## THE İuANVIEW EVENING HERALD

## TWICE-A-WEEK

WOULD NSSTALL BIG OLL POLL AND PRPPRERTY TAXES AND ALFALEA MILL HERE


| Cunningham Says Soils Do Not ear Out"-Water-Holding Pr erties Most Important. erties Most Importan | Tax Assessor J . The total that will be paid, in- 1,546 . The cluding exemptions, is approximately 1,700 . |  <br>  |
| :---: | :---: | :---: |
| Formal announcement of a plan |  |  |
| Wereby alarge oli and teed minl is to |  |  |
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| ree. |  |  |
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| tin the mill The | Poll taxes pidid to date accorring to | to Mr. Oglesby, at Dallas, with instructions to get service on him if |
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|  |  | nas, Texas. |
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| making a mixeel ration of katfir, milo, |  |  |
|  | et No. \& , Bmer |  |
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| Ot buyng up the stock at the explra- |  |  |
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| $\begin{gathered} \text { soil } \\ \text { made } \end{gathered}$ |  |  |
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| veln he continued, with: "Maintatining |  |  |
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| world The ancelent hitorinss tell us |  | court, showing the daily balanees of |
| deear of the Roman Empree Reeent |  | ced fin |
|  |  | Artiele 1442. Cler |
|  |  | a |
|  |  | any money except in pursuance of a |
|  |  |  |
| ticent supply of foodsurf. $A$ the | tather move |  |
| in- |  |  |
| in the United States. Unless the in- dustry of agriculture doubles its pro- |  |  |
|  | home.frowy crilrt best. | on or before second Monday in Februs <br> pensation for ex-officios ; article 3901 |
| earnest the study have | ting |  |
| ot |  |  |
|  | Eversoe whio uese she homegrown |  |
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| grown and harvested under religious | W. 1. |  |
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|  | ma |  |
|  |  | er |
|  | menth properts south of lubbock. |  |
| parafin, but we never learned very much about soil fertility, its causes, |  |  |
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|  |  |  |

SOUTHWESTRN WILL BULLD VENWA WONT DISAOOW NEW CRCUUT TO AMMRLLIO SINKING OF HE ANCONA

Patrons Wili Be Talking over New Toll Line to Floydada New years if Weather Stays Fair.<br>PUBLIC SENTIMENT IN AUSTRL HCNGARY SEEMS BITTER<br>RRPYY IS EXPCEEED SOON







And with Christmas only one week off it behooves you to look to the clean comfort of your winter clothes. There is just one way in which you can feel completely assured that you are properly groomed and that's

THE
WALLER TAILORING CO. WAY
Phone us today-our quick service will please you.
Dry Cleaners
Tailors
Phone 188
We pay roturn chargee on all parcel post



$\qquad$
 me a football and a cowboy suit, and
firecrackers, frecrackers, Ron
truit, and oblige

SOLLIE TUTTLE,
800 Waydan P. S.-Don't forget to bring Edna Mae a rubber doll and rattler.

$$
\begin{aligned}
& \text { Plainview, Texas. Dec. 13, } 1915 . \\
& \text { Dear Santa Claus: } \\
& \text { Please bring me a baby doll and dol }
\end{aligned}
$$

Please bring me a baby
with love,
buggy.
buggy. $\begin{aligned} & \text { With love, } \\ & \text { MARGARET BRYAN. }\end{aligned}$
Plainview, Texas, Dec. 13, 1915,
Dear Santa Claus: Dear Santa Claus: I will write you a letter telling you
what I would like to have for Christwhat I want some apples, oranges and
mas. I want

cant $\left\lvert\, \begin{aligned} & \text { cas. I, a toy automobile, and a toy } \\ & \text { candy } \\ & \text { wagon, and some nuts and wax, som }\end{aligned}\right.$ | wagon, and some nuts and wax, some |
| :--- |
| Roman candles and some firecrackers |$|$ Roman candles and some firecrackers

From
J. A. STEPHENS to SANTA CLAUS.

[^0]

LAST CALL FOR CHRISTMAS
They're taking our Hoosier Kitchen Cabinets mighty fast! No Christmas gift in all the world is half so useful. Your wife will use her Hoosier more than a thousand meals per year.
Get her a genuine Hoosier with all these conveniences-
LONG LIBERAL TERMS! MONEY BACK IF SHE ISN'T DELIGHTED!
Full sliding table of pure aluminum-oversize cupboard in base-metal draw-ers-calendar-food timer-food guide, pencil holder, capacious metal flour and sugar bins, revolving spice castor-cook book holder and a total of 40 labor-saving helps.

ORDER QUICKLY- DELIVER CHRISTMAS
FURNITURE
E. R. WILLIAMS

UNDERTAKING



There's a Christmas Feast In Store for Your IF YOU WILL HEED THE CALL OF THIS STORE


## We Have Bought Bushels of Candy

Hard Candies, Chocolates, Soft Creams and Stick Candy 15 cents to 25 cents per pound
We also expect to have plenty of Oranges, Apples, Cranberries, Celerylandlother fruits and vegetables of the season

A FEW EXTRA SPRECIALS


OTHER HOLIDAY GOODIES
$\qquad$
$\qquad$
$\qquad$
Make a Christmas present of an Aluminum Percolator olator
$\$ 1.25$

A NEW LINE OF TRILBY SOAPS JUST RECEIVED
We Wish All Our Friends and Customers a Very Merry Christmas



## SOCIETY <br> Telephone Number 72

 |
## Services will be held Sunday morn- ng at ton oclock at the Catholle Church by Father Bender, of Amarillo. WEDNESDAY BRIDGE CLUB MEETS <br> WITH MRS. ROBERT MALONE <br> Knight Malone Hotel Ware. <br> Miss Mildred Buchheimer won high score. Candy was served <br> Cand atterwarde a hot course was ho pitably offered by Mrs. Mallone <br> st. maris episcopal church. <br> till his appointment Sunday night at <br> At the morning w. H. strumen <br> hurch ng for for <br> Vield, Mass. to spend the holidays with Mrs. Maso at that ett to their old <br> fine abts rectial at the baptist church. <br> seachers and Puplis of wayland lege Give Program - Portrayal  <br> Watch For

 The Wednesday Bridge Club was Misses Hastie Dillings. Donnell weentertained his week by Mrs. Bettie well and Sibyl Perry.


Our
New Photo Plaj Serial Story

It Is the Work of
ElGHTEEN
Of America's Most Noted
AUTHORS
Read the Names:
IRVIN COBE
JAMES OPPENHEIM
LOUIS JOSEPH VANCE
JAMES FRANCIS DWYER
JOE MITCHELL CHAPPLE
A. M. AND C. N. WILLIAMSON
REGINALD WRIGHT KAUFFMAN
WALLACE IRWIN. LEROY SCOTT
ZANE GREY. RUPERT HUGHES
GEORGE BRONSON HOWARD
ANNA KATHARINE GREEN
MRS. WILSON WOODROW
NINA WILCOX PUTNAM
FREERIC S. ISHAM
HUGH WEIR

Read the Story aND SEE THE Moving Pictures
at the


First Picture
Monday, Dec, 20

$\qquad$
$\square$ MHE PLAINVIE

## There's a Reason for the Daily Thronging of

## Pich lier

## The Big Holiday Sale is on

WE'VE BEEN SANTA CLAUS TO HUNDREDS ALREADY

The stocks were large and have stood well the heavy early Holiday shopping. Almost every Department is yet in good condition but will be rapidly broken next week. We shall do our best for late shoppers but advise buying Monday or Tuesday if at all possible.

You can do all your buying right here in the big Department Store, your

Ready-to-Wear, Piece Goods, Underwear, Shoes, etc. Your Gifts--Cut Glass, Leather and Ivory Goods, Electroliers, Dolls, Toys, etc.
It's easy to make selections where there's so much to see.

Get the coupons and select free Christmas Gifts.

## Let us be your Santa Claus

## Richauds Bros. Gollies

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

| Mrs. L. R. Blake went to Amarillo Wednesday. <br> T. D. Lipscomb left Wednesday for a | LOST-Red sweater; blue collar Kindly return same to T. A. MILLER and receive reward. |
| :---: | :---: |
| trip through Oklahoma. |  |
| Mr. and Mrs. W. N. Baker and son | WANTED-A partuer with small |
| win leave next week to spend the holi- | capital to go into the hog business. |
| days with Mrs. Baker's mother, at | Have between 10 and 15 acres for hog |
| onument, N. M. | raising. Splendid location. See P, A TODD or address Box 374. Plainview |
| City and Chicago. | Texas. |
| Pick the Pickle from Michigan. It's | Candy and firecrackers at |
| the People's supply store. | PEOPLE'S SUPPLY STORE. Phone |
| Phone 337. | 337. |
| ans, 15c per pound | Buy light crust flour. It's |
| Ple's supply store. Phone 337. | the best. PEOPLE'S SUPPLY STORE. |
| 1t. | Phone 337. it |

## CHRISTMAS, 1915.

Ring, ring, glad bells, ring!
Drive the ogre Care away Ring, ring, glad bells, ring! This is the Christ-Child's day

## Now night draws off its velvet

 gown,And the stars wink out,
And the dawn winds rise.
Hail, Christmas morn in field and town!
E'en the battle shout
Of the Old World dies.
So up, then, merry gentles, pray;
The dawn's at your door The dawn's at your door
The bells are calling up the day. What if nations war?

To a lowly manger came the Child, And the high stars sang:
"Peace, good will to men,",
So now He comes to a world gone And above the clang And above the clang
Rings His: "Peace, all men.

What if the world be filled with
T.se Child will bring a glad to morrow.

Ring, ring, glad bells, ring-
Clangor burdened with good
Ring, ring, glad bells, ring!
There dawns a better year.


CGRATT
Each Episode Suggested by a Prominent Author Serialization by HUGH WEIR and JoE BRANDT Produced by the Universal Fitm Manufacturing Company

 belleve when he tried to think him thing
out that there was any basis for his
outhers fear，but fit was equally $m$ ．m．
foossible for him to believe that a man possible for him to believe that a man
like Dudiey Larniigan would give way
to panic without the very gravest rea
sons



|  |  |  |
| :---: | :---: | :---: |
| Be warned in time．That skull is symbol of the uncertainty of life． | where and play golf fur a week in！ two－get entirely rid of the strain add | the wound． <br> ＂＇Im sorry，＂be sald，his volce show． |
| We admire sou－we admire any strong | worry of his oflice： |  |
| brave enemy．But do not mistaka | ＂I suggested something of that sort |  |
| er beat us，and you will sacrifice | Its always been sers hard for my |  |
| dir if you try．ue do not of | mother and myself to persuade him to | ${ }_{\text {do }}$ |
| $1{ }^{1 / 1}$ surfer．＂ |  |  |
| ＂I ghall do my duty．You have hat | world，and，as a matter of fact，he＇s a |  |
| give you．I am sworn to upho |  | $\begin{aligned} & \text { a } \\ & \text { bier } \end{aligned}$ |
| et the laws 1 shall 0 so at wh |  |  |
| member：thls is |  |  |
| will have to save yours | ${ }^{1}$ | graft syndicate Hont them down－ |
| we do |  |  |
|  |  |  |
| n ead．＂ | need the pape | His voice d |
| shanl enforce the law． you will pay the penalty to | here in our talk Bruce and 1 | tremendous |
| crim |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  | have aroused Bruce＇s fear and wondee had he seen tit knowng what he did |  |
|  |  |  |
|  | Meanwhile District Attorney Laral |  |
|  |  |  |
|  |  |  |
| vely．Yet 1 shall go on，＂， |  |  |
| Bruce． |  |  |
| And so 1 amm 11 live ${ }^{\text {and dee }}$ | ＂The atr is so beautiful to |  |
| conscience more．The | think it will rest me just to ride |  |
| can never punish me，no matter what they do，as would my own consclence | the river and don＇t turn the me home for |  |
|  | ＂Yes，sir，＂sald the |  |
| stake or the depression that | Bruce got home long before his fa－ ther＇s return．In spite of his feeling |  |
| ces mood and alit the other |  |  |
| fey re trying to | wa |  |
| 1i．＂Good Lord |  |  |
|  | ried every time he was－tew |  |
| never | line |  |
|  |  |  |
|  |  |  |
| What Iam spared And And 1 have |  |  |
| \％nction | of |  |
| me | far down the drive that |  |
|  | house．His heart leap he went back to call |  |
| it your own．＂ Bruce shook mis head sady | ＂Here the comes，$m$ |  |
| went out．It seemed to him | right，o course：＂he silly to be worried． |  |
|  | She was in the conser |  |
| that he was taking serloosly a melo dramatic and absurd campalizn of | the dinner table，and he |  |
| blackmall | a $\begin{aligned} & \text { away from the front door to fnd her } \\ & \text { Then hee stlpped an }\end{aligned}$ |  |
| Vo doubt attempts ar | waist，and they walked through |  |
| sald Bruce to hil | $\xrightarrow{\text { gree }}$ |  |
| lowing himself to be upset by that would only have amused | Larrngan＇s volce ziving some order |  |
| tew years ago．Poor old dad！＇ |  |  |
| Bruce himself had a pleasant er－ rand． | Larnigan screamed． | Dorethy Tried to Follow Him in |
| of Roger Maxwell，whose vast |  |  |
| cest cased him to be known | sively a hits side，and fell．Brice took |  |
| the bead of what was called the th． | ， |  |
| surance trust．${ }^{\text {But }}$ it was not the | mother，transformed by the need of | ds， |
| He seemed to be well known at the |  |  |
| house．The servant who answered his |  |  |
| ring si stick． | He gave a number and waited impa tiently for the answer． |  |
| Miss Dorothy＇s in the she said．＂She is expectio | ＂Hello，hello＂＇＂he cried at last．＂Dr |  |
| $\xrightarrow{\text { Tm sure＂}}$ |  |  |
| Dorothy Maxwell as Bruce entered the room was standing near a win－ | been bady hurt 1 lts very serous， $\mathrm{I}^{\text {m m m }}$ |  |
| dow．As she heard his step she turn－ ed，with a glad little cry，and came | Then he helped his mother to do |  |
| straight to him． | the doctor＇s arrival．Together they | mit |
| werentt sure that you could con | got the wounded man on a couch and made him as comforthie as thes | thes |
| He took her in his arms and kis | could．He had fainted and was no |  |
| ner．usually manage to come， | longer conscious． heavy，and a growing，spreading gray | $\begin{aligned} & \text { cur } \\ & \text { att } \end{aligned}$ |
| it did look doubtful．Dad，you know＂ |  | that peril a |
| He stopped．and she frowned a lit | wa | the office． |
| matter wit | Then Bruce elepphoned to the pollce | Bruce was makink 1 aplendial |
| er，bruce dearts see said．Fra， |  |  |
| ther sass he must have gone suddenty mad to make such a speech；that hes | （eate | dity were arfay dazang |
| antagonizect all the solid dusisess men |  | haunts of the druy sellers and the men |
|  |  |  |
| ens pleased as he was at |  |  |
|  |  |  |
| did Bruce angrily |  |  |
|  |  |  |
| t that be＇s been exclted by th have happened．Rut I cant |  | $\underbrace{\text { piolting }}_{\text {against all }}$ |
| （tather critcise emim to me |  |  |
| ＂Of course not．＂she said soothingly and be won＇t，I＇m sure．And，any |  |  |
| how．Bruce，dear，we＇re not going to |  |  |
| quarrel，you and 1，eve |  | ， |
| ce was about to reply wh |  |  |
| doer in orohys shoulder |  | beginning to be haunted by frightful |
| was her father，Roger Max welli，the other was stantord Stone．And Stone |  |  |
| who did not know that Bruce |  |  |
| see htm，was regarding them such a malevolent expression in |  | eir |
| usuall ingecrutable eyes that was startect Stone at this tim |  | rlage that was made inevitable It was impossible for him to take |
| Was started stose sto thist time was |  |  |
| Enancie |  |  |
| Nas concerned in a handred grean |  | sh |
| 8 did not pretend to estimate the |  |  |
| of uis vast fortune． |  |  |
| While Bruce，wonderng． |  | ization，＂out they can minuence the |
|  |  | 年en who can．Let every woman bere |
| he |  |  |
| （woo older men came into the library． |  |  |
|  |  |  |
| hand，his eyes devourng her． |  |  |
| ＂I hear Tm to congratuate |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| best of them－a good deal of lately．Can＇t you persaade hin |  |  |



He made for the door
＂Stop him．
 Oosted him struggled with Bruce．
Outside came a pounding on the door
Doroth Dorothy in terror called for the pollce．
As the door burss open a shot rang out． The police soand
sailiants．
＂Mr． Mr．Larnigan＂，
＂Yes，Larnigan！＂
＂Oficer．arrest th the
the coroner．BII B As Bruce．Bill Bradford is and dead． Bruce entered Bradford＇s name on a
page of a memorandum book headed．
＂The Men Who Have Pata．＂ The Men Who Have Pald．＂
He looked toward Dorothy，smilled
and then sald：＂I wonder who will be
the next to pay the penalty？Thent the next to pay the penalty？Thank
God，，lave rid the community of one
of the fiteent＂

## READ NEXT WEEK

＂How Bruce Larnigan Exposes
The Tonement and Vice Trusts＂


Get It Where They Have It and Guarantee the Quality THE R. A. LONG DRUG STORE

## Lf T US OVERHAUL YOUR CAR

We Can Do It Right and Save You Money
We Sell the Good Gulf Gasoline and Supreme Auto Oils
We Weld All Kinds of Castings for Automobiles and Farm Machinery
BUY YOUR AUTO SUPPLIES FROM US. WE APPRECCIATE YOUR BUSINESS.
Job Too Largo: No Job Too smanl. All Work Guarante
E. N. EGGE AUTO PMon B46 COMPANY


## DO YOU REALIZE

> that the man who saves nothing is like a horse on a treadmill?
> Despite all his labors, each year flnds him just where he was the year before.
> Get out of the treadmill and place your feet upon the road to Success by opening a BANK ACCOUNT.



## Experts Who Know-

## Grape-Nuts <br> FOOD



This product contains the finest ingredients
Cown to the art of Culinary Science, and we recom ic with our guarantee over th

THE INTERNATIONAL MUTUAL COOKS AND PASTRY COOKS ASSOCIATION

THEODORE M. La MANNA ADOLPHE MEYER Secretary
S. HODGSKIN, M. D

This splendid food is made of wheat and barley and contains the entire nutriment o
hese grains, including the priceless mineral elements so necessary for building and main taining vigor of body and mind, but which are so often lacking in the usual dietary

A Suggestion-In stuffing your chicken, turkey, duck or goose for the Christmas dinner, try using one quarter. Grape-Nuts and three quarters bread crumbs, instead of all
bread crumbs. You will be delighted with the crisp, nutty flavour imparted by this wholesome ingredient.
Grape-Nuts food comes ready to eat direct from the package; and is nourishing, easily

## "There's a Reason"



## WE APPROACH THE CHRISTMAS TIME

With thanks to our customers for the kind consideration and patronage given us since we assumed charge of this market several months ago. We are anxious to better a good service-to give just a little more attention to promptness, honest weights, freshness of meats, and right prices than seems absolutely necessary. We have fresh oysters twice each week. You will also find cheese and other delicatessen curservises goods to suit all tastes.

We will appreciate your continued patronage.

RATES
ONE CENT PER WORD EACH INSERTION

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

THE MARKET PLACE OF THE SOUTH PLAINS

texas irge peposits are


Unprocedented Demand Canses Near
Famine on Market; War Orders in
a Mesisure Responsible.
That the stee industry is looking to
he rich beds of iron ore in Texas as
the rich heds of iron ore in Texas as
apossibe sourco of suply of iron is
he announcement carried in the Dal-
has Morning News as a special story to




## FARM LOANS <br> Walter Darlington Co.

Rawlings \& Brown

Prompt Service


Almost Like a
Face-to-Face Chat
Mr. Jones had gone to
a distant city on business
to be away for several
days, and had left his wife
on the farm with no com.
panion, except a small
child.
some, for each day her
husband called up for a few minutes chat by
Long Distance Bell Tele-
phone.
Have you a Telephone
connected to the Bell Southwestern Tel. \& TeL ca.


## Ship Your Live Stock RHOME-FARMER COMMSSSON CO

 FORT WORTH, TEXAS We Sell 'ems Ourselves'Tom Frazier Sells the Hogs No Better Service Anywhere
Write or Wire for Market Information
'YOU CAN DO IT WITH A REO'

## REO <br> MOTOR CARS <br> FOURS AND SIXES

ROBERT GORDON, DEMONSTRATOR South Side of Square

# Our Annual Christmas Sale 

CLOSES MONDAY, DEC. 20th

But we will continue the REDUCED PRICES on most all lines of

## MEN'S WOMEN'S and CHILDREN'S WINTER WEARING APPAREL

Our selection of suitable Christmas gifts is large (mostly things to wear) and the prices are low.
Hart Schaifiner \& Marcs Suits and Overcoats for Men and Young Men

## Men's and Young Men's Suits




Women who shop for men lilike to come here at Christmas time

1 Because our men's department specializes in the things a man likes to wear.

2 Because here we've made a profession of studying a man's likes and dislikes.

3 Because we're ready to exchange any merchandise that isn't right in size, style, or pattern, either before or after Christmas.

4 Because we'll hold purchases made now until just before Christmas, and mail, express or deliver them so they'll arrive at the right time.

5 Because we're ready with practical suggestions for gifts that will please any man.

## We will wrap your Christmas parcels

"GOODS THIAT SIPEAR FOR TBIEMSIELVVES"

## CARTER-HOUSTON'S

THE HOME OF HART SCHAFFNER \& MARX CLOTHES

Mail and Telephowe Orders Promptly Filled and Delivered Free of Charge

FINANCLAL REPORT OF THE chamber of ceme

WE have several exclusive designs of
goods suitable
for holiday presents. Come and 10 ok our stock over before you make your list of Christmas gif ts complete.

Dye Drug Co. The Rexall Store Phone 23


[^0]:    Plainview, T
    Dear Old Santa:
    Dear Old Santa:
    I am a little boy seven years old,
    and I want you to bris come cendy and an orange and an alr
    air With lots of love, and hurry and
     Dear Olainveew, Tanta:
    

