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JUDGES SCORE WINDOW OF THE RICH-LIER STORE HIGHEST--POPULAR VOTE TO BENNETT

For First Prize, Carter-Houston's Stands Second and Reinken's and Waller's Tie for Third; Plainview Mercantile Company Fourth.

The window of Richards Brothers & Collier received the highest score of the judges, C. K. Shelton, R. E. Cochrane and W. E. Risser, in their inspection Monday, and has been awarded the \$25 offered by The Herald for the best window display of nationally advertised goods made during Display Week, March 20 to 25.

Carter-Houston Dry Goods Co. received the second highest score, Chas. Reinken and Waller Tailoring Co. tied for third place, Plainview Mercantile Co. was fourth, Jacobs Bros. Co. was fifth, and Long-Harp Drug Co. was sixth.

Following is the statement made to The Herald by the judges: "We, the undersigned judges of The Herald's \$25 Window Display Contest, find the four highest scores to be as follows: Richards Bros. & Collier first, Carter-Houston second, Chas. Reinken and Waller Tailoring Co. tied for third, Plainview Mercantile Co. fourth. Signed: C. K. Shelton, W. E. Risser, R. E. Cochrane."

The judges were very conscientious in their interpretation of the score cards. They first made a tour of inspection of all the windows entered, and expressed their delight at the high quality of the displays. They then judged each window by studying the details enumerated on the scorecards. Each made a separate score and the three scores on each window were added together and divided by three for the final average score. Eleven of the twenty-six windows scored above ninety and seven of the remaining number above eighty-seven.

Bennett Wins Popular Vote.

The interest in the window contest was so general and so pleasing that The Herald announced in its Tuesday issue that an additional \$10 cash prize would be awarded to the firm whose window received the highest popular vote up to noon Friday. The story carried a vote coupon and other coupons were distributed to the stores making displays.

The result of the popular vote showed E. G. Bennett Grocery Co. first, R. & H. Millinery Co. second, Boyd Grocery Co. third, and Richards Bros. & Collier fourth.

The sales resulting and the favorable comment received by the merchants from their customers have induced many of them to assert their intentions of devoting more time in the future to the decorations of their windows. This will no doubt result in the closer inspection of all windows by the buying public of this trade territory.

TWO THOUSAND ACRES SOLD EXCURSIONISTS BY T.L.&D.CO.

G. E. Ashton and T. J. McCoy Moving to Plainview Country From Northern States.

Two thousand acres of improved farm lands were sold by the Texas Land and Development Company today to the fifty excursionists who visited the country with that company. C. F. Myers, General Manager of the company, said this afternoon to a representative of The Herald, "This excursion has been the best in the history of the concern."

With the party which was inspecting the country and investigating the irrigation project were G. E. Ashton and family and T. J. McCoy and family. Mr. Ashton is from Reynoldsburg, Ohio, and Mr. McCoy from Streator, Ill. These gentlemen are moving to irrigated farms recently purchased from the Texas Land and Development Company.

The party returns Saturday morning.

City Election Ticket Ready; Ten Aldermanic Candidates

Yesterday afternoon the ticket for the city election was made up by the city secretary, each candidate appearing with a petition signed by the required number of citizens. The ticket as slated reads: "For Mayor, E. T. Coleman, J. L. Dorsett, Roy J. Frye, W. E. Risser. For Marshal, John Vaughn. For Secretary-Treasurer, B. L. Spencer, R. B. Tudor. For Aldermen (five to elect) Joe Barrett, J. J. Eller, E. H. Humphreys, E. L. Kerr, J. B. Maxey, R. H. (Bob) Mitchell, T. W. Sawyer, W. R. Simmons, J. M. Waller, W. E. Winfield.

MEMBERS OF BOYS PIG CLUB ARE TO BE GIVEN BUTTONS

Y. M. B. L. Makes Appropriation of \$30 Per Quarter to Carry on Clubs That Were Organized.

Buttons will be given all members of the Boys' Pig Clubs of Hale County by the Young Men's Business League of Plainview. A fund was created at the meeting of the League Thursday night, in the Barker-Winn Building, with which to purchase these buttons. The report of the secretary on clubs organized was listened to with much interest, and the League voted to appropriate \$30 per quarter to defray the expense of maintaining the clubs.

J. W. Longstreth, who leaves soon for a tour of several months through various sections in which irrigation is practiced, asked to be relieved from the good roads committee of the organization, and W. E. Risser was appointed to fill the temporary vacancy.

The matter of the League's donating a silver loving club, or some other appropriate trophy, to the District Interscholastic League was brought to the attention of the body, and referred to a committee, E. T. Coleman, H. S. Hilburn, E. L. Doland, and Olin Brahears.

E. L. Doland and Dr. C. D. Wofford, a committee to select a suitable pin for the members of the League, made an acceptable report and were discharged. Secretary H. C. Howard was instructed to order one hundred pins of the design approved.

Interesting reports were made by various committees on business which is not yet completed.

After the routine business of the organization was completed, a buffet luncheon was served.

L. R. Pearson was appointed to represent the League at the meeting of West Texas commercial organizations in Sweetwater, April 5.

VILLA SURROUNDED BY AMERICAN TROOPS AND DECISIVE BATTLE IMMINENT IS REPORT

Carranza Officials Insist That None of Their Garrisons Have Deflected and That They Are Still Pursuing Villa.

EL PASO, Texas, March 23.—Mexican Consul Garcia announced tonight he had received a telegram from General Bertani that Villa was surrounded at El Oso, five miles south of Namiquipa, by American and Mexican troops and that a decisive battle was imminent," is the message of the Dallas News' staff correspondent today. It continues:

"Bertani's message said that the American troops were following up the defeat earlier in the day by Carranza troops at Santa Gertrudes."

Carranza officials insist that none of their garrisons have deflected and that their forces in Chihuahua are "still pursuing Villa." It is declared, through Carranza Consul Garcia, at El Paso, that General Herrera, who was supposed to have turned from the first chief to Villa, remains loyal to the de facto government and will continue to co-operate toward the capture of the bandit. The undisguised alarm that was felt on the border last night has been diminished today by these assurances, but there lurks a smoldering fear that some Carranza organizations in the interior may swerve sooner or later. This feeling has existed here from the moment the American expedition after Villa was announced, and it probably will continue either until it is verified or circumstances demonstrate with absolute conclusiveness that it is unfounded.

Well considered military precautions continue here tonight, and both civil and military authorities have stated that preparations have been made to meet any possible contingency. Reports of "uprisings in Juarez" began last night, and were renewed today, although, as a matter of fact, visitors to the Mexican town this afternoon found a sandstorm about the only commotion in sight.

Texas Rangers, under Captain Fox; El Paso city and county peace officers and soldiers of the provost guard have cleared the Mexican quarter of the city of characters known to be undesirable in a crisis. The officers believe they have nipped in the bud any plan for organizing rioting in El Paso, if such plan existed. The Mexicans who have been arrested deny that such a thing was purposed. Both in El Paso and down the river Mexicans who are supposedly representatives of Villa at this time have been taken into custody and probably will be sent across to the Carranza authorities at Juarez.

Emilio Valenzuela, editor of La Constitucion, published at El Paso, was arrested tonight. In his paper today appeared an editorial which, after reviewing in glowing phrases some of the heroic chapters of Mexican history, concludes with the observation that "In our souls there is silence today" and that "what we are in danger of losing is the honor of our country." He recalls also the words attributed to Amaya in surrendering to General Scott in 1847, "If we had ammunition you would not be here."

Ignacio C. Enriquez, Governor of Chihuahua, wired General Gavira this afternoon, according to Consul Garcia, that the reports of Herrera's shifting to Villa were "ridiculous." He added that everything was quiet around Chihuahua and that the only happening of moment had been a freight wreck, in which eight people were killed.

Now, of course, if this telegram could come in the wires must have been working south of Juarez. It will be recalled that they were reported "down" ever since the Namiquipa skirmish. When correspondents suggested this and asked what really took place on that occasion they were informed that General Gavira has learned that after a "several hours' fight" near Namiquipa, Villa "flew toward the mountains"—and may still be fleeing.

Consul Garcia also gave out today a telegram signed by General Luis Herrera and dated Chihuahua, denying emphatically the "rumor that reactionaries have circulated that I have gone over to Villa." Herrera added that, on the contrary, he was ready to fight Villa as energetically as possible.

Luis Gutierrez, Military Governor of Chihuahua, also telegraphed Consul Garcia that "a person of the ideals of Luis Herrera could never turn traitor and adhere to a traitor like Francisco Villa." He declared that Herrera would "co-operate without pause until Villa is completely exterminated."

There is a belief that within a few days the American expedition will meet Villa's forces, unless the bandit has indeed succeeded in escaping to the mountains. In fact, "on paper" they have clashed ere this, according to positions supposedly occupied a few days ago. In the absence of information from the field it is not known whether this "dope," which works out fine on the military maps, has been sustained or not. Nine out of ten men who know the Chihuahua country believe Villa will be able to hide indefinitely in the mountains if he cares

to, and, furthermore, that he can get to the mountains all right, if he has not already done so. These men, most of them American refugees who are in El Paso, are confident that the Carranza field forces have not been very vigilant in pursuing Villa, and yet in the same breath some of them will say that Carranza has everything to gain by exerting every effort to co-operate in earnest with the American expedition. The explanation, they say, is that the Carranza forces commanded by Gutierrez are largely composed of former Villistas.

American refugees continue to arrive in El Paso just as regularly as the uncertain transportation service from the interior will permit. Some come on freight trains, and nearly all had long rides on horse or burro and more or less exciting experiences in getting out. El Paso is packed with Americans who fled to the border recently or during some of the former scares, and all say that some Americans remain all over the country—sticking to their property through thick and thin, and determined, some of them, to remain right on regardless of what happens.

Food conditions are very bad all over Mexico, according to the refugees. The money question is reaching a crisis, they report. Some of them say that even if the American expedition finally withdraws without event the general conditions are so deplorable in many sections that "something" must be done ere long. Incidentally, whenever a man on the border says "something" must be done in Mexico, he means just one thing. It is not difficult to guess it.

A mining man who came in today says Villa sacked the little town of Rosario, south of Parral, "absolutely clean" last week, and that Marcos Curral, said to be one of Villa's brothers-in-law, held up a mining wagon supply train near Chihuahua City about the same time. The miner claimed to have personal knowledge of these happenings, and mentioned them to sustain his declaration that Carranza forces had not been after Villa very close.

"Several Villistas were wounded and 100 horses taken," General Gavira announces tonight through Consul Garcia, "when Constitutionalists forces engaged Villa at Santa Gertrude this afternoon."

It is stated that Villa "fled toward El Oso, where he is now."

ARLINGTON DRY-GOODS MAN LIKES PLAINVIEW COUNTRY.

J. F. Yates, of the firm of Ditto & Yates, Arlington, Texas, has been in Plainview for the past two days on business. Mr. Yates is contemplating locating in the Plainview country. He has been extensively engaged in the dry-goods business in Tarrant County for a number of years. He will probably engage in stock farming if he moves here.

"I was in Plainview some eight years ago," Mr. Yates stated to a representative of The Herald this afternoon, "and liked the country much then. It looks much better to me now."

SCHUBERT SYMPHONY CLUB SOLOISTS WILL BE HERE

Will Give Joint Concert With Harmony Club—New National Song Will Be Featured.

The soloists of the Schubert Symphony Club of Chicago is to be in Plainview Thursday, April 6, and will give a concert under the auspices of the Men's Harmony Club. Many in Plainview have heard these superb musicians. Their success in past years has placed them in high favor throughout the country. Leeta Corder, soprano; Thomas V. Purcell, violinist; Lavinia Kendt, contralto soloist, is the personnel of the company which will be in Plainview.

One of the interesting things offered on the program will be a chorus by the Symphony Club artists and the Harmony Club, "America, So Fair and Free."

Professor E. H. Purcell, composer of this song, is endeavoring to secure its adoption as the national hymn. While in Plainview recently he played it, to the delight of all who heard him. In the North and East it is meeting with high favor. Mr. Purcell stated to a representative of The Herald while here that in all parts of the country it is being warmly received. He is very enthusiastic over the necessity of a national song, thoroughly American. Concerning the matter he said:

"It is a matter of history that for over two centuries the people of this country sang 'God Save the King' as their own national anthem. After the trouble with England in '76 we muddled along for many years without a national anthem, until Rev. Samuel Smith set some American verses to the old melody of 'God Save the King.' Song-hungry, anthemless, as we then were, his unfortunate combination met with a ready acceptance at our hands, although the British never ceased to mildly protest that in so using their national anthem we were 'not doing quite the polite thing, don't you know,' while both Germany and Italy frequently reminded us that they also had claims upon that same melody, and that their claims antedated those of England by a few centuries, more or less. As our country continued to win its way upward in the congress of nations, our need of a national anthem of our own became more and more urgent, and a few years ago Congress officially declared that 'My Country, 'Tis of Thee' should no longer be considered our national anthem. There never was any question of the wisdom of this necessary step.

TWO ARE KNOWN TO HAVE PERISHED IN PARIS FIRE

One Is Missing—Estimated Property Loss Ranges From \$10,000,000 to \$15,000,000.

Paris, Texas, March 22.—Estimates of the property loss from last night's fire range from \$10,000,000 to \$15,000,000. The first figure is probably the most conservative, however, some of the oldest settlers of Paris believe the damage will reach \$15,000,000. The assessed valuations of the property facing on the public square before the fire was \$20,000,000, and all there is left is the ground on which the buildings stood. In addition to the loss on the square between 90 and 100 blocks in the residence section of the town were destroyed, one-half of which was in the wealthiest portion of the town.

Two persons are known to be dead and one missing. Captain John Straub was caught in his home by the flames as he was gathering together a few of his personal belongings while other occupants escaped. The burned body of a man was found in a wagon yard this morning, which is believed to be that of Bob Huddle, another white man. Miss Lizzie Carpenter, 76 years old, is missing, and it is believed, that she perished in the flames that destroyed her small cabin which she occupied alone for years on the same lot on which the Wells Fargo Express Company stood. Captain Straub was a member of Paris lodge of Elks and had considerable property interests. Miss Carpenter is said to have been worth \$75,000.00, all of which was in cash on deposit in a local bank.

No fire has ever occurred in Texas

(Continued on Page Four.)

WALTER JEFFUS' FATHER DEAD.

W. M. Jeffus is at Deport, Texas, having gone in response to a message that his father had died.

LAMAR AND CENTRAL SCHOOLS TO DEBATE FRIDAY, APRIL 14.

Whether High School Football Should Be Abolished Is the Question.

Friday, April 14, at Lamar School there will be held a debate. Two boys and two girls, one each on a side, will debate the question, "Resolved, that High School football should be abolished." The Central School will have the negative side. The speeches will be limited to twelve minutes, with a three-minute rejoinder.

The Redpath-Horner Chautauqua Offers Splendid Variety in Their Plainview Program in Early June

One of the really big things that is coming to Plainview this year is the Redpath-Horner Chautauqua. The date has not yet been determined but it will be early in June. In a communication to the Herald, Chas. F. Horner, manager of the chautauqua, says:

"The circuit will open in Texas in May, then go up through Oklahoma, then through Colorado, Arizona, New Mexico, California on the way to the coast, back into Nebraska, closing in Kansas in August and early September. The exact dates will be decided on in the near future, as an effort is being made to conform as nearly as possible with the exact wishes of every community."

No Chautauqua company enjoys more confidence than this one does. There are 1,200 or more Redpath-Horner Chautauquas. These extend from the Atlantic Coast to the Pacific Ocean, from Florida to Northern Minnesota. Mr. Horner has been in the business many years and is considered a leader in the field. Regarding his offering for the season, he says:

"The program for 1916 Chautauquas on this circuit is, without doubt, the most pretentious that has ever been offered on any Chautauqua in any part of this country. That is, there are bigger and more expensive attractions, and features quite unusual and ordinarily considered to be more expensive than the receipts would justify. However, I believe that the people are ready to patronize the big attractions more liberally than they do ordinary ones, and while the cost to the individual patron is not increased, we surely expect to secure a much larger attendance."

"Please note that it requires eighty people to furnish the program, which is fifteen more than we have ever had on the program before."

"Some of the attractions, then, are as follows: Schildkret's Hungarian Orchestra, one of the best known combinations in the country, and I call it a real musical headliner. This company has been out in Lyceum, and about six years ago was on our Chautauqua circuit. In its annual winter tour, Schildkret's Orchestra is ranked as one of the big musical organizations. However, when we arranged a contract with Mr. Schildkret, who, by the way, regardless of what anyone may

say, will positively be with the orchestra himself, we agreed to pay him \$3,500 more than he had been getting in Lyceum with the understanding that he would put the extra money into a bigger organization. "You will be glad to welcome Mario and Trevette, who were over our circuit four years ago, and have been asked for another year since. I doubt if we ever had any artists meet with more universal approval than these people. When they left the Chautauqua circuit they went into concert and vaudeville engagements, and their price began to soar, but we managed to get them this year on account of an extra long season and other inducements, which you would not be interested in knowing. Suffice to say, they will be on the program."

"Two other interesting little companies that are truly artistic and will appeal to music lovers in each city are the Schubert Artists, one one day, and Estelle Franklin Gray and Mischa Lhevinné on another."

"The fourth very interesting and very novel musical entertainer is Bellino. He plays on a concert accordion. The first date Bellino will on Redpath Chautauquas, was at Danville, Illinois, the home of ex-Speaker Cannon. Uncle Joe was in the audience and joined with the others in expressing his approval. Bellino has a wonderful instrument 161 keys. He gets the effect of band and orchestra with it. You will be interested in knowing this instrument cost \$550.00. Bellino has played in Italy, Scotland and France."

"The real musical sensation in Chautauqua last year was Thavidi's Band and Grand Opera Singers. This band was at the San Francisco Exposition at its opening. At the close of the Chautauqua season this band went back to the Exposition until the close. It is said that Thaviu and John Phillip Sousa received greater honors than any other band masters at the great fair. We will have the same band back over the Chautauqua circuit. The singers will be different, however, even better than the ones last year. The band is enlarged and improved, if indeed improvement is possible."

"Finally, in our musical offerings we want to call particular attention to the Haydn Chorus, a splendid organ-

(Continued on Page Five.)

Suggestions on Practical Lunches for School Children

WASHINGTON, D. C., March 23.—What shall school children be given to eat at noon in the lunch basket, or at the home lunch table? To help answer this question, which almost every mother and many of the educational authorities are asking constantly, the

U. S. Department of Agriculture, through the Office of Home Economics, has just issued Farmers' Bulletin No. 712, "School Lunches." This bulletin was prepared by Miss Caroline L. Hunt and Miss Mabel Ward, under the direction of Dr. C. F. Langworthy, of the

States Relations Service. The bulletin, after discussing the general principles of feeding school children to provide for activity and develop them into sturdy manhood and womanhood, gives a number of simple and appetizing menus for the school lunch basket and bills-of-fare and recipes for preparing inexpensive and nourishing noon-day meals or hot dishes for children, either at home, on the school stove, or in the domestic-science kitchen.

In feeding a child or anyone else, the authors of the bulletin point out, it is not wise to think of any one meal apart from the other two. It is seldom convenient to provide at one meal all the materials needed by a growing body, and those which are omitted from one meal should be supplied by one of the other meals. The noon meal for children, however, where food must be prepared at home in the morning to be eaten elsewhere at noon, or where the children must hurry home, eat quickly, and then rush back to school, offer special difficulties and deserves the careful attention of parents.

Before it is possible to plan a rational basket or other luncheon for children, it is necessary for the mother to understand the general essentials of diet for young people. These essentials in general are an abundance of simple foods, carefully prepared, and of sufficient variety to provide energy, repair wastes, provide elements for building bone and tissue, and stimulate growth. To do this most effectively the three meals each day must supply the child with sufficient food from each of the following classes:

1. Cereal or Starchy Foods.—Cereals, eaten principally as bread, supply nearly half of the protein (commonly thought of as tissue-building material) and nearly two-thirds of the fuel or energy in the American diet. The quality of the bread, therefore, is extremely important. Its crust should be crisp and deep (indicating thorough baking), but not hard or burned. It should be light and free from any suggestion of sourness or rancidity. The crumb should be elastic and yet capable of being easily broken up in the mouth without forming a sticky mass, or being too dry to taste good. These qualities can be secured in rolls and biscuit as well as in ordinary bread, provided they are cooked thoroughly. The objection to hot bread is due to the fact that undercooking may leave it soggy on the inside, rather than because such breads are eaten hot. The child's appetite for bread may be stimulated by using different kinds of bread, zwieback and crackers, by the addition of raisins, currants, or nut meats, and sometimes by cutting the slices into fancy shapes.

Cereal mushes and ready-to-eat breakfast foods supply nearly the same nutrients as bread, a half cupful of cooked cereal being about equivalent to a good-sized slice of bread. A tablespoonful of cream is about equivalent in fat to a liberal spreading of butter.

2. Protein-Rich Foods.—While the bread and cereals come near to fulfilling one of the important requirements of diet—a correct proportion of nutrients providing fuel only and those useful for body building—other foods which provide protein in larger proportions as compared with fuel should not be neglected. These foods include milk, meat (except the very fattest), fish, poultry, eggs, cheese, dried beans, cowpeas, peas, peanuts, and almonds, walnuts, and other nuts. Nuts, of course, also contain considerable fat. Milk is an absolute essential, not only because it contains a large number of nourishing substances in forms easily assimilated, but also because, in some way not now fully understood, milk seems to promote growth and help the body of a child make good use of other foods. Milk is rich in most kinds of mineral matter, particularly lime, useful in the development of bone and tissue.

Milk should never be omitted wholly from the diet of a child. If not used at luncheon, it should appear at other meals. For luncheon, however, it has been found that such dishes as milk toast, milk soups made with vegetables, fish or vegetable chowders, and cocoa are valuable foods, easily prepared at home or in the school, because they require no oven and call only for simple utensils. White sauces made of vegetable juices, milk, or broth, differ from milk soups largely in that they contain more flour. When considering milk, the food value of skim milk, which contains a larger percentage of protein though less fat than full milk, should not be overlooked.

Eggs, the next of the protein foods commonly given to children, contain much iron and their yolks are rich in fat.

3. The Fatty Foods.—The fatty foods, such as butter, cream, salad oils, bacon, and similar foods, are important sources of energy and nourishment for the growing body. Fats are best given in such simple forms rather than in rich pastries or sweets.

4. Fresh Vegetables and Fruits.—Because ordinary vegetables, such as potatoes, greens, lettuce, green peas and beans, asparagus, and others, and

the ordinary fruits do not contain much fat or protein, their value in the child's diet is frequently underestimated. These things, however, should be considered a necessary part of the diet of the child for the very important reason that they furnish mineral and other materials required to form bone and tissue as well as to repair waste and supply some energy. Green vegetables are valuable particularly because they contain iron in forms which the body can utilize. Fruits contain a considerable percentage of sugar, especially when they are dried, and sugar is a quickly absorbed fuel food. As things eaten raw transmit disease germs, care should be taken to wash vegetables and fruits thoroughly in several waters. Many fruits, especially those with skins, can be dipped safely into boiling water, while those with thick skins, such as oranges, bananas, and apples, may be safely washed even with soap. Dried fruits when washed and put into an oven to dry absorb some of the water, and thus are softened and improved in taste.

5. Sweets and Desserts.—Sugar, as has been said, is a quickly absorbed fuel food, and simple sweets have their place in the diet of all children. If not served between meals or at times when they destroy the appetite for other needed foods, there is no objection to them. They may be served in the form of cake not rich enough to be classed as pastry, cookies, sweet chocolate, simple candy, honey, dried or preserved fruits, maple sugar, and loaf sugar. In general, fruits, fresh, baked, or stewed, or raw, and simple sweets are much better desserts for children than rich pastry which contains a large amount of fat.

The following suggested menus for the school lunch basket give the child, as nearly as is practicable in such a meal, the proper proportions of the different classes of foods:

For the Basket Lunch.

1. Sandwich with sliced tender meat for filling; baked apples, cookies or a few lumps of sugar.

(Continued on Page Three.)

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 Transfer and Baggage.
 Phone 327.

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 Suite 23, Grant Bldg.
 Phone 579.

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 Shampooing, Scalp Treatment,
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HEMO—the new food, is here. It is more than Malted Milk, because it contains in addition to the elements of Malted Milk, the natural iron to aid in making rich, red blood and the nutritive force of beef juice. We recommend HEMO for nervous, anaemic women, children who are backward in growth, the run-down business man, convalescents and the aged. Ask us today. We will be glad of an opportunity to advise you fully about HEMO. Makes a delicious food drink by simply adding water. We suggest that you try a 50c package with our guarantee of satisfaction. Long-Harp Drug Co., Plainview.

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Sixty Years the Standard
 No Alum—No Phosphate

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.,
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 Free inspection of any battery at any time

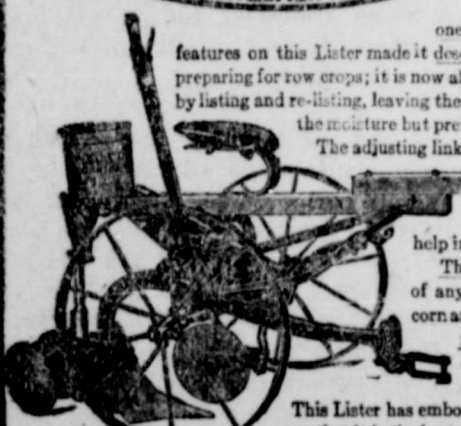

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**Every Farmer
 Every Housewife
 Every Property Owner**
 will want to brighten up. There is a paint or varnish for every purpose in the
SHERWIN-WILLIAMS LINE
 We have them.
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 The PROTECTION offered by a BANK ACCOUNT, combined with a little "BULLDOG tenacity" will make you winner in the fight no matter what the odds.
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YOUR friends can buy anything you can give them—except your photograph.
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COCHRANE'S GROUND FLOOR STUDIO



1842 74 YEARS OF KNOWING HOW 1916
The P. & O. No. 111 Lister
 This Lister is known by farmers wherever sold as P. & O. No. 11, but the improved type is called No. 111 on account of important improvements.
 There are more of them in the hands of farmers than all other makes combined—over 2,000 sold in one county in West Texas. The special features 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 waves, 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 dust-proof boxes, an immense help in the sandy loamlands 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 castor 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
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Wood Star Windmills

FIFTY YEARS OF SERVICE PROVES THEIR RELIABILITY



Some of the Superior Features of the WOOD STAR
ONE PIECE MAIN FRAME—
 No bolted parts to get out of alignment.
RELIABLE GOVERNOR—
 Regulates the speed of mill perfectly.
DIRECT POWER TRANSMISSION—
 Power is applied directly to lifting of load.
 The Wood Star Windmill is a reliable, low-cost pumping power. Let us show you what the Wood Star will do for you.
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Do You Feel Upset?

Have you a dark brown taste in your mouth when you get up in the morning?
 Nyal's Liver Salts will eliminate your trouble and clear your countenance. 25c and 50c a package.

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 Free Delivery Phone 161

RATION FOR PIGS.

As a ration for pigs for the first two months, Prof. W. L. Fowler, department of animal husbandry, Oklahoma Agricultural and Mechanical College, makes a suggestion that a mixture of corn, wheat, short and tankage makes a most excellent balanced feed. The following proportions are recommended for pigs during the first two months:

- Corn, four parts.
- Shorts, two parts.
- Tankage, one part.

This is a ration that will not be difficult to provide and it in addition to its feeding value, which can not be questioned, is palatable and economical.

The feed should be mixed and moistened slightly with water. The pigs should be fed twice a day and given as much as they will eat, but no more.

Kaffir, mila or fetrita may be substituted for corn. These grains should be ground. Experiments at the Kansas station showed that 10 parts of corn are equal to 11 parts kaffir for hogs. Milo and fetrita are very nearly the same as kaffir in feeding constituents.

While pigs are young they will require considerable digestible protein in a palatable form. Of course, as their growing bodies will require more nutrition.

The second two months the ration of the feeds mentioned above may be increased as follows:

- Corn, six parts.
- Shorts, two parts.
- Tankage, one part.

The third two months, which is usually the last two months the pigs are fed, the ration may be in the following proportion:

Corn, nine parts.
Shorts, two parts.
Tankage, one part.
Green pasture will be of much benefit. The pigs will require green food and exercise for best results, and it will be economical to the feeder to provide grazing crops.

SUGGESTIONS ON PRACTICAL LUNCHESES FOR SCHOOL CHILDREN

(Continued from Page Two.)

2. Slices of meat loaf or bean loaf; bread-and-butter sandwiches; stewed fruit; small frosted cake.
3. Crisp rolls, hollowed out and filled with chopped meat or fish, moistened and seasoned, or mixed with salad dressing; orange, apple, a mixture of sliced fruits, or berries; cake.
4. Lettuce or celery sandwiches; cup custard; jelly sandwiches.
5. Cottage cheese and chopped green-pepper sandwiches, or a pot of cream cheese with bread-and-butter sandwiches; peanut sandwiches; fruit; cake.
6. Hard-boiled eggs; crisp baking-powder biscuits; celery or radishes; brown-sugar or maple-sugar sandwiches.
7. Bottle of milk; thin corn bread and butter; dates; apple.
8. Raisin or nut bread with butter; cheese; orange; maple sugar.
9. Baked beans and lettuce sandwiches; apple sauce; sweet chocolate.

The provision of a bottle of milk is suggested in one of the menus, but, of course, taking milk to school in warm weather would be impracticable unless means were provided for keeping it chilled until it is consumed.

The school lunch container, the specialists point out, should permit ventilation, exclude flies, and should be of a material which permits thorough washing in boiling water. If glasses, paper cups or spoons are provided, the child should be warned against letting other children use them. The child should be encouraged to wash his hands before each meal, and for this reason paper towels, paper napkins or clean cloths should be provided. Food that does not require ventilation should be carefully wrapped in paraffin paper, and the soft or liquid foods should be packed either in jelly glasses, screw-top jars, or paper cups. It is, of course, very good for the child to have at least one warm dish at noon—a vegetable milk soup, vege-

table or fish chowder, meat and vegetable stew, or a cup of cocoa. These things are easily prepared in ordinary stoves with ordinary utensils in a school where interested mothers or teachers agree to do the cooking and serving and where dishes and spoons are available. Almost any school, however, could by co-operative arrangement with the parents, see that the children get a cup of good milk at noon. Soft fruits, such as berries, which are difficult to carry in lunch baskets, might also be prepared at school. Where these dishes are provided at school (the meat or milk and the fruit) the lunch basket would omit the meat dishes, and provide merely bread and butter or crackers and cake.



Colonist Fares to Pacific Coast

One way second class colonist fares will be in effect to California, The Northwest and certain intermediate territory March 25th to April 14th, 1916 inclusive. For further information call at ticket office or phone 224.

JOHN LUCAS, Agent

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"

White Swan

Mrs. Housewife—

A few words with you about many things you buy at your grocer's

First—What It Means to You to Buy Branded Goods—

- ☞ Perhaps you don't realize it, but it's true that nearly every concern that puts up its goods in packages is doing it in an attempt to give you something cleaner, purer and better than you've been able to buy in "bulk."
- ☞ They brand it with a name because they believe enough in the goods to be willing for them to be known by name—they want you to know what to ask for next time, if you liked the last lot.
- ☞ Pretty much like the difference between the man who sends an anonymous letter (bulk goods) and the one who signs his letter (branded goods).
- ☞ Then—as branded goods without doubt represent an attempt to give you something better it is a certainty that when it comes to a choice between unbranded and branded goods it will pay you to buy the latter.

The Difference between Branded Goods

- ☞ Frankly—nine cases out of ten—the reason why one brand is better than another is simply a case of the "know how." Seldom because one manufacturer is trying harder than another to give you good stuff.
- ☞ It's like the difference between cooks. For this reason. The concern with the "know how" back of it buys intelligently as well as sees that every item is prepared with skill. It doesn't depend on this section or that section to get the vegetables, fruits, fish, etc., that are put up for you. It goes

to market wherever the best buying market is for each of these articles. Then, right there—right where the best of its kind is raised the product is packed for you.

- ☞ All this counts for something in price—we buy in large quantities—people want to sell to us—result, we get better quality for the same or less money.

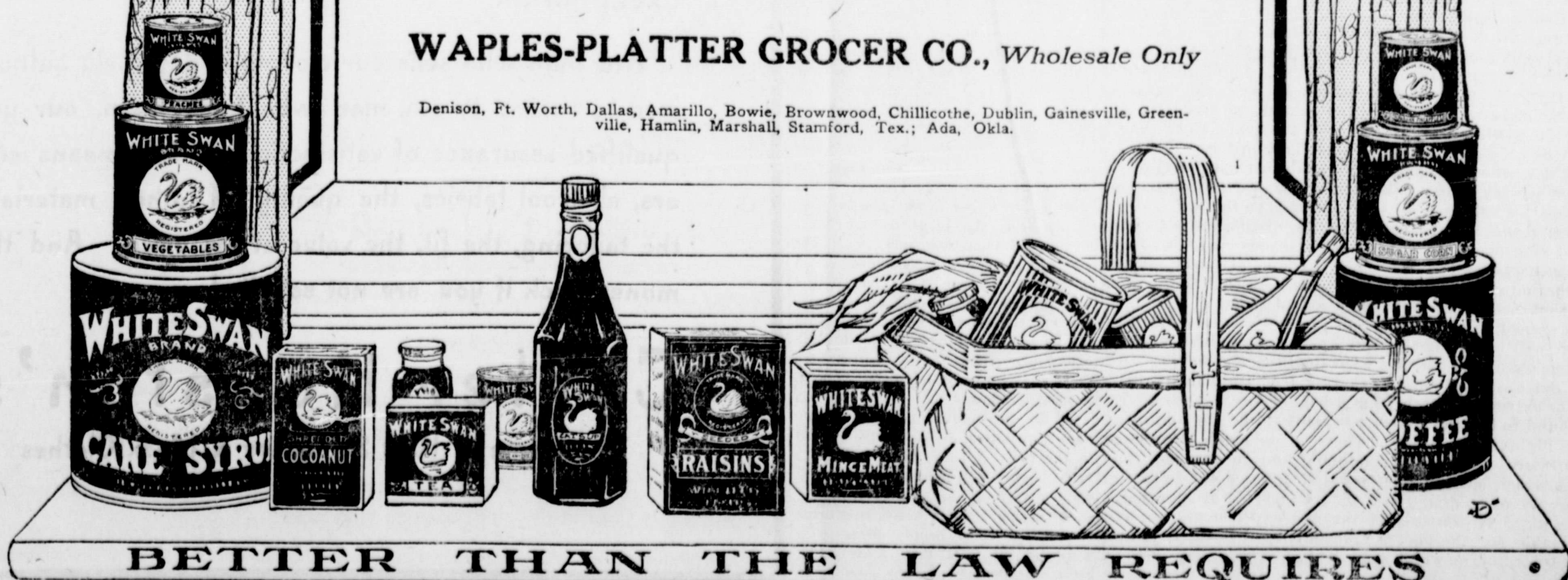
What It Means to You to Buy White Swan Goods—

- ☞ We've got the "know how"—we think a little better know how in buying and in securing the best in preparation and packing than most anybody else. At the very least that's what we're trying to do every day—not only to be better than the others—but to be ourselves better today than yesterday.
- ☞ And then there's the matter of experience. Years of study of foods and methods, of hard trying after improvement—all this experience must cut a big figure in ability to give you the best in quality. We know very well that our 43 years' hard at it have built something into White Swan Products that nothing else could take the place of.
- ☞ People who've tried White Swan Goods seem to agree that we are on the right track—because they keep on buying that brand.
- ☞ The result of this is that in all of Texas (and elsewhere in this section) there is not a retail grocery store whose service is built on QUALITY that does not sell, and recommend, White Swan Goods. This means that YOU can get them in your town at your grocer's.

☞ We want to ask you to try White Swan—any article in the list—or all of them. We appoint you sole judge of the whole line by any item in it. That's fair, isn't it—and isn't it worth trying? Ask your grocer.

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Denison, Ft. Worth, Dallas, Amarillo, Bowie, Brownwood, Chillicothe, Dublin, Gainesville, Greenville, Hamlin, Marshall, Stamford, Tex.; Ada, Okla.



BETTER THAN THE LAW REQUIRES

The Plainview Evening Herald

TWICE-A-WEEK

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THE HERALD PUBLISHING COMPANY,
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HERBERT S. HILBURN, Editor E. B. MILLER, Business Manager

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WHAT DO THE PEOPLE WANT?

Saturday, April 1, is the day set for the election of trustees of the Plainview Independent School District. There are four to be elected.

It is exceptional if any man in a public position escapes criticism, for all men do not agree on any one thing. And the present board of trustees is not an exception. Stating that there has been both just and unjust criticism of these men is in no wise an apology for or eulogy of their administration, but a mere statement of fact.

The polls is the place to fight out any issue that arises in school administration, just as with other public offices. A man's voice at the polls is his vote, and any man who has paid his poll tax and who has otherwise qualified as a citizen, can speak just as loud as another, and with just as much effect. After the polls are closed and the election decided, then it is the duty of every citizen to put his shoulder to the wheel and push, co-operating with those who have been chosen by a majority of the people. That's the theory and the ideal.

Plainview Public Schools need the best and the strongest men in the community, the most progressive men, at the helm. And to determine whether the present incumbents or others are these men, is the office of the people of the district. To find out what the people want, and who the people want, should be the desire of every citizen, and we know that it is that of the trustees whose terms close April 1.

What do the people want?

The Herald is anxious to make known YOUR views. Our columns are open.

IT'S UP TO THE STATE COMMITTEES.

The intent of the Thirty-Third Legislature in passing the presidential preferential primary bill no doubt was good, but there is less doubt but that the people of Texas did not wish such a primary this year. The reason is ostensible. It would entail several hundred thousand dollars' expense upon the State and in return therefor no practical good would result. The results of the decision of the Supreme Court of Texas, which has ruled the law unconstitutional and which prevents the use of State funds for such an election, will be far-reaching.

If a presidential preferential primary is wanted in Texas this year, and is had, it will not be at the expense of the State. It seems that the matter is left up to the State political committees.

The United States in its Judicial procedure is many decades behind every other civilized government in the world; and I say that it is an immediate and imperative call upon us to rectify that, because the speediness of Justice, the inexpensiveness of Justice, the ready access of Justice is the greater part of Justice itself.—President Wilson.

LAND GRABBERS WANT WAR.

New York Commercial: Villa's raid across our border has plunged the United States into serious danger. The risk is not possible defeat in Mexico, but the conquest of Mexico, for which powerful interests are now striving. At the bottom of all the unrest in Mexico lies the theft of the land from the people. Every revolution that has broken out in Mexico in a hundred years had for its purpose the restoration of the land to the people. It is true that leaders of successful revolutions betrayed their followers and did not give the land to the people, but the people hoped for the land and are still determined to get it.

Such an outrage as the raid on Columbus, N. M., must be punished. Villa must be run down and ignorant Mexicans must be taught to respect our territory and our flag. It may be an easy task to put an end to Villa's career, but that is not the end and aim of a coterie of Americans and others who hold large ranches in Mexico under doubtful titles, and that should be in the hands of the peons whose ancestors lived on it and owned it in accordance with their tribal laws and customs for centuries. These land owners hope that the United States will conquer and hold Mexico as a result of this trouble, and will confirm their titles to the land as against the older titles of the native population. Such a war and such a conquest would forever disgrace the United States, and would be the death blow to Pan-Americanism.

If we could set up a stable government in Mexico and restore the land to the peons, Mexico might have peace. In the stronger of the South American republics no such land questions disturb the body politic. In Ireland the land question has been at the bottom of all political troubles for eight centuries, and has only been settled by restoring the land to the people who owned it before the Normans crossed the channel. Ownership of the land is always the chief factor in the politics of any country. When the disposition is fair we hear little of it, but it is nevertheless vital.

We may well tremble at the thought of conquering and holding Mexico. Our Indian wars are a blot on our history, and there were never more than three hundred thousand Indians in the United States. In Mexico the Indians and the people with Indian blood in their veins number fifteen millions. We can conquer Mexico because we have unlimited resources and hundred million inhabitants, but we could not pacify Mexico without restoring the land to the plundered peons or else exterminating them, as we well-nigh did our own Indians.

SCIENCE POINTING OUT ECONOMY.

The increasing acreage of alfalfa raises the question as to how it can be marketed advantageously. While alfalfa is a soil-renewing crop, like clover, it only adds one plant-food element to the soil, and that is nitrogen. It takes an immense amount of mineral matter out of the soil. When the hay is sold the land is left a little poorer in plant food. Despite the fact that there is limestone in the underlying soil, this problem will sooner or later be brought home to the man with alfalfa lands. The point is that a gross-feeding crop like alfalfa must be fed on the farm, to be economical. Perhaps in the course of years alfalfa hay will become plentiful enough to make its sale unprofitable. That would be a good thing for the land. In the meantime, some figuring on its utilization at home is in order.

We are told that when a load of feed is sold, just that much of the farm is sold. When we burn stalks and straw, we are destroying valuable plant food, which should be turned back to the soil.

Scientists found that by a process of partial distillation petroleum could be refined into many different products, once unknown, now considered indispensable. The Bessemer process of steel making revolutionized the industry and marked progress in that field. Men studied these specific problems until they solved them.

Science has turned to the farm. Soil productivity, soil fertility, conditions which will bring about plant growth, have been studied, and experts can analyze soils and tell what qualities are lacking.

It has been demonstrated that marketing feed through livestock is the best way to extract the cash from a bale of hay.

Alfalfa is bound to become a strong support to the hog and cattle industry in the Plainview country. There is no single movement which will mean more, if properly conducted and encouraged, than the organizations which have been effected to interest the boys and girls of Hale County in feeding livestock. Every bit of knowledge that has been acquired on the subject through experimentation and experience is valuable, and the task of transmitting it to the boys and girls of the county is one in which conscientious pride may well be taken.

LAMAR SCHOOL DEFEATS TEAM FROM LOCKNEY; SCORE 14-15.

This afternoon, on the Eastside ground, Lamar School defeated Lockney High School in a baseball game. The score was 14-15. Mac Alexander's home run for the local team was the starring play of the game.

B. P. O. E. DISTRICT DEPUTY WILL INSPECT LOCAL LODGE.

Henry Alexander, of Haskell, District Deputy B. P. O. Elks, arrived this morning for a visit of inspection of the local lodge at its regular meeting at the Elks' Home tonight.

TWO ARE KNOWN TO HAVE PERISHED IN PARIS FIRE

(Continued from Page One.)
or in the Southwest to equal the one that has just swept over Paris. Looking north and northeast from the Texas & Pacific depot over an area where had stood the most costly homes in Paris, only a few scattering residences may be seen. The ground is covered with debris, electric light and telephone wires and poles. Two streets were cleared late this afternoon to admit vehicles passing through the square. Ropes and wires have been stretched around this portion of the burned district for five blocks.

Among the principal buildings destroyed are the postoffice building, Federal Building; Baptist, Episcopal, Central Presbyterian and Christian Churches; Merrick Hotel, city hall, fire station, high school, arena, courthouse and jail. Both the morning and afternoon newspaper plants were destroyed, and all equipment. Each issued small sheets in the shape of handbills this afternoon, containing brief notices of the loss, and the announcement that publication would be resumed in regular form as soon as equipment can be secured.

The fire started at 5:30 o'clock Tuesday afternoon in a storage warehouse belonging to S. J. Long, at the foot of South Eighteenth Street, adjoining the Texas & Pacific track. The wind at the time was blowing almost a gale, and drove the flames so fiercely that they were soon beyond control. The wind was from the southwest to the northwest, and in less time than two hours a desolate waste was created extending in width from Eighteenth to Twenty-fifth Street and from half way up from the Texas & Pacific depot to the square, including many costly dwellings and the Episcopal, Congregational, and First Baptist churches, the Smiley Apartment House, the Belford Flats, a four-story building erected a year ago; the new six-story Gibraltar Hotel, the Merrick Hotel, and many other structures.

Progress Unchecked.

With nothing to check their progress, the flames, after reaching the square, rapidly enveloped the business houses. At 9:30 that night, after having been in progress four hours, there was still no sign of being checked until their force should be spent by not having any material left to feed the flames. There is scarcely a building left on either side of the square. The First National Bank, a six-story building at the northwest corner, is about the only building on any side of the square intact at this writing, and strenuous efforts were being made to save it by dynamiting adjoining buildings.

The Daily Advocate plant was destroyed, and at this writing the Paris Morning News appears doomed. It will not be able to get out a paper tomorrow morning. While the fire was burning from the south part of town another fire broke in the northeast section, and burned toward the business section until the two fires met, destroying the Federal Building and the new \$100,000 post office building, the Morgan Hotel and other business structures.

Soon after the fire started it was easily apparent that, on account of the wind blowing almost a gale, it would be impossible for the department unaided to check it, and Dallas, Sherman, Greenville and other points were called on by Mayor McCulston for help. Bonham and Hugo, Okla., were the first to respond, but the water service was crippled. The supply is drawn from a storage lake six miles west of town and is pumped by electricity from the plant of the Texas Power and Light Company. The light company's plant was consumed, which cut off the electric motor power, and the telephone lines' being out of commission, the engineer at the lake could not be communicated with to start the emergency pumps. The Central Fire Station was burned up, together with most of the hose.

As far as could be learned, nobody has been killed or seriously injured in the fire. A baby, abandoned in a baby buggy, was found on the sidewalk in front of the Merrick Hotel.

The area of the fire was of such wide extent that some people down town were cut off from their homes, like being waterbound, and the telephones

being out of commission, they were unable to communicate with their families to ascertain whether their homes were still standing. Some people lost both their business houses and their dwellings. The Court House and

jail were seriously threatened, and the prisoners were all chained together and were taken to a vacant lot on North Eighteenth Street, where they were kept guarded.

The Western Union Telegraph Company opened a temporary office in the train dispatcher's office at the Union Depot, from which it sent messages last night. It is impossible to roughly approximate the loss that has been wrought by the fire.

Engagement Extraordinary!!

The superb soloists of the famous Schubert Symphony Club

Will appear in concert in Plainview

APRIL 6, 1916

Under the auspices of the

Men's Harmony Club

Dont Miss the Musical Event of the Season. Great Artists in a Grand Program of the Greatest Excellence

Watch for Further Announcements

Hart Schaffner & Marx

Good Clothes Makers

A Guarantee

YOU have heard and read more or less about the demoralization of the dye-stuffs and textile markets due to the war in Europe.

We want to say this:

Our Clothes are guaranteed to be satisfactory to the wearer; and this guarantee is given without reservation, modification or exception.

Any man who sells our clothes is definitely authorized to extend to any man who buys them, our unqualified assurance of satisfaction; which means colors, all-wool fabrics, the quality of other materials, the tailoring, the fit, the value at the price. And the money-back if you are not satisfied.

Carter-Houston's

The Home of Hart Schaffner & Marx Clothes

Redpath-Horner Chautauqua

(Continued from Page One.)

ization of a dozen voices under direction of Roland R. Witte, late of New York, a real choir master and concert director. With his company we will have real singing that fills the heart and expands one's life, the singing of big choruses, selections from big oratorios, as well as the old familiar songs people know and love so well.

"That is a brief description of the seven musical aggregations.

"In engaging the lectures for this season we have been unusually careful. We are not going to engage in muck raking or senseless agitation. The program we are offering will be big in entertaining, lofty in thought and sincere in purpose. Our hope is to expand the lives and the thought of each community. We are not going to bother with politics. You will have all the politics you want this year from the newspapers and from the political stumps, as this is national campaign year.

"We are not going to worry you to death about the war in Europe, although that is an important subject. What we want to do is to help each other remember the blessings of our own country, and in that way, forget our trouble, because, when one's blessings are big enough his troubles do not amount to anything.

"Anyhow we have some men who are doing big things, and whose lives are an inspiration to others, and men, who, because they have succeeded, are equipped to give to the public something from the lives they have lived and something from the experience they have gained.

"First comes ex-Governor Glenn, of North Carolina, now a member of the International Boundary Commission. This is the first time in the history of our Chatauquas that we have taken a lecturer clear through the circuit two successive years. There were a dozen places where Governor Glenn could have been used; and a dozen circuits where he was wanted. But practically every town where he was this summer was so insistent that he be returned that we are going to do it.

"The Governor is one of the most careful and most particular men I have ever known. It is true that at the close of each lecture he writes down in a little book every story that he told there, every principle that he advocated, and every thought that he uttered so that he will never repeat the same thing in a town. He is able to do this because he has such a fund of stories and anecdotes and so much to give of his experience that is new. Consequently we are all glad that we are to have our "war-horse" with us next year.

"The next is ex-Congressman J. Adam Bede, member of the lower house of Congress for many years, I don't know how long. All the while he was known as the humorist of Congress. He most certainly is a humorist and an optimist: There is a laugh in every line and a hand-clap in every paragraph. Bede is a man who doesn't think the world is getting worse and he shows how and why it is getting better. He is a happy, wholesome, humorous philosopher, a man who sits in the house by the side of the road and not only watches the men go by, but cheers them on and makes them happier while they pass.

"Then we have W. I. Nolan. I won't speak of what he may have been in politics because he comes, not as a politician, but as a business man a humorist. I suppose I could give you no better idea of Mr Nolan than to direct you to almost any banker in any of the central states. Mr. Nolan is kept busy going to Banker's Conventions because he carries with him a message of good cheer. He has many laughs, his philosophy is sound, bright and wholesome. He radiates so much confidence, confidence in America and American young men and young women that the hard-headed business men and bankers like to listen to him, and do listen to them every opportunity they get.

"A most interesting and unusual lecturer is Julius Caesar Naphe, a description of whom is extremely hard because he is so different from any one else we have ever had on the platform.

"Let us begin by saying that Mr Naphe is a scholar and a gentleman, and formerly a minister. He is a Grecian nobleman, or rather, I should say was, for now he is a naturalized American.

His father was Consul General from Greece to Turkey. Naphe was born in Athens, Greece. He spent his boyhood day in and about Jerusalem and Palestine. He graduated from the best schools there and when he asked to go to school again the boy's father said:

"If you wish to study literature, go to England; if you want to study music, I will send you to Germany; if you prefer to study art, I will have you go to Paris."

"But," said the boy, "I want to know something of them all."

"Then," said the father, "My son, if you wish to know everything I will send you to America."

"So Naphe came to America. His sister came with him. His first impression of the Occident was unusually interesting; he gives many of these in his lecture and the fascinating way in which he tells these unique experiences are delightfully refreshing and interesting. The trouble they experienced in learning how to use our language effectively is humorous.

"Learning to manage the use of our slang, however, is no more interesting than the happenings that took place at Harvard while he was new with the boys there. We laugh at times until the tears come, but all the same we recognize that back of the laughter and the beautiful rhetoric and charming diction, Naphe is weaving a thread out of which he finally makes a complete garments of American ideals.

"I should have said at the beginning that the stage is all decorated for Naphe's coming. He carries with him wonderful canopies and gorgeous curtains and beautiful Oriental hangings of every description. Naphe, himself, is dressed in the costume of an Oriental Prince at first and then as a shepherd, and then again in some costume of the Orient. He doesn't change his costumes, but rather drops one off when he is through with it, and displays another underneath so there is no time lost. Every minute he is on the stage he is in action; he reminds one of what a human volcano would be like; he is like a poetic and symphonic edition of Billy Sunday; he is as graceful as a swan, while his words have both the beauty and the cadence of a melody.

"And so he goes on bringing the Orient to the Occident—the ancient customs to the modern America, but all the time remaining an American.

He bring on the platform with him five or six, indeed, I do not know how many young ladies also dressed in the costumes, and while he never pauses speaking for a moment, he shows some of the customs of the Orient.

"More than this, he gives with the assistance of these young ladies, the betrothal and the marriage ceremony as it is performed in the far East. He also shows the Oriental's method of praying, he sings some of their songs. His lecture is almost stupendous; it is so dramatic, big and beautiful.

"He gives two lectures: the other is on the Twenty-third Psalm. Anything like an adequate description of this is beyond the power of words to convey. He gives a light on the Psalms that is new to everyone and beautiful beyond comparison.

"An entertainer who will greatly interest you is Mr. Noah Beilharz, a man whom I have tried to get for five or six years. His work partakes of the nature of Ratto, Landon and Newens, although he is really like all, but not entirely similar to either. He does his work in costume and "make-up." He uses the same art as Landon, the rapidity of Ratto. He has much of the philosophy and humor as Gilliland, with the sincerity and earnestness of Newens. No matter what character he presents, it is finished, artistic, interesting and sincere.

"Then we have a lecturer whom we have not talked very much about because he seems like one of the family. We have sent him over our other circuits. First we had him on "B" two years ago; he made so good, that we put him on "C" the following year; here he made so good that many declared he was the foremost among lecturers. Then in the two or three places where he lectured on "A" this past summer he pleased so well that there seemed nothing to do but to put him on as a regular lecturer.

"He has the typical, happy, earnest,

(Continued on Page Eight.)

Harvest Queen Flour

Is as well known and as well liked in its trade territory as any Nationally Advertised flour on the market.

We are constantly making those improvements which laboratory tests show necessary for the best products. In fact we invite your inspection of our scientific laboratory which insures to you the best possible flour at all times.

It should mean something to you to be able to obtain a home product, made of home grown wheat with quality as good as that made elsewhere.

Let us suggest that when you order flour from your grocer you do not say "send me a sack of flour" and leave the selection to the dealer who may send you that flour on which he makes the most money but specify "Harvest Queen Flour" and see that you get it.

Of course you are familiar with the brands

Cream Of The Plains Pride Of The Plains
Golden Harvest Gold Crown
Gilt Edge

We offer you also all other mill products of the same high standard of quality

Harvest Queen Mills

ALBERT G. HINN, Prop.

MAE I. THEATRE
FRIDAY AND SATURDAY
MARCH 31st and APRIL 1st
RETURN ENGAGEMENT OF
MR. ALBERT TAYLOR
AND HIS OWN COMPANY



Presenting the following comedies:

FRIDAY NIGHT

"A Bachelor's Romance"

Saturday Matinee at 3 p. m.

'He Fell in Love With His Wife'

SATURDAY NIGHT

"THE GAME"

PRICES { Matinee—Children 15c, Adults 25c.
 { Night—25c and 50c.

Ladies free Friday night under usual conditions.

Seats now on sale at J. W. Willis Drug Store

A 50-Cent Handle Duster
FREE With Every Purchase
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WIZARD POLISH

Wizard Handle Duster
A WONDERFUL LABOR SAVER!

Ask to see it. Every woman wants one. Saves two-thirds your time dusting woodwork, doors, chairs, tables and general surfaces in the home. A big, handle DUSTER—15 1-2 inches over all, with 10 inch mass of thick, long, soft, chemically treated strands that LIFT AND ABSORB THE DUST.

The regular price of the WIZARD HANDLE DUSTER is 50 cents. For a LIMITED TIME you can get it FREE WITH EVERY PURCHASE OF A 50-CENT BOTTLE OF



WIZARD POLISH

—THE WONDER WORKER ON FURNITURE

Thousands upon thousands of housewives everywhere know WIZARD POLISH as the great renewer of polished surfaces—furniture, pianos, woodwork, floors, etc.—as the ideal mop renewer. Keeps home brightest with least effort. Spreads smiles in every nook and corner, makes inviting rooms—SAVES OLD THINGS AND THE PRICE OF NEW THINGS!

GET THEM HERE!
This is An Authorized Distributing Station for
Free Wizard Handle Dusters

COAN & SON PLAINVIEW, TEXAS

Highbrow

"One Who Is Educated Beyond His Intelligence"
--Brander Matthews.

"First, let us try to define a highbrow and agree, if we can, on what he really is," said Brander Matthews, when asked what he meant the other day at a luncheon at the Republican Club, where he said that the highbrow was a menace to the drama. "Lack of definition in the arts is a real handicap. When my fellow-professors at Columbia who happen to be in science speak of a foot-ton or horsepower, or a kilowatt, everybody knows exactly what is meant; but when I speak of romanticism or classicism, or a highbrow, it is hard to get together on the subject, because no two persons seem to define any of those things in the same way."

The Definition.

Then he defined the highbrow as "a person who has a habitual attitude of contempt toward that which is popular, and also as a person who generally is educated beyond his intelligence."

"But," continued Professor Matthews, "the highbrow has not been educated enough to know that in all the arts the really good things, the vital things, have always been popular. Of course, that does not mean that all popular things are good or evil; in fact, many popular things are almost worthless, something thrown out to catch the taste of the moment. Perhaps the highbrow is not sufficiently sure of his discrimination and his ability to tell what is vital and what is not, so condemns everything popular rather than run any risk of accepting the wrong thing, a sort of safety first for highbrow reputations."

"There is ample evidence to support the statement that everything which has lived and stood the test of time because it is great had in its beginnings a large measure of popularity."

Shakespeare was the most popular dramatist in his own time. He was so popular that they used to put his name to plays he had not written. Moliere was the most popular writer of plays in his own day, and Sophocles in his. And there you have the three greatest names in the history of dramatic writing. But the highbrows of Shakespeare's day did not care for him, and the highbrows who were contemporaries of Moliere—there were a lot of them in France at that time—denounced his plays as poor and accounted for their success only on the ground of his own skillful acting in them.

"Now the highbrow is a menace. No, I shouldn't have called him that. It is too big a word for him in particular, and there is no real menace to any of the arts because they are all so great that nothing can materially hamper them. The highbrow is an annoyance, rather; at the most a man who may, by his inability to appreciate, discourage an individual artist from doing all that he might do. I know that Clyde Fitch was sometimes depressed by that sort of thing. Shakespeare himself stopped writing several years before he died. Perhaps it was because he did not have, in addition to the support of the many, the approval of the few who posed as the arbiters of taste. The philosophy, psychology and poetry of his plays, the things that make them live, were not the things which at the outset made them popular."

Creates False Standards.

"So the highbrow is an annoyance or annoyance, and chiefly because he tries to create entirely false standards by looking for something in the play other than the play itself, something entirely external to drama. They do

not know the history of the thing they would criticize. They entirely miss the point that the principles of the drama, of all the arts, are the same today as they were in the beginning and will be to the end of time. Only the methods change. These lasting principles were those recognized and understood by Sophocles in writing 'Oedipus,' by Shakespeare in 'Othello,' by Moliere in 'Tartuffe,' and by Ibsen in 'A Doll's House.' Augustus Thomas and George M. Cohan are applying the same principles. There are no others to apply."

"Great plays are great, first of all, as plays; secondly, because of what the writer has put in them. They may be great in the first sense and in no other. The 'Two Orphans,' for example, is a marvelous play as a play, but there is nothing to it except its dexterity. Browning's 'Blot in the 'Scrutcheon' is a very bad play, illogical, ill-constructed, falsely motivated; but it is full of good material. The highbrows, of course, thought it was a wonderful play, and said the usual biting things because the crowd rejected it. But the highbrows jumped at the conclusion that the crowd rejected the thing because of the good material, and not because it was not a good play, which was the real reason for the failure."

Shakespeare Wrote Some Bad Plays.

"Shakespeare himself wrote some bad plays. 'Cymbeline' was one of them. There is a play ineffective on the stage, full of misapplied ingenuity and, at the end, a most elaborate succession of discoveries that nobody cares anything about, because they all know beforehand what is being discovered on the stage. Yet some of Shakespeare's most beautiful writing is in that play. Highbrows read that and others in the same class, and then wonder at the cloddishness of the people in not caring to see such plays. They fail to realize that a good reading play may not be a good acting play. Of course, if it is not an acting play it is not a play at all. The performance

on the stage is the only test. And there are no plays which have really stood that test that have not been successful, that is, popular. If they have been great only as plays, the popular-

ity has been brief. If they are great as plays and also because of the subject matter, the popularity, is permanent. "So the dramatists whose work survives learned their trade in the begin-

ning. Shakespeare, Moliere, Placido and Henry Arthur Jones all worked for the commercial results. They wrote (Continued on Page Seven.)

For Growing Children

there is no better food than

Grape-Nuts

with cream or good milk.

Many diseases of childhood and youth are due to faulty diet—a diet that restricts the amount of needed mineral salts, the lack of which, as your family physician can tell you, often leads to rickets and other diseases of mal-nutrition.

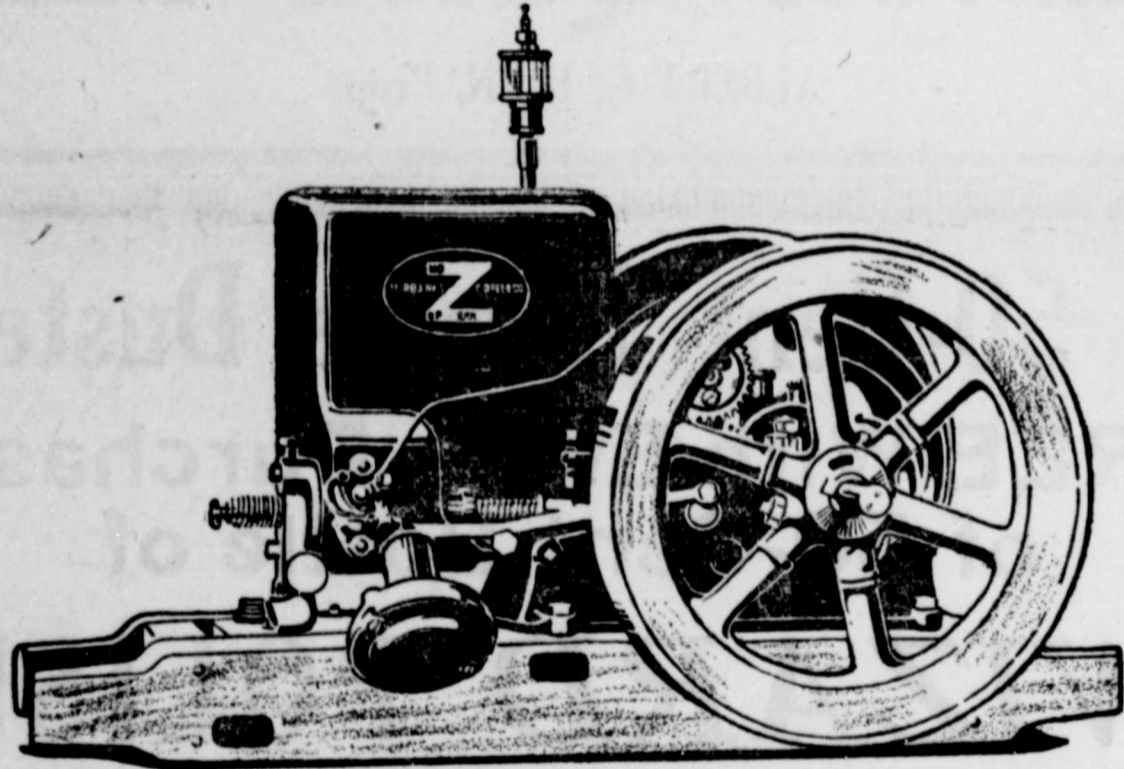
Grape-Nuts, made of whole wheat and malted barley is rich in these vital mineral elements so necessary to health.

This food tastes good, is easily digested, and many letters from parents, after trial, testify

"There's a Reason"

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A Compound made of Wheat, Barley, Salt and Yeast.
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Economical — Simple — Light Weight
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AND A WONDER AT THE PRICE"**

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SUPREME Cakes and Crackers are sold by all dealers in the vicinity of Plainview, and throughout the Panhandle.



SUPREME Cakes and Crackers are made in the cleanest and most sanitary Biscuit Company in the West.

The Merchants Biscuit Company
DENVER, COLORADO

HIGHBROW.

(Continued from Page Six.)

straight at the market, and to hit the market they had to produce plays that would work on the stage. The supplementary qualities of permanent greatness came after the writers had learned their trade. They produced drama, plus something else. 'Hamlet' has all the popular qualities of the blood-and-thunder drama of its day, with the other thing, the thing that made it the 'Hamlet' of all time, added. That is the only way. Every age should have many writers of plays learning their trade. Some of them will produce great plays. But they should not be nagged and hammered at because they do not ape the ancients or give us five acts of highbrow talk that cannot be acted.

"The old is fine, of course. It is interesting and stimulating to see Shakespeare and the Greek plays. But we can not live and grow on revivals. The Greeks had no revivals; there was nothing for them to revive. When Shakespeare was new he was sufficient. His plays were not shelved because they were modern to make room for something that was old. And so every period and every people must have the contemporary and native drama.

"There is what may be called the museum function of the stage; that is, to give us the old and the foreign. And it is important that we should have the best of the past and the best of the foreign. But these things will never give us a drama of our own. That must be spontaneous and vital, something very much alive, something that will hold the mirror up to us right here and now in the United States.

"The Metropolitan Museum of Art is a splendid thing to have. It helps to stimulate the artists who are working today. But for the results of that stimulation we must go, not to the museum, but to the exhibits of the contemporaries.

"And it is the same in the drama as in painting and in sculpture. The museum function of the stage, even though it gives us Rostand and Ibsen, is not the most vital part of it, the part that is going to develop our own dramatic literature. But the highbrows seem to think that it is. They would have us ignore the portraits of Sargent and spend all our time looking at those of Rembrandt.

"As a writer of plays himself the highbrow may be ignored as negligible, because his plays seldom get acted, and when they do they do not last long enough to do harm. There is much more hope in the future of the American drama in the ingenuity of a 'Get Rich Quick Wallingford' than in a five-act play in very blank verse

written about Francesco da Rimini by an American who thinks he is apocryphal and has not found out that he is not a playwright.

"Another handicap, not a menace, to writing for the stage is the modern requirement that a play shall run one hundred nights in New York and then two years on the road. Now, we all know that there are many good plays which have not the essentials for a long run, but which we ought to have, nevertheless. They are the plays of the more special, the gentler, appeal. If we had the right sort of a stock company, not the old-fashioned sort, which was not adequate, there would be opportunity for the staging of such plays as I have in mind, and that would encourage experimenting on the part of the writers, and nothing is better for art than experimenting.

"Still another disadvantage lies in the fact that there is no simple provision for the occasional presentation of a good play after its run has expired."—Dallas News Magazine.

PREPAREDNESS AT FARROWING TIME IS MONEY SAVED.

WASHINGTON, D. C., March 24.—Farmers who intelligently feed and care for their pregnant sows, so as not to overload them with fat, but instead give them feeds for the development of bone and muscle, are on the right road toward the production of strong, healthy litters. Their preparedness program, however, does not end here.

Two weeks before farrowing the sow should be put into a farrowing pen so that she will become acquainted and contented in her new quarters. The farrowing pen should be dry and free from draughts. Provide the pen with a guard rail made of 2 by 4-inch planks set 8 inches from the wall and 8 inches from the floor, to prevent the sow from crushing the pigs against the wall. Use only a small quantity of bedding; leaves or straw are preferred.

able. See that the sow has plenty of fresh water.

It pays to keep the sow quiet. Assistance at the time of farrowing should be at hand if needed, but the sow need not be helped if she is getting along well. In cold weather put the newly born pigs in a well warmed basket, and after farrowing is over the pigs should be placed with the sow, care being taken that each one gets to a teat. When the afterbirth is passed, it should be removed from the pen at once and burned or buried.

After farrowing the sow should have nothing but water and a little thin slop for the first day. The feeding for the first three or four days should be light, and the time consumed in getting the sow on full feed should be from a week to two days, depending on the condition of the sow and the size and thrift of the litter. It takes plenty of sows milk to make healthy growing pigs. If the pigs begin to scour, feed the sow less and give her plenty of strong lime water.

It is very necessary that the little pigs have plenty of exercise and all the sunlight that can be given them. Do not allow the pigs to run out during a cold rain. If possible, provide green feed or roots. These keep the sow healthy and cheapen the ration. Encourage the pigs to eat grain after they are three or four weeks old. Build a creep for them so that they can feed alone. At this age feed for bone and muscle. Give them all the skim milk you can. If skim milk is not available, give them some meal and plenty of pasture. In about eight or ten weeks the pigs will have practically weaned themselves. After they have been successfully weaned the most perplexing job is over.

By putting into practice the essential points above mentioned, the number of pigs raised to weaning should be increased. Hogs never fail to respond to good care. Kind treatment always means contentment, with its corresponding profits.

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



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, Tire Tightener, Press, Vice, Clamp, Hoist, Wrench, and dozens of other everyday uses. Thousands used the world over by all occupations. Saves the cost of \$100.00 worth of necessary tools. Double acting, steel detachable lever. Built of open hearth steel and malleable iron. Guaranteed for life—no charge for repairs. Sold on 30 days' trial. Old jacks taken in exchange. Manufactured by CHAS. E. BENEFIEL CO., Inc., 400-420 West Tenth St., Indianapolis, Ind.

For Sale by Gilbert Hale, Route 2, Lockney, Texas

Advertisement for L. A. KERR, Architect, and HARRISON & KERR CO., General Contractors. Includes office addresses and phone numbers.

Advertisement for SEEDS by C. E. WHITE SEED CO. and W. A. TODD, Agent for All Kinds of INSURANCE. Includes office addresses and phone numbers.

Advertisement for Storage Batteries Repaired and Recharged, Electric Starters and Generators Repaired. Includes E. N. EGGE AUTO CO. contact information.

Large advertisement for Electricity by TEXAS UTILITIES CO. Promoting services like Cooking, Washing, Ironing, Sewing and Sweeping.

Large advertisement for DONOHOO-WARE HDW. CO. featuring the headline 'Hardly An Article in Our Store Which Has Not Stood the Test of National Publicity' and listing various hardware items.

Large advertisement for L. J. Warren Grocery Co. featuring the headline 'The Policy of this Store' and promoting quick sales and small profits.

HALE CENTER SENIOR HOME ECONOMICS CLUB ORGANIZED.

Forty Members of New Organization; Amy Eubanks Is President and Ollie Belle Thomason Secretary.

The Hale Center Senior Home Economics Club met in the Mothers' Club room Tuesday, March 21, at 4 p. m. and elected the following officers: Amy Eubanks, president. Viola Smithee, first vice president. Erma Oxford, second vice president. Ollie Belle Thomason, secretary. Mary Benson, treasurer. Mona Horton, press reporter.

After the election of officers, the president took charge and appointed a committee of three, consisting of Eula Elliott, Erma Oxford and Mary Benson, to decide on the colors. Green and gold were the colors adopted. The name decided upon is "Hale Center Home Economics Club."

There being no further business, the meeting adjourned to meet Tuesday, March 28, at 4 p. m.

Mrs. Horton, Mrs. Maggard, Mrs. R. W. Sanders and Miss Gertrude Hunt met with the club. Mrs. Maggard and Miss Hunt are to be directors of the club.

The following members were enrolled: Eula Elliott, Garnett Shepard, Daisy Wilson, Marie Wilson, Lena Hooper, Amy Monroe, Marie Galt, Ruth Galt, Venus Horton, Mona Horton, Myrtle Springer, Mary Benson, Flo Benson, Amy Eubanks, Ida Eubanks, Annie Kate Ferguson, Eria Wall, Erma Oxford, Mary Monroe, Myrtle Foster, Mellie Henderson, Stella King, Grace Ferguson, Mildred Cox, Maurine King, Willard King, Bengta Akeson, Inez Boulier, Mary Crouch, Ollie Belle Thomason, Anna Akeson, Hazel Buckingham, Levegie Thomason, Sammie Mounts, Viola Smithee, Gertie Hooker, Willie Helm, Nell McQuire, Ether Tubbs and Viola Benson.

REAL ESTATE TRANSFERS.

S. R. McLaughlin and wife to E. T. Coleman, lots 10, 11 and 12, block 88, Alexander & Westmoreland Addition. Consideration, \$1,500.

W. T. Lemond and wife to W. H. Shirer, 100 acres in northeast corner of Section 12, Block A-1. Consideration, \$4,000.

J. P. Carr to H. R. Carr, 400 acres out of Survey No. 20.

Nick Alley to H. W. Shirer, northeast quarter of section 30, block 84. Consideration, \$4,156.

W. H. Shirer et al. to Nick Alley, north half of section 3, block A-1. Consideration, \$9,756.

W. L. Emry and wife to Z. B. Turner, south half of Survey No. 4. Consideration, \$6,400.

W. H. Shirer et al. to W. T. Lemond, southwest quarter of section 3. Consideration, \$1,497.

D. C. Criswell to L. C. Claitor and L. S. Claitor, 97.51 acres of survey No. 15. Consideration, \$352.

W. L. Emery and wife have sold to Z. B. Turner, the south half of survey No. 4, block D-T, 320 acres, for a consideration of \$6,400.

W. H. Shirer, et al. have sold to W. L. Lemond the southwest quarter of section 3, block A-1, for a consideration of \$11,497.

W. T. Lemond and wife have sold to W. H. Shirer 100 acres of the north east quarter of section 12, block A-1 for a consideration of \$4,000.00

L. G. Wilson and wife have sold to Frank Zelezy the northwest quarter of section 132, block D-2, for a consideration of \$4,320.

Lillie P. Lockwood has sold to R. E. Burch 160 acres of survey No. 73, block A-4 for a consideration of \$2,400.

John Hobbs and wife have sold to A. A. Hobbs, 160 acres of section 2, block R and H for a consideration of \$1,100.

E. M. Carter and wife have sold to J. F. Rightmire, 160 acres of survey

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Is an important feature of our dainty, white soft under-muslins. These garments are so well made they could scarcely be duplicated by home sewing.

You won't be able to resist the beautiful crepe de chine gowns, envelope chemise and corset covers, the wide flare petticoats and the new long-cloth embroidered circular drawers.

Our undermuslins are offered in a wide range of prices and at every price you get unexcelled workmanship, perfect proportioning and sizing.

"Garments of Quality"

In every town there is a store which enjoys a certain reputation. Perhaps it is selling the best shoes—silks—or draperies and so on. Once in a while there is a store who enjoys the reputation of selling the best in everything

You Know the Reputation this Store Enjoys

and is obliged to maintain, but at this particular moment we want to impress upon you our reputation for selling the

BEST GARMENTS

Now we cannot portray in pictures, neither can we find words to tell you the quality of our garments, but we want you to come to this store and keenly inspect the PALMER GARMENT and then decide for yourself—particularly you women who have not yet decided.

The Newest Coats and Suits \$15, \$18.75, \$22.50 and up

Spring Dresses, Newest Styles \$6.75, \$9.50, \$15.75 and up



MEN'S WEAR DEPARTMENT

STADIUM SPECIAL \$15

Among the big values that you will find at this store is the STADIUM SPECIAL. A BETTER SUIT THAN YOU HAVE HAD BEFORE FOR \$15.

That's a pretty broad statement but we can prove it. Drop around and see these suits.

All of the new spring colors, all of the newest weaves and models. Plenty of sizes to select from and guaranteed in every respect.



STYLE

In dress depends largely upon the corset you wear.

We offer the Gossard Front Lace Corset. It insures you the correct foundation for a perfect gowning.

Gossard corsets are the kind that our beautiful American Actresses wear. They are acknowledged by fashion authorities as being the standard.

You can obtain a Gossard as low as \$2 in easy steps up to \$25.



DEPARTMENT

Every day now finds our shoe stock growing in quantity. Express shipments of the very newest styles placed in stock in the last few days makes us a splendid collection of the new spring novelties for girls.

Ask us to show you the new white ivory sole, rubber heel, patent Mary Jane. It's a beauty, all sizes, \$3.50.

17, block D-7 for a consideration of \$2,605.

W. B. Martine and wife have sold to D. F. Don the Thomas Beard homestead survey, four and one-half miles northeast of Plainview, for a consideration of \$3,320.

F. F. Hardin has sold to C. D. Nobles lots 16 and 17, block 42, and house thereon, for a consideration of \$3,500.

WESTSIDE SCHOOL CLASS HONORS DECEASED MEMBER.

Luther P. Green, twelve-year-old son of Mrs. Jennie Green, died Wednesday afternoon of appendicitis. The funeral services were conducted at the family residence by Rev. Patton. Luther was a member of the Third Grade at the Westside School, and the class attended the funeral, at the I. O. O. F. Cemetery, en masse, yesterday afternoon at 3 o'clock. The funeral was under the direction of A. A. Hatchell.

NEXT MEETING OF I. O. O. F. LODGE TO BE IN DALLAS.

Dallas has been selected as the next meeting place of the grand lodge of the Independent Order of Odd Fellows of Texas. At the meeting which has just closed in Mineral Wells all of the officers were advanced in rank and J. W. Chancellor, of Montague, was elected grand warden.

Will Mitchell, who attended the meeting as a representative of the Plainview I. O. O. F. Lodge, and Mrs. Mary Anderson, who attended as a delegate from the local Rebekah Lodge, returned this morning from the grand lodge meeting.

NEW WELLS FARGO AGENT HAS ASSUMED HIS DUTIES.

T. Y. Flynn has taken charge of the local business of the Wells Fargo Express Company. J. B. Farmer and family left Tuesday for Fort Worth, where Mr. Farmer is depot agent for the Wells-Fargo Company at the Union Depot.

ELLERD WILL SEND FORTY THOUSAND HANGERS TO VOTERS.

Forty thousand labels for splendidly lithographed hangers are being addressed in the office of R. M. Ellerd, candidate for Congress from this district. Four stenographers are employed in this work alone. Mr. Ellerd will mail one of these hangers to each voter in the district.

Monday he will leave for a tour of the Panhandle country in the interest of his candidacy. Then he will take up the same work in other parts of the district, which is composed of Archer, Armstrong, Bailey, Baylor, Briscoe, Carson, Castro, Childress, Clay, Collinsworth, Cooke, Cottle, Dallam, Deaf Smith, Denton, Dickens, Donley, Foard, Floyd, Gray, Hale Hall, Hardeman, Hartley, Hansford, Hemphill, Hutchinson, Jack, Knox, Lamb, Lipscomb, Moore, Montague, Motley, Ochltree, Oldham, Parmer, Potter, Randall, Roberts, Sherman, Swisher, Throckmorton, Wheeler, Wichita, Wilbarger, Wise, and Young Counties.

HOG KING IS DEPOSED.

Pierson & Smith have purchased from Jos. W. Ryan four hundred head of hogs and his hog ranch equipment, located about three miles from Plainview.

AMARILLO DEPOT BURNS.

The Rock Island depot in Amarillo burned early Wednesday morning.

REDPATH-HORNER CHAUTAUQUA.

(Continued from Page Five.)

sincere, home-like honest address—the kind that makes the people want to crowd down to the platform and shake hands with the lecturer. This man is George C. Aydeloit.

"The next man to whom I wish to call your attention to is Dr. Benjamin S. Haywood. He has done big things

in his church and bigger things in his lecturing.

"By the way of a decided diversion we have an entertainer of a most unusual type. This is Miss Ethel Hinton a real headliner in characterizations and dialect. She presents personal experiences that are striking and characters that are peculiar and eccentric and clever. The scenes which she enacts are scenes of joy and she brings characters on the platform that make us really scream with laughter, unless perchance they are such that will excite a tear. As has been so often said, she good naturedly ridicules folly by magnifying it. A recital by Ethel Hinton is a treat for anybody. She has entertained hundreds and hundreds of thousands of people, and we are glad indeed, she will make her first appearance for 1916 west of the Missouri River.

"This already too long, must not be closed without telling you of the greatest attraction of all, namely a strong production of the famous play "The Melting Pot." Few cities outside of New York and Chicago have any opportunities of hearing real players, of hearing really great actors, that is—actors who create the parts of a drama when it is first produced. Every man and woman in the cast of the "Melting Pot" is a well known player. There are ten characters in all, each one familiar with the needs and the ideals of the Chataqua platform.

"The Melting Pot is a play that cannot fail to stir every American heart. No greater message of patriotism was ever uttered, no finer drama of American possibilities was ever enacted. There are ten people in the cast. Included in them we have Davidson, who created the part of Mendel, in the original production in New York; Gerold, who created Pappelmeister; and Ducet, who played the part of David, the leading character, upon the relinquishing of this part by Walter White-side.

"It is hoped that the risk we are

taking in the expenditure of so much money in just such a production as this will be justified by your co-operation.

"Without attempting to go very far into detail, or even give you all the attractions, will you not remember these real headliners? Schildkret's Hungarian Orchestra, The Haydn Chorus, Thaviu's Big Band and Grand Opera Singers, Mario and Trevette, Dr. Benjamin S. Haywood, ex-Governor

Gleen, ex-Congressman Bede, and these ten great people in "The Melting Pot."

SOUTH DAKOTA MAN MOVES TO A HALE COUNTY FARM.

P. H. Connelly, Jr., of Elkton, South Dakota, moved Wednesday to the farm he recently purchased near Plainview. P. H. Connelly, Sr., whose home is in Elkton, also has farm interests in the county.

"There's No Place Like Home"

is the title of an old song and a sweet one—but we want to add that

"there's no city like Plainview for homes."

Visitors from other cities marvel at our fine residence sections, not only the high-class places, but the city as a whole. If you are not a home owner you should be.

Many homes can be bought for small cash payments, and the amount usually paid for rent will pay the balance. This is the time of year you can get the best bargains. The most complete list of Real Estate for sale can be found in any issue of The Herald, "The South Plain Great Realty Medium."

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For Dandruff
Falling Hair and
Irritation of the Scalp
one of the Rexall Guaranteed
Preparations.
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THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

VOLUME 27. NUMBER 24

PLAINVIEW, TEXAS, FRIDAY, MARCH 24, 1916

Live News From The Rural Communities Of Hale County

OLTON TRUSTEES STUDYING OTHER SCHOOL BUILDINGS

B. A. Dodson's Mother Is Seriously Ill at Fort Worth—He Leaves to Be With Her.

OLTON, Texas, March 21.—Rev. Burnett preached Sunday morning at eleven o'clock on "Christian Education," and he preached again Sunday night. He filled Rev. Brittain's appointment.

We are glad to report that Mrs. H. R. Miller, who has been on the sick list for the past few days, is much better at this writing.

Mrs. Grace Pilley, the wife of Rev. Fred Pilley, returned Monday from Chicago, where she has been since January for medical treatment. Her many friends are indeed glad to have her back with them, and especially to know that her health is much improved.

Lowell French is the proud possessor of a Ford, which he purchased last week.

There was quite a crowd of young folks at J. A. Hooper's last Sunday. They all reported an excellent time.

Mr. and Mrs. Raymond Branson are the proud parents of a new girl.

Messrs. Dillard, Claude Gentry and Frank Triplett were in Olton on business this week.

The trustees of the Olton School, Luther Williams and Herb Dickerson, made a trip to Lockney Monday, taking with them Prof. D. M. Green, the principal. The purpose of the trip was to investigate and study the Lockney school building. They were very much impressed with the building, and especially the excellent heating and ventilating system. They expect to incorporate a number of the best features in the new school building at Olton.

The Mothers' Club meets Wednesday, March 22. The subject for discussion is "How to Develop and Maintain the Proper Attitude of a Community Toward the School."

B. A. Dodson left this morning for Fort Worth, having received a telegram that his mother was not expected to live. His wife accompanied him.

CHAS. MERRICK IS IMPROVING HOME IN LONE STAR COMMUNITY.

Lone Star School Will Continue Two Months Longer—State Gives Aid.

LONE STAR, March 24.—It seems that summer has come on the Plains this year in March—early for this country.

Miss May Fowler, who is staying in Plainview and taking music this winter, visited home folks Saturday and Sunday.

Chas. Merrick is adding two new rooms to his home. This community has quite a building spell on this spring. Good crops make farmers have good houses.

The singing at Mr. Nance's Sunday evening was well attended, and a good time was had by all.

Our singing class had leaders on last Sunday afternoon from Flomont and Waco.

Misses Mary and Beulah Mae Dodson spent the week end with their brother Virgin, who is attending school at Wayland College. They report a splendid time.

Our school lasts two months longer. We had thought it would close this week, but we get \$400 from the State. Several of our neighbors have purchased pianos, and we hope to have lots of music on the breeze.

LIBERTY SOCIAL CLUB TO MEET WITH MRS. FAIR.

The Liberty Social Club met Thursday with Mrs. John Garstang. The larger number of the members were present, and three visitors, Miss Alma Boston and Mesdames Grover Lemaster and C. B. Barr and son, of Plainview.

The hostess, assisted by Mrs. Carrol Gundrum, served a delicious two-course luncheon.

The next meeting will be with Mrs. H. J. Fair, April 6th.

KRESS LOCAL NEWS.

KRESS, Texas, March 22.—Mr. and Mrs. J. Walker were business callers in Kress Wednesday, in their auto.

Mr. and Mrs. Will Rousser and three daughters went in their new auto to McLean, east of Amarillo, to visit Mrs. Rousser's parents, Mr. and Mrs. McClain, and returned home Sunday.

Gene Williams, from twelve miles west, was a business caller in Kress Friday.

The Missionary Society met at the M. E. Church Wednesday at 3 o'clock.

Rev. W. M. P. Rippey came from Plainview and preached a sermon at the Methodist Church Sunday. They observed the Lord's supper, and he preached again at night.

Rev. L. G. Hazzard, of Plainview, will preach at Happy Sunday, the 26th.

Mr. and Mrs. Kerr went to Plainview Saturday afternoon in their auto. They were accompanied by Miss Mae Skipworth.

H. Dustman was a business caller in Tulla Saturday.

Rev. Brown, of Kress, will preach at the Central Plains school house Sunday, the 26th, at 11 o'clock and at night. Central Plains is eight miles west of this place.

J. V. Boston went to Topeka, Kansas, last week to visit his daughter.

C. F. Sjogren is putting up an upright to his dwelling house, and it is nearly completed. He now has a nice looking home.

Mr. and Mrs. Moore and daughter, Mrs. Housser, went west in their auto Sunday afternoon to visit Mr. Berhends.

Mr. and Mrs. T. A. Oliver were business callers in Tulla Wednesday.

BELLEVIEW BOX SUPPER NETS \$43.40 FOR SCHOOLS USE.

BELLEVIEW, Mar. 23.—Rev. Smith, from Wayland College, filled his regular appointment Sunday.

Miss Leona McKinney is quite sick. Robert Borchardt, who has had such a severe attack of pneumonia, is able to be out.

The box supper at the school house Saturday night was a very pleasant affair. A short program was rendered, after which the sale of boxes began, with Mr. Yancey as auctioneer. The sale of boxes brought \$43.40, which will be used to paint the school house, etc. The visitors from other communities were Mrs. Tilson, Mrs. Owens and Mr. Dennis, from Happy Union, and Mrs. and Mrs. Crawford and Mr. and Mrs. Magness, from Petersburg.

Mrs. McKinney was shopping in Plainview Saturday.

W. F. Nix had business in the community Saturday.

The basketball game between Meteor and Belleview Friday afternoon scored 20 to 16 in favor of the visitors.

Mrs. Landrum and her party were at Belleview Thursday evening and gave interesting talks. A Home Economics Club has since been organized, and a Pig Club soon will be.

SYNDICATE TO BUILD TWO NEW HOUSES NEAR LIBERTY.

LIBERTY, March 22.—Sunday School meets Sunday afternoon at 2:30 o'clock. Immediately after Sunday School is dismissed, Rev. S. J. Upton, of Plainview, will preach.

Van Boston was calling on lady friends in our midst Sunday evening. Miss Helen Groff spent Thursday night with Alma Boston.

Will Wise and family spent Sunday with C. C. Alexander and family. Ardye Freeman spent Monday night with Dianna Groff.

J. J. Boston threshed Thursday and Friday.

J. C. Fuller and family spent Friday evening with J. G. Selpp and family. Clifford Groff is numbered among the sick at present.

The Syndicate is putting up two new houses, belonging to C. B. Anderson and Herman Tumberg, both of Nebraska.

A large crowd gathered at the home of J. J. Groff and family Sunday evening and had a real interesting singing.

Lawrence Selpp called on lady friends in Plainview Sunday evening.

There's No Discrimination

Although The Herald cannot endorse everything said in the communication in this issue by its friend, L. W. Sloneker, it gladly gives him space for expressing his views on the matter of removing the hitching racks from around the Court House square. If there is anything that The Herald desires more than one other it is to be of the most service to the people of Hale County and the South Plains, and our columns are always open for the discussion of any question which concerns the public.

In taking a stand in the matter of removing the hitching racks and beautifying the Court House square, The Herald is not doing so merely to endorse and to eulogize the Civic League and the Young Men's Business League. They are both worthy organizations, however, and are doing much good for Plainview and the Plainview country. We believe the motives of these organizations are impugned when any inference is made that these organizations are ignoring and attempting to discriminate against the farmer. There is good fellowship between the people of Plainview and the farmers of the surrounding country. As an evidence of it, we point to the ladies' rest room maintained in the Court House by the Civic League and others, for the benefit of the out-of-town persons who may be here on business. The same hospitality awaits the people of the rural communities in Plainview that has always awaited the people of the town in the country. More hospitable country folks are not to be found anywhere than in the Plainview country. A tangible evidence of the good will and good-fellowship existing between the country people and the Young Men's Business League is the recent success and co-operation of the boys' pig clubs organized under the direction and at the expense of that body. The Herald believes that anyone who would insist that there is any conflict in the interests of the rural and the town people of Hale County is misinformed.

As to the proposition of removing the hitchracks, we believe that all the people of Hale County would benefit by having a beautiful Court House square. That teams hitched on our square keep the street worn down so low that in rainy weather water stands and is unhealthy, everyone knows. That flies are drawn where the teams are, and from them to the stores, is also true. The fact that many of the leading counties of Texas have abolished the hitching racks and are providing market squares, should have some weight in determining this matter. The advantage of having some particular place where all produce can be gathered commands a market square. Litter from the wagons and teams makes the square unsightly. With this removed the Court House square can be permanently improved at small expense and beautified. That all people of the county will receive benefit from a beautiful Court House square is evident. And we venture to assert that the people of the rural communities will appreciate this beauty and civic attractiveness not one whit less than the people of the town, and any contrary statement we consider a reflection on the taste of the people of the country.

That there is any effort "to put anything over" on anyone in removing the racks from the Court House square and constructing a curb there, we do not believe. The people of the town and the people of the country have so much in common, and so much mutual good feeling exists between them, that we do not see how such a feeling of conflict could exist, and do not believe it does.

We suggest that there are as many town people who would be deprived of hitching on the public square as there are country people, and that there can be discrimination, or desire to discriminate, seems hardly possible.

Unless a man feels that he is being discriminated against and treated unjustly, we do not see wherein there would be any difference in hitching on one block or another.

We believe a majority of the people of both town and country admire and want beautiful things, beautiful homes, beautiful public property, and that they will see in this the primary reason for the request that the Commissioners' Court and the city improve the appearance of the square.

The columns of The Herald are open to all citizens of the county who wish to discuss this or any other public questions.

DISTRICT INTER-SCHOLASTIC LEAGUE TO MEET AT LUBBOCK

Winners in Hale County Meet, April 7, Will Represent League at Lubbock.

The Lubbock District Interscholastic League, embracing Bailey, Borden, Cochran, Crosby, Dawson, Floyd, Gaines, Garza, Hale, Hockley, Lamb, Lynn, Lubbock, Terry, and Yoakum Counties, meets at Lubbock April 14th and 15th. Winners in the Hale County Meet, April 7 and 8, will represent Hale County in the District Meet.

Efforts are now being made to secure reduced railroad rates.

The following program has been arranged:

April 14th, 8 p. m.
1. Chorus—By 5th grade, Lubbock School.
2. Invocation—Rev. O. P. Kiker.
3. Announcements—Supt. M. M. Dupre.

April 15th, 10 a. m.
1. Basketball.
2. Baseball.
3. Tennis.
4. Debating and Declamation Try-outs.

April 15th, 1:30 p. m.
Athletics—Class A and Class B.

1. 100-yard dash.
2. Pole vault.

THE WISH OF THE PEOPLE.

To The Herald:

There has been a great deal said of late as to the removing of the fence from around the Court House square. It has never been a proposition as to whether the people of Hale County wanted this done, but the so-called "Civic League" and the "Young Men's Business League" are the ones who are and have been advocating the question of removing the fence and forcing the farmers to a place called a "Market Square."

I think, if anyone more than another has a say in this matter, the farmers, who are the backbone and the financial support of the town and county, are the ones to have the say in this matter, and not the above-mentioned "leagues."

Who are these men? You know them. They are the men who keep the schools going, the courts going, the town going—THE FARMERS—and no one else. Well, what is their wish in this case? Here it is: About three or four years ago, I, myself, got out a petition to maintain the well and fence around the Court House, for the benefit of the people who are the most interested in this and who contribute the largest to the county's maintenance in a financial way through taxation. I presented this petition to exactly 526 men for signature. Five hundred and thirteen signed it, and I did not have to run after them for their signatures, either. They hunted me up on the streets to get to sign this petition, and another thing about it is, I did not present the petition but two days for signatures, and did not get off the streets of Plainview a single time. Five hundred and thirteen signed and thirteen refused to sign—almost a ratio of 40 to 1. Does that look like the people are in favor of the above leagues taking the matter in their own hands, and not giving the people a say as to what should be done? No; a 40-to-1 no!

I am not against civic attraction, but I am against the way this thing has been put up to the commissioners Court for their consideration, and I do hope that every community, or district, will instruct its commissioner how to vote in their next meeting, which will be held on the first Monday in April, for there will be a strong pull by these leagues to control the vote of the Commissioners, to vote as they wish them to. And that means against the interest of the farming people of this county.

I believe that the people in general are in favor of a walk and curb around the square, but let there be either rings or iron posts every few feet, to accommodate the people who might want to tie their teams while in the city.

The best advertisement to the home-seeker is a squareful of TEAMS, not autos. The team has as much right on the square as an auto, and I fully believe that the law will hold good in this case.

Now, let the Commissioners be conservative in this matter, and not be too hasty, but gradually educate the people away from the square and to the market place or the wagon yards, and not try to force them away all at once, for I know something of the sentiment of the people, and they are not going to stand for anything of that kind! So let the court use its best and wisest judgment in this. THE WISH OF THE PEOPLE.

L. W. SLONEKER.

MIDWAY ITEMS.

MIDWAY, March 20.—We have been having some very pleasant weather the past week.

The Midway girls' basketball team played Belleview Friday, the 17th, and won, the score being 22 to 10 in Midway's favor.

Chas. Davis is the owner of a new Saxon car. He has taken a trip to Waco to look after his wife's estate. Mrs. G. W. Hay accompanied him as far as Fluvanna. She returned Wednesday, bringing her mother with her.

P. G. Fletcher and family were in Plainview Saturday.

The Midway school will give an ice cream social on Saturday night, the first of April. The purpose of the social is to raise money for a playground equipment.

REVS. BRITAIN AND BURNETT HOLDING REVIVAL AT HALFWAY

Miss Willie West Succeeds Mrs. Nina McComas as Teacher of Intermediate Class.

HALFWAY, Texas, March 23.—Today has been very blustery and stormy. Rain was threatened this morning, but only a mere sprinkle fell. Rain would be appreciated, as it is getting too dry to plow.

Miss Almira McComas and J. W. Pinkerton have been on the sick list the last few days.

School is suspended this week on account of the illness of Miss Hughes.

Misses Hughes and Claitor returned to their homes, in Petersburg, last Tuesday morning to spend the week with their parents, of that place.

On last Friday the rural school inspector was at Halfway, and declared Halfway the best equipped rural school in the county. He granted us a five-hundred-dollar appropriation.

Brother Burnett, field agent for Wayland Baptist College, filled Bro. G. I. Brittain's appointment here on Sunday afternoon, and forty some odd dollars was collected for Christian education.

The Baptist Church of this place is holding a revival meeting. Brother Brittain and Brother Burnett are doing the preaching. There have been three conversions to the present time.

B. B. Morton boasts the ownership of a new Imperial car.

J. E. West, J. E. Stewart, and Purcelle and Basil Hugufey returned from New Mexico Monday, and Clabe and Walker Dye, Frank Clark and Wyal Harbison returned also from New Mexico yesterday.

W. M. and Miss Martha Glover, of the Hooper community, attended church at this place Sunday afternoon.

Mrs. Nina McComas has resigned as the teacher of the intermediate class, and Miss Willie West was elected teacher.

Tommie Critchfield, son of Charlie Critchfield, late from Missouri, was thrown from a horse Sunday morning, and was painfully though not seriously hurt.

MISS ETHEL CARLSON HOSTESS FOR McWHORTER GIRLS' CLUB.

Reporter Tells of First Meeting of Home Economics Club—Will Meet Every Wednesday.

McWHORTER, Texas, March 22.—On Friday evening, March 17, Mrs. J. L. Landrum, representing the State Department of Agriculture, was here to organize a Home Economics Club for McWhorter. She made a splendid talk, outlining her work.

Mrs. Landrum was followed by H. C. Howard, secretary of the Young Men's Business League of Plainview, who spoke in the interest of the Boys' Pig Club.

A good-sized crowd was present, and was greatly interested in what Mrs. Landrum and Mr. Howard had to say.

The girls' club was organized with the following officers: President, Gladys Keasey; vice president, Blanche Thomas; secretary, Eula Sharp; treasurer, Ethel Carlson; reporter for the Plainview Evening Herald, Blanche Thomas; reporter for The Plainview News, Fern Keasey. We have fifteen members on our roll book. Mrs. Landrum and Mr. Howard were accompanied to McWhorter by Mrs. George Saigling, Miss Rosser and C. L. Largent.

The club met Wednesday afternoon at Miss Ethel Carlson's. Lemonade and cake were served as refreshments. Everyone seemed to enjoy themselves.

The club will meet every Wednesday afternoon. Our colors are white and red.

(MISS) BLANCHE THOMAS, Abernathy, Texas.

The largest crowd that has been to Liberty for some time visited this place Sunday.

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, March 20.—Cattle receipts were 11,000 head today, and sales were steady with the close of last week, or 25 to 35 cents lower than a week ago on steers, steady to strong on butcher grades, a quarter lower on stockers and feeders. Killers bought the steers reluctantly, and said prices would be lower later in the week, because coolers are loaded with high-priced beef, for which they are receiving offers from retailers of prices lower than cost. Of course, whether or not the price is lower depends on the supply.

Total supply at all points was considerably less today than a week ago, and a moderate run is expected tomorrow, for the reason that a large number of Colorado cattle are here today, and few are looked for from that quarter tomorrow. The cattle now coming are bringing more than owners expected in most cases, except a few cattle bought too high in the country last week.

Cattle took a good fill today, many instances noted where gains over weights at home were made, which is

equivalent to an advance of 10 to 20 cents, with a poor fill. No prime natives were here, but some very well finished steers sold at \$9.15 to \$9.30, which might have made \$9.50 a week ago. Middle-class natives sold at \$8.25 to \$8.85. About 60 cars of Colorado pulp- and hay-fed steers arrived, mostly at \$8.50 to \$9.10, some at \$8.25, cows in the shipment at \$6.90 to \$8.00. Sixteen cars of Idaho pulp cattle arriving of Oklahoma bulls brought \$7.15, some Panhandle yearlings to killers \$8.60.

Stockers and feeders sold with more snap today, some well bred range stockers at \$7.70 and \$7.80, best grades of stockers up to \$8.50, and feeders at \$8.40.

In the hog alley it was a battle for lower prices, with some success in the late sales. Early sales of light and medium hogs at \$9.25 to \$9.45, including light hogs at \$9.45, were steady. Later the market weakened, late sales as much as 10 cents lower in some cases, top \$9.50, bulk \$9.20 to \$9.45. Receipts were 13,000 head, and total at Western markets was less than a week ago, but the selling end of packing-house departments is demanding lower cost. Order buyers are still getting heavy orders from Eastern kill-

ers, taking 30 per cent of all the hogs received here last week, a condition favoring sellers which nullifies most of the bear efforts of packers.

Sheep and lamb receipts today were 11,000 head, market steady to 5 cents higher. About 5,000 lambs sold at \$11.30 and \$11.35, highest prices ever paid here, except one drove last week at \$11.30. Other sales ranged from \$10.85 to \$11.25, some medium ewes at \$8.00, feeding lambs recently at \$10.60, bought for shearing. Prices are steadily working upward, and the end is not yet.

J. A. RICKART,
Market Correspondent.

TEXAS HOG SHIPPERS BOUND FOR WICHITA.

Floyd, Hale, Swisher and Other Counties Well Represented; Get Price and Rail Service.

Yesterday there was a chorus of 6,000 and some odd squeals in the hog house, and a fair-sized portion of the racket was raised by hogs that came from territory comparatively new to the Wichita market, namely, Floyd, Hale, Swisher and other counties

served by the new branches of the Santa Fe running south out of Amarillo. The Wichita market has consistently held 35 to 50 cents over the Fort Worth market. Several shippers from that territory have been coming to Wichita for weeks, and the result of their experience had induced many more to come to Wichita. The difference in price, together with much better train service much more than offsets the cost of the longer haul, and West Texas shippers who were on the Wichita market yesterday cashed up much bigger profits than did those who went to Fort Worth.

On a flat basis hogs sold 25c higher on the local market than at Fort Worth yesterday. Every shipper from the distant territory yesterday was well pleased with the results obtained here. The Santa Fe is giving the very best possible service to this patronage, and the hogs came through in good shape.—Wichita Daily Stockman.

CARS FOR SALE—One Ford touring car in first-class condition, well cared for; one Detroit, newly painted, motor in fine shape. Listed at price that will sell. J. E. WATSON, Phone 223 8:30 a. m. to 4:30 p. m. 2t.

FOR TRADE—Good, first-class automobile; recently overhauled; good condition. Will trade for cows. Need some good milch cows. The price will sell the car. J. E. WATSON. Phone 223 between 8:30 a. m. and 4 p. m. 2t.

NOTICE—I will be here in about two weeks prepared to properly tune pianos and player pianos. Write J. L. Henderson Piano Co., Amarillo, if you will want me to call when here. J. V. VAUGHN.

LISTEN

SUCCESS, like nearly everything else in this world is a matter of opinion and largely a question of geography. Lots of people measure success by dollars; but there is many a man with a pile of dollars, whose life has not been a success. No one makes a mistake from any standpoint, however, when he **BUILDS A HOME.**

Plainview Lumber Co.

MEN—WOMEN—BOYS—GIRLS—LITTLE CHILDREN

JOIN OUR Christmas Banking Club TODAY



\$41.00 IS WHAT YOU WILL HAVE NEXT CHRISTMAS IF YOU JOIN OUR Christmas Banking Club NOW
Costs Nothing to Join

IT IS THE EASY way to **SAVE** and **HAVE MONEY**



\$82.00 If you want **\$82.00** next Xmas join our Christmas Banking Club NOW

WHAT THE DIFFERENT CLUBS WILL PAY YOU

2c Club	5c Club	10c Club	25c Club	50c Club	\$1.00 Club	\$2.00 Club
1st week 2c 2nd week 4c 3rd week 6c 4th week 8c 5th week 10c	1st week 5c 2nd week 10c 3rd week 15c 4th week 20c 5th week 25c	1st week 10c 2nd week 20c 3rd week 30c 4th week 40c 5th week 50c	1st week 25c 2nd week 25c Deposit 25c every week. Total in 40 weeks	1st week 50c 2nd week 50c Deposit 50c every week Total in 40 weeks	1st week \$1.00 2nd week \$1.00 Deposit \$1.00 every week Total in 40 weeks	1st week \$2.00 2nd week \$2.00 Deposit \$2.00 every week Total in 40 weeks
Increase every week by 2c Total in 40 weeks \$16.40	Increase every week by 5c Total in 40 weeks \$41.00	Increase every week by 10c Total in 40 weeks \$82.00	\$10.00	\$20.00	\$40.00	\$80.00

How to Join—It Costs Nothing to Join
It is Very Easy to Join Our Christmas Banking Club

All you need to do is to come into our bank with 10c, 5c, 2c, or 25c, 50c, \$1.00 or \$2.00 and tell us which Club you wish to join. We will make you a member of the Club and give you a BANK BOOK showing the Club you have joined.

We want every MAN, WOMAN and CHILD in this city to join our Christmas Banking Club and we extend to all a cordial invitation to come into our bank and join this Club. Come in NOW!

It Means Success and Happiness to You

Money spent is money GONE; Money banked is money SAVED. The systematic method of saving money in our Christmas Banking Club makes it easy for all to SAVE and HAVE money.

The "saving habit" is one of the best habits anyone can have. Children should be taught it early.

Ask any wealthy man how he "got his start" and he will tell you that he saved and banked his money.

Get your start. Get it TODAY. Join our Christmas Banking Club today.

The Citizens National Bank

PLAINVIEW, TEXAS

The Herald's Review of the Movies

The Ruby offers Monday "The Patent Medicine Dangers," No. 15 of the "Graft" series. Robert Harding, portrayed by Richard Stanton, again appears as the hero of this exciting installment. He gets after the makers of fake drugs, is committed to an insane asylum by his enemies, and makes a sensational escape, aided by Dorothy and others. There is a thrill in his jump from the roof of the institution to the stream below. The number is very tense in its interest, and the series continues to be entertaining in spite of the numerous changes of cast. Four or five more installments are to be made.

Also on this day is to be shown "The Reward of Chivalry," a drama of political intrigue with a pleasing romance interwoven, by L. V. Jefferson. It was made by William Worthington and his company, including Herbert Rawlinson

and Jean Taylor, two very accomplished leads. The story builds to an exciting climax that carries with it a creditable amount of suspense. The naturalness of the action is one of the good points of the picture.

Monday The Mae I. will show "Powder," the awful effects resulting from the manufacture of explosives for warring nations.

Judson Brand, a powder manufacturer, is about to make a contract with Baron Von Halstyn, a representative of one of the foreign warring nations. His daughter Elinor is engaged to Fostick, who is apposed to the manufacture of munitions. Burghoff, another foreign agent, having been advised that his country is blockaded, allies himself with Fostick. Brand quarrels with Fostick over the issue and forces

Elinor to break her engagement. In the meantime, Brand's idolized son has gone to the front to arrange the terms of the contract. Brand is about to sign the contract for the war order when Fostick learns of a plot to destroy the mill. He tries to get Brand on the telephone, but learns that he, Elinor and Jan Bernheim, a beautiful country-woman and confederate of Von Halstyn, have gone to the mill. Through Fostick's efforts, the plan only partially succeeds, but he is found trying to put out an unexploded fuse and is accused of causing the outrage. He is cleared, and Van Halstyn and Jan are arrested by a secret service man who has been trailing them and deported. Brand insists upon signing the contract, however, but changes his mind when "the final argument" presents itself, that his son has been killed by one of his own shells.

The Olympic will open the coming week with "Madame X," a Pathe Gold Rooster photoplay in six reels.

Madame Floriot, wife of a young Paris attorney, is cast off by her husband when he finds her in a compromising position. She goes to her lover, and when he tires of her she wanders on about the world, going lower and lower, until twenty years later she is a creature of the streets, in the grip of absinthe and drugs.

She falls in with a crowd of sharpers, who find out enough of her history to realize that they can make money out of it, and they plan to start for Paris, hunt up her husband and blackmail him. To keep her son, who must now be a man, from knowing of her and her condition, she shoots the leader of the band.

She is arrested, and under the name of Madame X is brought to trial. By a strange freak of fate, her son is appointed to try her, it being his first case. He pleads for her so well, accidentally hitting on her real life and the actual cause of the murder, that she is acquitted. Her husband, who is in court, recognizes her, and the boy learns he has saved his mother. Overcome by the mortification of having her son learn her condition, she collapses and dies in the empty court room.

This play, as thus constructed, presents some great difficulties for any artist, but it must be said that Miss Donnelly rises to them ably. She

The Ruby is offering for this day "The Ragamuffin," a Lasky-Paramount production in five reels. Of this photoplay, Peter Milne in reviewing it says: "It would be a terrible shock at the present time, when such glowing tributes are being paid the Lasky product by the trade and daily press throughout the country, if 'The Ragamuffin' slipped a cog and failed to come up to the recent standard established by this producing factor of Paramount.

"But 'The Ragamuffin' has not slipped a cog. Although it is totally unlike 'The Cheat,' 'The Golden Chance,' 'Temptation' and other late Laskys, it approximates the epitome of excellence in its own class.

"'The Ragamuffin' is ultimately a comedy-drama, with the comedy furnished by way of the romance indulged in between Bob Van Dyke, a son of riches, and Jenny, a dressmaker, formerly a crook but throughout most of the picture treading the straight and narrow, due to the interest taken in her by Van Dyke.

"These two characters, shaped by William C. DeMille, contrasting greatly on the surface, but retaining the same weaknesses and virtues under the skin, furnish many a delightful moment when holding the screen by themselves.

"The acting of Blanche Sweet and Tom Forman in these major parts is praiseworthy. Miss Sweet, as the low-born girl, lays just enough stress on the 'tough-like' characteristics of the part and at the same time emphasizes its pathetic qualities, with the result that a most attractive and appealing personality is the result. Forman is very good, being pleasing in appearance and actions, fitting into his part appropriately.

"A great merit of the picture is its subtitles spoken by Jenny. Written in East Side slang, they are some of the wittiest lines that have ever made their way to the screen. Many of them are productive of hearty laughs, while others bubble over with wholesome philosophy.

"The subtitles of 'The Ragamuffin' will perhaps be remembered as long if not longer, than anything else about it, and that belittles its other merits not at all.

"A supporting cast composed of Minnette Barrett, Mrs. Lewis McCord, Park Jones, James Neil, William Elmer and a clever boy, reader entirely satisfactory performances throughout."

"The Bluffers," a comedy of Newlyweds, will be shown at The Mae I.

Mae I. Theatre Program

MONDAY

"POWDER"

An altogether startling production. A drama unique in theme and absolutely amazing in its interest compelling qualities.

Featuring ARTHUR MAUDE.

Mutual Masterpicture, De Luxe edition in five parts.

"The Villanous Vegetable Vender"

3-reel Falstaff Comedy.

TUESDAY

"The Girl and The Game"

Featuring HELEN HOLMES in

"BURIED ALIVE"

"The Bluffers"

A comedy of Newlyweds.

"A Deal in Indians"

A rollicking farce comedy featuring GEORGE OVEY.

WEDNESDAY

"Stanley and the Slave Traders"

Featuring ROY WATSON and the Bostock animals in picture-izing the adventures of the great African explorer. In 2-parts.

"THE FAILURE"

A four-part Mutual Masterpicture featuring JOHN EMERSON.

"The House Party"

A society comedy with the joke on Dina's suitor, featuring HARRY VOKES.

"Beneath the Coat of a Butler"

A striking drama, proving the mettle of young lovers. (One-reel Thanhouser.)

CASH GROCERY CO.'S SPECIALS

17 pounds Quaker Oatmeal in bulk	\$1.00	5 gallons best Oil	75c
20 pounds Hominy Grits	\$1.00	Seed Pumpkin Yams, extra quality, per lb.	5c
20 pounds Pearl Hominy	\$1.00	Canned Specialties	
20 pounds Flake Hominy	\$1.00	3 cans Hominy	25c
10 pounds Irish Potatoes	25c	3 cans Tomatoes	25c
13 pounds Cane Sugar	\$1.00	3 cans Corn	25c
12 pounds Navy Beans	\$1.00	2 cans Table Peaches	25c
12 pounds Lima Beans	\$1.00	6 cans Sardines	25c
14 pounds Pink Beans	\$1.00	6 cans Milk	25c
20 pounds Broken Rice	\$1.00	Large size Kraut	10c
12 pounds Fancy Dried Peaches	\$1.00	3 can Salmon, large size	28c
8 pounds Fancy Apricots	\$1.00	Gallons Apricots, Loganberries, Apples, Pears, Peaches or Grapes at per gallon	40c
20 pounds Onions	\$1.00	Gallon size Pineapple	65c
1 gallon Pickles in bulk	50c	Coffee	
Fancy Coconut in bulk per pound	25c	Our Peaberry is guaranteed. You know the quality—it's guaranteed. Ground while you wait, thus assuring you of the freshest, per pound	25c
Large size Catsup, regular 30c size	20c	Manor House, supreme quality	40c
13 bars White Soap, any kind	50c	Fresh vegetables arrive every Monday and Saturday—Mustard, Carrots, Radishes, Turnips, etc., bunch	5c
6 boxes Borax Washing Powder	25c	Red Star Flour	
10 pound size Cotto-lene or Crusto	\$1.50	Guaranteed. Per sack	\$1.85
10 pound size Compound	\$1.35		
10 pound size Crisco	\$1.00		

Cash Grocery Co.

Pure Food Products O. E. BRASHEAR, Mgr. Phone 101
We Deliver Orders Amounting to \$1.00 Free



BLANCHE SWEET
In "The Ragamuffin," at The Ruby
Tuesday.

never shows that she is hampered by the limited stage of the studio.

"The Girl and the Game" at The Mae I. Again Tuesday.

Helen, Storm and Rhineland discover that valuable ore vein pinches out. They prepare to cross-cut to re-open the vein. The roof of mine tunnel weakens from blast, and caves in, imprisoning Rhineland and Storm in Mine. Seagruue buys Superstition Mine stock from minority stockholders to prevent ill-feeling against this crooked deal in disposing of mine to Rhineland on misrepresentation. When Storm and Rhineland become imprisoned in mine, Helen rushes to Neighbor Mine for assistance, taking a hair-raising ride in ore bucket of aerial tramway. Helen returns with gang from other mine and rescues the imprisoned men in the nick of time. The blast in the cross-cut which weakened the roof re-opens the vein of valuable ore, much to the chagrin of Seagruue, who has disposed of the majority holdings to Rhineland.

Tuesday night. Because father won't give his consent, Patty and Tom elope. They start housekeeping in an expensive apartment, and Tom captures a job at fifteen a week. Mr. and Mrs. Kirk, across the hall, being on friendly terms with Patty and Tom, leave their key with the young couple while they are out of town. Father wires he is coming. The newlyweds drag all the Kirk's handsome furniture into their apartment, and father is pleasantly impressed with the apparent prosperity of his son-in-law. A telegram arrives saying that the Kirks are returning by the next train. Patty rushes father home, and the bluffers begin hauling back the borrowed furniture. Father's automobile breaks down. He returns just in time to catch onto the game. The old man is heartily amused. Next day the newlyweds' creditors seize the few sticks they actually own. But the postman brings a letter from father with a check for \$10,000 enclosed. Bluffing ceases and happiness reigns.

(Continued on Page Four.)

RUBY

"ALWAYS A GOOD SHOW"

MONDAY

The fifteenth episode of

"GRAFT"

entitled

"The Patent Medicine Trust"

In two parts.

"The Reward of Chivalry"

A three-part comedy-drama with Mr. Herbert Rawlinson.

A Big Show for little money

TUESDAY

We offer

Blanche Sweet

IN

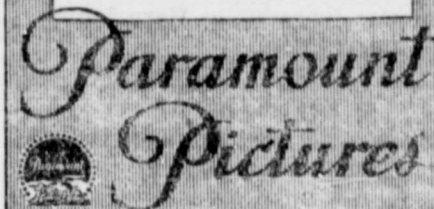
"The Ragmuffin"

In 5 parts.

Made by LASKY.

Nuf sed.

Matinee and night 5c and 10c.



WEDNESDAY!

"The Ogre and the Girl"

A three-part allegorical drama with Kempton Greene and Marie Sterling.

"The Flower of the Hills"

A one-part Vitagraph drama with Carolyn Birch.

"Almost a King"

Bud Duncan and Ethel Teara in a one-part comedy.

OLYMPIC

"YOU KNOW THE PLACE"

Monday

Pathe Gold Rooster Day

We present

Dorothy Donnelly

in her original role of the stage version of that immortal emotional drama,

"MADAM X"

This is conceded by all critics to be one of the most forceful emotional dramas ever screened.

Tuesday

'Just Plain Folks'

A three part comedy-drama with Wm. Dowlan and Gloria Fonda. Extra good.

"Benjamin Butler Book Agent"

A one-part Vitagraph comedy.

"The Kidnapped Heiress"

A one-part Kalem drama.

Wednesday

Broadway Universal Day

We present

Mr. Edwin Stevens

(The original Devil) in

"THE MAN INSIDE"

Mr. Stevens plays a dual role in this strong feature and is admirably assisted by Harry Benham and Sidney Bracy of "Million Dollar Mystery" fame.

Vote for Your Favorite

The following ladies are now in the Home Talent Motion Picture Contest being conducted at the Ruby theatre: Laverna Hopping, Nell Rountree, Johnie Young, Eula Mae Peace, Sue Doubleday, Lillian Earnest, Ruby Miller and Lena Williams

Bring Your Votes to the Ruby

The ladies in this contest will appreciate their friend's support. The winners will receive handsome premiums and will also be given leading parts in a Home Talent Motion Picture.

The Ruby Theatre

"ALWAYS A GOOD SHOW"

Springtime Calls For Special

GOODS WE HAVE THEM

- Garden Rakes 25c
- Garden Hoes 25c
- 8 ring Sprinkler 65c
- Half circle Sprinkler 25c

Big line Flower Pots and Jardinieres at Rock Bottom Prices.

Mops and Mop Sticks and many other seasonable goods and the prices are right.

Temple of Economy

JOSEPH FOWLER, Manager

THE HERALD'S REVIEW OF THE MOVIES

(Continued from Page Three.)

Tuesday The Olympic has "Just Plain Folks," a three-reel comedy-drama, by Lorena Ainsworth, with Wm. C. Dowlan, Gloria Fonda and numerous others in the cast. The chief setting is a small-town hotel. The characterizations are particularly good and the comedy touches are excellent. The action centers about the robbery of the cash register, for which the stopper is falsely blamed. The girl and her lover succeed in clearing him by catching the real thieves at work. A very entertaining and amusing offering.

There is also on this day's program a comedy-drama, "The Kidnapped Heiress" and "Benjamin Bunter, Book Agent." This one-reel comedy-drama is an unpretentious but agreeable little photoplay, with an interesting plot and a number of cleverly drawn characters. W. A. Tremayne, the author, has cause to be grateful to Courtlandt Van Deusen, the director, and to Ethel Corcoran, William Dangman, Templer Saxe and William Shea, the members of the cast.

Three plays are offered at The Ruby Wednesday—"Almost a King," a one-reel burlesque comedy; "The Flower of the Hills," melodrama; and "The Ogre and the Girl," a three-part Special. Of the three, the last-named is the leader.

"The Man Inside" is to be at The Olympic Wednesday. Natalie Sumner Lincoln's novel upon which this picture was based by Raymond L. Schrock was no doubt a difficult piece of literature to adapt for screen production. As a consequence, an unusually large number of subtitles have been resorted to in the first two reels subtitles that accomplish much in the way of the advancement of the story and incidentally that deprive the various players of displaying their ability. The last three reels present a detective story of sensational quality, that is slightly handicapped by an uneven scenario.

The picture is a bit muddled in its opening phases, comprised in all the first reel and much of the second, owing to the extraordinary number of characters that have prominent places in the story. Combined with this there is a subtitle opening the second reel that misleads. A murder has been committed in reel No. 1. Then that subtitle reads something to the effect that many years have lapsed. And then we see a man being told that the murder occurred last night. With this bit of confusing literature remedied, "The Man Inside" will present a much better appearance as a whole, because the line denoting the passage of time is continually being contradicted by the action following it.

Edwin Stevens is the legitimate actor starred in this feature, and his performance in the roles of twin brothers, one good and the other bad, is marked by sincerity and strength. His support in the shape of Harry Banham, Sidney Bracy, Charles Burbridge, Justina Huff, Tina Marshall, Louis Leon Hall and Gustave Thomas is entirely accomplished as is to be expected from such an experienced cast of screen artists.

Those last three reels are, aside from the fact that they are developed rather jerkily, exciting in their good construction. The guilty man, a murder two-fold, is finally apprehended and brought to justice by his own hand. In a double exposure scene, in which Stevens appears in his dual role, the results in the way of acting are unusually satisfactory, although the dividing line is quite obvious.

An actual thrill is also registered in the latter portion of the picture when an automobile crashes over a cliff of great height and rolls over and over in its course to the bottom.

Wednesday, at The Mae I., will be "Stanley and the Slave Traders." Ada has been taken captive by the White King. His village is attacked by slave traders, the huts are destroyed and Ada and the king are seized. Meanwhile Jack Wilson, Ada's sweetheart, has set forth single handed to rescue the girl he loves. He is joined en route by Nina and the old Hag. Captain Batty rouses Stanley to a realization of the seriousness of the situation, and folding their tents the explorer and his party start after the slave traders. Ada defends herself from the slave traders with her gun. Wilson knocks senseless a sentinel and succeeds in freeing the girl. After a brief battle he escapes from the village, taking Nina, the old Hag, Ada and the White King with him. A halt is called while Jack and the White King go in search for food. During their absence Ada is attacked by a lion. She fights desperately. Wilson hears her cries and rushes back just in time to save her life by shooting the beast. Stanley's party continue their quest of Ada and Wilson.

Made-in-Plainview Movie

Contest Is Warming Up.

Interest in the home talent motion-picture contests being conducted by The Ruby Theatre is increasing. Misses Laverna Hopping, Nell Roundtree, Johnnie Young, Eula Mae Peace, Sue Doubleday, Lillian Earnest, Ruby Miller and Lena Williams have been nominated.

Taylor Closes Engagement

With The Mae I. Theatre.

Albert Taylor and his company closed their engagement at The Mae I. Theatre last night. Wednesday night "The Man from Home," with Mr. Taylor playing the lead, was presented. Mr. Taylor is a comedian far above the average. His mannerisms aid wonderfully in making his acting a success. "The Man from Home" pleased the large crowd which heard Taylor Wednesday night. Miss Hollingsworth, as an emotional actress, hardly stands as high as Mr. Taylor as a comedian, but her work, on the whole, is pleasing.

"A Gilded Fool," played last night, is Mr. Taylor's strongest play. Despite the fact that he was handicapped by a small stage and practically no stage setting, this wholesome comedy brought many a laugh.

MULES AND HORSE FOR SALE.

We have a good team of mules, wagon and harness, and a young saddle horse, broke to drive, for sale cheap as soon as we are through with them. Shall ship our cattle out April 19th. See Mr. Overall, at Overall's Barn or Gar Johnston, at Harp Ranch. CHASE BROTHERS. 4t.

FOR SALE

Or trade, at a bargain, two good jacks; Also one stallion of fine form, very stylish. J. A. CUNNINGHAM, Matador, Texas. It-pd.

Now is your chance to get a Sewing Machine of a Standard Make at almost your own price.

- How is this?
- 1 5-drawer D. H. Singer \$14.00
 - 1 5-drawer D. H. Singer \$16.00
 - 1 5-drawer D. H. Eldredge \$12.50
 - 1 5-drawer D. H. Lok Shoe ... \$12.50
 - 1 5-drawer D. H. Minnesota ... \$12.50
 - 1 5-drawer D. H. Bartlett ... \$12.50
 - 1 5-drawer D. H. White \$ 7.50

Every machine that is sold from this office must give satisfaction or there is no sale. PLAINVIEW SEWING MACHINE CO., Wayland Bldg. 4t.

WANT ADS

L. BRING E

D. SURE E

FROM

WANT ADS

GEOGRAPHY AND MNEMONICS.

MYRTLE MIDDLETON POWELL, In Texas School Journal.

Yes, Alice, "mnemonics" is a queer-sounding word, meaning "to assist the memory," and I am going to tell you of several little memory helps that were brought to my attention when I was about your age by a teacher whose greatest delight it was to make a primrose path of the road that leads to the House of Knowledge. Thus, when we were studying the New England states this teacher pointed out to us what we thought a very funny fact about the Connecticut River—a fact which has always helped me to remember how to spell it as well as how to "place" it on memory's map. This teacher wrote the name on the blackboard thus—Connect-I-cut. He then showed us how on the map of the New England states this river does, in fact, "connect" two states (New Hampshire and Vermont) and "cuts" two (Massachusetts and Rhode Island.) Also remembering this fact helped us to spell what sounds like a mighty hard word to a little girl just beginning geography lessons.

Another time this same teacher was scolding a pupil who insisted upon mispronouncing "Missouri," though he had been told repeatedly how to pronounce the name right. We always read our geography lessons aloud in class. Thus it served a double purpose; that is, while we were learning geography we were also learning to read. The boy who couldn't seem to remember "Missouri" had just called it "Miz-zouri," when the teacher, who, though I know teachers shouldn't do so, did sometimes lose his temper, shouted at him, "No, it ISN'T 'MIZ Zouri,' nor it isn't 'MISTER Zouri.' It is 'MISS Sour-i.'" I do not know whether the boy still remembers the lesson, but though it has been more

than thirty years ago, I have never forgotten it, and it has been a most potent means of helping me to remember how to pronounce the name of "the bullion state."

I append, also, names of several cities whose mnemonical spelling will help the reader to remember which states they lie between, or in: Thus, "Calexico" is the name of a city on the border between California and Mexico; "Texarkana" is a border city lying

partly in Texas and partly in Arkansas. "Texhoma" lies on the border between Texas and Oklahoma, and "Texico" between Texas and New Mexico.

We handle everything in the way of Sewing Machine Supplies. Do all kinds of repair work. If you should want a crate, we have got it—PLAINVIEW SEWING MACHINE CO., Wayland Building. 4t.

We Had Announced

That we would have a specially decorated window this week to enter The Herald's contest but found that our difficulty in obtaining cars and their quick sale on receipt prevented the display.

We are having more calls for Ford cars than we can possibly fill at the time of the call, in fact we keep a waiting list, and suggest that if you have made up your mind to buy a Ford that you advise us that we may get you a car at the earliest possible time.

BARKER & WINN, Ford Agents

FORD BUILDING

Nationally Advertised

Every Groceryman who meets the modern demands of the modern housewife is a

"Nationally Advertised" grocer. There are few items in our entire big stock of pure groceries which have not the stamp of approval placed through national publicity.

We Invite Your Inspection

Peoples Supply Store

Phone 337

Albatross Flour

We claim it to be the best on the market. The millers absolutely guarantee the quality to us and therefore we have no hesitancy in saying to you that if you will authorize us to put a sack of it in your kitchen and you are not absolutely satisfied of its lightness, its strength, its quality in every respect you will not be asked to pay for it and more than that if you will phone us we will call for it without responsibility to you. That is as fair a proposition as any dealer can make on any product he handles. We believe in this flour and so does the manufacturer and we can make this offer to you in perfect safety.

Meyer's Model Flour

is another high class brand put out by this same mill and you will find it of the same excellent and uniform quality. We want you to get acquainted with these flours.

We expect a big shipment of Heinz goods next week.

See our Albatross window and our "Nationally Advertised" window this week.

E. G. Bennett Grocery Co.

Phone 35

Life and The Weather Are Uncertain.

It seems most too warm now for heating but you must cook and the day may not be far off when the cold spell will hit. At any rate you will need some coal and its well to be prepared for any event. We have the coal, we have the right prices on the coal. Let us have your order for quick delivery.

Allen & Bonner

Phone 162

Spring Time is Building Time

We don't agree to do the building for you but we do agree to make the building much more comfortable and your summer much more pleasant if you will permit us to figure on installing a water system in your house. Those days are coming when it will be mighty pleasant to jump in a bath once or twice a day. Tell us your needs.

Plainview Plumbing & Electric Co.

CHAS. McCORMACK, Mgr. Wayland Bldg.

SOCIETY

Telephone Number 72

ANNOUNCEMENTS.

The Missionary Society of the Methodist Church will meet with Mrs. J. W. Story Thursday, March 30th.

MRS. L. G. WILSON HOSTESS FOR THE HALCYON CLUB.

The Halcyon Club was entertained Wednesday afternoon by Mrs. L. G. Wilson, at the home of her daughter, Mrs. Ben Sanford. There were two tables of "42" besides those of the club members.

Salad and ice courses were served by the hostess.

THE PRISCILLA CLUB.

The Priscilla Club met in regular session Thursday afternoon, at Mrs. Charlie King's, with Mesdames Jeffus and Wise as guests.

After a pleasant afternoon, enjoyed by all, the hostess served a delicious two-course luncheon.

The next meeting will be with Mrs. C. Rowland, March 30.

MESDAMES HARREL AND TESTMAN WIN HIGH SCORES.

Mrs. H. M. Burch Has Bridge Club Members and Five Additional Guests.

Mrs. H. M. Burch had three tables of Bridge Tuesday afternoon. Those present besides the club members were Mesdames J. A. Testman, Robt. Tudor, Chas. McCormack and Jas. R. DeLay.

Mrs. H. W. Harrel won high score for the club and Mrs. J. A. Testman for the guests.

The hostess served a delicious salad and ice course.

The next meeting of the club will be with Mrs. E. L. Dye.

PHILOS WILL HOLD ANNUAL OPEN SESSION MONDAY.

The annual open-session program of the Philosophian Literary Society of Seth Ward College will be given in the College Auditorium Monday evening, March 27.

JOHNSON-SAUNDERS.

Miss Virginia Johnson of Fort Worth visited in Plainview in 1914 as the guest of Miss Patty Dalton, and while here made many friends. Concerning her marriage, the Fort Worth Star-Telegram of March 17, says:

Miss Virginia Ione Johnson, daughter of Mr. and Mrs. T. B. Johnson of Fairmont Avenue, and Dr. David Jackson Saunders were married on Wednesday night in Magnolia Avenue Christian Church, the pastor, the Rev. E. McShane Waits, officiating, in the presence of a large number of friends.

Both the bride and bridegroom are well known in the young society circle and the wedding is therefore of interest to many.

A color scheme of white and green was adopted for the church decorations, developed in draperies of vines, settings of palms and white carnations which filled tall baskets. White columns were topped with drooping ferns completing a plan of decoration of unusual prettiness.

The nuptial vocal number was given by Miss Grace Whitsitt, "My Song to Thee." Mrs. Clint Jack Taylor played the Lohengrin march for the entrance of the bridal party, the bridesmaids Miss Carrie Cassell and Miss Norma Rutledge, passing down the center aisle, followed by the maid of honor, Miss Bess Saunders of Bonham. Little Floyd Potts Clark, the ring bearer, preceded the bride and carried the ring in a lily.

The bride entered on the arm of her father and met the bridegroom who was attended by his brother, Mr. Richard T. Saunders, at the place of the ceremony.

The bride wore a handsome three piece costume of blue faille silk and becoming hat of spring model. She carried a bouquet of bride roses and lillies of the valley.

Miss Saunders gown was of pink taffeta with trimmings of silver lace. Her hat was fashioned of silver lace and she carried pink roses and sweet peas.

A gown of yellow charmeuse and tulle with bead trimmings hung over chiffon, was worn by Miss Rutledge.

Miss Cassell was attired in yellow taffeta and tulle with jewel trimmings. Both bridesmaids wore corsage bouquets of pink roses and sweet peas.

Immediately after the ceremony, Dr. and Mrs. Saunders left for places in Southern Texas. After their bridal trip they will make their home at 2012 Fairmount Avenue.

WEDNESDAY BRIDGE CLUB WITH MRS. WALLACE SETTOON.

The Wednesday Bridge Club met Wednesday afternoon with Mrs. Wallace Settoon. There were four tables of Bridge. Mrs. Chas. Saigling won high score for the club, Mrs. P. J. Wooldridge for the guests. The guests were Mesdames L. A. Knight, R. W. Otto, E. Dowden, R. C. Ware, Claude Nobles and P. J. Wooldredge and Miss Margaret Gardner.

An ice course was served by the hostess.

Miss Edna Harrington will entertain the club next.

BURKHEAD-WORKMAN.

Miss Eunice Burkhead and Quincy Workman were married this evening by Rev. W. M. P. Rippey, at his home, in the presence of only a few friends.

The bride wore a beautiful suit of light tan.

They left immediately after the ceremony for the home of C. A. Workman, where an elaborate supper was served.

They will make their home with Mr. Workman's father, a few miles south of town. Mrs. Workman will continue her school work.

THE PRESBYTERIAN LADIES STUDY IMMIGRATION QUESTION.

The Woman's Missionary Society of the First Presbyterian Church met Monday afternoon with Mrs. W. A. Richards. There was a good attendance, and five new members were added to the membership.

The program was both interesting and instructive. The subjects were "Immigration," by Mrs. Scudder; "Immigration Laws of the United States," by Mrs. George Saigling, and the foreign subject, "Japan," by Mrs. T. P. Whitis. All papers gave evidence of careful thought and preparation.

Little Miss Adrienne Hanby gave two readings, which called forth hearty applause.

During the social hour Mrs. J. W. Richards served light refreshments, assisted by Mrs. Geo. Saigling and Mrs. Roger Kratzer.

RAISE MONEY FOR CHURCH DEBT

Next Thursday the Missionary Society of the Methodist Church will meet with Mrs. J. W. Story. All the ladies of the society and the church are invited to be present and requested to bring a dollar that they have earned for the purpose of contributing to the last payment on the church debt. Each one is to tell how she made her dollar.

W. B. Tinsley and R. A. Drum, of the Texas Utilities Company, left yesterday morning for Lubbock on business.

L. R. Pearson, who has been in Amarillo on business returned home this morning.

Mrs. Chas. Warren of Amarillo passed through Plainview today en route to Matador where she will visit with friends.

H. D. Gillis, of Hale Center, was here on business yesterday.

Mrs. Dr. Stapleton and little daughter, who have been visiting in Wichita, Kansas, returned to their home in Lockney this morning.

Fred Bartsch returned this morning from a trip to various points in Southern Kansas and Oklahoma.

Miss Lola Stewart, of Lamesa, returned home this morning. She has been attending school in Lockney.

Mrs. J. M. Bray and children left this morning for Lampasas, Texas, where she will visit with her father.

Clement Johnson of Hale Center, who has been visiting here, returned home today.

Mesdames T. E. Durham and C. B. Payne, of Lockney, were here yesterday.

F. E. Anderson and J. L. Wilkin, of Oklahoma City, were here this week on business.

J. J. Barton, of Bartonsite, was in Plainview today on business.

Mrs. A. W. Sternberg, of Tulsa, is visiting with her brothers, Dr. C. D. and Hal Wofford.

Miss Eula Elliott, who has been visiting this week in Plainview, returned to her home in Hale Center this morning.

Mr. and Mrs. H. C. Neeley, of Wichita, Kans., were here this week.

Ladies' Ready-to-wear Garments

of unusual beauty are now on display at this store. A complete fashionable wardrobe may be selected from the lines we show a garment for every occasion. Our stocks are freshened with new styles coming almost every day. The fact that many styles are shown here weeks before other stores get them is an advantage well worth consideration. More wear can be had before the style becomes old and there is the satisfaction of having new clothes a bit in advance.

Ladies' Suits

of Silk, Serge, Gaberdine, Poplin, Fancy Worsted, Palm Beach, etc., priced at **\$7.50 to \$27.50**

Ladies' and Misses' Dresses

of Linen, Taffeta, Crepe de Chine, Poplin, Crepe Meteor, Georgette Crepe, Chiffon, and Wash Materials at **\$1.00 to \$40.00**

Waists

Organdie, Voile, Wash Silk, Crepe de Chine, Georgette Crepe, Chiffon, etc. at **\$1.25 to \$3.50**

The New Muslin and Silk Underwear is now ready to show and will be found especially attractive in fabric, style and price.

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE

Marvin F. Love, of Dallas, representing the Chalmers Motor Car Corporation, was in Plainview on business.

S. C. Galbraith and Colmore Galbraith, of Abilene, are in Plainview on business.

J. B. Alford, of Lubbock, had business in Plainview yesterday.

LOST—Ladies' white straw hat, somewhere between Restriction street and the square. Finder please return same to Temple of Economy and receive reward. Adv.-It.

J. R. Churchill, of Brownwood, was a business visitor in Plainview Wednesday.

BIRTHS.

Born, to Mr. and Mrs. Harmon Robinson, a boy.

FOUND: On streets of Plainview, ladies' coat. Owner may have same by calling at Herald and paying for this ad.

Clothes of Character

are appreciated by everyone. A superior garment makes its presence felt without challenging undue attention—enhancing the wearer's personality without vying with it.

The Spring and Summer Suits for 1916 Tailored by
HIRSH-WICK WIRE-CO.

CHICAGO AND NEW YORK

Makers of the Finest of Clothes Ready-to-Wear

embody a degree of character, refinement, and obvious superiority that would be difficult to surpass.

The materials are chosen by experts from all the products of the best weavers. The styles are designed, the garments cut and the workmanship performed by masters of the tailoring art experienced in the

BEST CUSTOM WORK

Embraced in the standard shop practice of this great clothing establishment is a digest of the exacting specifications accumulated during many years' experience in satisfying the ideas and requirements of high class clothing merchants catering to men who demand the best that can be produced.

From this line we have made our own selections and have included our own specifications, based on our intimate knowledge of the apparel tastes of the best dressers of this community.

Prices, \$20, \$25, \$30, \$35, and up.

Special display of these clothes next week. See window.

You are invited to inspect these garments whether a purchase is intended or not.



H-W-Co.



H-W-Co.

Wilson Bros. Shirts,
Underwear, Hosiery

Reinken's Clothing and Shoe Store

Walk-Over Shoes
for Men

Suggestions for Road Construction by American Highway Association

Water plus clay or ordinary earth, when mixed, invariably forms mud. On ordinary earth roads the rains and melting snow furnish the water and the passing traffic the mixing, and the result is muddy roads. Take away the water or prevent it from mixing with the clay or earth on the road surface and little or no mud will result. In other words, keep your road dry if you wish it to remain hard, smooth and free from mud.

Except in very sandy or grid regions, good drainage is the cardinal principle in the maintenance of earth and gravel roads. Get the water away from the road as quickly and completely as possible. Water naturally seeks the lowest level. You can not keep the water from falling on the road, but you can assist its natural inclination to get away to a lower level. Keep the ruts filled and the road crowned with a slope towards the side ditches of from three-fourth to one inch to the foot, and the water will not collect on the road to soak in and be mixed to mud by passing traffic. Keep the side ditches clean and with frequent outlets to get the water away from the road entirely. Do not let the culverts clog up or material accumulate in the ditches and hold back the pools of water to soak into and soften the foundation of your road. Water is an enemy that will run away if you will give it a chance. Do not neglect to give it every chance. It will pay and pay well.

Like most other enemies, water is not very destructive or dangerous until it collects in force. Therefore, get the water away from your road at every

THE ADSUKI BEAN.

A plant immigrant from Japan that seems likely to prove a most desirable addition to American agriculture is the adsuki bean, which has been successfully grown on the government's farm at Arlington, Virginia, and at many other places. Its most valuable feature lies in its large yield of seed. Owing to its texture the bean is easily ground into meal or flour and has proven far superior to any other bean for that purpose. Its flavor is delicate and it lacks any objectionable "beany" taste. The adsuki bean is the most popular food in Japan, and there seems no reason why a food so rich in protein should not become popular in the United States. A statement from the department of agriculture says the average yield per acre of the best varieties of the adsuki bean at the government's farm has been about 25 bushels. The bean is a summer annual requiring about the same climatic conditions as the common bean. The plants are bushy in habit, growing from 1 1/2 to 2 feet high, according to variety and soil. The beans are not only prolific, but ripen evenly and do not shatter readily. It has been evident, however, that these beans cannot compete with either cowpeas or soy beans as hay producers. Their initial growth is slow and their total yield of herbage inferior.—Rural New Yorker.

HALE CENTER PERSONALS.

Walter LeMond transacted business in Plainview Saturday afternoon.

John J. Roberts was in Plainview Wednesday afternoon looking after some business matters.

Mr. Harry Austin, the genial representative for the Scotch Woolen Mills and M. Born & Company, was a business visitor in Plainview Monday and Tuesday.

Miss Martilla Espy, an accomplished young lady of Plainview, returned Wednesday to her home after a pleasant visit of a few days at the hospitable home of Mr. and Mrs. J. F. Sageser, seventeen miles southwest of Hale Center.

Dr. I. E. Gates, pastor of the First Baptist Church of Plainview, delivered a splendid discourse in Hale Center last Sunday night. Our generous hearted people responded nobly to his plea for financial aid for denominational schools.—Hale Center Record.

WHY COINS ARE MILLED.

Did you ever look at the edge of a dime or quarter? They are different from pennies and nickels, for all silver and gold coins have what are called "milled" edges, while the edges of pennies and nickels are smooth. The reason for this is that some dishonest persons used to clip pieces off the coins, especially the gold ones, and then sell these scraps of precious metal when they had saved a great many. Every year the Nation lost large sums of money this way, and the thieves would smooth the edges off so well that it was hard to find out who was guilty. The best way of stopping this practice was found to be to "mill" the edges of the more valuable coins, so that no one could pare them without letting it be seen at once.—Exchange.

available opportunity and before it has time to collect in sufficient volume to be dangerous to the road, and do not invite certain disaster by making your culverts too small to care for the largest possible storm. Furthermore, build the culverts so that the water will, of necessity, flow through them and not find a way around or beneath them. Properly designed, substantial wing and end walls are the fortification which protect the culvert from attack and destruction during severe storms. Do not build dry weather culverts; build them with a view of caring for and protecting the road during the worst possible storms.

Make your road dry, build it hard and compact with a crown sufficient to shed water rapidly to the side ditches, and with ample culverts and drains. To keep your road dry, maintain the drainage in good condition. Drag your roads after each rain; dragging fills in the

ruts, smooths the surface, and maintains the crown. On a road which has been properly dragged the rain finds no place to collect and soak into and soften the surface. Unless the rain is of long duration the surface is softened but very little. As soon as the rain has ceased and the road surface dried so that the clay is not sticky, but while it is still plastic, drag the road again. Any depression or ruts which have been formed during and after the rain are thus filled, and the surface smoothed up and plastered over with a thin plaster of clay or earth which packs and becomes very hard under passing traffic. Therefore, in order to make and keep your road dry, first provide for good drainage and then maintain the good drainage by systematic dragging after each rain. Diligent attention to these points will, in general, insure an earth road fairly passable at all times and very good most of the time.

Ford
THE UNIVERSAL CAR

Every other car on the road is a Ford: more than half the cars bought this year will be Fords. There's a mighty good reason, Ford cars are filling a place in every field of human activity. Cost about two cents a mile to operate and maintain. Better order yours today! Runabout \$390; Touring Car \$440; Coupelet \$590; Town Car \$640; Sedan \$740. All prices f. o. b. Detroit. On sale at Barker & Winn Ford Agency.



Cut Out the Dust and the Sand

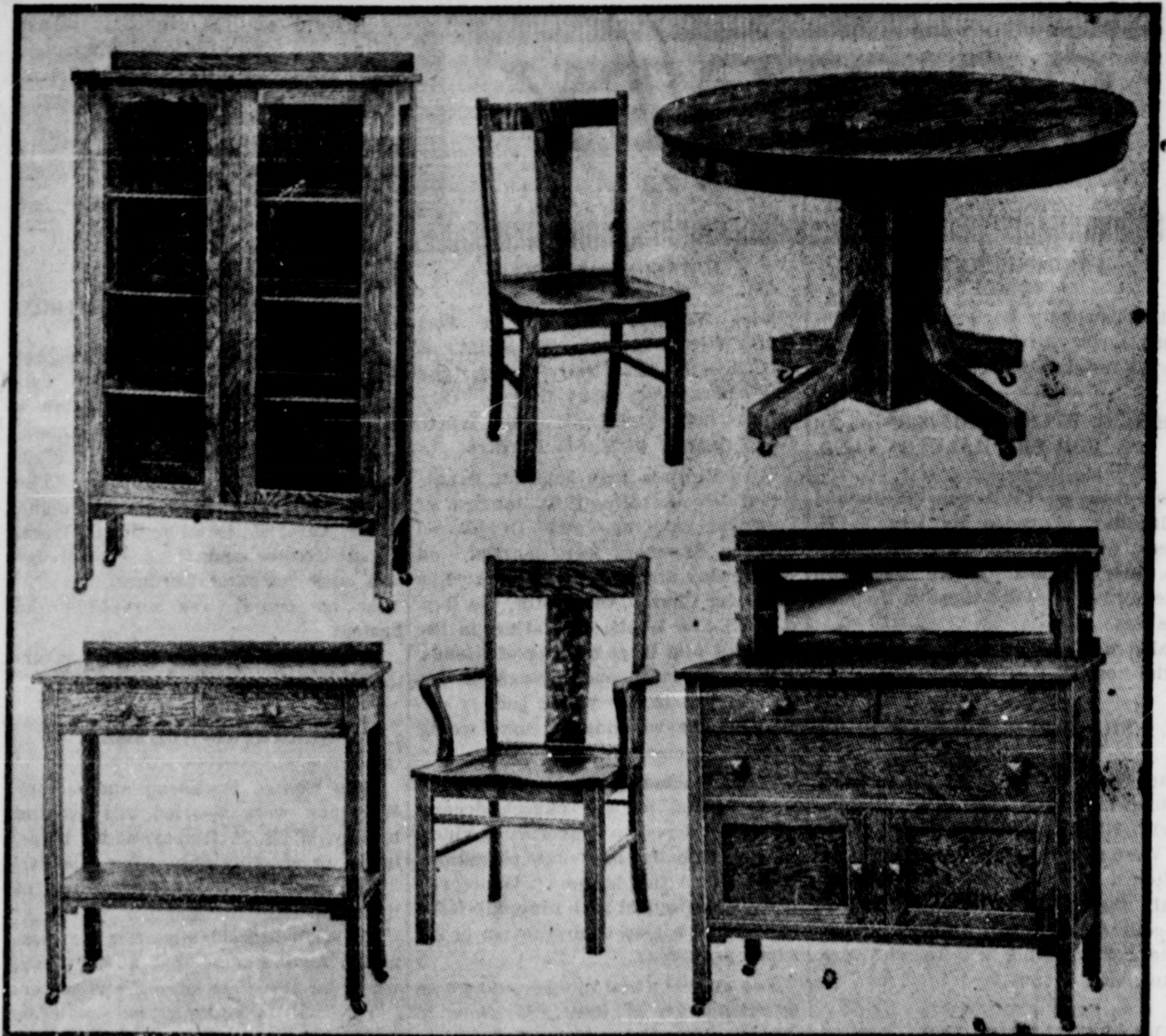
This weather is very hard on your clothes. The dust and dirt grinds in and makes them not only look dingy but injures the cloth. Look at your coat collar after a day on the street, if you are convinced that it needs cleaning bring it to us and then look at it again after it has received treatment in

THE Waller Tailoring Co. WAY

look at the beautiful samples are we showing this week in our window. They are from ED V. PRICE & CO., makers of clothes that satisfy. We will be pleased to handle your order promptly.

TAILORS DRY CLEANERS
Phone 188

We Pay Return Charges on Parcel Post Orders



NO BILL TOO LARGE OR TOO SMALL FOR US TO GIVE IT OUR BEST ATTENTION

Since December 22nd we have unloaded four carloads of house furnishings and placed them for your inspection in our big, new showroom. These shipments added to our already big stock makes our present showing the largest in Plainview.



Get the full beauty and charm of your curtains and draperies

The attractiveness of any room depends more upon the curtains and draperies, than anything else. They need not be expensive, but they must hang right.

Kirsch Flat Rods

Made in colors to match woodwork or draperies

The new "Bon Ebur" covering is guaranteed not to chip, crack or peel. You should have Kirsch Flat Rods on every window and door of your home. Rods are connected to the brackets quickly and conveniently, never come down accidentally, but detached instantly when desired. Guaranteed not to sag, rust or tarnish.

Come in and we'll be glad to show them to you

In spite of the fact that all furnishings have advanced in wholesale cost from 15 per cent to 25 per cent we have not advanced a single article in our store beyond our old prices. You may wonder how we can do this. We will be glad to give you the reasons if you will call.

In Our Cash Mail Order Department

we guarantee you the same articles 10 per cent cheaper than sold to you by the leading mail order houses. In this new department you deal with your home merchant on his guarantee on every article purchased.

Our motto has ever been "Better Goods For Less Money"—to it we attribute our rapid business growth resulting from the confidence of our friends and customers.

Our Repair and Second Hand Departments

together with our big stock take care of your every

Protection for Baby's Back



Come in and see our large selection of Sidways. Sidways hold into small space.

need. We will take what you don't want in exchange for what you do want.



W. E. WINFIELD

Opera House Building
"IF IT ISN'T GOOD WE MAKE IT GOOD"
Phone 95

RATES
ONE CENT PER WORD
EACH INSERTION

THE EVENING HERALD'S
LIVE WANT AD PAGE
TELEPHONE NO. 72

THE MARKET PLACE
OF THE
SOUTH PLAINS

FOR SALE—4-room house, 4 blocks from square, at a bargain if taken at once. Inquire of PRICE & BOSWELL, Stevens Building. 2t.

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

We are in the market for Dry and Green Hides. Highest prices. ALLEN & BONNER, Coal and Grain Dealers. —Adv. 1t.

AUTO CURTAIN FOUND.
 Owner may have same by calling at Herald Office and paying for this ad. 1t.

FOUND—New inner tube. Identify and pay for this ad at J. B. NANCE'S office. 1t.

We will make Farm or Ranch Loans in Castro, Swisher, Briscoe, Floyd, Hale, Lamb, Hockley, Lubbock and Crosby Counties. See us if you want a loan. HENDERSON & PERRY, Grant Bldg., Plainview, Texas. 1t.

FOR SALE—Two span good, gentle work mules. For particulars see OTUS REEVES REALTY CO. —Adv. 1t.

FOR SALE—Small residence close in and splendidly located. Will give good terms. Address "OWNER," Box 218. 1t.

RAIN COAT taken by mistake at Mitchell Sale is at Herald office. Identify and pay for ad and you can have it. 1t.

FOR SALE—20 young male Poland-China hogs, from 4 to 6 months old, and 20 young Hereford bulls, from 8 months to a year old. Can be seen at my Hale County farm two miles south of Hale Center. J. J. ELLERD. 1t.

We are in the market for Dry and Green Hides. Highest prices. ALLEN & BONNER, Coal and Grain Dealers. —Adv. 1t.

STRAYED—250-pound red sow; swallow fork in right ear; 2 weeks' old pigs at home. Reward for recovery. H. W. AULT, Kress, Texas. Fri. 1t.

Big farm sale Friday, March 31, six miles southwest of Petersburg, on the Lubbock road.
 1 registered Jack.
 1 Percheron stallion.

Also cows, horses, hogs and farm implements. Come. They have got to sell. R. E. ECHOLS, owner. 3t.

Look for our thunder in our display ad in this issue. More money for hens than you have ever gotten before. PLAINVIEW PRODUCE CO. 1t.

FOR SALE—Big Twin Indian Motorcycle. Reasonable. Address "P," care of Herald. 4t-pd.

FOR SALE: Two big two-year-old steers; two bulls, one Shorthorn and one Red Polled Angus, one two years, one three; 55 shoats and pigs. Eight miles south and one mile east of Plainview. FRANK MARSHALL. 3t-pd.

SMITH'S INVINCIBLE WHITE ROCKS
 Are the very best strain in Texas today. They have been and are still leading winners at Texas' and Oklahoma's biggest shows. Stock and eggs for sale. Write for prices. SAM W. SMITH, Abernathy, Texas. Apr. 1.

FOR RENT—Two large rooms furnished for light housekeeping. Close in. No children. Phone 492. 1t.

TANKAGE at the PLAINVIEW PRODUCE CO. Phone 366. 1t.

TWO ADAM SCHAAF PIANOS!
 We have stored at Lubbock two Adam SchAAF pianos, plain walnut case. Will sacrifice at practically wholesale rather than return to our factory. None better made. Cash or payments, but act quick. Address ADAM SCHAAF PIANO CO., Dallas, Texas. 1t.

A BARGAIN IN SECTION OF LAND.
 Good, smooth section, patented land. Perfect title. Ten miles from Plainview, nearest course. Price only \$17.50 per acre; less than one-fourth cash, balance in ten equal annual payments. If you want a bargain, don't pass this up. H. E. SKAGGS. 1t.

We are in the market for Dry and Green Hides in any quantity. RUCKER PRODUCE COMPANY. 1t.

Good Work Mules and Horses for sale. BUCHANNAN BROS., 1½ miles southwest Ellen Post Office. 8t-pd.

FOUND: Bunch of keys. Owner may secure same at The Herald Office. 1t.

FARM AND RANCH LOANS.
 Am in position to make Farm and Ranch Loans on patented lands in Hale and adjoining counties. Long time; reasonable rate of interest.
 J. F. SANDER,
 East Side Square,
 Plainview, Texas.

Will plow tracts of 100 acres or over. Can plow 25 to 50 acres per day. Phone 9032—long-short, or write JACKSON BROS., Plainview. 1t.

Look for our thunder in our display ad in this issue. More money for hens than you have ever gotten before. PLAINVIEW PRODUCE CO. 1t.

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.

FOR SALE—By owner, 160 acres three miles from Petersburg; fenced with 120 acres in cultivation. For price and terms see A. E. HARRIS, Plainview, Texas. 4t-181-pd.

TO CATTLE OWNERS:
 I have just completed a large concrete dipping vat on my place one and one-half miles southeast of Plainview. I will contract to dip cattle for other parties, using arsenic solution for lice. Can dip 2,000 head per day.
 Phone 90. C. B. REAVES,
 Plainview, Texas.

OUR FLOURS cost you just a little less and are just a little better than other brands. HARVEST QUEEN MILLS. 1t.

FOR SALE—Baled millet and Sudan grass. Phone 403. H. V. TULL. 2t-pd.

LOST—Somewhere in Plainview, automobile crank for Chevrolet car. KEARBY NASH. 2t.

LOST—Oval Cloisonne belt pin, about 3 inches long, water lily design. Phone 121. Adv. 1t.

TANKAGE at the PLAINVIEW PRODUCE CO. Phone 366. 1t.

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

Look for our thunder in our display ad in this issue. More money for hens than you have ever gotten before. PLAINVIEW PRODUCE CO. 1t.

FOR RENT—2 rooms for light house-keeping. Call 307 West Sixth St. 1t.

FARM LOANS.
 HENDERSON & PERRY, Plainview, Texas, can make you a loan on your Farm or Ranch. Get in your application at once. Money ready soon as title is approved. 1t.

FARM OR RANCH LOANS.
 See HENDERSON & PERRY, Grant Building, Plainview, Texas. 1t.

NOTICE—I keep my cattle-dipping vat charged for dipping at any time. 10c per head for yearlings, 12½c for coming two and 15c for cows. C. B. REAVES. 1t.

ATTENTION.
 Those hot drinks are now ready at the KASH KANDY KITCHEN. 1t.

THOROUGHBRED CATTLE FOR SALE.
 Thirty head fullblood yearling bulls; seven head two-year-old bulls; two herd bulls, one four and one seven years old; ten head heifers three and four years old, just shipped in from Missouri. Cattle all in good shape on full feed. Cows can be seen at my home in Plainview, and bulls at ranch in Bailey County. J. M. GIST. 1t.

We have some fine stationery we want to initial for you. Something distinctly new. Initials in any color. THE HERALD. —Adv. 1t.

ANNOUNCEMENTS

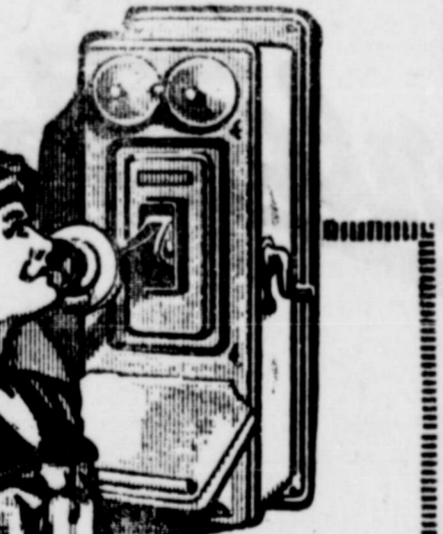
The Herald is authorized to announce the candidacy of the following men for the political offices designated, subject to the action of the Democratic Primaries, July 22, 1916:

- For Representative:
T. J. TILSON.
- For District Attorney:
AUSTIN C. HATCHELL.
GEO. L. MAYFIELD.
(Re-election.)
KENNETH BAIN.
- For District and County Clerk:
B. H. TOWERY.
(Re-election.)
J. P. HOWARD.
W. M. JEFFUS.
JO. W. WAYLAND.
JAS. F. DUNCAN, JR.
- For County Judge:
CHARLES CLEMENTS.
AUSTIN F. ANDERSON.
J. E. LANCASTER.
- For County Attorney:
L. D. GRIFFIN.
L. R. PEARSON.
- For County Treasurer:
JNO. G. HAMILTON.
(Re-election.)
- For County Tax Assessor:
ROY IRICK.
R. E. BURCH.
W. H. MURPHY.
- For Public Weigher, Precinct No. 1:
J. L. OVERALL.
TOM THOMPSON.
(Re-election.)
T. P. BUSSELL.
- For Sheriff:
J. C. HOOPER.
(Re-election.)
J. C. TERRY.
- For County Commissioner, Precinct No. 1:
J. T. (DADDY) PHELPS.
W. J. ESPY.
(Re-election.)
- For Commissioner Precinct No. 2:
J. W. ROBERSON.
(Re-election.)
R. W. CROSS.
- For County Commissioner, Precinct No. 4:
M. C. CORNELIUS.
C. E. LOCK.
R. T. BARBEE.
- For Mayor:
ROY J. FRYE.
E. T. COLEMAN.
J. L. DORSETT.
W. E. RISSER.
- For City Secretary:
B. L. SPENCER.
(Re-election.)
R. B. (BOB) TUDOR.
- For City Marshal and Tax Collector:
JOHN VAUGHN.
(Re-election.)

Pure Bred Duroc Jersey Hogs
 We have a few choice young boars and gilts.
 Helen Temple Farm, Plainview, Tex.

SNAP
 Choice patented section of land in 8 miles of Plainview for \$21 per acre, to settle an estate. Public road on three sides of this land. Water 40 feet from surface.

Shallow Water Land & Loan Company
 Ware Hotel
 PLAINVIEW, TEXAS



The Telephone Joy of Farm Life.

Life on the farm is made pleasanter and more secure by Bell Telephone Service.
 Pleasanter, because it brings messages of cheer and companionship from friends far away, more secure because it brings help immediately when there is need.
 Write our nearest office for information.

The Southwestern Telegraph & Telephone Company
 P. R. 14

—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

TRY IT! SUBSTITUTE FOR NASTY CALOMEL

Starts Your Liver Without Making You Sick and Can Not Sallivate.

Every druggist in town—your druggist and everybody's druggist—has noticed a great falling off in the sale of calomel. They all give the same reason. Dodson's Liver Tone is taking

State of Ohio, City of Toledo, Lucas County, ss. Frank J. Cheney makes oath that he is senior partner of the firm of F. J. Cheney & Co., doing business in the City of Toledo, County and State aforesaid, and that said firm will pay the sum of ONE HUNDRED DOLLARS for each and every case of Catarrh that cannot be cured by the use of Hall's Catarrh Cure.
 FRANK J. CHENEY.
 Sworn to before me and subscribed in my presence, this 6th day of December, A. D. 1886.
 A. W. GLEASON,
 Notary Public.
 Hall's Catarrh Cure is taken internally and acts directly upon the blood and mucous surfaces of the system. Send for testimonials, free.
 F. J. CHENEY & CO., Toledo, O.
 Sold by all Druggists, 75c.
 Take Hall's Family Pills for constipation.

its place.

"Calomel is dangerous and people know it, while Dodson's Liver Tone is perfectly safe and gives better results," said a prominent local druggist. Dodson's Liver Tone is personally guaranteed by every druggist who sells it. A large bottle costs 50 cents, and if it fails to give easy relief in every case of liver sluggishness and constipation, you have only to ask for your money back.

Dodson's Liver Tone is a pleasant-tasting, purely vegetable remedy, than nasty calomel and without making you sick, you just go back and get your money.

If you take calomel today you'll be sick and nauseated tomorrow; besides, it may sllivate you, while if you take Dodson's Liver Tone you will wake up feeling great, full of ambi-



Established 1890, SAN ANGELO

tion and ready for work or play. It's harmless, pleasant and safe to give to children; they like it. —Adv.

'SEE ME FOR FARM LOANS
 We have the money for your use on five years' time. We also buy vendor's lien notes.

Walter Darlington Co.
 KANSAS CITY, MO
Rawlings & Brown
 Representative
 Stephens Building
 PLAINVIEW, TEXAS
Prompt Service

IT IS EASY TO TELEPHONE

Think how easy it is to order from us by phone. No time is wasted—no trip is necessary—no package to carry—no extra cost for quick delivery. Phone 400 for prescriptions, drug sundries, etc., and they will be delivered to your door with all possible haste.

The R. A. Long Drug Store
 "We Guarantee the Quality"

THE CHEVROLET
"THE PRODUCT OF EXPERIENCE"

I wish to call your attention to the fact that I am still selling the

FOUR-NINETY TOURING CAR \$595 DELIVERED
H-4 BABY GRAND TOURING CAR \$800 DELIVERED

For demonstration see me at Plainview Rubber Company shop.

Jno. W. Simmons, Agent
 Phone 104

War Orders

In order to feed the orphans you are requested to bring your

HENS

to the car and get 12c a pound. Roosters 5c a pound.

On Wednesday and Thursday, 29th and 30th

Plainview Produce Co.
 Pure Seeds Plainview Texas



To Drive Out Malaria And Build Up The System
 Take the Old Standard GROVE'S TASTELESS chill TONIC. You know what you are taking, as the formula is printed on every label, showing it is Quinine and Iron in a tasteless form. The Quinine drives out malaria, the Iron builds up the system. 50 cents

TEXAS IS FIRST STATE FOR TEACHERS' HOME CAMPAIGN.

National Lumber Manufacturers Have Launched Movement to Provide "Teacherages" in Lone Star State.

A scheme for social service, one affecting every hamlet in the land, has been instituted by the National Lumber Manufacturers' Association, in the proposal to build a home for every rural school teacher in America.

Texas is one of the first States where the plan will be carried into effect, and a thorough investigation of the conditions in that State preceded the announcement of the social service plans of the lumber manufacturers. The association has not as yet formulated its plans for pushing this new department of public service by actually assisting of the schools of the Nation to build homes for teachers, but work on this philanthropic enterprise is already under way, and the association plans to have its plans ready for announcement in a few weeks.

J. H. Kirby, of Houston, a director in the National Lumber Manufacturers' Association, was one of the most ardent advocates of the project, and the success of the building of such structures in a few isolated portions of his home State has convinced him that it is a good movement for the entire Nation, as well as for his home State.

The plan to spread the gospel of homes for school teachers over the land was first broached only a few weeks ago at a conference of the directors of the association. It proved instantly popular. The idea was taken up by the United States Bureau of Education, and the first result of this cooperation between the lumbermen of the Nation and the Government itself is in the issuance of a brochure entitled "Teachers' Cottages," by R. S. Kellogg, of Chicago, secretary of the National Lumber Manufacturers' Association, in co-operation with the United States Bureau of Education, and which is being sent to every county superintendent of schools in America. The Rockefeller Foundation has already approved of the plan and is giving \$25,000 to foster this work, with more money to come.

The proposal to build these teachers' cottages all over the land follows out the idea that has already been carried into extensive success by the State of Washington.

The national association has taken up this social service work in the belief that the education of the Nation will be immensely advanced if the teachers of the Nation's young are properly housed. The theory is that if teachers

are provided with proper homes, the country districts will be able to secure better teachers, avoid the constant changes by which the schools are always in a torn-up condition. As Secretary Kellogg phrases it in his work, which constitutes a survey of the movement and its possibilities:

"Under present circumstances, the teaching of a country school often becomes simply a temporary expedient for the teacher the first term after getting a certificate, and ambitious teachers who are anxious to grow in their profession, and make something of themselves, go to the city schools just as soon as possible, where living conditions are better. The country schools are always left with the largest proportion of young, inexperienced, poorly trained teachers."

Mr. Kellogg urges also that the teachers' cottages, or, as he calls them, teacherages, should be models of sanitation, artistic, though inexpensive, and so constructed that they may be not only homes, but real social centers for the rural neighborhoods.

In order to further this plan of properly caring for the teachers, the lumbermen's organization is ready to prepare plans to assist rural communities in providing their teachers with the kinds of homes which have proved satisfactory in Washington, and in the other more scattered localities where they have been built.

Texas is selected for one of the first States for the general introduction of this new idea of teachers' cottages for every rural school, because it has already made amazing progress on this very line, having done more, probably, for its rural school teachers in the way of providing homes than any other State, except Washington, where the idea was born.

According to the Federal Bureau of Education, twenty-two Texas counties have seventy-two teachers' cottages, and the results have been uniformly beneficial. The monograph among its few pictures of teachers' cottages in America has three views of Walker County.

F. F. Stewart, of San Antonio, county superintendent, is quoted in the monograph as saying for his part of the State:

"We have fourteen teachers' cottages in the rural districts. They are three and four-room frame buildings. The best of them are built with four rooms, 14 by 14, with hall running through. They have front porch and screened back porch with pantry on one end and bathroom on the other. The cost in this county is about \$1,000. In most cases we have a garden of from one to three acres with each cottage. We find that

we can get and keep better teachers where they are provided with a place to live."

FINDING ELECTRICITY GOOD POWER FOR PUMPING WATER.

Pumped water from the underground flow near Garden City, Kans., is the subject treated in the Irrigation Age for March. Some very interesting figures have been compiled by irrigation reports covering the results of experienced farmers, by means of pumped irrigation, in that State.

Electricity is the most satisfactory power for pumping water for irrigation. Motors cost about \$10 per horsepower, and it requires from 25 to 50 horsepower on an average farm of a quarter section. The maximum lift in the first bottom is 25 feet, and this costs about \$1.50 per acre-foot of water.

The Garden City district is the home of the sweet clover king, E. G. Finnup. Only a few years ago sweet clover was thought by most farmers to be a pest. Mr. Finnup was one of the first to be

impressed with its value. The seed commands a good price, and he shipped from Garden City the first carload ever moved. Today he devotes 5,000 acres of the immense Finnup farm to sweet clover.

It is a leguminous plant and the best of them for gathering nitrogen. It is also rich in humus, and tests have been made which show that sweet clover grown on one acre will furnish as much nitrogen and humus as twenty-five tons of average manure. It is especially good as a fertilizer crop for orchards, and is equally good for cattle, horses and mules. The average farmer can properly farm 150 acres here if he diversifies and conduct on the same plan as the big farm. He will, of course, have to help during the busy seasons.

Well located improved land in the bottom with ditch right, also pumping plant and buildings, sells for \$85 to \$1.50 per acre. In the higher sections no developed lands are for sale, undeveloped lands selling for \$25 to \$35 per acre.

MADAME GRACE CORSETS



This model only \$2.00

NEW ARRIVALS AT HAMNER'S DRY GOODS STORE. The season's newest art creations.

MADAME GRACE

economy definitely proves that style is not a matter of price.

Madame Grace corsets fit—their lines are lasting—their comfort exceptional.

Quality—materials—pleasing fabrics of durability and daintiness—scientific boning—faultless workmanship—combine to

make Madame Grace a corset of distinctive style rightness and economy.

BOTH FRONT and BACK LACE MODELS

We are offering extra low prices on our other lines of corsets.

\$1.00 J. C. C. Corsets, extra special 68c

\$1.50 J. C. C. Corsets, extra special 98c

\$2.00 J. C. C. Corsets reduced to \$1.28

\$2.50 J. C. C. Corsets reduced to \$1.58

Many of these corsets are new and late models. We want to close out all odd lots.

HAMNER'S DRY GOODS STORE

"SELLS IT FOR LESS"

Phone 210

Plainview, Texas

WHO'S THE WINNER?

Everyone has been wondering this week who was the winner in The Herald's Window Display Contest.

You Won't Have to Guess

for you'll be the winner in the contest for better laundry service, at a positive saving in cost if you will phone us to put you on our list as a "rough dry" customer.

35c a Dozen

is the price for creamy white clothes turned out in the shortest possible time.

PLAINVIEW LAUNDRY CO.

Rex Lindsay, Manager

You Can Now Get the Big, Comfortable 35 h. p. Overland for

\$695

Overland

Roadster \$675
Model 83 B-f. o. b. Toledo

With unerring judgment of value—With a rush that swallowed up a record production in jig time—

The public took more than 50,000 of the \$750 Overlands in six months.

In six months we've absorbed all the overhead; absorbed all the development expense; realized on all the experimental cost that usually spread over a year.

We covered our material requirements at before-the-war prices—saving three and a half million dollars on aluminum and another million on steel.

We have increased our production capacity of 300 cars a day last June to 1000 cars per day.

So again we have broken all records.

Again we have planned and bought material for a bigger production program.

And again we are setting a new and supreme standard of value—

You can now buy this big, roomy, comfortable thirty-five-horsepower Overland for \$695.

Here is the value which has clearly dominated the automobile market for the last six months—now made even more clearly dominant.

Here is a car with a performance record never even approached by any car of its size ever built—fifty thousand in everyday service.

And though the price is reduced the car

is improved.

It has an up-to-the-minute power plant, en-bloc type, developing full thirty-five horsepower. It has abundant power and speed and an exceptionally quick getaway.

The value is pre-eminent—unapproached. We guarantee the price for this model will never be lower.

But this price reduction is made in the face of a rising material market—we cannot guarantee that it will not be higher.

See the Overland dealer now—anticipate your requirements if need be—but make sure of your delivery now.

KNIGHT AUTO COMPANY

Phone 237

En-bloc 35-horsepower motor. 106-inch wheelbase.

Electric starting and lighting system. Electric control buttons on steering column.

Four-inch tires. Demountable rims; with one extra.

Deep divan upholstery. One-man top; top cover.