

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

VOLUME 27, NUMBER 5

PLAINVIEW, TEXAS, TUESDAY, JANUARY 18, 1916

STREET LIGHT CONTRACT IS REJECTED BY COUNCIL

TEXAS UTILITIES CO. WANTS TITLE TO ALL PROPERTY VESTED IN THEM.

WISH TO BUY MARKET PLACE

Reduction in Water Rate Ordered; Law Requiring Building Permits Will Be Enforced.

There's a hitch in the contract for Plainview's street lights. At the regular meeting of the City Council Monday evening the contract which was presented by the Texas Utilities Company was refused by the Council. A misunderstanding between the parties of the contract is the reason given for refusal to endorse. It seems that the councilmen understood that when the city invested \$600 in the system the title for at least a portion of the same was to be vested in them. This amount will approximately meet the cost of the lead conduits, and the city was under the impression that the title to at least that part of the equipment was to be vested in the city. The contract which was submitted by the Texas Utilities Company provides that the city "donate" \$600 toward the installation of the system and pay for the current consumed and maintenance at the rate of \$4.50 per month per light.

No representative of the company appeared before the Council when the contract was presented, is the statement of members of that body.

To Secure Market Place.

The city of Plainview wishes to provide a suitable market place, where the farmers who come to the city may leave their loaded wagons and where the buyers can get in touch with the owners of produce. To provide such a place, the Council voted last night to offer W. G. Phillips \$2,500 for nine lots on block 17 of the city of Plainview. These are the lots on Adams Street immediately behind the Plainview News office.

Appoint 'New Nightwatchman.

P. H. Andrews was appointed night-watchman to succeed W. H. Haynes, resigned.

Reduce Water Rates.

An order was passed to have the city attorney draw an amendment to the water ordinance which will provide that all water bills must be paid within ten days after account becomes due or consumer will be cut off. This ordinance will also provide that the water rate be reduced from a minimum of \$1.00 to 75c. This reduction will probably go into effect April 1, when the new meters have been installed.

Must Have Building Permits.

The Council called attention to the lax enforcement of the law providing that all parties wishing to erect any kind of structure within the city limits must have a building permit. This permit is issued by the city without cost to the person building. The owner of the building will be held responsible for obtaining a permit.

Five hundred feet of Paragon fire hose was ordered. This will cost \$1.10 per foot, and the account is to bear interest at the rate of six per cent per annum until paid.

Commercial Feeding Prohibited.

An ordinance was ordered which will prohibit commercial feeding of livestock in the corporate limits of Plainview, except in closed barns, which must be kept in a thoroughly sanitary condition. A fine of \$13.45 which had been imposed on a citizen of the town, who had just moved in, for feeding two pigs in the corporate limits was remitted. This man had just brought the pigs in, and thought he had a customer who would buy them. They were left on his hands and kept confined for several days.

Mayor J. L. Dorsett, Aldermen W. R. Simmons, E. H. Humphreys, Roy Frye, J. B. Maxey and J. J. Eller, Secretary B. L. Spencer and Attorney L. R. Pearson were present at Monday night's meeting.

FIVE HUNDRED CLUB WITH MRS. ROOS THIS AFTERNOON.

With Mrs. E. E. Roos, 310 White Street, as hostess for the Five Hundred Club, that popular social organization met this afternoon, with a full membership present. After the game, a dessert course, with coffee, was served by the hostess.

Mrs. J. H. McKee will entertain the club Tuesday, February first.

LITTLE BOY LOSES HIS LIFE IN FIRE SATURDAY AFTERNOON

Was Asleep in House and Helpless When Flames Broke Out—Property Loss Was Light.

Marion Lee, three-year-old son of Mr. and Mrs. J. K. Gallup, lost his life late Saturday afternoon, when the house which was occupied by the family burned. The little fellow was asleep in the house when the fire broke out. His body was so charred that it was hardly recognizable. The fire was well under way when first discovered, and Marion was alone. All efforts to save him after persons arrived to assist were futile.

Mr. Gallup stated this morning that he believes the fire was caused by a defective flue.

The house was a frame building, and burned like tinder.

Funeral services were held over the body in the undertaking parlors of Paxton & Oswald Sunday afternoon at 2:30 o'clock by Rev. W. R. Farris. Interment was made in the Odd Fellows' Cemetery.

The building which burned was owned by Mrs. Sallie E. Patrick. There was no insurance on it nor the contents of the building, which were owned by Mr. Gallup. Mrs. Patrick's loss is about \$300 and Mr. Gallup's about \$200.

BAPTIST LAYMEN WILL HOLD SPECIAL MEETING SUNDAY.

Dr. J. B. Gambrell Will Lead Discussion of Education in That Denomination.

Sunday afternoon at 3:30 o'clock the laymen of the Baptist Church will meet. Dr. J. B. Gambrell will lead the meeting. The topics will be Christian Education. "Laymen of all denominations are welcome," said A. C. Hatchell, a member of the arrangement committee, this afternoon.

Dr. Geo. W. Truett will preach at both morning and evening hours for Rev. I. E. Gates, the pastor.

AMERICANS AT MADERA ARE ALL SAFE IS THE REPORT

Includes Three Kramers, Who Were Said to Have Been Slain by Bandits.

CHIHUAHUA CITY, Mexico, Jan. 15.—All Americans and other foreigners at Madera, in Western Chihuahua, are safe, according to a telephone message received today from Cusihuira-chic.

These include Roy and Bart Kramer, who, with their father, Dr. R. P. Kramer, a ranchman, were reported to have been slain by Villa troops. Ben Snell and Frank Woods, cattlemen, and James Locke, an employee of the Babricora ranch, concerning whom there was much apprehension, were reported to have arrived at La Junta. Later it was said the Kramers, with Woods and Snell, went to the mountains to bring out Dr. Kramer, and were expected back at La Junta tomorrow morning.

Dr. Kramer, who was reported to have been killed, was shot in the leg by Villa men, but escaped by hiding in the hills while his sons went to Madera for help.

The special train sent from El Paso to Parral to take out foreigners there will leave tomorrow with all Americans and their families. A majority of foreigners in this city have indicated an intention to remain, since the excitement and apprehension incident to the Santa Ysabel massacre has died down. The Santa Eulalia mines may remain open to furnish work for Mexicans who might otherwise become discontented.

The illness of General Obregon, Carranza military chief, is not serious, according to advices from Queretaro. He is said to be suffering from throat trouble.

L. D. GRIFFIN WANTS TO BE COUNTY ATTORNEY FOR HALE.

L. D. Griffin asks The Herald to announce his candidacy for the office of County Attorney. Mr. Griffin has been in Hale County since 1908. He taught school in the county for six terms. He has been studying law for five years. For the past several months he has had an office in the Court House, assisting Judge W. B. Lewis.

What About Next Year?

Plainview's school buildings are inadequate. Superintendent A. G. Harrison has stated that the school rooms are so crowded that the best work can not be done. Many transfers were necessary at the beginning of the school to make room for all students. This was absolutely necessary in order to economically use the buildings. Of course it was disorganizing.

The board of trustees of the school recognize that more equipment is needed.

But what of next year? The compulsory attendance law goes into effect in September. The age limit is raised one year. That means there will be a larger attendance next year than this.

What will the students do? Where will room be found without impairing the efficiency of the school? Will the children be comfortably housed?

These are questions which the people of Plainview Independent School District should think about in the next few months. The time to prepare for next year is here. The problem is one which demands the attention of every live, wide-awake citizen of the district.

Plainview needs efficient public schools, and the citizenship of the district is awake to the good to be derived from progressive, up-to-the-minute equipment.

\$25,000 FUND FOR SETH WARD IS GOAL OF TRUSTEES

This Amount Will Erect Complete New Dormitory and Furnish the Laboratories.

The Board of Trustees of the Seth Ward College have endorsed and entered into a campaign to raise \$25,000 for the current needs of that institution. With that amount the new boys' dormitory can be completed, physical and chemical laboratories installed and other improvements made. President Johnson stated at a banquet Friday evening that the school needed laboratory equipment and needed it badly in order to do really first-class work.

Two thousand dollars was subscribed to the fund by the students and faculty of the college Friday. Other subscriptions have been received.

Rev. J. D. Young, who organized the teams for work, has found it necessary to return to Fort Worth. He planned to conclude the campaign in three days, but the extremely cold weather interfered. He will return early in February and will resume work. In the meantime the teams are taking subscriptions to the fund.

A well appointed banquet was served at the Hotel Ware Friday evening. Rev. J. W. Story, pastor of the First Methodist Church, was toastmaster. A splendid five-course banquet was served. The following responded to toasts:

R. M. Eller, "The Relation of Plainview Citizenship to Seth Ward College."

R. A. Underwood, "The Value of Seth Ward to Plainview Citizenship and to the Country."

President M. B. Johnson, "Our Needs at the College Now."

Rev. J. D. Young, vice president of the Texas Woman's College, Fort Worth, outlined his plans for raising the funds needed by the college, and appointed his captains.

Saturday noon the workers met at the Crystal Cafe, where a more thorough organization of the workers was made. R. A. Long, R. A. Underwood, T. Stockton, Gabriel Upton and Miss Whiteley were appointed captains of the teams.

A street demonstration was given Saturday afternoon by the students of Seth Ward College, featuring their enthusiasm for the campaign now on for the erection of the new dormitory.

The transfer which runs between the city and the college headed the procession, followed by buggies filled with students giving the college yell.

JIM H. JOHNSON IS NEW MANAGER FOR PIERCE-FORDYCE

Jim H. Johnson, of Lubbock, has arrived and will take charge of the Pierce-Fordyce Association's Plainview property tomorrow morning. J. V. Freeman, who has been in charge for some time, retires from the business.

MRS. FRANK'S FATHER ILL.

Mrs. H. L. A. Frank will leave Wednesday morning for Parsons, Kans., in response to a telegram stating that her father is not expected to live.

Will Rominger, of the Rominger Horse and Mule Company, North Fort Worth, was in Plainview this week on business. Mr. Rominger was the guest of A. E. Robt. and Ross Harp while here.

109 POLL TAX RECEIPTS IS RECORD FOR THREE DAYS

Property Tax Payment Is Active—118 Have Paid City Polls—Want Candidate Swatters.

Hale County citizens are arming themselves with candidate swatters. There's a monopoly on the sale of these useful instruments. Both County Tax Collector J. C. Hooper and City Tax Collector John Vaughn are doing a good business these days.

One hundred and eighteen have paid their city poll tax. Sheriff Hooper has issued 109 state poll tax receipts since Saturday morning.

Payment of property taxes has been active at both offices.

Here's the number of qualified voters in Hale County this afternoon, by precincts:

Precinct No. 1, Plainview	198
Precinct No. 2, Happy Union	24
Precinct No. 3, Petersburg	48
Precinct No. 4, Hale Center	43
Precinct No. 5, Norfleet	12
Precinct No. 6, Runningwater	25
Precinct No. 7, West Side	7
Precinct No. 8, Bartonville	5
Precinct No. 9, Abernathy	60
Precinct No. 10, Plainview	135

Total 487

The Sheriff's office will be kept open each evening from now until February 1 until nine o'clock.

There are only eleven days left in which to pay your poll tax!

FIRE IS DESTRUCTIVE.

Mrs. Mattie Wicker and Children Lose About \$150 in Sunday Night's Blaze.

Fire about eight o'clock Sunday evening destroyed part of the household effects of Mrs. Mattie Wicker, who lives with her five children in the two-room house behind the Kash Kandy Kitchen. The damage amounts to about \$150. The greatest loss is in wearing apparel of the children, Mrs. Wicker stated this morning.

"How did the fire start?" Mrs. Wicker was asked.

"There was a window pane in the north window out and the wind was blowing through," she said. "We suppose that one of the lace curtains was blown across the stove and caught fire. Mr. I. W. Elliott, who first discovered the fire, said it was burning from the floor up."

None of the family were in the house when the fire started. The house belongs to J. P. Garrison. It was only partially destroyed.

Mrs. Wicker has been in Plainview for several months, conducting the Kash Kandy Kitchen. She asks The Herald to express her thanks to the many people who have assisted her and her children, both during the fire and since.

NEW SERVICE STATION.

T. B. Carter is just completing a new "Dodge" service station, next door to Sanderson's grocery store. Byron Brown will be in charge of the station.

FAIR BOARD TO MEET.

The organization committee of the Hale County Fair Association will meet at J. J. Eller's office Wednesday evening at seven o'clock. Matters of importance pertaining to the 1916 Fair will be discussed.

WHERE DO YOU LIVE?—SOON YOU CAN ANSWER INTELLIGENTLY

Thursday Morning the Y. M. B. L. Will Start Numbering Houses—Will Help Get Free Mail Delivery.

Where do you live? Can you direct one wishing to go to your home so that he will get there easily and quickly? Or do you say: "You go three block north, two block west, then you come to a jog in the street; go three blocks further west. I live in the big yellow house in the middle of the block."

If you are asked where you live and say, "808 White Street," can White Street be easily found?

Plainview must have her streets named and the houses numbered in order to get free delivery.

The telephone directory is one of the best city directories obtainable for the small cities. The new edition will soon go to press. Plainview will find it mighty convenient to have the new street names and the new numbers listed in that directory.

For the convenience of the citizens, for the convenience of strangers, our streets should be named and the names conspicuously posted, so he who runs may read.

To accomplish this very thing the Young Men's Business League has been working for several months. Yesterday a consignment of five thousand house numbers was received by the League, and Thursday morning the committee on house numbering will begin.

It is very desirable, as this organization sees it, to have the houses numbered uniformly and accurately. The City Council has unhesitatingly given the move its unqualified endorsement.

The Young Men's Business League will also erect in the near future substantial and ornamental street signs.

When the man comes to number your house, co-operate with him and help him. The questions he will ask you are important in the work, and if promptly answered will assist materially.

PLAINVIEW NEXT MEETING PLACE OF DENTAL SOCIETY

Secretary Wires Acceptance of Invitation of Y. M. B. L. and Citizens for September.

The West Texas Dental Society is to meet in Plainview September 16. Dr. C. D. Woffard returned from the January session of the organization Sunday morning.

The coming of the society to Plainview is through the activity of the Young Men's Business League. Its secretary, H. C. Howard, instructed by the league in its latest meeting, instigated messages of invitation necessary to land the convention.

This telegraphic reply was received from the secretary of the society: "Ablene, Texas, January 15, 1916. 'Young Men's Business League, 'H. C. Howard, Secretary, 'Plainview, Texas.

"The West Texas Dental Society accepts your invitation to meet in your town the third Saturday in September, 1916. Enthusiastically, 'A. J. WIMBERLY, Sec'y."

ENUMERATOR WILL BE APPOINTED SOON; COMPULSORY ATTENDANCE NEXT YEAR.

The next scholastic census of the Plainview Independent School District will be taken in March. In 1914 the census was taken in May, but the last Legislature passed a law which provides that the census must be taken in March.

H. E. Skaggs, president of the board of trustees, is to appoint the enumerator of the census. He stated this morning to a representative of The Herald that this appointment would be made soon and the work planned.

The Thirty-Fourth Legislature also passed a law which changes the scholastic age from 7 to 17 years to from 7 to 18 years. This will have the effect of increasing materially the scholastic population of the Plainview district.

Beginning next September the compulsory attendance law will go into effect, which will make it necessary for special precautions in making the school census this year.

THREE PLAINVIEW BOYS GET \$25 IN GOLD EACH

BAYLIS SLONEKER, WILLARD F. WHITE AND LEWIS SLONEKER GET INDUSTRIAL CONGRESS AWARDS.

THEY MAKE MONEY ON PIGS

Boys Are Learning How to Feed; \$1,000 in Gold Was Offered As Prizes.

Baylis Sloneker, age 13 years, made \$41.96 on a single hog he fed last year. Not only that, but he knows how to feed hogs now. Between July 1 and November 1, 1915, his pig gained in weight 193 1/2 pounds. The cost of gain was \$0.03664 per pound.

Willard F. White, age eighteen years, made a net profit of \$35.50 on a pig he fed during the same period. Lewis Sloneker, age fourteen years, made \$35.34 net profit on his pig.

Here is the way these Plainview boys made their money on pigs. On July 1 their pigs were weighed, in the presence of two disinterested parties. They were also weighed the same way on November 1, thus arriving at the gain in weight. A daily record of the kind and amount of feed used was kept. At the end of the period they knew exactly, to a cent, what their pigs had cost them.

\$10,000 to Winners. The Texas Industrial Congress, which met in Dallas January 15, awarded prizes to the boys and girls of the State who had excelled in farm production. Ten thousand dollars in gold was distributed to the winners. These Plainview boys were not the best in their class, however, for the boys who made the best record got, one \$200, another \$150, and another \$100. Each of the Plainview boys will receive \$25 in gold as prizes from the Congress. In the figures showing their profit we have added in this amount.

Then, a Lockney boy, Garland Whitt, raised 3,977 tons of milo maize on one acre of ground. The Congress awarded him third place and gave him \$100 in gold.

These Plainview boys were not informed yesterday of their winnings until The Herald phoned them, telling them that the awards had been made.

There are numerous classes in these contests, which are conducted annually. Every boy and girl in Texas is eligible to compete. There is a class which will interest any boy or girl on the farm or who wishes to work a garden. It is time now to begin to inquire about entries.

In awarding its fifth annual prize fund, the Texas Industrial Congress announces the general averages of its contestants per acre as follows: 68.04 bushels of corn, at a net profit of \$33.74; 3.3 tons of cowpeas, at a net profit of \$62.70; 1,118 bales of cotton, at a net profit of \$60.98; 3.16 tons of grain sorghums, at a net profit of \$49.65, and 2.92 tons of peanuts, at a net profit of \$32.97. In the fat-steer contest, the Kleberg Beef Club, the average gain per animal, for a feeding period of 123 days, was 333 pounds, and the net profit \$28.68. In the Pryor Baby Beef Club, for boys and girls, the average gain was 262 pounds, and the net profit per animal was \$5.15. In the Frank P. Holland Hog Club, for boys

(Continued on Page Twelve.)

New Feed Mill Proposition Is Considered—\$5,500 Bonus

The balanced-ration feed-mill proposition has been revived. Jas. N. Lemond arrived in the city Monday and indicated to interested parties that he and his associates would consider a bonus proposition. This afternoon, at the instigation of Col. R. P. Smyth, of the Chamber of Commerce, a meeting of representative citizens made Mr. Lemond a proposition in which it is proposed to give a bonus to these gentlemen of \$5,500. Two thousand five hundred dollars of this amount is to be paid when three carloads of the machinery have been unloaded on the site, and the remainder when the erection of the plant is completed.

Mr. Lemond and his associates will, if they accept the proposition, erect an oil mill of forty-ton capacity and a balanced-ration feed mill of sixty-ton capacity.

VELNA FEINAGLE IS ILL WITH TYPHOID AT MIDWAY.

D. B. Crouch Back From Fort Worth; Frank Day Will Attend West Texas State Normal.

MIDWAY, Jan. 17.—Miss Bird Fletcher has just recovered from a week's illness.

D. B. Crouch has returned from Fort Worth, where he has been on a business deal.

Little Velna Feinagle is quite ill with typhoid fever.

Frank Day, of this community, is making preparations for his departure to Canyon, where he will attend the West Texas State Normal College.

Roger Hay returned Wednesday from Waco and other points, where he has been on business the past week.

J. H. Beauchamp was a Plainview visitor Saturday.

H. N. E. and Benton Ritchey and Mrs. May Fletcher made a flying trip to Plainview Saturday.

M. F. Mitchener left Tuesday for Tennessee to see his mother, who is seriously ill.

A light snow fell here Sunday afternoon.

Brother Bates will preach at the Midway school house next Sunday. We would be glad for everybody to be there promptly at 11 a. m.

Several Plainview folks ate dinner with G. W. Hay Saturday.

P. G. Fletcher was in Plainview on business Saturday.

Mr. Goodman, of Plainview, and Mr. Chaney, of Moody, were out looking at G. W. Hay's hogs Saturday, with a view of buying them.

EDWARD ROTAN NEW DIRECTOR OF THE DALLAS RESERVE BANK.

Edward Rotan, for twenty-five years president of the First National Bank of Waco, has accepted an appointment as a director of the Federal Reserve Bank at Dallas.

The appointment of Mr. Rotan completes the directorate of the Federal Reserve Bank at Dallas. The Federal Reserve Board will designate either him or Felix Martinez, of El Paso, the other Class C director, as vice chairman and deputy reserve agent.

The board is composed of three class A directors, three Class B directors and three Class C directors. The directors of the first two classes are elected by the member banks, and the other three are appointed by the Federal Reserve Board. The reserve act specifies that one Class C director shall be designated chairman and reserve agent, and another shall be vice chairman and deputy reserve agent. Judge William F. Ramsey, of Austin, has been named chairman and reserve agent to succeed E. O. Tenison.

Mr. Rotan is the founder of the Rotan Grocery Company, at Waco, and has been identified with the banking fraternity of Texas for a quarter of a century.

WINTER GARDEN IRRIGATION.

Windmill irrigation has been found highly practical on many dry-land farms in connection with gardening. In nearly every instance wells on dry-land farms will furnish, through the medium of the windmill, several times as much water as is required for domestic and live-stock purposes. In connection with a reservoir and continuous pumping, these wells will furnish an abundant supply of water for irrigating from one-fourth to one acre of garden under the furrow method. The enormous water loss due to surface evaporation renders the construction of a reservoir with as little surface and as great depth as possible thoroughly desirable. For earth reservoirs, the best depth has been found to be from four to six feet, and to prevent seepage, it has been shown to be advisable as well as practicable to cement many of these reservoirs. Pudding by means of tramping the bottoms of these earth reservoirs with live stock, has been found to render many of these constructions seepage proof. This puddling of the bottoms and even the sides must be done while the earth is thoroughly wet.

When and how to apply water to these gardens are questions troublesome to the dry-land farmer. In answer to these questions, I would say that demonstrations have proven that irrigation of the garden tract during the winter is profitable. This is better accomplished by furrowing the tract with a lister or plow from three to four feet apart in the land that has been deeply plowed only a short time before. These furrows should be laid out so they can be filled, and the water have time to soak in or penetrate, rather than to run out at the other end of the furrow. Through this winter irrigation, the ground is insured an abundant early moisture supply, which will usually last for ordinary truck crops until late spring or early summer. Winter irrigation places the ground in excellent conditions for the beneficial effects of alternate thawings and freezings.

As soon as the ground is in condition to work for irrigation, the furrows should be leveled by use of a cultivator or disk, taking care to leave

the surface sufficiently rough to prevent blowing. Best results on subsequent irrigation come from running the water into furrows between the rows, rather than by flooding the rows proper, as there is a strong tendency to scald, and crust formations of soil follow a general flooding of the entire surface. And it should be remembered that best results are secured in connection with irrigation where water is applied late in the afternoon or early in the evening, rather than in the forenoon, or at any time earlier in the day. —H. M. Bainer.

STRANGE CHARM OF THE DESERT.

A playa is a shallow, flat-floored depression characteristic of valleys having no regular drainage to the sea, in which storm waters collect and evaporate—a wet and dry lake. It may be a shallow lake or a salt-incrusted mud flat.

In his description of the prehistoric Lake Lahontan, in the Great Basin, the late I. C. Russell, of the United States Geological Survey, writes:

"The scenery on the larger playas is peculiar and is usually desolate in the extreme, but is not without its charm. In crossing these wastes the traveler may ride for miles over a perfectly level floor, with an unbroken sky line before him and not an object in sight to cast a shadow on the ocean-like expanse. Mirages, which may be seen every day on these heated deserts, give strange, fanciful forms to the mountains and sometimes transfigure them beyond recognition. A pack train crossing the desert a few miles distant may appear like some strange caravan of grotesque beasts fording a shallow lake, the shores of which advance as one rides away. The monotony of midday on the desert is thus broken by elusive forms that are ever changing and suggest a thousand fancies, which divert the attention from the fatigues of the journey. The cool evenings and mornings in these arid regions, when the purple shadows of distant mountains are thrown across the plain, have a charm that is unknown beneath more humid skies, and the profound stillness of the night in these solitudes is always impressive." —Overland Guidebook, Bulletin 612, U. S. Geological Survey.

ENFORCING THE LAW.

A popular "alibi" among public officers in enforcing unpopular laws is the familiar: "If the law's not a good one, repeal it."

The State law and the city ordinance requiring that physicians report births are certainly not unpopular, but they may as well be for all the success the authorities have in enforcing it. There are doctors who seem to think that birth reports are good for nothing but mildly interesting statistics.

The city physician's annual report for 1915 shows fewer births reported than deaths. It is certain that all deaths are reported, for the undertakers are comparatively few and they are prompt in notifying the city physician of every case that comes to them. If the births reported to the city physician last year are to be taken as offi-

cial, Fort Worth is in a bad way, losing more population steadily than it is gaining.

A complete table of births and infant mortality, for instance, enables the city health department to ascertain in what sections of the city infant mortality is heaviest, and, knowing this, it is easier for the department to proceed about learning the chief cause and remedying it.

A less important value in birth reporting, though, important enough in individual instances, is that mothers intending to place their children in kindergartens frequently encounter questions as to their children's ages, and find no official to fall back upon.

Perhaps a single earnest prosecution would have a beneficial effect on birth reporting.—Star-Telegram.

J. M. THOMAS ACCIDENTALLY KILLS SELF AT HOME, NEAR IRICK

Burial Was Made in Lockney Cemetery Saturday Afternoon; Leaves Family.

IRICK SCHOOL, Jan. 17.—Misses Grace Sutton, Tina Jackson, and Mildred and Helen Collier were the guests of Misses Frances and Madge Dickerson Tuesday evening.

John Taylor and H. E. Smith, of Post City, and Charles Whitman called at the home of J. E. Jackson Tuesday evening.

Will Gordon spent Thursday evening with his father, Ed Gordon.

Mrs. Charles Whitman spent Wednesday and Thursday at the home of Mr. and Mrs. J. E. Jackson. She returned home Thursday evening, and Miss Georgia returned home with her.

Miss Essie Meyer spent the weekend with Misses Beulah and Faye Johnson.

J. T. Tucker was in Lockney Thursday.

Charles Whitman and Elmer Wahn were in Post City on business Wednesday and Thursday.

Fred Lamm, Wm. Mayben and Charles Whitman were in Plainview Saturday.

J. R. Parson and daughter, Miss Fiona, were in Lockney Saturday.

Miss Madge Dickerson was the guest of Miss Mildred Collier Monday evening.

Eule Law was the guest of A. P. Dickerson Sunday.

Early Friday morning, January 15, 1916, about 8 o'clock, while J. M. Thomas was standing in the doorway of his home, seven miles southwest of Lockney, shooting birds, it is thought the gun was accidentally discharged, killing him instantly. Mr. Thomas had been in poor health for several years. About a year ago he came to the Plains country for the benefit of his health, and it seemed to be improving until recently. Mr. Thomas was born in Angeline County, Texas, and at the time of his death he was 45 years and 8 months old. The funeral service was held Saturday, from the M. E. Church, and burial was made in the Lockney cemetery. He leaves a widow, five children, a mother and other relatives and friends to mourn his demise.

Did You Know—

THAT by paying cash for your groceries you are making a saving of from 10 per cent to 20 per cent?

THAT by paying cash you are eliminating overcharges and mistakes?

THAT by paying cash you are creating a bank account that ordinarily goes for long profits?

THAT by paying cash you are helping to eliminate overhead expenses, thereby making a saving to you?

Our Policy—

Short profits, quick sales, prompt service, quick delivery, maintaining a complete stock, efficient clerks, satisfaction guaranteed or money refunded, quality first, always sanitary.

This policy has won for us the distinction of being the leading pure food store on the Plains; sanitary in every respect and not forgetting to supply our customers' wants. If we haven't it in our stock, a request from you will get it.

Don't fail to see our ads every week with new goods, new prices, and a constant reminder against overcharges.

Next issue of The Herald will contain a complete list of articles both staple and fancy, with their respective prices. Don't fail to see it.

Cash Grocery Co.

Pure Food Products
Phone 101

Announcement

WE ARE ARRANGING A
SHOW ROOM AND SERVICE
STATION FOR

Maxwell Automobiles

in the room north of J. J. Lash's new office where we will show the new 1916 Maxwells and demonstrate the many merits of the car which has a real record for performance.

We will also keep in stock a complete assortment of all Maxwell parts so that you will always be assured of prompt repair when you buy a Maxwell.

Bowen Motor Co.

Maxwell Agents

Why Bother With the Uncertainty of the Slow Washerwoman Service?

You never know when your clothes will be called for or delivered—whether they will be white, sweet or clean, or scorched, dingy or streaked.

Better plan your laundry work on the "Safety First" system and know when you send your clothes what they will look like when returned.

Our New Rate of

35c

a Dozen Rough Dried

should prove most attractive to those who require good service at a minimum price.

Phone 125

Plainview Laundry Co.

REX LINDSAY, Manager

SOCIETY

Telephone Number 72

ANNOUNCEMENTS.

The Five Hundred Club meets this afternoon with Mrs. E. E. Roos, 310 White Street.

The Wednesday Bridge Club will meet tomorrow afternoon with Miss Celestine Harp, 715 Restriction Street.

The Highland Club will have Mrs. Albert G. Hinn as hostess Thursday afternoon, at her home, 1094 Restriction Street.

The "As You Like It" Club meets Friday afternoon at the home of Mrs. J. F. Garrison, 314 Archer Street.

The Travel Study Club will meet in regular session Saturday afternoon, at the Woman's Club room, in the City Hall.

The Lamar Mothers' Club will give an entertainment Tuesday, the 22nd of February, from two to five o'clock in the afternoon.

Particulars will be announced later.

LEAP YEAR PARTY.

A leap year social was given Friday night by the members of the Epworth League at the home of A. B. Rosser, 400 White Street.

Beginning 1916 a right, the girls "made the dates," but the gentlemen gallantly stood by their colors and duly escorted the young ladies to the hospitable Rosser home.

The evening was pleasantly spent in playing games and enjoying the chocolate and cake served.

About forty young people were present, including members of the league and a few invited guests.

THE MYSTIC CLUB.

With Mrs. L. A. Knight presiding, the Mystic Club met Saturday afternoon, at the Woman's Club room, in their continued study of Southern authors. The responses were from Father Ryan, the poet-priest of the Southland.

At the close of the business session,

Mrs. H. Grady Lindsay took charge of the following program:

Paper—"Mrs. Burton Harrison"—Mrs. Harrington.
Study Assignment: Payne—"Gone Forward"—Preston.
"The Color Bearer"—Preston.
"The Conquered Banner"—Ryan.
"The Sword of Lee"—Ryan.
Reading—"The Crow's Nest"—Mrs. A. B. Martin.

TENNYSON'S "IN MEMORIAM" TOPIC FOR BROWNING CLUB.

The Browning Club held its initial meeting of the year Saturday afternoon, at the home of the matron, Mrs. J. C. Anderson, 314 White Street.

"In Memoriam," by Alfred Tennyson, was the study topic for the afternoon, with Miss Celestine Harp as leader.

Miss Ethel Williams gave an interesting comparison between Wordsworth's ode, "Intimations of Immortality," and parts of "In Memoriam."

During the business session, Miss Bernice Duggan was elected to fill the office of treasurer, made vacant by the resignation of Mrs. W. B. Price, nee Miss Viola Justus.

The club will meet in regular session Saturday, November 22, with Miss Duggan as leader.

WOMAN'S MISSIONARY SOCIETY INSTALLS ITS NEW OFFICERS.

At a recent meeting of the Woman's Missionary Society of the Methodist Church the following newly elected officers were installed by Rev. A. L. Moore, presiding elder of the Plainview district:

President, Mrs. E. C. Hunter; first vice president, Miss Rebecca Ansley; second vice president, Mrs. J. E. Conner; superintendent of social service, Mrs. John Vaughn; superintendent of study and publicity, Mrs. O. B. Jackson; superintendent of supplies, Mrs. W. D. Lana; treasurer, Mrs. J. J. Clark; Conference treasurer, Mrs. L. A. Jones; secretary, Mrs. J. W. Story; corresponding secretary, Mrs. P. E. Shackelford; agent for "The Voice," Mrs. Emma F. Williamson.

TWO SEPARATE ORGANIZATIONS FOR THE PRESBYTERIAN LADIES.

The newly elected officers of the Presbyterian Ladies' Aid Society for the current year are: Mrs. W. E. Risser, president; Mrs. S. W. Meharg, vice president; Mrs. J. W. Longstreth, treasurer; Mrs. George Saigling, secretary.

At a recent meeting of the society it was decided to make separate organizations of the Aid and the Missionary Societies. For the latter the following officers were elected: Mrs. F. L. Brown, president; Mrs. T. B. Haynie, vice president; Mrs. Wyatt Johnson, recording secretary and treasurer; Mrs. George Saigling, secretary of literature; Mrs. J. W. Richards, purveyor.

At a meeting of the Missionary Society held Monday afternoon, at the church, plans were discussed for future work, and woman's work in the home and foreign fields was talked over by the members present. The Missionary Society will meet each third Monday afternoon in the month.

PIONEER HALE COUNTY COUPLE CELEBRATE GOLDEN WEDDING.

Ed M. White and wife, Ella A. White (nee Lovender), celebrated their 50th wedding anniversary, at the home of their son-in-law and daughter, Mr. and Mrs. A. S. J. Martin, January 4, 1916.

All of the living children, two boys, H. A. and J. E. White, and three daughters, Mrs. W. E. Mickey, Mrs. M. F. Mickey and Mrs. Martin, were present. Their progenic blessing, to date, far outstrips that, even, of old Father Abraham. Thirty-four of the thirty-nine grandchildren "made merriment" for the old couple throughout the day.

The sumptuous dinner of turkey and cranberry sauce, fruit cake, pies and delicacies galore reminded the old bride and groom of a dinner of long ago—just at the close of that awful war between the states.

The afternoon was spent with singing, instrumental music, reading and rehearsing family history. The songs "Peggy Gray" and "Put on Your Old Gray Bonnet," by Dennis White and Mrs. J. C. Boyd, reminded the old gentleman of a time when Dan Cupid was his most confiding friend.

Twenty-five years ago, E. M. White moved from Bosque County, Texas, and located in the Southeastern part of Hale County. Here in their pioneer home the shrill bark of the coyote, the cackle of the prairie chicken, the neigh of the wild mustang, and the thunderous roar of the stampede on the trail

were music to the ears of this adventurous lover of the frontier.

The material for his Plains cabin was hauled from Amarillo, the nearest railroad point, one hundred miles to the north. The posts around his farm he hauled from the cedar forests in Motley County. Families living eight or ten miles away were next-door neighbors. Often articles of food not afforded by the country became as rare luxuries as they were with the early Emprasio colonists. Little cared they for hardships. They were contented and made others so.

Western hospitality ruled supremely in their home. "The latch-string always hung on the outside."

Stock raising was the leading occupation, and every hardy frontiersman had "pipe dreams" of the day when he would be a "cattle baron." They cared little for doleful possession of the land so long as they could use the grass; in fact, it was a question of economy with them if the land would pay the taxes. Mr. White was one who was optimistic enough to think it would. Today he is one of Hale County's well-to-do citizens.

BENEVOLENT LEAGUE DISCUSSES WELFARE WORK IN PLAINVIEW.

The Benevolent League met in monthly session on the second Wednesday in this month, in the Mayor's office, in the City Hall. After the routine business had been disposed of, a further discussion of welfare work, which had been begun and carried on at previous meetings, was continued.

A short article was read comparing the histories of two families through several generations. In the one instance, 1,200 of the descendants were identified as having been occupants of penal and charitable institutions, and had cost society \$1,200,000. In the other instance, 1,394 of the descendants were identified, many of whom were college graduates, some presidents of colleges, college professors, physicians, clergymen, missionaries, officers in the army and navy, authors, lawyers, judges, senators—in fact, almost all if not every department of social progress and of the public weal had felt the impulse of this healthy family.

Various family histories in our own community could be made, setting forth some startling facts. If we should take the trouble to investigate such matters. The gist of the whole matter is that back of crime and delinquency, as well as of physical and moral helplessness, lie certain well defined causes. Aggressive, systematic preventive work carried on with sympathetic understanding yields by far the greatest good.

In a small town, such as ours, the work would have a different outlook. It has been suggested that a city missionary would meet our needs. A worker in this capacity would meet all strangers and newcomers to our city and introduce them to a church home; would also work in conjunction with the various churches in securing information, making plans, etc., for the betterment of social conditions.

Many phases of this work present themselves to one who gives time and thought to it. In every community there are emergency cases where food and coal have to be supplied at once, but really this almsgiving is the least part of true giving. To help people to help themselves is the true ideal.—Contributed.

AMARILLO GETS REST ROOM FOR ITS VISITORS, TOO.

The rest-room idea for visitors is proving popular in every town and city where it is given a fair trial. The rest room in the Court House, provided by the Civic League of Plainview, is well patronized and is a splendid feature.

Amarillo has established a rest room in the Picket Building, on Taylor Street, opposite the west front of the Court House. It is under the management of the Federation of Women's Clubs of the city.

LOVORN MOVES TO PLAINVIEW.

W. J. Lovorn has moved back to Plainview, from the Whitfield community, and with his family is located at his former home, 1115 Harp Street. While living on his farm at Whitfield Mr. Lovorn was a successful stock and hog raiser. While talking today to a Herald reporter, he incidentally told of having recently killed an eighteen-month-old pig which, when dressed, weighed 489 pounds.

MRS. LYMAN McDONALD D.L.

Mrs. Lyman McDonald is in San Antonio for treatment at a sanitarium in that city. She was accompanied by Mr. McDonald, her mother, Mrs. A. E. Harp, and Dr. J. C. Anderson.

HUGHES BUYS HOME.

E. B. Hughes has purchased from Miss Effie Casey her elegant home, near the Christian Church.

T. J. Davidson, of New Orleans, was here Saturday.

JUST IN

A Beautiful Line of

Early Spring Boots

for Ladies

Lace and Button Styles

Price \$6.00

Watch our store for the NEW STYLES

Richards Bros. & Collier

WHERE PEOPLE WHO DRESS BEST TRADE

FEDERATED CLUBS TO MEET IN NEW YORK MAY 23 TO JUNE 2.

Two million women, representing nine thousand clubs, are looking forward with interest to the biennial convention of Federated Clubs to be held in New York May 23 to June 2, inclusive.

This will be the first of the several large conventions to be held in 1916. Women will attend from all parts of the United States, from Hawaii, the Philippine Islands, Porto Rico and Panama. The war will interfere with the attendance of some foreigners, but a delegation is expected from London. At least 20,000 and probably as many as 30,000, to say nothing of husbands, are expected to be in New York for what is confidently believed will be the largest and most important meeting of women that has ever been seen in the United States.

The sessions of the convention are to be held in the Seventh Regiment Armory, which has an enormous drill room with double balconies on all sides. A sounding board is to be installed to insure proper acoustic qualities. The handsomely furnished Colonel's room is to be set aside for the use of Mrs. Pennybacker, the president of the General Federation.

Women of widely differing circumstances are looking forward eagerly to the pleasure and profit to be gained from this convention. One has written to inquire if there is a garage conveniently near the Astor Hotel, as she wished to bring her automobile with her. Another wrote that she was going to turn her best silk dress to have it fresh for the event, saving the money with which she could have bought another one for her travelling expenses. Some women hope to make \$10 cover the expenses of room and board for the week; others expect to pay more than that a day.

The growth of organized women's clubs has been astonishing. The General Federation was born in the old Scottish Rite Hall, now gone, in 1890, under the direction of Jennie June Croly, and was in reality the outgrowth of Sorosis, the mother of clubs. Mrs. William Tod Helmuth, who was one of the organizers, is arranging for a dinner to the pioneers in the movement, to be held in the Astor Hotel May 27.—Star-Telegram.

Mrs. A. E. Harp and Lyman McDonald returned this morning from San Antonio, where they left Mrs. McDonald much improved in health.

P. C. Coggsheill left Sunday for Arizona.

C. B. Farley, of Hall County, is in Plainview for the winter.

Miss Jeffie Crawford went to Lubbock Saturday.

Frank Vaughn, of Lubbock, was here today.

J. T. Martin, of Amarillo, has accepted a position as salesman with the Plainview Machine and Auto Shop.

R. N. Smith had business in Amarillo early in the week.

Mr. and Mrs. L. M. Faulkner returned Saturday evening from Hot Springs, Ark.

A. S. J. Martin, of Petersburg, was here today.

W. H. Meadows, of Amarillo, was in Plainview again this week, on business.

Mrs. M. F. Gardner has returned from a stay of several months in New York City.

Mrs. R. H. Baker, of Floydada, is visiting the family of her brother, N. A. Price, 300 East First Street.

L. R. Pearson returned yesterday morning from a business trip to Dallas.

Otis Trulove, of Amarillo, is here on business.

Archdeacon J. S. Wicks, rector of St. Mark's Episcopal Church, filled his appointment with the congregation Sunday, returning yesterday morning to Amarillo.

C. C. Cockrell, of the Russell-Cockrell Company, of Amarillo, was here yesterday on business.

Mr. and Mrs. M. L. Gower, of Amarillo, were in Plainview Saturday on their way to visit relatives near Lockney.

Mr. and Mrs. L. R. Peters and daughter returned Saturday from a six weeks' trip to Tyler, Waco and Marlin.

Mrs. J. W. McCoach, of Post City, was in Plainview Saturday en route from Floydada.

Mrs. M. J. Baird and children, of Runningwater, left Saturday for Clyde, Texas. They were accompanied by Mr. Baird as far as Sweetwater.

J. W. Miles, of Milford, who was here last week on business, has returned home.

Rev. J. M. Harder went to Post City Saturday to fill an appointment on Sunday.

Mrs. W. B. Sheffy returned Saturday from a visit to her son, Lester Sheffy, at Snyder, Texas.

Miss Louis Smith, of Slaton arrived Saturday to visit her aunt, Mrs. T. B. Irwin.

Miss Kayser, who has been visiting relatives near Halfway, left Saturday for her home, at Mineral Wells.

Mr. and Mrs. J. B. Downs, of Lockney, were in Plainview Saturday.

Albert Kayser left for Mineral Wells Saturday.

Mrs. John Winslow and daughter returned Saturday from a visit to relatives in Central Texas.

Mr. and Mrs. Grisco Bettie have returned from their holiday trip to Tallahassee, Florida.

Mesdames Geo. B. Doubleday and T. A. Miller spent the week-end in Amarillo.

L. G. Wilson has returned from a trip to Yuma, Arizona.

C. V. Bryson is away on a business trip to Comanche, Texas.

J. B. Maxey left Friday on a business trip to Pampa, Texas.

R. W. O'Keefe went to Canyon Friday.

Miss Florence Earnest is in Amarillo with her sister, Mrs. Edith Fronabarger, who has been very sick at St. Anthony's Sanitarium.

D. L. Alexander and party returned Saturday from Muleshoe, where they have been doing engineering work for Kansas parties who are installing irrigation works.

Miss Margaret Gardner has returned from New York, where she has been attending school.



Mlle. de Treville

COLORATURA SOPRANO

The biggest opportunity ever offered Plainview to enjoy an artist's concert at prices below those in cities for the same programmes.

Mlle. de Treville is a singer of international fame—sharing European favor with artists better known in this country, such Melba, Schumann-Heink and others.

Mlle. de Treville will appear in Dallas and on her way to Albuquerque has arranged to appear in Plainview.

It will be impossible to make any money out of her appearance here but it is hoped enough interest may be aroused to meet expenses.

Tickets on Sale at all Drug Stores at \$1.00 and \$1.50

The number sold must necessarily be limited. Get yours at once for Mlle de Treville's appearance at the

Methodist Church, Feb. 11

JACOBS BROTHERS MICHAEL

IS NOW

**Sale Starts
Thursday, Jan. 20**

If for any reason you become dissatisfied with your purchase and return same within one week, your money will be refunded

Mighty Clean-Up Sale of Silk and Wool Dress Goods

Standard qualities of Taffetas, Messaline, Crepe de Chine, etc., in fancy and solid colors, styles are good for any time of the year and most any desired color can be found here now. If you will come early you can get the

\$2.00 values now, the yard	\$1.48
\$1.50 values now, the yard	\$1.18
\$1.35 } values now, the yard	95c
\$1.25 }	
\$1.00 } values now, the yard	79c
95c }	
90c }	
75c values now, the yard	53c
50c values now, the yard	33c
25c values now, the yard	19c
22 1-2c and 19c values now, the yard	15c

Wool Goods

Consisting of Serges, Gaberdines, Broadcloths, Poplins, mixtures, etc. You had better come early if you want certain colors and grades.

\$1.95 values	\$1.45
1.75 values now	\$1.35
1.50 values now	\$1.18
1.35 } values now	95c
1.25 }	
1.00 } values now	78c
95c }	
90c } values now	69c
85c }	
75c } values now	52c
65c }	
50c } values now	33c
45c }	
25c values now	16c
15c values now	10c

Mighty Clean-Up Sale on all MEN'S, LADIES' AND CHILDREN'S RAINCOATS

Don't overlook these raincoat bargains while you have this opportunity to save money.

LADIES' RAINCOATS

\$3.50 ladies raincoats	\$2.85
4.50 } ladies raincoats	\$3.45
5.00 }	
5.50 } ladies raincoats	\$3.95
6.00 }	
6.00 } ladies raincoats	\$4.75
6.50 }	
7.50 ladies raincoats	\$5.75

MEN'S RAINCOATS

\$4.50 } men's raincoats	\$3.45
5.00 }	
8.00 men's raincoats	\$5.95
8.50 men's raincoats	\$6.45
9.50 men's raincoats	\$6.75
11.50 men's raincoats	\$8.35

BOYS' RAINCOATS

\$3.50 boys' raincoats	\$2.85
4.00 boys' raincoats	\$3.20
4.50 } boys' raincoats	\$3.65
4.75 }	

Extra Special Staple Values

Best 10c grade Unbleached Domestic, 15 yards for	\$1.00
Good quality yard-wide Bleached Domestic, 18 yards for	\$1.00
Best 10c grade Hope Domestic, 14 yards for	\$1.00
All regular 10c Gingham	7c
New Spring Gingham, 12 1/2c Values	9c
Best 10c grade Canton Flannel, bleached and unbleached, per yard	7c
Best 10c grade Outing, per yard	7c
All Calico, as long as it lasts	4 1/2c

Ladies Wool Skirts

All \$4.00 Values now	\$2.85
All \$4.50 and \$4.75 Values now	\$3.35
All \$5.50, \$5.75 and \$6.00 Values now	\$3.75
All \$7.00 and \$7.50 Values now	\$5.45

Ladies Petticoats

\$1.50, Sateen, now	\$1.15
\$1.75, Sateen, now	\$1.35
\$2.50, Silk, now	\$1.75
\$3.00, Silk, now	\$2.35
\$4.00, Silk, now	\$2.85

Ladies Knit Skirts

75c Values now	53c
\$1.00 Values now	79c

Childrens Knit Skirts

65c Values now	45c
50c Values now	35c

Sweaters

For Men, Ladies and Children Greatly Reduced

Here are some values you should take advantage of. Every Sweater in the house has been reduced, and you will find it very profitable to make your purchase during this sale.

Ladies Sweaters

\$2.00 and \$2.50 Values now	\$1.65
\$3.00 Values now	\$1.85
\$3.50 and \$4.00 Values now	\$2.85

Childrens Sweaters

All 50c Values	39c
All 75c Values	55c
All 1.00 Values	79c
All 1.25 Values	95c
All 1.50 Values	\$1.20
All \$2.50 Values	\$1.65

CLEAN-UP

Just one word, but it means a great Sale of the year. It's a time we winter merchandise regardless of their former price advance and before going to market for spring and

All winter goods, such as ladies coat suits, coats, skirt shoes, also many lines of odds and ends, dress goods the incoming of the new spring and summer merchandise and have brought forward all goods of a winter nature goods of the same quality has ever been sold for in

This store doesn't pretend to sell goods at a loss do that, but the time has come to empty shelves, a tend to do this in a quick and positive way is evident

Mighty Clean Women's Winter

A sale that is not only rich in bargains but it offers a better and more Sales. The garments are all new and stylish, many of them will stores would carry them over and sell them at a profit next season and so determined are we to strictly follow this policy that in many desirable garments because there are only one or two of a kind.

To give you some idea how low the prices have

Ladies' and Misses' Coats

All \$7.50, \$8.50, \$9.50, \$9.75 values now to clean up for

\$5.50

All \$11.50, \$12.50, \$13.50, \$14.50, \$15.00 values

\$8.45

All \$16.50, \$17.50 and \$18.50 values now for

\$11.75

Mighty Clean-Up Sale Men's Fall and Winter Suits

\$18.00 to \$20.00 values now \$12.45

Can you imagine a more opportune and timely event?

THINK OF IT MEN!

You can't buy better clothes than such makes as A. B. Kirschbaum & Co. and Micheal Stern & Co. Suits that men of good judgment have bought and paid \$18.50 to \$20.00 for—suits that will be in as good style next season as they are now and you will have several months to wear them this season.

It is the greatest clothes buying opportunity that has come to men of this community in a long time, for even though the prices have been slaughtered, our guarantee still remains the same.

Think of it.

ANY \$15.00 SUIT IN THE HOUSE

\$9.95

ANY \$20.00 SUIT IN THE HOUSE

\$12.45

ANY \$25.00 SUIT IN THE HOUSE

\$15.95

MIGHTY CLEAN-UP SALE

NOW ON

If for any reason you become dissatisfied with your purchase and return same within one week, your money will be refunded

Sale Closes Saturday, Feb. 5

means a great deal. It's the most important Clearance time we set aside in which to dispose of our fall and winter merchandise at a lower price and desirability. We have to plan months in advance to get our fall and summer goods much may be accomplished.

Hats, skirts, men's and boys' suits and overcoats, sweaters, dress goods, etc., must be sold in order to make room for spring merchandise, so we have ransacked every department and marked them at prices lower than the market for in Hale County.

at a loss every day, nor even at cost, no store can afford to have a house cleaning time is in order and that we are evidenced by only a part of the items listed here.

Clean-Up Sale of Winter Wear Apparel

better and more diversified choice of wanted goods than most Clearance sales. They will be in as good a style next season as they are now. Some of the items we are offering next season, but our policy is to let each season take care of itself and that in many instances prices have been slaughtered on the most desirable kind.

prices have been lowered we mention a few instances

STYLISH COAT SUITS AT 1-2 PRICE

The women who are desirous of obtaining a stylish, well made and durable coat suit at half of the regular low price we direct their special attention to this offer. Only ten suits left.

\$12.50 suits now **\$6.25** \$29.50 suits now **\$14.75**
 \$16.50 suits now **\$8.25** \$32.50 suits now **\$16.25**

Silk and Wool Dresses at Great Bargains

All \$10.00 and \$10.50 values now **\$5.95**
 All \$13.75 and \$14.50 values now **\$9.75**
 All \$16.50 and \$18.50 values now **\$10.95**

Men's and Boys' Overcoats

CRAVENETTES AND WARM OVERCOATS, RAINCOATS AND MACKINAWS

Made by the very best makers and guaranteed to give absolute satisfaction. Many of them made with interchangeable collar in the latest style. Consists of blacks, greys and brown mixtures, etc.

Regular \$8.50 men's overcoats now **\$5.00**
 Regular \$12.50 men's overcoats now **\$8.75**
 All regular \$15.00 men's overcoats, but fully worth a \$20.00 bill, your unrestricted choice for

\$10.65

Our \$16.50 values now for only **\$11.45**

BOYS' OVERCOATS

About ten boys' brown and grey mixtures, good warm coats made up very attractively—a real good value for \$4.50, your choice to clean up now

\$2.75

MACKINAWS—Men's and Boys'

All \$4.00 values now **\$2.85** All \$8.50 values now **\$6.75**
 All \$6.50 values now **\$4.85** All \$10 values now **\$7.95**

Extra Special Staple Values

Best 10c grade Unbleached Domestic, 15 yards for **\$1.00**
 Good quality yard-wide Bleached Domestic, 18 yards for **\$1.00**
 Best 10c grade Hope Domestic, 14 yards for **\$1.00**
 All regular 10c Gingham **7c**
 New Spring Gingham, 12 1/2c Values **9c**
 Best 10c grade Canton Flannel, bleached and unbleached, per yard **7c**
 Best 10c grade Outing, per yard **7c**
 All Calico, as long as it lasts **4 1/2c**

Big Reductions on Men's Trousers

During this sale men can buy Fall and Winter-Weight Trousers at big reductions. This offer also includes Black and Blue Serges. Every pair is faultlessly tailored and in the newest styles.

\$1.75 and \$2.50 Pants now **\$1.45**
 \$2.50 and \$3.00 Pants now **\$1.90**
 \$3.50 and \$4.00 Pants now **\$2.75**
 \$4.50 and \$5.00 Pants now **\$3.65**
 \$5.50 and \$6.00 Pants now **\$4.75**

Mighty Clean-Up Sale on Boys' Suits

It isn't alone the saving of the low price which makes this a most noteworthy offer, but it is the quality and the desirability of the Suits involved.

If you have a boy to clothe, by all means see these Suits before the choice ones are picked over.

All \$3.50 and \$4.00 Suits reduced to **\$2.65**
 All \$4.50 and \$5.00 Suits reduced to **\$3.45**
 All \$6.00 and \$6.50 Suits reduced to **\$4.35**
 All \$7.50 and \$8.00 Suits reduced to **\$5.45**

Bath Robes

In good dark and light shades, extra good styles.

All \$2.50 and \$2.75 Values **\$1.85**
 \$3.50 Values **\$2.65**
 \$4.50 Values **\$3.45**
 \$6.50 Values **\$4.75**

For Quick Clearance

We offer all Ladies' Gingham Dresses, made up in different styles and sizes of best quality Gingham—

\$1.25 Grade for **95c**
 \$1.00 Grade for **79c**

All Ladies' Kimonos made of crepe, flannelette, etc., going in the mighty Clean-Up Sale at—

\$1.50 Grade **\$1.10**
 \$1.75 Grade **\$1.35**
 \$3.00 Grade **\$2.35**
 \$3.50 Grade **\$2.85**

High Grade Footwear

When the time comes to right stock and clean out all fall and winter footwear we have no mercy on former prices. There is only one thought in mind and that is to get rid of our winter goods. Our experience has taught us there is no better way to do this than by making the prices unresistably low.

Men's Shoes

\$6.00 Values now at **\$4.75**
 \$5.00 Values now at **\$3.85**
 \$4.50 Values now at **\$3.65**
 \$4.00 Values now at **\$3.30**
 \$3.50 Values now at **\$2.70**
 \$3.00 Values now at **\$2.45**
 \$2.50 Values now at **\$2.15**

Ladies Shoes

All \$5.00 Values now **\$3.85**
 All \$4.00 Values now **\$3.30**
 All \$3.50 Values now **\$2.70**
 All \$3.00 Values now **\$2.45**
 All \$2.50 Values now **\$2.15**
 All \$2.00 Values now **\$1.55**
 All \$1.75 Values now **\$1.35**
 All \$1.50 Values now **\$1.20**

Boys' Shoes

\$3.00 Values now at **\$2.45**
 \$2.50 Values now at **\$2.15**
 \$2.00 Values now at **\$1.55**
 \$1.75 Values now at **\$1.35**

Misses Shoes

\$3.00 Values now **\$2.45**
 \$2.50 Values now **\$2.15**
 \$2.25 Values now **\$1.85**
 \$2.00 Values now **\$1.55**
 \$1.50 Values now **\$1.20**

Radical Reductions on Men's and Boys' Hats and Caps

We carry a very extensive line of the newest and most popular styles in Men's Hats and Caps, including the Jno. B. Stetson Hats. We are determined to reduce our stock during this sale, so come in and see the low prices we have placed on them.

All \$3.00 Hats now **\$2.20**
 All \$2.50 Hats now **\$1.85**
 All \$1.50 Hats now **\$1.10**
 All \$5.00 Jno. B. Stetson Hats now **\$3.95**
 All \$4.50 Jno. B. Stetson Hats now **\$3.45**
 All \$4.00 Jno. B. Stetson Hats now **\$2.95**

Men's and Boys' Caps

All 50c Values **39c**
 All 75c Value **55c**
 All \$1.00 Values **79c**
 All \$1.50 Values **\$1.15**
 All \$3.00 Values **\$2.35**

Boys' Knee Pants

In the Mighty Clean-Up Sale. Big stock to select from.

Advance showing of Ladies and Misses Spring Suits

Just received a shipment of advance styles in the new colors and materials. Come take advantage of these early showings at reduced prices.

CLEAN-UP SALE ON Men's Furnishings

That house cleaning has arrived in our Men's Department is fully evidenced by our extremely low prices on these items. It will be greatly to your advantage to stock up for months to come.

Men's Cotton and Wool Top Shirts

All 90c, 95c and \$1.00 values, now **69c**
 \$1.50 Wool Shirts now **\$1.15**
 \$2.00 Wool Shirts now **\$1.45**
 \$2.50 Wool Shirts now **\$1.85**

Men's Wool and Cotton Underwear

All 90c and \$1.00 Union Suits now for **79c**
 All \$1.25 Union Suits now for **95c**
 All \$2.00 Union Suits now for **\$1.39**
 All \$2.50 Union Suits now for **\$1.85**
 All \$3.00 Wool Union Suits now **\$2.45**
 All \$3.50 Wool Union Suits **\$2.85**

Men's Two-Piece Flannel and Ribbed Underwear

45c and 50c Shirts and Drawers now **39c**
 75c Shirts and Drawers now **58c**
 \$1.00 Wool Shirts and Drawers now **79c**
 \$1.50 Wool Shirts and Drawers now **\$1.15**
 \$1.75 Wool Shirts and Drawers now **\$1.35**

Men's and Boys' Dress Shirts

45c and 50c Shirts now **39c**
 75c Shirts now **58c**
 95c and \$1.00 Shirts now **79c**
 \$1.35 and \$1.50 Shirts now **\$1.20**
 All Men's 25c Ties **19c**
 Three 50c Ties now for **\$1.00**
 75c Values now **50c**

The Plainview Evening Herald

—Published Every Tuesday and Friday Evening by—
THE HERALD PUBLISHING COMPANY,
 Corner Broadway and Second Sts.

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

Entered as second class mail matter July 1, 1914, at the Post Office at Plainview, Texas, under the act of March 3, 1879
 \$1.50 a Year; 75c, 6 Months. Advertising Rates on Application.

PROGRESSIVE HALL COUNTY.

A farm demonstrator has been recently appointed for Hall County. He has moved his family to Memphis and begun his work with and for the farmers of the county.

Hall County formerly had a demonstration agricultural agent in conjunction with Donley County, which adjoins it. They want one to devote his whole time to Hall County.

FIRE IS DESTRUCTIVE.

Too much cannot be said about prevention of fires. Too much cannot be done to prevent fires.

Fire is destructive.
 It destroys property. Plainview's small fires Saturday evening and Sunday night show this.

It destroys life. Nothing more sad has occurred in Plainview in many months than the death of the small child which burned to death Saturday evening.

Both of our late fires were comparatively small ones. Property loss was light in dollars and cents. In utility it was great. It is not always the large fire which destroys life.

With many fires burning to keep our homes warm, there is great hazard now. Let's do all we can to prevent fire.

It is destructive.

SOUTH PLAINS BOYS AND GOLD AWARDS.

Baylis Sloneker, Willard White and Lewis Sloneker are boys who are on the right path. Each of these three Hale County boys interested himself in caring for a pig of his own during 1915. They learned a great deal about pigs. Next year they can fatten a pig with less cost than this year. They know how!

These boys received from the Texas Industrial Congress \$25 each in gold. In addition to this, they will have a neat profit in their pigs when sold or butchered. But this is only incidental. It is nice to make money from them. It is nice to get the \$25 in gold. But they now know how to raise pigs, and they will make many \$25 profits if they follow up the study of scientific farm management and production they have begun.

The vision which Henry Exall saw many years ago seems to be materializing. He saw in the generations which were to follow, not only industrial prosperity for Texas, but prosperity on the farms. He saw this vital factor in our economy flourishing under a regime of diversified crops; he saw the farmer independent of the outside world; he saw the passing of the one-crop idea; he saw returns from the farm proportional to the labor expended; he saw the passing of tenantry in Texas. That vision has been materialized in the Texas Industrial Congress, and hundreds and thousands of Texas business and professional men have caught the vision and are carrying out the work.

Every boy and girl on a Hale County farm should enter these contests. The new list of classes and entry blanks are now ready. They are free for the asking, and may be procured from the Secretary of the Texas Industrial Congress, Dallas, Texas. Many boys and girls who do not live on farms are doing profitable work on small garden spots. The boy or girl who lives in an agricultural country like the great South Plains district has wonderful opportunities if they will begin the study of agriculture, of livestock raising, and keep it up. It's an interesting pastime, is healthful and profitable.

The South Plains needs more boys like Lewis, Willard and Baylis.

AS TO URGING POLL TAX PAYMENT.

Unusual interest has been manifested in the action of the Attorney General's department demanding an inspection of the books of the Young Men's Business League of Waco, Texas.

That organization had just entered into a campaign to interest the people of Waco in poll tax payment.

It seems clear that paying poll tax is a civic duty, and that those engaged in interesting the people in that move are doing work of a civic nature. From that standpoint, the Young Men's Business League of Waco and any other commercial club or chamber of commerce in the State should be congratulated on entering such a campaign. Any private citizen is to be commended on taking part in any civic-improvement move, and condemned for chicanery in securing illegal payment of taxes to control votes. This, we believe, will hold true of civic commercial organizations.

Any room for doubt as to the right under the law of such organizations joining in campaigns to assist in arousing public interest seems to have been removed by an act of the present Legislature, which expressly declares that corporations are not inhibited from contributing to local commercial clubs or associations or other local civic enterprises or organizations not in any manner nor to any extent directly or indirectly engaged in furthering the cause of any political party or aiding in the election or defeat of any candidate for office or aiding in defraying the expenses of any political campaign, or political headquarters, or aiding or assisting the success or defeat of any question to be voted upon by the qualified voters of this State or any subdivision thereof.

Of course, with un-chartered, un-incorporated bodies there is no question as to the application of the law.

The press of the State generally is urging the people to pay their poll tax, and has always done so. The best citizens of the State see the desirability of general suffrage and the need of poll tax payment, and many of them, by their personal efforts, abet campaigns to interest the public. This is as it should be.

ABOUT A CHAUTAUQUA.

Plainview people like to be entertained. The coming of Mlle. Yvonne de Treville is pleasing to the people of our city and the surrounding territory.

Henry Lawrence Southwick gave Richard III before a large audience, who thoroughly appreciated his work.

What better could we ask than a seven-day chautauqua? That the Redpath-Horner Company puts out a good, reputable, high-class company of entertainers for their circuits is fact. They are reliable, if we are to depend on what other towns and cities, who have contracted with them, say.

During a carnival Plainview citizens and people of our trade territory spent much money with the carnival company. Men who are in position to know state that \$3,800 clear money was taken from the town by the carnival. What they left is a matter for speculation. How lasting the results of the entertainment furnished by that carnival were, and how good, is a question on which there is not much room for speculation. Nor are we attempting to sum up just here the good and the bad to be derived from light entertainment of this sort indulged in occasionally. But we will say that no other single thing can be contracted for by the good people of Plainview that will mean as much to the aesthetic life of the community as a good chautauqua.

There is just now a good opportunity for Plainview to provide wholesome entertainment for the South Plains country. That the people in our trade territory, the citizens of this and adjoining towns will appreciate the opportunity of attending a first-class chautauqua, we believe.

PNEUMONIA.

"Bubonic plague," says the Courier-Journal, "flourishes in India, when the weather is cold, because the natives and the rats crowd together in the mud and wattle huts in the crowded quarters of cities. The death rate from plague decreases in summer, when the heat is greatest, and when the rats and the slum dwellers seek the open air by day and night."

"In the United States pneumonia, a plague which is always more or less active, makes its harvest in the winter, when Americans crowd into stuffy, over-heated, ill-ventilated places of amusement and places of residence. Every year the warnings of physicians are repeated. It is not cold weather that causes pneumonia. The disease is a germ disease which attacks, more often than it attacks others, those who rely upon a superabundance of heat and a great deal of wrapping up as safeguards against colds. The man who explores the Arctic regions and sleeps in a sleeping bag upon the snow does not 'catch cold' and does not have pneumonia. But the softened, radiator-cooked wearer of fleece-lined underwear and an ulster, who is as much afraid of 'draught' as if it were a rattlesnake; the man who prefers the foul warmth of packed street cars as against a ten minutes' walk in the open air; the careful fellow who takes every precaution against catching cold, becomes a victim of pneumonia."

"The part sleeping cars and day coaches play in causing pneumonia, tuberculosis and kindred fatal diseases is a matter which should receive the attention of the authorities," says the Austin American. "At this season sleeping cars operated in this section, with rare exceptions, are not sufficiently ventilated, merely through a desire to avoid the necessary work of cleaning them, while furnaces little short of veritable infernos are kept in full blast in roasting passengers. The result of alighting from these cars in cold air, after being roasted for hours without ventilation, is well known. An illustration of this amiable business of cooking passengers in railroad cars is disclosed in the circumstance that a steam-heated car, having a temperature of about 97 degrees, and radiators so hot as to burn the shoes of passengers, left a station 165 miles from Austin on the morning of December 26, with both doors all windows and every ventilator tightly closed, and was run through to Austin at that temperature, and during the

journey no ventilator, window or door was opened. On the first fifty miles of the trip the sash of the front door was lowered about two inches. Later it was lowered eight inches. The most singular thing about the incident was that not a passenger in the car made any complaint of the heat of the car, while all of them slept like cherubs in that inferno. One passenger wanted to complain, but submitted to being practically roasted alive rather than be classed as a 'fresh-air crank.'"

GENERAL HUERTA IS DEAD.

General Victoriana Huerta, former provisional president of Mexico, died at his home in El Paso Thursday night, of sclerosis of the liver. His remains will be taken to old Mexico and interred with those of his forefathers as soon as conditions in that country will admit.

Except along the coast of the Caspian Sea, agriculture in Persia is dependent upon irrigation.

W. FLAKE GARNER,
 Funeral Director
 and Embalmer

 Prompt Service Day or Night
 Phones 105 and 376.

—do you

—take a day off and tramp the country over if you're contemplating buying a farm?

—do you get out from the street and walk it from one end to the other when you are in search of a place to live—a room, a house, or an apartment?

—no you don't

—nor does anyone else. Men and women are too busy to search the country or town over looking for "for sale" and "for rent" signs.

—but they do

—search the classified ads in THE HERALD.
 —therefore, if you have property for sale or "for rent," the quickest way is the best, and that is to have your ad where people are reading.

One Cent
 a Word

NOTICE

All past due accounts of the Home Restaurant are due me and all of those against the Home Restaurant prior to the sale of a half interest I will pay when presented.

A. H. MORRISON

Think Right
 Act Right
 Do Right
 and buy your
 groceries and
 fresh meats from

G. E. Lewis

Phone 116

Wayland Bldg.

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.

436 acres land, three sets improvements, in Jones County, Texas, six miles north of Trent; also 320 acres unimproved land fourteen miles west from Kress; all clear land. Will exchange for two sections of unimproved land on Plains or near Lamesa, Texas; must be near railroad.

Have 320 acres or 640 acres either will trade for good, clean stock of merchandise in good town. Land located near Plainview.

Have section and half of land, 920 acres, located three miles from Tullia, Texas, in Shallow Water Belt, will trade for land within forty miles of Des Moines, Iowa. Prefer west of Des Moines.

Have 640 acres fine land, all fenced, eleven miles west of Kress, plenty of grass adjoining this land, owner will trade for small tract of land, improved, near Plainview or Lockney, Texas.

320-acre irrigated farm seven miles from Plainview, two sets improvements, five-thousand-dollar irrigation well, 220 acres in cultivation. Price, \$60.00 an acre; one-third cash; balance one to ten years, six per cent interest.

CALL AT MY NEW OFFICE—
 ONE BLOCK WEST AND ONE-HALF BLOCK NORTH
 OF OPERA HOUSE BUILDING.
 PHONE 653.

Start The New Year Right---

Don't deny yourself and family the use of

ELECTRICITY

in the home any longer. For the next thirty days our local electrical contractors will do wiring at reduced prices, and for our part, we will carry the account for you, without interest. Our representative will be glad to call and explain our proposition, and request for information will not obligate you in any way.

The city has made contract for street lights, now it's up to you to enjoy the best light in your home.

TEXAS UTILITIES COMP'Y

AT THE
MAE I.

Wednesday

"A DISCIPLE OF NIETSCHE"

Thanouser—3 reels

"CATS, CASH AND A COOK BOOK"

Beauty Comedy

Thursday

"THE TENOR OF TWIN MOUNTAINS"

American 2 reel drama

"GUSTAVE GEBHARDS GUTTER BAND"

Falstaff Comedy

"THE AMATEUR CAMERA MAN"

Novelty comedy

AN EXTRA GOOD PROGRAM TODAY

Friday

Thos. H. Ince presents

Miss Bessie Barriscale and Charles E. Ray

In the five part Mutual masterpiece

'THE CUP OF LIFE'

A drama of life's opportunities and lessons vividly pictured and brilliantly acted. A vivid picture of social contrast. 5c and 10c matinee and night.

Saturday

A David Horsley production featuring the world's famous Bostock animals. The first of a series of pictures based on Henry M. Stanley's explorations in the wilds of Central Africa

"Stanley's Search for the Hidden Cities"

In 2 parts—Centaur

"A PERPLEXING PICKLE PUZZLE"

Falstaff comedy

"MIXED MALES"

Beauty Comedy. A fine program today

ALWAYS—5c and 10c—ALWAYS

Matinee every day at 2:30. Night at 7:15

THE MAE I.

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

FOR SALE: Ten head work mules.
 J. B. LEACH. 3t-pd.

FRESH FISH and OYSTER received
 Monday and Thursday of each week at
 BARTSCH'S MARKET. Phone 437. 2t.

TO EXCHANGE.

Part or all of 240 acres in Floyd
 County, Texas, for cattle. Some
 money, a few good horses. O. A.
 BROWN, R. F. D. No. 7, Wellington,
 Kansas. 4t-pd.

FOR SALE at half factory prices,
 some extra show cases and fixtures.
 TEMPLE OF ECONOMY. 2t.

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

FOR RENT: One furnished room.
 Call Herald, Phone 72. tf.

TO TRADE.

One Jersey male calf, registered, 5
 months old, for one of about same age
 and registered of different strain.
 CHAS. SCHULER, Petersburg, Tex. 3t.

These cool mornings and evenings
 make New Mackerel, Imported Codfish
 and Fresh Oysters sound mighty good.
 VICKERY - HANCOCK have them.
 Phone 17. tf.

FOR SALE—20 young male Poland-
 China hogs, from 4 to 6 months old,
 and 20 young Hereford bulls, from 8
 months to a year old. Can be seen at
 my Hale County farm two miles south
 of Hale Center. J. J. ELLERD. tf.

FRESH FISH and OYSTER received
 Monday and Thursday of each week at
 BARTSCH'S MARKET. Phone 437. 2t.

FOR SALE—A small country store.
 Goods will invoice about \$1,400.00;
 fixtures about \$300.00. Store house
 and dwelling house. No land, but some
 that can be leased. This property is
 located at Mickey, Texas. Near a \$5-
 000.00 brick school building. Eight
 miles from Floydada. Eleven miles
 from Lockney. Good community.
 Something good for the right party. If
 interested write or phone CARL W.
 SMITH, Mickey, Texas. Feb. 11. tf.

AUTO CURTAIN FOUND.

Owner may have same by calling at
 Herald Office and paying for this ad.
 tf.

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

We are in the market for Dry and
 Green Hides in any quantity. RUCK-
 ER PRODUCE COMPANY. tf.

Three large unfurnished rooms for
 rent. Bath and water in house. Phone
 in hall. For particulars phone 271 or
 76. tf.

FOR RENT.

Three-room house, furnished. See
 A. B. BELLIS, Ellerd Building. tf.

LOST: Bunch of keys, two Yale
 and one switchboard. Reward for re-
 turn to TELEPHONE OFFICE or Her-
 ald Office. 2t.

WANTED: Limited amount of
 Sudan seed. C. K. SHELTON. 5t.

FOUND: New work glove. Call at
 Herald Office. 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.

ATTENTION.

Those hot drinks are now ready at
 the KASH KANDY KITCHEN. tf.

Get the habit of getting it at VICK-
 ERY'S. If it's to eat, we have it
 Phone 17. tf.

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

Oysters, Fish, Pickles, Fruits and
 Fall Vegetables, you will always find
 at VICKERY'S if they are to be got-
 ten. Phone 17. tf.

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

I have 160 acres 1½ miles from Way-
 land College; very well improved.
 Some nice alfalfa valley land on it.
 Will cut in 40-acre tracts and sell at
 from \$55 to \$75 per acre, with reason-
 able terms. H. E. SKAGGS. tf.

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.

VICKERY says he has New Mack-
 erel, Imported Cod Fish, Fresh Oysters
 and Kalamazoo Celery. tf.

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

Kalamazoo Celery, New Mackerel,
 Imported Codfish, Fresh Oysters, at
 VICKERY-HANCOCK GROCERY CO.
 Phone 17. tf.

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

FOR SALE—Three pure-blood Short
 Horn bulls. Also one grade bull.
 BOB MARTINE. Phone No. 9014. tf.

It's time to buy fall Groceries. We
 have a complete line of Pickles, Oys-
 ters, New Walnuts, Breakfast Fish, and
 all of the usual line of staples. VICK-
 ERY - HANCOCK GROCERY CO.
 Phone 17. tf.

STRAYED OR STOLEN.

Muley Jersey cow with heifer year-
 ling. C. B. FARLEY, or call Texas
 Wagon Yard. 1t-pd.

FOR SALE—Small home in west
 part of town. Terms reasonable. Ap-
 ply at Herald office. tf.

All of the Fresh Breakfast Foods
 for the fall breakfast menus at VICK-
 ERY'S. Phone 17. tf.

FOUND: Bunch of keys. Owner
 may secure same at The Herald Of-
 fice. tf.

FRESH FISH and OYSTER received
 Monday and Thursday of each week at
 BARTSCH'S MARKET. Phone 437. 2t.

FOR SALE.

New 1916 six-cylinder, 5-passenger
 Buick. Bargain. F. W. CLINK-
 SCALES. 4t.

FOR SALE—FARM BARGAIN.

Improved farm in Shallow Water
 district near Plainview. Near school
 and church. Good, smooth land; three-
 fourths in cultivation; one-fourth pas-
 ture. All fenced and cross fenced.
 House, barn, granary, irrigation for
 garden. Ideal stock or grain farm.
 Mortgage \$5.45 per acre. Will take
 \$9.65 per acre for my equity if sold
 within the next few weeks. Rented for
 1916; rent goes. Address owner, X. Y.
 Z., care Herald. 4t.

**IF HOG CHOLERA SHOULD
 BREAK OUT ON SOUTH PLAINS.**

United States Demonstration Agent
 Gives Both Curative and Preventive
 Measures for Raisers.

Every person who has a herd of hogs
 would do well to cut out this article
 and paste it up in the barn or preserve
 it otherwise. Harmon Benton, United
 States demonstration agent, has sent to
 The Herald the following advice on
 hog cholera, and urges close compli-
 ance with it:
 "Several carloads of hogs bearing
 hog-cholera germs have been shipped
 into the Panhandle country. Until
 quite recently cholera has been con-
 fined to widely separated herds. With-
 in the past fifteen days many out-
 breaks have occurred which are trace-
 able to earlier shipments. In at least
 two communities cholera exists in al-
 most every herd of hogs, and is spread-
 ing.

To Keep Hog Cholera Away.

"Locate hog lots and pastures away
 from streams and public highways, and
 do not allow hogs to run free range.

"Do not buy or exchange hogs un-
 less you know that cholera does not
 exist in the herd of the one with whom
 you exchange, and even then it is safer
 to keep exchanges quarantined from
 your herd for at least two weeks.

"Do not visit your neighbor nor al-
 low him to visit you if either of you
 have hog cholera on your premises.

"Do not loan or borrow farm wagons,
 farm implements or farm animals of
 your neighbor if either of you have
 cholera.

"Do not drive into hog lots when re-
 turning from market or after driving
 on public highways.

"Do not use hog lots for yarding
 wagons or farm implements.

"Burn to ashes or cover with quick
 lime and bury under four feet of earth
 all dead animals and the viscera re-
 moved from animals at butchering
 time, because they attract the attention
 of birds, dogs, coyotes, etc., which are
 liable to carry hog cholera infection.

"Confine your dogs and do not keep
 pigeons unless you confine them.

If Hog Cholera Appears.

"Treat your hogs immediately with
 anti-hog-cholera serum, after which
 they should be kept on a light diet and
 pure drinking water, and confined to
 limited quarters, that may be cleaned
 daily and sprayed three times a week
 with one part of compound cresol solu-
 tion to thirty parts of water, until the
 disease has abated in the herd. To
 obtain the best results, the serum must
 be administered before the disease has
 progressed in the herd.

"Notify your neighbors that your
 herd is infected, that they may take
 the necessary precautions to keep hog
 cholera from reaching their herds.

To Rid Premises of Infection.

"Remove all manure and saturate
 with quick lime.

"Burn all litter, rubbish and old
 hog troughs.

"After the premises are thoroughly
 cleaned, spray the walls, floors and
 other surfaces with disinfectant (one
 part compound cresol solution to thirty
 parts of water). Where hog houses
 are small turn them over, exposing in-
 terior to sunlight.

"Wallow holes and cess pools should
 be filled in, drained, or fenced off.

"All runs underneath buildings
 should be cleaned and disinfected and
 then boarded up.

"Destroy hogs that do not fully re-

cover, as they may be carriers of
 cholera infection.

"Don't trust your own knowledge of
 hog cholera. If your hogs get sick,
 consult a veterinarian or your county
 demonstration agent."

FEEDING WHEAT TO HOGS.

Ordinarily wheat commands such a
 high price in the world's markets that
 it does not pay to feed it to hogs.
 There are times, however, when there
 is a good wheat crop, and a poor corn
 crop, in the same section. Wheat is
 then the cheaper feed of the two.

We suspect that in a good many
 places in the wheat belt this year the
 wheat has been so damaged by wet
 weather after cutting, that it is un-
 marketable except at a very low
 price; and the hog will give more for
 it than the miller. We have fed con-
 siderable wheat to hogs in past years,
 feeding it whole, but have never found
 it satisfactory. Too much of it passed
 through the hog whole; and it is
 rather disgusting to see hogs nosing
 through the droppings in order to get
 the soaked grain. This is an intima-
 tion of the hog's opinion, and a very

positive one, that the farmer had bet-
 ter soak his wheat before feeding it to
 hogs.

We find in a late report from the
 North Platte, Nebraska, sub-station
 the results of some experiments with
 wheat that was unmarketable. They
 are well worth reading. It was found
 that on the basis of 65-cent corn and
 70-cent wheat, and hogs worth \$7.75
 per hundred pounds, that the soaked
 ground wheat made a profit of \$4.02
 per hog; moistened ground wheat,
 \$3.70; dry shelled corn, \$2.49; whole

wheat, soaked, \$1.91, and whole wheat,
 dry, \$1.80. We quote:

"With these prices prevailing,
 ground wheat, either soaked or mois-
 tened, gave cheaper gains and more
 profit than whole wheat, either dry
 or soaked. Soaking the ground wheat
 decreased the cost of 100 pounds of
 gain 15 cents, increased the profit per
 hog 32 cents, and raised the price re-
 ceived per bushel of wheat 4 cents,
 when hogs were worth \$7.75 per hun-
 dred pounds and wheat was worth 70
 cents per bushel.

"Soaking the whole wheat de-
 creased the cost of 100 pounds of gain
 6 cents, increased the profit per hog
 9 cents, and raised the price received
 for one bushel of wheat 1 cent, with
 prices as in the preceding paragraph.

"Grinding the wheat and soaking it,
 as compared with feeding whole
 wheat soaked, decreased the cost of
 100 pounds of gain \$1.08, increased
 the profit per hog \$2.11; and raised
 the price received for one bushel of
 wheat 21 cents.

"Grinding the wheat and moistening

it, as compared with feeding dry
 whole wheat, decreased the cost of
 100 pounds of gain 99 cents, increased
 the profit per hog \$1.90, and raised
 the price received for one bushel of
 wheat 28 cents.

Therefore, if you are going to feed
 wheat to hogs, take the hog's sugges-
 tion, and grind and soak it.

A clamp has been patented for hold-
 ing boards to rods or stakes driven
 into the ground.

ANNOUNCEMENTS

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

For District Attorney:
 AUSTIN C. HATCHELL.
 GEO. L. MAYFIELD.
 (Re-election.)

For District and County Clerk:
 B. H. TOWERY.
 (Re-election.)
 J. P. HOWARD.
 W. M. JEFFUS.
 JO. W. WAYLAND.
 JAS. F. DUNCAN, JR.

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

For County Attorney:
 L. D. GRIFFIN.

For County Treasurer:
 JNO. G. HAMILTON.
 (Re-election.)

For County Tax Assessor:
 ROY IRICK.
 R. E. BURCH.

For Public Weigher, Precinct No. 1:
 J. L. OVERALL.
 TOM THOMPSON.
 (Re-election.)

For Sheriff:
 J. C. HOOPER.
 (Re-election.)
 J. C. TERRY.

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.)

LATEST
Marion SIX
MODEL "K"
\$1090.



**The Last Word in 1916
 Six-Cylinder Development**

A NEW MARION embodying all the
 beautiful detail of finish and improve-
 ment throughout that instantly distin-
 guishes the finished product.
 This new Marion Model "K" with its foreign-
 type, high-speed 3 x 5 six-cylinder motor.
 Westinghouse latest electrical equipment.
 Under absolute control by the big 14-inch
 brakes.
 Beautifully and luxuriously upholstered in the
 finest long grain bright finish *real leather*.
 With Chase leather one-man top, and Collins
 quick attachable curtains.
 The big roomy body finished in that rich dis-
 tinctive Marion wine color.
 Brown-Lipe spiral bevel differential.
 120-inch wheelbase.
 4-inch tires, non-skid on rear wheels.
 Weighing but 2600 pounds.

W. R. SIMMONS, Agent for Imperial and Marion Cars
THE MUTUAL MOTORS CO., JACKSON, MICH.

DETAIL SPECIFICATIONS
 MOTOR: Foreign type, high speed, six cylinder,
 cast on bloc, 3-inch bore, 3-inch stroke.
 ELECTRICAL EQUIPMENT: Latest type
 Westinghouse starting, lighting and ignition.
 REAR AXLE: Brown-Lipe spiral bevel differ-
 ential of the latest floating type.
 BRAKES: 14 inches in diameter with 2-inch face.
 STEERING GEAR: Gemmer gear, left-hand side
 through irreversible worm to sector. 18-inch
 walnut steering wheel.
 WHEELS: Extra heavy second-growth hickory
 with 1½-inch spokes.
 RIMS: Firestone demountable.
 GASOLINE SUPPLY: 16-gallon round steel tank
 located at the rear of chassis with the famous
 Stewart-Warner Vacuum System.
 UPHOLSTERING: Divan type, highest grade
 long grain, bright finished *real leather*.
 FENDERS: Crown type, heavy pressed steel;
 black enameled.
 SPRINGS: Genuine imported Sheffield steel.
 FINISH AND COLOR: All bodies are hand-finished,
 rubbed and finished, receiving twenty coats of
 paint. Fenders black enameled. Body, hood and
 radiator all hand-finished in the rich and beautiful
 Marion wine color.
 TOP AND CURTAINS: Chase leather one-man
 top and quick attachable Collins curtains. When
 curtains are in place attachments on doors allow
 curtains to open with the door.

No Approvals
No Returns
Keep your Cash Register
Tickets

Plainview Mercantile Company

No Approvals
No Returns
Keep Your Cash Register
Tickets

Heavy discount of 25 per cent to 50 per cent off on all men's and boys' suits and overcoats. Most all of these are new and attractive styles. They are bargains that you can't afford to miss.

Semi-Annual Clearance Sale

33 1-3 per cent to 50 per cent discount on all ladies coats and suits. Winter stocks must go. Every garment offered in this department is a bargain. Most of them are shown in new styles.

A Great Clearance Sale of Boys' Suits and Overcoats

Shown in new styles and materials for all occasions.

- Boys' \$3.50 suits now - - \$2.45
- Boys' \$5.00 suits now - - \$3.45
- Boys' \$7.50 suits now - - \$4.95
- Boys' \$10.00 suits now - - \$6.45
- Boys' \$12.25 suits now - - \$7.95

Lots of suits for half price

You can't afford to miss the bargains that we are giving in men's and boys' hats. Odd lots and sizes now on sale at less than half prices. Good values and reduced prices on all hats.

Clearance of Men's Furnishings

WOOL SHIRTS.	50c Neckties	35c
\$1.00 Values now 85c	15c Collars now	10c
\$1.25 Values now 95c	\$1.00 Overalls	85c
\$1.50 Values now \$1.25	\$1.00 Jumpers	85c
\$2.00 Values now \$1.55	50c Belts now	35c
\$2.50 Values now \$1.75		

All other furnishing goods reduced in price

The generous response to the first announcements of our sale puts the stamp of approval on Plainview Mercantile Company's Semi-Annual

CLEARANCE SALES

For the first few days our floors have been thronged with thousands of eager, delighted purchasers, buying from this \$50,000 stock of clean new up-to-date cut priced merchandise.

Every article in this store is cut in price, most of them are cut to the quick and lots of them are cut to one-half price. Most people know what these sales mean to them and those that do not will be delighted to find out Only 10 more days.

Sale Closes Feb. the 1st

Heavy Clearance of Ladies Fine Dress Shoes

Shown in all new leathers and styles at the following reduced prices.

- Ladies \$6 dress shoes now - \$4.50
 - Ladies \$5 dress shoes now - \$3.75
 - Ladies \$4.50 dress shoes now \$3.50
 - Ladies \$4.00 dress shoes now \$2.95
 - Ladies \$3.25 dress shoes now \$2.50
- Lots of shoes for half price.

When you visit this sale do not fail to look over our 20c, 35c, 45c, 95c and \$1.45 bargain tables. Special reduced price articles from every department in the store will be on these tables.

Clearance of all Piece Goods

SILK VALUES	WOOL GOODS
\$1.50 per yard	\$2.00 per yard
now \$1.25 per yard	now \$1.45 per yard
\$1.25 per yard	\$1.50 per yard
now 95c per yard	now \$1.19 per yard
\$1.00 per yard	\$1.00 per yard
now 79c per yard	now 73c per yard
75c per yard	50c per yard
now 59c per yard	now 39c per yard
50c per yard	25c per yard
now 39c per yard	now 19c per yard

All other piece goods reduced in price

WILSON WORKING TO COMPILE U. S. INDUSTRIAL STATISTICS

Would Compile Data on Resources of Country for Use in Organizing Business Concerns.

WASHINGTON, Jan. 16.—President Wilson has begun work to put into operation the plan he outlined in his last message to Congress for preparing the Nation's manufacturing, railroad and other business resources for quick mobilization in case of emergency. It became known tonight that he has written to the heads of all of the principal engineering organizations asking that they appoint representatives to collect data for use in organizing business for national defense, in time of danger.

The letters, one of which was made public in New York by W. L. Saunders, president of the American Institute of Mining Engineers, went also to the presidents of the American Society of Mechanical Engineers, the American Society of Civil Engineers, the American Society of Electrical Engineers and the American Chemical Society.

The work of collecting data will be carried on by the representatives of these organizations in conjunction with the Civilian Naval Consulting Board.

When the plans tentatively drawn up by the President and his advisers are completed, machinery will be set going which is expected to place in the hands of the Government complete information regarding business and industrial resources which would have to be called to the assistance of the Army and Navy in time of war.

When the President addresses the Railroad Business Association banquet in New York, January 27, he is expected to refer to the advisability of having the railroads and concerns which manufacture railroad supplies co-operate in the general mobilization plans. The army war college already has in its possession much data necessary for the proper movement of troops in time of war, but the Administration desires the active assistance of railroad executives and manufacturers in completing this fund of information and keeping it up to date.

George A. Post, president of the Railroad Business Association, has informed the President that his organization is willing to co-operate in this work.

Other associations of business and professional men will be asked to help.

The organizations asked by the President to appoint representatives to aid in the collection of mobilization data are among those that nominated members for the naval consulting board, which has appointed a committee to help in carrying out the President's plan.

REAL ESTATE TRANSFERS.

Real estate transfers have been recorded this week as follows:

J. D. Green and wife have sold to C. W. Long lot 2, block 2, original town of Plainview. Consideration, \$800.

J. D. Trobaugh and wife have sold to E. F. Hewett lots 1 and 2, block 10. Consideration, \$400.

Sanger Bros., of Dallas, to Chas. J. Lubojasky, 80 acres of section 26, block A-3. Consideration, \$1,000.

R. H. Ethridge, of Hill County, to W. B. Wooten, 441.9 acres of section 20, block O-6. Consideration, \$13,257.

E. Harlan and wife and James R. DeLay have sold to J. P. Crawford lot 1, block 43, original town of Plainview. Consideration, \$1,500.

Jas. R. DeLay and wife to J. P. Crawford, lot 5, block 36, original town of Plainview. Consideration, \$500.

N. M. Akeson and wife to J. T. Hartley, lots 5 and 6, block 23, original town of Plainview. Consideration, \$750.

J. A. Powell and wife to W. D. Jones, 200 acres of the south part of survey 18, block K. Consideration, \$3,300.

J. T. Hicks to J. A. Belew, of Donley County, 10 acres of J. C. Burch homestead survey. Consideration, \$800.

DEMONSTRATE NEW THRESHER.

Threshing ninety bushels of sorghum grain per hour is a good record for a small machine. J. L. Hester, of Oklahoma City, Okla., demonstrated a machine Saturday which was placed on the market for the first time last September, and is called the Universal Thresher. In the demonstration, Mr. Hester used a Ford car for power. Those who saw the demonstration were pleased with the work of the machine, which is handled by two men. Its cost is between two and three hundred dollars.

LUBBOCK LIGHT & ICE CO. FILES DISSOLUTION NOTICE.

A certificate of dissolution has been filed in Austin by the Lubbock Light and Ice Company, of Lubbock. The Texas Utilities Company has taken over the property of the company.

\$10 AN OUNCE FOR POSTAGE.

The first settlement on the present site of San Francisco dates from 1776. It consisted of a Spanish military post (presidio) and the Franciscan mission of San Francisco de Asis. In 1836 the settlement of Yerba Buena was established in a little cove south-east of Telegraph Hill. The name San Francisco was, however, applied to all three settlements. The United States flag was raised over the town in 1846, and the population rapidly increased, reaching perhaps 900 in May, 1848. The news of the gold discoveries was followed by crowds of fortune seekers, so that by the end of 1848 the city had an estimated population of 20,000. From that time on San Francisco has grown rapidly. The first regular overland mail communication with the East was established by pony express in 1860, the charge for postage being \$5 for half an ounce. In 1869 the completion of the Central Pacific Railway to Oakland marked the beginning of transcontinental railway communication.—U. S. Geological Survey.

VAUGHN CASE WILL GO TO JURY WEDNESDAY MORNING.

Little business has been transacted in the District Court since Friday. The Vaughn case, in which Tom Vaughn is suing the Panhandle and Santa Fe Railway Company for damages, was up for trial yesterday and today. The argument will be closed in the morning, and the case will probably go to the jury about noon. Attorneys are now drawing up special charges to submit to Judge R. C. Joiner.

The case of George Bingham, charged with theft of wheat, and that of Jim Pettit, theft of a mule, have been set for the last week of court. Two other criminal cases may be taken up in the meantime. A bill was returned by the grand jury in a misdemeanor case, when it reported to the judge, but as yet no arrest has been made.

OFF FOR HUNT IN LAMB COUNTY.

E. R. Williams, Paul A. Turner and Dr. J. D. Hanby are in Lamb County on a short hunting trip.

OFF TO MANAGERS' MEETING.

C. A. Malone, manager for the Texas Utilities Company, left this morning for St. Louis, where he will attend the annual meeting of the managers of the corporation, January 20, 21 and 22. Vice President H. C. Randolph accompanied Mr. Malone.

TURKEY MAN KILLS WIFE, THEN TURNS GUN ON HIMSELF.

Oscar Franz, of Turkey, Hall County, killed his wife Saturday and then turned a gun on himself, inflicting wounds which caused his death shortly afterward. Franz and his wife were not living together, and it is understood here that he went to her home to effect an agreement about some property division. He shot her in the breast, killing her, then turned the gun on himself.

Mrs. Franz had been married twice, her first husband having died. She had been married to Franz about seven years. They had one child.

PANHANDLE STATE FAIR DATES.

September 12 to 16 has been selected as the date for the Panhandle State Fair, at Amarillo. The recently elected officers of the association are: P. H. Landerger, president; J. L. Van Natta, vice president; H. A. Nobles, vice president and general manager; J. F. McGregor, secretary-treasurer.

THE RECORD REVIVED.

Barnett O'Bryan issued the first edition of the revived Hale Center Record Saturday. It is a good, newsy little paper, and carried evidence of generous patronage.

THE PASSING OF RINGLING.

From Memphis Commercial Appeal. Al Ringling died at Baraboo, Wis., Saturday. He was 66 years of age. The announcement of his death created so little attention that it was chronicled in a brief notice of ten lines. The fact that Al Ringling is dead means a whole lot to our juvenile fraternity.

The Ringlings made the circus business commercially possible.

When the Ringling brothers began business it was in the days of the wagon show, before the idea of shipping a circus from town to town on special cars was ever dreamed of.

The Ringlings started out really as amateurs. They enjoyed a success from the beginning. Then came vicissitudes. They inaugurated a fight against the circus trust, and the trust held the brothers down. Today the Ringlings own the trust.

Al Ringling was personally not an attractive man. He was not popular. He had brains. He had the wonderful faculty of making big results possible from little things.

He was instinctively a showman.

He was an adept pupil of the late P. T. Barnum. He was the eldest of six. He was the power behind the Ringling interests.

There have been times since the old days of the wagon show when the circus business seemed destined to see its finish. The public is fickle. The taste of the people fluctuates and switches, but to the youngsters growing up the mere announcement of the coming of a circus creates a thrill.

One of the most pleasant sights is to witness on their way to school a gathering of children watching the paste-and-brush man decorate a colorless billboard with miracles of mystery.

They watch each sheet go slowly up and secretly wonder how such a thing is possible. To the youngster the circus is a veritable fairyland, and it was Al Ringling who discovered the secret of attracting the childish attention.

There are other circus men, possibly greater, but it was Al Ringling who made the circus a permanent proposition. It was he who had faith in the South and who gave the Southern people their best and greatest shows.

The passing of Al Ringling causes a general heart throb of regret.

WESTERN UNION OFFICIALS HERE ON INSPECTION TOUR.

S. M. English, general manager of the Gulf Division of the Western Union Telegraph Company, was in Plainview yesterday morning for a few minutes. This district is composed of Texas, Louisiana and Oklahoma. Mr. English was accompanied by J. G. Hilbert, division plant superintendent, and E. P. Hancock, division traffic superintendent. These gentlemen wished to stop over in Plainview, but could not afford to spend 24 hours here, hence limited the visit to a few minutes. While here they allowed the Plainview office new fixtures and otherwise provided for the welfare of their local business.

TENNESSEE CONGRESSMAN WILL HELP PLAINVIEW.

Col. R. P. Smyth, of the Chamber of Commerce, has a letter from Richard W. Austin, member of the House Committee on Public Buildings and Grounds, in which he states that he will give his full co-operation to Congressman John H. Stephens in his effort to put through the House Bill providing for an appropriation for a Federal Building for Plainview. Mr. Austin is Congressman from Tennessee.

Big Seven Day Chautauqua Is Planned for Plainview

Plainview is to have a seven-day chautauqua in June. A contract has been closed with the Redpath-Horner Chautauqua Company, of Kansas City, for this eighteen-attraction event. H. H. Kennedy, representative of the Redpath-Horner Company, was in Plainview yesterday and today. Fifty-seven citizens of the town signed the contract, which guarantees the sale of \$1,600 in season tickets.

A well balanced series of programs will be given by the chautauqua company, which is recommended as one of the leading companies in the business.

Three Plainview Boys Get \$25 in Gold Each

(Continued from Page One.)

and girls, the average gain was 203 pounds per animal, or 1.66 pounds per day, and the net profit was \$8,507, or \$419 per pound.

26,000 Entries.

Following the sale of the 1914 cotton crop below the cost of production, it was necessary to reduce the living expenses of the average city and farm family in every way possible, and the Texas Industrial Congress provided a new class for home and school gardens. The prize awards in this class aroused great enthusiasm and interest, resulting in 26,000 entries for the prizes, and influencing by their example the growing of many thousands of other gardens. The contestants were allowed gardens of any size and shape, the prizes being awarded for the greatest net profit per square yard. The schools in this contest raised an average of \$47.56 worth of vegetables, at a net profit per garden of \$28.89, or seven cents per square yard. In the boys' and girls' class the vegetables averaged \$61.15 in value, and the size of the tracts 507 square yards, with a net profit of \$50.15, or 22 cents per square yard. The adults grew much larger gardens, the size of the tracts averaging 1,796 square yards, or a little more than one-third of an acre. They grew an average of \$125.10 worth of vegetables, at a net profit per garden of \$92.93, or 10 cents per square yard.