



**HIGH PRICE OF GASOLINE IS DUE PARTLY TO PANAMA SLIDES.**

May Reach 35c Per Gallon, New York Paper States—Transportation Is an Item.

Gasoline continues to play a leading part in the automobile work—a sort of trade Hamlet, melancholy to behold—obsessed with the soliloquy, "To rise another point today, or not to rise another point today," says the New York Times.

A large audience awaits each decision, and is pleased to note every day of procrastination.

A question of much interest among automobile users is how high is gasoline likely to go before the present upward-bound comes to a termination. According to a man in close touch with the situation, and who himself is an important factor in it, the advance is likely to ascend to 35c a gallon, or even 40c, before the top is reached. As the silver lining to the cloud, the whole situation may be relieved in the next two or three months—in the opinion of the authority from whom this information was obtained. This may come either through a lessening of the heavy demands from abroad or through a larger supply.

According to the Times' informant, the immediate problem is more one of transportation than it is one of production. On account of the lack of facilities for economical transportation from important producing centers, there is an unusual shortage of supply in New York City. This was notably in evidence, it was stated, in the case of the California field. The shutting up of the Panama Canal cut off that waterway from the coast to New York City. The oil now coming from California to the East must pay transcontinental gasoline railroad rates. The oil produced in Eastern Mexico was practically all going to England in tank steamers requisitioned by the British Government.

It has been difficult to obtain figures reliable and up to date as to the increase in consumption in gasoline in the United States in recent years. The following statistics come from a source that should make them dependable:

In 1906 the total gasoline consumption in the United States was 5,900,000 barrels. In 1905 it had risen to 5,800,000. In 1910 it had climbed to 10,000,000 barrels. By the end of 1914 the consumption of gasoline had again practically doubled, the figures being 20,000,000 barrels. The estimated consumption of gasoline in this country in 1916 is placed at 30,000,000 barrels.

With increases like this ahead, the pressure for some low-priced fuel that may be used as a substitute for gasoline will continue with growing force.

**DEMONSTRATION CAR BEGINS TOUR**

New Plan to Stimulate Interest Among Growers in Production of Higher-Grade Wools and Better Handling.

WASHINGTON, D. C., Jan. 24.—A wool demonstration car, under the charge of specialists of the United States Department of Agriculture and the Agricultural Colleges of the States, is now touring Montana, Idaho, Wyoming, and Utah, to show growers that in the end better wool means more money. The car left Livingston, Montana, on January 19, and is expected to continue its travels until well into the spring.

In addition to samples of the various grades of wool, six head of live sheep are being carried in the car, in order to show the various grades as they appear on the sheep; for the primary purpose of the tour is to dispel the common idea that wool is wool, and that care in the selection of the breed and in the handling and grading of the clip are unnecessary and unprofitable details.

**RURAL SCHOOLS ARE MAKING PROGRESS.**

AUSTIN, Texas, Jan. 19.—Great progress is being made in the development of rural schools under the million-dollar appropriation for country schools, is the report of State Superintendent W. F. Dougherty, who is giving especial attention to the proper administration of the big fund. To date 1,054 schools, distributed in 151 counties of the State, have been aided through this fund, and more applications are being received daily. In all, the board has to date appropriated practically \$400,000 of the \$500,000 available for this year, and it is believed that the fund will be completely distributed at the next meeting of the board, on February 10.

Life is not so short but that there is always room for courtesy.—Emerson.

**PROSPERITY OF PLAINVIEW TOLD BY HOUSE ORGAN.**

Quoting "Our Field Notes," house organ of the Layne & Bowler Co., Kansas City, Mo.:

"Report comes from Plainview, Texas, that crop conditions throughout that section were never better at this time of the year than they are this season. With ample rainfall at planting time, an unusually large acreage of wheat was sown, and, with very few exceptions, has made a good stand. It is beginning to stool nicely, looks thrifty and strong, and is affording pasturage for dairy and other cattle."

"New settlers are moving into the territory constantly, and real estate men are enjoying a steady, profitable business entirely devoid of the spasmodic but unreliable conditions which so often accompany land booms. The Texas Land & Development Company has been unusually fortunate in bringing in large numbers of prospectors, many of whom are investing in improved and irrigated farms. This means prosperity for the Plainview district, for those who invest in these irrigation plants invariably become boosters for the country."

"Business firms are constantly opening with stocks of new goods, and the banks all report a good, thrifty business. The First National Bank has just declared a semi-annual dividend of 20 per cent on its capital stock."

"O. A. Layne will have charge of our Company's work the coming season, and it goes without saying that he will enjoy a good, profitable business in that community of congenial friends."

D. F. McGuire and Frank I. Krentz, of Douglas, Ariz., were in Plainview this week on business.

**CARD OF THANKS.**

We wish to thank each and every one who was so kind to our son, Fay, in his illness. May God bless you one and all.  
C. S. BAKER  
AND FAMILY.

**Tires and Tubes Rapidly Advancing in Price**

While practically every make of tire and tube has advanced from 20 per cent to 25 per cent, the celebrated

**GOODYEAR TIRES AND TUBES**

are up only 10 per cent. We expect further rises but having just secured \$1,000 WORTH OF GOODYEARS ahead of the rise we will sell them at 10 per cent over list price while they last no matter how much higher they go.

**BETTER SUPPLY YOUR NEEDS AT ONCE WITH GOODYEARS**

**Plainview Machine and Auto Shop**

E. E. ROOS, Proprietor



**TIMES CHANGE**

and "Old-fashioned" business methods are giving place to new. Ours is the age of growth, and men are just beginning to realize that scientific management and system are the true assets of a successful business career. Apply twentieth century methods—start a bank account today.

**THIRD NATIONAL BANK**  
PLAINVIEW, TEXAS

**The Inexpensive Luxury**

Whether you live in a cottage or a mansion, the best light and the greatest of household comforts are within your reach.

Electricity, at the rates charged in Plainview, is a luxury except in the matter of cost.

**TEXAS UTILITIES CO.**

**PUBLIC SALE**



**COLONEL MOSE NO. 3178**

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

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

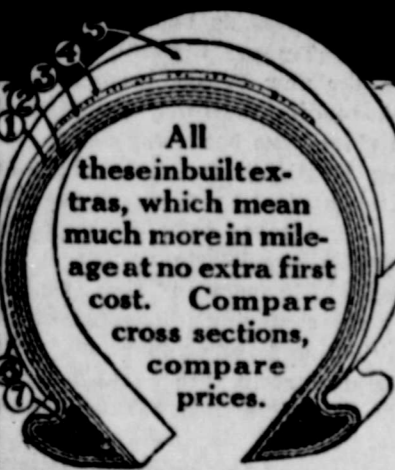
This is an opportunity for you to get a good, dependable breeding stallion at a reasonable price.

**Fred Bartsch**  
Owner, Plainview, Texas

**W. A. Nash**  
Auctioneer

**Look at Tire Prices**

from the Inside Out!



All these built-in extras, which mean much more in mileage at no extra first cost. Compare cross sections, compare prices.

Fig. 1. FABRIC—Extra layer highest grade fabric. Not found in ordinary tires. 4 plies instead of 3 in the 4 inch tire—7 plies instead of 6 in the 5 inch tire. Firestone extra measure that makes for most mileage.  
Fig. 2. COATING—Extra coating of finest rubber between fabric layers in Firestone—not in the ordinary.  
Fig. 3. CUSHION—A shock absorber—protects fabric. A thick layer of fine Up-River Para. Not found in the ordinary tire. This section shows it—the wear proves it.  
Fig. 4. BREAKER STRIP—An extra strong, thick, breaker strip, insures balanced distribution of road shocks and prevents tread separation.  
Fig. 5. TREAD—Tough, buoyant and scientifically graded to prevent skidding. Built high in the center, insuring maximum wear. You get from 1 1/2 in. to 1 3/4 in. more tread thickness than in the ordinary, depending on size of tire.  
Fig. 6. SIDE WALL—Thick and flexible to withstand bending and grinding action. Will not chip or crack.  
Fig. 7. BEAD—Extra strong and molded in one piece—no a catch applied to a straight side type as in the ordinary large size tire. Accurately shaped to insure perfect seating to rim.

Insist on **Firestone**

	Case Road Tread.	Case Non-Skid.	Gray Tube.	Red Tube.
30x3	8.24	10.55	8.20	8.50
30x3 1/2	11.90	13.35	2.60	2.90
32x3 1/2	13.75	15.40	2.70	3.05
34x4	19.90	22.30	3.90	4.40
34x4 1/2	27.90	30.55	4.80	5.40
36x4 1/2	28.70	32.15	5.00	5.65
37x5	35.55	39.80	5.95	6.70
38x5 1/2	40.00	51.50	6.75	7.55

**Knight Auto Co.**

### \$10,000 in Gold Offered to Boys and Girls in 1916 Farm Contests

Baylis Sloneker, Willard White and Lewis Sloneker Won \$25 in Gold Each Last Year—Every South Plains Boy or Girl Is Eligible to Compete.

To encourage the adoption of better cultural methods, the increased production of live stock and home and school gardens, the Texas Industrial Congress has offered in cash prizes \$10,000 free to the farmers of Texas. This is the sixth annual offer of the Congress. The prizes go to the farmers of Texas who secure the best yields, cost of production considered, of specific crops in 1916, and for the best steers, baby beeves and hogs produced under certain conditions.

The prizes are absolutely free. Competition is open without charge or cost of any kind to all who will comply with the simple requirements necessary for conducting the contests fairly and honestly.

This offer is made solely for the purpose of encouraging those engaged in agriculture and because the necessity of soil conservation is so vital to all of the business interests of the State that no effort should be spared to secure the adoption of better farming methods.

#### CLASSES, CONDITIONS AND RULES OF THE CONTEST.

##### CLASS A.

###### Exall Model Farm.

Competition open to all.

For the best yields of merchantable crops, COST OF PRODUCTION CONSIDERED, from four one-acre plots, lying side by side and making one body or tract of land, cultivated in cotton, corn, cowpeas and either kaffir, milo or feterita, as the contestant prefers.

**\$1,000 in Prizes.** First prize, \$300; second prize, \$200; third prize, \$100; and \$400 to be awarded in the discretion of the Committee on Awards.

The crops in Class A must be grown in the order named, as follows:

##### First Plot.

1 Acre.

##### COWPEAS.

First crop to be harvested; second crop to be plowed under.

##### Second Plot.

1 Acre.

KAFFIR, MILO OR FETERITA, as contestant prefers.

##### Third Plot.

1 Acre.

##### COTTON.

##### Fourth Plot.

1 Acre.

##### CORN.

Contestants who were entered in this class in former years are requested to cultivate as nearly as possible the same four acres in this year's contest and to advance each crop one plot; that is, to grow cotton where they had corn; corn on the plot where cowpeas were grown; cowpeas on the plot where kaffir, milo or feterita was grown; kaffir, milo or feterita on the plot where cotton was grown in 1915.

##### Corn.

All of the corn must be actually weighed, in the presence of witnesses, in the shuck when it is fully matured and thoroughly dry.

##### Kaffir, Milo or Feterita.

When ready for harvesting, the kaffir, milo or feterita must be headed, leaving shanks not more than three inches long; and all the heads, when thoroughly dry, must be actually weighed in the presence of witnesses.

##### Cotton.

All of the cotton must be weighed in the seed in the presence of witnesses, and a written statement of the grade and gin weight of the lint cotton, signed and sworn to by the ginner, will be required.

##### Cowpeas.

The first growth of cowpeas must be harvested, and the vines of the second growth must be plowed under as a fertilizer for the next year's crop. All of the peas and vines of the first crop must be actually weighed when thoroughly dry in the presence of witnesses.

##### CLASS B.

###### Texas Corn Club.

Competition in this class is open only to boys and girls ten years of age or over and under twenty on January 1, 1916.

For the best yields from one acre of merchantable corn, COST OF PRODUCTION CONSIDERED.

**\$1,000 in Prizes.** First prize, \$200; second prize, \$150; third prize, \$100; and \$550 to be awarded in the discretion of the Committee on Awards.

The conditions governing Class B are the same as those for corn in Class A.

##### CLASS C.

###### Texas Cotton Club.

Competition in this class is open only to boys and girls ten years of age or over and under twenty on January 1, 1916.

For the best yields from one acre of lint cotton, middling basis, COST OF PRODUCTION CONSIDERED.

**\$1,000 in Prizes.** First Prize, \$200; second prize, \$150; third prize, \$100; and \$550 to be awarded in the discretion of the Committee on Awards.

The conditions governing Class C are the same as those for cotton in Class A.

##### CLASS D.

###### Forage Crops.

Competition open to all.

For the best yields of merchantable grain in the head, COST OF PRODUCTION CONSIDERED, from one acre of either kaffir, milo or feterita, as the contestant prefers, grown with or without irrigation.

**\$1,000 in Prizes.** First prize, \$200; second prize, \$150; third prize, \$100; and \$550 to be awarded in the discretion of the Committee on Awards.

##### CLASS E.

###### Texas Peanut Club.

Competition in this class is open only to boys and girls ten years of age or over and under twenty on January 1, 1916.

For the best yields from one acre of merchantable peanuts and peanut hay, COST OF PRODUCTION CONSIDERED.

**\$1,000 in Prizes.** First prize, \$200; second prize, \$150; third prize, \$100; and \$550 to be awarded in the discretion of the Committee on Awards.

The yield of nuts and vines must be determined by actually weighing them when fully matured and thoroughly dry in the presence of witnesses.

##### CLASS F.

###### Kieberg Beef Club.

Competition open to all.

For the best steer, JUDGED FROM

THE BUTCHER'S STANDPOINT, AND COST AND METHOD OF FEEDING CONSIDERED, not less than one year old on July 1, 1916, and not more than three years old on November 1, 1916, to be fed on the products grown in Class A, if the contestant is entered in that class, and on other feed to be selected by the contestant, the animal manure to be returned to the land upon which the feed crops are grown.

**\$1,000 in Prizes.** First prize, \$200; second prize, \$150; third prize \$100; and \$550 to be awarded in the discretion of the Committee on Awards.

A daily record must be kept of the amount and kind of feed used. The weight of the daily ration must be computed by using a five-pound lard bucket.

Each steer in this contest shall be weighed in the presence of witnesses at the beginning of the feeding period.

(Continued on Page Six.)

### FARM AND RANCH LOANS

-:- R. A. UNDERWOOD -:-

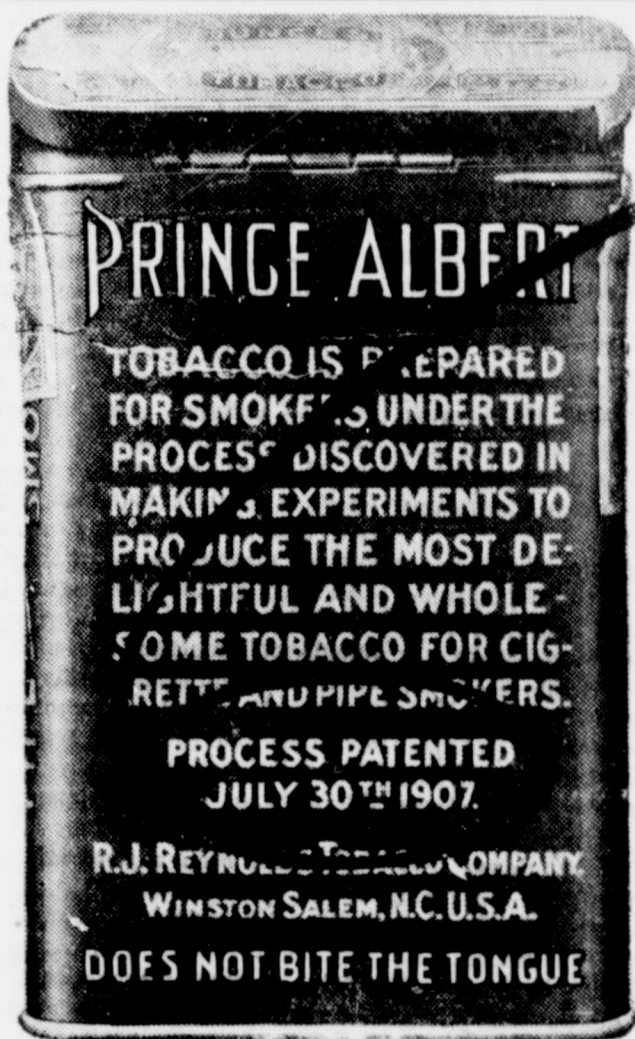


### SPRING MARKET SEASON

Merchants meeting at Dallas, round trip fare of one and one-third fare, (open to all persons.) Ten days dates of sale first meeting, Jan. 20 to Feb. 8; second meeting Feb. 13 to 22; third meeting Feb. 27th to March 7; fourth meeting March 12 to 21.

For further information phone 224.

JOHN LUCAS, Agent



Copyright 1916 by R. J. Reynolds Tobacco Co.

**Why Prince Albert meets men's tastes all over the world!**

The patented process makes Prince Albert so good in a pipe or rolled into a cigarette that its popularity is now universal! It satisfies all smoke desires! This patented process, which also removes bite and parch, is controlled by us. No other tobacco can be like

## PRINCE ALBERT

the national joy smoke

**Listen:** Men who have stowed away gentle old jimmy pipes for years, have brought them back to the tune of Prince Albert! Get yours out, for your confidence never will be abused! We tell you Prince Albert will set pipe free the tenderest tongue!

And smoked in a makin's cigarette, Prince Albert is so refreshing and delightful that it gives you a new idea of cigarette happiness. Any way you fire-up Prince Albert, it will win you quick as a flash—it's so good and so friendly!

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

Prince Albert can be bought everywhere tobacco is sold—in tony red boxes, 5c; tidy red tins, 10c; handsome pound and half-pound tin humidors and in that classy pound crystal-glass humidor with sponge-moistener top that keeps the tobacco in such fine condition!



THE UNIVERSAL CAR

What the Ford car will do is amply proved by its daily use in the hands of more than 1,000,000 owners. So simple to understand that every Ford owner knows his car like a book—he runs it and cares for it himself. Built of the best materials, powerful and efficient, it saves money in operation and maintenance—and comes at a very low price. Runabout \$390; Touring Car \$440; Town Car \$640, f. o. b., Detroit. On sale at the

Barker & Winn Ford Agency



STANDING GUARD OVER THE WHOLE FAMILY

YOU CAN RELY ON Rexall Orderlies

### Rexall Orderlies

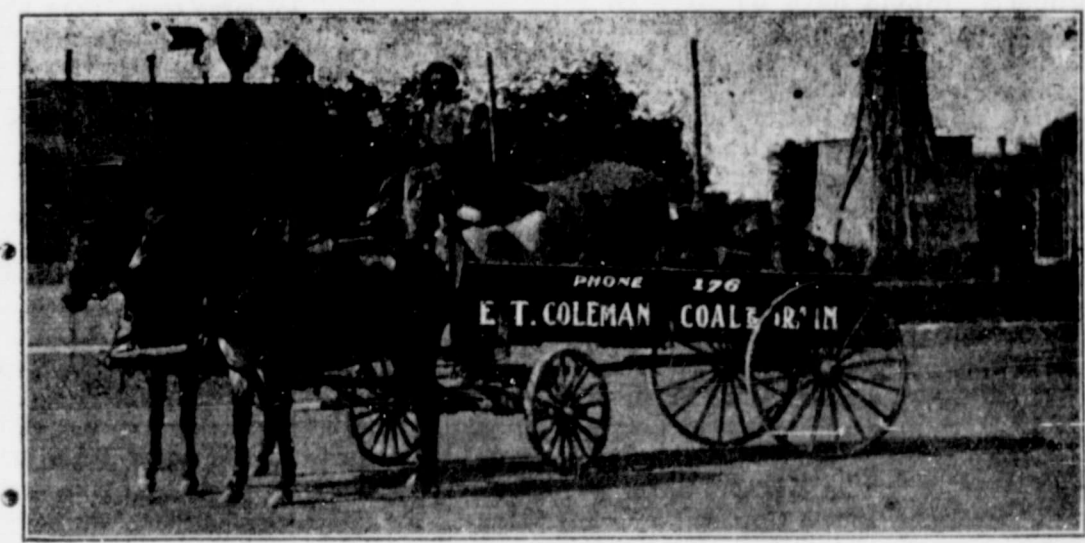
The laxative tablet with the pleasant taste

Protects every member of the family from Constipation—the enemy of good health

10¢ 25¢ 50¢

We have the exclusive selling rights for this great laxative. Trial size, 10 cents.

DYE DRUG CO., INC. THE REXALL STORE



## ANTHRACITE COALS

Pennsylvania Lyken Valley	\$15.50
Arkansas	\$12.00
New Mexico	\$12.00

## SOFT COALS

Simon Pure Nigger Head Lump	\$8.00
Simon Pure Nigger Head Nut	\$7.50
Peerless Egg	\$7.00
Peerless Chestnut	\$5.50

50c per ton extra for delivery

E. T. COLEMAN, Coal and Grain

Phone 176

# The Plainview Evening Herald

TWICE-A-WEEK

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.

## ABOUT THE PRESIDENTIAL PRIMARY.

Will there be a presidential primary in Texas? Who is going to foot the bill, if there is one? None of the "higher up" politicians and none of the local attorneys seem to know. It was thought probable that Governor Ferguson would call a session of the Legislature and that the primary laws would be revised. But not so. Some inquisitive and far-seeing county official will probably ask soon for a ruling from the Attorney General which will settle the question. The Dallas Evening Journal intimates that the presidential primary may be "knocked into a cocked hat."

This is tree-planting time in the Southwest. Plant a tree of some kind. A few fruit trees around the place improve its appearance, furnish some shade, and fruit in season is another blessing. Shade trees in the yard or in parked curbs will make Plainview more attractive. Plant a tree.

The big sale on candidate swatters closes January 31. There are only five more days in which to pay your poll tax. Do it now!

It is estimated that the 1916 shipment of hogs from Plainview will double that of 1915. This ought to be good news to Fort Worth.

## TEST YOUR SEED FOR PLANTING.

The farmer who went through his maize, kaffir, feterita or corn field while the grain was standing last fall and selected the largest, most true-to-type heads has an advantage over those who did not. He has material from which to select the best seed for spring planting.

It is advantageous to have stalks of the sorghum grains as nearly a uniform height as possible.

In planting any seed, power of germination is one of the most important things to consider. If weak seed is planted, the reproduced stalk will be weak. Much ground which might grow large, healthy stalks will be taken up with struggling, poorly producing stalks. It is a good plan to test seed now for germination, and if the seed you have show a low germination power, it's a good idea to begin looking around for seed. Good seed is important. You can satisfy yourself with a few simple tests. Take a number of the best-looking heads you can find, number each head and hang it up. Take a few grains from the base of the head, the middle of the head and the tip of the head, place them in a moist cloth and keep them there several days. See that the temperature of the room in which they are placed does not become lower than 50 degrees nor higher than 90 degrees. Number each package to correspond with the head from which it is taken. At the end of several days the seed will have sprouted if they have a good germination power. Select for planting only the heads that show good germination power.

Germination power of bulk seed which have been threshed may be determined in the same manner, by taking several small samples of the seed from different portions of the container.

Test your seed. Know that you are planting seed of high germination power. If you have to pay more for good seed, pay it, as long as the price is reasonable. It will pay to plant good seed.

We wonder how much of a chance the Waxahachie Light takes when it says: "The name of the next senator from Texas begins with a 'C.'"

## LET THE SCHOOLS KEEP PACE WITH THE TOWN.

The Herald favors the move to build a new high school building. We are not in favor of high taxes from which little return is realized by the taxpayers, but we are in favor of taking whatever action is necessary to make the Plainview Public Schools the best in West Texas. Plainview is growing. Its schools cannot stand still. They, too, must progress.

If an increase in the district is necessary in order to issue bonds, we favor that. We believe that there is not a man living in the territory which would be included in the proposed new district who would not like to have his children attend the schools in Plainview. Every man interested in the Plainview country should favor better schools.

Many property owners have no children in school, and their interest is their vested interest; but most of them have a desire to see the boys and girls of the South Plains, and particularly of Plainview, with the best educational advantages.

There is some solution to our problem, and The Herald believes the people of the district will solve it, and solve it wisely, by placing at the disposal of the men who have the affairs of the school in charge the very best obtainable equipment.

## DEALING FAIRLY WITH THE CORPORATIONS.

"Corporate interests"—the term has been often used. The time was when all that an oily-mouthed politician need do to be acclaimed by the people was to attack the corporate interests, "the hideous octopi which sucks the life-blood out of the people."

Too often used, the term became meaningless. Ask the average man who unreservedly denounces the corporation, the big business interests, pointedly to what he refers; he can not answer. He has a vague idea, but nothing concrete to present.

Trusts and monopolies formed to restrain legitimate business do not have their place in the sun of economy. But large-scale production, combination of syndicated capital are factors in our economic life, and must be considered. The real economy of large-scale production and the possibilities of co-operation are such that nothing else can fill their place, and the man who absolutely denounces all corporate interests takes a stand which is absolutely foolish.

Corporations are nothing more than an association of individuals which uses the combined capital of its members or a portion of it to accomplish its end, generally production. Transportation corporations are just now demanding the attention of the people of the United States. Claims for freight increases, for raises in passenger rates have been made. Probably some are just, some not merited. Wherever they are merited the people should as willingly grant increases as they will accept lowered rates. The corporations should have enough income to meet operating expenses and to return a dividend on the money invested. Of course, economy in administration should be practiced and should do its part in making the railroad properties paying investments.

Transportation companies have played too important a part in the development of the country to be ignored. Transportation is one of the most vital factors in any economy. The products of one section must reach a market, and transportation is the medium.

Interesting is the attitude many may take in regard to trespassing on railroad property. They seem to assume that the right-of-way of the railroad is common property, and that trespassing thereon is the order of procedure naturally expected. 225,266 persons were killed or injured trespassing on railroad property in the last twenty-four years. Of that number, 149,163 were mostly wage earners, citizens of the locality in which the accident occurred, 31,049 were children under the age of eighteen and 45,054 were tramps and hoboes.

To arrive at what is just and right for the corporations to have, what should be allowed to maintain them in proper operating order, is the problem which confronts the people for solution. Intelligent citizens will weigh the merits of the two parties—the public and the corporations—and base their decision thereon.

## INTERESTED IN SCHOOLS.

Editor Herald:

Dear Sir—This is just a word acknowledging appreciation of your recent editorial calling attention to the needs of Plainview in the way of better housing for the school children. Those who have been visiting the schools from time to time during the present school year will not need to be reminded of the crowded condition of the buildings. Those who have not done so would do well to begin. Friday afternoon will be an opportune time for such a visit, when the Mothers' Club of the Central School will be in session and will be addressed by the president of the board of trustees on the subject of a new High School Building and how it may be acquired.

Apropos, it has been suggested that if a new building is contracted for it will probably be located on another lot. Here's hoping that if this is the case it will be on a line of continuous sidewalk. Like the mountain coming to Mohamet, if we can't get walks to the school, probably we can bring the school to the walk.

SCHOOL PATRON.

Dr. Babcock: World Benefactor.

If our typically American system of agricultural education had done nothing more than provide the conditions and incentives which challenged and inspired the genius of Dr. Stephen Moulton Babcock, and thus led to his invention, at the University of Wisconsin, 25 years ago, of the Babcock milk tester, it would abundantly have justified itself. Outstanding as this ingenious machine is as an aid to dairymen through the civilized world, and pre-eminent as its inventor is in the annals of American agricultural science, both represent merely a fraction of the unidentified, untraceable lift, inspiration and practical benefit which have come to our people as a result of the work of our experiment stations and land-grant colleges. These effects have been registered in many foreign nations also. A genuinely great achievement is a benefaction to and the inevitable possession of the world. A great personality cannot be confined to a locality, nor even to a nation.

Dr. Babcock, by virtue of his investigations and discoveries in his chosen field—that of agricultural chemistry, with special reference to milk and its products—not only gave the scientific work a solid groundwork of accurate information, but conferred immediately practical benefits upon one of the great productive industries. The remarkable development of dairying in the United States the past 25 years is due to a large extent to the Babcock test. Dr. Babcock's less famous contributions of ideas to the art and science of dairying also are responsible for much of the expansion and advance which have marked the industry in that time. He refused to patent his invention; he gave it, as he has given himself, to the world.—Breeder's Gazette.

## THE COLLARLESS TEXAN NOW APPEARS IN HOUSE COLLARED.

J. H. (Cyclone) Davis, congressman-at-large from Texas, has made himself notorious in the House of Representatives by appearing with no collar, wearing instead a muffler. His idiosyncrasy caused him to be commonly referred to by members of the body as "the collarless Texan." The Washington press devoted much space last week to humorous announcements when Mr. Davis appeared before the House wearing a linen collar.

## IN MEMORY OF FAY BAKER.

On January the twenty-second the Death Angel came into room forty-seven at the Hotel Ware and claimed the spirit of Fay Baker.

Fay had only been with us a short while, but all who knew him loved him, and our loss is Heaven's gain. Fay prayed the sweetest prayer before the end came, and was perfectly reconciled.

The floral offering was beautiful, and to those who contributed we say, "Bread cast upon the waters returns many days hence."

All Plainview extends sympathy to the bereaved parents, who live at Sarcoux, Missouri.

MRS. MAE LOVVORN (a friend).

## TODAY'S FORT WORTH MARKET.

FORT WORTH, Texas, Jan. 25.—HOGS—3,500; opening slow. Top about \$7.55; bulk \$7.25 to \$7.70; late top yesterday \$7.50. Light \$6.50 to \$7.50; mixed \$7.25 to \$7.45; heavy \$7.35 to \$7.55. Pigs \$5.50 to \$6.00. CATTLE—3,500, including 100 calves; steady. SHEEP—200; steady.

—Daggett-Keen Com. Co.

Miss Gertrude Overall returned yesterday from Tulla.

Dr. J. W. Grant returned Monday from Amarillo.

O. C. Youngblood, of Dallas, is here today on business.

J. C. Stallworth, of Sweetwater, is here today on business.

## WILL IMPROVE STORE FIXTURES. WILL IMPROVE STORE.

Plan to Make Rich-Iler Store's Equipment Most Modern on the Plains.

A contract was let this afternoon for repairs and alterations in the building occupied by the Rich-Iler Store. The front of the store will be changed, generous plate glass display windows being provided. The floor of the building will be re-covered with quarter-sawn material. Improved fixtures for all departments have been ordered. Work of remodeling will begin soon.

## REAL ESTATE TRANSFERS.

Real estate transfers recorded since Friday are:

Chas. M. Light to C. M. Shaffer, consideration \$6,800, 160 acres on section 55, block M-14.

## SETH WARD FINE ARTS SCHOOL WILL GIVE PROGRAM FEB. 5.

Fidellians Are Guests of Eroaethlians at the North-Side School—Miss Gardner Enrolls.

The Eroaethian Literary Society entertained their Fidellian friends with a program Wednesday, January 19th, after which candy was served to all present.

A fine arts program will be given February 5th, at the college auditorium.

Miss Margaret Gardner has enrolled as one of Mrs. Bennington's art students. Miss Margaret is an "old timer" at Seth Ward, and her many friends are indeed glad to have her with them again.

The students of Seth Ward, especially the dormitory girls, sincerely regret that Miss Blanche Thomas was compelled to leave, Saturday, January 22, for her home, at Abernathy, to return next month.

Mrs. Cochran, who for several months has been at Seth Ward studying art, has gone to Fort Worth, Dallas, Philadelphia and other points, to be gone until spring. During her absence, she has arranged for her son, Mac, to remain at Seth Ward, where he will continue his studies.

## NEBRASKAN COMES TO HALE.

Ray Phillips, of Panama, Nebr., arrived in Plainview Friday with a car of effects. He is moving to his father's farm near Runningwater.

One-half the world must sweat and groan that the other half may dream.—Longfellow.

LOST—On the afternoon of January 23rd, between the J. O. Brown place and the Catto farm, one gray overcoat with a patch on left sleeve. Finder notify J. E. NORTHCUTT or leave at Herald office. It.

## —do you

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

This is the Stove Polish YOU Should Use



It's different from others because more care is taken in the making and the materials used are of higher grade.

### Black Silk Stove Polish

Makes a brilliant, silky polish that does not rub off or dust off, and the shine lasts four times as long as ordinary stove polish. Used on sample stoves and sold by hardware and grocery dealers.

All we ask is a trial. Use it on your cook stove, your parlor stove, or your gas range. If you don't find it the best stove polish you ever used, your dealer is authorized to refund your money. Insist on Black Silk Stove Polish. Made in liquid or paste—one quality.

Black Silk Stove Polish Works Sterling, Illinois

Use Black Silk Air-Drying Iron Enamel on grates, registers, stove-pipes. Prevents rusting. Use Black Silk Metal Polish for silver, nickel or brass. It has no equal for use on automobiles.

**A Shine in Every Drop**

# JUST RECEIVED

A brand new Year Red Star Flour. Every sack guaranteed. Call for a sample sack. Per sack **\$1.85**

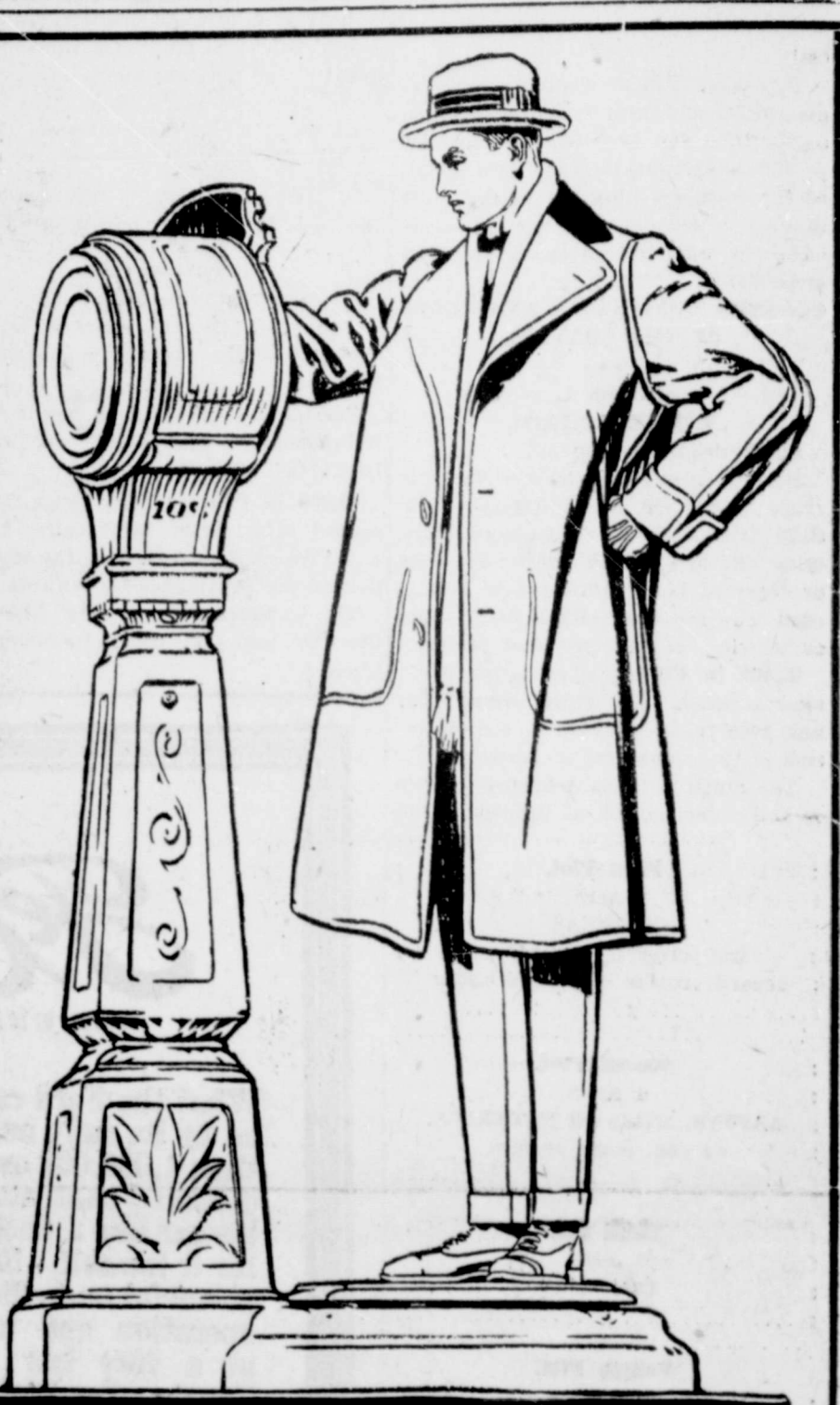
## COFFEE

See our attractive window display of coffee specialties, including special inducements in five pound towel bags to sell at **\$1.25**  
10 pound galvanized pails containing the best Peaberry obtainable to sell at **\$2.65**  
Peaberry in bulk, best coffee on earth, ground any way you want it, per pound **25c**

# CASH GROCERY CO.

PHONE 101

For your convenience we will deliver orders amounting to \$1.00 or over free, all orders under \$1.00 five cents will be added for delivery.



Copyright Hart Schaffner & Marx

## Weigh Carefully This Information

# Thirty Young Men's Overcoats at One-Half Regular Price

## For Quick Clearance

Also all Boys' Overcoats at One-Half Price

# CARTER-HOUSTON'S

"Goods That Speak for Themselves"

# SOCIETY

Telephone Number 72

**ANNOUNCEMENTS.**

**Wednesday—**

Circle Number Four of the Woman's Missionary Society of the Methodist Church will meet Wednesday afternoon with Mrs. J. A. Wade, 815 West Second Street.

**Thursday—**

At 3 p. m. Circle Number One will meet with Mrs. J. W. Story, 115 Grover Street.

Circle Number Two will meet at the same hour with Mrs. O. B. Jackson, 914 Wayland Street.

**Friday—**

Circle Number Three will meet at three o'clock with Mrs. P. E. Shackelford, 313 West First Street.

**THE "AS YOU LIKE IT" CLUB.**

Friday afternoon the "As You Like It" Club met in entertaining session at the home of Mrs. W. Y. Price, 214 Archer Street. The president, Mrs. L. C. Wayland, presided and also led the following interesting program:

"The Decay of English Power in France"—Mrs. L. C. Wayland.  
 "Margaret of Anjon"—Mrs. J. Walter Day.  
 "Joan of Arc"—Mrs. J. J. Lash.  
 "Jack Cade's Rebellion"—Mrs. J. Farris Frye.  
 "The War of the Roses"—Mrs. J. M. Adams.

F. E. Preston, of Wichita, Kansas, was in Plainview yesterday on business.

W. D. Snoddy, of Amarillo, was here Sunday.

**DR. RAMSDELL'S FAMILY TO COME TO PLAINVIEW SOON.**

Dr. R. L. Ramsdell, of San Augustine, Texas, has opened his office in the Smyth Building. Dr. Ramsdell's family will arrive in Plainview soon to make their home. Dr. Ramsdell is a thoroughly competent physician, and comes from one of Texas' best families.

**MR. AND MRS. T. A. CALDWELL ENTERTAIN PARTY OF FRIENDS.**

Mr. and Mrs. Thomas Allen Caldwell were at home Monday evening to a few of their friends of the younger set, at the home of Mr. and Mrs. W. A. Nash, 205 Covington Street.

The time was delightfully spent in playing progressive Forty-two. Later Mrs. Caldwell served a dainty salad course to the following guests: Misses Carrie Ruth Buntin, Allene Hall, Pattie Dalton, Georgia Brashears, Iva Cole, and Lizzie Mae Rook, and Messrs. Olin Brashears, Lon Gentry, Grady Gentry, Charles Stephenson, G. W. Hammons, Cecil Warren, Homer Rook and Kearby Nash.

As the winner of high score in the game of Forty-two, Miss Pattie Dalton was awarded a handsome box of candy.

**HENRY HOYLE AND MISS VALLA DAVIS WERE MARRIED SUNDAY.**

Sunday afternoon, at the Baptist parsonage, Henry Hoyle and Miss Valla Davis were married by Rev. I. E. Gates. The ceremony took place in the presence of a few friends and relatives.

Mr. Hoyle is the youngest son of Mrs. Q. Hoyle, of Seth Ward Heights, while the bride is a sister of Rev. W. B. Davis, who lives near Wayland College. Last year she was a student at Simmons' College, Abilene, and this year she has been attending Wayland Baptist College.

Mr. and Mrs. Hoyle will make their home for the present on a farm a few miles south of Plainview.

**BIRTHS.**

Born, to Mr. and Mrs. S. O. Gentry, Hale Center, January 10, a boy.

Born, to C. J. Lubojesky, seventeen miles southwest of Hale Center, January 17, a boy.

W. E. Tandy, of Canadian, had business in Plainview through the week end.

Mrs. J. O. Suggs, living eleven miles east of the city, left this morning to visit her mother, in Brownwood.

**THIRTY-NINE NEW BOOKS FOR THE PUBLIC LIBRARY.**

Catalogue Now Lists 970 Volumes; Library Is Open Tuesday and Friday Afternoons.

Thirty-nine volumes were placed on the shelves of the Plainview Public Library Friday afternoon. This makes a total of 970 books which are listed in the catalogue of the library.

The new books are:  
 "Bettie Zane"—Zane Grey.  
 "The Flying U Ranch"—B. M. Bower.  
 "Old Rose and Silver"—Myrtle Reed.  
 "The Second Violin"—Grace S. Richmond.  
 "Stover at Yale"—Owen Johnson.  
 "Money Master"—Gilbert Parker.  
 "Nepsy Burke"—Edward N. Westcott.  
 "Julia Page"—Kathleen Norris.  
 "The Salamander"—Owen Johnson.  
 "Hearts Kindred"—Zona Gale.  
 "Jean of the Lazy 'A.'"  
 "The Second Blooming"—W. L. George.

"The Story of a Pioneer"—Anna Howard Shaw.

"The House of the Misty Star"—Frances Little.

"British and American Drama"—Barrett N. Clark.

"Amarilly of Clothes-line Alley"—Belle Maniates.

"Kennedy Square"—F. Hopkinson Smith.

"The Street of Seven Stars"—Marie Roberts Rinehart.

"Overland Red"—H. N. Knibbs.

"Big Tremaine"—Marie Von Vorst.

"The Corner Stone"—Margaret Hill McCarter.

"Prudence of the Parsonage"—Ethel Houston.

"The Goldfish"—Anonymous.

"When a Man Comes to Himself"—Woodrow Wilson.

"Contrary Mary"—Temple Bailey.

"Mr. Bingle"—George Barr McCutcheon.

"A Girl of the Blue Ridge"—Payne Erskine.

"In Music Land"—George P. Upton.

"Uncle Jeremiah at the Panama-Pacific Exposition" (McClurg publishers).

"Memories of the Kaiser's Court"—Miss A. Toppam.

"Stories of Famous Operas"—Gueber.

"In My Nursery"—Laura E. Richards.

"Are Women People?"—Alice Duer Miller.

"Uphill Climb"—B. M. Bower.

"Dear Enemy"—Jean Webster.

"A Cry in the Wilderness"—Mary E. Waller.

"The Creeping Tides"—Kate Jordan.

"Pegeen"—Eleanor Hoyt Brainard.

The Public Library is kept open from three to five Tuesday and Friday afternoons. Its rooms are in the City Hall.

Thos. F. Turner, of Amarillo, was a visitor in Plainview yesterday.

P. J. Becker, of Amarillo, had business here today.

Mrs. W. H. Meador, of Amarillo, accompanied Mr. Meador on his last trip to the South Plains. Mr. Meador represents the Bryant Candy and Commission Company, of Amarillo.

Gwyn McCarty and L. C. Galbraith, of Abilene, were here this week on business.

J. B. Thomas, of Wichita Falls, was in Plainview Sunday.

F. L. Barnes, of Waco, was here on business.

T. F. Brown, of Amarillo, was a business visitor in Plainview this week.

Will Throop, of Amarillo, was here this week on business.

Paul L. Barker and Ben F. Smith left Sunday for Ingelville, N. M., where they will be the guests of Mr. and Mrs. Jim Anderson at a house party.

J. B. Davis, of Sweetwater, was here Saturday on business.

Miss Frances Treadgill, of Oklahoma City, was registered at the Hotel Ware this week.

Mrs. W. A. Donaldson went to Tulsa Monday.

E. L. Thompson and family, of Vernon, Texas, are in Plainview with a view to locating.

Mrs. Will Brewster and son, of Lockney, Texas, were the guests on Monday of their aunt, Mrs. J. M. Shafer.

Mrs. C. J. Brown, of Onarga, Ill., who has been visiting her son, F. L. Brown, and family, left today to visit a daughter at Cave Springs, Ark.

A. E. Harp returned yesterday from Oklahoma City.

Mrs. H. A. Preston returned this morning from visiting relatives near Lockney.

Miss Myrtle Palmer left this morning for Abernathy.

C. J. Martin, of Lockney, left for Dallas today.

L. H. Shelton went to Lubbock today.

J. C. Duggan is moving this week from Kaufman to Floyd County.

A. C. May, of Brookline, Mass., is visiting Mr. and Mrs. Griscom Bettie.

Mr. and Mrs. Samuel Bettie, of New York City, are the guests of their son, Griscom Bettie, of Aiken.

Mrs. S. P. McClain, who has been visiting relatives in the city, left Saturday for Walsenburg, Colo.

H. M. Thornton, of Dallas, was here Saturday.

D. J. Muncey, of Amarillo, nurseryman, was in Plainview Saturday on his way to Floydada. Mr. Muncey is one of the pioneer orchard men of the South Plains.

W. F. Montgomery, mayor of Floydada, was in Plainview Saturday.

Mr. and Mrs. J. N. Donohoo left Saturday for Mineral Wells.

Mrs. E. T. McBride is visiting relatives near Abernathy.

Frank Harp, of Fort Worth, who is here on business, is the guest of his brothers, R. G. and A. E. Harp.

E. P. Earhart, an "old timer" of Lubbock County, was in Plainview Saturday.

Rev. A. L. E. Weber left Saturday to fill appointments at Wilson and Slaton.

Mrs. Edith Fronabarger, accompanied by her sister, Miss Florence Earnest, returned from Amarillo Saturday.

R. G. Harp made a business trip to Tulsa Saturday.

Mrs. J. H. Johnson, of Holdenville, Okla., is the guest of her brothers, R. E. and H. M. Burch, and her sister, Mrs. J. N. Morrison.

William Kammerer and Walter Feasal, of Kalamazoo, Michigan, left for home Saturday.

Mr. and Mrs. W. Y. Buchanan, of the Callahan ranch, were in the city Saturday.

Mrs. H. H. Armstrong, who has been visiting in the city, left Saturday for Fort Worth.

C. J. Judd, state representative of the Grand Rapids Show Case Company, was in the city last week, and while here closed a deal with Richards Bros. & Collier for a handsome set of store fixtures for their store.

T. D. Webb, of Kress, was in Plainview Saturday.

Miss Carrie Lutrick, of Abernathy, who has been visiting friends and relatives in the city, left for home yesterday.

Mrs. J. V. Guyton came down from Amarillo yesterday.

Miss Anna Irick, of Floydada, came over Saturday to visit her parents, Mr. and Mrs. R. M. Irick.

T. J. Johnson, of Petersburg, has moved to his farm near Runningwater.

Lyman McDonald and Ross Harp left Saturday for the McDonald ranch near Dumas.

C. S. Baker, of Sarcoxie, Mo., father of F. S. Baker, who died Friday night at the Hotel Ware, arrived yesterday.

Dr. and Mrs. O. L. Halley left yesterday for Memphis, Texas, where Mrs. Halley will take part in the program of the Bible Convention which meets in that city this week.

Mrs. Lee Robinet, of McGregor, was in Plainview yesterday on route to Floydada.

John Reagan, of Floydada, was a visitor in Plainview Saturday.

Robert Gordon and G. W. Land motored to New Mexico Saturday in Mr. Gordon's new Reo.

A. M. Miller, of Fort Worth, left yesterday.

Mr. and Mrs. P. J. Woodriddle, left yesterday to visit relatives in Gainesville, Texas.

Miss Gertrude Matthews, of Floydada, was in Plainview yesterday on her way from Midland, where she has been attending school.

W. S. Adams, of Slaton, stopped over in Plainview Monday on his way to Floydada.

D. H. Benton, of Bowie, has been prospecting in Plainview for the past ten days.

J. R. Davis and family, of White-wright, Texas, came in this week to make their home here.

C. K. Thomas went to Amarillo Monday.

Mrs. M. E. Irving and two children, of Richmond, Ind., who have been visiting her sister, Mrs. Fred Weyl, left for home yesterday.

Mr. and Mrs. Richard Hardesty, of Abernathy, attended the Educational Rally at the Baptist Church, and were the guests Saturday and Sunday of Dr. and Mrs. Jas. Pickett, 806 Restriction Street.

Mrs. M. I. Graham, of Amarillo, and small granddaughter, came down Monday to visit her daughter, Mrs. Mrs. Myrtle Fellows.

A. C. Hatchell is in Dumas on business.

Sam Deen, of Anita, Iowa, is in Plainview looking after land interests here. He owns land 22 miles west of Plainview. If he is successful in closing out his interests in Iowa, he plans to move to Hale County next year.



## RIP-ROARING REMODELING SALE

ONLY A FEW DAYS UNTIL

**Our Entire Floor Will Be Torn Up  
 Glass Show Windows Taken Out  
 Cob-webs Yanked Ruthlessly from the Ceiling**

### WE MUST REDUCE OUR STOCK

To give room for the mechanics. It will require about ten days or more for the material to arrive, during this time we offer

### THE REALLY BIG BUYING OPPORTUNITY

We won't quote prices separately here but when you come you will find them priced so low you will want to BUY THEM IN BUNCHES.

When you read this the sale will be in progress. When the building material arrives your opportunity for this occasion will have closed.

**REMEMBER:**—All this noise, price cutting, tearing up, remodeling, etc., has but one purpose behind it. That is to give the people of the South Plains a better place to trade and to keep

**THE LEADING STORE IN THE LEAD**



## \$10,000 IN GOLD OFFERED TO BOYS AND GIRLS IN 1916 FARM CONTESTS

(Continued from Page Two.)  
On July 1, 1916, and again at the close of the contest, on November 1, 1916. Each contestant and his witnesses shall make affidavit as to the weight of the steer at the beginning of the contest and at its close, and the contestant shall make affidavit as to the amount and kind of feed used daily.

### CLASS G.

Competition in this class is open only to boys and girls ten years of age or over and under twenty on January 1, 1916.

For the best steer, JUDGED FROM THE BUTCHER'S STANDPOINT, AND COST AND METHOD OF FEEDING CONSIDERED, not more than sixteen months old on November 1, 1916.

**\$1,000 in Prizes.** First prize, \$200; second prize, \$150; third prize, \$100; and \$550 to be awarded in the discretion of the Committee on Awards.

The conditions governing Class G are the same as those for Class F.

### CLASS H.

Frank P. Holland Hog Club.

Competition in this class is open only to boys and girls ten years of age or over and under twenty on January 1, 1916.

For the best hog (barrow) JUDGED FROM THE BUTCHER'S STANDPOINT, AND COST AND METHOD OF FEEDING CONSIDERED, not more than fifteen months old on November 1, 1916.

**\$1,000 in Prizes.** First prize, \$200; second prize, \$150; third prize, \$100; and \$550 to be awarded in the discretion of the Committee on Awards.

The conditions governing Class H are the same as those for Class F.

### CLASS I.

Competition open to all.

For the best yields per acre of merchantable grain (wheat, oats, rye or barley, as the contestant prefers), COST OF PRODUCTION CONSIDERED, grown on not less than five acres.

**\$1,000 in Prizes.** First prize, \$200; second prize, \$150; third prize, \$100; and \$550 to be awarded in the discretion of the Committee on Awards.

The acreage measurements and the yields must be proven by the affidavits of the contestant and two unrelated, disinterested witnesses; the scale weights and grade of the threshed grain must be certified to by the weigher.

The yields and awards in this class will be determined upon the basis of No. 2 grain. If the contestant does not desire to thresh the entire crop, he will be required to weigh the entire crop in the sheaf and to ascertain the weight of the threshed grain from 250 pounds of the crop in the sheaf.

### CLASS J.

Home and School Gardens.

For School and Individual Contestants, For the best yields of marketable vegetables, COST OF PRODUCTION CONSIDERED, grown upon plots of any size.

Not less than ten kinds of vegetables must be grown during the season; the vegetables may be sold or used for home consumption; awards will be based upon the net profit per square yard; yields must be reported by actual weight; profits will be determined at fixed prices for each vegetable.

Section I—School Gardens.

Competition in this section open to all schools.

**\$500 in Prizes.** First prize, \$100; second prize, \$75; third prize, \$50; and \$275 to be awarded in the discretion of the Committee on Awards.

Section II—Home Gardens in Town or Country.

Competition in this section open to all.

**\$500 in Prizes.** First prize, \$100; second prize, \$75; third prize, \$50; and \$275 to be awarded in the discretion of the Committee on Awards.

The general conditions of the contests apply to this class.

### GENERAL CONDITIONS.

Applications to enter the contests will be received at any time, but no contestant enrolled after May 1, 1916, may compete for this year's prizes in the Field Crop and Garden Classes, nor after July 1, 1916, in the Live Stock Classes.

Contestants who have heretofore been awarded first, second or third prizes in the contests of the Congress may enter the contest of 1916 and will be given due credit for results, but no prize awards will be made to them in those classes in which they, or any member of their families, have already received capital prizes.

Every contestant must agree not to appeal from the decision of the Committee on Awards, but to accept its judgment in every case as final.

Every contestant must so describe the location of his land that an inspector of the Congress may easily find it; he must fix the boundaries with stakes that must remain in place until the plot is viewed at the final inspection.

Contestants may enter in any or all classes for which they are qualified, but are limited to one entry in each class.

The Congress will take pleasure at

all times in answering the questions of contestants as to the best methods to be followed in producing their crops and fattening their live stock, but they are at liberty, and are urged, to seek advice and suggestions from every available source.

Contestants are not required to do all the work themselves necessary to produce their crops. They are expected, however, to supervise and manage them. This rule permits both women and girls to enter the contest without having to do manual labor.

The crops in each class must be grown on a single plot of the required acreage, on the same farm, under the same management and without irrigation, except in Classes D and J, where the crops may be grown either with or without irrigation.

All yields must be determined by

actually weighing them in the presence of two unrelated and disinterested witnesses, as no estimates will be accepted.

Land upon which the prize crops are grown must be measured in such a way as to be reasonably correct, and the measurements, as well as the acreage yields, must in all cases be proven by the affidavits of the contestants and two unrelated and disinterested witnesses.

Full and accurate crop and live-stock reports must be made by each contestant, as required by the Congress. Failure to make reports twice in succession will bar the contestant from receiving a prize award.

All contests close on November 1, 1916, and final reports and statements of yields and costs must be made not later than November 15, 1916; tickets

showing scale weights must be filed with the final reports.

Blank forms for all reports, statements and affidavits required by the Congress will be mailed to every contestant at the proper time.

Contestants do not have to be members of a local, county, or any other club; if they are members of such clubs, however, the same acre of corn, cotton, peanuts, kaffir, milo or feterita, the same garden and the same baby beef, or hog, entered in the local or county club contest, may be entered in the Congress contest.

### COST OF PRODUCTION.

The cost of production of the crop is as important as the yield, and will be considered in determining successful contestants. This rule applies also to the cost of feeding in Classes F, G and H.

The rent of the land, cost of breaking the land, preparing the seed bed, seed, planting, fertilizers, cultivation, gathering and weighing, feeding and every other item of expense must be reported.

A careful record, by hours, must be kept of the amount of labor of every person and of every animal used in making the prize crops.

A daily record must also be kept of the kind and quantity of feed and of every other item of expense incurred in Classes F, G and H.

On or before November 15, 1916, each contestant will be required to prepare a statement in detail of the cost of production of his prize crop, steer, baby beef or hog.

The labor of every person must be

calculated at ten cents per hour; the labor of every animal used at five cents per hour; each two-horse load of stable manure at \$2 per load; commercial fertilizers at actual cost. Ground rent, in every case, whether the contestant owns his land or not, will be estimated at \$5 per acre. The cost of feeding in Classes F, G and H will be calculated at a fixed price for the different kinds of feed and the value of the animal on November 1, 1916, will be determined at a fixed price per pound.

Application blanks and the rules of the contest will be gladly sent in any quantity desired upon application to Texas Industrial Congress.

W. C. BARRICKMAN, Secretary,  
Dallas, Texas.

## A Food Fact to Remember

Seventeen years ago a food was originated that combined the entire nourishment of the field grains—wheat and barley—with ease of digestion, delicious taste and other qualities of worth designed to fill a widespread human need.

Today that food—

# Grape-Nuts

has no near competitor among cereal foods in form of nutritive value, nor has it had from the start.

Grape-Nuts on the Breakfast Menu builds and maintains body, brain and nerves as no other food does. Ready to eat, economical, appetizing.

**"There's a Reason"  
JOIN THE THINKERS' CLUB**

Grocers everywhere sell Grape-Nuts.



## 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

## DODGE BROTHERS

### WINTER CAR

These winter cars will give you many a day of motoring which would not be pleasant in an open car.

The demountable tops are fitted individually to the cars at the factory. They are weather-proof. The finish inside and out is in keeping with Dodge Brothers practice.

The motor is 30-35 horsepower  
The price of the Winter Touring Car or Roadster complete, including regular mohair top, is \$950 (f. o. b. Detroit)  
Canadian price, \$1335 (add freight from Detroit)

**T. B. CARTER**

Salesroom and Service Station Southeast Corner Square

## MAE I. THEATRE

WEDNESDAY

ART ACORD and ANNA LITTLE in  
"A Man Afraid of His Wardrobe"  
3 reel Mustang feature.

BEATRICE VAN in  
"Mixed Males"  
Beauty

THURSDAY

ED COXEN and LIZETTE THORNE in  
"Just As It Happened"  
2 reel American feature

"Cousin Clara's Cook Book"  
Falstaff  
EDITH THORNTON in

"Corsican Bros. Up-to-Date"  
Novelty  
FRIDAY

MORRIS FOSTER and WINNIE KINGSTON in  
"The Light on the Reef"  
2 reel Thanouser feature

"See America First" "Keeping Up Jones"  
Gaumont

NEVA GERBER in  
"Mothers Busy Week"  
Beauty

EXTRA SPECIAL

## WESTERMAN and WEST

World's Champion Baton and Pitchfork Spinners

WEDNESDAY

## MAE I. THEATRE



# Jacobs Bros. Mighty Clean-Up Sale

Now in progress has come up to every expectation and has proved to be a pronounced success. The trade has responded very liberally to this great saving event and in every instance, without any exception, have been more than pleased with their purchases and have not hesitated to express themselves accordingly.

Why not? Every article in the house is new and crisp, the goods carry prices which are startling in themselves, and every purchase must give satisfaction or the goods are ours.

We are also showing in connection with the sale the very latest Spring Coat Suits which have just come in from New York, at prices that will surprise you. Don't fail to avail yourself of this opportunity of selecting from the most select assortment ever brought to Plainview. Every garment "distinctively individual" and will appeal to the most dainty buyers. Prices ranging from \$12.50 to \$19.75.

We also take pleasure in announcing that McCall Patterns and Magazines are now in, and not a few have remarked that it is the best pattern of the day. There is an air of distinction to McCall's styles which makes them greatly sought after by women who appreciate good dress, as they embody the very latest and smartest ideas from the Metropolitan Fashion Centers. McCall's are best in fit, most accurate in detail, and most simple to understand. Come in and select from our immense stock.

## Mighty Clean-Up Sale on Men's, Ladies and Childrens Raincoats

**Sweaters**  
**For Men, Ladies and Children Greatly Reduced**  
 A varied assortment that carry very radical reductions. Don't fail to get yours during the sale.  
**Ladies Sweaters**  
 \$2.00 and \$2.50 values now **\$1.65**  
 \$3.00 values now **\$1.85**  
 \$3.50 and \$4.00 values **\$2.85**  
**Childrens Sweaters**  
 Proportionally as low in prices, ranging from 50c to **\$2.50**

**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**  
 Some exceptionally low prices prevail.  
**Boys' Raincoats**  
 \$3.50 Boys' Raincoats **\$2.85**  
 \$4.00 Boys' Raincoats **\$3.20**  
 \$4.50 } Boys' Raincoats **\$3.65**  
 \$4.75 }

**Men's and Boys' Overcoats**  
**Cravenettes, Warm Overcoats and Mackinaws**  
 Made by the very best makers and guaranteed to give absolute satisfaction.  
 Regular \$8.50 Men's Overcoats **\$5.00**  
 Regular \$12.50 Men's Overcoats **\$8.75**  
 Regular \$15.00 Men's Overcoats, worth fully \$20.00, now going at **\$10.65**  
**Boys' Overcoats**  
 Real values in good warm overcoats made up very attractively at \$4.50, now selling at **\$2.75**



**WILSON ADMINISTRATION WOULD FREE PHILIPPINES.**

WASHINGTON, Jan. 24.—It is understood that the Wilson administration favors granting freedom to the Philippines in not less than two years and not more than four. Senator Hitchcock discussed a provision to that effect today with the President. The measure is understood to have the support of the administration.

**WALLER TAILORING COMPANY GETS IMPROVED MACHINE.**

The Waller Tailoring Company has just installed the latest model 5A Hoffman pressing machine. There is not a more complete cleaning and pressing establishment in the South Plains country than Waller's.

John Hartgler was in Plainview on business Saturday.

**CAR TURNS TURTLE WITH REX LINDSAY, INFLECTING BRUISES.**

Late yesterday evening Rex Lindsay, manager of the Plainview Steam Laundry, was painfully injured when the car he was driving overturned. Mr. Lindsay was driving east of Plainview, and his clutch gave him trouble. While examining the clutch, the car left the road, turning into rough ground. Attempting to right the car, he turned sharply, overturning it. Severe bruises on his face and body are proving painful, but his injuries are not serious.

**J. W. ROBERSON WOULD BE A COUNTY COMMISSIONER AGAIN.**

J. W. Roberson is closing his second term as Commissioner of Precinct No. 2, Hale County. Mr. Roberson authorizes The Herald to announce that he is a candidate for a third term. He has been in Hale County seven years. For the past twenty-four years he has lived on the Plains, in western Floyd County.  
 "I believe in economy, in holding down cost and keeping the county out of debt," he states. "I try to run my personal business that way, and believe the county's business should be run the same way. I believe in good roads. I am running on my past record."

**CLIFTON MAN WILL MOVE IN SPRING TO WHITE FARM.**

Dr. R. R. White has traded his big Hale County farm to S. H. Golden, of Bosque County. Mr. Golden acquires 1,280 acres of Hale County land for his 4,180 acres of Bosque County ranch land, near Clifton. He and his family will probably move here in the spring. Mr. Golden will be here within the next few days to look after the exchange.

Dan White, who has been manager for Dr. White here, will manage the Bosque County ranch.

**PLAINVIEW'S SOLDIERS GET "GLAD RAGS" FROM AUSTIN.**

Quartermaster Consigns Ordnance Property and Dress Uniforms to Capt. Otis Shropshire.

Seven boxes of ordnance property and dress uniforms arrived this week from Assistant Quartermaster Co. J. T. Stockton of the T. N. G., at Austin, consigned to Capt. Otis Shropshire, Company L, Fourth Infantry. It includes full military dress uniforms for all the members of the company.

**If—**

**YOU DESIRE TO VOTE FOR**

- A Mayor and Aldermen for Plainview,  
**PAY YOUR POLL TAX!**
- Commissioners for Hale County,  
**PAY YOUR POLL TAX!**
- County Judge and Other County Officers,  
**PAY YOUR POLL TAX!**
- Members of the School Board,  
**PAY YOUR POLL TAX!**
- Governor of Texas,  
**PAY YOUR POLL TAX!**
- President of the United States,  
**PAY YOUR POLL TAX!**
- Congressman from Our District,  
**PAY YOUR POLL TAX!**

**DON'T DISFRANCHISE YOURSELF—**

Your Vote Is Needed.

**Pay Your Poll Tax!**

# PUBLIC SALE

I will sell at public auction on my place, known as the J. E. McClure place, one mile northwest of Kress on **Saturday, February 5, 1916** commencing at 10 a.m., the following described property:

- | Implements  | Live Stock  |
|---|---|
| 1 McCormick header binder, 12-foot.<br>1 12-hole Hoosier drill.<br>1 P. & O. two-row lister.<br>1 Emerson two-row lister cultivator (nearly new).<br>1 John Deere two-row lister cultivator.<br>1 Emerson single-row go-devil.<br>1 Tower surface two-row cultivator.<br>1 3-section drag harrow.<br>1 lumber wagon.<br>1 low-wheel wagon truck.<br>2 sets leather harness.<br>1 set chain harness. | 1 bay mare, 11 years old.<br>1 bay horse, 12 years old.<br>2 black mares, bred to jack.<br>1 bay mare, bred to jack.<br>1 black horse.<br>1 span small mules.<br>1 mare mule, 4 years old, broke.<br>2 horse mules, 3 years old.<br>2 two-year-old mule colts.<br>3 yearling mule colts.<br>1 yearling mare colt. |
| Household Goods   | Cattle  |
| 1 library table.<br>1 10-foot dining-room table.<br>1 rocker.<br>1 dresser.<br>1 chiffonier.<br>2 bedsteads, with springs and mattresses.<br>12 dining-room chairs.<br>(All furniture good as new.)   | 2 cows with calves.<br>1 milk cow with calf, fresh.<br>2 milk cows to be fresh.<br>3 stock cows.<br>5 2-year-old heifers.<br>3 yearling heifers.<br>1 yearling steer.<br>32 head hogs.<br>About 4 dozen chickens.   |

**TERMS OF SALE--** All sums of \$10.00 and under cash; on sums over \$10.00 ten months time will be given purchaser on good approved bankable notes bearing ten per cent interest from date until paid; 5 per cent discount for cash on all sums over \$10.00. No property to be removed until settled for.

**R. T. ERICKSON, Owner**  
**C. F. Sjogren, Auctioneer. J. W. Skipworth, Jr., Clerk**  
**FREE LUNCH AT NOON**