



**SOUTHWESTERN BEEF.**

**Milo, Alfalfa, Sorghum, and Kaffir Are Economical Feeds for Finishing Cattle for Market.**

For many years the Panhandle section of the Great Plains region has been famous for its stock cattle, and the steers and calves raised there have gone to fill Northern and corn-belt feed lots to turn the corn and other feeds of that section into beef. A great many corn-belt farmers owe their prosperity to the Panhandle steer, that has converted their cheap corn into high-priced beef.

Early farming in the Panhandle was done only by the "nester," who, not having range enough for his cattle or money to buy feeders, was forced to sell the feed he raised to the big cattlemen for "roughing" their cattle through the winter, or haul the grain to town and sell it to the grain dealer. In this way the Panhandle also became famous for its grain sorghums, which are grown in place of corn and can be produced at little cost.

But with the coming of the stock farmer a gradual change is taking place in the methods of handling cattle. Men have learned that with the cottonseed meal produced in the southern and central sections of Texas, added to the forage and grain sorghums raised in the Panhandle, they can fatten cattle. The chief disadvantages is the long haul to market after the cattle are finished.

In certain sections of the Panhandle, where irrigation is practiced, a great deal of alfalfa is grown. During the fall of 1914 and winter of 1915 one of the leading stock farmers of that section, in co-operation with an agent of the United States Department of Agriculture, carried out a cattle-feeding demonstration, using only the feeds grown on the farm, and purchasing no concentrates at all.

The grain used was milo and the roughage consisted of alfalfa hay, sorghum hay, and kaffir silage. The steers were high-grade Herefords of good quality. They went into the feed lot in medium condition and were given good care throughout the feeding period. The feeding was done twice daily, and an accurate account was kept of all feed used and the gains of the cattle.

The figures obtained are given below:

Number of cattle	70
Original weight (average) pounds	1,031
Final ranch weight (average) pounds	1,367
Total gain per steer, pounds	336
Kansas City selling weight (average), pounds	1,248
Average shrink en route to market, pounds	119
Net gain per head, pounds	217
Feeding period, days	151
Average daily gain, pounds	2.22
Total cost of steers at 7.36 cents per pound	\$75.88
Average selling price at 8.8 and 8.7 cents per pound	\$108.85
Freight, commission, etc.	\$7.20
Net cash return	\$25.77
Cost of producing feed	\$14.95
Profit per head over cost of production of feed	\$10.82
Dressing percentage	62.5

The shrinkage on these cattle was unusually large, the cause of which was not ascertained, but was probably due to some unusual excitement. The shrinkage should not have been over 80 or 85 pounds a head.

The year 1914-15 was the most disastrous year cattle feeders have experienced in the last decade. Feeders in all sections of the country lost money because of the great slump in the price of fat cattle. If the feeder in this instance had purchased all the feed at market prices they would have cost him in town—about \$33.60 per head—he, too, would have lost money. When, however, the feeds are charged, as in this instance, at the cost of their production on the farm, a profit of \$10.82 per head was realized.

In this statement no credit is made for the manure, although in many sections where manure is used in fields this by-product has very high value. In fact, in certain sections of the feeding districts of the North and Southeast the manure is regarded as so valuable that the feeders feel that if they break even on the cost of feeding the animals the manure gives them a reasonable profit. In the particular case no value was figured for the manure, for the reason that farmers in this immediate section of the Great Plains country do not use manure, and regard it as practically worthless. Their objection to manure is that it tends to cause the crops to burn or wither during hot, dry weather.

Labor was not charged against the cattle. If labor had been charged at \$2 per steer, interest and depreciation on equipment at 50 cents, and if feeds had been charged, as has been done, at cost of production, a net profit of \$8.32 per steer was made. As the money was invested but five months in the cattle, they paid interest on the investment of \$5.312 at the rate of 26 cent per annum.

The profit or loss from such demon-

strations is always an item which is extremely variable. When marketed, these cattle were in excellent condition for the block, and on a good market should have brought at least 9½ cents a pound. At such a price a very comfortable profit would have been realized by the feeder. It will be noted that these cattle dressed out 62½ per cent, which clearly shows that their condition was such that they would have sold well on any good cattle market. From these data it is evident that cattle fattened on the grain sorghums make as good beef as do corn-fed cattle.

It is also to be particularly noted that a well balanced ration was obtained from the feeds all of which were grown on the farm. The ration used was such that when the animals were on full feed each steer was fed 15 pounds of milo maize chops, 30 pounds of kaffir silage, with all the alfalfa hay and sorghum hay it would eat. If the nutritive ratio of this ration is calculated on the basis of the digestion coefficients given by Henry, it will be found to give about 1 part protein to 8.9 parts carbohydrates, which is fairly close to accepted standards.

The results of this feeding demonstration, together with many others, conducted along similar lines, are gradually bringing the people of the Great Plains region to realize that they have been losing by not feeding out their own cattle. In years like the present one, very little feeding will be done in this section, but sentiment is growing in favor of full feeding. The Panhandle lands and others in this section have been largely broken up into small farming areas. These farms yield products which ordinarily are most profitable when fed to live stock, and the demonstrations referred to in this article show that good beef can be made by their use. The feed raised on Panhandle farms must be fed to cattle in order to get a satisfactory return from it. Therefore, as Panhandle farmers learn how to utilize these feeds and finish their cattle, more and more cattle will be fed each year. It is not beyond the bounds of possibility to suggest that the Great Plains region will eventually become an important source of finished beef, with a greater output than was given during the range days. This condition can be realized by using home-grown feeds,

such as milo, kaffir, sorghum hay, and kaffir or milo silage, and feeding them to home-grown stock.

**TEN COMMANDMENTS OF AGRICULTURE.**

At an early period it was found necessary to evolve from the mass of ethical teaching a few general rules for living, called the "Ten Commandments," by which a man could be moral without going through a course in theology. Just so, in order to instruct the average farmer how to successfully conduct his farm operations so as to secure a greater net gain from the farm, it is necessary to first deduce from the mass of agricultural teachings a few general rules of procedure. They are called the "Ten Commandments of Agriculture," by the practice of which a man may be a good farmer in any State without being a graduate from a college of agriculture.

- 1—Prepare a deep and thoroughly pulverized seed bed, well drained; break in the fall to the depth of 8, 10, or 12 inches, according to the soil, with implements that will not bring too much of the subsoil to the surface. (The foregoing depths should be reached gradually.)
- 2—Use seed of the best variety, intelligently selected and carefully stored.
- 3—In cultivated crops, give the rows and the plants in the rows a space suited to the plant, the soil and the climate.
- 4—Use intensive tillage during the growing period of the crops.
- 5—Secure a high content of humus in the soil by the use of legumes, barnyard manure, farm refuse, commercial fertilizers.
- 6—Carry out a systematic crop rotation, with a winter cover on Southern farms.
- 7—Accomplish more work in a day by using more horse power and better implements.
- 8—Increase the farm stock to the extent of using all the waste products and idle lands of the farm.
- 9—Produce all the food required for the men and animals on the farm.
- 10—Keep an account of each farm product, in order to know from which the gain or loss arises.

# E. G. Bennett Grocery Company

Offers the following After Christmas remarkable reductions for cash only as long as the present stock of these articles last. This offers an excellent opportunity to stock the pantries depleted by Christmas demands at a time when you will want your dollars to go fartherest.

- All California Fruits, 3 lb. cans, most of it regular 35c goods, choice from our big assortment 25c, extra special prices in dozen lots.
- Gallon Pie Blackberries, regular 50c, special at 40c per can.
- Gallon Pie Peaches, regular 50c, special at 35c per can.
- Gallon Pie Loganberries, regular 60c, special at 50c per can.
- Gallon Pie Apricots, regular 50c, special at 35c per can.
- Gallon Pie Plums, regular 50c, special at 35c per can.
- Luxury Sliced Pineapple, large size, regular 25c, special at 20c.
- Luxury Sliced Pineapple, small size, regular 15c, special at 10c.
- 10 lb. boxes Dried Apricots \$1.15.
- 10 lb. boxes Dried Peaches \$1.00.
- 10 lb. boxes Prunes, 50-60, \$1.00.
- 3 lb. California Asparagus, regular 50c, special at cost 40c.
- No. 3 Quaker Tomatoes, regular 2 for 25c, per doz. cans \$1.20.
- No. 3 Victory Tomatoes, regular 15c, per dozen cans \$1.35.
- No. 2 Imperial Sweet Corn, regular 10c, per dozen cans \$1.00.
- Veribest Pork and Beans, large size, regular 20c, now 2 for 35c.
- Veribest Pork and Beans, small size, regular 10c, now 3 for 25c.
- Van Camps Early June Peas, regular 2 for 25c, special per dozen \$1.15.
- Mile High Stringless Beans, regular 2 for 25c, special per doz. \$1.20.
- Blue Label and Libby's Plum Pudding at cost, 10c and 25c.
- Forbes Tapioca, regular 10c, special 3 for 25c.
- One lot of Preserves, Jams and Jellies, regular 25c and 35c, choice 20c.
- California Ripe Olives, regular 35c, special at 25c.
- 1-2 gallon jars Sweet Pickles, mixed, special at 50c.
- Export Pink Salmon, regular 15c, special per dozen \$1.20.
- Fresh Deviled Crabs, regular 35c, special at 25c.
- Lobster, regular 40c, special per can 25c.
- Shrimp, dry pack, regular 25c, special per can 20c, 2 for 35c.
- Calumet Baking Powder, regular 25c, special at 20c.
- Calumet Baking Powder, 5 lb. size, regular 80c, special at 65c.

## MAE I. THEATRE

### WEDNESDAY

Chas. Ciary and Gladys Brockwell  
 "His Guiding Angel"—2 reel Majestic  
 "Superstitious Sammy"—Falstaff  
 "Seeing America First"—Gaumont  
 "Keeping Up With the Joneses"

### THURSDAY

"The Senor's Silver Buckle"—2 reel American  
 "The Little Life Guard"—Majestic  
 "Incognito"—Beauty

### FRIDAY

Helen Bagley and Vivian Rich  
 "Helen's Babies"—2 reel Thanouser  
 "Bessies Batchelor Boobs"—Falstaff  
 "The Little Lady Next Door"—American  
 Also the great 4 reel master picture  
 "THE OUTLAW'S REVENGE"

Matinee every afternoon and evening except Friday, 5c and 10c. Friday night 10c and 20c.

## MAE I. THEATRE

## NOTICE TO ICE CUSTOMERS

During the remainder of the winter we will make ice deliveries in the forenoon only. Anyone wishing ice delivered should place the order in time for delivery by noon.

**Texas Utilities Company**

**JUST RECEIVED A BIG FRESH SHIPMENT OF FANCY CAKES**

# E. G. BENNETT GROCERY CO.

Phone 35 Successors to Wright & Dunaway Phone 35

**EGG CIRCLES ARE SOLVING EAST TEXAS MARKET PROBLEMS.**

Extension Department of the Texas A. & M. College Is Assisting the Producers.

Clarence Ousley, director of the Extension work in Texas, sends The Herald a communication in which he tells of the working of the egg-circle plan in East Texas. Through this plan the producers are securing a better price for their eggs and the consumer is highly pleased. There are a number of persons living on farms in the Plainview country who are selling their produce direct to consumers who take the products regularly. Most of these producers find that they have not enough eggs, butter, etc., to supply the demands of their customers.

Mr. Ousley's communication follows in part:

"Eggs are commanding a high price at this time, not merely because the supply is short and the demand heavy, but because eggs keep fresh longer during cold weather and dealers can afford to pay better prices, as they have to throw away fewer spoiled eggs.

"It is, however, timely to consider the marketing of late spring and summer eggs, for at that time the supply is plentiful and the price usually is low.

"Members of the Egg Circles organized in the spring of 1915 by the Extension Department of the A. & M. College received from 3 to 12 cents a dozen above the market prices for eggs during the past summer, and it is the purpose of this department to prosecute a campaign for the organization of many additional Circles during May and June of next year.

"This subject is presented at this time in order that progressive farmers and their wives may increase their flocks of laying hens and be prepared to participate in the profits that come from intelligent co-operation in marketing.

"As an indication of what may be accomplished through the organization of egg circles, we quote from reports of officers of a few circles that marketed eggs last summer:

"W. F. Craddock, secretary of the Denton County Circle, writes that they marketed 150 cases of eggs, 30 dozen per case, between February and November, at from 23 to 25 cents per dozen, and that their greatest difficulty has been in getting enough eggs to supply the demand. The old members are doubling their flocks and new members are coming in to get the benefit of higher prices and a stable market. This association also shipped a car of turkeys to Detroit, and received 20 cents a pound before the car left Denton.

"W. H. Cleveland, secretary of the Erath Egg Circle, reports the sale of 4,000 dozen eggs between April and October at prices much above the market level.

"Mrs. E. S. Whitehead, of the Garland Circle, reports the sale of 623 dozen eggs in the four months preceding November at 5 cents per dozen above the market price.

"The organizations in Dallas County have found a ready market for guaranteed eggs at prices often as much as 10 or 12 cents above the market.

"H. M. Elliot, advisor in rural economics of the Extension Depart-

ment of the A. & M. College, has prepared rules and regulations for Egg Circles, together with directions for organizing. He will send copies to anyone interested in better marketing of eggs and will in other ways aid those who desire to co-operate in marketing this valuable product of the farm.

"Discuss the subject with your neighbors, and if you desire an egg circle in your community write to Mr. Elliott, and he will place your community on the list of places to be visited during the organization campaign next spring and summer."

**TEXAS WEALTH NOW NEAR THREE BILLION DOLLARS.**

Comptroller of Public Accounts Estimates Revenue for 1916 Will Be \$5,000,000 Greater Than in 1915.

AUSTIN, Texas, Jan. 1.—State Comptroller Henry B. Terrell today filed his annual report with Governor Ferguson, and it shows a total valuation of assessable property in Texas for 1915 of \$2,755,171,935, which will produce taxes to the amount of \$16,151,879.50. In 1914 the valuation of assessable property was \$2,743,978,976, and the taxes amounted to \$11,275,885.81. This gives an increase for 1915 of \$11,092,817 in valuations and \$4,875,933.69 in taxes.

The report shows that the number of acres of land assessed in 1915 was 162,517,857, valued at \$1,148,866,768, as compared with 1914, 160,159,536 acres, valued at \$1,145,064,372, which is an increase in number of acres of 2,358,321 and an increase in valuation of \$3,797,396. Of this amount, town lots in 1915 were valued at \$654,334,180, and in 1914 \$636,905,984, an increase in value of \$17,428,196.

Railroads assessed in miles in 1915, 14,748.71 miles, valued at \$150,267,632, compared with 1914, 15,811.77 miles, valued at \$148,170,557, an increase of \$1,174,045. Amount of money in banks, etc., \$5,576,857 in 1915, \$5,476,959 in 1914, increase \$51,898.

Amount of credit of banks, etc., \$4,992,928 in 1915, \$4,348,144 in 1914, increase \$644,784.

Amount of money other than banks, \$3,325,679 in 1915, \$4,628,371 in 1914, decrease \$303,702.

Money on hand or on deposit, \$19,138,448 in 1915, \$22,242,414 in 1914, decrease \$3,103,966.

Amount of credit other than banks, \$45,092,873 in 1915, \$47,249,556 in 1914, decrease \$2,156,683.

Amount and value of stocks and bonds, etc., \$818,524 in 1915, \$1,511,117 in 1914, decrease \$692,593.

Amount of shares of capital stock, \$3,472,614 in 1915, \$1,894,174 in 1914, increase \$1,578,440.

Value of all property of companies, corporations, etc., \$6,925,591 in 1915, \$6,543,545 in 1914, increase \$382,046.

Miscellaneous property, \$62,266,977 in 1915, \$56,218,941 in 1914, increase \$6,048,936.

State and National banks, \$69,851,374 in 1915, \$78,298,156 in 1914, decrease \$8,446,782.

Value of railroad rolling stock, \$33,055,216 in 1915, \$32,543,068 in 1914, increase \$512,148.

Intangible assets, \$157,885,267 in 1915, \$162,644,391 in 1914, decrease \$4,759,124.

City railroads, number of miles 1915, 339.37; value, \$9,996,074; compared with 1914, number miles, 435.09; value, \$6,782,221; increase in valuation \$3,213,854.

Interurban railroads, none given in 1915, 2,476.69 miles in 1914, valued at \$4,938,425.

Telegraph and telephone lines, 28,969.62 miles, value \$12,990,252 in 1915; 37,588.87, value \$11,249,382 in 1914; increase in valuation, \$1,740,870.

Pipe lines, none given in 1915; 1,870.14 miles, value \$4,698,868 in 1914.

Steamboats, sailing vessels, etc., \$7,831,631 in 1915, \$2,107,905 in 1914, increase \$5,723,726.

**JUST A LITTLE TRIP TO TOWN.**

Plainview Writer Tells How Day Becomes a Pleasure to Rural Ladies if There's a Place to Rest.

How the people of all parts of Hale County are enabled to make use of our beautiful Court House is told in the Oklahoma Farmer by Mrs. F. P. Powell, in the following manner:

"The County Commissioners of Hale County, Texas, have wisely decreed that their new Court House, at Plainview, with its beautiful lawn and shade trees, shall be devoted to the benefit and enjoyment of the people. Accordingly, they gave permission last summer for the erection of a band stand at one corner of the court-house square, and there every night through the summer the Plainview band gave a free concert. There are 25 men in the band, and they know how to make music, too. I've heard them.

"One room in the Court House is set apart as a rest room for the women and children of Hale County. The room is cared for by the members of the Plainview Civic League. A matron is always in charge, whose salary is paid by the Civic League and the County Commissioners. The room is furnished with good rugs, tables, chairs, a couch and a magazine stand. The housewives of Plainview take their magazines, when they have finished reading them, to the rest room for free distribution to whoever cares to take them. This feature of the rest-room idea has been particularly successful, as the managers think it wrong to burn or destroy magazines which may thus be passed along to further usefulness. For a small fee the matron will take care of children, whose mothers are thus left free to shop more satisfactorily than they could otherwise.

"Recently when the members of the Plainview Civic League wanted to give a benefit entertainment for the public library fund it was decided to arrange for a 'moot court,' which was held in the District Court room, at the Court House. A local attorney agreed to preside over the court, and his wise and humorous decisions delighted the audience which packed the court room to its utmost capacity. As there was no rent to pay, a nice profit was realized from the entertainment.

"At the west side of the Court House square is a windmill with flowing water, cold as one would want it and crystal clear, always on tap for man and beast. It occurs to me that the Plainview people are getting more good out of the money thus invested than any other community of which I happen to have knowledge."

**CANDIED CRANBERRIES.**

Directions for Making a Delicious Confection Much Resembling Candied Cherries.

Candied cranberries make a delicious and inexpensive confection much resembling candied cherries, but having a distinct flavor of its own. This is a suggestion to housewives from the home economics experts of the United States Department of Agriculture, who have been developing new uses for the cranberry. They have developed a method which, if followed closely, gives a bright, firm, plump, semi-transparent candied fruit which can be eaten as a sweetmeat or used to give a touch of color to frosted cakes, whipped cream, or custards, or which can be used like citron in cakes or puddings, or chopped up and added to tutti-frutti ice creams.

The secret of candying cranberries lies in handling the fruit so that it will become saturated with sugar. This calls for slow cooking on the installment plan and the use of a dish large enough to permit all the berries to float at the top of the sirup during cooking. The skins are so tough that they must be pierced before cooking, to let the sirup into the pulp or interior. To do this, three little slits, each one-eighth inch long, should be made in each berry with the point of a pen-knife. Use selected, large, firm cranberries. The directions for cooking are as follows:

For 1½ cups of berries make a thin sirup by boiling together until clear 2 cups of sugar and 2½ cups of water. When the sirup is cool add the berries and bring very slowly to the boiling point. If the berries are heated too quickly, the skins will burst before the sirup soaks into the pulp. As soon

as the sirup boils take the dish off the stove and let it stand over night. Next day drain the sirup from the berries and boil it until it is reduced to about half its original volume. Put the berries into this medium-thick sirup and heat slowly; boil gently for three or four minutes, and then allow to stand for two hours or more. Then boil gently a third time for five minutes. A smaller dish probably will be needed for the third and last boiling. When thoroughly cold or, better still, on the following day, drain off the sirup and spread the berries out on a lightly buttered plate or a sheet of clean, waxed or lightly buttered paper until the surface of the berries dries.

The berries, if directions have been followed, will candy separately and not into a sticky mass.


To make a delicious ice cream add one-half to three-fourth of a cup of

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.

chopped berries to each quart of the cream mixture. They also can be combined with bits of candied orange or lemon peel, or other glace fruits, to make tutti-frutti ice cream. The sirup left over after the berries are candied has a pleasant sweet-acid flavor and

fine color, and is excellent in pudding sauce or even, when diluted with water, for use on pancakes, waffles, etc.

Typewriter Paper at The Herald.



## Special Rates

Account American National Livestock Association Convention to be held at El Paso, Texas, January 25th to 27th. Tickets on sale January 22, 23 and 24. Final return limit February 2. Rates \$22.60 for round trip. For full information phone 224.

## JOHN LUCAS, Agent

## "I Feel Like a Real Day's Work"

Most men do who have good digestion, steady nerves and a clear brain. Right living—particularly right eating—makes for energy and ambition.

The sound nourishment that gives "punch" to wade right into work, is richly supplied by the field grains. But some grain foods are lacking in certain mineral elements which are all-important for physical and mental vigor.

# Grape-Nuts

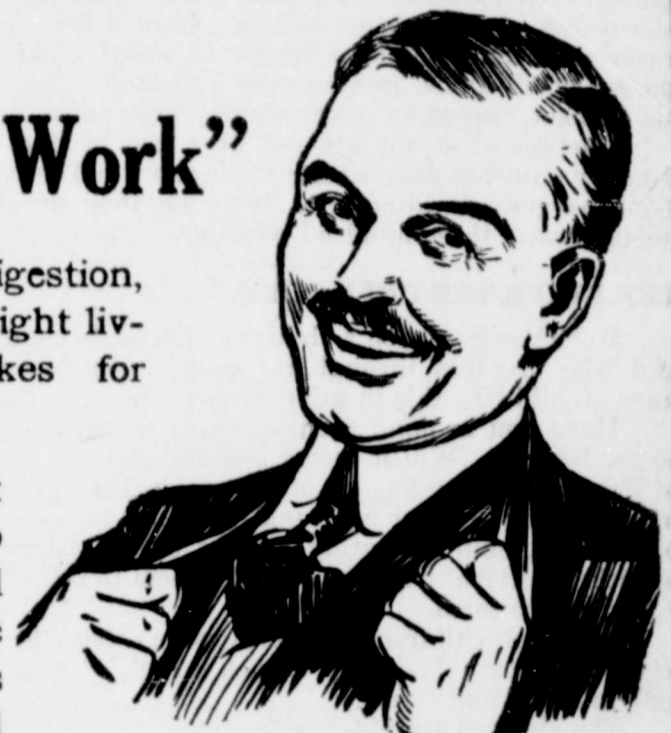
**FOOD**

—made of selected whole wheat and malted barley, furnishes one all the nutriment of the grain, including their vital mineral salts—phosphate of potash, etc.—necessary for the balanced rebuilding of body, brain and nerves.

Grape-Nuts is easily digested; has a delicious nut-like flavour; is ready to eat direct from package; and with cream or good milk is a splendidly balanced food.

## "There's a Reason" for GRAPE-NUTS

Sold by Grocers everywhere.




## Start the New Year Right

Place your children in a musical atmosphere. What is sure to follow? A natural love for music. Just as sure as they would speak Spanish if brought up in a Spanish home.

Let us tell you how easily you may own a fine piano or a player piano. Play while you pay. Do not have a pianoless home. Musical knowledge is a duty you owe your children.

Ask or write for prices on such world-famed instruments as the Mehlin, Ivers & Pond, Bush & Lane, Kimball, Jesse French, Haddorf, and the famous Bush & Lane Cecilion.

**Comfortable Terms**


## J. L. HENDERSON PIANO CO.

AMARILLO, TEXAS

**B. C. WORKMAN, Local Representative**

## You've hit the right tobacco

when you fire-up some Prince Albert in your old jimmy pipe or in a makin's cigarette. *And you know it!* Can't get in wrong with P. A. for it is made *right*; made to spread-smoke-sunshine among men who have suffered with scorched tongues and parched throats! The patented process fixes that—and cuts out bite and parch. All day long you'll sing how glad you are you're pals with



**PRINCE ALBERT**

*the national joy smoke*

You take this testimony straight from the shoulder, men. You can smoke a barrel of Prince Albert and not get a headache! It hands out all the tobacco happiness about, it's so smooth and fitful thing to be on talking-tongue at the same time to you sure as you pin your

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

Copyright 1915 by R. J. Reynolds Tobacco Co.

It's an easy job to change the shape and color of unsalable brands to imitate the Prince Albert tidy red tin, but it is impossible to imitate the flavor of Prince Albert tobacco! The patented process protects that!

Everywhere tobacco is sold you'll find Prince Albert waiting your cheerful visit. Buy it in toasty red bags, 5oz tidy red tins, 10oz handsome pound and half-pound humidor—and—in that classy pound crystal-glass humidor with sponge-moistener top that keeps the tobacco so fit!

# 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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### SWATTING THE TICK.

The tick-infested area of Texas is going after the cattle-tick menace right. Counties are organizing and the stockmen and farmers are pledging themselves to "Dip that tick."

Co-operation is the one thing that will rid the infested area of the tick. If one ranch leaves ticks on its cattle the menace will spread again, slowly but surely.

Co-operation with the Extension Department to rid orchards of San Jose scale, to eradicate the codling moth, the tent caterpillar, and other injurious diseases and insects, is the one thing that will rid our orchards of these things.

### INCREASING COST OF DYESTUFFS.

Just what influence the increasing cost and scarcity of dyestuffs has on women's fashions for the spring and summer, is uncertain. It is certain, however, that manufacturers of colored cloths, of colored papers and various colored inks, paints, pigments, etc., are advancing the prices of these commodities. Only a few days ago The Herald received a notice of an advance of about eight per cent in colored papers of all kinds, just because imported dyes are not to be had on the market, except at extortionately high prices.

Current press reports tell of a keg of dye material, which ordinarily sold for \$63, selling at auction in Liverpool for transportation charges. Bidding was lively on this bit of freight, the close being around three hundred pounds.

### THE KNIFE THE ONLY CURE.

Have you ever seen a child who keeps its mouth open when awake and who breathes through its mouth when asleep? You probably have a child like this in mind even now.

Have you in mind a child which seems unusually dull? Which seems listless? Which seems bashful and shy and runs at the sight of strangers? You have seen these pale, thin, unfortunate youngsters, who go about almost as stupid as a log of wood, open mouth, eyes protruding, chin retreating, vacant stare, talking thickly or lisping in rather guttural tones, who do not seem to follow your thought when you speak to them.

"Of such children it is often said: 'Isn't he stupid,' or, terrible in every aspect, 'The child is such a fool,'" says Dr. Chas. F. Campbell, in Farm and Home.

The chances are ninety-nine times out of every hundred that the stupid one is the parent of that child. Aednoids and diseased tonsils are often the cause of stupidity in children. Disease, aednoids, may make a child stupid and dull—a "fool"—even if it is not born defective. We are told that there is only one cure for aednoids—the knife. But the operation is so simple, so easy, so harmless, that it seems downright stupid of a parent not to attend to the duty of having the dull or stupid—the mouth-breathing—child examined by a reputable physician. Aednoids are a parasitic growth, and sap the life and vitality, the thinking power of a child.

### COMMUNITY CONCERNS.

There are three or four matters which press for early consummation in this community.

There's the oil and alfalfa mill proposition which should be concluded soon, or dropped.

Then there's the proposition of a "white way," which is one of the immediate goals of the Young Men's Business League.

Then there's the atuo road to Silverton, an other apple of the eye of the Y. M. B. L., which only needs a little nursing to bring it to full fruition.

Then there's the matter of a farm demonstrator for Hale and Floyd, or for Hale County alone.

Then there's the matter of an adequate drainage system which will protect the streets already graded and will keep flood water from the business streets and from Lake Plainview.

When these things are accomplished there will be another series, equally as important.

### A BIG SINGLE IDEA.

What a single day means in production in the United States is an idea to be conceived only when we take into consideration the immensity of the manufacturing, agricultural and mining industries of the Nation.

A certain large calendar-manufacturing firm has conceived and is spreading broadcast over the Nation this idea:

"The great mint of Time has coined for us an extra day in 1916. On this day—Tuesday, February 29th—the United States will become millions of dollars richer on account of the extra twenty-four hours of time.

"YOU will receive on this day an extra day's revenue, as will millions of others in the United States. In view of these facts, it seems appropriate that Tuesday, February 29th, should be known as PROSPERITY DAY throughout the United States, and that on this day every effort should be made to focus the attention of the public upon the unparalleled condition of prosperity that now exists throughout the land.

"Let the wage earner open or increase his bank account by putting his wages for this EXTRA DAY into the bank.

"Let the stores have their Prosperity-Day Sales.

"Let the associations of commerce and the farmers' organizations hold upon this day Get-Together Prosperity Meetings.

"For twenty-four hours—throughout this whole EXTRA DAY of time—let every man, woman and child in this country forget the trying times through which the world has passed, and TALK, THINK and FEEL PROSPERITY!"

### A BROKEN REED.

Mere human will is a broken reed. God is not back of it; and this being true, it has no support. It takes a yearning, heartfelt desire, born of repentance and hope, to nerve one to the overcoming of "the world, the flesh and the devil." The self-satisfied, the spiritually comfortable, individual who has the "holier-than-thou" idea about himself, is as far from the kingdom as he who is "dead in trespasses and sins," for there is hope of a sinner that he will repent and reform; but the Pharisee, who considers himself superior to other men, who thanks God that he is "not as other men," is in danger of the judgment. Lillie E. Barr writes—

"The tree God plants  
 Strikes deeper root, grows higher still,  
 Spreads wider boughs, for Good's good will  
 Meets all its wants."

—Dallas News.

### DOESN'T INTEREST US.

What if the berry season at Alvin is open now? The first few crates of berries are shipped to the North and East for some big millionaire steel magnate, or who not, at so much per berry.

The advent of the berry season at Alvin is the opening of the biggest money carnival that section knows.

"Even at fifty cents per berry," suggests a contemporary, "at point of shipment, the Alvin berry is worth the money."

We're waiting for strawberry per

### HORTICULTURAL SPECIALISTS FIND MANY DISEASED ORCHARDS

In Parts of State Orchards Have Never Been Treated to Prevent Disease.

The horticultural specialists engaged in the Orchard Clean-up Campaign being conducted by the Extension Department of the Agricultural and Mechanical College and co-operating agencies, report that they are finding entire counties in which none of the orchards have ever been pruned or sprayed.

While these experts are giving demonstrations of pruning and spraying and teaching proper methods of cultivation in certain counties, it is important that owners of orchards in all regions of the State should realize the importance of giving attention to their trees at this time if they expect to harvest a crop of good quality fruit next year.

Neglecting to spray and prune fruit trees is like planting seed and neglecting to cultivate the crop. Fruit trees require cultivation and care no less than corn and cotton. Failure to give proper attention to orchards is responsible in a degree for the sale of such large quantities of imported dried and canned fruit in Texas, and one certain way to reduce the food bills of Texas farmers is to prune, spray and properly cultivate the farm orchard. The orchard may also be made a source of cash income, even in the absence of a satisfactory market for fresh fruit. Exhibits at the Dallas Fair and other fairs in Texas of dried and canned fruit by the girls enrolled in the Home Economics division of the Extension Department of the College prove that these products command a price as high or higher than the imported product, because of superior quality.

The Extension Department will keep teams of horticultural specialists in the field constantly, but the State is so large that they can not reach all fruit-growing communities in one season. All persons who are having trouble with their orchards are urged to write to this department for suggestions and advice. Inquirers will be careful to describe conditions fully and accurately, stating what insects and other pests are present, the age and general condition of their trees, etc., members of the Extension staff will gladly advise them what to do to make their orchards productive. Copies of Bulletin No. 13, entitled "Suggestions for the Better Care of Texas Peach Orchards," may be had by writing to the Director of Extension, College Station, Texas.

### PRaises SOUTH PLAINS HOG.

The Fort Worth Daily Live Stock Reporter has the following to say about South Plains hogs shipped to the Fort Worth market by W. A. Watson, of Plainview:

"W. A. Watson, the veteran hog shipper of Plainview, is finishing up the old year right. He had a good load of swine Thursday morning—the regular Watson kind. There are few shippers to this market who have sent in as many consignments during 1915 as W. A. Watson. He expects to at least equal this record during 1916. Probably he will make a much better record, inasmuch as the hog business has been growing constantly in the Plainview region, which sometimes is called the 'piggiest section of the Southwest.'"

### CARD OF THANKS.

We wish to thank our friends and neighbors for the kindness and sympathy shown during the death of our wife and mother, Mrs. F. A. Kelsay.  
 W. F. KELSAY AND CHILDREN.

### ANNOUNCEMENTS

The Herald is authorized to announce the candidacy of the following men for the political offices designated, subject to the action of the Democratic Primaries, July 22, 1916:

For District and County Clerk:  
 J. P. HOWARD.  
 W. M. JEFFUS.

For County Judge:  
 CHARLES CLEMENTS.  
 AUSTIN F. ANDERSON.

For County Treasurer:  
 JNO. G. HAMILTON.

For County Tax Assessor:  
 ROY IRICK.  
 R. A. LONG.

For Public Weigher, Precinct No. 1:  
 J. L. OVERALL.

For County Commissioner, Precinct No. 1:  
 J. T. (DADDY) PHELPS.

For City Secretary:  
 B. L. SPENCER.

(Re-election.)

For City Marshal and Tax Collector:  
 JOHN VAUGHN.

(Re-election.)

### NO MAIL ON NORTH-BOUND TRAIN TUESDAY MORNING.

On account of a wreck below Sweetwater on the T. & P., the north-bound Santa Fe brought no mail from the south and east this morning.

### FIRE AT BRIDGEPORT.

Fire at Bridgeport Saturday evening destroyed property valued at more than \$50,000.

### TEXAS WOOL PRODUCTION.

The production of wool in the United States in 1915 is estimated by the Bureau of Crop Estimates at 288,777,000 pounds, as compared with 290,192,000 in 1914 and 296,175,000 in 1913.

The average price to producers for unwashed wool has averaged about 23.4 cents per pound, as compared with 18.4 cents in 1914 and 15.7 cents in 1913.

Texas produced in 1914 1,490,000

fleeces, in 1915 1,600,000. The average weight per fleece, both years, was 5.8 pounds. The wool production of the State in 1914 was 8,643,000 pounds, in 1915 9,280,000 pounds.

AUTO SERVICE—17 cents per mile. See ED or ROBT. TAYLOR, at Depot Cafe. Phone 52. 1t-pd.

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

## Further Reduced Prices on Men's Clothing

\$15 Suits and Overcoats	\$9	\$22.50 Suits and Overcoats	\$15
\$17.50 Suits and Overcoats	\$11	\$25 Suits and Overcoats	\$18
\$20 Suits and Overcoats	\$13	\$30 Suits and Overcoats	\$20

## Some broken lines are reduced even more than the above

WOOL DRESS GOODS at big reductions to close out

Women's DRESS SHOES FURS! ONE-FOURTH OFF REGULAR PRICES  
 New Styles at Reduced Prices.

# Carter-Houston's

"Goods That Speak for Themselves"



## Health Insurance

During these days of sudden changes and much sickness it behooves you to keep the home thoroughly warmed if the efficiency of the family is to be maintained. Give us your coal orders in time—don't wait until you run out and the house gets cold clear through. We have a car of genuine Pennsylvania Anthracite, the best hard coal obtainable for Base Burners.

# E. T. Coleman, Coal and Grain

Phone 176



**THE EFFECT OF COMMON IMPURITIES IN WHEAT.**

**Rye, Corn Cockle, Kinghead and Vetch Frequently Cause Loss to the Farmer.**

WASHINGTON, D. C., Jan. 4.—The results of recent tests by the United States Department of Agriculture indicate that the presence in wheat of more than 2 per cent of what are known to millers as "inseparable impurities" lessens the value of the wheat for milling and baking purposes. This fact has been recognized in general commercial practice, for wheat containing a noticeable amount of impurities brings a lower price per bushel than other wheat.

The experiments conducted by the Department are discussed in detail in Bulletin 328. They included tests of the effect of rye, kinghead, corn cockle and wild vetch seed in wheat in various quantities. Of these substances, rye occurs the most frequently, being found in 83 per cent of the samples of hard winter wheat examined by the investigators and in 39 per cent of the spring wheat. In one instance a farmer's wheat crop contained 14.3 per cent of rye. On this account the farmer received 8 cents less per bushel than the normal price.

In regard to the quantity of rye necessary to exert an injurious effect upon the quality of wheat, there is a difference of opinion among millers. Some believe that when the percentage of rye is less than 5, the flour or bread is not noticeably affected, while others have held that 2 per cent is objectionable. The Government investigators found that 2 per cent or more of rye is sufficient to lower the quality of the bread.

In a considerable percentage of the wheat samples examined, the presence of rye was said to be due probably to the fact that the seed used in sowing the wheat contained rye. It is not infrequent for rye to scatter during harvest and to produce in this way a volunteer crop. If wheat is sown on land which was planted in rye the previous season, this volunteer crop of rye is harvested with the wheat. Partial winter-killing of the wheat increases the percentage of the rye, because the latter grain is not so susceptible to winter-killing as the former.

Corn cockle, although less frequent in wheat than rye, has a more injurious effect. The presence of even 1 per cent of this weed seed in wheat is likely to lower the price to the farmer, and certainly lowers the baking quality of the flour. Corn cockle is an exceedingly prolific annual weed, a single plant having been known to yield as high as 2,500 seed. Furthermore, this seed is of such shape and size that it is difficult to separate it from the wheat. The weed is widely distributed over the United States, and is especially abundant in sections producing soft red winter, spring, and Durum wheat. Every farmer, therefore, should strive to prevent its obtaining a foothold on his farm.

Corn cockle seed is particularly objectionable in wheat because it contains a poisonous element known as saponin or saptotoxin. This has been found at times to do considerable injury to young chickens and stock when fed wheat screenings.

Of the other impurities examined, kinghead, sometimes known as great ragweed, is frequently found in wheat in quantities as high as 3 or 4 per cent. Under such circumstances the flour contains black specks and the color and texture of the bread are seriously affected. Even as small an amount as 1 per cent of kinghead seed is noticeable in flour. Vetch seed also alters the color of flour, giving it a yellowish appearance, as well as a noticeable odor of vetch.

As has already been stated, the presence of any one of these impurities is very likely to reduce the price the farmer receives for his wheat. Not only is the price per bushel usually less, but there may also be a "dockage" charge. Dockage is a trade term for the amount deducted on account of the presence of foreign material from the gross weight of the wheat. For example, if a load of 50 bushels of wheat is found to contain 2 pounds of the foreign matter per bushel, 100 pounds is deducted from the lot for "dockage." The owner is paid, not for 50 bushels, but for 50 bushels less 100 pounds, or 48 bushels and 20 pounds of wheat.

**Y. M. C. A. MOVEMENT IS SIXTY-FOUR YEARS OLD.**

Retired Sea Captain of Boston Founded First Y. M. C. A. in America.

NEW YORK, Dec. 29.—It was just sixty-four years ago today that Thomas V. Sullivan, a retired sea captain, of Boston, gathered a little band of young men about him and founded the first Y. M. C. A. in America. This beginning of this powerful institution for young men in America is being commemorated today throughout the country. The original meeting took place in the Old South Meeting House in Boston, and it was called for social

purposes. Its success attracted the attention of social workers in other cities, and before many years the idea was adopted and put into practical operation generally throughout North America.

The American branch was copied from the English Y. M. C. A., which had been founded some seven years earlier. It is recounted that in the winter of 1850-1851, an American student at Edinburgh University, G. M. Vanderlip, stopped over in London. While strolling in search of economical lodgings and food, he walked into a large building over the door of which was written "Y. M. C. A." He found within cheer and comfort, books and newspapers, a glad hand, and cheap and excellent food. It seemed to him that he had stepped from the cold, strange street into a new world. He wrote of his experience to a Boston newspaper, and Captain Sullivan, who was greatly interested in the youth of Boston, became greatly interested. He journeyed to London to study this new type of institution, and returned to Boston in the autumn of 1851 inspired to try out the idea in a moderate way, particularly as a social experiment.

The original Y. M. C. A. was founded in London on June 6, 1844, by George Williams. Not only did America take up the plan, but other countries were quick to see its benefits, and today there are nearly 9,000 separate associations operated under the World Committee, of which 2,400 are in North America. The American branch now has over 625,000 memberships, occupies nearly 800 buildings, valued at \$75,000,000, and has 300 libraries.

With the widening of its influence around the world came the spread of its sphere of action. The earlier efforts were along evangelical lines, but humanitarianism was soon put into its work, and later every phase of education and progress was injected.

**TEXAS INDUSTRIAL CONGRESS PROPOSES HOME-GROWN LIVING.**

With both farm prosperity and general prosperity for 1916 depending upon the cash crop being surplus, or a profit above the farm living expense, the Texas Industrial Congress will make its annual convention, to be held January 15, 1916, an inauguration of a general campaign for the home-grown living on the farms. The program is being prepared with this end in view, and every man who is interested in putting a firm foundation under his business during 1916 is urged to participate. The purchasing and paying power of the average farmer is limited, not only by yields much lower than his land is capable of producing, but because he lives too much from the tin can and the paper sack and the ownership of his crop passes from him before it is ready to harvest. The business interests of the State suffer also from this cause.

Following the convention, the Congress invites correspondence from commercial secretaries and public-spirited business men everywhere with a view of co-operating with them in working for such a diversity of the 1916 cropping system in their sections as will bring about the production, to the largest possible extent, upon each farm of—

1. Food for the family, including a garden, meat, butter, milk, and eggs.
2. More livestock, and a year's supply of feed for it.
3. Enough grain crops so that the year's income may not depend so largely on cotton.

This is the most vital issue in Texas, because a general return to cotton-growing, or "putting all our eggs in one basket," is probable, following the better price this year.



**A Nation's Watchword "BE PREPARED"**

**Rexall Orderlies**

The laxative tablet with the pleasant taste

Guard the home against biliousness and constipation

10¢ 25¢ 50¢

We have the exclusive selling rights for this great laxative. Trial size, 10 cents. **DYE DRUG CO., INC.** THE REXALL STORE

**FARM AND RANCH LOANS**

**-:- R. A. UNDERWOOD -:-**

**Get It Where They Have It and Guarantee the Quality**

**THE R. A. LONG DRUG STORE**



**FIVE REASONS**

Why you should start a bank account:

- SAFETY
- SECURITY
- SAVINGS
- STABILITY
- SUCCESS

**THIRD NATIONAL BANK**  
PLAINVIEW, TEXAS

**An Exceptional Opportunity**

To introduce our special brand of cigars throughout the United States, we will until Feb. 1, 1916, send to any address one-half dozen of our ten-cent cigars, a very beautiful ash tray and a "Best" cigar case FREE. Equal to one dollar's worth of goods. We take this means of advertising our cigars to show the public that the "Best" cigar is the best. Bear in mind that this offer is void after Feb. 1, 1916.

Inclose 25 cents in coin or stamps (coin preferred) to help cover cost of advertising, packing and mailing.

Always buy the "Best" Cigar

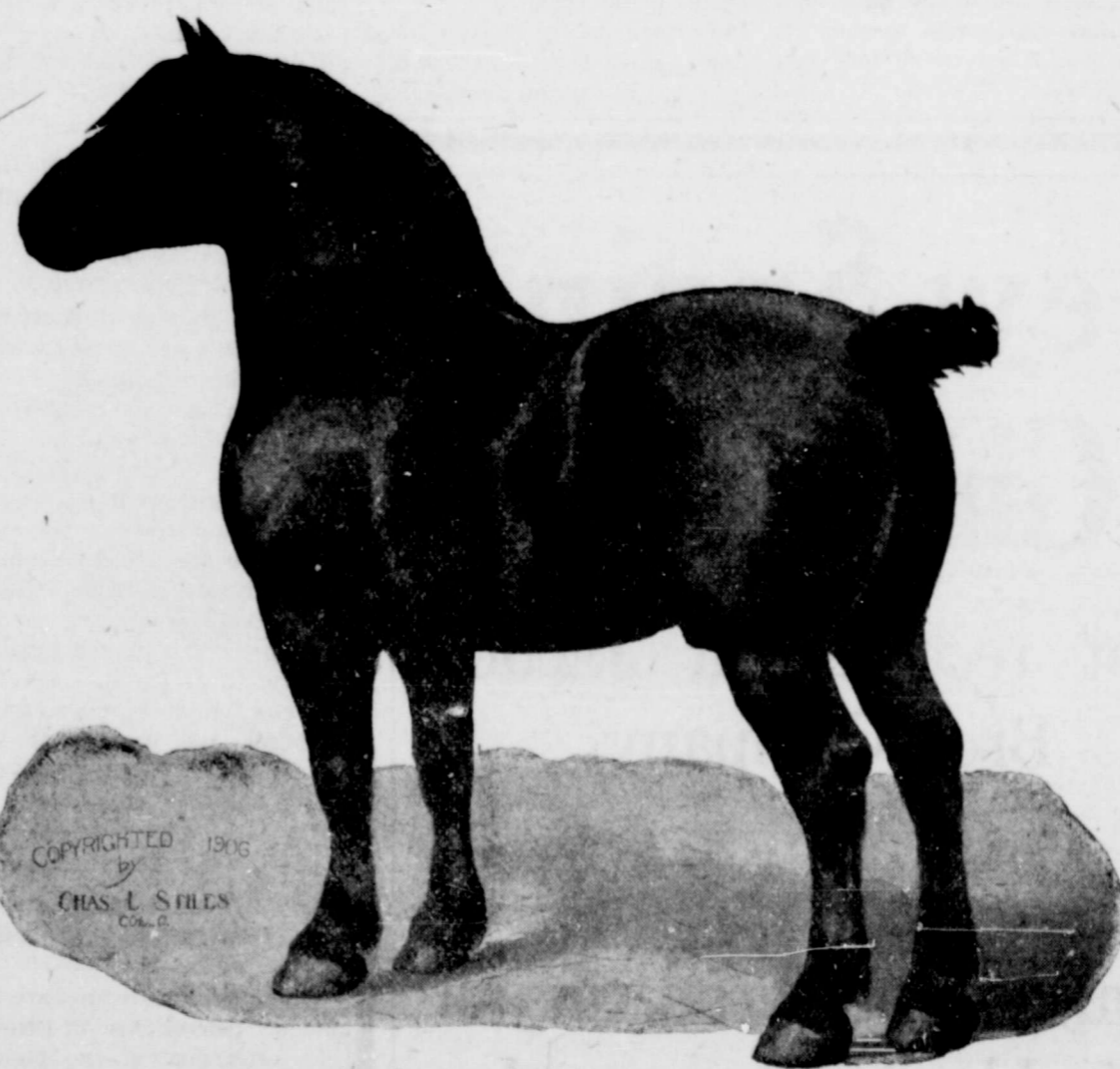
**BEST CIGAR CO.**

324 Kimball Bldg.

Boston, Mass.

18 Tremont St.

**PUBLIC SALE**



**COLONEL MOSE NO. 3178**

Blue ribbon black Percheron Stallion. One of the best on the South Plains. Ask your neighbors they will tell you about this valuable horse.

I will offer him for sale the first Monday in February at 2 o'clock p. m., at Overall's Barn.

This is an opportunity for you to get a good, dependable breeding stallion at a reasonable price.

**Fred Bartsch**

Owner, Plainview, Texas

**W. A. Nash**

Auctioneer



**"SCOOP" TO BE A SOLDIER.**

"Scoop," the cub reporter, is making a soldier out of himself. On his visit home for the Christmas holidays, Cameron Shropshire, who was some time Herald "devil," dropped into the sanctum sanctorum and left the following lines concerning the school he is attending in San Antonio:

"West Texas Military Academy, located at San Antonio, Texas, is now in its twelfth session of successful instruction of military tactics and academic work. The academy is situated at progressive San Antonio, the largest city in the State of Texas and noted for its historical beauty and delightful climate."

"The academy for the first seven

years was located just west of Fort Sam Houston, among the largest military posts in the United States, but for the last five years the academy has been located five and one-half miles north of the city, in the addition of Alamo Heights. It has large fire-proof buildings and a beautiful campus of 30 acres. The academy has a student body of 200, mostly of South and East Texas.

"The school has been classed 'A' by the War Department, and ranks as the largest military institution in the State of Texas."

A. M. Stoddard, of Hale Center, was in Plainview today on his way to take charge of the McAdams Lumber Yard at Floydada.

**KANSAS AND OKLAHOMA ARE AFTER HOG CHOLERA RIG.**

**Interstate Convention Is Held at Arkansas City to United Forces in Fight Against Disease.**

C. B. Douglas, secretary of the Arkansas City Commercial Club, writes: "An interstate convention consisting of representatives from Kansas and Oklahoma will be held in Arkansas City, February 22, as a result of a meeting held there recently which was attended by T. N. Athey, chairman of the Swine Breeders' Association of Kay County, Oklahoma, and a delegation of five members of his organization; R. T. Keefe, representing the packing industry; County Agent Holmes, of the Cowley County farm bureau; Dr. O. E. Strodtman, representing the live-stock department of the State of Kansas; Dr. J. E. Shelton, representing the Bureau of Animal Industry of the United States Government, and others.

"The object of the interstate convention will be to devise a comprehensive plan for the control and eradication of hog cholera in Kansas and Oklahoma, and the co-operation of Governor Capper and officials of Kansas and of President Gault of the Board of Agriculture of Oklahoma has been pledged to the movement.

"The Governors of Kansas and Oklahoma will appoint delegates, and a general call will be made for all those interested in the hog-raising industry to attend the February meeting. The convention is expected to result in a permanent interstate organization, and the purpose of this will be to secure such legislation and such state and government regulations as may be required to wipe out hog cholera in Kansas and Oklahoma, and thus save millions of dollars to the swine raisers of these two states."—Oklahoma Daily Live-Stock News.

**PUTTING UP MEAT.**

To the Editor: In a recent Farmer-Stockman I saw some recipes for curing bacon. Here is an old Pennsylvania Dutch recipe which was used more than 75 years ago. I have used it myself for 30 years without ever losing a piece of meat:

**Recipe for Curing Hams.**—For 10 gallons water add six quarts salt, one quart sorghum molasses, one tablespoonful saltpeter; two tablespoonfuls red pepper. Pack the meat in barrels, cover in brine and let stand five weeks. Then take up and cover with a paste of black pepper. Hang in a dry house and smoke with corn cobs for five weeks. Cover the joint ends thoroughly with the paste when hanging up to smoke. Boil brine one hour and let stand 12 hours before using.

I always kill the hog the night before, cut it up in the morning and then pack down the entire hog. The meat remains in brine several months, or until I use it up, without becoming too salty.

I have lived at this place nearly 50 years.—J. E. Reynolds, in Oklahoma Farmer-Stockman.

Miss Hulis Ferguson, of Tahoka, came in today to attend Seth Ward College.

Mr. and Mrs. Charles Hamilton, of South Dakota, are in the city.

J. E. Crouch, of Hereford, was here yesterday on business.

Miss Brown, teacher of expression at Wayland College, spent the holidays at Brownwood.

Mr. and Mrs. J. J. Lerner and family left this morning to make their home in Abilene.

Miss Bertha Jacobs, of Wolfe City, sister of J. L. and Abe Jacobs, has accepted a position in Jacobs Bros.' dry goods store.

W. J. Jackson, of Floydada, was here today en route home from Amarillo, where he has been on business.

George May left this morning for his ranch near Higgins.

Miss Anule Parish left this morning to visit at Sweetwater.

Miss Wolters, teacher of violin at Wayland College, returned yesterday from Shiner, Texas.

Miss Donnell, teacher of voice at Wayland Baptist College, has returned from a holiday trip to Belton.

Rev. J. M. Harder returned Monday from Post City.

Miss Mary Harrison returned this morning to the Canyon Normal.

H. C. Bartow and family, of Nebraska, are here prospecting.

Mrs. J. E. Massey left this morning to visit her sister, who is very sick at Sweetwater.

Miss Jessie Beal, who has been connected for a long time with the Southwestern Telephone Company here, left this morning for Sweetwater.

**FORT WORTH PAPER TELLS OF PLAINVIEW'S PROSPERITY.**

The past year has been the most prosperous in the history of the Plainview country. A million-bushel wheat crop was harvested in Hale County, and the yields of kafir, oats, maize and minor crops were abundant. The stock-growing industry has grown, the

number of cattle now in the county is more than double that of last year, hogs have trebled, sheep doubled. More than 200 carloads of fat hogs have been shipped to the Fort Worth market. There is a greatly increased acreage of wheat in the ground, and the excellent season now gives hope of another bumper crop the coming year. More than thirty-six inches of rain has fallen here this year, and irrigation has not been needed. There are now 160 irrigation plants, which stand ready to furnish moisture when needed.

One year ago the bank deposits in Plainview were \$737,000; today they are \$923,000; yet fully 60 per cent of the wheat crop has not been marketed,

50 per cent of the oat crop is in the farmers' bins, 80 per cent of the maize, kafir and feterita and 50 per cent of the alfalfa are in hands of the growers. Thirty-four brick business houses,

counting 25-foot frontage to the building, have been erected in Plainview the past four and a half years, and every one is now occupied.—Fort Worth Star-Telegram, January 2.

**SNAPS**

640 acres of land 6 miles south of Plainview that is fenced, has small house and 200 acres in cultivation.

320 acres of unimproved land 10 miles southeast of Plainview and one mile west of Aiken. 100 per cent perfect.

160 acres of land, partially improved, 5 miles east of Finnie Station; fenced and cross fenced; half in cultivation, with well and windmill.

The above three tracts of land must be sold in the next 60 days, and will give liberal terms at 6 per cent. These three tracts are all perfect for irrigation and have shallow water.

SHALLOW WATER LAND CO., Plainview, Texas.

**HAVE YOUR HOME WIRED FOR ELECTRICITY**

We have made arrangements with the local electrical contractors whereby you can have the work done at greatly reduced prices

**On the Monthly Payment Plan**

Phone us today and our representative will gladly call on you with full information and furnish

**Free Estimate**

as to the cost of wiring and advise as to the best methods of lighting. This request will not obligate you in any way but as the special wiring campaign will be in effect during the month of January only we advise that you take this matter up with us at once. All work will be done as orders are received.

**Remember**

This offer is for thirty days only, and a request for information does not obligate you in any way.

**Texas Utilities Company**

Phone 13

**J. J. Lash's REAL ESTATE CORNER**

For Sale, Exchange, Rent, Lease

MOVED MY OFFICE ONE BLOCK WEST AND ONE-HALF BLOCK NORTH OF OPERA HOUSE BUILDING.

Beginning the New Year, I expect to have a large number of prospects in from the North and East. It will pay YOU to list YOUR bargains with ME.

I have nice residence in Muskogee, Okla. to exchange for Plainview property. Owners live here and expect to remain.

I have some parties owning land near Plainview who wish to exchange for land in Northern and Eastern Ohio.

I have some residence lots for sale, east front, six blocks of square; owner must sell. Price, \$30.00 per lot, cash.

CALL AT MY NEW OFFICE— ONE BLOCK WEST AND ONE-HALF BLOCK NORTH OF OPERA HOUSE BUILDING.

PHONE 653.

**FARM AND RANCH LOANS ON PLAINS LANDS**

Shallow Water Land Co.

Ware Hotel

Plainview, Texas

**We Have "Cut" The Prices**

ON

All men's and boys' Suits and Overcoats.

All men's and boys' Sweaters and Mackinaws

All men's and boys' Caps

All ladies and misses Coats and Coat Suits, Dresses, Skirts and Petticoats

Some goods are being offered for ONE HALF PRICE

We are making ATTRACTIVE PRICES on all WINTER GOODS in all departments

Keep your cash register tickets, they are valuable

**Plainview Mercantile Co.****Be One of Those Who is Prepared Against the Grippe**

Don't let the children play on cold floors and risk their health when with a little forethought you can be prepared for the sudden changes of these winter months.

**IT'S GOOD INSURANCE AGAINST PNEUMONIA**

To have your coal orders listed with us before your present supply is exhausted. At such times as these we are badly rushed so get your orders placed early.

**COKE FOR BASE BURNERS**

We have a good supply of this splendid fuel for your base burner, if you once try it you will always prefer it.

**Allen & Bonner**

PHONE 162