# THE PI.AINVIEW EVENING HERALD 

TWICE-A-WEEK
TOLDME 27. TUMBER 16

Plainview, texas, fridiy, febrdary 25,1916



Would Strike a Responsive Chord HEARTY CO-OPERATION IS SIIUATIONONSUBMARNE PROMSEE DISPIAY WEEK POLCCYTENSEINCONGRESS

$\qquad$
$\qquad$


It costs no more to build a modern, attractive home than the old-fashioned box-like house or cottage of the same size. We can assist you in securing the maximum in a home for the amount you desire to expend. We have photographs and plans for over 2500 . modern home designs ranging in construction cost from a few hundred dollars to several thousands. We have a plan to suit you.

Visit our "te Pame" display, our service is free and we can help you save money.
E. ©. Tflczlams Lumber Co.
agens "Ye planry"
PLAINVIEW, TEXAS are some reasons for this remarkable record--quality--service--reli-ability--low price--economy of operation and maintenance and the character and responsibility of the Company-the Ford is certainly the only Universal Car. Runabout $\$ 390$; Touring Car $\$ 440$; Coupelet $\$ 590$; Town Car $\$ 640$; Sedan $\$ 740$, f. o. b Detroit. On sale at the Barker 2 Winn Ford Agency


|  | to be and appear before the District Cour ar matr | there to answer to a petition of $\mathrm{C} . \mathrm{C}$.Slaughter Co.. a private corporation,filel in sail Court on the 6 .h day of |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| the state or texas |  |  |  |  |  |
|  |  |  |  |  demsnd is as follows to-wit On or about December |  |
|  |  |  | of Texas. to be and appear hefore the District Coyrt of tho $1+$ th Iudicitl instriet of Texas, to be holden in and for | On or about December 21, 1908, C.- fendant execticd and delivered to C. C. |  |
|  |  |  | the County of Mulas at to court |  |  |
|  |  |  | and there to answer to the petition ofC. C. Slaughter Co., a private corpora- |  |  |
|  |  |  |  | 21, 1915, each of said notes payable to C. C. Slaughter or order with interest |  |
|  |  |  | tion, filed in said Court on the 6th day ward Keppler for suitt. said suit being | from date at 6 per cent per annum,payable annually as it accrued; to |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  | C. C. Slaughter his certain prommis-sory notes numbered 2, 3, 4; the first |  |  |
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|  |  |  |  |  |  |
|  |  |  | before January 15,1916 ; each of said notes bearing 6 per cent interest per an- |  |  |
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|  |  |  |  | (e) closure proeeding and providing for |  |
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|  |  |  |  | g which was on said December 21, 1908,, | . the said notes due and payabee the |
|  |  |  |  | \% that the said notes were transter red |  |
|  |  |  |  |  |  |
|  |  |  |  | that the defendant fails and refuses to |  |
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|  |  |  |  |  |  |
|  |  |  |  | writ, with your return thereon showinghow you have executed the same.WITNESS: MATT L. COBB. |  |
|  |  |  | how you have executed the same.WITNESS: MATT L. COBB,Clerk of the District Court Clerk of the District Courtof Dallas County, Texas |  |  |
|  |  |  |  | Clerk of the District Court of Dallas County. Texas. |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  | Given under my hand and the seal Dallas, this 14th day of January, A. D. 1915. <br> (SEAL) MATT L . COBB <br> Clerk District Court, Dallas County By S. M. SPEAKE, Deputy M. SPEAKE, Deputy. |
|  |  |  |  | citation-by peblication. <br>  |  |
|  |  |  |  |  |  |
|  |  |  | YYo ARE HEREBY COMMANED,That by inging pubicaton obl thisCtation in some newspaper published |  |  |
|  |  |  |  | That by making publication of this Citation in some newspaper published in the County of Hale, for four Con- |  |
| citatiox-by prblicatios. |  |  |  | day hereof, you summon WilliamSchaepler and Henry Neitfeld, who arenon-residents of the State of Texas, to |  |
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|  |  |  |  | of Dallas, on the first Monday in April,1916 , then and there to answer the |  |
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|  |  |  |  |  | then and there to answer to the peti-tion of C. C. Slaughter Co., a private |
|  |  |  | $\begin{aligned} & \text { G. A. Leonard for suit, said suit being } \\ & \text { Numbered } 21757-\mathrm{A} \text {, the nature of which } \\ & \text { demand is as follows, to-wit: } \end{aligned}$ |  |  |
|  |  |  |  | demand is as follows, to-wit: On or about February 1, 1909, said | orporation, filed in said Court on the th day of January, 1916, against the |
|  |  |  |  | C. C. Slaughter his certain promissory note for the sum of $\$ 920$, bearing 6 | Saly |
|  |  |  |  |  |  |
|  |  |  |  |  | On or about February 1, 1909, de- |
|  |  |  | tively 1,2 and 3 years arter date and ${ }^{\text {ata }}$ | - crued; a venor's lien was retained to |  |
|  |  |  |  |  |  |
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|  |  |  |  | in case of default and providing for at torney's fees; the said note being for |  |
|  |  |  |  |  |  |
|  |  |  | and avendors lien was retained to se: |  | terest per annum from date until paid, payable annually as it accrues; that a |
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|  |  |  | the defendant. thoukh often reauested. |  | fanlt has been made in the payment the instaliments of interest due on wh wh of said notes February 1,1911 . |
|  |  |  |  | $\begin{aligned} & \text { is the legal owner and holder of the } \\ & \text { said note, by reason of its transfer to } \\ & \text { it by said Slaughter, prior to its ma- } \end{aligned}$ |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  | $\begin{aligned} & \text { of the said note, subject to said lien, } \\ & \text { That the defendant has wholly failed } \\ & \text { and refused to pay the said note or } \\ & \text { any part thereof, though often re- } \end{aligned}$ |  |
|  |  |  | right or title to said land, and by rea- son or being grantee in antain deed of trust executed by said Hanson, de- |  |  |
|  |  |  |  |  | intiff, who is the legal owner and dors liens therein contained; sub- |
|  |  |  |  |  |  |
|  |  |  | interest. right or title may be deter-mined and adjudgedPlaintiff prayspitation; judgment | foreclosing the vendors lien aforeseatal <br>  |  |
|  |  |  |  |  |  |
|  |  |  | foreclosing said vendors lien, or in th be vested in plaintiff, for costs and damages and further relief | HEREIN FALI NoT. but have you |  |
|  |  |  |  |  | notes being given by said Mong as part payment for said land, and the said Hanson assumed the payment of the said notes; that the said defendants |
|  |  |  | then and there before said Court thiswrit, with your return thereon showing |  | have wholly failed and refused to pay |
|  |  |  |  |  |  |
|  |  |  | WITNESS: MATT L. COBB,Clerk of the District Courtof Dallas County. Texas.Given under my hand and the seal |  | Leonard is claiming some interest or title to said property by reason of a |
|  |  |  |  | Eiven under my hand and the seal |  |
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|  |  |  |  |  |  |
|  | $\begin{aligned} & \text { Dalla } \\ & \text { Data } \\ & \text { Clea } \end{aligned}$ |  | Clerk Distriet Court. Dallas County By S. M. SPEAKE. Deput) |  |  |
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|  |  | Clerk District Court, Dallas County By S. M. SPEAKE, Deputy |  |  |  |
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Lift the lid on the sunshine tucked in a tin of "Tux" and you'll make a crowd of good fellows feel happy and jolly as a bunch of boys when school's out.

## Juxedo

To imitate perfection is a large-sized job - and that's just why there never has been a successful imitation of Tuxedo tobacco. The invention of the original "Tuxedo Process" right away put Tuxedo in a class by itself-and kept it there.

That famous process makes Tuxedo the mildest, mellowest, wholesomest, pleasantest smoke on earth, without the faintest trace of bite in a million pipefuls.

Try Tuxedo for a week and you'll smoke it for the rest of your life YOU CAN BUY TUXEDO EVERYWHERE
 In Tin Humidors, 40c and 80c. In Glass Humidors, 50c and 90c.
the american tobacco company


The President's Message on Preparedness

Is of vital importance to every citizen of the United States. It deserves close study and attention. OUR MESSAGE TO YOU, MR. FARMER is of vital importance to you. We urge your complete PREPAREDNESS for the success of your farming. Prepare today to handle your big crops in the best possible man ner by making an appropriation for tools of peace-Farm machinery and Implements. No matter what the conditions on your farm you can fight the battles best when you are best prepared. Our standard lines will protect you. DONOHOO-WARE HARDWARE CO.

## Springtime Is Here-

which reminds us that spring is the season for flowers. No doubt you will need Hanging Baskets, Flower Pots or Jardinieres, or some of all. We have them in great variety from 10 c to $\$ 3.50$ each.
(SEE OUR SHOW WINDOW)
Temple of Economy JOSEPH FOWLER, Manager

## RUBY <br> SATURDAY, FEB. 26 <br> "The Girl and The Special" <br> Latest of "The Hazards of Helen"' Railroad Stories, with Helen Rose Gibson, "the Helent Rose Gibson, most daring girl in pictures.' <br> EXTRA TODAY <br> you ever saw <br> KUM AND LAUGH <br> RUBY <br> MONDAY, FEB. 28 'GRAFT' <br> See Larnigan smash "The Bucket-Shop Trust" Everybody likes "GRAFT Everybody sees "GRAFT EXTRA TODAY King Baggot <br> In strese act tanm <br> 

## "OLD HOME WEEK

The Ruby presents the oldest, and probably
the best known, and best beloved play in the

## 'THE OLD HOMESTEAD'

This is one of the best Paramount Pictures day Evening Post, Ladies Home Journal and
all leading magazines) that we have offered to Nour patrons.
No doubt you have seen the play on the stage.
The pictures will be all the more interesting
THE RUBY THEATRE
Tuesday, February 29th



## THE OLYMPIC THEATRE

WE PRESENT

## "The Beloved Vagabond"

 A six-reel hand-colored American Drama, adapt-ed from the famous book of William J. Locke, featuring Edwin Arden, |the chinaman of the Elaine serial] ard Bliss Milford.

We unreservedly guarantee "The Beloved Vagabond" to be the most beautiful and exquisite motion picture ever shown in Plainview.
This picture was made in California, and sent to Paris, France, to be hand colored

No doubt there are very few people in the city who have ever seen a Hand Colored Motion Picture. The only one ever shown here was Pathe's "Passion Play
It is Beautiful Beyond Words
However, the picture does not depend altogether on its marvelous beauty, to make it one of the great pathos and thrills.
You have probably read the book, now see the Photoplay If you miss seeing "The Beloved Vagabond" you will alwavs regret it, wh

We sincerely believe it will cause more comment than any motion picture ever in the town.

REMEMBER THE DATE
MONDAY, FEBRUARY 28 THE OLYMPIC THEATRE
"You Know the Place"
Admission 5c and 10c; Matinee and Night

## Olympic

"You Know the Place" Saturday, Feb. 26th
"The Fourth Estate"

A thrilling newspaper story in 5 Acts
YOU'LL BE PLEASED.
ITS ONE OF THE BEST

Olympic
"You Know the Place" Tuesday, Feb. 29th We Present Mary Fuller
"The Tale of the $l^{\prime \prime}$

A 3-Act Comedy-Drama. Also two other Comedies


## MAE I. THEATRE

## SATURDAY, FEBRUARY 26

"The White King of Zaras"
"The Smugglers Cave"
"Jerry to the Rescue"
MONDAY, FEBRUARY 28
FLORENCE LaBADIE and MIGNON ANDERSON in

## "THE PRICE OF HER SILENCE"

"An Auto Bungalow Francas"
TUESDAY, FEBRUARY 29
"THE GIRL AND THE GAME"
els, including a good comedy
Matinee 2:15 Evening 7:15
MAE I. THEATRE

The Plainview Evening Herald

| -Published Every Tuesday and Friday Evening byTHE HERALD PUBLISHING COMPANY, Corner Broadway and Second Sts. |  |  |
| :---: | :---: | :---: |
| RBERT | S. Hilburn, Editor | E. B. MILLER, Business Man |
| Entereo as second class mail matter July 1, 1914, at the Post Office at Plainview, Texas, under the act of March 3, 1879 |  |  |
| \% | onths. | ertising Rates on Applic |

51.50 a Year; 75c, 6 Months. Advertising Rates on Application.

Petersburg is needing a new school house. The good people of
that community are trying to devise ways and means for building it.
It is a progressive community, and would do well to keep apace with
ON KEEPING DOWN FIRE HAZARD.
carelessness of someone cost citizens of the town several hundred
dollars Wednesday afternoon when fire broke out from an oil stove in
the Brown and Keck warehouse, that, too when there was known
danger. Keeping down fire hazards in Plainview means a good fire
record for the town. A good fire record means a low key rate and
a saving to
our interest
THE BUSINESS MAN AND THE COMMUNITY
It is the duty of every m
it should be a pleasant duty.
So often we see men
E.l. C. Simmons, one of the genii of modern business, 'found time
to take part in city government, in matters pert
provement and the general good of his community
provement and the general good of hid
said to have expressed the thought
opinion, and if the best elements do
opinner, then the bad element will form it in the most unhealthy way.
manner, then the bad element will form it the most unheatthy way.
And E. C. Simmons was a busy man. Any man who can develoy
such a line of merchandise as Simmons' "Keen Kutter" must be busy
such a line of merchandise as Simmons' "Keen K
but he found time to put into community effort.
THE BUSINESS FARMER.
About this time last year Falls County voted down a $\$ 180,000$
bond issue for good roads. At a mass meeting of farmers last week
bond issue for good roads. At a mass meeting of farmers last week
permanent good roads organization was perfected, the defated goo
roads bond issue was raisead to $\$ 250,000$, and a campaign launched
roads bond issue was raised to $\$ 250,000$, and a campaign launched
right off the bat. Be it observed this meeting was aclled by farmers
organized by farmers and the campaign for good roads will be pushed
by farmers. Texas is shoving along when the farmer gets out in front
and stays there. But there is a new sort of farmer growing up in
un
Texas - the business farmer, more power to him.-Fort Worth Star-
Telegram.
The benefits of good roads are far reaching. Both town and

|  | J. J. Lash's |
| :---: | :---: |
|  | real estate corner |
| - | For Sole, Exchage, Rem |
| - $=$ | $=$ |
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## our interest no chances.

## THE BUSINESS MAN AND THE COMMUNIT

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simply the routine duties of business. He is mastering his business 
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So often we see men capable of immense good in enterprise
which affect the whole town who are disinterested - "too busy" to
The benefits of good
country pro rom them.
That's why the wise b
That's why the wise business men of Silverton and Plainview are
getting together on an auto highway between the two towns.
Incidentally, the idea of Commissioner J. W. Roberson that
tax of from three to six dollars per year be voted on automobiles in
Texas isn't half bad. Many would be glad to see such a bill passed
by the Legislature, if the entire tax would go to the county in which,
standing for a tax which he believes will reach only the "idte rish,",
either; for he drives a car himself and believes that lessened cost for
gasoline and tires by reason of good roads would give car owner
gasoline and tires by reason of
money with which to pay the tax.

| chine and Georgette crepe and wash |
| :--- |
| silks are all popular cloths for wast |

chine and Georgette crepe and wash
silks are all popular cloths for waists.
"This will be a great ribbon sea-
son in the millinery realm. Pearl gray
and rose seem to be the most popular

That's why the wise business men of Silverton and Plainvie
getting together on an auto highway between the two towns getting together on an auto highway between the two towns.
Incidentally, the idea of Commissioner J . W. Roberson tha Texas isn't half bad. Many would be glad to see such a bill passed by the Legislature, if the entire tax was
it was paid for road improvement. Commissioner Roberson isn",
standing for a tax which he believes will reach only the "idle rich," either; for he drives a car himself and believes that lessened cost fo gasoline and tires by reason of
money with which to pay the tax.

Commenting on the styles for spring,
Miss Higgins, who was with. T. E.
Miss Higgins, who was with. T. E
Rithards to buy goods for the Rich-lier
Store in the Eastern markets, says:
Spring, 1916, will see some most
ideal styles. Far from freakisil, they
are sensible, comfortable, convenient
are sensible, comfortable, convenient
and pretty- such styles as $y$ mu would
expect a practical American people to
create when not warped and biased by
create when not warped and biased by
French ideas. Most coats are fitted
rather close at wist
French ideas. Most coats are fitted
rather close at waist or may be made
loose and belted with a belt of leath
or self material. Some of these
minate with an extremely these tere-
below the waist. Recently
berect
below the waist. Recently a few box-
back coats have been broust
spring, but these are not expected tor
gain any special degree of favor.
"Skirts are being made wider tha
last season. Some are even three and
a hair yards at the bottom. These are
being worn somewhat shorter than
previously. In fact, in the East they
have cut the skirts so high that no lit-
the styles. This rextreme tered against
seems to be an effort on the part
comparatively few to get a axay from
the ordinary and put on a distinctive
appearance. In dresses there is an
inclination to raise the waist line and
inclination to raise the waist line and
make skirts decidedly wider from the
desired.
In dress materials taffeta takes first
place for all purposes. For dresses,
crepe de chine and crepe meteor are
used much, while there is yet a bit of
silk poplins being worn, Organdie,
volle and nets are the most popular of

Uns, gaberdines and serges. Crepe de $\left\lvert\, \begin{aligned} & \text { ings and P. C. Taylor, } \\ & \text { here today on business, }\end{aligned}\right.$
and rose seem to be the most popoki
colors. Navy, green, delph and rooki
are other colors that take well."
REIL ESTATE TRANSFERS.
are other colors that take well."
ald
man stur munnux
2

Consideration, $\$ 600$.
J. M. Tilson and wife to J. T. Ter-
rell, part of survey 18 , block N, con-
taining one hundred twenty -eight






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Ahead sin the
United States
That means in
the world.

Our stores are leading in the increase on sales of
INTERNATIONAL phoov 23

LET us first say this: Our buyer goes into the most extensive furniture markets, selects from the best assortments shown in the United States, and buys direct in large quantities (in many cases on advantageous contracts). In the face of rising costs and limited production it is not difficult for the consumer to realize how our purchasing methods are greatly to his advantage. We would be pleased to explain further how you profit by our merchandising methods.
There are many more attractive and useful sets and pieces in this new car, suitable for practically every household use. If spring suggests any home changes we urge you to figure with us.

Paxton \& Oswald


New
Spring

## New <br> Spring Shirts

## New <br> Spring <br> Ties

MORE THAN FIFTY.FIVE IN
ATTENDINCE \&T FACULTY TE
Washington Annlersary Entertainment.

## New <br> Spring

 HatsHave you seen the

## NEW MARCEL BLUCHER?

The newest thing in shoes formen. Of course its a Walk-Over.

Shown only at
REINKEN'S
Suits

WATCH OUR WINDOW

## The Newest of Spring Styles

are being brought to the Richlier Store. Our buyers are first in the markets and last to leave the markets. No half hearted work is done by our people there. It's a case of knowing a thing is right before we offer it to our patrons. That's why you find so few carried over items at this store. We have the newest and sell it while its new.

Every day trains bring new goods for our store and what you may have failed to find at our store yesterday may be seen here today.

This store should be your store. There are many reasons and as you become more familiar with our merchandise and methods you'll become more convinced that this store should have your patronage.

## Richards Suos bollien



## These Warm Days

Remind the tired housewife of the drudgery of standing over a hot stove watching her baking-it isn't a pleasant thing now is it?

## Baking is Our Business

We bake during the most of every 24 hours. Why not let us eliminate your work and worry by supplying you with

Bread, Cakes, Rolls, Cookies, Pies, or Any Special Order of Which You May Be in Need?

Let us know your needs.


The air-scouts go about their work in planes shot through space by valve-in-head engines. They can trust their lives and their missions to nothing less than what they believe is the surest, most powerful form of motor.

The enerny planes in the air and the special air-ship guns from the earth are vigilant. A journey through the air, hazardous enough because of storms or contrary air currents, is rendered far more perilous by the exacting conditions and extraordinary dangers of war.

In war planes, in racing motor boats, on the speedway, valve-in-head motors are demonstrating the claims made by Buick owners.

Valve-in-head is not all of Buick sturdiness. But it fitly symbolizes the character of the car. What valve-in-head is among motors Buick is among cars.

For 1916-sixes exclusively-Buick at its best.
Despite our price we guarantee 1916. Buicks contain more drop forgings, better upholstery, better paint and finish--greater quality throughout than any previous models. Buick cars are furnished complete to the smallest detail.

Regardless of the car you buy or the price you pay, nowhere can you get better value.

ROADSTER AND TOURING CARS

## Plainvew Machine and Kuto Shop E. E. ROOS, Proprietor

BABY WEEK WILL be More
THAN NATIONALIN SCo Britlsh West Indies and Phillppine Are Interested In the More: : , ,ess
C. S. Communities Inquire. washington, Plans for the Nation-wide Baby Week proposed by the General Federation of
Women's Clubs for March 4 to 11 have extended beyond the United States

## CASH GROCERY C0'S. SPECIALS




| Indies has just written to the Federal |  |
| :--- | :--- |
| Children's | Bureau for information |\(| \begin{gathered}Indian reservations in western States <br>

The local plans for Baby Week vary\end{gathered}\) Child
about Children's Rureau for inforn
about what Baby Week means
expects to initiate a local cam
Several Canadians have been
from, too, including the Saskatct
commissioner of public health.
The Philippines will take part commissioner of public health.
The Philippines will take part The Philippines will take pa
celebration if the plan of
woman's club is carried out. cial request the Children's Bureau has
sent its Baby-Week bulletin to Valdez


Note the Beautiful Appearance and Graceful Boatline Effect
WE ARE GLAD TO ANNOUNCE the arrival of another carload of "Ai.
LENS" and there are a number of reasons why you should own an "ALLEN
37 ", to some of which we beg to call your attention. Its a better car with more power for less money. room but less wetght. Very economical on gasoline and oil, and has great en durance on account of its sturdy construction and bearings. Easy to handle and smooth in operation--any lady can operate it as easily as a big strong man you are not experienced in automobile matters we invite vou to make com parisons. Look into every car in the "Allen's" PRICE CLASS--examine every feature--every part. Weigh them carefully and we are certain that the "Allen" will still be your choice. Again, you must remember that we are a
all times ready to serve you--a feature well worth considering. We invite vou to call and see us.

## Plainview Machine and Auto Shop

E. E. ROOS, Proprietor
considered the badge of civilization in
the trackless west. The traveler knows
he is nearing port when he sights a
pile of rusting cans, and even so will
the sign of the gasoline tank soon uni-
versally greet the motorist who travels
trails across the grazing sections of
the West. It it certainly a people that
believes in stirring about when autos
outnumber voters in a county.
BRIDGE GRAFTING FRCTT TREES.
$\qquad$ Mice or Rabbits or Seriously Injured Blight or Other Diseases.

Bridge gratting, the use of scions or small limbs to connect the cambium
above and below a large wound or girdled strip, may be practiced success-
fully on almost any kind of fruit tree that can be propagated readily by
grafting. It is used more often with
the the apple than any other fruit, but pear

trees often are treated in this way, | trees often are treated in this way, |
| :--- |
| especially in certain sections. There | seems to be no reason why the method

should not also be successful on plums and cherries, according to Farmers'
Bulletin No. 710, Bridge Grafting, just Bulletin No. 710, Bridge Grafting, just
issued by the U. S. Department of Ag-
riculture. Peaches, however, graft
P. riculture, Peaches, however, graft
less readily and there may be some
question as to the usefulness of the question as to the usefulness of the
method in the case of this fruit. While
seldom seldom used on shade trees or other
ornamental trees, the author, W. F. Fletcher, writes that this method
grafting probably would prove sue cessful in overcoming certain types of
injuries to them. injuries to them.
Mechanical injuries which may b

## remdied are usually inflicted by ani- mals, by burrowing insects or by imple

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$\qquad$


## In Building <br> A Highway

you would build for efficient service now and for gen erations to come
The "Road to Wellville" is built that way. And the password to that road is right living," in which food and drink play such a big part.
More and more people are waking up to the need of. banishing from the dietary heavy, indigestible foods, and food deficient in the vitalizing mineral salts. Food scientists now hold that the lack of these elements is one of the chief causes of a long list of ills, including anemia, constipation, nervous prostration, kidney trouble, and so on.

Long ago a food - now famous-was devised to make up for this lack, and it does it admirably
That food is

## Grape-Nuts

Made of whole wheat and barley, it contains all the nutrition of the grain, including these vital ele ments-phosphate of potash, etc.,-which are indi spensible for perfect balance of body, brain and nerves, and for warding off disease.
This food comes ready to eat, is economical, and delicious. Digests quickly-generally in about one hour-and is full of health-making goodness.
A ration of Grape-Nuts along with other food has started thousands on the "Road to Wellville."
"There's a Reason"


# BRING SAFETY INTO YOUR BUYING 

## HALLMARK

You can depend on this. 476 of the the best jewelers in the United States are back of it with their reputations.

Smen

Nationally Advertised Goods Implies
Standarized Goods Standarized Goods

```
The maunfacturers of these goods spend millions an-
nually in conducting their advertising zampaigns in order
to get the public to associate their brand for the article
When you think of buying hosiery naturally you think
of Black Cat, when you think of a hat Stetson bobs 
so it is with Selz for shoes, McCalls for patterns, etc.
goods that have been tried and repeated, and in having
a double guarantee.
```

JACOBS BROS. CO. ONE PRICE SPOT CASH
products in all detail of eonstru cion, quality and guaranteed worth is the producer who has faith in his own goods. You as a buyer are protected by his faith and his advertised assertions. He must live up to his advertising and the knows it. A
manufacturer who is offering for sale a product as good as it can be made welcomes publicity and pays big sums to obtain it. The nationally advertised product does
not cost more because of heavy advertising appropriations-rather does thoughtful not cost more because of heavy advertising appropriations-rather does thoughtful
advertising so greatly increase production that manufacturers are enabled to cut ad vertising so greatly increase production that manufacturers are enab
selling costs. NATIONALLY ADVERTISED GOODS
J. W. Willis Drug Co.

Phone 44 New Grant Building, opposite Elk's Home

## Nationally Advertised? Yes

The best lines in the United states are to be found only at
REINKEN'S maummar

Among the well known brands we carry are the following; they need no further introduc tion as the names alone stand for all that is
good and desirable:

Kuppenheimer and Stadium Suits for Men Steadfast Shoes Stetson Hats
Lion Shirts and Collars
Palmer Coats and Suits Mitchell Dresses Gossard Corsets
Queen Quality Shoes for Women
Plainview Mercantile Company


Garrison-Connor Electric Co.

Read any magazine-they all tell you why you should "Let the Children Kodak" with the

## Eastman

"Get It Where They Have It and Guarantee the Quality
THE R. A. LONG DRUG STORE Phones 327 and 400

## J.I. Case Implements

Made famous by advertising and quality will meet your every requirement. If you will give us the opportunity to demonstrate them you will be convinced of their superiority.
Plainview Hardware Co.
Phone 293

Farm Implements, Stoves and Ranges, Aluminum Ware, Creatn Separators, Cutlery, Sporting Goods, Scales, Table Ware, China, Glass Ware, Harness, Tools, and all kinds of Farm, Garden and Home Hardware in those lines most generally advertised.

$$
\begin{aligned}
& \text { We guarantee the manu- } \\
& \text { facturer's guarantee }
\end{aligned}
$$

DONOHOO-WARE HDW. CO.
RICHELIEU CANNED GOODS WHITE CREST FLOUR

[^0]Boyd Grocery Co. Phone 205

## If You Need Anything in the

 Drug Line Phone UsMr. Chambers delivers for us on his motorcycle and will be at your door in a minute

## LONG-HARP DRUG CO. Phone161

## Much of Our Success

We consider to be the result of our co-operation with the jobber and and manufacturer in pushing well known brands. We know we are safe in doing so and you are safe in buying them.

> We have the exclusive sale of CHASE \& SANBORN COFFEES

## SEWELL GROCERY CO.

of course you've often read the advertising of STAR WINDMILLS JOHN DEERE IMPLEMENTS FLORENCE BLUE FLAME WICKLESS OIL STOVES
As well as that of many other of our lines in the leading Farm Journals and Magazines. We stand back of the goods.
R. C. WARE HARDWARE COMPANY

The Most Widely Advertised Product in the World

## KNICHT AUTO CO.

Phone 237

We have always stood behind those goods which the manufacturer is not afraid to advertise-result: Many pleased grocery customers and the satisfaction to us of selling good goods at right prices.

Distributors Heliotrope Flour.
PIERSON \& SMITH
Phone 348

RATES
ONE CENT PER WORD EACH INSERTION

THE EVENING HERALD'S LIVE WANT AD PAGE

THE MARKET PLACE
OF THE
SOUTH PLAINS

| FOR SALE-A 4-room house, with electic lights; bath tub and toilet in house; one lot. Must be sold by April 1st. Inquire of PRICE \& BOSWELL, Stevens Bldg. <br> FRESH FISH and OYSTER received Monday and Thursday of each week at BARTSCH'S MARKET. Phone 437. 2 t. <br> We are in the market for Dry and Green Hides. Highest prices. ALLEN e BONNER, Coal and Grain Dealers -Adv. tf. <br> aUTO CURTAIN EOUND. <br> Owner may have same by calling at Herald Office and paymg for thrs ad. tt. <br> We are in the market for Dry and Green Hides in any quantity. RUCKER PRODUCE COMPANY. <br> OUR FLOURS cost you just a little less and are just a little better than other brands. HARVEST QUEEN MILLS. <br> WANTED-2 or 3 unfurnished rooms for light housekeeping. Phone 483. 2t. <br> We will make Farm or Ranch Loans in Castro, Swisher, Briscoe, Floyd, Hale, Lamb, Hockley, Lubbock and Crosby Counties. See us if you want a loan. HENDERSON \& PERRY, Grant Bldg., Plainview, Texas. <br> FOR SALE-Two span good, gentle work mules. For particulars see OTUS reeves realty co. $-A d v . t f$. <br> FOR RENT-One furnisbed room. See mRS. J. A. WADE. <br> WANTED-Girl for general housework. PHONE 121. | FOR SALE- 20 young male PolandChina 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. <br> FRESH FISH and OYSTER received Monday and Thursday of each week at BARTSCH'S MARKET. Phone 437. 2 t . <br> Found: Bunch of keys. Owner may secure same at The Herald oftice. <br> FOR RENT: One furnished room. Call Herald, Phone 72. <br> Plocghing contract wanted. <br> Will contract to plow sod or old ground; prefer section of sod. O. E. WINSLOW $\qquad$ <br> FOUND-A gold Odd Fellow's watch charm in front of Ben's Barber Shop. Owner may have same by calling at HERALD OFFICE and paying for this advertisement. <br> LOST-Overcoat and fur robe Finder please return to Herald office. $2 t$. $\qquad$ <br> Don't buy old seed in new packages when you can buy New Seed in Bulk at PLAINVIEW PRODUCE CO.'S. tf. <br> Will have another car of Nancy Hall Yams about Saturday. E. VAN DEVENTER. $\qquad$ 1t. <br> TALBOT'S RACKET STORE with Scudder Grocery Co., north side Square. Special prices all the timewith the least expense and biggest bargains. We make prices with any catalogue house, delivered in Plainview. -Adv. 1 t. | FOR SALE: Cyphers incubator 150-egg capacity; good running order. Phone 9023-R33. <br> ROOM FOR RENT. <br> Furnished room in private home close in. PHONE 398. <br> ATTENTION. <br> Those bot drinks are now ready at the KASH KANDY KITCHEN. <br> Let me make Switches out of your combings. PHONE 608. Adv. 2t-pd. <br> FOR SALE OR TRADE. <br> Eighty acres of land near Plainview for one-half section on Plains within 12 miles of a railroad. Address A. B. C., care of Herald. Fri. 3t-pd. <br> FOR SALE-Small residence close in and splendidly located. Will give good terms. Address "OWNER." care The Herald. $\qquad$ <br> NOTICE. <br> Some work mares and mules for sale. Terms it desired. SANSOM \& SON, Plainview, Texas. <br> FOR SALE. <br> One two-fow P. \& O. Lister. <br> One two-row P. \& O. Cultivator. <br> Above have been run one season and are in good condition. Will give terms if wanted. CHAS. E. SAIGLING. tf. <br> A snappy proposition for a live wire for the agency on one of the best lines of automobiles manufactured. Everything on the South Plains from Amarillo south is now open, and if you want to make money and have a little capital to work on, write me and let me show you one of the best opportunities you ever had. Address BOX <br> No. 432, Plainview, Texas. | FRESH FISH and OYSTER received Monday and Thursday of each week at bartsch's market. Phone 437. $2 t$ <br> FOR SALE-Household furniture for six rooms. Will sell by piece or as a whole. Also have 8 head of Jersey cows. See me on John Edwards place, 1 mile west of city. CHAS. W. ROPER $2 t-p d$. <br> Don't buy old seed in new packages when you can buy New Seed in Bulk at PLAINVIEW PRODUCE CO.'S. <br> Let me fill your incubator with B. P. Rock eggs at 25 c per dozen. MRS P. W. JACKSON, Plainview, Texas Mar. 17-pd. <br> WANTED-A girl for general housework. Call at DAVIS BOARDING HOUSE. <br> WAŃTED-A few Shetland Ponies, paints preferred. Write full descrip tion and lowest cash price. Address JUNE WATTS, Paducah, Texas. 5t-pd <br> FOR SALE-1,630 acres land; all patented except 121 acres; 4 sets of improvements; 950 acres in cultiva tion; all fenced and cross fenced; water from 29 to 35 feet. Will sell all together or in smaller tracts to suit the purchaser, with small payment down, balance four and five years at 6 per cent. Land lies west of Callahan and all in one body. No better land in Hale County. J. J. SIMPSON Plainview. $\qquad$ <br> 320 acres patent land near Tulia Swisher Co., will sell worth the money Now has 160 acres in wheat. Will sel on long time, cheap interest. Close to school, town and railroad. Write P. O. BOX 12, Tulia, Texas. 3t. Fri only. pd. | SMITH'S INVINCIBLE <br> White rocks <br> Are the very best strain in Texas today. They have been and are still leading winners at Texas' and Oklahoma's biggest shows. Stock and eggs for sale. Write for prices. SAM W. SMITH, Abernathy, Texas. <br> TO CATTLE OW NERS: <br> I have just completed a large conerete dipping vat on my place one and one-half milles southeast of Plainview. I will contract to dip cattle for other parties, using arsenic solution for lice. Can dip 2,000 head per day. <br> Phone 90. <br> C. B. REAVES, <br> Plainview, Texas. <br> White Emden Coose Eggs, $\$ 1.50$ for \\| B. LEACH. $3 t-p d$. <br> Rose Comb White Wyandottes, First premium Hale County Fair 1915. Eggs for hatching, $\$ 1.00$ per setting. Place your orders now. RIO BLANCO POULTRY FARM. W. A. TODD. First and Broadway. -Adv. tf. <br> FOR SALE-About 20 head of mules, Will take good, bankable note for 6 months. Also some Jersey cows. Three miles northwest of Plainview. J. J. SIMPSON. <br> FOR SALE-Small house with lot and a half at a bargain of $\$ 600$ for quick sale. Can make terms. FLAKE GARNER. <br> FOR SALE-5-room modern bungalow, Wayland Boulevard. Will give practically any kind of terms or take some vendor lien notes. W. M. JEFFUS. $\qquad$ t-Fri. only, <br> SPELTZ SEED for sale. J. C. WOOLVERTON, near Seth Ward College. | FARM AND RANCH LOANS. <br> Am in positicn to make Farm and Ranch Loans on patented lands in Hale and adjoining counties. Long time; reasonable rate of interest. <br> J. F. SANDER, <br> East Side Square, <br> Plainview, Texas. <br> WANTED - Plowing sardens lerger tracts. See A. T. OGG. <br> WANTED-Woman to do general housekeeping. MRS, O. E. WINSLOW. $2 t$. <br> FARM LOANS. <br> HENDERSON \& PERRY, Plainview, Texas, can make you a loan on your Farm or Ranch. Get in your application at once. Money ready soon as title is approved. <br> FARM OR RANCH LOANS. <br> See HENDERSON \& PERRY, Grant Building, Plainview, Texas. <br> LOST-Tuesday afternoon, between Wayland Heights and Post Office, black envelope purse, containing silk handkerchief with lavender border. Return to Herald office and receive reward. <br> We are in the market for Dry and Green Hides. Highest prices. ALLEN \& BONNER, Coal and Grain Dealers. -Adv. tf. $\qquad$ <br> FOUND-Auto number and tail light. Owner can have same at PLAINVIEW MACHINE \& AUTO SHOP by paying for this ad. $\qquad$ <br> NOTICE-I keep my cattle-dipping vat charged for dipping at any time. 10 c per head for yearlings, $121 / 2 \mathrm{e}$ for coming two and 15 c for cows. C. B REAVES. |
| :---: | :---: | :---: | :---: | :---: | :---: |

## ANNOUNCEMENTS



Primaries, July 22, 1916:

| For Representative: |
| :--- |
| T. J. TILSON. |



MONET
to loan on FARMS AND RANCHES Long
ments.
Reasonable interest
rate. bought or Lien not es us if you need money.
Shallow Water Land \& Loan Company

Ware Hotel
PLAINVIEW, TEXAS


## Mules for Sale

I have some 5 year old broke mules for sale at my ranch, 9 miles south of Hale Center, and am now prepared to sell these on time to responsible parties.

CHAS. E. SAIGLING

Tisten- The world is too much given to looking backward. It is well to remember and to profit by experience, but it is better to look forward to the promises of the future than backward to the mistakes of the past.

Build You a Home
Plainview Lumber Company My pral farm salesman. My prices are right and satisfaction guaranteed. It will pay you to see me if you are
going to have a sale. Write or see me at PLAINVIEW or going to have a sale.
get dates at Herald office.

## COL. E. J. CHRISTOPHERSON AUCTIONEER

 <br> \section*{\section*{Make Ironing-Day <br> \section*{\section*{Make Ironing-Day Easy-Day} Easy-Day}Chase away hard work, long hours and tiresome walking back from stove to ironing board. Iron in comfort with an Electric Iron and see how much better you feel at the end of the day. Ask your local electric contractor or

TEXAS UTILITIES CO.



## You've Been Forced Into Springtime-

It seems most too early for light weight clothes and yet they are more comfortable than the winter ones. The evenings are 'cool, necessitating frequent changes. Its the season when you need to consider the appearance of two sets of clothes. We can make your winter clothes last and look "nifty" and can brighten up the spring change if you will permit us to do so in

THE
Waller Faloing Co.
TAILORS WAY
was atcompanied by Miss West They purchased stocks for spring and style tendencies of spring ands. Th were given a representative of Th Herald in an interview with M,
and Mr. Houston, as follows: Novelty is a strong feature in this
season's showing season's showing. Skirts are wider,
either voluminous or artificially dis tended. Normal waist line is the disthoagh it may be higher or lower, acand

## PREPAREDNESS!

## "Prepare for War in Time of Peace"

PREPARE to meet your bills when due. If everyone would do this how pleasant it would be to do a credit business but we find from several years' experience, that we are unable to meet our bills when depending upon the public to pay us their bills. Hence on account of our financial weakness, we will be compelled to cut out the credit business, and

## Commencing March Ist, We Will Sell for Cash Only

This will enable us to make you better prices and give much better service, as we will pay spot cash for all our merchandise, getting all discounts, losing nothing on accounts, etc.
We know we have a list of as fine customers as any one in town and believe we can make it to every one's advantage. We ask all of our old, as well as many new customers to continue trading with us.

You pay me $\$ 5.00$ or $\$ 1.00$ cash for goods. I will turn this money say'twenty times during the month. Every time I turn it I make a little. Thus you see how much it is worth to me to have the money as I go.
To those who want to pay cash in advance I will allow 5 per cent off on the amount paid as well as the low prices we are going to give you on everything in our store. We think this will be much better for all of us and that not a one of our many customers will fail to let us prove to them that we can save them much money

Let everyone come to our store and get our prices before buying anything in the grocery line.

Mr. A. J. Crager and Mr. Frank Stovall will be with us as usual and they will call on many of you, give you our prices, explain prices and everything to you so you will see how much we can help you as you help us. Use our phones, they are at your command, Nos. 234 and 233. Our deliveries are going to be prompt and our service the best. Let us hear from every lady who buys groceries ip Plainview and surrounding country.

Thanking all of our friends for past favors, trusting to merit their esteemed patronage, hoping for a higher and better business, and with best wishes to all, we are

Yours to serve,

## L. J. Warren Grocery Co.

The best flour in town-not the highest priced but the best you ever tried-ORIOLE


[^0]:    Advertised brands which we absolutely bank on.

    Hardly a piece of goods in our stock which is not nationally advertised.

