



**UNITED STATES NEEDS THE SWISS PLAN.**

From Spokane Spokesman-Review.  
Those persons who shrink with alarm at the bare thought of equality of patriotic duty, as exemplified in the Swiss system of compulsory training for National defense, make the large mistake of assuming that such service would handicap the individual and be an exhausting burden on the Nation.

The converse of that is true. The American people would find that the Swiss system of non-militaristic and popular preparation for National defense and peace makes the individual re-servist more efficient in industry and commerce and the Nation tremendously stronger and more progressive. Even from Germany's enemies the reluctant admission has been wrung that, with all the evils of the German system of militaristic caste, it has contributed immensely to the progress of that people in the arts and sciences of peace. It has taught them the incalculable value of organized thoroughness and discipline.

The American people do not want German militarism and army caste. They should desire and they do need a system modeled after the Swiss or the Australian plan. The Swiss system is intensely democratic. In a republic like Switzerland or the United States the people are the Government, and under the Swiss system of moderate military training of the country's youth the people constitute the army of National defense. To suggest the fear that a defensive organization thus formed could oppress the people or endanger their institutions is equivalent to the ridiculous fear that the people might oppress themselves. As well said by a pamphlet published by the Navy League, "history has yet to show that military power has become an instrument of evil when controlled by a true democracy"—like that of Switzerland or the United States.

We need, indeed, the Swiss system to strengthen and preserve the spirit of democracy in the United States. No thoughtful mind can escape the reflection that we are drifting here to cliques—that, survey the National field as we may, we find no broad ground of common interest and contact where the country's youth may touch shoulders and absorb all other points of view.

To bring directly home this thought and fact, consider the widely scattered interests of the young men of Spokane. One group, for instance, is represented in the University Club. Young men assemble there who have had a college course. Their thoughts, their associations, their view of life are tinged by the college influence.

The interests and activities of another group center around the Athletic Club. Of yet another group around the Y. M. C. A. Building. Yet another, though smaller group, find interest and activity in the National Guard.

This scattering of interests is not to be decried, but it needs to be held in bounds. A cohesive influence is needed to bind them all in one broad, enlightening, popularizing force. Search as we may and strive as we might, we shall not find that bond unless we decree by law that for a given period each year, in a given period of years, every able-bodied young American around the age of 20 must turn his thoughts and action to patriotic duty and preparation for potential defense.

Dividing interests, the growth of cliques, the slow widening of the rifts between these cliques—these are the influences that undermine democracy and endanger republics.

**KANSAS CITY STOCK MARKET IN DETAIL.**

**KANSAS CITY STOCK YARDS.** Feb. 28.—Cattle advanced 25 to 35 cents last week, and the improved condition was not fully realized by shippers till they began to get returns from their sales, this morning.

Receipts today were 13,000 head, and the market was strong, some of the closing sales 10 cents higher. The general feeling prevails that still higher prices are billed for the near future. Best steers here today brought \$8.60, which does not indicate the strength of the market, as does the rank and file of the cattle at \$8.00 to \$8.35, very few steers below \$7.60, and a good many sales around \$8.50. Of course, prime steers would go above \$9.00 now.

A feature today was the arrival of 30 or 40 cars of good steers from the North Colorado field, and from the Arkansas Valley. These steers sold up to \$8.50, and the bulk of them brought \$8.00 to \$8.35, practically none below \$8.00, weights running from 1,125 to 1,350, a few rough steers up to 1,500 pounds. Western fed bulls brought \$6.40 and \$6.45 in car-load lots.

Cows and heifers sold strong, best heavy cows now worth \$7.00 or better, heifers \$8.50, fair to good cows around \$6.00, best heavy bulls \$6.75, veal calves up to \$11.00.

Stockers and feeders held up firm at recent advances, though there were no sensational sales, lack of quality

being the only reason, as everything was primed for a high top. Some black yearlings that went out last fall at \$7.40, which have been roughed along since, were returned and sold at \$7.85, having gained 30 pounds per head in the meantime. Most of the decent stock steers now sell above \$7.00, and feeders range from \$7.50 to \$7.90, a few fleshy steers being taken at \$8.00 or a little better.

Hog receipts were 11,000 head, market 15 to 20 cents higher than Saturday, and 10 cents above best time last week, which means at highest range since the break last October. The feature was heavy demand from order buyers for shipment to Eastern points, this trade being literally swamped with orders, many of which they could not fill. Packers got in step, and paid up to the top, though the hustling order buyers picked the cream of the crop over, at \$8.25 to \$8.50, the latter the top price. A good many light hogs sold at \$8.15 to \$8.25, and bulk of all sales was at \$8.15 to \$8.45. Scarcity in the East, and decreasing receipts at Western markets, with a continued heavy demand for the meat, makes the hog prospect very strong.

Sheep and lambs sold strong to 10

cents higher, best sales at the close. Receipts were 14,00 head. Seven cars of lambs brought \$11.10, each of the three feeding districts of Colorado having lambs at the top price, and the Fort Collins district contributed two cars of ewes at \$8.00, 99 pounds average, highest price of the winter for ewes. Medium to common lambs ranged down to \$10.75, and feeding lambs are quotable up to \$10.25, best yearlings around \$10.00, wethers \$8.35.

J. A. RICKART,  
Market Correspondent.

♦ ♦ ♦ ♦ ♦  
H E WANT L D  
E B ADS A L  
A L BRING E  
D D H  
TRY THEM RESULTS TRY  
TRY D H TRY  
A R FROM A L  
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H E WANT ADS D  
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Means for "Young America" getting out in the open and "warming up."

We have ready for you all kinds of

**Baseball and Tennis Goods**

Bats, Masks, Protectors, Gloves, Tennis Balls, Racquets, Nets etc.

You have never been disappointed in our sporting goods.

These we offer are of our usual high quality.

**Donohoo-Ware Hardware Comp'y**  
Phone 80

**We will be pleased**

To have the privilege of serving you with good groceries, right prices and prompt attention to your needs during the month of March.

Many have favored us with their trade, these we wish to thank and solicit a continuance of their patronage. From those we have not served we ask a trial. We believe that most of you will appreciate our interest in you.

Just start your first order with a sack of

**Albatross Flour**

We want you to be pleased from the start.

**E. G. BENNETT GROCERY COMPANY**

PHONE 35

**A Word of Appreciation**

Our first month's business in our new location was far better than we had anticipated. Our increased sales show how well the public appreciates our enlarged service facilities and our efforts to save them money in their purchase of household furnishings.

We are putting special effort into the work of our repair department. Employing only expert workmen in our upholstering and re-finishing. All work of this department is fully guaranteed when delivered to you.

We are constantly adding to our stocks and appreciate the confidence of our customers shown in our development. We hope that during the coming month we may make many more customer friends and ask for the opportunity to serve you.

PHONE 95

**W. E. WINFIELD**

PHONE 95

"IF IT ISN'T GOOD WE MAKE IT GOOD"

**Chickens and Eggs**

We have recently opened a produce house in Plainview and are located in the old Nobles Building near the passenger depot.

We will be in the market at all times for chickens, eggs and hides and believe that it will be to your interest to see us before you sell your produce if you are after top prices.

**Wright Produce Comp'y**

Phone 637

**AY CHALLENGES LAMAR BROS' CLUB, OF PLAINVIEW.**

**His Correspondent There Was Pleased With Notes From "Woodenwater."**

PLAINVIEW, Texas, March 1.—Still the pretty weather prevails, though the incoming of March is a bit blustery. Springs seems to be almost here, and the good housewives have begun to ask each other the questions "Have you planted any garden yet?" and "How many hens have you setting?"

Mr. and Mrs. J. R. Goodwin, who for some time have been visiting their daughter, Mrs. D. H. Spence, left Sunday for a visit to relatives in Kemp, Texas.

Messrs. Owen Smith and Delma Lewellen left Saturday for Clarendon, from which place Mr. Lewellen goes to Wellington, Texas, for a visit with friends.

A Mr. Crutchfield, from Missouri, who purchased the place recently vacated by Noah Halsey and family, has moved here with his family.

Lee Hooper is working for his brother, D. W. Hooper.

Mr. and Mrs. Joe Barrett of Plainview, accompanied by their son, Walter Barrett, of California, were visiting relatives here Sunday afternoon.

Some of our men and boys spent the day Saturday finishing the painting and sanitary work connected with the school house and grounds.

We notice that the Lamar School of Plainview is boasting of its "Mothers' Club," of the money it has made and of its progressiveness. Well, the Halfway Mothers' Club is not so far behind, for it has made seventy-two dollars since October first, and if you don't think it is progressive, just come and see. We are glad to note that other Mothers' Clubs are being organized throughout the county, for the work is noble and far reaching in its influence.

We were glad to note the new correspondent from "Woodenwater," as through these various correspondents one can keep up with friends and acquaintances throughout the country.

Mr. and Mrs. Silas Dye, and Walker Dye, who has been engaged in the trapping business near O'Donnell, came in Saturday to visit home folks.

Mrs. C. T. Brown and little son, Donald, left last week for a month's visit with relatives in Hill County and other points.

**SMALL CROWD AT WOODROW SCHOOL ENTERTAINMENT.**

**Vernon Man Moves to Half Section Owned by John Smith of Floydada.**

WOODENWATER, March 3.—The Woodrow School gave an entertainment on Friday evening, February 25, for the purpose of raising funds for some needed improvements. It was not as well attended as it should have been.

It is open season now for a farmer to pay more for a horse at auction than he would have to pay to a neighbor for one as good.

Mrs. M. F. Gardner and daughter were in this neighborhood Sunday in their new Saxon.

Doc Pepper has moved his belongings from section 15 to section 19.

Taylor Fortenbury has sold his maize. If we were in the automobile business now!

Mr. Martin, from Vernon, Texas, has moved to the half section owned by John Smith, of Floydada.

Helen Temple Farm shipped two cars of hay on Saturday.

E. Y. Brown has been in Mexico after some stock.

The aluminum-cooking-utensil man is abroad in the land.

Lois Leach gave a theater party to a number of her friends on Wednesday evening.

The Mothers' Club will give a social at Woodrow School House on Friday evening, March 10th, at 8:30.

The Priscilla Embroidery Club met with Mrs. Hunt on March 2nd.

**SPRING LAKE LITERARY SOCIETY IS ACTIVE.**

**Charivari Party for Newly Married Couple Proves a Pleasant Event.**

SPRING LAKE, Texas, Mar. 2.—C. E. Bales has moved to the Devening farm.

M. E. Cleavinger entertained at supper Sunday evening Misses Emma and Ono Yelton and Hazel and Charlene White, and Messrs. Russell and Ora White.

Last week's visitors to Plainview were Mrs. H. M. Packard, Mabel Vore, Ralph Packard, Austin Pahlow, M. E. Cleavinger and P. D. Vore.

Our farmers are very busy hauling their grain to Muleshoe.

Rev. Foster, of Muleshoe, was calling in and around Spring Lake Thursday.

Benjamin Barnertson and sons, Floyd and George, of Plainview, are here shaking hands with old neighbors.

O. C. Axtell, accompanied by Mrs. O. C. Axtell, Mrs. Leona Harris, Miss Mamie Axtell and Mrs. J. D. Trumbull, was a Hereford visitor Wednesday.

Miss Hazel White spent the week end with Mrs. W. S. Hall.

Mr. Kerchival, of Hurley, was here the first of the week making arrangements to further improve his farm. He expects to move here in the near future.

Miss Etta Vore spent the day with Mrs. Harris Tuesday.

Rev. C. E. Murphy, of Oklahoma City, and Rev. W. H. Huriburt, of Amarillo, were in Spring Lake Tuesday.

Miss Nova White and Carl Paschkey were married Wednesday, at the home of the bride's mother, Mrs. E. R. Gust. The wedding was a very quiet one, only relatives being present. Mrs. Paschkey has grown from girlhood to womanhood at Spring Lake, and is very much loved by her many friends. While we rejoice with her in her happiness, yet we regret that she will make her home in the West. Our best wishes go with her.

O. C. Axtell, J. D. Trumbull and D. G. Axtell sold their hogs this week.

Spring Lake Literary Society met Friday night, with a good attendance. After the regular program, a good, old-fashioned spelling match took place. Professors Bently and Hinson "choosing up," while Mrs. Packard "gave out" the words. Professor Hinson's side won. If you want to have a good time, come to our literary society.

The young men, accompanied by their ladies, very quietly surrounded the Gust home Saturday night. The purpose was to serenade the bride and groom. Mr. and Mrs. Carl Paschkey. After they had filled the air with many melodious strains, they were invited in and spent a very pleasant time. Mrs. Gust and daughter served refreshments.

**GREEK WORDS HAVE PRACTICAL USE TO MEN IN PROFESSIONS.**

**Man Who Knows Greek Understands Vast Majority of Technical Medical Terms.**

AUSTIN, Texas, Mar. 2.—Commenting upon the practical use of Greek and Latin tongues to the modern man or woman, a University authority declares that by far the largest majority of technical words used by the physician are of Greek origin, and that without these terms the doctor would be stricken dumb, so far as the living language of his science is concerned.

"Some of the Greek derivations are jawbreakers to the Greekless," the same authority continues; "such words, for example, as anorexia, cholithiasis, enteroptosis, leucemia, aphthamophlegia, phlebitis, septicemia, myelomatosis. Naturally the technical terms of any science are 'all Greek' to the layman. But such words are the flesh and blood of scientific language and are quite indispensable to the physician."

"Many of these Greek words, however, are part and parcel of the language of our daily life. Modern scientific progress and the spread of learning have made everyone familiar with words like antiseptic, clinic, bacteria, typhoid, gastric, diagnosis, hygiene, embryo, and therapeutics. The very names of the departments in any medical school are nearly all Greek. They include, for instance, such divisions as anatomy, bacteriology, chemistry, dermatology, embryology, gynecology, histology, ophthalmology, pathology, pharmacology, physiology, surgery (by a longer process of transmission), therapeutics and toxicology. In fact, this nearly completes the average list of medical departments, with the exception of materia medica, medical jurisprudence, obstetrics, preventive medicine, and theory and practice of medicine, which is Latin—"theory" is Greek.

"In view of the popular, and usually

**DRINK SIX GLASSES OF WATER DAILY**

An Interesting Statement by One of the Big Men in the Drug Business



A. E. KIESLING of Houston, Texas, says: "If you have a muddy complexion and dull eyes, you are constipated. Six glasses of water daily and one or two Rexall Orderlies at night will correct this condition and make you 'fit as a fiddle.' Rexall Orderlies, in my opinion, are the best laxative to be had, and can be taken by men, women or children."

We have the exclusive selling rights for this great laxative.

DYE DRUG CO., INC. THE REXALL STORE

superficial, demand that every subject shall justify itself as being 'practical,' this illustration of one practical use of the language commonly regarded as least applicable to the concerns of active life is noteworthy. The man who knows Greek understands the vast majority of these medical terms without special study. To the Greekless student they constitute a difficult jargon, which he may be able to memorize, but which he remembers and comprehends only after much useless toil. He

could not be sure that the results of his researches were given a correct nomenclature to save his life. The most direct and certain way to master the medical vocabulary would seem to be to learn Greek first."

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

Wanted 10,000 Pounds Sudan Grass Seed C. E. WHITE SEED COMPANY, Plainview, Texas

**To the Thinking People of Plainview and Hale County Listen! Stop! and Think!**

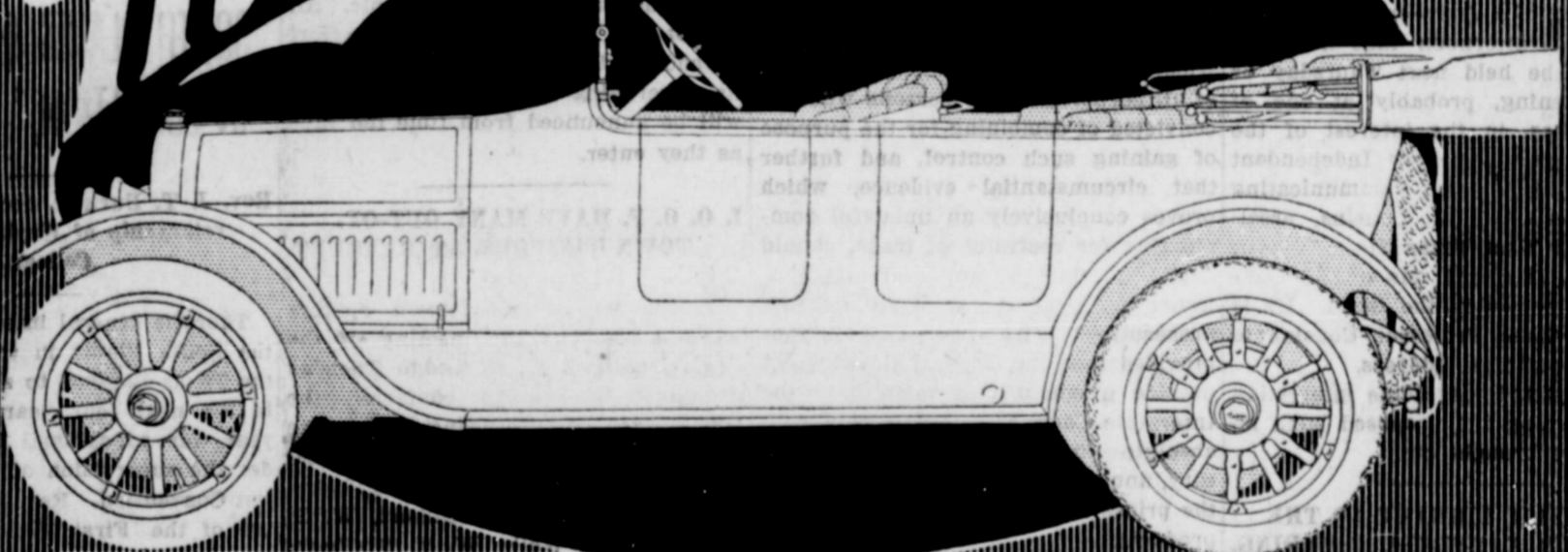
If we can save you money on your purchases, why not trade with us? Seeing is believing, so come and try us and let us prove our assertions to you.

If it is anything in the "Variety" line we have it. Also a line of shelf hardware, chinaware and a complete line of granite-ware with, prices that will make you sit up and take notice.

**The Temple of Economy**

"The Place Where Your \$'s Go the Farthest"

LATEST **Marion SIX** MODEL "K" \$1090.



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

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

**DETAIL SPECIFICATIONS**  
**MOTOR:** Foreign type, high speed, six cylinder, cast in bloc. 3-inch bore, 5-inch stroke.  
**ELECTRICAL EQUIPMENT:** Latest type Westinghouse starting, lighting and ignition.  
**REAR AXLE:** Brown-Lipe spiral bevel differential of the latest floating type.  
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**STEERING GEAR:** Gemmer gear, left-hand side through irreversible worm to sector. 18-inch wheel steering wheel.  
**WHEELS:** Extra heavy second-growth hickory with 1 1/2-inch spokes.  
**RIMS:** Firststone demountable.  
**GASOLINE SUPPLY:** 16-gallon round steel tank located at the rear of chassis with the famous Stewart-Warner Vacuum System.  
**UPHOLSTERING:** Divan type, highest grade long grain, bright finished real leather.  
**FENDERS:** Crown type, heavy pressed steel, black enameled.  
**SPRINGS:** Genuine imported Sheffield steel.  
**FINISH AND COLOR:** All bodies are hand-finished, rubbed and finished, receiving twenty coats of paint. Fenders black enameled. Body, hood and radiator all hand-finished in the rich and beautiful Marion wine color.  
**TOP AND CURTAINS:** Chase leather one-man top and quick attachable Collins curtains. When curtains are in place attachments on doors allow curtains to open with the door.

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

**YOUR friends can buy anything you can give them—except your photograph.**

Make an appointment today

**COCHRANE'S GROUND FLOOR STUDIO**







# BRING SAFETY INTO YOUR BUYING

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Trade Mark

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



**W. Peterson**

### Nationally Advertised Goods Implies Standardized Goods

The manufacturers of these goods spend millions annually in conducting their advertising campaigns in order to get the public to associate their brand for the article in question. By using persistency they get results. When you think of buying hosiery naturally you think of Black Cat, when you think of a hat Stetson bobs up, so it is with Selz for shoes, McCall's for patterns, etc. The consumer is doubly protected—first in buying goods that have been tried and repeated, and in having a double guarantee. You will find nationally advertised goods at our store.

**JACOBS BROS. CO.**  
ONE PRICE SPOT CASH

The manufacturer who is willing to go before a criticing public and "expose" his products in all detail of construction, 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 he 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 advertising so greatly increase production that manufacturers are enabled to cut 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** "WATCH OUR WINDOW"

Among the well known brands we carry are the following; they need no further introduction 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**  
"The Plains' Foremost Dry Goods House"



The "VICTROLA" doesn't promise, it accomplishes. Why deny yourself longer the opportunity of having the world's best musical artists in your home. With a "VICTROLA" every home can enjoy the world's best music.

Remember we are the EXCLUSIVE dealers for "VICTOR" TALKING MACHINES in PLAINVIEW and carry in stock all sizes from \$15.00 to \$200.00 We sell on the Easy Payment Plan to those who cannot pay all cash. Talk to us about it. Each month's new records for sale 29th each month. We are exclusive dealers for "MAZDA" globes. All sizes and kinds.

**Garrison-Connor Electric Co.**  
PLAINVIEW, TEXAS

NO line of Guaranteed Drugs and Drug Sundries so widely advertised or so well known as the famous

## REXALL

We have an exceptional stock.

**DYE DRUG COMPANY**

Phone 23



Who first comes to mind when you thing of Tailored-to-Measure Clothes? None advertised so extensively or give such universal satisfaction as

**ED. V. PRICE & CO.**

Bring us your orders.

**WALLER TAILORING COMPANY**

# \$25

The Herald offers \$25 for the best window display of Nationally Advertised Goods shown during Special Display Week, March 20th to 25th. All firms entering this contest must register at The Herald office not later than noon, March 17th. This contest is open to every firm in the city and is limited to one window. The Herald will select one judge, the contestants a second and these two a third.

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, Cream 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.

We guarantee the manufacturer's guarantee

**DONOHOO-WARE HDW. CO.**

### RICHELIEU CANNED GOODS WHITE CREST FLOUR

Advertised brands which we absolutely bank on.

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

**Boyd Grocery Co.**

Phone 205

### If You Need Anything in the Drug Line Phone Us

Mr. Chambers delivers for us on his motorcycle and will be at your door in a minute

**LONG-HARP DRUG CO.** Phone 161

### Much of Our Success

We consider to be the result of our co-operation with the jobber 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



**KNIGHT 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

# The Herald's Review of the Movies

## CHAPLIN GOES TO MUTUAL.

Charles Chaplin, one of the most famous comedians the moving-picture industry has ever known, has recently formed a company for producing comedy. He has contracted with the Mutual people and will be a feature at a later date in the Mutual programs. It is stated that to consummate the deal \$1,500,000 was required.

Another of the ever popular "Girl and the Game" series will be shown at The Mae I. Tuesday. Helen Holmes' exploits are always thrilling. The fact that each of these exploits is complete in itself makes this series inviting.

## Band Boys' Benefit.

A benefit performance is to be given by The Mae I. next Wednesday evening. The first show will be at seven and the second about eight-thirty. The members of the Plainview Concert Band will give a concert in the lobby

before each show. A per cent of the profits will be given to the band boys. Willard C. Smith has recently moved to Plainview from Abilene, and he is an excellent cornet player and has strengthened the band. The boys are practicing one night each week to be ready for concerts in the spring and summer. Z. E. Jenkins is directing the band.

The end-of-the-week offering at The Ruby includes "The Girl on the Bridge," number 54 of "The Hazards of Helen" series, and "A Model Wife," a two-reel comedy-drama. The critics say that it is bright and amusing and affords Lillian Walker an outlet for the display of her dimples, high spirits and command of her art.

The last episode of the "Graft" series is scheduled at The Ruby on Monday. This time "The Milk Trust" furnishes a lively subject for the principals. Large crowds are seeing this

picture at The Ruby and reading the story in The Herald. "Her Defiance" is a two-reel added attraction the same day.

Tuesday finds one of the really big features of the year at The Ruby, where Geraldine Farrar appears in "Temptation." This is the second screen play in which Miss Farrar has been featured. She is here seen in a new mood and a great achievement, clearly demonstrating her great versatility. Her role in "Temptation" is as different from her role in "Carmen" as night is from day. She stands alone as a pantomimist whose acting has no bad moments, is astonishingly sustained; and, in its total effect, is nothing less than dazzling.

Miss Farrar needs no subtitles. Her face, her gesture, her whole demeanor are chapters in an open book of emotion every page of which is turned for you at precisely the right moment as the story unfolds.

In "Temptation" Miss Farrar appears as the sweetheart of a poor composer. Together they struggle, she to obtain her rightful place as an opera singer, and he to get an opera produced. Eventually, both succeed, but not until she has agreed to pay the impresario the extreme price. To this she agrees only when her beloved is lying at the point of death, a mental wreck because of his disappointment. She never pays, for the impresario is killed by his jealous mistress.

The supporting cast is of unusual worth. Theodore Roberts has never done anything finer than his characterization of Otto Muller, the impresario. It is a brilliant piece of acting, filled with fine moments. Pedro de Cordoba is a well-nigh perfect type, physically, for the part of the composer. Elsie Jane Wilson, Raymond Hatton, Earnest Joy, and Anita King complete a cast typical of Lasky.

Cecil B. De Mille, the producer of the Lasky "Carmen," shows the same care in this picture. Nothing has been allowed to interfere with the full expression of Miss Farrar's personality. The sets are by no means so elaborate as those in "Carmen." There are no extraordinary mechanical effects, but the production is adequate.

On Tuesday Rita Jolivet, who was a survivor of the Lusitania horror, appears in the role of spy in "The Honor to Die." Chas. Frohman, the famous theatrical producer, who lost his life with the sinking of the big liner, gave his life belt to this same Miss Jolivet and entrusted her with his last statement. "Why should one be afraid to die, as death is life's most beautiful adventure?" The film was made in Italy, and is said to deserve especial commendation as a marvel of photography.

Saturday The Olympic offers a recent Selig release, "Their Sinful Influence." The story is one in which Society is tried and convicted of many grievous faults. The author is said to have handled his subject skillfully and introduced a number of strongly contrasting scenes. The daughter of a minister, played by Bessie Eytton, is the leading character.

"The Print of the Nails" is the Wednesday offering at The Olympic. This bill is said to be a strong political drama with a delightful love story. Earl Fox and Vivian Reed play the leads. Florence Turner impersonates film favorites in a clever one-reel review to complete this day's program.

Wednesday at The Ruby an unpleasant plot, "As the Shadows Fall," tells the story of the efforts of a young man to ruin a city girl. The action of the play is intense.

A De Luxe edition Mutual Masterpicture is being shown at The Mae I. this afternoon and night. Mignon Anderson is starring in "The Woman in Politics." The theme is decidedly modern, depicting a progressive, fascinating young woman struggling zealously to expose unscrupulous greed of grafting office holders. The wonderful photography and luxuriousness of the De Luxe Edition of the Mutual program is further recommended by this excellently produced picture. Whether one agrees with or is opposed to the policy of the author, the film is interesting and no doubt will call forth considerable discussion of a much-discussed topic—woman's social status.

## COLOR AND QUALITY POINTS TO CONSIDER IN BUYING.

Charles Reinken Tells of Spring Styles for Men—Stripes and Plaids Favored in Clothing.

After each trip to the markets Charles Reinken has given The Herald readers a review of the prevailing styles for men. The female of the species is no more vain than the male. If you doubt it, watch the men who read Mr. Reinken's resume of what he learned concerning the apparel of the well dressed man.

Concerning the spring styles for the sterner sex, Mr. Reinken says: "Shirts are pronounced stripes, moderately bright colors and contrasts, with soft French turn-back cuffs much more popular than the starched cuff. No starch in the shirt except the collar band makes them ideal for spring and summer wear.

"In clothing the new light grays, tans, browns, in plaids, stripes and mixed colors, are very slightly after the somber winter patterns. In the extreme young men's model, coats are closer fitting than ever. The more conservative models, however, are not so tight, but more comfortable.

"The greatest item today, however, is color and quality. With German dyes shut out and wool out of sight in price, the temptation is too great for some to resist working in a little cotton and using an unstable dye. It will be to the consumer's great advantage this year to insist on an absolute guarantee of both color and cloth, and the manufacturer who issues such a guarantee should have the preference, as being willing to protect the customer at all costs.

"Styles in hats in Eastern cities are somewhat different from those seen farther west. There the derby is more in evidence, black predominating, with smaller appearance of browns, grays and tans. In the novelty soft hats, the 'Sport' and 'Snap' brims seem to have the call, while farther west high crowns with shaped brims are the all-prevailing styles. Pearl gray, with same or contrast band, is the big favorite in color.

"For the moment, the new 'Penny' collar and tie are the 'only thing' for street or day wear, the collar being a modified 'Eaton,' such as school boys used to wear, and the tie designed to give the appearance of the old-time stock worn about the time of John C. Calhoun. The tie is, of course, modified to enable it to be worn with turn-down collars, and collar and tie can only be worn in combination. It makes a very striking appearance and is a pleasing change from the styles worn so long.

"In shoes the 'English Walker' is still the popular favorite. However, the modifications in the cut and finish make the new 'Blucher' English shoe a much more slightly shoe than the old one. Dark shades in brown, mahogany, etc., are much more popular than the black."

## PLAINVIEW TO KANSAS CITY ONLY THIRTY-SIX HOURS NOW.

By A. M. HOVE.

Santa Fe Has Improved Its Transit Feed Yards and Is Making Quick Hauls to Stock Markets.

The marketing problem is a serious one to the producer, and not least to the live-stock grower. It is a question of reaching a good market with reasonable speed. In early days the cowman trailed his cattle long distances. Was the season favorable, he might reach market without serious loss on the way or excessive shrinkage.

In time the railroads built into the cattle country and carried the stock to market. But even then the losses were great from overloaded cars, weak cattle, delayed trains, and bad weather conditions. The claim agent was a

busy man. But the carrying of live stock has been wholly revolutionized. The Santa Fe Railway, a great live-stock road, for instance, is today giving very careful attention to stock shipments. Additional service, like the weekly live-stock special out of Slaton, is provided as the country develops. This special by way of Plainview to Amarillo makes the run to Kansas City in about thirty hours.

"The live-stock trains are so scheduled," says F. S. Brooks, the General Live-Stock Agent of the Santa Fe, "as to arrive at market centers in ample time for the benefit of the early morning market. In order to operate our trains on schedule, the shipper must co-operate.

"In our campaign looking to the improvement of the service, we did not overlook overhauling our transit feed yards by the installation of modern feeding and watering facilities. The Santa Fe handles annually about 115,000 cars of live stock of all kinds and ages. It is no small task to surround the movement with such provision as will insure proper care and expedited handling," Mr. Brooks continued.

Taken all in all, the transportation of live stock is revolutionized.

## RISE OF THE AUTOMOBILE.

It seems scarcely possible that a few years ago timorous economists were discussing the automobile as a luxury, speculating on the immense economic "waste" it involved, and omitting warnings of what would happen if the "craze" was not abated. But the automobile industry has developed into one of the most important in our whole commercial fabric. Every year sees a huge increase in the sales, a steady improvement in the product and a downward tendency in prices. The automobile ceased to be a luxury several years ago. It has become a comfort and a necessity. It ministers to business as efficiently as to pleasure.—Minneapolis Journal.

If you are going to plant trees, now's the time. PLAINVIEW NURSERY has the very best you can find. Also arsenate of lead and insecticides of all kinds. Can furnish you with a first-class spray pump with which to apply insecticide and save your fruit in time. We also have tree paint to protect your trees from rabbits. I have insecticides only in quantities of 50 pounds up. PLAINVIEW NURSERY. 4t-Fri-pd.

## MAE I. THEATRE PROGRAM

SATURDAY

### "The Trail of The Serpent"

Two-reel Western drama (Mustang) featuring Helen Rosson and Forest Taylor.

### Mutual Weekly No. 43

Current Events.

### "Clarissa's Charming Calf"

One-reel Falstaff comedy, featuring Arthur Cunningham and Claude Cooper.

MONDAY

### "THE BRINK"

Four-reel Mutual Masterpicture featuring FORREST WINANT and RATA MITCHELL.

### "Who's Who"

One-reel Cub comedy, featuring the famous comedian, George Ovey.

TUESDAY

### "The Girl and The Game"

Featuring Helen Holmes. (Chapter No. 9). Each chapter a complete story.

Three other good selected reels, including a comedy.

Matinee 2:15.

Evening Show 7:15

Admission 5c and 10c

## Mae I. Theatre



Spring Suits Now on Display

CARTER-HOUSTON'S

**Paramount Picture PROGRAM**  
 "The Supreme Event of the Year."  
 We offer the World's Most Famous Grand Opera Star.  
**Geraldine Farrar**  
 In Her Second Photoplay Appearance.  
**"TEMPTATION"**  
 In Five Soul-Stirring Acts.  
**TUESDAY, MARCH 7TH.**  
 at  
**THE RUBY THEATRE**  
 "Always a Good Show."  
 Matinee, 2:15  
 Evening, 7:15  
 Admission, 5c and 10c  
 "You Had Better Come Early."

**RUBY**  
 "Always a Good Show."  
**SATURDAY, MARCH 4TH.**  
**"The Girl on the Bridge"**  
 An Episode of the "Hazards of Helen" Railroad Thriller  
 Also Three Good Comedies.  
**MONDAY, MARCH 6TH.**  
**"GRAFT"**  
 Twelfth Episode, "THE MILK TRUST."  
**"Her Defiance"**  
 A two-reel drama with Cleo Madison.  
 Also an Educational.  
**WEDNESDAY, MARCH 8TH.**  
**"As the Shadows Fall"**  
 A two-part drama with Herbert Rawlinson and Agnes Vernon.  
 Also Three Good Comedies.

**OLYMPIC**  
 "YOU KNOW THE PLACE"  
**SATURDAY, MARCH 4th**  
**"THEIR SINFUL INFLUENCE"**  
 A three-reel society drama with Bessie Eytton.  
 Also two good comedies today  
**TUESDAY, MARCH 7th**  
 We present  
**Miss Rita Jolivet**  
 The famous French actress, in  
**"THE HONOR TO DIE"**  
 A thrilling three part drama.  
 Also two good comedies today  
**WEDNESDAY, MARCH 8th**  
**"THE PRINT OF THE NAILS"**  
 A three part political drama with Earl Fox and Vivian Reed.  
 Also two good comedies today

**WE ANNOUNCE**  
**"The Shrine of Happiness"**  
 The Second Hand-Colored Gold Rooster Play  
 This subject, produced in the California studios of the Balboa Company, features JACKIE SAUNDERS, William Conklin and Paul Gilmore. The picture was sent to the Pathe Studios in Paris, France, to be colored, as was "THE BELOVED VAGABOND," which was shown at THE OLYMPIC last Monday.  
 Miss Jackie Saunders is known as the "Maude Adams of the Screen," and in this play her emotional artistry reaches heights seldom registered on the screen.  
 To those who saw the marvelous beauty of "THE BELOVED VAGABOND" we need make no especial appeal. To those who have never seen a hand-colored picture, we will say that you have yet to witness the most wonderful marvel in modern photography.  
 You will regret it if you miss "THE SHRINE OF HAPPINESS."  
**MONDAY, MARCH 6th at**  
**The Olympic Theatre**  
 "You Know the Place"

**Benefiel** **AUTOMATIC HANDI-TOOL**  
**A Jack of All Trades and Master of Each**  
 The original "18 in 1" Automatic Handi-Tool you've heard so much about. Successfully combining an automatically operated, button-controlled Lifting, Pulling and Construction Jack, Fence Stretcher, Wire Splicer and Mender, Post, Stump and Shrub Puller, Fire Tightener, Press, Vice, Clamp, Hoist, Wrench, and dozens of other everyday uses. Thousands used the world over by all occupations. Saves the cost of \$10.00 worth of necessary tools. Double acting, steel detachable lever. Built of open heart steel and malleable iron. Guaranteed for life—no charge for repairs. Sold on 30 days' trial. Old tools taken in exchange.  
 Manufactured by CHAS. E. BENEFIEL CO., Inc., 409-420 West Tenth St., Indianapolis, Ind.  
**For Sale by Gilbert Hale, Route 2, Lockney, Texas**

**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

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"It is a good and safe rule to sojourn in every place as if you meant to spend your life there, never omitting an opportunity of doing a kindness, or speaking a true word, or making a friend."—Ruskin.

"Education for efficiency means the development of each citizen, first as an individual, and second as a member of society. It means bodies kept fit for service by appropriate exercise. It means that each student shall be taught to use his hands deftly, to observe accurately, to reason justly, to express himself clearly. It means that he shall learn to live cleanly, happily, and helpfully, with those around him."—William H. Maxwell.

**ROAD BUILDING A SCIENCE.**

The people in general do not understand the problems of road maintenance. Logan Walter Page, head of the roads office of the Department of Agriculture, deals plainly with some phases of the subject. He states that heretofore at least nine-tenths of the work on the roads has been done under the direction of men without any knowledge of road-building, which is an art based upon a science. Says the Breeder's Gazette: "There are today more than 100,000 petty road officials in the United States who have no practical knowledge of the simplest engineering problems that must be solved in the location of the roads in their relation to a general system or to related systems, but who are supposed to have great influence in neighborhood politics and are mighty at the polls. It is from this incubus that the problem must be relieved if the country is to enjoy the benefits of a well ordered system of highways.

"Good roads not only cost a great deal of money in their construction, but also in their maintenance or administration. It has been the habit in this country to 'work the roads' when all other work was done. In France every mile of road is inspected daily. There ought to be the same sort and degree of supervision of the roads of the United States, if they are to give the service for which they are built.

"There are 2,000,000 miles of dirt roads in the United States, and to make them effective there must be proper drainage, such grading and alignment as will make them fit for the traffic and constant surface betterment."

**NATION WILL BOW BEFORE HIS MAJESTY, AMERICAN BABY.**

Beginning tomorrow is "Baby Week," nationally observed. Sunday is "Baby Sunday," and many ministers who are awake to the possibilities of the day have planned to preach sermons in keeping with the event. During the week ending March 11 the idea will be presented to the American people forcibly from every quarter.

The ever recurring "Days" which are set apart to bring before the attention of the people various things, events of importance, seem to be increasing. The tendency toward them would lead us to think that there are too many. But who will say that we are not better for having observed Christmas, the anniversary of the birth of the Savior of men? Who will say that we are not more patriotic for having commemorated the anniversary of Lincoln, of Washington? Who has not felt the ennobling effect of Mothers' Day. What Texan is there whose blood does not run warm in his veins when he thinks of San Jacinto Day, or of the day only twenty-four hours gone, Texas Independence Day?

During the next week those who in any way observe Baby Week will have impressed on their minds more firmly than ever before the duty we owe to children of today and of the future. Those who do not observe it cannot escape having their attention directed to the move, and good should result.

"Public health is purchasable. Within natural limitations, a community can determine its own death rate." In New York, where infant mortality is a subject of considerable study, experience and observation have taught social students and workers that there is fact in the quoted lines which they have adopted as their slogan.

If Baby Week does nothing more in Texas than impress upon the minds of our physicians the importance of accurately registering births, as is required by the laws of the State, it will not have been without result.

The Herald has received a copy of the Clovis (Calif.) Tribune. The Tribune is full of snappy news and the illustrations are superior.

**CRIMINALITY AND MOLLYCODDLES.**

A man who violates the law is a criminal. Any law looks blue to the man who wants to break it, and all that any criminal asks is to be let alone.

It is your personal liberty and every man's personal liberty to vote as he sees fit. It is nobody's personal liberty to violate the law. At least that is the theory.

When an officer takes an oath to perform his duty he is bound by all that is sacred to enforce the laws on the statute books. If he shows favoritism in enforcement of the law he violates his oath. A man who is true to his oath of office and to the trust that has been placed with him, will let nothing influence him in his action but a sense of justice and the dictation of the law. Even blood kinship can not influence him.

An officer who will condone violation of the law is not worthy of the trust imposed in him, and when he allows violations of the law to pass unheeded he is abetting in criminal practice.

How many times have you heard of a youngster's becoming involved in trouble brought on by law violation who, when apprehended, was not vigorously prosecuted, largely because his father was an influential man. It would not do at all to prosecute Judge So-and-So's boy. "He is the son of Brother B, and he is too good a man to have his boys in the courts." "This man is too influential for us to prosecute; if he will pay enough money to right the wrong, and will pay the court costs which would accrue, we will keep the matter silent."

When crime is not prosecuted incentive for an increase of crime is offered. All that a criminal asks is to be let alone.

In the eyes of the law all men are equal, and the officer who allows influence, money, love or what not to interfere with the performance of his duties is not worthy of serving.

When a law has been broken, it is too late for friends to "fix" it. The man who has violated law is a criminal the moment he has broken the law.

It is not the role of sheriff, constable, city marshal or prosecuting attorney to release a prisoner at the bar; that is for the judge or the jury. The suspended sentence cares for the man who is unwittingly drawn into crime for the first time; for the man who is not a hardened criminal, and who might not prove dangerous to society. The sheriff or the prosecuting attorney are not the tribunal. But this, and the role of an abettor in crime, is what they assume when they allow fear of personal influence of a man, fear of his money power, or even the claims of love or affection his own kin may assert, to influence in the performance of duty.

As to protecting the good name of a friend—the time to protect that was before transgression—and the tarnish is there.

The world admires a stalwart man who is fearless and conscientious in performance of duty. It despises and detests a mollycoddle.

**DEVELOPING OUR SCHOOL SYSTEMS.**

Petitions are being circulated in Plainview asking for an election calling for a bond issue of \$50,000 for the erection of a new High School Building, the present one being inadequate. It's the same in Lubbock. Our buildings will no longer house our pupils, and it is up to us to provide other buildings before next term. What are we going to do? Lubbock is too centrally located to fail to take care of this important matter.—Lubbock Avalanche.

Lubbock cannot afford not to provide for the educational needs of the young people of the town. Money invested in education brings its greatest returns in intangible results. But looking at it from the lowest viewpoint—that of dollars and cents—education is profitable. Good schools, good churches, good homes enhance property values in any town. The money paid out in taxes to support our schools comes back in increase in our property values. Olton, in Lamb County, has recently voted additional school bonds. Loekney, in Floyd County, has recently provided for her needs by a bond issue. Petersburg people are now trying to devise ways and means to increase their school plant. Plainview district is to vote on bonds March 11 to provide for the needs of our 1,400 pupils next year. Lubbock feels the need of better buildings. Let the South Plains schools keep pace with our material development.

**COMMON GROUND BETWEEN CORPORATIONS AND PEOPLE.**

"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 reach a market, and transportation is the medium.

"Interesting is the attitude many 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. Two hundred and twenty-five thousand two hundred and sixty-six 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 18, and 45,954 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."—Reprinted from The Plainview Evening Herald in The Dallas Evening Journal.

**DORSETT WOULD SUBMIT MEASURES TO THE PEOPLE.**

H. E. Skaggs and S. R. McLaughlin Are Managers of City Election to Be Held April 4.

At a recent meeting of the City Council Mayor J. L. Dorsett brought to the attention of the council the proposition of submitting to the people in the city election, April 4, the question of buying the W. G. Phillips' lots for a market place and the question of the enactment of an ordinance requiring all able-bodied citizens of Plainview to either work on the streets or pay someone else to do the work. The aldermen did not concur with the Mayor, however, and these matters are to be decided by the council.

H. E. Skaggs was appointed manager of the city election April 4, and S. R. McLaughlin assistant manager.

**DR. ANDERSON TO CHICAGO.**

Dr. J. C. Anderson leaves tomorrow morning for Chicago, where he will take a special post-graduate course in the Chicago Polyclinic.

Three Flavors of

**Ice Cream**

Chocolate, Vanilla, Strawberry

Try the Fountain AT THE REXALL STORE

**DYE DRUG CO.**

West Side Square Phone 23

**REEVES CASE SUBMITTED.**

The case of Mrs. Minnie Reeves vs. W. H. Puqua which was tried in the Hale County District Court has been submitted to the Court of Civil Appeals of the Seventh Judicial District, at Amarillo.

**LINES TO BE REMEMBERED.**

We live beside each other, day by day,  
And speak of myriad things, but seldom say  
The full sweet word that lies without our reach  
Beneath the common ground of common speech.  
Then out of sight and out of reach they go,  
These dear familiar friends that loved us so;  
And, sitting in the shadows they have left,  
Alone with loneliness, and sore bereft,  
We think with vain regret of some kind word  
That once we might have said and they have heard. —Lowell.

**—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

**Advertised Goods NATIONALLY**

We carry a complete line of the following nationally advertised goods which are sold in Plainview exclusively at this store.

**WOMEN'S**—"Bischof" Suits, "Kabo" and "La Camille" Corsets, "Wayne Knit" cotton, lisle and silk Hosiery, "La Porte" Dress Goods and many others, some of which are not sold exclusively by us.

**MEN'S**—"Hart Schaffner & Marx" clothes, "Munsing" Underwear, "Interwoven" and "Phoenix" Hosiery, and many other lines of nationally advertised goods, some that are not exclusive.

"Indestructo" Baggage.

**CARTER-HOUSTON'S**

"Goods That Speak For Themselves"



# SOCIETY

Telephone Number 72

## ANNOUNCEMENTS.

The Benevolent League meets Wednesday afternoon in the Mayor's office, at the City Hall, at 3 o'clock.

The Woman's Auxiliary meets Monday afternoon with Miss May Kinder.

The Bridge Club will meet Tuesday afternoon with Mrs. P. J. Woodbridge.

Saturday afternoon the Browning Club meets with Miss May Kinder.

The Mystic Club will meet in their club room, in the City Hall, tomorrow afternoon. Mrs. A. B. Martin will lead. The topic is "Southern Literature."

Monday afternoon the Presbyterian Ladies' Aid will meet at the church for Bible study.

The C. W. B. M. meets with Mrs. J. M. Adams Monday afternoon.

### MRS. HENRY TANDY HONOREE AT AN INFORMAL LUNCHEON.

Honoring Mrs. Henry Tandy, of Plains, Mrs. C. W. Tandy gave a thimble party yesterday afternoon at her home. Dainty refreshments were served by the hostess. A delightful feature of this informal entertainment was the musical numbers by Mrs. Henry Tandy, the honoree.

Those present were Mesdames W. E. Risser, Jo Wayland, Clarence Wayland, H. W. Harrel, T. P. Whitis, W. W. Underwood, W. N. Speer, W. Bolton, J. L. Dorsett, Bur Campbell, G. C. Keck, J. O. Rountree, J. F. Garrison, G. B. Doubleday and W. E. Doubleday.

### MILDRED PENNY IS HONOREE.

Honoring her daughter, Mildred, Mrs. L. C. Penny is entertaining the members of the eighth grade and teacher, Miss Rebecca Longmire, this afternoon. There are twenty-two pupils attending.

Mrs. Bertha DeWald, of Abernathy, visited relatives in Plainview yesterday.

### SIX TABLES AT MEETING OF THE HIGHLAND CLUB.

Yesterday afternoon Mrs. H. C. Randolph entertained the Highland Club, at her home, 515 West First Street. There were six tables at forty-two. The house was artistically decorated with potted hyacinths and freesias. An elaborate two-course luncheon was served.

Those present besides club members were Mesdames C. F. Myers, J. O. Rountree, R. W. O'Keefe, W. E. Armstrong, R. M. Malone, Peyton Randolph, J. M. Adams, Robert Alley, of Hale Center; Mrs. A. H. Lindsay, and Mrs. Chas. Saigling.

### VISITORS FROM EL PASO ARE GUESTS AT DINNERS.

Yesterday Mrs. J. W. Longstreth had as her guests at an elaborate five-course luncheon at her home, east of Plainview, Mesdames J. O. Crockett and W. L. Tooley, of El Paso, and Mesdames C. F. Myers and Griscom Bettle.

On the preceding evening Mr. and Mrs. Griscom Bettle, who live near Aiken, gave a dinner, at which the invited guests were Mr. and Mrs. J. O. Crockett, Mr. and Mrs. W. L. Tooley, Phillip Crockett and Jennings Anderson.

### TEXAS U. EX-STUDENTS HOLD AN ENTHUSIASTIC BANQUET.

In all parts of America last night former students of the University of Texas met in banquets to celebrate Texas' Independence Day. Telegrams from the associations of ex-students from many Texas cities received last night by the Plainview Association indicated the general celebration of the event.

The attendants at the elaborate banquet served last night at the Hotel Ware were Judge and Mrs. H. C. Randolph, Mr. and Mrs. T. P. Whitis, Mr. and Mrs. H. V. Tull, Mr. and Mrs. George Saigling, Mr. and Mrs. A. P. Duggan of Littlefield, Mr. and Mrs. R. P. Underwood of Floydada, Misses

Donnell, Kathryn Powell, Grabow, Ethel Williams, Margaret McGillivray, Wakefield of Floydada, Messrs. Maple Wilson, Austin F. Anderson, J. C. Stephens, L. R. Pearson, Geo. Fairris, Dr. R. L. Ramsdell, Leslie Randolph, Frank Bain of Silverton and E. C. Nelson of Floydada. Eighteen of the twenty-seven guests are ex-students of the University.

The table was fittingly decorated in the University of Texas colors, orange and white. A broad band of orange in the center with white on the sides on top of the table, with the color scheme carried out in the colors of the flowers and pot decorations, and further in the white menu folder bearing the orange "T," formed a banquet scene not soon to be forgotten.

Judge H. C. Randolph, a member of the class of '85, the first law class of Texas University, was toastmaster.

The first number on the program was "To Our Classes," by Judge Randolph. Then followed a song, "Auld Lang Syne"; toast, "To Our Adopted Texas-Ex's," Mrs. George Saigling; "College Pranks," Prof. J. C. Stephens; song, "Love Nobody But You"; "Antidotes," Dr. R. L. Ramsdell; "Making Good," Prof. E. C. Nelson, Jr., of Floydada; song, "Eyes of Texas"; "The Last Word in Shacks—Also Whacks," Miss Grabow, and song, "Goodnight, Ladies."

The following elaborate menu was served:

- Fruit Cocktail in Orange Cups
- Tomato Bisque
- Olives
- Celery
- Filet of Trout
- Hollandaise Sauce
- Cream Slaw
- Cheese Straws
- Chicken Pates
- Tomato Jelly
- Sandwich Rolls
- Tenderloin of Beef
- Mushroom Sauce
- Stuffed Potatoes
- Asparagus Au Beurre
- Mousse de Foies Gras
- Tomatoes en Caprice
- Frozen Custard in Cups
- Roquefort Cheese
- Coffee
- Wafers
- Mints

C. B. Reeves, John Faris and T. E. Durham came back from the Buyers' and Sellers' Association meeting at Amarillo Thursday evening, by automobile. Messrs. Faris and Durham went on to their homes, in Floydada and Lockney, respectively, that evening.

### HONORING MRS. G. C. KECK.

Mr. and Mrs. M. E. Merrill entertained most delightfully Friday evening complimentary to their house guest, Mrs. G. C. Keck, of Plainview. A three-course luncheon was served, after which four little tables were brought out, score cards were distributed and a number of games of "42" were played. Those present besides the guest of honor were Messrs. and Mesdames B. O. McWhorter, H. T. Kimbro, W. S. Posey, McKee, Tom Atkins, G. C. Merrill and Mrs. S. W. Ross, of Floydada.—Lubbock Avalanche.

Frank Demick, who for a number of years was a brakeman on this division of the Santa Fe, has been transferred to this run again.

P. J. Becker, District Commercial Manager for the Southwestern Telegraph and Telephone Company, was in Plainview today on business.

E. Van Deventer returned this morning from a business trip to Amarillo.

M. D. Henderson left this morning for Lubbock on business.

Mrs. M. Duggan has returned to her home, in San Antonio, after a visit with her daughter, Miss Bernice Duggan, who is teaching expression at Seth Ward College.

J. L. Bird returned to his home, in Walnut Springs, after a visit with friends here.

Henry Yates, deputy sheriff, was here from Hale Center this week.

Miss Hattie Mattock has returned from a visit to New Mexico.

Mr. and Mrs. H. L. King will leave tomorrow for Crawford, where they will visit a son who is very ill. They expect to be gone several weeks.

Rev. A. L. E. Weber has returned from a visit with relatives in East Texas.

Judge C. H. Carl, of Littlefield, was in Plainview last night en route home from the Buyers' and Sellers' Convention in Amarillo.

Mr. and Mrs. T. E. Durham, of Lockney, were here Wednesday on business.

Walter Darlington, a prominent capitalist of Kansas City, was in Plainview this week on business.

Miss Grace Thatcher returned yesterday morning from Amarillo, where she has been visiting her brothers.

E. Dowden left yesterday morning for Northern points. He will accompany the Texas Land and Development Company's special car into Plainview next Thursday with the excursionists.

## Your Spring Corset



Before you ever think about your new gown, give first consideration to your corset. This suggestion is worth thinking over. A good corset will lend much to the appearance to the new gown or any other costume.

**Frolaset**  
PRONOUNCED FRO-LA-SAY  
Iron Corsets

is a new addition to our Corset Department. A corset that's been thoroughly tested and is destined to become very popular with Plainview elite dressers and those who value comfort. The new Front Laced Models and the American Lady corsets are now being shown.

**Richards Bros. & Collins**  
WHERE PEOPLE WHO DRESS BEST TRADE

### LOCKNEY PERSONAL NEWS.

Mrs. John Peters and children, of Plainview, spent a couple of days here this week, the guest of Mrs. Lillie Britton.

Mrs. V. N. Dillard and children, of Hale Center, came in Wednesday evening to visit Mrs. Dillard's mother, Mrs. G. W. Brewster, who is still confined to her room suffering with rheumatism.

Rev. I. E. Gates, of Plainview, preached here at the Baptist Church Sunday night. There were several cars of people who came down from Plainview to attend the services.

Leslie Smith was a Plainview visitor Monday.

Dr. E. O. Nichols, of Plainview, was here Wednesday on professional business.

—From the Beacon.

### PANHANDLE INTERCOLLEGIATE BASEBALL SCHEDULE.

THE HERALD	Amarillo	Canyon	Clarendon	Seth Ward	Wayland
Amarillo	CARRIES	April 21-22	April 3-4	May 15-16	May 12-13
Canyon	April 8-10	PANHANDLE	May 1-2	April 17-18	April 14-15
Clarendon	May 5-6	May 8-9	INTER-COLLEGIATE	April 10-11	April 7-8
Seth Ward	March 31 April 1	April 3-4		SPORT	April 22 May 22
Wayland	May 1-2	April 28-29		May 8 and another open date.	NEWS.

Kirschbaum and Hirsh-Wickwire Clothing

Walk-Over Shoes

## The European War Has Caused the Dye Situation to Become Critical

Imported dyes are no longer obtainable from Europe and American dyes are not satisfactory, as they will fade.

Before the dye shortage became so acute A. B. Kirschbaum & Co. foresaw the impending shortage, and by virtue of their enormous purchasing power, became owners of sufficient dyes to carry them through several seasons, contracting too for vast lots of foreign dyed serges and other fabrics.

Hence we say it is more important than ever that you look for the Kirschbaum guarantee ticket when you buy your spring suit, for it guarantee to you a suit that is

- First:—Absolutely fast in color.
- Second:—One hundred per cent wool.
- Third:—Hand tailored and will not lose shape.

Can be bought at moderate prices—

\$15.00 \$20.00 \$25.00

Are you going to buy clothes with or without the guarantee? We feel sure of the answer.

Kirschbaum clothes can be obtained in Plainview and surrounding counties only at

**REINKEN'S**  
CLOTHING AND SHOE STORE  
"We Do As We Advertise"

Wilson Bros. Shirts and Underwear

Stetson Hats

## 12 Section "Faultless" AUTOMATIC ADJUSTABLE Dress Form \$9<sup>35</sup>

An opportunity to buy The Latest Model Automatic Dress Form at a price within the reach of every one. This has been adopted as the standard price on our 12 Section Dress Form. The lowest price possible consistent with highest grade material and first-class workmanship. Similar forms are being sold at from \$12.00 to \$15.00

**ORDER NOW**—and cut the cost of your Spring outfit fully fifty per cent. "Faultless" Forms are perfect in adjustment, duplicating any woman's figure in every particular. Durable in construction. Easy to operate. Automatically adjusted by use of three wheels on top. Independent adjustments secured by special slide arrangement. To do dressmaking quickly, conveniently and successfully—you must have a dress form.

Shortage of dress goods has advanced cost considerably—  
Alter your last season's garments on a "Faultless" Dress Form

Ask any present user of a dress form whether she would part with it. Write immediately for descriptive booklet, giving valuable dressmaking information and prices on our entire line. We also make these forms in four, sixteen and twenty section.

**Ten Days' Free Trial** Order one today—if you are not entirely satisfied after using it for 10 days, send it back and we'll refund your money promptly.

Dealers on Agents Wanted. Write for information relative to Our Special Club Plan.

**DAVIDSON DRESS FORM AND FIXTURE CO.**  
506 South Fifth Avenue, CHICAGO

High Price Days of Dress Forms Are Over



**AMERICA DISCOVERING HERSELF.**

The real dependence of the United States on other countries for various kinds of raw materials, dyestuffs, chemicals, etc., has been emphasized by the European war in a manner which brings it home to the people. Dyestuffs are practically unobtainable. Newspaper publishers the country over are feeling the effects of the war, and the printing industry is one of the leading ones. Inks have advanced 50 to 125 per cent. for colored dyes are dear. Colored papers have advanced 20 per cent for the same reason, and the big paper with its pink extra, which a few months ago appeared so flagrantly before the vision of city folk, now comes to them in softer color; for colored dyes are dear. Your druggist can not supply you with dyes of certain colors at any price, and what you can buy is expensive. Now comes the statement that papers of all descriptions are to advance 10 per cent additional, and that the pretty white newspaper which has been used heretofore is unobtainable and that a cream-colored paper is to be sent out by all the mills. The paper is just as good as the white paper; it has the same qualities of weight and strength; but it isn't thoroughly bleached, and it costs more. Otherwise it is the same. Supplies of potash are low. The commercial grades are high. And it is simply because the output of the enormous beds of Spain and Germany is not available. All drugs are advancing rapidly in price. But these things are not to be considered altogether in the light of hardship. Some substitutes will be found for many articles not to be obtained now, for American inventive genius is capable. The United States Geological Survey is insisting that all well drillers take tests of their wells and ascertain what the beds of salt they encounter contain. It is believed that large beds of potash will be found. This will relieve one situation. Potash salts have advanced from \$40 per ton to \$400 per ton. The discovery of potash in commercial amounts on a claim, lease or farm might be far more valuable than the discovery of an oil pool or mine. The blessing of the war of the Nations, if indeed we may speak of its having any blessing, to the United States is that it will make America discover herself.—From The Plainview Evening Herald, in Dallas Evening Journal.

GARDEN PLANTS of all kinds in season. PLAINVIEW NURSERY, 4t. Fri.-pd.

LOST—Canary bird. Left home, 11 miles southeast of city, February 20. Will reward finder. JEANNETTE HARTWELL, Ellen Route. 1t.

**T. L. & D. COMPANY IMPROVE THREE BELLEVIEW FARMS**

**Wheat Crop Is Needing Rain Now, Says The Herald's Correspondent.**

BELLEVIEW, March 1.—The community was visited by a windstorm, accompanied by a little rain, Tuesday night. Wheat is beginning to need a good rain.

J. M. Tilson has bought a section of land in Castro County.

Robert Borchardt has been very ill with pneumonia, but is now recovering. Dr. Pickett, of Plainview, attended him.

W. W. Kurfee sold two loads of hogs in Plainview Tuesday.

Oscar Borchardt came in from Tyler Saturday, to be at Robert's bedside.

W. H. Tilson loaded a car of maize at Aiken Wednesday and Thursday.

Mrs. Curt Willis and Misses Kathryn and Allene Terrell spent the weekend with relatives at Happy Union.

The Texas Land and Development Company have improved three farms here within the last two weeks.

Highest quality or medium quality Second Sheets at THE HERALD OFFICE. We deliver them to you in a hurry. Phone 72. —Adv. 1t

Do you read The Plainview Evening Herald's want ad column? The buyers and sellers of the South Plains meet on this page twice each week. —Adv. 1t

**Power, Speed, Accessibility**

Don't fail to see the new REOS before you buy a car.

Fours and Sixes

**R. J. GORDON**  
REO

**With the Coming of Spring Every Farmer Every Housewife Every Property Owner**

will want to brighten up. There is a paint or varnish for every purpose in the

**SHERWIN-WILLIAMS LINE**

We have them.

**Woolridge Lumber Co.**

Telephone Number 33

**CASH GROCERY CO'S. SPECIALS**

Potatoes	Canned Goods
Fancy Idaho Potatoes, 10 pounds for \$2.50	5 cans corn 25c
14 pounds pink beans \$1.00	3 cans tomatoes 25c
14 pounds Mexican beans \$1.00	3 cans hominy 25c
12 pounds navy beans \$1.00	3 cans pink salmon 28c
12 pounds lima beans \$1.00	3 cans oysters 25c
8 pounds choice apricots \$1.00	3 cans soup—assorted 25c
10 pounds fancy peaches \$1.00	2 cans peaches 25c
17 pounds bulk Quaker oats \$1.00	6 cans milk 25c
20 pounds flake hominy \$1.00	2 cans cut beans, extra quality 25c
20 pound box crackers \$1.60	Large size pumpkin, per can 10c
13 bars Crystal White soap 50c	Large size kraut, per can 10c
Fancy lemons, per dozen 20c	No. 1 size pineapple, sliced or grated 10c
Fancy large grapefruit, each 10c	No. 2 size pineapple, sliced or grated 17c
Bulk pickles, per gallon 50c	No. 3 size pineapple, sliced or grated 23c
K. C. or Calumet baking powder 20c	No. 10 size, full gallon, sliced or grated 65c
Seed potatoes—Triumph or Cobler—garden seeds, flower seeds and onion sets just arrived.	<b>Coffee</b> You know the quality of our fancy Peaberry, per pound 25c Special—10 pounds fancy Peaberry packed in heavy galvanized pail suitable for all purposes, each \$2.50 Same coffee as above packed in 5 pound towel bag, each \$1.25
Red Star Flour Call for a sample sack. Every sack guaranteed. Per 48 pound sack \$1.85 Fancy box apples just arrived to sell at \$1.90	

**CASH GROCERY CO.**  
Pure Food Products O. E. BRASHEAR, Mgr. Phone 101

**Specials for Your Sunday Dinner**

The good things to eat continue to come in and we are getting them for you as rapidly as they are obtainable.

FOR THIS WEEK WE HAVE:

Fancy Florida Tomatoes	California Lettuce
Florida Grape Fruit	Fancy Cauliflower
New York Count Oysters	Spring Beets
Fresh Radishes	Spring Onions
Fresh Turnips	Fresh Mustard
Fresh Spinach	Kalamazoo Celery

In addition to these Spring delicacies we have CURTICE BROS. EXTRA FINE LINE of Vegetables, Preserved Raspberries, Cherries and Strawberries.

Learn to look to us for a varied menu.

**Vickery-Hancock Grocery Co.**

PHONE 17

**Newspapers Easily First**

The newspaper is supreme as an advertising medium in both its fields—local and general.

There is approximately \$300,000,000 expended annually for newspaper advertising.

This record is not approached by any competing medium.

There are sound reasons for the supremacy of the newspaper.

It is the one medium that reaches every consumer of everything, everywhere, every day. It offers economy and exactness, and more nearly eliminates waste than any other medium.

It can be employed city by city, section by section, or it can be used to cover a continent. Its circulation is sold to advertisers in accordance with their requirements. They pay for what they get—no more.

Newspaper advertising is elastic. Start it or stop it between days. Use it to take advantage of a productive market in one community. Avoid it when the market conditions are unpromising, or at times when demand stops with the change of season.

Newspaper advertising comes nearest to that fundamental principle of successful merchandising—the bringing together of buyer and seller the quickest, cheapest way.

The friendly interest of the retailer toward newspaper advertised products offers one final reason for the newspapers supremacy—and gives point and emphasis to the rest.



**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

**GARRETT FOR CONGRESS.**

The Herald is in receipt of a communication from Daniel E. Garrett, of Houston, setting forth the platform upon which he seeks a seat in the Sixty-Third Congress, from Texas at large. Mr. Garrett sets forth clearly and concisely just what he stands for, and we regret that space will not permit us to publish his communication in full. However, his statement on preparedness might be of interest to readers of The Herald, and though this is not the principal theme of the communication, it touches on a matter interesting to all the people:

"I come now to a question that should at this time give concern to every thoughtful citizen of our common country. I believe most of my fellow citizens will agree with me when I say I have a deep seated abhorrence and hatred for war, and we all sincerely hope and pray that our people and our country will never again be made to groan beneath its cruel and relentless hand. Candor impels me to say that heretofore I have opposed large increases in the appropriations for the Army and Navy. My opposition to such expenditures in the past was founded upon my faith that the world had so far advanced in Christian civilization that international war was beyond the range of human probabilities, and that large appropriations for military purposes were absolutely unnecessary. But today the whole world seems to be on fire, and we find almost two-thirds of the civilized nations engaged in war, the magnitude of which, for the taking of human life and destruction of property, is without parallel in all history. And it is with regret that I now must look upon the scattered fragments of a shattered ideal. However, our country is to be congratulated, and our people should render thanks daily, that we have a man in the White House, in the person of Woodrow Wilson, whose administration has been stamped with wisdom, patience and virtue, and who has thus far succeeded in maintaining our country in a state of peace, while most all of the other nations of the world are at war. But should our President be unable to maintain the neutrality of our country to the end, and by some unforeseen event we should be dragged into this awful war with some one or more of the belligerent nations (which God forbid should happen), are we prepared for such a catastrophe?"

"The President has candidly and earnestly declared to the country and to the world that we are not."

"Not only has he done this, but he has gone further. He has sounded a note of warning. In his Cleveland speech he uses this language:

"I merely want to leave you with this solemn impression, that I know that we are daily treading

amidst the most intricate dangers, and that the dangers that we are treading amongst are not of our making and are not under our control; and that no man in the United States knows what a single week, or a single day, or a single hour may bring forth. These are solemn things to say to you, but I would be unworthy of my office if I did not come out and tell you with absolute frankness just exactly what I understand the situation to be."

"I consider the above language of the President of these United States worthy of the most serious consideration of all thoughtful people. I don't believe President Wilson is an alarmist; I believe he is coolly and deliberately taking the people into his confidence, and were I a member of Congress at this time I would not be among those who were ever ready to criticize and censure the President, but I would want to work with him, and try, if I could, to help, and not to hinder. Our President is on trial before the world as guardian of the peace of one hundred millions of people, and what he most needs now is thoughtful and harmonious co-operation. As a member of Congress, I always found President Wilson ready, willing and anxious to confer with members of Congress concerning legislation, and never found him at any time arbitrary or dictatorial. And I believe the Congress ought to stand by him, without regard to party affiliations, and put through, without undue delay, any reasonable program of defensive preparedness."

"In this connection I will say that I believe special attention should be given to the improvement of our coast defenses, construction of submarines, torpedo boats, etc. Our National Guard should be used and developed in connection with our volunteer army, and sufficient appropriations should be made by Congress for that purpose."

"Some people have become alarmed and seem to fear that if we should strengthen our Army, Navy and coast defenses, by additional appropriations at this time, we would bankrupt the Government. They seem to forget that the Federal Constitution specially provides that appropriations made for military purposes shall not be for a longer period than two years. So if at the end of two years it should appear that the appropriations asked for by the President would not be further needed, the President would urge the Congress to discontinue them as a matter of course. I believe the Government should manufacture its own arms, ammunition, and armor steel plate, and all military sea craft as far as possible."

R. W. O'Keefe was in Amarillo Wednesday.

**Mr. Farmer:**

Would you be willing to spend one dollar and fifty cents to save five, ten, twenty or even fifty? One dollar and fifty cents, the price of The Herald for one year, will bring into your home twice each week carefully prepared articles by experts on live stock, soils, irrigation, fruit growing, poultry culture and every phase of general farming. Knowledge of these subjects means dollars and cents added to your bank account.

Then don't overlook the fact that each week Plainview merchants will tell you of money saving bargains through the columns of The Herald.

Then too it must make you proud of your home paper to know that it is one of the largest country papers, not a daily, in Texas, Oklahoma or New Mexico and that it is chock full of news. And we will make it better and bigger yet if you will encourage us and tell your neighbor to do so.

Think over the fact that you will get not less than 850 pages for your dollar fifty. Ask us for a sample copy

THE HERALD PUBLISHING CO.

**TEN COWS YIELD \$1,000.**

Small Herd of Dairy Cows Gives Farmer Better Credit Rating.

Under a farm demonstration made last year with a Texas herd of sixteen cows, they gave an average return each of butter fat of \$58.94, skimmed milk \$18.16, calf \$11.25, and value of fertilizer \$12.00. Total, \$100.25. This result was obtained with an average herd of Texas cows and reasonable farm practice.

In this demonstration, the skimmed milk is a by-product that brings about a feeding operation and yield of pork products with an added profit. In the valuation of the above, skim milk was figured at 30 cents per hundred pounds and is, if anything, too low. Experiments made and reported by the Government Agricultural Department show a higher feeding value, and when fed to growing pigs is reported as having a value of 35 to 45 cents per hundred pounds; this with corn at 60 cents per bushel and pork 7 cents per pound.

**market price.**

The production of pork should go with the production of cream for the market, and both command a cash market any place and any time. The production of pork will bring about sales throughout the year when properly handled, while the cream brings in cash twice a week, or as often as the cream is delivered to the cream station or shipped to the creamery.

This will afford money to meet the living expenses throughout the season till the growing crop—whether corn, wheat or cotton—is ready to be marketed. A small herd of cows producing cream for the market makes the Texas farmer independent of asking credit at the store, and makes him a better business risk at the bank.

Styles change in Visiting Cards. Are yours of the approved size and letter? Our Engraved Cards come from the best copper plate engravers. Call 72. —Adv. 1f

**LISTEN**

If you find a certain road closed to you in life, and ambition lies ahead of it, you must find a way of skirting that path to reach your ambition. If obstacles lie in your way, you must either climb over or find a road around them, and you will if you are made of the right kind of stuff.

BUILD YOU A HOME  
**PLAINVIEW LUMBER CO.**  
LUMBER DEALERS

**Lands For Sale**

No. 14.—1280 acres unimproved land in the Shallow Water Belt with water 30 to 40 feet of the surface. All choice farm land. Some natural alfalfa valley lands of a rich deep black loam with water 10 to 20 feet of the surface. This is an ideal stock-farming proposition. Price only \$12.50 per acre with good terms.

No. 15.—1280 acres unimproved land in Floyd county about 11 miles of Lockney. All choice level farm land. Price only \$15.00 per acre with terms.

No. 16.—2240 acres unimproved land mostly in one body located in Floyd County 8 to 10 miles from Lockney. This is first class smooth farm land. Price \$16 per acre.

No. 17.—640 acres unimproved land located about 15 miles of County Seat, all choice farm land. Price \$14.50 per acre with terms.

The above lands are very desirable and priced way below market values. We have many other lands for sale too numerous to mention. For descriptive literature, address

**Otus Reeves Realty Co.**  
Plainview, Texas

**Storage Batteries Repaired and Recharged, Electric Starters and Generators Repaired**

We have just installed a new machine to grind cylinders. We can make your old car run like new at small cost. We weld all kinds of castings. Blacksmith shop in connection. Auto supplies at lowest market prices. One good second hand car for sale very cheap.

**E. N. EGGE AUTO CO.**

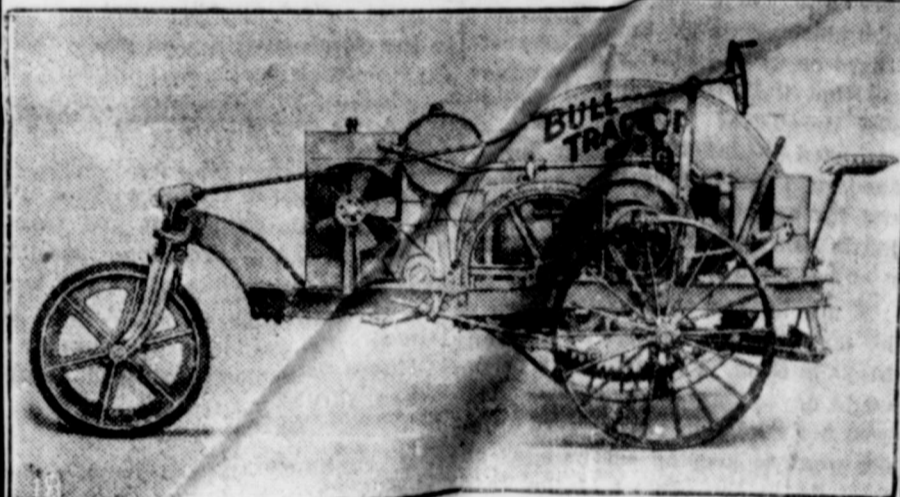
Phone 646 730 N. Broadway

**Ford**  
THE UNIVERSAL CAR

Over a million Ford cars in use today is your best guarantee of satisfactory service. Serving everybody—bringing pleasure to everybody, the Ford car is a utility—your car. The same high quality, with lower prices. Costs less to operate and maintain. Ford service everywhere. The Touring Car is \$440; Runabout \$390; Coupelet \$590; Town Car \$640; Sedan \$740, f. o. b. Detroit. On display and sale at the Barker & Winn Ford Agency.



**WHY KEEP A MULE?**



A GIANT IN POWER A MIDGET IN COST  
**THE BIG BULL**

Will pull your discs, plows, harrows, mower, binder, heavily loaded wagons, etc., and furnish power to run your thresher, corn sheller, wood saw, ensilage cutter, etc., and do many other farm jobs. It is the big, strong "iron man" of the farm that knows not the meaning of the word "tired."

FARM THE TWENTIETH-CENTURY WAY—THE BIG BULL WAY.

- It means quicker and more timely cultivation.
- It means a big cut in the expense on your farm.
- It means an increased capacity for cultivation.
- It means the elimination of a number of disagreeable chores in the care of your horses and mules.
- It means your boys, as well as yourself, will find much additional pleasure in the accomplishment of your work.
- It means you can sell a number of horses, mules and feedstuff, such as corn, hay, etc.
- It means you will become a BIG BULL convert and a good advertiser for us.

**Green Machinery and Development Co.**

WESTERN SALES AGENTS,  
PLAINVIEW, TEXAS.

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 "Ye Planry" display, our service is free and we can help you save money.

**A. G. McAdams Lumber Co.**  
PLAINVIEW, TEXAS

AGENTS "Ye Planry"



**Special Excursion Fares During March**

We will have a number of special rates to various points in Texas during March, this in addition to our all-year and ninety-day round-trip rates. The following are a few destinations we have listed at this date:  
Galveston, account Scottish Rite Reunion, March 20-25.  
Austin, account Retail Monument Dealers, Texas Woman's Press Association School of Journalism, March 20-25.  
New Orleans, La., account Mardi Gras, March 2-7.  
Fort Worth, Merchants' Meeting, February and March.  
Fort Worth, account Fat Stock and Horse Show, March 13-18.  
Fort Worth, account First Annual Convention Baptist Students, Missionary Society, March 22-26.  
Houston, account Cattle Raisers' Association Convention, March 21-23.  
Mineral Wells, account I. O. O. F., March 20-24.  
For further information, phone 224. J. LUCAS.

**SMALL GARDEN SPOT BROUGHT TEXAS WOMAN OVER \$250.**

**1916 Texas Industrial Congress Contest Is Now Open for Entry; \$1,000 in Prizes.**

An East Texas lady, a prize winner in the 1915 garden contest of the Texas Industrial Congress with a garden a little less than an acre in size, has written the following letter as to the part it plays in the year's farm work and her experience with it:

"I do not see how I could get along without a garden, and a large one at that, for I canned enough vegetables last year to run our family until garden stuff comes again this year. Out of a little more than five tons of vegetables grown in my garden, including 109 bushels of sweet potatoes and 31 bushels of tomatoes, there was very little waste—only from a rain causing several bushels of tomatoes to burst and sour, so it was necessary to feed them to the hogs.

"One hardly has any idea how much farm produce a family can consume in a year's time. Then, too, one cannot get from a store canned goods equal to the home-canned vegetables and fruit. A friend visited us last fall who used to run a store. He told me that I had at least four hundred dollars' worth of fruit and vegetables canned and stored in my cellar. You will see, therefore, that I believe in living at home and boarding at the same place. I expect to can enough vegetables and fruit this summer to last us until 1917.

"I have as many dried peas and dried navy and butter beans as we can use, and will probably have some to sell during the winter. I sold nine dollars' worth of canned garden produce during January, and will have more for sale.

"If people would make it a rule to plant big gardens and can the surplus stuff to keep the family table supplied when fresh vegetables are no longer to be had, and would stop living out of paper sacks, I believe we would have a better country. Almost any farmer's wife can take a small plot of ground and raise enough fresh vegetables on it to supply her own home for spring, summer and fall, and can preserve the surplus for winter use. Then the crops are clean money, and there is no store account to settle at the end of the year.

"We have been farming for five years, and are trying to pay for our home place as we go, though it is pretty hard on us at times. I wish just here that the prize money I received from the Texas Industrial Congress was used in helping to pay on the place, as I had rather have my home paid for and will have more satisfaction in using the money that way than in any other way I could think of.

"I am interesting my neighbors in the contests, for one learns so many things in them. For instance, a person would never learn what she is making from her garden or poultry yard unless she went to keeping accounts, as she must do in the contest of the Texas

Industrial Congress. I would not take anything for what I learned last year, and I shall keep account of all I do with my poultry and cows in 1916 just as I must keep account of my garden through being in the contest."

This garden contained 4,607 square yards, and produced vegetables valued at \$287.19 during 1915. The cost of growing it was \$35.75, and the net profit for the vegetables (not the fruit) was \$251.44. Of course the vegetables and fruits have a much higher value when canned.

This tract of ground, less than an acre in extent, provided the family living, leaving the crops "clear money, with no store account to settle at the end of the year." On it was grown the money equivalent of six bales of cotton, that would have required eighteen acres of land to produce at the average rate of cotton yields, and the net profit was as great as most farmers make from their entire cotton crop.

The Texas Industrial Congress offers \$1,000 as prizes for gardens in 1916, and will gladly supply detailed information about all of its contests if written to at Dallas.

**PLANTS FROM CHINA.**

The third expedition into China to discover new plants suitable for introduction into the United States has been completed by F. N. Meyer, plant explorer of the United States Department of Agriculture, who has just returned to Washington after a three-year trip in the Far East. As a result of this expedition through the center of China, and two previous explorations of similar duration covering extremely cold Manchurian regions and the arid regions of Chinese Turkestan, there have been sent to America, for planting and testing for commercial adaptability, seeds, roots, or cuttings of some 3,000 food and forage plants, flowers, ornamental shrubs and vines, shade and timber trees. The previous expeditions brought to America specimens of many cold-resistant and dry-land grains, sorghums, soy beans, alfalfa, and forage plants, and also certain semitropical plants, such as the bamboo, which are now under experimentation to determine their usefulness for the extreme South.

Of the many specimens forwarded to this country during the last expedition, the specialists regard as most significant the jujube a fruit new to this country, which may be suitable for use in the Southwest; a wild peach resistant to alkali, cold, and drought, the root system of which offers great possibilities as a grafting host; certain Chinese persimmons larger than any hitherto known in this country; a number of aquatic food roots and vegetables which offer promising possibilities for the utilization of swamp land; some 30 varieties of vegetables and timber bamboos; and a number of Chinese vegetables, bush and climber roses, shrubs, and trees.

J. B. Nance returned from a short business trip to Amarillo yesterday.

**TENANTRY PROBLEM DISCUSSED.**

**Says Weaknesses of the Class Is Inherent, Probably From Colonial Ancestors and Civil-War Evils.**

AUSTIN, TEXAS, March 2.—Under the title "Migratory Tenants of the Southwest," William E. Leonard, of the University of Texas, discusses the classification of Southwestern farm tenants in the January 29 issue of The Survey, New York. He says there are two misconceptions of the tenant problem in general circulation: One is that all tenants are failing, which, he says, is not true; and another is that the tenant problem is of recent origin.

He divides, for purposes of description, southwestern tenants into three groups, one of which is getting ahead and acquiring land, another that is enjoying a fair standard of living, and a third, or migratory class, that is beating about from pillar to post, apparently unable to acquire even teams and tools with which to farm. He says that this class is likely descended from weak stock of colonial times and also from the generation weakened by the Civil War and the reconstruction period. He says the landlords are also to be divided into classes from the worst to the best—the best being those broad-minded, fair-minded landlords who seek by right methods to build up permanent estates, and to accomplish this offer generous leases to secure good tenants. The hard-bargain driving class of landlords, he says, must deal always with the inefficient, migratory class of tenants, who, he says, "readily promise anything, and then trust to their luck in being able to skin both the land and the landlord. "At the lowest level of tenancy," Mr. Leonard concludes, "the problem is more than a landlord's question. It is even more than a land problem. Although land reform is sorely needed for the whole body of tenants, yet this alone will not solve the problem for the class in question. Indeed, were these men given fertile land, fully employed, with interest at two per cent, a few years would suffice to bring most of them again to their present unhappy position."

The problem, he further declares, is to recast the whole life of these people, make them more intelligent, more prudent, and "careful as to their own numbers." They must be shown how to become more careful and trustworthy farmers, how to use properly their time and substance, and how to rid themselves of the burden of store credit.

**Pure Bred Duroc Jersey Hogs**  
We have a few choice young boars and bred gilts for sale now.—Helen Temple Farm, Plainview, Tex.

**DR. E. O. NICHOLS,**  
Specialist in Diseases of the EYE, EAR, NOSE, and THROAT.  
Office in The New Donohoe Building, First Door South of Olympic Theatre—Upstairs.  
Telephone 58.

**MRS. BELLE CARTMELL,**  
Suite 23, Grant Bldg.  
Phone 579.

Hair Dressing, Manicuring,  
Shampooing, Scalp Treatment,  
Face Bleaching a Specialty.

**HARRISON & KERR CO.,**  
General Contractors.

Office at  
Fulton Lumber Co.  
Phone 107.  
House Phones, 328 and 428.

**DR. R. L. ATMAR,**  
Dentist.

Grant Building,  
Suite 25.  
Phone 560.

**L. A. KERR,**  
Architect.  
Office at  
Fulton Lumber Co.  
Phone 107.  
House Phone 428.

**TYPOGRAPHICAL.**

To print a kiss upon her lips  
He thought the time was ripe,  
But when he went to press she said,  
"I do not like your type."  
Boston Transcript.

A kiss he printed on her lips  
And showed her no contrition,  
Because the artful mix inquired,  
"Well, what's the next edition?"  
—Birmingham Age-Herald.

A kiss he printed on her lips,  
And she made this oration:  
"Please, please, continue doing that!  
It boosts my circulation!"  
—New York Evening Sun.

A kiss he printed on her lips;  
She smiled, the artful creature,  
And modestly inquired of him,  
"Was that a special feature?"  
—Moscow (Ida.) Star-Mirror.

A kiss he printed on her lips,  
But father was about;  
He didn't like the ardent swain,  
And so he led "it" out.  
—American Press.

L. R. Pearson was in Amarillo Wednesday on business.

WE desire to thank all those who have given us their patronage the past month and to ask a continuance of their trade as well as that of other friends, during the coming month.

**Peoples Supply Store**  
Phone 337

**A Distinctive Reason**

What is the chief reason for the superiority of Dr. Price's Cream Baking Powder? There are several good reasons, but there is one which distinguishes Dr. Price's from other baking powders.

This reason, which every woman should know, is that Dr. Price's Baking Powder is made from cream of tartar, which comes from grapes. This means a healthful fruit origin. It means natural food as distinguished from mineral substitutes used in other baking powders.

There is no alum nor phosphate in **DR. PRICE'S CREAM BAKING POWDER**  
MADE FROM CREAM OF TARTAR  
DERIVED FROM GRAPES

**FARM AND RANCH LOANS**  
-:- R. A. UNDERWOOD -:-

**Willard**  
See The Point?  
The biggest argument for Willard Battery Service is the fact that it saves a lot of repairs that would be necessary otherwise. Let us show you.  
THE T. M. CALDWELL CO.,  
Amarillo, Texas.  
Free inspection of any battery at any time

**Overland**  
**\$615**  
Model 75, Roadster \$595—f. o. b. Toledo

**Never Before Such an Instantaneous And Sensational Success**

From every state in the Union we hear of the amazing success of the latest Overland—the \$615 model.

At the New York and Chicago Automobile Shows—the two great national automobile events of the year—the \$615 Overland was the most widely discussed model exhibited.

The \$615 Overland has made history. It marks the entrance of a new automobile value—a car complete in every sense of the term at a price which was hitherto thought impossible.

Yet here it is—a powerful five-passenger touring car complete for only \$615.

Note that word "complete."

This means electric starter and electric lights, electric horn, magnetic speedometer—in fact, every necessary item. Nothing is lacking. There are no "extras" to buy.

It's just the car the world has been waiting for.

It is large enough for the whole family—moderately priced, within the reach of the majority—economical to maintain—built of the best quality materials—snappy, stylish and speedy—and complete in every sense.

In short, it is just another striking example of how our larger production enables us to build a bigger and better car and still keep the price within reason.

Remember it comes complete—only \$615!

**KNIGHT AUTO CO.**  
Phone 237

**1842 74 YEARS OF KNOWING HOW 1916**  
**P. & O. No. 111 Lister**  
The Lister is known by farmers wherever sold as P. & O. No. 11, but the improved type is called No. 111 on account of important improvement.

There are more of them in the hands of farmers than all other makes combined—over 2,000 sold by one dealer, in one county in West Texas. The special feature on this Lister made it deserving of its immense sale. Its use is not confined to preparing for row crops; it is now almost universally used for plowing for small grain crops by listing and re-listing, leaving the ground in oval rows, which not only catches and holds the moisture but prevents the loose soils of the West from blowing away.

The adjusting link on front end of beam is an important exclusive feature on the No. 111, absolutely preventing the point from running below the desired depth. The wheels are provided with **distended lugs**, an immense help in the sandy loam lands of the West.

The feeding device absolutely deposits one seed at a time of any of the row crops, besides can be equipped for both corn and cotton. You will have to see this wonderful improvement to appreciate it. The tilting hoppers allow change of plates without emptying them. Furnished with either disc or shovel covers.

This Lister has embodied many other important features that will convince you that it is the best on the market.

**The P. & O. No. 123 4-Wheel Lister**

This Lister has all the advantage of the No. 111 and in addition has rear wheels. This is desired in many localities as it enables the operator to see the seed as planted. The rear wheels have cushion springs to hold them in line with the row and following the unevenness of the ground and conform to the ridge without straining the rear frame, compelling, also, the Lister to remain in proper working position at all times. The friction lock disengages automatically, allowing the wheels to center and turn round in a very small space.

We manufacture the most complete line of Two Row Implements on the market. Ask your dealer and if you cannot be supplied through him, write us for circular and special introductory offer.

**Parlin & Orendorff Implement Company**  
DALLAS, TEXAS

**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 manner 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.**





**LILLIAN GISH IN "THE LOST HOUSE"**  
 FOUR-PART MUTUAL MASTERPICTURE. PRODUCED BY MAJESTIC  
 Star in Photo Play Given for Benefit of Plainview Concert Band at Mae I. Theatre Wednesday evening.

### The Children's Bureau and Baby Week

Julia C. Lathrop, Chief, Children's Bureau, Washington, D. C.

"Is Baby Week the business of a Government bureau?" The observing taxpayer is perhaps asking this question.

Ever since last October, when the General Federation of Women's Clubs announced its plan, an increasing proportion of the Bureau's office force has been detailed to the correspondence required by the growing interest in the Nation-wide observance of Baby Week.

The sociologist and the statistician will remind us that the Bureau was created to make investigations pertaining to the welfare of children, and that Baby Week is not an investigation and is not statistics.

To all these groups we are accountable. What is our reply?

For the three years the Bureau has been in existence it has put a considerable share of its energy into a statistical study of the social and economic causes of infant mortality, planned with the greatest care and conducted by trained field agents with all possible precision. The results of this inquiry are being published, as the law requires, in a series of reports which consist of statistical tabulations accompanied by descriptive text.

There are many million fathers and mothers in the United States, includ-

ing many of the best educated fathers and mothers, who have never read a statistical table and never will. Yet hidden within the figures of the Bureau's reports on infant mortality, the reading of which they will successfully evade, lie stern facts about the dangers which beset American babies.

These figures give a clue to the reasons why, on the great average, one baby in eight dies before the end of the first year of life. They show that this average obscures a wide gamut with comparative immunity from infant loss at one end and with fearful infant waste at the other.

If the Bureau is to investigate and to report as the law directs, then it must try to find ways of reporting which will be heard by the whole public which it was created to serve.

The popular methods of the Baby Week, which are those of all astute advertisers, form an invaluable method of reporting to the parents of this Nation those standards of infant welfare which experts are endeavoring to make clear.

The Baby Week emphasizes the constructive side of infant care. It addresses not only individual parents but communities.

The best test of its value will be the work that follows it:

Undoubtedly every State Board of Health should secure what only six States have at present—a special division of child hygiene. No city or town should fail to provide instructive nursing advice and to pay constant heed to the problems of hygiene and sanitation, of proper housing and of recreation spaces, since all these immediately affect the welfare of infants.

There are 3,000 counties in the United States. In every county seat there should be a center for the health work of that county—a station for examining babies, and older children, and for furnishing expert advice for keeping them well—in short, a health-teaching center.

We must have complete birth registration.

All these will be institutions for the common use—no more revolutionary, no more eleemosynary, than public schools and weather bureaus and agricultural experiment stations.

The New Zealand infant mortality rate is less than one-half of ours, and is being further reduced.

Why take less pains for American babies than New Zealand does?

#### MISS BEULAH DUENSING AN HONOR PUPIL IN UNIVERSITY.

Miss Beulah Duensing, daughter of Mr. and Mrs. J. O. Duensing, of Seth Ward Addition, is among the honor pupils of Southern Methodist University, of Dallas. In the Dallas News, in a list of those pupils making not less than "B" in any one subject, Miss Duensing's name appears.

F. B. Gouldy was a visitor in Amarillo yesterday.

WANTED—An old couple just for their company. Board free; in good home. BOX 158, Lockney, Texas. 5t-pd.

#### Another Testimonial for

## CALUMET BAKING POWDER

### The President's Wedding Cake

was prepared by Mrs. Marian Cole Fisher and Miss Pansy Bowen, both of whom are known throughout the United States as experts in Domestic Science work. This Wilson-Galt Wedding cake was worthy of the occasion in every respect. Calumet Baking Powder was used in its preparation and both the above-named ladies heartily recommend Calumet Baking Powder for its purity, wholesomeness, economy and never-failing results. These ladies use Calumet exclusively in all their work.

Received Highest Award World's Pure Food Exposition, Chicago; Paris Exposition, France, March, 1912.

# Plainview Mercantile Co.

THE PLAIN'S FOREMOST DRY GOODS STORE

Spring

PRESENTING IN UTMOST VARIETY

Spring

the new modes in

## Spring Millinery



Indeed this is a happy occasion for us to announce our complete readiness for the new season and we fully believe that the styles shown this season will fully demonstrate again the leadership so long maintained by this store in all things concerning millinery.

### The Street and Afternoon Hats

are the prettiest in years. The quaint and old fashioned chin strap model and then the lovely Watteau, while then in shapes high, close and small, ribbons crests in vivid tones add height and smartness to the favored turbans of Zephyr straw. But fashion authorities claim that the picturesque large brimmed hats trimmed with tropical flowers to be the delightful accompaniment of the dressy evening frock.

### Sport Hats Were Never More in Demand

We have a most comprehensive showing of these new hats in all models and a most striking range of color combinations.

[Read our ad in today's Plainview News.]

#### Ribbons Springs Favorite

The creators of fashion have chosen ribbon for Spring's favored trimming. The ribbon vogue was never so definite as now. It's ribbon here and it's ribbon there; in fact, it's a ribbon season—ribbons for hats, girdles, boudoir cap, lingerie and a hundred other dainty and pretty articles for millady's adornment and usage.

We are fully prepared to meet the demands of the new season in plain, fancy and novelty ribbons. All widths, all prices.

#### The Very New White Shoes

One of the most fascinating models of the new season is the new and attractive White Shoes, and they bid fair to continue throughout the season. The slender toe, the Spanish spike heels and the cleverly laced 7-inch tops give them a particularly smart air which adds grace to the costume. We are showing a striking model at \$4.25.

THE LATEST KID GLOVES, Button and strap, all colors, now on display.

## Style Notes

It was not to be expected that the creators of fashions in searching the modes of the past for quaint frivolities would have overlooked so fascinating a feature as the CHIN STRAP, and they have not.

Not a few of the new hats held in place by ribbons or CHIN STRAPS have made their appearance.

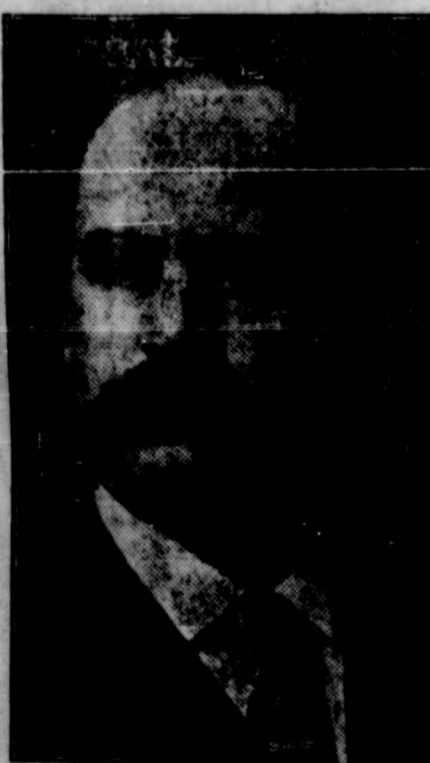
While another new and interesting model which claims popular favor for the new season is the WATTEAU HAT.

And then the fashion authorities introduce the WATTEAU NEGLIGEE, a lovely dress which claims to hold popular sway throughout the new season.

### COMPLETE ANNOUNCEMENT

## Of Our \$1 Sale Event

will be made in the Friday, March 10, issue of this paper. You cannot afford to miss this bargain event.



DR. S. P. BROOKS

Former President of Baylor University, at Waco, and candidate for the United States Senate, who delivered his first campaign speech yesterday at Marshall, Texas, before a large crowd. Dr. Brooks has recently changed his views on preparedness,

and concurs with President Wilson's policy. In his speech yesterday, on this issue he said:

"My constant hope and belief are that war has reached its climax across the seas. However, that hope need not blind us to the fact that in pursuance of our neutral rights and approved well-known customs of international law, we have offended the Germans and her allies, the English and her allies, the Mexicans and the Colombians.

This makes a condition and not a theory. I, therefore, waive my primary judgment as to preparedness and go with President Wilson in an effort to maintain the peace of the world. In doing this I do not surrender my individuality by truckling to the President. I follow his leadership for two reasons: (1) An executive deals with foreign affairs which cannot always be made public. Mr. Wilson plead for greater preparedness and urged that it be started at once; (2) one of the weaknesses of the Democratic party is the lack of coherence of its members. Therefore, as a good Democrat, loyal to the party and willing to follow my chosen leader, when no fundamental principle of conscience is involved, I join hands with him. I do this remembering that all representative govern-

ments have made their highest progress through frequent compromises. I do this knowing that there will be increased cost of maintenance, but in the confidence that the burden will not be put in stamp taxes upon the poor, rather income taxes on the rich.

"Such preparedness will call for some increase of the Army and Navy by voluntary enlistment. I suggest that as young men do not usually enter the army and navy to make it a life work, there should be something taught them other than catching the steep, climbing a mast or firing a gun. Let them learn some useful industry or mechanical art. It need not hurt their warlike efficiency but will equip them for self-support and social service when they return to civil life. They can learn the manufacture as well as the use of war goods. It would add to the probability of teaching to soldiers and sailors the moral equivalent of war."

#### SENATE FAVORS WILSON'S AVOWED GERMAN POLICY.

(Continued from Page One.)

was issued: "When the attention of the White House was called to certain statements in Senator Gore's speech this after-

## New Novelties

One of the most interesting novelties to make their appearance this season is the new SPORT BEADS. A narrow strap dropped carelessly around the neck, the ends being cleverly fastened by a small amber nut and then small beads in many colors decorate the ends. These beads are very popular and now generally accepted a feature of the new modes. Inexpensive to 50c.

And then hand-in-hand along comes the bead ornaments which are used on not a few of the new dresses. In many an interesting way; they are imitation pearls and serve to enhance the charm of new fabrics; accentuate beauty of gown.

noon, the President authorized an unqualified denial of any utterance to which any such meaning could be attached."

It was explained in his behalf that the President had told the Congressmen he could not predict what would follow a breaking off of diplomatic relations and had expressed in the most vigorous terms his hope that the United States would not be drawn into war and his determination to continue to bend his every effort to prevent it. It was denied that the President said anything to convey the impression that he desired the United States to enter the war to shorten it or for any other reason, but he reiterated the necessity of upholding the national honor of the United States at all costs.

No attempt was made to minimize the realization of the effect Senator Gore's declaration might have on the foreign situation at this time, and on all sides it was admitted to be probably the most serious turn that has yet been given to the situation.

It was learned today by President Wilson that few House Republican members would support a resolution touching the German U-boat situation that did not carry a warning to American citizens to remain off armed ships.