Main St.

**Soap Sale Extraordinary**  
Introducing High-class Toilet soap  
Regular 25 cent value at  
10c a Cake  
3 for 25c

## SOCIETY

Telephone Number 72

### ANNOUNCEMENTS.

The Civic League will meet at the City Hall Wednesday afternoon, April 7, at 3 o'clock. Delegates to the District Federation meeting, at Quanah, May 9 and 10, will be elected.

The Library Committee will meet at the City Hall Wednesday afternoon, April 7, at 4 o'clock.

### NEW LITERARY SOCIETY CALLED "SOROSIS CLUB."

A newly organized literary society in Plainview is the Sorosis Club, which was formed recently at the home of Mrs. R. F. Ivey. The club meets on the second and fourth Fridays of each month. The next meeting will be with Mrs. A. Van Howeling. The club will probably study some country.

### THE PRISCILLA CLUB.

The Priscilla Club met with Mrs. C. E. Moor on March 25th. After a pleasant hour spent in conversation and needlework, the hostess served a delicious luncheon to the members and the following invited guests: Mesdames Perkins, Hickman and Hartley and Miss Hartley.

The next meeting will be held with Mrs. C. Rowland, April 8.

SECRETARY.

### EASTER SERVICES SUNDAY AT CHRISTIAN CHURCH.

For Sunday morning at the Christian Church a special Easter service has been planned. Miss Leona Carter will render special music. Rev. R. A. Highsmith, the pastor, will preach on "The Christ Drama." Sunday evening his subject will be "Joshua."

E. C. Richards was in Amarillo Wednesday.

The Plainview Evening Herald acknowledges receipt of Easter greetings from Dr. and Mrs. Billings, of Dallas, who formerly lived in Plainview.

### THE BROWNING CLUB.

The Browning Club met Saturday, March 27, at the home of the matron, Mrs. J. C. Anderson. Miss Walker presented the study, "Dr. Johannes Bottinus."

### Topics for Discussion.

(1) "Bottini's Speen--an Evidence of His Moral Obtuseness." (2) "His Argument Contrasted With That of Archangels." (3) "Is the Introduction of This and the Preceding Monologue a Mistake on Browning's Part?"

### Themes for Essays.

(1) "Dr. Johannes Bottinus--A Character Study"--Miss Celestine Harp. (2) "Are the Monologues of the Two Lawyers Intended as a Satire Upon the Legal Profession?"--Miss Goode. (3) "The Fise's Interpretation of His Client's Character"--Miss Lena Williams.

### THE BAPTIST CHURCH.

Last Sunday was a good day for the Baptists. The Sunday School was better than usual. The congregations were both large. The pastor spoke in the morning of "The Message Which Christianity Has for the World." Three grown persons joined the church.

In the afternoon the Laymen, who have an organization, met to discuss the relative responsibilities of a Deacon and the Layman. A number of good speeches were made. There were about fifty people present.

The Personal Workers met after the laymen. They are planning to do much personal work in and around town.

The closing service of the day was the pastor's sermon from the life of Samuel. He made three points--"The Occasion," "The Man" and "The Message." He was heard with manifest interest by the large audience present.

A very interesting feature of this church is its good singing. With Mrs. E. R. Williams at the organ, Mrs. Wright at the piano and a splendid orchestra to support them, and A. C. Hatchell as Choir Director and a

chorus of some thirty or forty singers, they have very inspiring singing.

Sunday morning there was a double quartette of our young ladies and four young men, who sang to the great delight of the audience. At night there was a male quartette. And they did splendidly. They have just organized, and it is confidently expected that they will add very much to the attractiveness of the music at this church.

REPORTER.

### WILL VISIT PLAINVIEW TO ORGANIZE COUNTY CLUB.

Mrs. F. N. Boswell, of San Antonio, representing the Alamo Heroes' Monument Association, will be in Plainview in a few days to organize a county council of this association for Hale County.

### PROVIDENCE.

PROVIDENCE, Texas, April 1.--Our literary was well attended Saturday night, and a good program was rendered.

W. B. Kimbell's family are all up, after an attack of the la grippe.

Robt. Smith, of Wayland College, visited home folks Saturday and Sunday.

Saturday, April 3rd, is school trustee election, and we hope our community will be well represented.

Our school is moving along nicely, and the attendance is good now.

Mrs. J. A. Pullen and children, Mrs. Hill, of Plainview, and Messrs. Will and Amos Palmer were callers at E. C. Dodson's Thursday evening.

W. C. Ooley and family attended church at Lone Star Sunday, ate dinner at the home of E. C. Dodson, and then enjoyed the splendid music rendered by Messrs. Morris and Boyd Kimbell and sister, Miss Lucile.

John Fry was in Plainview Thursday on business.

E. G. Foster was trading in Lockney Tuesday.

Our farmers are all busy with their farming, and their wives are busy with chickens and gardens.

### DEMAND FOR MAGAZINES AT LADIES' REST ROOM.

There is a call for good magazines at the Rest Room, in the Court House basement. If anyone having magazines that they do not care to keep will pass them along in this way, the act will be very much appreciated.

### LONE STAR.

LONE STAR, Texas, April 1.--Brother Bagwell, of Wayland College, filled his regular appointment here Sunday.

Quite a number of our people attended the funeral services of Mr. Dabson, at Lockney, Sunday afternoon. The singing at Mr. Mance's Sunday evening was well attended, and all seem to have spent a pleasant evening.

Everett Jack was home Sunday from the breaks, where he has been helping Mr. Kimbell thresh. Mr. Kimbell is making 50 bushels per acre, and some of the grain has been cut and in the shock for more than six months.

Mrs. Albert King is at her father's, Mr. Thomas', near Floydada. He is dangerously ill.

Mr. Snyder, who has been quite sick, is now improving.

D. Mart Thomas' family has been on the sick list, but all are better at this writing.

Bob Reeves and sister Myrtle attended the show in Lockney Friday evening.

Our school is doing fine, and the attendance is very good.

W. B. Hatchett and wife spent Sunday afternoon at the home of Mr. Hooten.

### PRAIRIE AVENUE.

PRAIRIE AVENUE, Texas, March 30.--Sunday School was organized here Sunday, with W. G. Williams as superintendent, Mrs. E. H. Miner, secretary and treasurer, and Miss Helen Groff, organist.

Little Evard Pullen had the misfortune Sunday while at Sunday School to fall on his face and knock two teeth loose and one out, and his lips were bruised considerably.

Mr. and Mrs. Chas. Rash and son Harold, of Tulla, came down in their new Ford and were the guests of Mrs. J. A. Pullen Friday and Saturday.

Mr. Stephens, of Plainview, was in this locality Monday.

Mrs. J. A. Pullen and Mrs. Burleson were in Silverton on business Monday.

Chas. Barrett was quite sick the first of the week.

W. C. Ooley and family attended church at Lone Star Sunday.

The Literary Saturday night at Providence was well attended.

Rev. G. W. Shearer returned to his home, in Floydada, Wednesday, after attending a meeting of the Board of Trustees of Seth Ward College, of which he is a member.

Mr. and Mrs. Z. E. Steakley and child returned to their home, in De Leon, after a visit with Mrs. Steakley's father, D. W. McGlasson.

Mr. and Mrs. Robert Malone, of Lubbock, arrived in Plainview Wednesday for a visit with their sons, C. A. and Bob Malone and their families.

C. A. Myracle, of Snyder, is in Plainview for a few days' visit.

Rev. B. H. Oxford was in Plainview Wednesday on business.

Rev. B. H. Terry returned Wednesday to his home, in Big Springs, after having attended the called meeting of the Board of Trustees of Seth Ward College.

Judge E. P. Thompson has returned to Floydada. He is a member of the Board of Trustees of Seth Ward College, and attended the called session Tuesday.

Mrs. E. Graham left yesterday morning to visit her daughter in Lubbock.

W. B. Murphy left yesterday morning for Lubbock.

E. G. Brasher, of Rule, had business in Plainview yesterday.

W. E. Coffey, of Quanah, is in Plainview on business.

Mrs. R. P. Mayhugh returned yesterday morning from De Leon, where she was called on account of the death of her father, Dr. Patterson.

George Green, of the Green Machinery and Development Company, and Dan O. Morgan, district salesman for the Charter Gas Engine Company, returned Wednesday from a business trip to Hurley and Muleshoe.

Mrs. Oscar Liffreng is in Plainview, the guest of Mr. and Mrs. C. C. Stubbs. She has been visiting a sister at Marshall, Texas. Her home is in Sabinal, New Mexico.

W. E. Cunningham, of Fair, Texas, and Mrs. L. V. Manning, of Hamilton, were in Plainview today en route to Floydada, where a sister is very ill.

Reuben M. Ellerd returned this morning from Floydada, where he accompanied Lieutenant Hobson, who gave a lecture as a number of the Floydada Lyceum Course.

Joe Lee Ferguson, of Hale Center, is in Plainview today on business.

L. K. Goodley, of Lubbock, had business in Plainview yesterday.

E. C. Fain left this morning for Tulla, on business.

Dr. E. M. Harp, of Abernathy, is in Plainview today.

J. C. Finley left this morning for points north, on business.

R. F. Smith, insurance inspector representing the State Department of Insurance and Banking, was in Plainview today en route to Lockney, to spend Easter with home folks.

Miss Uno Walden left this morning for Hale Center.

### COOKING DEMONSTRATION TO PLAINVIEW LADIES.

At Carter-Houston's this week Mrs. J. J. Buckley has been demonstrating Crusto cooking compound. She left this morning for Lubbock, where she will hold another demonstration.

### BOSTON SCHOOL JOURNAL FEATURES PLAINVIEW SCHOOLS.

The April number of Popula, Educator, published in Boston, Mass., has a fine feature article, "A Texas Field Day," describing the May Day celebration carried out in Plainview last year. The six kodak pictures with which the article is illustrated were taken by Mrs. A. W. McKee. The article was written by Mrs. F. P. Powell, and the check for five dollars which was sent in payment thereof has been donated to the Plainview Mothers' Club to be applied on the piano fund.

### MULESHOE GIRL FINDS THE HERALD INTERESTING.

MULESHOE, TEXAS, April 1. Plainview Evening Herald, Plainview, Texas.

Dear Sirs:

I am a little girl thirteen years old living eight miles from Muleshoe, Texas. I do not take The Plainview Evening Herald, but the people I am living with do. I enjoy the paper very much, as it has so many current events and things about farming on the Plains. As I like to cook, I read the receipts. I am sending in a receipt, and if I am entitled to a magazine (which I hope I am), please send me The Woman's Home Companion. I remain, Hopefully yours,

THELMA WALKER.

### CIVIC LEAGUE.

At the meeting Wednesday afternoon all who have not paid their dues as members of the Civic League will please do so. SECRETARY.



## At The Theatre

### THE RUBY.

Program for week beginning Monday, April 5th:

**Monday, April 5th.**  
 "The Grip of the Past" (two-reel drama) ..... Lubin  
 "Broncho Billy's Christmas Spirit" (one-reel Western) ..... Essanay  
 "The Devil and Mrs. Walker" (one-reel comedy) ..... Kalem

**Tuesday, April 6th.**  
 "The Time, the Place, and the Man" (two-reel drama) ..... Essanay  
 "Saved by Their Chee-ild" (one-reel comedy) ..... Biograph  
 "The Methods of Margaret" (one-reel comedy) ..... Comedy

**Wednesday, April 7th.**  
 "The Prodigal" (two-reel drama) ..... Kalem  
 "Everything Against Him" (one-reel drama) ..... Vitagraph

### HOUSEWIVES CAPABLE OF MIXING OWN FLOUR.

Substitutes for Wheat Flour Numerous and Easily Manipulated, Even by the Inexperienced.

WASHINGTON, D. C., March 30.—That the American housewife is herself quite capable of doing all the flour mixing desirable, is the commentary of Assistant Secretary of Agriculture Vrooman on the mooted mixed-flour question. He says further that the American housewife could materially reduce the cost of living if she were to get the flour-mixing habit.

"There are some thirty substitutes that can be mixed with wheat flour in making bread," he said in a statement issued here today. "Many of these are more nutritious than wheat flour; some of them are cheaper than wheat flour, and of these, two or three, at least, are commercially obtainable almost anywhere.

"Potatoes, corn flour, and rice (in certain sections) can be used with profit in mixture with wheat flour in making yeast bread. With wheat flour as dear as it is now, the careful housewife stands to effect quite a saving by using one of these products to eke out her wheat flour. Experiments have shown that the substitutes can be used successfully in the proportion of one part to three parts of wheat flour. At least three-fourths of the mixture must be good wheat flour.

"Potatoes have a certain advantage in this regard, since potato bread can be made without going to the trouble to get the commercial potato meal. Plain mashed potatoes, four parts of mashed potatoes to three parts of wheat flour, will serve the purpose quite well. If the dry potato meal or flake is used, the ratio should be one part of potato to three parts of flour. Boiled rice can be used in much the same way as mashed potatoes, care being taken to allow for the water in the rice and to use about three times as much in bulk as would be used of rice flour.

"In making potato bread the sponge should be used, and just enough water to serve to mix the yeast with the potato, since the sponge becomes very soft after partial fermentation. The remainder of the flour is worked in afterwards, care being taken to make an extra stiff dough, which should be raised till quite light. This bread is much moister than bread made of straight wheat flour.

Corn flour, which should cost about two-thirds the price of wheat flour, may be mixed with wheat flour direct, one part of corn flour to three parts of wheat flour. Use the mixture just as though it were wheat flour—and mix it yourself.

"Feterita, maize and kaffir flours may be used wherever corn flour can, and are workable when used with just enough wheat flour to insure adhesion.

"It should be remembered that the addition of starchy materials, such as potatoes, rice or corn starch (which is sometimes used to adulterate wheat flour in baking) tends to make a loaf less rich in protein and hence less nutritious than the straight wheat flour. The addition of corn flour makes little, if any, change in the nutritive value of the bread, but makes it cheaper.

"There are other flour substitutes, such as soybean meal and pea flour, which serve to add greatly to the nutritive value of the loaf when mixed with wheat flour. These products, unfortunately, cannot be recommended in the present emergency, since they are not as yet common articles of commerce in this country.

"In this connection it should be said that a great saving could be effected if the housewife would emulate the professional baker and buy low-grade wheat flours. There are flours on the market quite good for home baking as the fancy patent flours, which cost in bulk from 25 to 40 per

"The Fable of the Bush League Lover Who Failed to Qualify" (one-reel comedy) ..... Essanay

**Thursday, April 8th.**  
 William Fox presents "SAMSON," a modern society production (in five parts).

**Friday, April 9th.**  
 "The Flying Freight's Captive" (one-reel railroad drama) ..... Kalem  
 "Saved by a Watch" (one-reel drama) ..... Selig  
 "In Dutch" (one-reel comedy) ..... Kalem  
 "Dobs at The Shore" (one-reel comedy) ..... Lubin

**Saturday, April 10th.**  
 "Saved from a Life of Crime" (two-reel drama) ..... Vitagraph  
 "One Kiss" (one-reel comedy) ..... Selig  
 "Snakeville's Reform Wave" (one-reel comedy) ..... Essanay

cent less than the fancy grades. Such are the so-called "second clear" and "low grade" flours, which are graded lower than patents merely because they are darker, not because they are any less nutritious or less palatable. In fact, the darker color may be evidence that the flour is more nutritious than white flour.

"Boston brown bread may be mentioned as a good and very popular medium for the profitable use of flour substitutes. It is made of equal parts of corn meal, rye meal and graham flour, and is a very nutritious bread.

"There are various ways of making over bread itself so as to effect a considerable saving. Thus stale bread, crusts, crumbs, etc., can be worked into palatable products such as bread pancakes, bread-crumb biscuits and bread-crumb cookies.

"The nub of the mixed-flour question hangs on who does the mixing. If the housewife does the mixing she gets the saving entailed; if the baker or the wholesaler does it, he is very apt to get the saving as additional profit."

### SAVING THE PIGS.

"This is farrowing time," states L. B. Burke, Associate Professor of Animal Husbandry at the Agricultural and Mechanical College of Texas, "and farmers should use every precaution to save their young pigs. Supply warm, comfortable and dustless quarters; furnish a moderate amount of bedding, and warm the pigs if necessary. Keep the sow in the hog house, using a guard rail. Just before and after farrowing feed a succulent, laxative ration. Immediately after farrowing, feed nothing but water during the first twenty-four hours. On the second and third days feed a small amount of light food, such as wheat bran and shorts. After the third day gradually increase the ration to about six to eight pounds per animal, getting up to fourteen and twenty pounds within the next eight days. Then gradually substitute grain of some kind for the wheat bran and the shorts, adding to this mixture skim milk or tankage with which to balance up the ration."

### WHITEWASHING DAIRY BURNS.

That sanitation is a very important thing in determining the quality of milk and its products is the opinion of Professor J. W. Ridgway, of the Department of Dairy Husbandry of the Agricultural and Mechanical College of Texas, who recommends that a good coat of whitewash be applied to the barn at least twice a year. "Stack 20 pounds of lime," adds Professor Ridgway, "and mix it until it is about as thick as cream. Add 3 pounds of common salt and three pounds of alum. If a stronger disinfectant is desired, add about a half pint of carbolic acid to each pailful of the whitewash."

### ANNUAL PLANTS FOR NEWLY GRADED GROUNDS.

In a Short Time May Take Place of Trees and Shrubbery Effects Which Are the Work of Years.

WASHINGTON, D. C., April 2.—A few well-chosen annual plants placed on newly graded grounds will do much to take the place of trees and shrubs until the latter may have time to grow, according to the U. S. Department of Agriculture's specialist. It is often a question in a new community, where slow-growing vegetation has not had an opportunity, as to what may be done to make grounds seem less bare. A lawn can be made in a few weeks, and its appearance may be greatly increased by the addition of a few well-chosen annuals.

The specialist suggests as particularly suited for this purpose the following plants, which may be grown in most parts of the United States:

Tall Foliage Plants—Castor bean, caladium, canna.

Tall Flowering Plants—Cosmos, scarlet sage, sunflowers.

Border Plants—Alternanthera, alyssum, ageratum, coleus.

Medium-Tall Annual Flowering Plants—Geranium, California poppy (Eschscholtzia), zinnia, marigold, aster, petunia, cockscomb, larkspur, nasturtium.

Climbing Annuals—Cobaea scandens, moonflower, Japanese morning glory.

Varieties in color and contrast in height and general effect should be studied in placing the plants.

The general appearance of plants on the home grounds or in the garden is more or less dependent upon the condition of nearby lawns.

Lawns are the foundation of all decorative planting. A good, well-

kept lawn contributes more to the beauty of grounds than any other single factor. For this reason special attention should be given to the grading, cultivation, and enriching of the area to be devoted to the lawn. After good preparation come good seed and care.

The varieties of soil which will be encountered and the special treatments which they need render it possible to make only the broadest generalization here. For localities north of St. Louis, Mo., and Richmond, Va., lawns can be formed chiefly of bluegrass, redtop, and white clover. South of this point Bermuda grass and St. Augustine grass will have to be relied upon chiefly, although it is said that in some places alfalfa has been employed with good results.

The U. S. Department of Agriculture has a bulletin on "Lawn Soils and

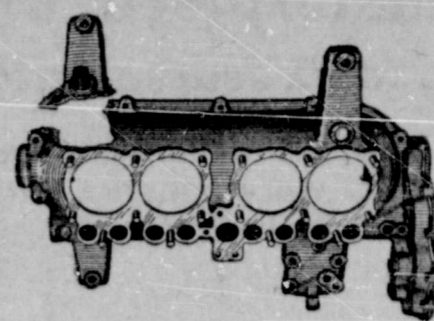
Lawns (No. 494), and a bulletin on "Beautifying the Home Grounds" (No. 185), which will be sent to applicants as long as the supply lasts.

Cures Old Sores, Other Remedies Won't Cure. The worst cases, no matter of how long standing, are cured by the wonderful, old reliable Dr. Porter's Antiseptic Healing Oil. It relieves Pain and Heals at the same time. 25c, 50c, \$1.00

E. N. EGGE

A. C. BAYLY

### E. N. EGGE AUTO CO.



Oxy Acetylene Welding We Weld

Cast Iron, Malleable Iron, Copper, Aluminum, Brass and Steel.

No Job Too Large No Job Too Small

All Work Guaranteed

PHONE 646, PLAINVIEW, TEXAS

PHONE 300

## WARREN'S NEW STORE Specials for Easter and First Monday

Penick and Ford Ribbon Cane Syrup 1-2 gal. 30c  
 Mellow Brand Syrup, 1 gal. 50c  
 10 lb. Sack of Kaffir Meal 25c  
 2 Doz. Country Eggs 25c  
 10 lb. Bucket White Flake \$1.15  
 10 lb. Bucket Cottolene \$1.40  
 50 lb. Compound \$4.65  
 3 lb Can Van Camp's Kraut 10c  
 1 lb Can Best Red Salmon 20c  
 7 lbs Best Mexican Beans

Plenty of Fresh Fruits and Vegetables for Easter  
 Fresh Country Pork, Butter and Eggs at All Times

## Warren's New Store

Phone 300

### Jelly Roll Recipe

Only Two Eggs Required

By Mrs. Janet McKenzie Hill, Editor of the Boston Cooking School Magazine

This Jelly Roll is fast becoming very popular on account of the way it keeps fresh. With proper handling it should keep fresh a whole week, providing it isn't eaten up in the meantime, for it is every bit as good as it looks.



K C Jelly Roll

One cup sifted flour; scant half teaspoonful salt; 2 level teaspoonfuls K C Baking Powder; grated rind of 1 lemon; 2 eggs beaten light; 1 cup sugar; 1/2 cup hot milk; glass of jelly; powdered sugar.

Beat the sugar into the eggs; add the lemon rind, then the flour, sifted three times with the salt and baking powder; and, lastly, the milk. Bake in a buttered dripping pan; turn out on a damp cloth, trim off the crisp edges; spread with jelly and turn over and over into a roll while still warm. Dredge the top with powdered sugar.

Hot milk used in the jelly roll enables it to be rolled without danger of cracking. Have the milk scalding hot, also be careful to have the eggs and sugar beaten together until very light and creamy. Bake in a moderate oven.

K C Jelly Roll is illustrated on page thirty-two of the new and handsomely illustrated 64-page K C Cook's Book, which may be secured free by sending the certificate packed in every 25-cent can of K C Baking Powder to the JACQUES MFG. CO., Chicago, Ill.

\*\*\*\*\*  
 DR. SMITH & SMITH  
 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  
 pd. or pleasure.  
 \*\*\*\*\*

## A REAL BARGAIN

320 Acres, good land near Hale Center at \$21.25 per acre. 200 acres in crop this season, a good five room house, plastered and cement foundation; a well, wind-mill and sheds, all fenced. A fair payment down, balance easy terms. No trade.

CORRESPOND WITH OWNER AT ONCE

C. B. WESTBROOK  
 OSKALOOSA, IOWA

## FOR YOUR EASTER MENU

Just Received This Morning  
 Fresh From The Growers

Ripe Strawberries	Mustard Greens
New Carrots	Spinach
Beets	Cauliflower
Harco Celery	Turnips
Head Lettuce	Squash
Radishes	New English Peas
Young Green Onions	Pumpkin Yams
Green Peppers	Malaga Grapes
Fresh Tomatoes	Other Fruits
White Bermuda Onions	

## Pierson & Smith

Phone 348



**FIVE THEATRE TICKETS FREE EACH ISSUE. GIVEN TO THE FIRST FIVE PERSONS PHONING MISPELLED WORD IN THE WANT ADS.**

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

**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.

Styles change in Visiting Cards. Are yours of the approved size and letter? Our Engraved Cards come from the best copper plate engravers. Call 72. —Adv. tf.

THE WOMAN'S AUXILIARY of the Episcopal Church will hold a bazaar at Paxton & Oswald's Monday and Tuesday, April 5 and 6. Candy, Aprons and Fancy Articles will be on sale. —Adv. 2t.

Five- or six-room house wanted by April 6. Rent in advance. J. W. SKIPWORTH, Plainview. —Adv. tf.

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

WANTED—Chickens and Eggs. J. H. WRIGHT. —Adv. tf.

PLAIN SEWING WANTED. Sewing by piece at my home. MRS. J. G. EHLI, 800 Wayland St. Ad. 2t.

WANTED—Position as Stenographer. Phone 367. —Adv. tf.

Two good grades of Stationery for social note correspondence—Right in size and at pound prices—which will interest you. THE HERALD PUBLISHING CO. Phone 72. —Adv. tf.

ALFALFA HAY for sale at the O. K. Barn. 50 cents per bale. E. C. HUNTER. —Adv. tf.

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

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

**ADVERTISEMENT.**

Splendid revenue-producing property in Fort Worth, value \$6,000.00, to trade for land. Address BOX 141, Fort Worth, Texas, Polytechnic Station. —Adv. 2t.

MOTORCYCLE FOR SALE—An Indian, 1914 model; fully equipped with electric light, speedometer, etc. A new machine at a second-hand price. Call at HERALD OFFICE. —Adv. 4t.

ROOMS FOR LIGHT HOUSEKEEPING—Close in. Phone 474. Adv. 1t.



**"Bell" Connection Solves Farm Problems**

Said a prosperous and Up-to-date farmer: "We like to joke the women-folks about using the telephone, but I guess we men use it as much as they do. We find the Long Distance Bell connection feature of our service a wonderful convenience."

Have you a telephone connected to the Bell System? Ask our nearest Manager for information, or write

The Southwestern Telegraph & Telephone Co.

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 \$1.50. —Adv. tf.

Have all your Chop made by D. L. HAMMER. —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.

NOTICE—I have moved my Meat Market from the store of Vickery-Hancock to The Scudder Grocery Co., where I will continue to serve my patrons to the best of my ability. I will appreciate your meat orders. GREEN'S MARKET. —Adv. 2t.

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.

Meat and Bone Meal, Plain Bone Meal and Ground Charcoal for your chickens at PLAINVIEW PRODUCE COMPANY. —Adv. tf.

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.

Manuscript Covers at THE HERALD. —Adv. tf.

A few sizes of screen doors at special prices at DONOHOO-WARE HARDWARE CO. —Adv. Apr. 6.

Meal from your own corn when ground at D. L. HAMMER'S MILL. —Adv. tf.

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.

WHITE ORPINGTON Stock and Eggs. Prices reasonable. Best stock on the Plains. Agent for "Old Trusty" Incubator. We take the risk and the price is right. S. S. SLOANEKER, Plainview, Texas. Phone 276. —Adv.

**DRESSMAKING.**

For Stylish Dressmaking at reasonable prices, see MRS. J. W. VINES. Phone 347. —Adv. 2t-pd.

WANTED—Second-hand incubator. Must be in good condition. Prefer rather large one. Phone 14. Ad. 1t.

FOR SALE—Span of good 6-year-old black mares, well matched; weight about 2,800. W. T. GROVES, Hale Center. —Adv. 1t-pd.

**FOR RENT.**

Improved place two miles of school. See D. F. SANSON & SON, Ansley Building. —Adv. 4t.

FOR SALE—500 pounds cleaned Alfalfa Seed, 15 cents a pound. J. T. MAYHUGH. —Adv. 2t.

**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.

Don't envy your neighbor's exquisite engraved card. Let The Herald engrave yours. Let us tell you how they will cost you no more than the printed cards. We print them, too. HERALD PUBLISHING CO. Phone 72 Ad. tf.

PLAINVIEW, Texas, April 2, 1915.

The improvements being made in the "Plainview Country" by the Texas Land & Development Co. and individual farms mean a great deal more than most people realize. You will doubtless be surprised to learn that there are more than 120 irrigation wells within a radius of 16 miles of Plainview, and more are going in every week.

This means elimination of drought, more farm-homes, increased acre-production, more fat cattle, more hogs shipped—it means bigger bank accounts for thrifty farmers. It means higher prices for farm lands.

It means that the 80 acres I am offering for \$1,200 will command \$2,000 within less than two years. My recommendation is: BUY IT!

W. E. ARMSTRONG.

**GARDEN PLANTS**

THE KIND THAT GROW CABBAGE AND TOMATOES NOW READY

**D. C. Aylesworth**

Phone 612



**Special Excursion to Austin, Texas**

Account of State Sunday School Convention, to be held March 30---April 1. Tickets on sale March 29th and 30th at fare of \$19.20 for round trip. Good for return April 3rd. For further information phone 224.

**R. F. Bayless, Agent**

**Our Great**

**"Family Bargain"**

THE PLAINVIEW EVENING HERALD \$1.50  
(Published twice-a-week, for one year)  
McCALL'S MAGAZINE .50  
(Monthly for one year)  
ANY ONE McCALL PATTERN .15  
Regular Price, \$2.15

All for Only \$1.65

Subscriptions may be either new or renewal. Write or call at office of this paper.

We are enabled to give our readers, old and new, the benefit of this money-saving club offer, only because of a very special arrangement with the publishers of McCALL'S MAGAZINE.

**WOMEN Love This Magazine**

Come in or write to see a sample copy

McCALL'S is the Fashion Authority and Housekeeping Helper of more women than any other magazine in the world. All the latest styles every month; also delightful stories that entertain, and special departments in cooking, home dressmaking, fancy work, etc., that lighten housework and save money. McCALL'S has been a family favorite for forty-five years. It is the magazine that satisfies.

Mrs. J. T. D., a subscriber to Temple, Ga., writes: "You may put my name on the list with those who think McCALL'S MAGAZINE is worth as much as 50 cents a year—for every one in the family. So many pretty fashions and so much good reading I can hardly wait to see it."

**Don't Miss This Offer**  
Write or call at the office of this paper



FREE McCALL PATTERN  
Each subscriber for this Great "Family Bargain" may choose from her first copy of McCALL'S received, one of the celebrated McCall Dress Patterns FREE, (value 15c) by sending a good card request direct to The McCall Company, New York, giving Number and Size desired.

**FOR EXCHANGE**

**THREE STORY BRICK BUILDING IN GOOD CENTRAL WEST TEXAS TOWN TO EXCHANGE FOR LAND IN SHALLOW WATER BELT. BUILDING RENTED FOR FIVE THOUSAND PER YEAR. --SHALLOW WATER LAND CO., PLAINVIEW, TEXAS.**

A good, clean, safe place to Store Furniture. Phone 338. —Adv. tf.

D. L. HAMMER'S CUSTOM MILL runs every day. —Adv. tf.

Mr. Bookkeeper, remember the hard work this "first" addressing envelopes? Avoid it next month by getting a supply of "Time Savers." Ask us. THE HERALD PUBLISHING CO. Phone 72. —Adv. 2t.

If you want property in Amarillo or lands anywhere—let us represent you. We sell and exchange. Write us. GILVIN-FORD LAND, Amarillo, Texas. —Adv. 2t-pd.

**BARGAIN IN UPRIGHT PIANO.**

Upright Malcolm Piano, practically new. Will sell at a bargain. \$75 down; balance easy terms. Phone 475. —Adv. 4t.

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.

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.

Recleaned Native Grown Alfalfa Seed for sale in any quantity at PLAINVIEW PRODUCE CO. Ad. tf.

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.

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

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.

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

WANTED—Girl for general household. DAVIS BOARDING HOUSE, 210 Prairie St. Phone 382. Adv. tf.

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

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

Meat and Bone Meal, Plain Bone Meal and Ground Charcoal for your chickens at PLAINVIEW PRODUCE COMPANY. —Adv. tf.

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

**FOR SALE.**

Mountain Sheep and Elk's Head for sale. Call 9010 or see at Ben's Barber Shop. —Adv. 8t-pd.

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

NOTICE—I have moved my Meat Market from the store of Vickery-Hancock to The Scudder Grocery Co., where I will continue to serve my patrons to the best of my ability. I will appreciate your meat orders. GREEN'S MARKET. —Adv. 2t.

Your Visiting Card reflects your personality. Are yours truthful? Ask THE HERALD for printed and engraved samples. —Adv. tf.

**FOR SALE.**

Several teams four-year-old broke mules. Terms if desired. D. F. SANSON & SON, Ansley Building. Ad. 6t.

**FOR TRADE OR SALE.**

Two registered Percheron Stallions and one Standard Bred Stallion. Will sell on time for good notes or trade for young mules or other young stock. Will have stock in town Monday. CLINT SHEPARD. —Adv. 1t.

FOR SALE—Residence in best part of city. Small payment down; balance long time. Price \$2,500. Address BOX 446, Plainview, Texas. Adv. 1t.

FOR SALE—Number of bred gilts and open gilts, registered Duroc-Jerseys. Also some nice young males. E. A. ZOLLIFFER. —Adv. 2t.

INSURANCE—Life, Livestock, and Hall Policies that protect. Let me serve you. R. P. MAYHUGH. Office with J. J. Lash, Opera House Building. —Adv. 3t.

FOR SALE OR TRADE—Double-row Lister; also Success Double Drag Planters. BUCHANAN BROS., Callahan Ranch. —Adv. Apr. 26-pd.

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.

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.

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

Corn Meal, Graham Flour and Chop at D. L. HAMMER'S MILL. Adv. tf.

**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. Ad. 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.

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

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

**CANNAS.**

Get Cannas and Geraniums to match, from Mrs. Frazer, at the ROZENA GREENHOUSE, or at Paxton & Oswald's Furniture Store. Phone 179—3 rings. —Adv. 6t.

FOR TRADE—Nearly-new cut-under surrey for single buggy or horse. BOX 892, or PATTERSON, Demonstration Farm. —Adv. 3t-pd.

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.

**ASK US**

**ABOUT OUR LOW RATES AND DIVERSE ROUTES TO SAN FRANCISCO**

We include R. R. Fare; Pullman, Lower Berth; Hotel, European; Admission Tickets to the Grounds; Concession Tickets; Side Trips, etc. You go the route of your choice, when and where you like. We do not send you in a party. We save you money, time and trouble. For full information address

**M. C. G. FEARIS, State Agent**

San Francisco Exposition Tour Co., 212 Andrews Building, DALLAS, TEXAS.

Representative wanted in every county. Exclusive territory to the right man.

**RANCHERS!**

Club together and buy fence posts in car lots. Save dealers profit. All kinds of cedar telephone, shed, corral and fence posts.

**S. M. PATTERSON**  
Belton, Texas



## BUSINESS CONDITIONS REFLECT CONFIDENCE

PLAINVIEW MERCHANT SAYS THE  
PURSE STRINGS OF EAST  
ARE LOOSENING UP.

### LOUD SHIRTS POPULAR

Many Minor Changes in Styles for  
Men for Spring Are Described  
by Charles Reinken.

Mr. Charles Reinken has recently returned from the Eastern market. In an interview by a representative of The Plainview Evening Herald this morning Mr. Reinken said, when asked about financial conditions in the East: "Business conditions have a strong undertone of confidence. The closed purse strings seem to be loosening and the outlook for the country for the summer is good financially, is my impression."

That men are not altogether to be ignored in matters of style is suggested in the changes of style in men's apparel each season. Even the most masculine incline to the "feminine fables" in regard to the spring styles for men, Mr. Reinken said:

"My trip to the Eastern market was made with the especial object of observing the new spring styles as demonstrated by the best dressed men in the more fashionable centers—the up-to-date cities. With this object in view I gave special attention to the well dressed men about town as well as those better known men who lead in style. Summarized, the styles for spring may be described as follows:

"In men's novelty hats I note that the tendency is still to the high crown with rather straighter lines than a year ago and a flat or flattish brim with a sweep following slightly the curves of the head. The pan edge or raised edge brim predominates, as do the dark blues, grays and bronze greens. Derbies or stiff hats have an oval rounded crown and rather more of a roll to the brim than last season. Caps are smaller in shape, with the fullness more to the front over the bill and the cap straight in the back.

The most stylish of the three or four new collars that seem to be popular is a modification of the long-front collar worn last year, the points cut square off, even with the shirt band. Bat-wing ties are worn with this, and are the popular tie for spring.

"With this new collar and the bat-wing tie was seen almost invariably the silk or, if not the silk, the madras shirt with the silk pattern, and in shirts the "loud" colors are very popular, many shirts being worn in which a prominent black and red stripe is laid down on a white ground. French soft turn-back cuffs with soft detachable collars seemed to have the right of way over the starched collar and cuff.

"In suitings the new Glen Urquhart plaids are the very newest and best of the style. Coats are slightly fuller in the shoulders, rather more conforming in the waists, the fronts rounded back from the middle button (altogether there may be only one button), giving almost a circular appearance to the front of the coat. The middle button only should be fastened. The more conservative coats are cut on the same lines, but with two or three buttons, the top one usually hid by the wide sweep of the soft roll collar.

"Vests are rather high; trousers wider in the leg and bottom. "As to overcoats, that old favorite, the Covert top coat, is being taken up again. Lines are longer and the wide, full skirt is a thing of the past. It is freely predicted that not a balmaean style will be shown this coming fall and winter."

"In shoes and oxfords the English walker shape and modifications still predominate. Vesting tops are worn almost to the exclusion of anything else, and the claim is made that they give better service than leather tops. The vestings come in grey and sand-gray vestings in black oxfords leading; sand colors following the gray closely in popular favor.

"The hosiery worn with the oxfords was usually of a harmonious tint to match either the vesting in the shoes, the suit worn or the tie. Occasionally an extreme dresser would have hose and tie to match the predominating color in his suit."

### "FROM IRELAND, SOIR"

Itinerant Irishman Makes Novel Baskets Entirely from Cotton Cloths; Prouder of His Factory.

"I crave pardon, soir, my baskets are tangled by the wind," and a jovial-faced Irishman stepped into the door holding in his hands a confusion of fluffly strands of wonderful color variety twisted by the wind into attractive disorder. "Two I can handle, but

three's too many!"

"Where are you from?" I ventured.

"From Ireland."

"What have you there?"

"Easter baskets. I've made them myself. Sears-Roebuck have nothing like this. I am conserving the cotton crop. Instead of buying it with iron hoops around great bundles of it, you buy it on the installment plan, like the ladies buy their sewing machines. This white basket here is made from India cotton. It's called India linen, and costs fifteen cents per yard, but there's not a thread of linen in it. It's pure cotton. I manufacture cotton. I am the president of the company, the foreman of the factory, the head salesman, and the purchasing agent.

"Would you like one of the baskets for a loidy friend? These are like the Japanese make them.

"And you don't want one? Well, they're straight so the wind won't hurt them again. I had six at first, and now three. If three can be sold in Plainview, I ought to sell four in San Francisco, don't you think? At the big show out there they go to spend their money; they come here to make and save money. I don't expect to get rich, but am paying expenses and am seeing more of God's good country. "Goodbye."

### FIRST-RANK GRADE PUPILS AT CENTRAL BUILDING.

Following are the highest grades for the month just closed for pupils of the grades at the Central Building:

#### Grade 4A.

(Miss Spath, Teacher.)  
Edwin Laski, 92 1-4.  
Robert Long, 92 1-6.

#### Grade 4B.

(Miss Carnes, Teacher.)  
John Slaughter, 96 1-2.  
Rosco Keoth, 94.

#### Grade 7B.

Mildred Fenry, 93.  
Hazel Sewell, 92 1-2.

#### Grade 6A.

(Miss Vaught, Teacher.)  
Scott Simpson, 96 1-7.  
Finch Sharp, 94 2-7.

#### Grade 7B.

Baylis Stoneker, 88 2-7.  
Lee Moore, 83 5-7.

#### Grade 7th.

(Miss Rebecca Longmire, Teacher.)  
Fannie Goode, 73.

#### Grade 5A.

(Miss Powell, Teacher.)  
Blanch McVicker, 93 6-7.  
Loise McKee, 93 3-7.

#### Grade 6B.

Sam Harlan, 94 3-7.  
Lee Johnson, 87 6-7.

Mrs. C. F. Layne left this morning for Houston, in response to a message that her sister is very ill.

## GERMANS TORPEDO SHIP KILLING AN AMERICAN

(Continued from Page One.)  
no relatives of friends in America to whom he wanted the money paid; consequently the insurance was made out to the company.

Thresher applied to the Abosso Gold Mining Company at its Gold Coast headquarters for work as a mechanic last year. His services were satisfactory and the company remitted money for him to New York.

Thresher was employed by the Panama Railroad Company, 1909 to 1912, and in 1908 he worked in Ecuador on the staff of C. E. Roberts, chief engineer of the Guayaquil-Quito Railroad.

### Battle Is Imminent.

PETROGRAD, March 31.—It is only from the new Russian base across the line, Uszok-Lupkow and Bartfeld, that the substantial beginnings of the spring campaign are visible.

The Russian column, moving into Hungary along the Ondava River, captured two full regiments and a field battery.

The Austrians are now bringing large reinforcements from the south, and the first stages of a battle engaging great numbers is now developing.

Austrian cavalry in moderate numbers have crossed from Czernowitz into Bessarabia, the Russian province which formerly belonged to Roumania, in the direction of Khotin. They moved from the point where Austria, Russia and Roumania meet, a region where the Russians did not consider it expedient to place any force, but the raid is now being countered. Apart from the obvious political purpose of impressing Roumania, it is possible the Austrians thought it might influence the movement of the Russian troops.

The Germans in the north are covering the period until fresh corps arrive from the west by restless little raids. Their exasperation at the steady crushing of their Niemen campaign is unmeasured.

General Bulow's artillery has been evacuating its positions to the north-west of Ossowitz by several days. Once twenty batteries were shelling

the outer sector of the fortress; now only four remain, and even they are powerless. All the heavy mortars have been withdrawn slowly along the Lyek road. Field troops remain in the corner of East Prussia.

### "CHURCH SPIRITUAL MOTTER"

Former Pastor of First Methodist  
Church Here Figures in Big  
Dallas Day.

Dallas had a "Go-to-Church Day" Sunday, and it was successful. The people of that metropolis turned out en masse. Rev. S. A. Barnes, pastor of the Ervay Street Methodist Church, is one of the speakers of the day mentioned in The Dallas Evening Journal. The Journal says:

#### Defines the Church.

"The Rev. S. A. Barnes, pastor of the Ervay Street Methodist Church, took as his subject yesterday morning 'The Church.' He defined the church as a congregation of faithful men and women. He said that man's love and loyalty to God is measured by his love and loyalty to the church. The altar is the only place where men and women of all stations of life can meet on a common plane, he declared.

"The Rev. Mr. Barnes gave reasons why the church is loved: God is in it; its accomplishments; because it is the only regenerated power in the world; because it is the spiritual birthplace, the spiritual mother. He told of the time when Jerusalem was the center for the Jewish people who were most devout. He gave an eloquent description of the Jews and their religion—then he compared it with the modern man and his idea of religion."

## HOBSON PREDICTS NATION WIDE PROHIBITION IN '20

(Continued from Page One.)  
war in an instant. I have been warning the people of my beloved land that we are not prepared for war. I know well what a calamity war would be to us. But I had rather we would be startled this morning by a flash informing us that war had been declared on us by England, then France, then Russia, Japan, China, Austria and Italy, than to know that the iniquitous liquor interests could perpetuate their grasp on our land.

"Liquor weakens the organs of reproduction, and breaks the nervous system. National degeneracy will follow its general use. New nations rise up through the process of natural evolution. Then degeneracy starts in. Look up the life history of the race and see if this statement is not borne out. Nations rise to high points of civilization and culture and then degeneracy creeps into the centers and the nation totters and falls. We owe it to ourselves, our children, to the country, to the world, to humanity, to nature and to nature's God to protect our nation from the cursed evil. It is our supreme and paramount duty to cut this millstone from the neck of humanity. I have been held up to ridicule in my home state. They say I am politically dead there. That may be. But I have no fear. I had rather suffer political death than to sacrifice my belief and liberty of action in helping free the country of liquor's grasp. I had rather have a part in cutting that millstone from the neck of humanity than to be President of the United States.

"Have you ever seen a cure for cancer affected? If you have you must have noted the method. Cancer may be cured only by inducing the growth of new tissue and precluding spreading of the disease to unaffected parts. Protect the youth of our land and culture it and you have a solution for the liquor traffic. You never heard of a drinking man wanting to make drunkards of our boys? Sixty-eight per cent of a number of confirmed drunkards investigated formed the habit of drinking before they were twenty-one; thirty per cent before sixteen, and seven per cent before they were twelve. The saloon interests are anxious to teach boys the habit. Thereby they are insured an increasing demand for their product. Their aim is a line of customers from whom they may enrich themselves. It's not the drinking men who are attempting to teach the boys; it's the great liquor interests of America. It is an easy matter to teach the boy, hard to teach the man.

"The way to control the liquor traffic is to control its sale. You can't keep a man who has the habit of drink from procuring it, but you can prohibit its sale. This is feasible and the main fort of national prohibition. Society has always controlled barter and sale. It will not be permitted when harmful to the community. The question of use need not be touched by legislation; a constitutional amendment prohibiting barter and sale of liquor in the United States will solve the problem. With no one to sell it and no great organization to teach our boys its use, the habit will die out. Those who are addicted to drink will have it,

but they cannot buy and sell. When this generation of drinkers die the number will become less, and so on until elimination. There have been twelve United States Supreme Court decisions which have set the precedent but not to sell. Rights! Liquor has no rights! It invades the rights of the child yet unborn; it brings about degenerate blood in the home; it precludes education. Liquor is merely a violator of rights.

"As long as one state is wet the virus is spread throughout the nation. No state can protect itself against interstate commerce. Congress cannot give it this right. This is a constitutional government, and such a state of affairs is to be brought about only by constitutional amendment. Congress must vote by a two-thirds majority to submit the amendment to the states, and when three-fourths of the states ratify it becomes valid. Already the United States constitution has been amended nineteen times. The precedent has been set, so that when it becomes necessary in our Government to make changes for the benefit of the people, the way is open.

"There must be a demand for an amendment before it will be considered in Congress. There has been ten

times as great demand for this amendment as for any other. When the matter was at last considered by the Sixty-Fourth Congress a majority favored it in the House, but not the necessary two-thirds majority. My prediction and my judgment is that the United States will be dry by constitutional amendment before 1920. It is even possible that when that extraordinary body, the Sixty-Fifth Congress, meets the amendment will be submitted."

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### Second Performance

# MARTHA

Opera in 4 acts, 6 scenes by Von Flotow

On account of Panhandle Press Meet

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