

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

VOLUME 27, NUMBER 31

PLAINVIEW, TEXAS, TUESDAY, APRIL 18, 1916

PLANT SORGHUM GRAINS AND COWPEAS TOGETHER

GANZER SAYS ROWS FOR KAFFIR AND MAIZE SHOULD BE SEVEN FEET APART.

AT PETERSBURG TOMORROW

Much Interest Shown in Movable Schools—Miss Carter Talks to the Ladies.

Much interest has been shown today in the movable school under the direction of the Extension Department of the Federal Government and the Texas A. & M. College. This morning professor W. B. Lanham gave a demonstration in orchard management.

Wm. Ganzer, district agent, spoke on demonstration work this afternoon. His lecture was listened to with much interest.

He recommends that more peanuts be planted in this section. This crop, he asserts, has been shown to be equal to alfalfa as hay for cattle. It is excellent for hogs, in that it puts on flesh and the hogs harvest it themselves. It does not deplete soils.

Wants Marketing Association.
Mr. Ganzer stated that at a time in the near future he hopes to be able to organize in this section a marketing association which will be of much benefit to the farmers. His experience in other sections is the basis for this belief.

He discourages burning of stalks or any vegetable matter, for when this material is burned nitrogen and humus, of value to growing crops as plant food, are destroyed.

Urges Planting of Cowpeas.

He states that marvelous yields have been made with kaffir planted in rows seven feet apart and some thirty days later cow peas are planted between the rows. The yield of grain per acre has been shown to be as great when this method is followed as when closer together. The cow peas form a valuable crop, for this plant is a legume and gathers free nitrogen from the air and puts humus in the soil, thus building up the soil. Our virgin soil, he states, is rich, but if conservation is not practiced, it, too, will become impoverished as has soil in other sections. The best time to begin to conserve and improve the soil is now.

Ordinary soil will hold but sixty or seventy pounds of moisture to the hundred pounds of soil. Humus will hold 190 pounds of moisture to the hundred pounds. Thus the value of humus as a moisture retainer is evident.

Immediately following Mr. Ganzer Miss Bernice Carter, state agent for home demonstration work, gave a lecture on jelly making. Many ladies of Plainview and the country adjacent were present.

Prof. C. O. Moser lectured on dairying, making observations on cows from the Goodwin Dairy.

Tomorrow the experts will go to Petersburg, where they will hold a similar school. Monday was spent at Abernathy.

The last three days of the week will be spent in Floyd County.

Scholastic Meet at Wayland Is Postponed Until April 25

Professor J. C. Stephens, dean of Wayland Baptist College, asks The Herald to announce that the interscholastic meet which was to have been held at Wayland College April 21 has been postponed until April 29. All of the events previously announced for April 21 will be held on April 29.

WOODROW SCHOOL CLOSES 21ST.

Woodrow School will close Friday, the 21st. The pupils are making preparations for the closing exercises, which will consist of dialogues, drills, etc. Judge W. B. Lewis will deliver certificates of honor to those pupils who have not been absent or tardy during the entire term.

J. C. Jones, who has been ill, is much improved.

Y. M. B. L. WILL INVITE STATE ASSOCIATION HERE

Delegate and Representatives Named Last Night for Annual Convention at Temple.

The Young Men's Business League of Plainview wants to entertain the Associated Young Men's Business Leagues of Texas in 1917. This desire was expressed at a recent meeting of the league. Last night a delegate and eleven representatives were named by the Board of Directors to attend the meeting at Temple, April 26 and 27, and to take steps necessary to bring the 1917 convention to Plainview. E. L. Doland, vice president of the State Association, and an important committee member of the organization, was elected delegate from the League. H. C. Howard, secretary of the Y. M. B. L., and the following members were elected as representatives: E. B. Miller, president of the League; A. F. Anderson, vice president; A. B. Martin, Olin Brashears, T. Stockton, W. F. Garner, C. L. Largent, Dr. C. D. Wofford, A. G. Hinn, L. R. Pearson, J. J. Lash, Jos. W. Ryan and L. P. Barker.

A good live committee, including those elected as representatives and delegate and other members of the Plainview Y. M. B. L., will attend. They go with the expectation of having to fight for the convention, and also with the expectation of bringing it to Plainview.

Denver Man Tells of Value of U. S. Chamber of Commerce

In lieu of the regular meeting of the Chamber of Commerce last night, a quorum not arriving, J. D. Williams, of Denver, who was formerly a member of the publicity committee of the Nashville, Tenn., Board of Trade, made an interesting address. He spoke in the main of the work of the United States Chamber of Commerce. This body offers service to members which covers all lines of commercial activity. He mentioned the important part the body had in the formation of the Federal Reserve Bill in the capacity of advisors. The individual service, investigation made for men in any business who desired reliable information on any commercial activity, was stressed, as was also the aid the body has been to municipal bodies in giving them reliable information as to plans and results of other towns and cities. Activity of the body in influencing national legislation was mentioned.

No business was brought up before the Chamber of Commerce.

MANGUM MAN OPENS NEW BUSINESS IN PLAINVIEW.

The Phelps Second-Hand Store is a new business opened yesterday in Plainview, in the Speed Building. Mr. Phelps, the proprietor, has been engaged in a similar business in Mangum, Okla.

REV. BRITAIN IS BUSY.

Re. G. I. Britain preached at Olton Sunday morning and night. Sunday afternoon Rev. Britain held services at Halfway and baptized four. He will preach at Strip tonight.

BIBLE SCHOOL CLOSSES.

Collection for Home and Foreign Missions Taken Following Sermons by Missionary.

No services were held Saturday for the Bible School which had been in session here since April 10. The Bible School was concluded Sunday. Dr. R. T. Hanks, of Abilene, general missionary for the State Convention, preached both morning and evening. A collection for home and foreign missions was taken. The subscription list is yet open, however, and no announcement of the amount collected has been made.

S. J. DENDY WILL OPEN NEW BARBER SHOP IN CROSBYTON.

S. J. Dendy, formerly of the firm of Peace & Dendy, proprietors of the Elk Barber Shop, will move to Crosbyton. Mr. Dendy is in Dallas now purchasing supplies and fixtures for a new barber shop which he will open soon in Crosbyton.

Aldermen and Mayor Are Hustling.

ELLERD AND HUMPHREYS SHORT-TERM ALDERMEN

COUNCIL COMMITTEES ARE APPOINTED TO DISTRIBUTE WORK; SIMMONS MAYOR PRO TEM.

AUTO REGISTRATION PROPOSED

Council Considers Plan for Improving Lot North of City Hall and Providing for Library.

By lot, E. H. Humphreys and J. J. Ellerd are short-term aldermen, having drawn last night at the first meeting of the new City Council the "black beans." Their terms will expire in one year. J. M. Waller, W. R. Simmons and J. B. Maxey drew two-year terms. This will insure that at no time in the future an entire council will be new men.

Attending the meeting were Mayor W. E. Risser, the councilmen, excepting J. B. Maxey, City Secretary B. L. Spencer, City Marshal John Vaughn, City Attorney L. R. Pearson and City Health Officer Dr. E. F. McClendon.

Dr. McClendon reported that there is no contagious disease in Plainview and that the slaughter houses are in a good condition of sanitation.

The committees of the council were appointed as follows: Ordinance, E. H. Humphreys and J. J. Ellerd; fire and water, J. B. Maxey and J. J. Ellerd; finance, J. J. Ellerd and E. H. Humphreys; printing, J. J. Ellerd and J. B. Maxey; public improvement, W. R. Simmons and J. B. Maxey; police, J. B. Maxey and J. M. Waller; sanitation, J. M. Waller and W. R. Simmons; claims, E. H. Humphreys and W. R. Simmons; tax, J. M. Waller and E. H. Humphreys.

Dr. E. F. McClendon was re-elected city health officer at a salary of \$25 per month. John Vaughn was appointed city fire marshal. B. L. Spencer was appointed inspector of plumbing and electric appliances. W. R. Simmons was elected to act as mayor pro tem. in the absence of the mayor at any session of the City Council, or absence from his duties.

A motion to pay off all incumbrances on the lots in block 17, original town of Plainview, for a market place prevailed. One note outstanding against the property was bearing ten per cent, and when the council asked that it be renewed for three years, payable on or before, the holder would not renew with the on or before provision, and the council decided to take the note up. The deeds are now in bank and the deal is considered closed.

O. C. Fluke complained to the council that water was standing in the draw near his home, and that the drainage ditches needed opening. The matter was referred to the street and alley committee.

A request from W. E. Winfield for a water line to a house owned by him in West Plainview was referred to the water committee.

Propose Auto Registration.

An ordinance was read for the first time and passed to the second and third reading, proposing a registration fee of \$1.00 to be required of all automobiles, motor vehicles of all kinds, motorcycles, etc. These vehicles must be registered, under the terms of the proposed ordinance, with the city tax collector, who will furnish numbers six inches high to correspond with the number issued by the County Clerk. The plates are to bear, in addition to the number, the words "Plainview, Texas," or abbreviations "Piv., Tex." or "Pv., Tex." This will not apply, however, to demonstration cars and motor vehicles for a period of thirty days, not to visiting cars for thirty days. For non-compliance with the law, there is proposed a fine of not more than five dollars nor less than one dollar.

Approve Officers' Bonds.

The bonds of City Secretary B. L. Spencer and City Tax Collector John Vaughn were approved. Bond is given by each of these officers in the sum of \$5,000.

Will Beautify Grounds.

There is a room at the City Hall used for hose and hay storage. The council is considering converting this room into a club room which may be used by the public library and by the ladies' clubs of the city. In order to do this it will be necessary to increase

MAYOR SETS MAY 2 AS CLEAN-UP DAY

CAPTAINS FOR DIFFERENT DISTRICTS ARE APPOINTED—WANTS CITIZENS TO HELP.

TO GET TRASH TWICE A MONTH

And Work on May 2 Is Expected to Put Town in Good Shape to Begin With.

The new Mayor of Plainview, W. E. Risser, has a comprehensive plan for keeping Plainview clean. And the aldermen are working harmoniously with him, concurring unanimously in the plan.

The city's trash wagons will make the rounds on the first and fifteenth of each month. Better than that, Tuesday, May 2, is official clean-up day in Plainview. Captains to superintend the work have been assigned to districts as follows:

Southeast Quarter.

North and South division street, Broadway.

East and West division street, Seventh.

Captains: Council, W. R. Simmons; Y. M. B. L., F. F. Hardin; Civic League, Mrs. C. W. Tandy.

Northeast Quarter.

Division streets same as in Southeast Quarter.

Captains: Council, J. M. Waller; Y. M. B. L., J. J. Lash; Civic League, Mrs. L. Lee Dye.

Southwest Quarter.

Division streets, Broadway and Eighth.

Captains: Council, J. J. Ellerd; Y. M. B. L., J. F. Garrison; Civic League, Mrs. J. J. Lash.

Northwest Quarter.

Division streets, Broadway and Eighth.

Captains: Council, E. H. Humphreys; Y. M. B. L., A. F. Anderson; Civic League, Mrs. C. C. Gidney.

Every citizen of the town is requested to co-operate in the move. Mayor Risser states that unless work on his farm is so heavy at that time that a team cannot be spared he will bring one of his own teams and put it to work in the clean-up campaign at no cost to the city. This, of course, is in addition to the teams of the city. Any other individuals who wish to co-operate in this way should see the Mayor. Mr. Risser is interesting private individuals by private conference to clean up unsightly rubbish near or on their premises.

It is requested that all trash be collected and placed in receptacles in the alleys, or just inside the gates, where it can be seen by the drivers and easily removed. Burlap bags are good receptacles. If, however, permanent barrels or boxes are provided, they will be left on the premises.

Any trash put out Tuesday will be removed.

the capacity of the barn. The council is considering the proposition of moving the barn and horse and mule lot from the premises of the City Hall and parking the ground now occupied by them. The lot and barn will probably be moved to ground owned by the city southwest from the City Hall.

Will Survey Public Square.

L. O. Shropshire was employed, on motion, to set the property line and levels for the curb that is to be placed about the Court House square.

INFANT SON OF MR. AND MRS. F. LINDEMANN DIES OF PNEUMONIA.

Hermann Bernhard Karl Lindemann, five-month-old son of Mr. and Mrs. F. Lindemann, who live near Whitfield, died Saturday of pneumonia and was buried Sunday afternoon in the Trinity Church cemetery. The funeral services were conducted by Rev. A. L. E. Weber.

LOCATING PLACES FOR NEW STREET LIGHT PEDESTALS.

T. O. Shropshire and assistant are at work today locating places for the new street lights which will be installed by the Texas Utilities Company. Manager R. A. Drum states that all of the material for the new system has been received and active construction will begin immediately.

FIFTEEN CARS LIVESTOCK SENT TO MARKET MONDAY

Fat Steers, Sheep and Hogs From Plainview Consigned to the Three Leading Centers.

Fifteen cars of livestock were shipped to market Saturday from Plainview. L. A. Knight had six cars of fat steers, which were consigned to Kansas City. A. M. Anderson shipped to Wichita, Kans., a car of cattle and a car of sheep. Dyer & Anderson shipped to Kansas City three cars of sheep. W. A. Watson had two cars of hogs, H. W. Knupp one and R. W. O'Keefe one of hogs which were consigned to Fort Worth.

W. A. Watson also shipped two cars of hogs yesterday to Fort Worth.

Kinder Sells Cattle.

Judge L. S. Kinder had one hundred and fifty head of three-year-old Herefords on the Kansas City market last week. Their average weight was 1,124 and they brought an average of \$99.79.

Judge Kinder also had a carload of hogs on the Wichita market last week which topped at \$9.30.

Will Sell Season Tickets 2 p. m. Thursday—How Many?

Thursday afternoon the committee on tickets from the Chautauqua committee will engage in a campaign to sell season tickets. All holders of season tickets will be entitled to admission to the Bryan lecture free. The season ticket sale campaign will be conducted for two hours on the day mentioned.

Many inquiries have been made to the committee regarding tickets. There will be a large attendance at the lecture from other towns of the section.

TWO HUNDRED ATTEND THE I. O. O. F. CONVENTION.

Plainview Delegates Tell of Good Session With Hereford as Host.

R. M. Ellerd, representing the Subordinate; E. R. Anderson, representing the Camp; Mrs. J. E. Hawley, Mrs. H. H. Rodgers, Mrs. C. H. Keith and Mrs. Mary Anderson have returned from Hereford, where they attended the annual meeting of the Panhandle Odd Fellows' Association.

There were more than two hundred in attendance. Twenty-three members were added in the Encampment and thirteen in the Cantons. Part of the Encampment members belong to Plainview and all of the Canton members to Amarillo.

The officers elected were Capt. John Stidger, Amarillo, president; F. E. Walker, secretary; P. G. Fletcher, Texline, first vice president. The Executive Committee consists of John F. Ross, Amarillo; J. C. Dial, Canadian; E. R. Anderson, Plainview.

The next meeting will be in Amarillo.

BAPTISTS WALLOP MEN FROM WEST TEXAS STATE NORMAL.

Presley, of Local Team, Strikes Out Fifteen on Visiting Squad; Score 6 to 3.

Wayland College won the first of the series of games with West Texas State Normal, of Canyon City, yesterday afternoon, on the Wayland grounds. The score was six to three.

Another game will be played this afternoon. Then Wednesday and Thursday Seth Ward College will play the Normal team on the Eastside grounds.

The teams lined up as follows: Wayland—Hay, 2b; Dillon, 1b; Hale, 3b; Wilson, c. f.; Goode, s. s.; Hollis Blakemore, r. f.; Bolton, l. f.; Hanks Blakemore, c.; Presley, p.

Canyon—Smith, c. f.; Renfro, 3b; Reagan, c.; Vallance, r. f.; C. C. Gilbert, s. s.; Day, 2b; Glass, l. f.; Crudginton, 1b; H. M. Gilbert, p.

H. R. SO.
Wayland 6 8 4
Canyon 3 4 15

Miss Joe Haynes, who has been visiting here for a few days, went to Abernathy today.

Jno. G. Hamilton, B. H. Towery, Chas. Clements and L. D. Griffin were in Hale Center yesterday.

REPORT THAT VILLA IS DEAD IS MADE TO PRESS

WASHINGTON LISTENS WITH SUSPICION AND WILL AWAIT VERIFICATION.

IF TRUE, ARMY TO WITHDRAW

Chihuahua Consul Should Be Able to Identify Body of Dead Bandit.

SAN ANTONIO, April 17.—A report has come to army headquarters here from Major Tompkins detailing the attack on American forces at Parral Wednesday. He reports that he entered the town upon the invitation of an officer of the Parral garrison who met him ten miles from the city and extended the invitation, urging him to accept the invitation in behalf of the military and civil authorities. Upon entering the Mexican city the American force was attacked by Carrancista soldiers, regularly organized. Forty of the Mexican soldiers, including a major, were killed, and two Americans were killed. Six Americans were wounded, including Major Tompkins, whose wound was slight.

Officers here and at Washington think that the action of the de facto forces indicated a deliberate trap, but they do not feel that it was with the full knowledge of the commanding Mexican officer.

The Americans near Parral have been reinforced, so that the fear which has been felt for their safety has been somewhat dispelled.

General Funston said that, while Major Tompkins undoubtedly acted in accordance with his best judgment in retreating, he regretted that he had not made a stand, on account of the ill-effect the story of his retreat will have on the Mexican people, who will naturally regard the incident as an American defeat.

Advance Must Stop.
General Funston expressed the conviction today that communications with American forces could not be extended beyond Satevo, with the present troops available. He said operations farther south were impossible unless he obtained authority for the establishment of a new border base and free use of the railroads or material strengthening of the forces in Mexico.

Villa Not Dead?

An unconfirmed report reached here today that Villa had been killed and his body was being brought in to Chihuahua. No confirmation of the story could be obtained. Washington discredits it because of a communication from Consul Letcher, at Chihuahua, received at El Paso today.

Answering a telegram asking for verification of the report that Villa's body had been found, American Consul Letcher, at Chihuahua City, wired the Associated Press, "Nothing has been heard of the matter here."

The story is circulated that the dead man is really Pablo Lopez, the notorious butcher of Santa Ysabel. Mexican reports declare Villa's grave was located by a Villista, who was captured by Carranza soldiers, but who spared his life. Reports are being received here that typhus fever in northern Mexico is assuming the proportions of an epidemic. Few doctors remain in the country, and conditions are deplorable. Americans entering Mexico carry their own drinking water.

To Withdraw Troops.

WASHINGTON, April 16.—American troops will be withdrawn from Mexico immediately if Francisco Villa is dead. Administration officials made this unqualified statement tonight, commenting on reports from Mexican sources that the bandit's body had been discovered and was being taken from Cusi to Chihuahua City by special train.

Neither the State nor War Department had any confirmatory advices on the subject from American sources. Reports reaching El Paso and other border points were forwarded for information, but neither American Consuls nor military authorities in Mexico were heard from.

There was no attempt here to disguise eager interest in the reported killing of the bandit. Every message was closely scrutinized by the State Department and sent to the White House.

(Continued on Page Twelve.)

FORMER PLAINVIEW CITIZEN WRITES ON EFFICIENCY.

The following exposition of efficiency was prepared for the last issue of the house organ of Layne & Bowler Company by H. G. Wheaton, formerly chief clerk in the local office of the company.

Mr. Wheaton says:

"Efficiency is a word that is being applied to machinery, tools, and men alike. It is used in everyday conversation, and yet there is no word that is less understood. In speaking of machinery, we estimate the efficiency at 50 per cent, 60 per cent, or perhaps 80 per cent. We speak of man's efficiency; of personal efficiency. Can these, too, be reckoned in percentage or decimals? What is it, anyhow?"

"The word efficiency means the ability to accomplish the purpose intended; to obtain the results aimed at when the appliance or force was set to work. In the case of machinery, it is running without friction. Efficiency plus friction equals one hundred per cent. Conversely, perfection minus friction equals efficiency. Therefore, the smaller amount of friction, the

greater the efficiency. In the case of man, it is working with ease; working with the least possible amount of waste time; enduring without fatigue; studying without exhaustion; obeying orders without complaint; following instructions implicitly. A man's ability to do these things determines his efficiency and measures his value to a business concern. It is needless to say that the high efficient man will do far more than the low efficient one. He will make fewer blunders; be obliged to rescind his action or to reverse his decision less often; be able to view all sides of a problem with a clearer vision; to concentrate his mind more completely; to conserve his energies; to direct his activities better; to do things right and to do them now.

"As improvements in machinery increase its efficiency, so personal improvement increases personal efficiency. We understand how machinery may be improved, but how shall personal improvement be obtained? Simple enough. There are certain exercises which, if practiced carefully, will improve man's physical condition; others will sharpen his intellect. The most important of these is to desire

something better. There must be within the soul an insatiable hunger for greater success. Then, the personal bearing must be such as will indicate the possession of clear-headedness, energy, and persistency. Here auto-suggestion may be made to play an important part. Hold in mind the possession of these qualities and you will be surprised at the rapidity with which they will be attained. Realizing that success has been won, face the fates defiantly. Meet all obstacles boldly and yet with a composure that bespeaks a tranquil soul. Meet difficulties with a firmness that foretells mastery. Hold to a planned course of action, never wavering. Conduct your affairs in a businesslike manner; driving, never being driven. Do with thy might what thy hands find to do. While at work, change your position frequently, stretch, take several deep breaths, drop into an easy chair, and, for a few minutes, completely relax both mind and body.

"Regardless of the number of duties that may arise to demand attention, remember that only one thing can be properly handled at a time, and that any attempt to do otherwise will only result in confusion. Work on the principle that each subject shall be given equally careful consideration, and none slighted, doing this calmly, quietly, and with an easy, comfortable feeling. Delve into the depths of the matter, getting complete information, and base your decisions thereon. Mentally reviewing the evidence, make your decision deliberately, and yet with so much confidence and firmness that it will carry weight with all parties interested. Thus will you learn to concentrate the entire power of your mind upon each problem in its turn, weighing it carefully, and disposing of it finally, once and for all.

"To be able to do these things properly and in order, means that the per cent of efficiency is high. It means that there is but little wasted energy; that every moment is made to count.

"The successful man, the 'live wire,' is not, as is generally supposed, always in action, ever on the alert, keyed up to the highest pitch, working under pressure, intense. He is really under strain but a few hours per day. His methods of work and his whole bearing indicate repose and relaxation of mind and body and serenity of soul. This big man gives one the impression of being a great storehouse of mental, physical and spiritual power, ready for use should the occasion require. His subordinates all marvel at his ability to close deals involving thousands of dollars in less time than it takes them to close deals involving as many cents.

"This repose and relaxation of mind and body is inherent in every man, and is absolutely necessary to the development of that tranquility of soul which we call 'perfect poise.' Those life processes which seem to be constant in their activities require periods of complete rest. The heart, which as we all know beats from seventy-five to one hundred times every minute, comes to a dead stop at the end of every beat. In respiration, the lungs and muscles of the heart, chest, diaphragm and abdomen relax completely after every breath. If the involuntary acting parts of the human system require rest at intervals, does not the mind and those parts of the body which act upon command also need rest? To ignore these demands for rest is to use without replenishing mental and bodily power.

"To use without replenishing is to exhaust; to ultimately consume, whether the stock in store be mental energy, physical strength, or grain. When the stock is gone there is none to use and want begins. This is nature's law, and those who break her laws must pay the penalty.

"To many of us have given but little thought to this subject, and have no conception of the wonderful increase in personal efficiency that might be made if we and our workers would learn the art of proper relaxation. It has been demonstrated that men can perform nearly four times as much crude, physical labor by taking brief periods of rest as they can by constant exertion. With this fact before us, who can estimate the results that may be obtained by the mental worker who learns to arrange his time and duties so systematically that he can get all possible benefit out of such rest.

"Very few men know how to properly relax; to rest. Many of us do not let down the tension, even when asleep. Physical tension is dependent upon mental tension. When the mind is alert, keen, active, the body is ready for action; the muscles taut; the nerves strained. But if the mind be quiet, peaceful, calm, the body and all its parts may become restful, relaxed. In this mental condition, reclining in a easy chair, one will obtain more rest in five minutes than one will in a full night's sleep if disturbed by business cares and annoyance.

"Much has been said about the business man carrying his troubles home at night. To do this, is recognized as a gross mistake. Many men are endeavoring to quit it, but they are very much like some pious people of the

generation that has passed: These good people thought it sinful to discuss business matters on the Sabbath day, and held rigidly to the principle; but many times they were so engrossed in thoughts about business that they could hardly give a pleasant word to the family. To relax mentally at quitting time is the only way in which one can leave business problems behind; and to relax physically when one retires at night is the only way to obtain rest—that is, the recuperation of the muscular and nervous systems and to the regaining of energy needful for the duties of the coming day.

"Think not that this art of relaxation can be acquired at a single bound. To do this requires training. Every accomplishment of value requires thought and practice. Every important exercise must be studied carefully and then made use of in every possible way. It is well to write out a schedule of the day's activities and refer to it frequently. Live up to it. Make prominent these exercises of deep breathing and relaxation. When the duties of the day are done, change the trend of thought. Discard those of business and charge your mind with pleasant things. Assume the attitude and facial expression of courage, confidence, cheerfulness, and composure, and these feelings will be secured in a remarkably short time. When these feelings permeate the being your mental and physical energy will be increased; your personal efficiency will be raised; and your value to society and to the business world enhanced to a degree that you had never dreamed possible. Your vision of life will be better, more clear cut, and you will see in the future, the days that are before you, attractions that will allure you on to still greater personal development."

We buy and sell West Texas land. If you want to sell or exchange, write us, giving full particulars. Owners only. DANIEL O'DONNELL, INC., Hippee Bldg., Des Moines, Iowa. 3t.

The South Plains Marble Company

(Located just West of the City Hall)

With a Carload of Monuments on Hand Are Now Ready for Business

We guarantee you a better class of work than most of the work that has been sold through this country by agents.

When you buy from us you are out no money until the work is erected at grave to your satisfaction.

We invite your inspection of both material and workmanship.

South Plains Marble Comp'y

PLAINVIEW, TEXAS

Round Trip Excursion Fares



Round trip excursion fares to Dallas, Texas, account Grand Commandery of Texas Annual Conclave Knights Templar. Tickets on sale April 22nd and 23rd, final return limit April 30th. Rate \$14.75.

TO SAN ANTONIO ACCOUNT FIESTA

San Jacinto and Battle of Flowers, tickets on sale April 24, 25, 26, 27 and 28, return limit May 1. Rate \$20.10.

For other rates and further information phone 224. JOHN LUCAS.

Here and There A Piece of Furniture Built to Suit Your Individual Taste

WILL so greatly add to the charm and atmosphere of the home that we suggest that you study just how you can add the necessary touch at the time you are making your house cleaning plans.

If you will advise us we will be pleased to call and make suggestions and deliver the work when it best suits you.

We do all kinds of cabinet work and feel that we can suit you with home made work.

KRATZER & BOHANNON

Between Alfalfa Lumber Co. and McAdams Lumber Co.

Julia Culp

The World Famous Lieder Singer

Will Give a Recital in

Canyon, April 21st

In the new Normal Auditorium

Best Seats \$1.50

Phone or write C. W. Warwick



Come to see us before purchasing your Easter millinery.

EASTER

Is Fast Approaching

And in view of the fact we have freshened our line with a new assortment of pattern hats, untrimmed shapes, flowers and fancy feathers in all the leading colors.

R. & H. Millinery Co.

AT HAMNER'S DRY DOODS STORE



STANDING GUARD OVER THE WHOLE FAMILY

YOU CAN RELY ON **Rexall Orderlies**

Rexall Orderlies

The laxative tablet with the pleasant taste

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

We have the exclusive selling rights for this great laxative

The Rexall Store

We have the exclusive selling rights for this great laxative. DYE DRUG CO., INC.

The Herald's Review of the Movies

"A Man's Sacrifice" will be shown on the screen at The Ruby Theatre Thursday.

"A Man's Sacrifice" (Bradway Star Feature—Vitagraph).—A three-reel blue-ribbon picture telling a red-blood story with a climax coming in a miner's cabin. The heroine, Edith Story, is passing the night there alone, and the villain, Ned Finley, a rough mining-town character, breaks in. There is a terrible fight, in which the cabin is pretty well raked. The hero, who has remained near to guard her, is sleeping not far away. At the last moment he hears the fight and comes in time. The intense excitement is skillfully carried further; but the happy ending is sure.

The Ruby also presents "To Arms," an episode of "The Uncle Sam at Work" series of educational pictures. It shows how well we are prepared to go to war.

"Snakeville's Champion." Ben Turpin is the "champ," and the fun is fast and furious throughout this "Snakeville" comedy.

"The Red Circle" No. 10, at The Olympic Thursday.

"Smiling" Sam arrives at the Travis town house concealed in a trunk. He threatens to "squeeze" if June and Mary refuse to hide him. Unable to do otherwise, they conceal him in the attic.

Wishing to make Lamar believe that she is interested in his search for the red circle, June calls at his office. Lamar, worn out after a tedious day, leaves for his club. While awaiting his return, June meets Attorney Gordon, wrongfully accused of embezzling. He has come with the intention of throwing himself on Lamar's mercy. Besides Mary, her companion "Smiling" Sam, knows that June is a member of the race of red-circle crooks, which was thought to be extinct.

The Olympic also offers "The Mysterious Hireling," an excellent one-reel drama, adapted from a story by Roy Norton. The plot is refreshingly different and Ivan Christy plays the high-minded, eccentric Dr. Harvey in accord with the author's intent. Charles H. Malles and Mary Malatesta are effective members of the cast.

Also is shown "The Hoax House," a play in two parts.

Thursday The Mae I. Theatre offers "In the Sunset Country," a two-reel Mustang feature starring Forrest Taylor and Nell Frazen. The Mae I. also presents "Bill Bunks the Bandit." The foreman and cook are both frantically in love with Belle, the ranch owner's daughter. She, heartily sick of their attentions, answers the advertisement of a rugged young gentleman in the east who "yearns for a life in the open" and wants a wife. The two rivals join forces to fix the newcomer. They hire a pair of bandits to kill the rugged young gentleman in return for a bag of gold dust. When the cook and the foreman see Belle's prospective husband alight from the train they decide to save the gold dust and do the

job themselves. Bill, the rugged young gentleman, obediently mounts the horse which Belle leads up, and about thirty seconds later is clinging desperately to the saddle-horn, while the animal bears him over the plains. At last the girl succeeds in stopping the runaway. The bandits discover they have been done out of their job. They are driving the cook and foreman before them, bound and helpless, the ropes about the wrists of their rivals are severed in twain. The bandits turn to fight their unseen foe. Off goes the sheriff's hat on the trail of the bandits. He wheels about and runs right into his quarry. The hero of the wobbly gun and closed eyes rides up with the ranch owner's daughter. "I shot off your hat, sheriff," he announced cheerfully, "to attract attention to my prisoners," and he gets away with it. Belle marries her hero.

Friday, at The Olympic, will be shown "The Trail of the Lonesome Pine." Cecil B. De Mille has made a truly artistic picture out of the now famous story and play of John Fox, Jr. It might be described as a picture of the "better sort." He has had the best of material to work with in story, drama and cas, and he has overlooked no opportunity, so far as we can see, to provide telling situations, and "punch"—if we may be allowed to coin a phrase!

Artistry announces its presence in various ways; most of them are subjective, but nearly all of them may be defined as the right thing, done at the right time, and the artist is the person who can pick the right time.

We do not care to be more explicit than this as regards the notes of artistry in this picture, but no one who sees it will fail to note that they are here. Melodrama it is, but not mawkish melodrama, and it is never allowed to carry its melodramatics too far.

John Fox first wrote the story; then Eugene Walter made a play, and afterward Janie McPherson adapted it to the screen, and Charlotte Walker was cast for the leading role; hat is, the genesis of this release. Miss Walker's work is convincing and finished.

We pass lightly over the fact that as a screen figure she does not please us personally, but there are enough thousands who do like her.

In this play she is June, the daughter of a moonshiner, and beloved of her cousin. When the revenue officer arrives, she entices him to the cabin, where he is seized and made prisoner. Immediately the two fall in love. The cousin's jealousy is aroused, and he locks the officer in the cow stable, whence he escapes by burning his bonds. He organizes a posse and returns for the moonshiners/who escape from their beleaguered cabin after June has held up the man she loves, with a rifle.

The moonshiners escape. Through a note sent to the sheriff's posse by the revenue officer, and which June has translated for the moonshiners—

and translated correctly while trying to do the very opposite—they waylay the young officer and shoot him.

He is brought to the cabin to die. June prevails upon her cousin to go for a doctor, and he brings the posse under a flag of truce. The revenue officer is saved, but the cousin is shot as a "traitor" to the moonshiners.

Later the moonshiners agree to give up the traffic, and are set at liberty, and the revenue officer and June are betrothed.

Theodore Roberts gives a strong portrayal of Tolliver the leader of the moonshiners, and Thomas Meighan is excellent as the revenue officer. Earl Fox's work as the cousin of June is also of a high order.

Friday is Special Comedy Day at the Ruby. In addition to the two-part L. Ko comedy, they offer a Lubin comedy, with Billy Reeves, the famous English knock-about comedian. The title of this comedy is "His Wife's New Lid," and it is a sure-enough "funny one." They also offer another single-reel comedy, featuring Tom Mix. The title is "Young Love." In addition to the four reels of comedy, there is also the Universal Animated Weekly, showing all the latest happenings, as well as many war scenes from the front in Europe.

The Ruby also offers "Firing the Butler" (Two parts).—The cast: Hubby (Reggie Morris); His Wife (Gertie Selby); His Father (Gus Leonard); the New Butler (Dave Morris).

During a kitchen love romance jealousies are aroused and Hubby discharges the butler. He hires another at an employment agency, and the order coming in the possession of an awkward Dutch butler he enters the house an dis mistaken by the wife for her father-in-law, whom she has never seen and who is expected that day.

In the meantime the real father has arrived at his son's office and finding him busy, has started for the house, while the son remains at his desk. Upon the old man's arrival he is taken for the butler, while the real butler is lavishly welcomed by the young wife. The father is dismayed when the wife rebuffs his tendered affection, and when the maid refuses to allow him a drink of wine and he is sent to the kitchen he is quite heartbroken.

Finally he asserts himself and telephones to his son, for the old man has become wrathful upon seeing the young wife kiss the butler. The butler goes to the kitchen and by his blundering sets the house afire. The son arrives and with difficulty and after a series of ludicrous adventures manages to save the wife and his father. She is consoled for the ruin of her beautiful house when hubby displays an insurance policy. Explanations are made and Hans, the new butler, seeks seclusion amid the smoking ruins and calmly finishes his luncheon.

"The End of the Road" is presented at The Mae I Friday. It is a thrilling drama of life among the Carolina mountaineers, featuring Harold Lockwood and May Allison. The Mae I. also gives another of the Cub Comedies, featuring George Ovey in "The Hold-Up."

Saturday The Mae I. offers "Author! Author!" Marcellus Peckinpaw is the celebrated author of "The Lure of the West." He is offered a handsome sum by the president of the Titan Motion Picture Company for the film rights to his masterful novel. Peckinpaw insists that he be allowed to oversee the screening of his remarkable story. Accordingly, when Director Jimmy Montague is read yto proceed with the selection of the types for the picture Peckinpaw arrives at the studio—and bad luck camps on Monty's trail. Buck fills Peckinpaw's ears with stories of the ferocious deeds of Peter Lone Wolf, a real Indian, who is a member of the company. In reality, the Indian is fully as civilized as Peckinpaw, but he lends himself with enthusiasm to Parvin's plan. At last Buck has the author in a highly nervous state. Then one day in the distance is heard the rumbling roar swelling into a whoop. Over the hill in full war paint and feathers rushes Peter Lone Wolf, and the company scatters. In the mad scramble, Peckinpaw falls to reach a place of safety. The Indian singles him out and with tomahawk in the air rushes the little man. Up hill, down dale and across the plain Lone Wolf chases Peckinpaw.

They also offer a beauty comedy, "A Girl, a Guard and Garret." Martin Fowler forbids his daughter, Jessie, to marry Billie, a cub reporter. She tells father that she and Billie will elope. Father hires a professional strong man to shadow the young folks. At last, however, Jessie outruns her ponderous pursuer and is whisked off by Billie in an automobile. The strong man gives chase on a motorcycle. Jessie is torn from the arms of her near-husband as they stand in the presence of the minister and carried home to her father. He locks her in the garret.

Jessie discovers some comprising photographs, relics of her father's days as a gay young blade. She drops them out of the window to Billie. The thwarted lover calls on father and in his capacity as reporter threatens to print the pictures. Wrathful, father dares him to go ahead. Billie returns a few hours later with proof of a spicy illustrated article. It is more than father can bear. The minister is summoned and the ceremony is performed.

The Strange Case of Mary Page" will be shown on the screens at The Olympic Saturday.

An insatiable villain, constantly crossing the path of two lovers, furnishes a situation sufficiently exciting to open a serial and perform the necessary function of stimulating the interest for further instalments to come.

"The Strange Case of Mary Page" goes even a step farther than that. The villain is killed, astensibly by the heroine and subsequently she vanishes and leaves no trace of herself.

With such a mysterious ending and with such a triangular situation carried throughout the two reels, this foremost chapter of Essanay's serial does all that an opening number can do and ever does, in a style that leaves little room for improvement.

Henry Walthall, appearing as Philip Langdon, the young attorney in love with Mary Page gives a polished performance.

None of his opportunities are too insignificant for him to disregard. He centers his abilities on every scene, and the result is a finished characterization of a part that would otherwise appear shallow.

Edna Mayo, as Mary Page, acts very well, save in one or two closeups, when her emotional bits seem slightly overdone.

Miss Mayo, besides acting and looking pretty, wears a varied selection of costumes, including an evening wrap the replica of which has never seen either sun or electric light.



"The Strange Case of Mary Page," at Olympic Saturday.

The heavy is Sydney Ainsworth, and the theatrical manager is nicely played by Harry Dunkinson. Others are Frankie Raymond, William Chester, Miss Valli, Frank Hamilton and Arthur Bates.

Mary Page is an actress engaged to Langdon. The angel back of the show is envious of the young lawyer, and time and again makes advances toward

(Continued on Page Six.)

OLYMPIC

"YOU KNOW THE PLACE"

THURSDAY.
"RED CIRCLE" DAY
"EXCESS BAGGAGE"

The tenth episode, in which June Travis fools 'em again.

"THE HOAX HOUSE"
King Baggott and Edna Hunter in a two-part Imp comedy-drama.

"PATHE NEWS"
A one-part Biograph drama.

Paramount Pictures Matinee

FRIDAY
We Offer
CHARLOTTE WALKER
—in—
"THE TRAIL OF THE LONESOME PINE."
Produced by Lasky, in Five Splendid Parts.
Matinee and Night,
5c and 10c.

SATURDAY.
"MARY PAGE" DAY

We present
HENRY B. WALTHALL
and EDNA MAYO

in the first episode of
"The Strange Case of Mary Page"

In two parts.
"ELEVATING FATHER"
A two-part L. Ko comedy.
Laughs guaranteed.

"PATHE NEWS"
Sees All—Shows All.

RUBY

"ALWAYS A GOOD SHOW"
THURSDAY.

"A Man's Sacrifice"
A three-part Vitagraph Star Feature with an all star cast, including Dorothy Kelly and George Cooper.

"To Arms"
An episode in "The Uncle Sam at Work" educational series.

"Snakeville's Champion"
Ben Turpin in a rousing Snakeville comedy sensation.

FRIDAY.
Special Comedy Day.

"Firing the Butler"
A two-part L. Ko comedy thriller that is a scream from start to finish.

"Young Love"
Tom Mix in a one reel Selig western comedy.

"His Wife's New Lid"
Billie Reeves in a one reel Lubin comedy. Laughs guaranteed.

"Animated Weekly"
One reel of current events.

SATURDAY.

"The Worth of a Woman"
A two-part Biograph western offering of splendid merit with Jose Reuben and Claire McDowell.

"As Fate Decides"
Rupert Julian and Elsie Jane Wilson in a one-part dramatic masterpiece.

"His Wife Knew About It"
Mr. and Mrs. Sydney Drew in a Vitagraph comedy. Laughs guaranteed.

"Pathe News"
Sees All—Shows All.

Mae I. Theatre Program

THURSDAY

'In The Sunset Country'

A 2-reel Mustang feature, replete with thrills of western atmosphere. Starring FORREST TAYLOR and NELL FRANZEN.

"BILL BUNKS THE BANDIT"

An amusing western play in which bluff saves a tenderfoot, featuring BARBARA GILROY, CLAUDE COOPER and ARTHUR CUNNINGHAM.

"MUTUAL WEEKLY" No. 49

Pictures of the world-wide interest taken by the Mutual cameramen.

FRIDAY

"The End of the Road"

A thrilling drama of the life among the Carolina mountaineers. Adapted from H. Gratton Donnelly's famous novel, featuring HAROLD LOCKWOOD and MAY ALLISON.

A stupendous Mutual Masterpicture in five acts.

"THE HOLD"

Some startling road adventures of the irresponsible JERRY. Starring the noted comedian, GEORGE OVEY. (Cub comedy.)

SATURDAY

"AUTHOR AUTHOR"

A tremendous comedy feature in three parts. One of the BUCK PARVIN Mustang features, starring ART ACORD and RHEA GERGER, DIXIE STRATTON and LARRY PEYTON.

"A Girl, a Guard and a Garret"

A reporter gets one on father. (1-reel Beauty comedy.)

MAE I. THEATRE

Matinee: 215

Evening 7:15

The Strange Case of MARY PAGE



With
HENRY WALTHALL
and
EDNA MAYO

The Thrilling Essanay Series

A Tale of an Unconquerable Love

This serial has been advertised for months in the largest and most important magazines in the United States. No doubt you have been reading about, and wishing that you could see it.

ABOUT THE LEADING CHARACTERS

Henry B. Walthall is one of the most popular, and highest salaried motion picture actors in the world. He played the leading role in "The Birth of a Nation", the world's most stupendous photoplay.

Edna Mayo won a contest for being the most beautiful girl in the State of New York. She is also one of the most popular and highest salaried actresses in motion pictures.

TO THE LADIES

The gowns worn by Miss Mayo in this serial are from models designed exclusively for her by "LUCILE", (Lady Duff Gordon), the world's most famous modiste.

ABOUT THE SERIAL

"THE STRANGE CASE OF MARY PAGE" is in fifteen chapters, each chapter being a COMPLETE STORY.

THE TIME AND THE PLACE

"THE STRANGE CASE OF MARY PAGE" starts Saturday, April 22nd at the Olympic and will run every Saturday thereafter for fifteen weeks. Remember the time and the place.

The OLYMPIC Theatre

"YOU KNOW THE PLACE"

Motor News of General Interest

AUTO MAKERS UNITE TO MANUFACTURE GASOLINE.

National Automobile Chamber of Commerce Aids in Organizing a Company to Produce and Refine Petroleum.

NEW YORK, April 3.—The most important result of the increasing agitation against excessive gasoline prices is the organization of motor car manufacturers into a company for the production of gasoline and also to supply complete cost information on gasoline production with a view to protecting the makers and users of motor cars, motor trucks and other users of the fuel. This company, which will be formally incorporated within the next few days, with a capitalization of \$5,000,000 to \$10,000,000, will distribute its stock throughout the whole country in such a way that it cannot possibly pass into the control of any competitive interest.

The new company will prospect, produce, act as jobber in crude oil, build refineries and develop a large selling organization. Alfred Reeves, general manager of the National Automobile Chamber of Commerce, Inc., who is in close touch with the promoters, states that they have received numerous offers of oil lands, refineries, equipment, etc. Besides Mr. Reeves, S. A. Miles, manager of the New York and Chicago motor car shows, and John A. Royall, for 25 years identified with the gasoline industry, are the only persons actively interested in the plan whose names have been permitted to be used

in connection with it.

Origin of Plan.

Before any active steps were taken, exhaustive reports of the conditions surrounding the oil business were quietly prepared, with the result that the manufacturers evinced their willingness to test the theories advanced by the oil companies concerning the reasons for the high prices now prevailing and the further advances so frequently threatened. It was during the lengthy conference held during the past few days between representative car manufacturers, officers of the N. A. C. C. and men of experience in the oil industry that the plan to form an organization which would produce results in the way of reducing the price of gasoline to the motor car and motor truck user was decided upon.

The purpose of the new company will be to produce gasoline, kerosene, lubricating oil and other products of petroleum, not necessarily for the purpose of injuring any business at present in operation, but to demonstrate that gasoline can be profitably produced and sold at a price lower than that now prevailing.

"This," said Mr. Ryall, "we regard as the only real remedy for existing conditions. We shall, at the very least, demonstrate that no further increase is necessary and so protect the business of the motor car makers and their hundreds of millions of invested capital."

"It is highly desirable to discuss, in connection with the bills introduced in Congress, methods of competition and

to find a remedy for existing and future conditions of the oil business, whereby the consumer is to be forever safeguarded against unfair methods.

"This corporation, when finally launched, will include all interests outside of the oil interests, and in this latter designation I include the so-called 'competitive oil interests,' from which no relief can be expected. They are all founded upon the same selfish interest, and maintain prices rather than produce real competition to the business.

"This company," continued Mr. Royall, "will have upon its board of directors a large representation of the motor car and other allied industries, which, despite their hundreds of millions of invested capital, are now wholly without representation in business so vital to its present and future welfare. In addition to its board and managing directors, it has been suggested that the company have an advisory board of at least 250 non-resident advisors, elected pro rata according to the population of the various States, who will act without compensation."

Mr. Miles, who has been in consultation with manufacturers and others, stated that in connecting himself with the new company he felt assured of their hearty co-operation, declaring that the new company will really attempt to provide life insurance for the builders of cars.

"They are not interested in the new company primarily for the profit of the oil business, though we do not pretend to say that the company will be conducted without reasonable profit if it is obtainable."

GENERAL PERSHING DRIVES A DODGE BROTHERS' MOTOR CAR.

According to detailed advices now arriving from the border, Dodge Brothers' motor cars have played a prominent part in the invasion of Mexico in pursuit of Villa.

When General Pershing led his troops across the border he traveled in a Dodge Brothers' motor car, and four other touring cars were used in the transportation of supplies. These cars have, of course, been since supplanted in this work by the big trucks shipped to Mexico, but the touring cars are still in use by the army.

According to the transportation department, they have made wonderful records in the desert travel after the fleeing Mexican bandit.

Reporting on the performance of the Dodge Brothers' car that carried General Pershing on the first advance, an army officer said:

"We had practically to make our own roads, and from what the Dodge Brothers' car showed on that trip I believe it could climb a wall. The car went through mountain passes and over places where it was necessary for the engineering corps to blast out a trail before the trucks coming after could get through at all."

FISK WORKMEN TO BE WELL CARED FOR.

"The Fisk Rubber Company, of Chicopee Falls, Mass., has announced completion of its plans for the establishment of the department of industrial relations under the direction of Dr. William Hall Coon, formerly of the Massachusetts State Board of Health.

The Fisk concern is one of the first of the large industrial concerns in Massachusetts to recognize the importance of conserving the health and well being of its employees and to take these matters up in a scientific and comprehensive manner.

The new department will provide for safety and health of all the thou-

sands of employees at the Fisk plant, for the increasing and bettering of the hospital service and will include a division given over to the study of all questions having to do with industrial relations.

In addition, the Fisk Company has provided free health insurance to all employees at the factories and provisions are made for free life insurance as a reward for continuous service. The latter, starting at \$500 in

The Fisk Rubber Company, of Chicopee Falls, Mass., has announced that it will increase its dividend for one year, increases \$100 each year to a maximum of \$1,000 in five years.

WANTED—To buy a farm from the owner. Address "K," care Herald office.

SAXON

Strength Economy Service

A Big Six Cylinder Touring Car for Five People

A Proved Six Cylinder Car for \$785

In the Saxon Six you get the same quality materials—same high grade features—that you find in the costly cars. The Saxon is the outgrowth of years of effort to market a car that would stand up and give good service and yet sell at a price within reach of those with moderate means.

POWER OF A LOCOMOTIVE

Mighty, resistless power that seems capable of sweeping you on and on forever—that's the first thing you feel when you sit behind a wheel of a Saxon "Six."

You sense it in the motor's low, healthy purr. You feel it in the steady, even pull as the car gets under way.

And then, when you step on the accelerator, what a revelation of power you get. The car leaps forward—eagerly, like a hound unleashed.

Speed is yours—as much as you want—with only a touch of the throttle. Hills are like level places. You romp up steepest grades without the slightest feel-

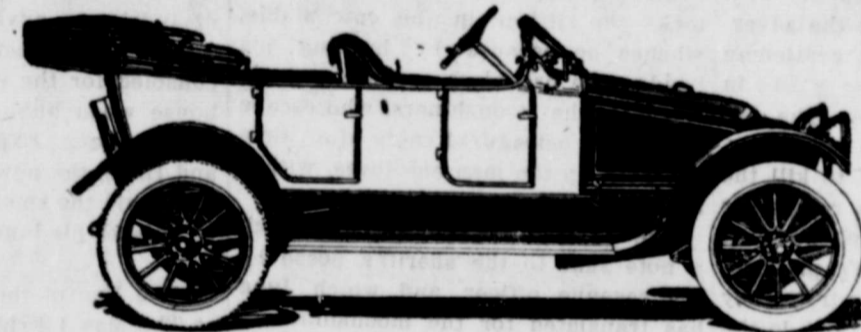
ing of effort. Come in and see this splendid car. Let us prove to you its power and quality. In choosing your touring car don't be content with anything less than a "Six."

Six-cylinder high-speed motor, 30-35 h. p.; yacht line body; two unit electric starting and lighting; demountable rims; one-man top; Timken axles and bearings; vanadium steel cantilever springs; 122-inch wheelbase; 32x3 1-2-inch tires, non-skid in rear.

"Four" Roadster	\$395	"Six" Touring Car	\$815
With detachable Coupe top	\$455	With detachable Limousine top	\$965
Delivery Car	\$395	"Six" Roadster	\$815



GEO. A. ANDERSON, Dealer
Plainview, Texas



FRIEND:--Before you complain about the high cost of gasoline--look inside the car and see how the gasoline is being used!

With owners of ordinary cars glad to coax 8 or 12 miles out of a gallon of gasoline, Franklin owners are getting 18--20--25 and even greater mileage.

The Direct-Air-Cooled Franklin gets rid of all the 177 water-cooling parts, all their complications, friction and absorption of Power.

The average car burns up one gallon of every three just to keep the complicated water-cooling system at work.

Come in--look at the Franklin--ride in it. And get the facts that will cut your gasoline bill in two.

J. J. ELLERD
Distributor for Franklin Automobiles

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

If You're Playing To Win
in the Game of Life, equip yourself with a **BANK ACCOUNT** and make your score assured.
Don't wait until TOMORROW.
Get in the GAME TODAY.
THIRD NATIONAL BANK
PLAINVIEW, TEXAS

Great Trade Campaign
FREE
CHOICE OF
PARTIN-PALMER, MONROE, GRANT, DORT, METZ, FORD OR SAXON 2-PASSENGER AUTOMOBILE AND MANY OTHER VALUABLE PRIZES
COME AND LET US EXPLAIN **Save Your Tickets**
FREE CHANCE TO ALL
THE R. A. LONG DRUG STORE

Motor News of General Interest

HIGH-PRICED GASOLINE TO FOSTER FUEL TESTS.

Agitation for the regulation of the price of gasoline, and volume of claims as to low gasoline consumption by different makes of automobiles, ought to be favorable toward the revival of gasoline contests, which were popular up until about five years ago.

As early as 1906, the Automobile Club of America recognized the influence which fuel economy would have on the progress of the industry, and promoted tests to show the relative advancement from year to year in performance of this kind. Besides, almost every local contest then staged by various automobile clubs included an award for lowest gasoline consumption.

From the first, no car has been more closely identified with the gasoline-economy movement than the Franklin. Starting in May, 1906, with a world's record of 87 miles on 2 gallons, established at New York, various economy events were won with a regularity that built a reputation which the car continues to hold today.

In the Long Island run of February 25, 1908, and the Buffalo One-Gallon Contest, in July, 1909, in which the average per gallon reached a higher record than ever, 46.1 miles, the Franklin set still higher standards. The foremost accomplishment in economy research culminated in 1911, when the Automobile Club of America again officially observed a tri-1, this time on the Franklin alone. The result, 83.5 miles on a single measured gallon, up to the present has never been equalled.

The influence which these records exerted on contests was shown in the economy run staged in 1912 by the Quaker City Motor Club, of Philadelphia, the rules of which showed an effort to revive the waning interest by making competition closer through the elimination from eligibility of all air-cooled cars. Under this ruling, a two-passenger car was awarded first prize, with an average of 22.07 miles per gallon.

This meet marked the last general contest involving gasoline economy. Today the contests seem to be limited to rivalry among owners. The desire for gasoline economy is inducing individual owners to bring everything possible to bear in influencing both the price and the consumption. Present conditions are adding more and more importance to the elements affecting

the consumption end, as the increasing demand is bound to make a conservation of the supply necessary through higher efficiency in automobiles.

NEW PLAN FOR INSURING CARS BY NEW JERSEY CO.

A new basis for insuring automobiles has been evolved by one of the leading New Jersey insurance companies. The weight of the car is now depended on in defining the risk and setting the premium required. Cars weighing under 3,000 pounds are insured at a certain rate and those over 3,000 pounds at a different rate. This standard applies both to automobile liability and property damage.

This new principle can well be considered the outgrowth of conditions as they are now holding. The man who operates a heavy car has always experienced greater expense for gasoline, tires, and depreciation, and now his insurance follows substantially the same ratio.

A new element in establishing the relative safety of automobiles is shown by this weight standard. The statistics of the insurance company have established the fact that lighter cars are safer. The rates bearing on the "light" and "heavy" classifications establish their relative safety in the proportion of two to three, that is, the light car is one and one-half times as safe as the heavier.

Conditions affecting the expense of operating automobiles are more and more reaching the point where the question of weight must be the first to be considered. Already weight elimination is one of the biggest problems automobile designers are working out. Simplifying the mechanism of an automobile is regarded as the initial step. Complication is known to be too closely related to high upkeep and lack of control of automobiles to longer stand the test which motor cars are now required to meet.

FORD DOUBLES SALES FORCE.

Instructions have been issued to the managers of the 51 branches of the Ford Motor Company to double the force of salesmen in their territories. At the same time a great many of new dealers are being signed up, and the 6,000 that were on the books last August have now been increased to 8,500.

Production has been going ahead on

a basis of 500,000 cars for the year, and additions to the various branch factories in various parts of the country have been started. A second building, four stories high, was started March 1 in Denver. It will cost \$175,000 when it is completed. The plant will then have a capacity of 100 cars a day. A four-story addition to the Columbus, O., branch has also been started.

HINTS TO THE CAR OWNER.

A simple but effective way to take off or put on piston rings is to cut four pieces of ten about one-quarter of an inch wide and three or four inches long and slide them under the piston rings a little way apart. In doing this one may take them off or put them on with little trouble.

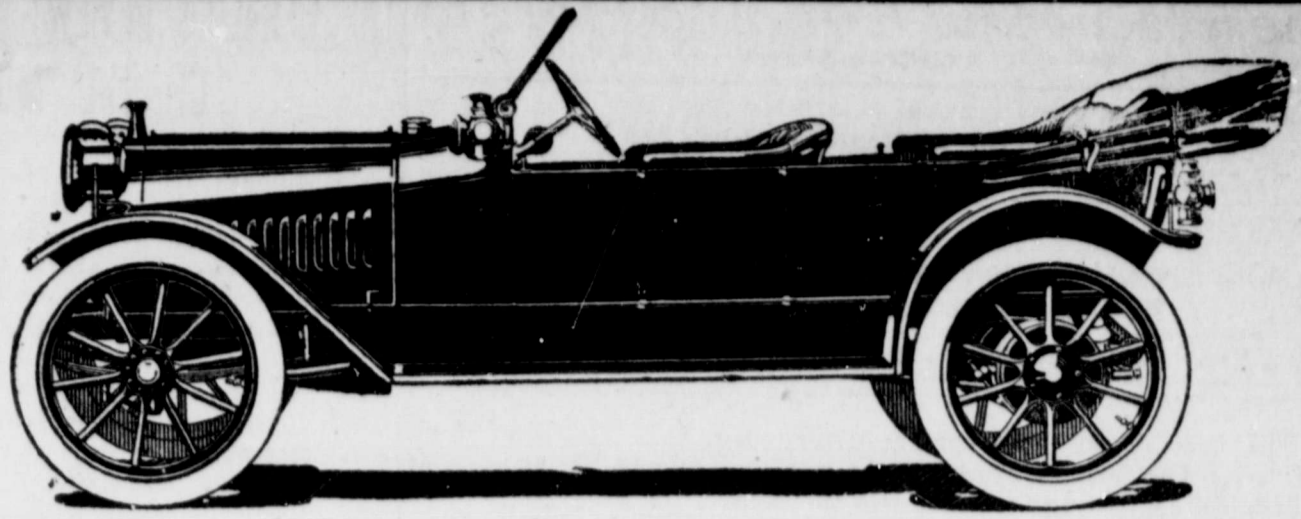
While the magneto does not require much attention other than an occasional oiling, in accordance with the instructions of the makers, it is a good plan to remove the breaker box and distributor covers to clean these members. A small, soft brush will be of service. This should be done at intervals, especially if the magneto is exposed to dust, etc.

The spring clips which hold the springs to the axles should be frequently inspected and tightened. A loose spring clip will cause a spring to break very quickly. A little oil and graphite injected between the spring leaves will also make them more flexible and prevent squeaks, due to rusting.

It is not good policy to see how long the valves will hold compression without grinding. The valves should be re-seated about every 2,000 miles, whether the compression is good or not. Especially is this true with the exhaust valves. If they are neglected too long they become pitted, and then it is difficult to grind them into good condition again. Very often after waiting until this condition arises it will be found necessary to install new valves.

Present-day self-starting and electric-lighting systems require efficient batteries. For this reason the battery should receive careful attention. It should be inspected frequently and the plates of the cells kept covered with electrolyte. A little distilled water added at frequent intervals may obviate the necessity for a new battery.

TANKAGE at the PLAINVIEW PRODUCE CO. Phone 366. tf.



Hupmobile

THE Hupmobile—with its clean, simple, powerful, four-cylinder motor—furnishes all the elements most desired in motor car performance:—

Rapidity of pick-up, flexibility, and pulling power on high gear; smoothness, silence, and absence of vibration at any speed.

These characteristics, and its consistent economy, explain why old owners remain steadfastly loyal, and why the Hupmobile market is steadily widening among those seeking a quality car.

Let us prove that we are justified in our belief that "the Hupmobile is the best car of its class in the world."

Hupp Motor Car Corporation, Detroit, Michigan.

HUBBARD BROTHERS

South Plains Distributors

In the United States

Five-passenger Touring Car \$1085	Year-Round Touring Car \$1185
Two-passenger Roadster 1085	Year-Round Coupe 1165
Seven-passenger Touring Car 1225	Prices F. O. B. Detroit.

Courtesy First—Safety for Others in Motoring

How Many Miles Are There in a Gallon of Gasoline?

That depends on the type of motor in your car.

When you buy a Buick Six Cylinder Valve-in-Head Motor Car, you not only get the last word in comfort, style; power and speed, BUT WE GUARANTEE THAT YOU GET AN AUTOMOBILE WHICH WILL GIVE YOU THE HIGHEST GASOLINE MILEAGE.

It is an admitted fact that the Valve-in-Head Motor does give 15 per cent more power than any other type of gasoline motor which means 15 per cent more mileage per gallon of gasoline.

This is not a theory but a fixed engineering principle resulting from the perfecting of the Buick Valve-in-Head motor.

Thousands of users of Buick Valve-in-Head Six Cylin-

der Cars give evidence daily that they are getting 20 miles or more per gallon of gasoline consumed while touring with full passenger load, and many users report over 25 miles per gallon.

Remember—cost of operation is a part of the cost of your car.

WITH THE PRICE OF GASOLINE GOING UP, THE ECONOMY OF THE BUICK VALVE-IN-HEAD CAR SHOULD MAKE IT YOUR PREFERENCE.

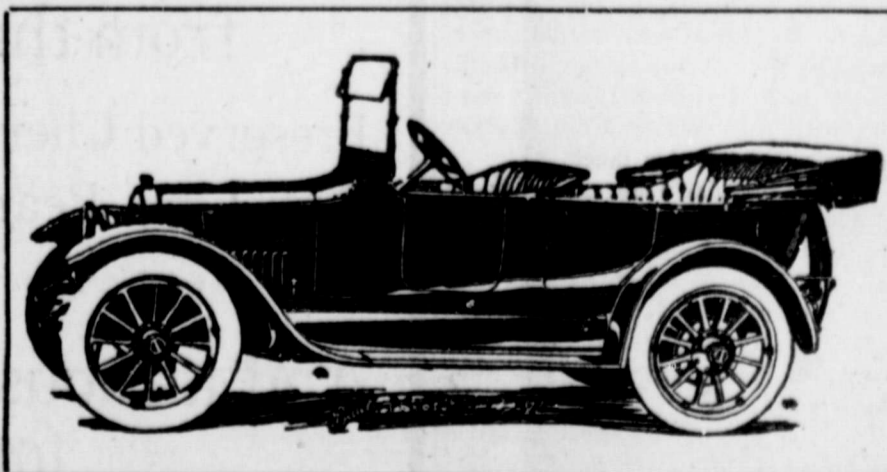
See These Cars on Our Floor Today or Call Us for An Appointment

BUICK TOURING CAR

Model B-45

Price \$1,020

34x4 wheels, 10 3-4 inch clearance, crown fenders. Color scheme is black and green, with black fenders and green wheels.



BUICK ROADSTER

Model D-44

Price \$985

34x4 wheels, 10 3-4 inch clearance, crown fenders. Color scheme is delft blue body, black fenders and ivory colored wheels.

Plainview Machine & Auto Shop E. E. ROOS, Proprietor

The Plainview Evening Herald

TWICE-A-WEEK

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

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

Entered as second class mail matter July 1, 1914, at the Post Office at Plainview, Texas, under the act of March 3, 1879

\$1.50 a Year; 75c, 6 Months. Advertising Rates on Application.

This is a normal Texas spring. Everywhere there has been abundant rain. The farmers are busy, the merchants happy. Nature is at her best, all combining to create wealth—wealth for progress, for the making of a better Texas and better living for Texans—and products for the masses of the Nation.

IS THERE NEEDLESS DUPLICATION?

That the Smith-Lever Act will eventually mean more to the economic life of the Southern States than any single piece of legislation that has been enacted by Congress, is the belief of The Herald. That the plan is workable and economic is also a tenet.

That the extension work of the universities of the Northern States has been infinitely valuable to the people and has proven its economic work is unquestioned by anyone who is familiar with the actual conditions. After all, education, by whatever means, is the greatest ameliorating force known to civilization. Germany's great efficiency, which has been a cause of wonder to all of the nations, is to be attributed largely to the universities of the land. We are pleased to believe that the American university has a more humanitarian work, accomplishing efficiency in living, and commercial fitness, thus conforming to the propagation of our national ideals, as has the German university. We distinguish between the two in that the one has as its predominating idea service—service to society—the other service to the Vaterland, subserving the interest of the individual.

Bringing the universities to the people—in the towns, in the cities, on the farms—to the people who otherwise would not receive their benefit, except indirectly from those who have been fortunate enough to have received a university education, is a comprehensive plan. To make it effective is a task involving problems which will call for the best effort possible from some of the brainiest men of the day—and they are engaged in the work.

The plan of national scope appeals. It is the broadest, most general, best established, most recognized. The extension work of the University of Texas and of the State Department of Agriculture is excellent. It is indispensable. But there are three Texas organized bodies working for the same end. Consequently there is considerable needless duplication in their work. Why not give the University and the State Department of Agriculture all the funds they are now using for their particular work and define the work of each and the work of the Co-operative Extension Service? Would't this eliminate needless duplication and make for more efficient work by each department?

DON'T TAKE CHANCES!

The South Plains must guard itself against hog cholera. There are well developed cases in Hale County, and every possible precautionary step should be taken to stamp the disease out. This can be done. It has been done in other sections. However, the hog business has been completely demoralized in some communities by disease. Disease is expensive. It not only exacts as toll that which would represent the profit of the hog raiser, but it often requires as well the stock which represents capital. Preventive measures are the only insurance.

In two contiguous sections of two adjoining states, we are told, a few years ago hog cholera broke out. The one section controlled the disease through the active and speedy efforts of the agricultural and mechanical college of that state, which was near. The other section lost heavily and is yet infested with the disease. It did not use proper preventative methods.

It is useless for one farmer to try to keep down the disease while another ruthlessly scatters the disease by carrying germs from one herd to another. Livestock carry the disease germs on their feet. Persons carry it the same way and in their clothing. When a man comes to your farm from an infected farm, your stock are jeopardized. There is danger. Dogs can carry the disease. Pigeons are also carriers. Hog cholera germs can be brought to town by one man's team and carried to your farm by your team!

By concerted action this section can wipe out the disease. But every interested person must co-operate.

Hog cholera is dangerous. It is expensive. It is not necessary. Hale County does not want an epidemic of this dread malady. Its citizens must co-operate, if it is prevented.

The man who knows that he has been in infected places and who will go into another man's pens, or who will endanger a herd by taking chances when he knows there is danger is little short of criminal.

The man who in ignorance endangers another's property is just as harmful.

Don't take chances! Be sure you are right, then go ahead.
"The A. B. C. of Safety. First Is Always Be Careful."

ON THE HALE COUNTY HOG.

A few days ago State Press had a few well-chosen words to say concerning the hog industry in Rannels and Taylor Counties. He got his hoggish ideas from the Abilene Reporter and the Ballinger Ledger, and there was something about nineteen earloads of porkers shipped from one of those cities and a little the rise of that number from the other city. All right. Nobody is dissatisfied, which is a wonder—considering how many take exceptions to other things in this column. But now comes from Plainview, County of Hale, in the superscription of a lady handy with the pen, a well-bred sneer at the porkertorial pretenses of Abilene and Ballinger. "From the Plainview vicinity," says the fair writer, "two trainloads of hogs are sent to market every week, not to mention numerous earloads that go out between times." There it is in black and white, ladies and gentlemen. That two-trainloads-a-week report has been printed often, but S. P. always read it with a mental picture of some man statistician authorizing it. And while S. P. has the utmost confidence in some men and some statisticians, he doesn't believe all he hears them tell unless their statements are corroborated by a lady. Therefore State Press does not verily believe there are two trainloads of hogs shipped from Plainview every week. "If you want to see hogs," continues our lady corroborator, "come to Plainview! If the invitation provokes a smile from the witty ones can stand it as long as we are soothed and sustained by the balance on the right side of our bank books." Pointedly and impressively written, dear lady. To be the hog metropolis of Texas is something to be proud of, for it signifies a plenty to eat, a plenty to wear and a plenty of gold eagles roosting in bank. But being the hog center does not imply to Plainview a lack of other distinctions. That town is a prime favorite with all of us thoughtful and wise and observant folks who have seen it with our own eyes. Plainview stands for something realized as well as something promised. It has not only the land to show, but the goods delivered by the land. Also the money received in exchange for the goods. Plainview is getting rich at raising hogs, not that she has any sort of patent hog or any copyright on hog raising, but because she actually raises and sells hogs instead of contemplating hog raising academically. It is the truth.—State Press in Dallas News.

THE HERALD'S REVIEW OF THE MOVIES

(Continued from Page Three.)

the young girl, but to no avail. The first performance is a great success and a dinner is arranged afterwards.

By a trick, the angel Pollock lures Mary into a private room and there attacks her. A shot rings out over the building, and the guests entering discover that Pollock is dead and Mary half unconscious beside him.

For only a moment the dead man and the girl are left alone, and the next instant the detective and her lover return to discover that the girl has disappeared.

J. Charles Hayden has used effective methods of direction. His theatre scenes are real, and the back stage atmosphere, always attractive to the uninitiated, is very good. The method of showing the effect of the shot in the hotel by having people in every room start and run is excellent.

Frederick Lewis is the author of the stories. The photographic effects, including those introduced in the auditorium of the theatre, are entirely effective.

The Olympic also presents "Elevating Father," a two-reel L. K. comedy.

At The Ruby Theatre Saturday will be shown "As Fate Decides." One might term this an excellent dramatic number. It has a good story, strong in suspense, well acted and void of the unnecessary. We mention this last because the story presented many opportunities to employ the vision scene, fading out into preceding action, but the cast has brought out the significance of such thoughts by facial expression. Rupert Julian, Ernest Shields, Elsie Jane Wilson and Edward Brown are the leads. The picture moves with rapidity, and recalls in this respect as well as in many others of a Griffith-Biograph release.

The Ruby also shows on Saturday "The Worth of a Woman" (Special—Two Parts).—The cast: Vera Sisson, G. Raymond Nye, Jose Ruben and Madge Kirby.

Holmes, an importer, is ruined by reverses in the foreign market, and goes West to recoup his fortunes by working an undeveloped mine which he owns. His wife accompanies him. Walking past a saloon in the mining town, they see a man maltreating a dancing girl, and Mrs. Holmes interferes. The man is Barlow, proprietor of the place; and the girl is his sweetheart, whose jealous remonstrances against Barlow's attentions to other women have resulted in the quarrel. Holmes becomes infatuated with the girl, and she returns his passion. Barlow discovers the trend of affairs and warns the Easterner away from "his girl." The lovers determine to elope. Barlow discovers the girl leaving the saloon and threatens to kill her. She runs for protection to Holmes' cabin, but he has gone to the station to meet her. Mrs. Holmes shields her from Barlow's wrath. Holmes returns and the girl tells him he is not worthy of his wife. Barlow sells out the saloon and leaves town. The girl decides to go with him. Holmes, his eyes opened, begs his wife's forgiveness and makes a fresh start.

A third picture to be shown is "His Wife Knew About It" (Vitagraph).—Aside from offering fifteen minutes of unalloyed amusement, this one-reel comedy contains a sure recipe for retaining the services of one's cook. The scenario was written by James Montgomery Flagg, and is as full of laughs as a plum pudding is full of raisins. Mr. and Mrs. Sidney Drew have not the slightest difficulty in extracting the full flavor of its humor.

The "Pathe News," one reel of current events, is offered as the fifth reel. Current events, fashions and war news are the main features of this number.

Mayfield Midgets.

Mayfield, Texas, April 14, 1916.—On account of the "diphtheria scare" we decided to close our school on Thursday before it should have closed on Friday.

We met last Sunday for the purpose of reorganizing our Sunday school. Mr. Pryor was elected superintendent for the coming year. Brother Hooker and Brother Langan were both with us. We enjoyed Brother Hooker's sermon very much.

We are sorry to hear of the death of Grandmother McKaughan. She was sent to her old home at Blackwell last Thursday and only lived a short time after arriving there.

Mr. Booker was called to Cook County to the bedside of his brother who is very sick.

The Mayfield school was awarded two prizes at the convention Saturday. Essie Hooper won second prize on light bread; Frances Cunningham, third prize on a doll dress.

Mr. A. D. Hooper has a new Oakland automobile.

We were visited last night by a fine rain. This morning the farmers are all smiling.

Mr. Earl Springer has a new Maxwell automobile.

Mrs. Frank Sherman left Tuesday for Blackwell to attend the funeral of her mother, Grandma McKaughan.

Mr. W. F. Cunningham visited the Mayfield school Wednesday morning. Mrs. Walter Coffey has been sick the past week but is slowly improving.

FOR RENT—Large furnished room, northeast frontage, with or without board, 4 doors north of Christian Church.

The Presbyterian ladies will have their regular Easter Market at Paxton & Oswald's Saturday, April 22.



For Your Easter Gift
BRACELET WATCH
Gold Filled \$15.00
14 K Solid Gold \$25.00
LAVALLIERES
\$4.00 to \$30.00
BROOCHES
\$2.50 to \$18.00
W. PETERSON
Hallmark Jeweler
The HALLMARK Store

Competent man with family wants interest in small business or management of small farm. Ray Magill, phone 425.

EVERY ONE A WINNER

Look over the list carefully. These are some of the REASONS you'll find 6 times every week WHY it will be to YOUR interest to buy at this store.

- SEE WHAT 5c WILL BUY**
- A big pencil tablet 5c
 - A big pen tablet 5c
 - Extension curtain rod 5c
 - Paint brush 1 1-2 inch 5c
 - Screen spring 5c
 - Hammer handle 5c
 - Best file, 6 inch and under, all shapes 5c
- 10c**
- Hose, men's, ladies' and children's, in white, black or tan, pair 10c
 - Ladies vests 10c
 - Silk ribbon, yard 10c
 - Bleached bath towels 10c
 - Soft sheer nainsook, yard 10c
 - Dimity, crossbarred and striped, white and figured, yard 10c
 - Aluminum dipper 10c
 - Curtain scrim, pretty, yd 10c
 - Curtain rods, adjustable brass 10c
 - Shell hair pins, 15 on card 10c
 - Household paint, can 10c
 - Fry pans, large 10c
- 15c**
- Spring clothes pins, 3 dozen 15c
 - Bread pans, 15x15 15c
- 25c**
- Enameled wash pan 15c
 - Enameled coffee pot 15c
 - Milk pail, 2 1-2 gallon 15c
 - File, 10 inch 15c
 - Lisle hose, black or white 15c
 - Garden sets, children's hoe, rake and spade set 15c
 - MILLINERY FLOWERS, regular 25c to 50c grades, bunch 15c
 - Pure wholesome candies, pound 15c
 - LADIES UNION SUITS, good grade 25c
 - Silk and lisle hose, white and black 25c
 - Boys shirts and blouses 25c
 - Ladies muslin drawers, undershirts and corset covers 25c
 - Scissors, high grade steel, extra good, pair 25c
 - Coffee pots, blue and white and pure white enameled, 2, 3 and 6 quart, value 50c to \$1.25 25c
 - Files, 16 inch, best grade 25c
 - CHOCOLATE creams, caramels, chips, peanut clusters, etc., 21 kinds, 40c quality, pound 25c

These prices are on items at random and are a sample saving you will find on hundreds of the things you buy every week.

Give yourself a square deal by coming in today and find out the big assortment in the various lines sold here.

BIG LINE EASTER NOVELTIES AND CANDIES
LANDERS "Price-Right Store"
Wayland Building

SPECIAL EASTER OFFERINGS

To the housewife who contemplates a variation of the dinner plans for the Easter feast we have prepared a-plenty. There are more good things than we can tell you about here but let us make your mouth water with a few:

- Fresh Tyler Strawberries
- Crisp Round Radishes
- Home Grown Pie Plant
- Fresh Young Peas
- Fancy Kiln Dried Sweet Potatoes
- Florida Oranges
- New Potatoes
- Fancy Head Lettuce
- Home Grown Spring Onions
- Fresh Asparagus
- Cuban Tomatoes
- Spinach
- Fancy Apples
- Florida Grape Fruit

No menu is complete without selection from the famous Curtice Bros Line.

- Preserved Cherries
- Tiny Lima Beans
- Blue Label Peas
- Preserved Raspberries
- Refugee Stringless Beans

And a thousand other things you will need for your Easter dinner.

Vickery-Hancock Grocery Company
Phone 17

SOCIETY

Telephone Number 72

BURNS-PATTON.

Tom Patton and Miss Eula Burns, of Lockney, were married, at the home of Rev. G. I. Brittain, Thursday afternoon. They left immediately after the ceremony for Lockney, where they will spend a few days. They will make Plainview their home. Mr. Patton is a barber in Largent's Shop.

GREER'S POEMS ARE STUDIED BY MEMBERS OF MYSTIC CLUB.

Mrs. S. W. Meharg, leader—Roll Call Response, Quotations From Hayne.

The Mystic Club met Saturday afternoon in their club room, in the Smyth Building, with Mrs. S. W. Meharg as

leader.

The program follows:
Roll Call—Response: Quotations from Hayne.

Paper—"Amelia E. Barr"—Mrs. L. S. Kinder.

Study Assignment (Payne)—"A Prairie Prayer," Greer; "A Mocking-Bird Matinee," Greer; "The Rauchman's Ride," Chittenden; "Old Fort Phantom Hill," Chittenden.

Book Review—"Remember the Alamo"—Mrs. C. F. Myers.

MRS. R. E. BURCH HOSTESS AT SATURDAY MATINEE PARTY.

Mrs. R. E. Burch entertained with a matinee party honoring Mrs. T. J. Finnie, of Fort Worth, Saturday afternoon.

The leading pictures for the afternoon was the "Newly Weds" and "The Undertow."

The guests were Mrs. T. J. Finnie, Fort Worth, and Mesdames D. H. Sansom, J. N. Morrison, R. A. McWhorter, W. L. Harrington, R. C. Ware, G. C. Keck, T. B. Carter, J. A. Slaton, B. L. Spencer, L. S. Kinder, W. E. Armstrong, L. G. Wilson, J. L. Vaughn, L. T. Mayhugh, J. C. Anderson, J. H. McKee, E. B. Hughes, Robt. Tudor and O. M. Unger.

Mr. and Mrs. E. F. Lewis, of Wellington, Texas, who have been visiting in Floydada, returned home yesterday morning.

Mr. and Mrs. R. W. O'Keefe left yesterday morning for Rochester, Minn.

Mrs. S. M. Hartman, who has been visiting in the home of J. W. Nottingham, returned to her home, in Amarillo, yesterday morning.

Henry Ansley returned to Amarillo yesterday morning, after spending the week end with friends here.

E. J. Christopherson went to Amarillo yesterday on business.

Felix Franklin, of El Paso, was in Plainview Monday with Kansas men. They are traveling over the Plains looking for cattle.

Miss Fay Garrison went to Tulla Sunday morning, returning Monday.

A. F. Quisenberry returned to Hale Center yesterday morning.

Rev. J. M. Harder returned home yesterday from Post City, where he went to fill his regular appointment.

Mrs. W. L. Boerner, who has been visiting in Lubbock, returned to her home, in Floydada, Saturday morning.

Mrs. C. C. Cowder, who has been spending the past month with her mother, Mrs. J. J. Rushing, returned to her home, in Sweetwater, Saturday morning.

Rev. J. M. Harder went to Post City for his regular appointment Sunday.

Miss Daphne Anderson, who has been attending Seth Ward College, left for her home, in Sweetwater, Saturday.

Mrs. B. T. Johnson, who has been here attending the Bible institute, returned to her home, in Canyon, Saturday morning.

Mrs. E. H. Graham, of Kansas City, who has been visiting her sister, Mrs. P. J. Woodbridge, returned home Saturday morning.

Mr. and Mrs. Ira W. Little, who have been stopping here for the past week, left for their home, in Moscow, Ky., Saturday.

Mrs. W. L. Layman, of San Antonio, who has been visiting with Mrs. Virgil McVickers, left Saturday for her home.

Dr. E. M. Harp, of Abernathy, who has been visiting his son, returned home Saturday morning.

Mr. and Mrs. J. P. Davis spent the week end in Sweetwater.

Rev. A. L. E. Weber will preach at the Trinity Church, near Whitfield, Easter.

Mr. and Mrs. Willard Street and child and Mrs. G. A. Steen of Littlefield were here today on business.

Judge Geo. L. Mayfield and Judge R. C. Joiner, who have been attending District Court at Tulla, returned home Saturday.

T. A. Caldwell returned this morning from Salt Lake City. Thursday he and Mrs. Caldwell will leave for Chicago and from there to New York and on the 29th of this month they will sail for South America.

R. A. Underwood went to Amarillo this morning on business.

Mrs. M. A. Woodroof of Hillsboro came in this morning. She is stopping at the home of T. W. Sawyer, she will also visit with her daughter, Mrs. R. C. Sawyer of Floydada.

Mrs. C. F. Vickery left this morning for Ennis, Texas. She went to be with her father who recently underwent an operation.

Mr. and Mrs. C. Sewell left this morning for Hamilton, Texas, where they will visit with their daughter, Mrs. Mamie Grisham.

Miss Louise Gilbert, who has been spending a few days with friends here, returned to Canyon this morning.

TEXAS NATIONAL GUARD TO HOLD ANNUAL ENCAMPMENT IN JULY.

Camp Mabry Ready for Troops; Officers' School May 9-18; Shropshire to Attend.

Captain T. O. Shropshire of Company L, Fourth Infantry, Texas National Guard, will attend the officers' school at Camp Mabry, Austin, May 9-18.

There is much speculation among members of the T. N. G. as to the meaning of the early preparation of Camp Mabry. "Preparedness" appears to be the watchword in the Adjutant General's Department these days. Though suffering with lumbago, General Hutchings has renewed activities in his department. Friday he was visited by representatives of two large railroads of this State which would be considerable factors in a hurried movement of troops either to Austin for mobilization purposes or to the border for patrol duty to relieve the regular troops, which may be sent into Mexico to support General Pershing's columns about to be menaced by combined Mexican soldiers.

Camp Mabry is declared to be spick-and-span for the reception of troops. It was thoroughly cleaned and grubbed of underbrush by twenty-nine State convicts. General Hutchings would not admit that this hurried preparation was for an immediate reception of the Texas National Guard. He made some reference to the officers' school to be held at the camp early in May; also to the annual encampment in July. The officers' school will be held May 9-18. No positive date has been set for the annual encampment of the entire guard, but it is to occur early in July. General Hutchings said that the guard would be assembled sometime during the first two weeks of July for the usual field instruction and maneuvers. It will be assembled earlier if the Mexican situation demands.

Spur tracks have been completed to the new arsenal at Camp Mabry, and over \$250,000 of equipment and munitions is stored at the camp. As stated, preparedness has prevailed and everything is in readiness for calling out and using the Texas National Guard.

REV. GATES IS CONDUCTING REVIVAL MEETING AT LUBBOCK.

Rev. I. E. Gates is in Lubbock, where he is conducting a revival meeting for Rev. J. B. Cole, pastor of the Baptist Church there. The usual services of the Baptist Church will be held Sunday. At the evening service Rev. O. L. Hailey, president of Wayland College, will confer degrees of "King's Teachers" and grant diplomas to a class of eight, who have been taking Sunday School normal courses under him.

PLANNING FOR DR. LOSEY'S LECTURE AND RECITAL MONDAY.

Dr. Frederick D. Losey (Harvard University) will lecture Monday afternoon at four o'clock on Shakespeare. In the evening, at the same place, he will give in recital "Macbeth." Admission to the afternoon lecture is free. Tickets to the recital are now on sale. Typical of the press reports received concerning Dr. Losey's work is this statement, from The Canajoharie Courier: "A more refined, finished, chaste and artistic rendering of 'Macbeth' seems quite impossible."

NEW MOTOR MAIL ROUTE MAY NOT BE APPROVED UNTIL JULY.

All of the necessary papers have been sent in on the proposed motor route "B" out of Plainview to distribute mail northwest and northeast of Plainview. This route will be fifty-seven miles long. Part of the territory formerly served by the Whitfield Route will be included. The funds for the fiscal year in the Post Office Department are available after July 1. It is possible that the route may be approved before that date, but not probable.

For Sale.—By owner 220 acres improved land near Aiken \$1,000.00 cash, balance long time payments. Write MRS W. A. GIVENS, Carrollton, Mo.

How Much Longer Will You Stand by and Look?

You say you want good clothes but can't afford them. Thousands of other men have said the same thing. And it was true in the past. But not now. Today there are clothes on the market—mighty good clothes, too—that you can afford. Clothes so well tailored, so perfect in style that the cost considering the satisfaction you get from them is a trival matter.

These Clothes are Society Brand

Society Brand clothes are designed for millionaires—though they're good enough for royalty to wear. They're made for the every-day American citizen—the man like you—who wants the satisfaction of proper grooming yet doesn't want to tie up half a months salary in a suit.

Prices \$22.50 and \$25.00 for Society Brand Suits
Other good clothes at \$12.50, \$15.00 and \$20.00

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE

RICHARD HARDING DAVIS DEAD.

Richard Harding Davis, author and war correspondent, died at his home, in Mount Kisco, N. Y., late Tuesday night, from heart trouble. His body was found early Wednesday morning, and he apparently had been stricken while at his telephone.

Richard Harding Davis, one of the most popular of American writers, a playwright also, and a veteran correspondent of five wars, including the present; was born in Philadelphia in 1864, a son of L. Clark Davis, and Rebecca Harding Davis, also a writer.

After being educated at Lehigh and Johns Hopkins universities, Mr. Davis entered journalism, starting with the Philadelphia Press and later serving on the New York Evening Sun. He was correspondent during the Turco-Greek, Spanish-American, South African and Russo-Japanese wars and during the present war wrote dispatches for a syndicate.

Henry Ansley came in from Amarillo Saturday.

JOHNSON BUILDING OFFICE ON LOTS ADJOINING HERALD.

Wyatt Johnson is having an office building erected on the lot adjoining The Herald Building on the north. This will be used as an office for the Farmers' Land League, of which Mr. Johnson is manager. Until recently Mr. Johnson has been in the employ of the Texas Land and Development Company, in charge of the Irrigation and Agricultural Department. For twenty-four years he has been associated with irrigation projects in New Mexico.

ADMINISTRATOR'S NOTICE.

Having been appointed temporary administrator for the estate of D. C. Hoover, I desire that all parties having claims against, or owing, the estate will see me as soon as possible.

G. C. KECK, Administrator.

G. H. Cameron wants janitor work. Leave word at Ben's Shop.



THE "BOSS" KNOWS THAT THE MAN WHO IS PUTTING MONEY IN THE BANK IS NOT WASTING TIME SPENDING IT. HE MUST BE ON THE JOB, HE KNOWS THE VALUE OF HIS JOB AND HIS TIME—HE DOESN'T LOSE EITHER. HE KNOWS TIME IS MONEY—HE WANTS MONEY.

WHEN HE GETS IT HE PUTS IT IN THE BANK. IT IS SAFE THERE. IT HELPS TO HAVE A BANK BOOK.

HAVE ONE. BANK WITH US.

THE CITIZENS NATIONAL BANK
PLAINVIEW, TEXAS

Kirschbaum and Hirsh-Wick wire Suits

Wilson Bros. Shirts and Hosiery

With Easter just around the corner, does your wardrobe still lack that new Spring Suit?

We are ready with scores of freshly tailored garments, just arrived from the shops of those famous Philadelphia Cloth-makers—A. B. Kirschbaum Co.

Fabrics 100% all-wool, colors absolutely fast, guaranteed both by us and by A. B. Kirschbaum Co.

Prices \$15, \$20, \$25—and at each figure the greatest possible proportion of value for every dollar spent.

In short, if what you want in a suit is the right fit, the right fabric, the right price, the right treatment throughout the transaction—then this is the store for you.

As the lines we are showing now cannot be duplicated at the same prices for love or money, come in today while the picking is at its best.

Reinken's
Clothing and Shoe Store
"We Do As We Advertise"



Copyright 1916. A. B. Kirschbaum Co.

Walk-Over Shoes

Stetson Hats

HILLSBORO MAN HAS FOUND SHEEP RAISING PROFITABLE.

Has Only One Hundred Acres in Farm; Gets Two Shearings and Crop of Lambs in Ten Months.

Many Texas farmers have found a small flock of sheep to be a valuable side-line. A few sheep of the mutton type should be the rule instead of an exception on every farm, advises the Texas Industrial Congress.

Much of the profit in livestock in general farming arises from the use by animals of the stubble, corn stalks, low grades of hay, other rough stuff and weeds, gathered by them for feed mostly on their own time. More perhaps than any other farm animal, sheep are of great service in this way. On many farms they are worth keeping as weed destroyers alone, even if they were not in demand as a meat supply.

With mutton always commanding a good price, and capable of being produced at very little cost, the failure to have a few sheep is an instance of overlooking profits that may be easily realized. The sheep makes a pound of gain in live weight on less feed than a steer, and eats almost every kind of

vegetation. It is the plant scavenger of the farm, and because of this fact, and also because it greatly increases the fertility of the pastures upon which it grazes so cheaply, it has been called "the Golden Hoof."

Kept as a side-line, sheep will require almost no care or expense during most of the year, and during the winter their main requirement, aside from feed of the cheapest kind, is shelter from rain.

Only a small investment is required for sheep raising on a small scale, but it must be borne in mind that the dog, "the friend of man," is not a friend of sheep, and that sheep farming for profit on a large scale is not suited for the general farm, as it requires special knowledge and a considerable investment.

J. K. Parr, of Hillsboro, has found sheep raising for early lambs and fat muttons profitable on a farm of one hundred acres, of which a small part is in permanent pasture. Mr. Parr says that in March every year he buys a flock of fifty young ewes that have not been bred. Usually, he states, they are a discouraged-looking lot, but after running in a field of grain and with some cottonseed meal and grain

for a ration, a few weeks make a wonderful change in their appearance. During March the ewes are bred to a young, vigorous, registered Shropshire buck. The flock is sheared as early as possible, and then dipped. The un-bred sheep are marketed for mutton as soon as they are in good condition, and the profit from these is considerable. The greatest profit, however, comes from the twenty-five or thirty lambs that are dropped early in September, and that are ready for marketing by the first of December. A month later their mothers are marketed at a fancy price. Mr. Parr shears his sheep again in October, thus getting two shearings and a crop of lambs in ten months. His flock is fattened almost entirely on waste from the fields, and at present prices for wool and mutton he more than doubles his money in less than a year.

HOW NITROGEN IS DRAWN FROM THE AIR IN SWEDEN.

The process of withdrawing nitrogen from the air for use in manufacturing artificial fertilizers and high explosives may be seen in operation at the new 60,000-horsepower plant at Odda, in the Hardanger Fjord.

The separation of the nitrogen from the oxygen in the air is accomplished by compressing the air into liquid form. The nitrogen, which boils first, at about 320 degrees below Fahrenheit, is led away by specially constructed mains, and the oxygen, which boils at about 295 below, is utilized on account of its intensely low temperature, to assist in the liquefaction process. Ultimately it escapes into the air again.

The nitrogen gathered in this manner is put into form for use by combining it with calcium carbide, a substance known to practically every automobilist owing to its offensive odor. Carbide is made by fusing limestone and coal in the intense heat of an electric furnace. The operation can only be performed where electricity is very cheap. When carbide is heated in an atmosphere of nitrogen it absorbs the nitrogen, forming a compound known as nitrolim. This is the new fertilizing product which Norway is now producing on a wholesale scale.

The power for the gigantic Odda plant is furnished by the near-by waterfalls. The lime and coal are fused together in a series of furnaces, each employing 3,000 horsepower. All the pyrotechnics of a steel furnace are eclipsed when one of the great Odda crucibles is tapped, for the molten carbide pours forth with a glare that no man dares face with unprotected eyes.

Meanwhile the production of the nitrogen is being pursued in another department. Air for the purpose is drawn in great inlet pipes from the mountain tops. This was found necessary because the air in the valley around the great works was found to contain traces of acetylene gas from the carbide. Acetylene gas under pressure is dangerously explosive, and even a trace of it in the liquefaction plant would be likely to cause the destruction of the entire plant.

The nitrogen from the liquefaction plant is turned into cylinders filled with powdered carbide, which are heated from the center by the passage of an electric current through a piece of carbon, and as the temperature rises the carbide absorbs the nitrogen and glows with the heat of chemical action. The result is nitrolim, the artificial substance for nitrates and natural fertilizers, and the starting point of another process for the production of nitric acid and certain high explosives.—Industrial Record.

Dalhart has enacted an ordinance prohibiting any one under seventeen years of age from driving an automobile in the city.

Hemo Is More Than Malted Milk

Do you suffer from indigestion, sleeplessness or nervousness? Do you feel distressed after eating or weak upon arising in the morning? HEMO, a palatable food drink, has helped to supply energy, to build health for thousands and will do the same for you. 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.

Miss Rebecca Ansley
SPIRELLA CORSETIER
Telephone Number 304

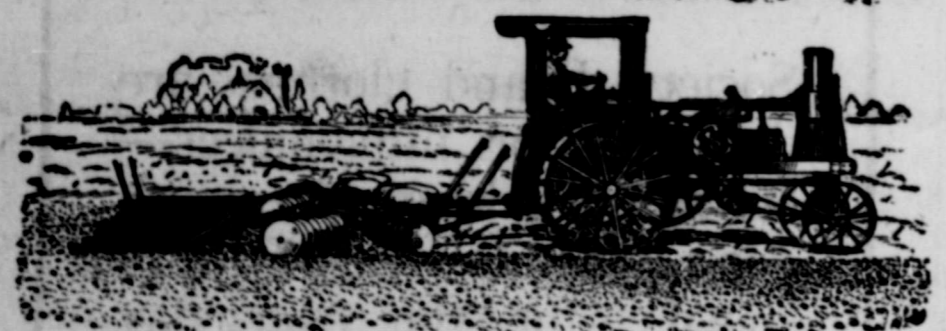
FARM AND RANCH LOANS
-:- R. A. UNDERWOOD -:-

PRINCE

Percheron horse, weight 2100 pounds. Will make season at Texas Wagon Yard. Services \$12.50 to insure mare in foal.

J. E. HEWETT, Owner, Plainview, Texas

The anything you want in farm machinery. **Line** the goods that have made good.



AVERY CO. OF TEXAS
W. R. SIMMONS

South Plains Representative

Plainview, Texas

LOOKING FOR A BAG OF GOLD

At the end of a rainbow is a difficult task, but taking the drudgery out of the kitchen is an easy matter with the

Hughes Electric Range

Special rates on electricity for cooking. See the electric range at our office.

TEXAS UTILITIES COMPANY

SPECIAL PRICES FOR 10 DAYS ON Easter Jewelry

We have some beautiful pieces which will make some most acceptable Easter gifts.

Fancy Stationery and Johnston's Candy are also much appreciated as gifts at any time, more especially at Easter.

LET US SUPPLY YOUR GIFT NEEDS

LONG-HARP DRUG CO.

PHONE 161

Clean For Easter

This week will be housecleaning week in many of the homes of Plainview.

As you go thru the house you will handle many pieces of furniture that are worn and have been eye sores for days; set them aside and phone us. They are good in exchange for bright new pieces of quality. Your Easter will be brighter if you will follow this prescription.

We Have a Most Beautiful Line of Fine Rugs

These are in a splendid assortment of patterns and a wide range of prices.

Our Stocks of High Grade Rockers, Bed Room Suits and Iron and Brass Beds are Complete

We have a big shipment of new rockers just in. Bed room suits in Old Ivory and many other finishes. The biggest assortment of iron and brass beds in town.

Let Us Impress: We have an extensive assortment of furnishings for the home as you will find on the South Plains, from the finest to the cheapest, and the range of prices is within your reach.

W. E. WINFIELD

PHONE 95

ONE CENT SALE

REXALL

Thursday, Friday and Saturday, April 20th, 21st and 22nd

Phone No. 23

DYE DRUG COMPANY

West Side Square

PEOPLE'S LOAN LIBRARY OF TEXAS U. PROVES POPULAR.

AUSTIN, Texas, April 17.—The "People's Loan Library" conducted by the Extension Department of the University of Texas, is having large demands made upon it, since the news of its operation has become thoroughly disseminated over the State.

During the period from September to February, inclusive, 1,412 requests for package libraries were supplied, 329 having been required in the month of February alone. New libraries were prepared upon fifty-four different subjects, ranging from Extermination of Rats to the Poetry of Tagore, the famous East Indian.

As nearly as the Package Library can determine, the use of the material has been as follows: In the preparation of addresses, 24; debates, 855; parent-teacher associations, 25; personal, 644; school work, 210; teachers' institutes, 21; women's clubs, 217.

There have been 25 calls for package libraries on Compulsory Education; 42 on the mill tax for support of higher education; 82 for increased armaments; 10 on libraries; Mexico, 20; Peace, 14. These are among the more popular subjects.

Requests for package libraries should state specifically the subject upon which a package is wanted, the purpose for which it is to be used, and should be addressed to the "People's Loan Library," Extension Department, University of Texas, Austin. This service is, of course, free of charge.

KANSAS CITY LIVESTOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, April 14.—The cattle market has spent a week recovering from the bump it got Monday, but it has made a com-

plete recovery. Receipts have been heavier this week than last all around the market circle, due to stimulated loading for the first of the week, but since the market news of Monday was sent out loading has dropped down, proving a good tonic for the situation.

The best steers here this week sold up to \$9.60, steers bringing that price Wednesday that were not rated strictly prime. Yearlings made \$9.75 and young heifers \$9.50. Any steers that can be used in dressed beef capacity sell from \$8.25 upwards, and on those selling under \$8.75 there is competition from feeder buyers. This situation makes for extra strength among the ranks of cheap steers. The Colorado delegation was small this week, but late sales Thursday surprised owners wonderfully, cattle selling at \$9.10 not first class by at least a quarter.

Cows bring \$6.00 and upwards when graded above canners, and prime ones bring \$8.25, most of the heifers \$7.50 to \$8.50, good bulls up to \$7.75.

Two shipments of quarantine fed steers arrived, selling at \$8.25 to \$8.65, middle class and weighing around 1,125 pounds. Ten loads of Oklahoma steers weighing 960 pounds sold in the native division today at \$9.40 and \$9.30, as compared with 10 cars of same cattle last Friday at \$9.35, indicating that the market is back to the high time.

Sick steers at \$7.25 to \$8.25, a few at \$8.50, and feeders at \$7.75 to \$8.35, a few up to \$8.75, feature the trade.

Hogs have been slightly more numerous this week, but the market has had an upward tendency, 10 cents higher today, and 20 cents above the close of last week. Top was \$9.77½, bulk of sales \$9.50 to \$9.75. Demand from order buyers, denominated market savours in some quarters, continues good, and the statistical situa-

tion favors sellers. Light weights are selling better than a week ago, bulk of sales narrowing up, and pigs bring \$8.25 to \$9.00. There has been the usual complaint about losse of spring pigs, due to damp, cloudy weather, and it is possible that some brood sows were sent to market early in the winter, due to low prices and discouragement, but the present price range insures greater care of the young pigs.

Sheep and lambs have subsided slightly from the high point Wednesday, but the situation is firm. Woolled lambs have a wider range of quality as the season draws to a close, prices stretching from \$10.50 to \$11.60, with good lambs selling at \$11.45 to \$11.60, clipped lambs \$9.25 to \$9.85, springs around \$15.00, fat ewes \$8.25 to \$8.75, Texas clipped wethers \$7.25 to \$7.75, fat goats \$5.75 to \$6.10, Angora brushers \$5.00 to \$5.50, slick-haired brushers \$4.50 to \$4.75.

J. A. RICKART,
Market Correspondent.

ANNOUNCEMENT.

The office building now being erected adjoining the Herald office will be occupied by the Farmers' Land League, Wyatt Johnson, Manager. Land and property listings solicited at once.

The Farmers' Land League, as the name implies, will be co-operative. Address or call for further information.

WYATT JOHNSON, Mgr.,
Farmers' Land League.

If you want help or employment or have anything to trade or sell, we will help you. List your autos, vehicles, stock of all kinds, farms, ranch, town property for trade or sale. We will match it. Call, write or wire WEST TEXAS EMPLOYMENT AND EXCHANGE AGENCY, Scudder Grocery Co. Store, Plainview, Texas. 2t-Tues.

THIS WEEK Club Terms \$1 Now \$1 Weekly

They'll Remember This Sale 40 Years From Today!

Perhaps you will be one of the numerous households to look affectionately at your Hoosier Kitchen Cabinet forty years hence, thinking how many, many hours of toil it saved you during all those years. Perhaps you too will say like so many women who already own the Hoosier:

"If it had cost me double the price, it is worth it."

But Hoosier prices are exceedingly low because each year the great Hoosier factory is building these cabinets for thousands and thousands of women. That cuts the cost per cabinet away down.

Why waste money on some filmsy, poorly planned cabinet that means at the best *only more shelf-room*? The Hoosier brings you 40 inventions that actually save you time and labor and miles of steps. Remember we are demonstrating all these at this sale.

Remember there are Hoosiers for farms, camps, apartments, big and little kitchens, for window spaces and the center of big kitchens. No further need for old-fashioned, built in uncleanable cupboards.

\$17.00
to
\$43.00

\$1 on Delivery
\$1 Weekly
No Extra Fees
Money-Back
Guarantee

HOOSIER Gold Medal Sale

Come and see them at this store as thousands did at the Panama-Pacific Exposition, San Francisco, where the Hoosier won the Gold Medal because of its unrivaled convenience and superior construction.

You can afford a Hoosier NOW—and pay for it at your leisure—only \$1 a week. You'll never miss that small amount, but you will miss the HOOSIER SALE if you delay.

Spare one hour tomorrow to save many hours for a lifetime. Lots of your neighbors already have been here and bought the Hoosier. They'll remember this sale forty years from today.

This important event demands your attention. See this Gold Medal demonstration—NOW. Next week will be too late.



The Famous Hinge Door "Hoosier Beauty"

E. R. WILLIAMS FURNITURE and UNDERTAKING

Public Sale

At my place--4 miles north of Olton and 3 miles south of draw
Wednesday, April 26th.
SALE BEGINNING AT 10:30

Horses.

70 head of No. 1 young half Percheron Mares—as follows:
25 head, well broke.
1 nice span mares, 5 years old, weight 1,300—good anywhere.
1 span well broke, 7 years old, weight 1,150.
1 span choice, 6 years old, weight 1300.

And so on down the line. There are only three old mares in the herd. All of their ages ranging from 2 to 7 years old and run from 15 to 16 hands high and are well bred. All of the older ones were bred to a good horse or a good jack.
1 good span of mules, 16 hands high, 7 years old.

1 large work mule, 6 years old.
6 head of 2-year old mules— good ones.

Cattle.

There will be several good milch cows for sale.
1 good registered Hereford bull, 5 years old—and a dandy.

Hogs.

90 head of good young hogs.
30 head of good young gilts.
50 head of good feeders.
These hogs ranging in weight from 50 to 125 pounds.

A Lot of Other Stuff too Numerous to Mention

TERMS OF SALE---12 months time will be given with a bankable note bearing 10 per cent. 5 per cent off for cash.

Come Early. Free Lunch on the Ground.

MRS. LIGHT, Owner

W. A. NASH, Auctioneer TOM KEENEN, Mgr.

NO EASTER COMPLETE NO BIG DINNER COMPLETE

Without a wholesome service of DELICIOUS ICE CREAM to top off the sumptuousness of the feast. Well, the answer is simply this: Don't bother your head about this part of the dinner, just phone us what you want.

We always have BRICK ICE CREAM and CAN ICE CREAM and will make on short notice any color to fit your color scheme, or any design to carry out your decorative ideas or the ideas of the season.

Our Ice Cream is wholesome and pure and our service to you is prompt and up-to-date in the manner in which we handle our products.

We have just installed one of the best ice cream departments in Texas and invite your inspection of our plant.

PLAINVIEW CREAMERY

Phone 361

Ready Cooked Food Is Home Economic Subject

Lesson No. 23 by Mrs. J. L. Landrum

We have had several lessons upon clothing, its care and the methods of testing the qualities or the materials purchased to see that we get what we are buying. I would love to have several more lessons upon this subject, but I suspect it is time we get busy with our canning lessons and begin to prepare to take care of the early surplus of green grapes that will soon be ready for preserves and jelly making. I almost envy the girls who live where the green grapes grow wild, for I think they make such lovely jelly and preserves. I am going to talk all along this year about not only canning enough for your home consumption, but to try to can for your market. If the club girls can put their surplus canned or preserved products on the market we will find a market for it. Only we want to learn to do well everything we can and not expect to sell anything that is not as good as our grocer carries of outside products. We want to excel the outside producer, and we can if we use good judgment and attention in our work. I know three girls who are going to furnish the lightbread for their three neighbors this summer. It will cost a little more for home-made bread, but these ladies are glad to get it and they are glad to encourage the girls to earn this little bit of money for themselves.

A word about cooked foods. More and more cooked foods, canned or otherwise, is taking its place in the market. When canned goods were first manufactured on a large scale they comprised fruits, vegetables, meats and fish, but we are now accustomed to a miscellaneous variety, including soups and soup stocks, baked beans, puddings, and pudding sauces, spaghetti, hashed meat and shell fish. Bakery products have a larger sale than ever before, and are found in every small town, and are even carried into the country in a bakery wagon. In our large cities we find the "delicatessen shop," where we can buy small portions of cooked meats, vegetables, desserts and bread. In fact, an entire meal can be bought at the delicatessen shop in the city. This is the thought that I want the club girl to entertain when we consider the buying of cooked foods and condemn the practice.

In the city the cost of fuel is high, and it takes a great deal of fuel to prepare and cook properly the foods that require a long and slow process of cooking. While the foods are not as good as the home cooked, it is often cheaper for the city person to buy from the delicatessen. Again, the first cost of fruit is usually high in the city, and this, with the cost of fuel and sugar and lack of storage space after the products are ready, make it seem more practicable for many of the city people to buy canned or cooked goods. The fireless cooker has helped out the situation a great deal, but not for all purposes.

Now, how fortunate you are in the

country or small town, where you have an abundance of certain fruits in season, where, counting fuel and labor, you can conserve your surplus at a great profit to your home. It becomes such an easy matter when we have learned the principles of canning to save every little bit of the garden vegetables for future use. How nice it is to select from your pantry shelves a jar of something for the daily menu. You will learn to keep your jars filled up too. As soon as you find you are accumulating empty jars, find something else to can. We want to think of the cost of our work at every step, and always proceed along economical lines. We do not want to go into the market for products that we ought to have at home. In some sections I know the club girls have trouble getting fruits to can, and sometimes vegetables.

Right here I want to say that we are going to assist girls who are out of the fruit belts to secure in the cheapest manner possible fruits from the surplus yields of other club girls.

Begin now to save all of your orange peels. I will tell you in my next lesson how very useful they are going to be to you in jelly making. Trim lightly from the orange the outside part and then skin the orange and dry the heavy white part. We will have some recipes in our next lesson.

MRS. LANDRUM WRITES LETTER TO CLUB GIRLS.

Dear Club Girls:

Now that our county convention is over and we have really demonstrated what we can do in the way of preparing pretty needle work and bread and cake exhibits, let us settle down to a real, earnest course of study in our club work.

I am especially interested in the civic beauty of your beautiful city of Plainview. It is within the efforts of the club girls of Plainview and the county to make this one of the most beautiful cities in the West. I want you all to work for that fine silver cup that the women of Texas have offered for the best-kept and most attractive court house and grounds. Now, this effort will not cost any expenditure of money, only energy and co-operation. I will send you all particulars about the contest. I hear more comments about the county court house in a city than any other public building. It is the property of every citizen in the county, and every citizen should feel a personal pride and interest in his or her court house.

I was informed yesterday that it was not quite probable that the early fruit crop was killed. I am glad to hear this, for I am planning to have a wonderful exhibit out of this county for the State fairs this fall. I hope by the time you all get ready to can the garden and orchard surplus, you will have become fine bread makers. Then we will study coffee-making and cooking

the plainer foods, that really should make up the menus of our table. The fancy dishes usually take care of themselves.

The following little articles of needlework were left at the Court House Saturday, and can be found with Mr. Howard at the Ware Hotel, in the Y. M. B. L. office (we would have mailed them out to the owners, but some of the addresses were lost off): Doll cap, Louise Fuller; crochet yoke, Ethel Allison; embroidery yoke, Mildred Duncan; doll dress, Nora Coffee.

It is useless to try to tell how happy it made me to see so many of the lovely club girls of the county at the convention. I am so very proud of every one of you, and I want you to go right ahead with all the splendid things that you can do. I want to also express my appreciation to the parents for coming in with the several hundred children who were the guests of the city that day. To the town boys and girls, I must say that I have never seen a more courteous lot of children in my life than you on the day of the meet. Not one unkind or slighting remark came to my ears from any source. I do indeed predict a most glorious success for this county and her citizenship.

I wish to thank all the generous citizens of both city and county who rendered us the valuable assistance they did in making our first county convention the success that it was.

MRS. LANDRUM.

NEW CARS PURCHASED BY WHITFIELD FARMERS.

WHITFIELD, April 11.—Mrs. Mary Smith went to Panhandle last Saturday to visit her husband, who is working there.

Mrs. M. E. Palmer was the guest of Mrs. I. C. Nations last Saturday.

Miss Rash visited home folks, in Tulla, over last Saturday.

Little Doris Ooley has been quite sick the past week. Dr. Lindsay has been waiting on her.

Mrs. M. E. Nations and son, I. C., and wife made a business trip to Plainview in their car Tuesday.

Henry Ratjen, of Providence community is riding in one of those blessed stand-by Fords, purchased at Lockney Saturday.

Mrs. Bell Parks, of Liberty, spent Sunday with home folks here.

Henry Linderman is building a fine house on his farm this week.

The past cold spell has killed most all the peaches in this locality.

Rev. Holland preached here Sunday morning and night to a good crowd.

The writer was somewhat misinformed as to Elmer Bass purchasing a new Buick. It was a baby grand Chevrolet, and was bought by Mr. Smyers, but all the same Mr. Bass rides in it.

Mr. and Mrs. Barney Smith, of Mickey, spent Sunday with Jim Baggett's. They returned home Monday.

WANTED—Snakes of all kinds and any small animals of any kind. Bring to Carnival grounds and inquire for H. KATOOL. It-pd.

Order your magazines and papers through me, and save money. I can duplicate any offer made by any reliable agency or publisher and can fill your order at the lowest possible prices. I am agent for all magazines and papers, and would appreciate your orders, as I am an invalid boy and this is all I can do. Drop me a card and I will call, or come to see me at the home of my grandparents, Rev. and Mrs. G. I. Brittain. HOMER E. MINOR. It-pd.

NOTICE OF SALE OF REAL ESTATE UNDER EXECUTION.

In Justice Court of Precinct Three, Hale County, Texas.

STATE OF TEXAS, }
County of Hale, }
First State Bank of Hale Center
vs.
S. J. Underwood.

By virtue of an execution issued out of the Justice Court in and for Precinct Three, Hale County, Texas, on a judgment rendered in said court on the 13th day of March, 1916, in cause No. 70, in favor of said First State Bank of Hale Center against said S. J. Underwood, I did, on the 5th day of April, 1916, at 6:45 o'clock p. m., levy upon the following described property situated in Hale County, Texas, belonging to said S. J. Underwood, to-wit: Being the South 1/4 of the Southeast 1/4 of Survey No. 22 in Block No. A-4, abstract No. 2231, Cert. 254, containing 80 acres of land about four miles southeast of Hale Center; and on the 2nd day of May, 1916, same being the first Tuesday in said month, between the hours of 10 o'clock a. m. and 4 o'clock p. m., on said day, at the Court House door of said county, I will offer for sale and will sell at public auction, for cash, all the right, title and interest of the said S. J. Underwood in and to said property. Dated at Plainview, Texas, this the 6th day of April, 1916.

J. C. HOOPER,
Sheriff in and for Hale County.
By J. F. FRYE, Deputy.

YOUR EASTER BAKING

Why sweat over a hot stove for half the week to make the Easter dinner a success?

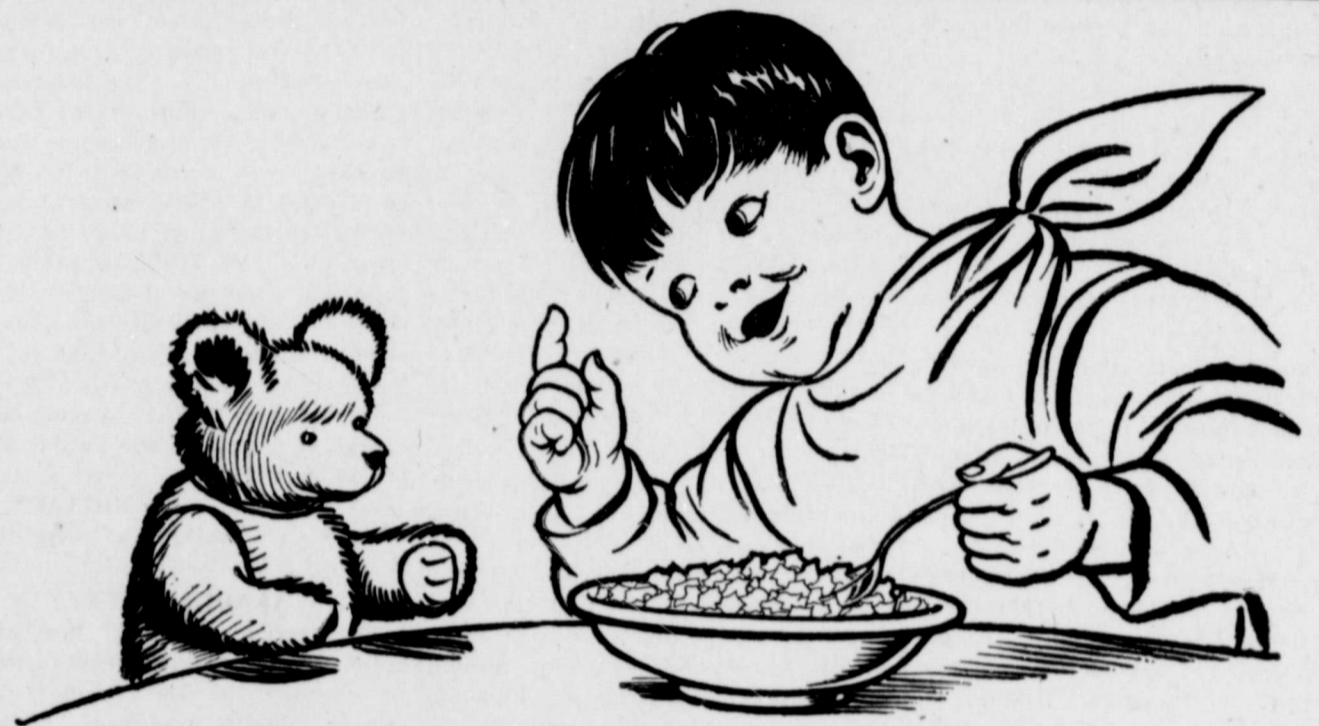
We are prepared to take the worry and work out of your Easter baking if you will permit us.

We will bake any kind of cakes, cookies, or fancy pastry such as pattie shells, etc., to order if you will give us a few days notice.

We will regularly bake an assortment of loaf and layer cakes, rolls, cookies, pies, coffee cakes and rolls, and several kinds of bread. With the warm days in sight we will be pleased to serve you continuously.

City Bakery

Phone 170



"None for You, Teddy"

Can't blame a boy for Keeping all he can get of the

NEW Post Toasties

You'll know why when you taste the new delicious flavor—along with a body and tender crispness that don't mush down in cream.

In the new process of manufacture, intense heat expands the interior moisture, raising little pearl-like "puffs" on each flake—a distinguishing feature of the

New Post Toasties

Your grocer has them now.

CASH GROCERY CO'S. SPECIALS

BEGINNING TODAY

- 13 pounds cane sugar \$1.00
- 12 pounds lima or navy beans \$1.00
- 12 pounds fancy dried peaches \$1.00
- 20 pound box crackers in bulk \$1.60
- 20 pounds hominy grits \$1.00
- 20 pounds flake hominy \$1.00
- 20 pounds broken rice \$1.00
- 1 gallon fancy sour pickles in bulk 50c
- 13 bars white soap, any brand 50c
- 7 bars Lenox soap 25c
- 14 bars Borax Wash Powder 50c
- Van Camp's catsup, 30c value 20c
- Large size Crisco \$1.00
- Large size Cottolene or Crusto \$1.50

- Canned Goods**
- 3 cans corn, good quality 25c
- 3 cans hominy 25c
- 3 cans apples, best quality 25c
- 3 cans White Swan soup 25c
- 2 cans Diplomat peaches 25c
- 2 cans fancy Tuna fish 25c
- 6 cans American sardines 25c
- 6 cans milk 25c
- 3 cans Eagle Brand milk 50c
- 3 cans pink salmon (flats) 25c
- 3 cans pink salmon [tall] 28c
- 2 cans sweet potatoes 25c
- Large size pumpkin 10c
- 50 doz. Van Camp's Early June Peas to sell at, per can 10c

- Meal and Flour**
- Red Star flour, every sack guaranteed \$1.75
- 17 1-2 pounds cream meal 50c
- 35 pounds cream meal 90c

You get exceptional values in our fine coffees—
No. 1 Peaberry, per pound 25c
Dining Car Special, in bulk 35c
Manor House Supreme 40c

Baking Powder
All regular 25c sizes, including K. C., Calumet, Health Club, Dr. Prices 20c
10 pound size Calumet \$1.25

Cash Grocery Co., Pure Food Products. Phone 101
O. E. Brashear, Mgr. W. deliver \$1.00 orders free

The Freshness of the Easter Season

Should be reflected in your Easter Dinner and your Easter Entertaining. We have provided the fresh things for your menus and give below a partial list of the good things in stock for the housewife's planning:

- Fine Fresh Strawberries
- New Green Beans
- Fancy California Head Lettuce
- Young Onions
- Green Peppers
- Mustard and Spinach Greens
- Kalamazoo Celery
- Fancy Tomatoes
- New Potatoes
- Young Radishes
- Turnips

Better plan your wants early and let us have your orders early or you may be disappointed in getting the best selection.

To insure the complete success of the baked goodies for Easter let the principal ingredient be HELIETROPE FLOUR.

PIERSON & SMITH
PHONE 348

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

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

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

STRAYED—250-pound red sow; swallow fork in right ear; 2 weeks' old pigs at home. Reward for recovery.

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

FOR SALE—640 acres of improved patented land in splendid farming community, fourteen miles east of Happy, in Swisher County, Texas.

Fresh Vegetables at all times at VICKERY-HANCOCK GRO. CO'S.

GOOD ALFALFA HAY which has never been rained on \$12.00 per ton for quick sale. HELEN TEMPLE FARM.

FOR SALE—115 good ewes; 70 lambs now and more. If you are interested come see these sheep.

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.

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

ONE-CENT SALE—Thursday, Friday and Saturday, April 20th to 22nd, at THE REXALL STORE.

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

FOR SALE.

Young Jersey cow, full blood; fresh in milk. Phone 390 or see S. S. DANIEL, at 'Farmdale.'

FOR SALE—Practically new sewing machine. Will sell reasonable. Phone 72.

Let VICKERY-HANCOCK supply your needs for the Easter dinner. Phone 17.

NOTICE.

I have received the noted jack "Dublin" and will stand him for the season at my barn. See him. J. L. OVERALL.

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

ONE-CENT SALE—Thursday, Friday and Saturday, April 20th to 22nd, at THE REXALL STORE.

Meet me at the KASH KANDY KITCHEN for the BEST WHAT IS in Home-Made Confections.

BIDS WANTED.

Bids wanted for the following: Building standard houses and barns; digging domestic supply wells, erecting windmills and building surface tanks; building fences and corrals; and drilling irrigation wells, building pump houses and installing machinery.

Specifications will be submitted on request, and successful bidders will be requested to furnish bond in some approved surety company to cover cost of material used in completing their contracts.

SHORT - HORN BULLS — Scotch topped. Three roans, 3 reds, 1 white; 10 to 15 months old. Good ones. Prices \$75 to \$125.

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.

FARM AND RANCH LOANS. Am in position to make Farm and Ranch Loans on patented lands in Hale and adjoining counties.

ONE-CENT SALE—Thursday, Friday and Saturday, April 20th to 22nd, at THE REXALL STORE.

WANTED—Work in hotel, private family. Come home nights. \$5.00 per week. Phone 515.

WANTED: Clean cotton rags. HERALD OFFICE.

Place your order with VICKERY-HANCOCK if you want good, fresh Groceries and want them delivered promptly. Phone 17.

FOR SALE—One Starr Piano, good as new. See BEN GARDNER, Roos' Garage.

ONE-CENT SALE—Thursday, Friday and Saturday, April 20th to 22nd, at THE REXALL STORE.

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

TANKAGE at the PLAINVIEW PRODUCE CO. Phone 366.

WANTED—Girl for general household work. Apply JACOBS BROS CO.

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

Julia Culp, the world-famous lieder singer, will give a recital in Canyon April 21st. Tickets, \$1.50. Write C. W. WARWICK.

BIDS WANTED.

Bids wanted for the following: Building standard houses and barns; digging domestic supply wells, erecting windmills and building surface tanks; building fences and corrals; and drilling irrigation wells, building pump houses and installing machinery.

Specifications will be submitted on request, and successful bidders will be requested to furnish bond in some approved surety company to cover cost of material used in completing their contracts.

TEXAS LAND & DEVELOPMENT CO.

NOTICE.

High School building to be built near Muleshoe, Bailey County, Texas. Plans and specifications with all details can be examined at the Black Water Valley State Bank at Muleshoe, after April 24.

For particulars address Paul A. Coldren, Muleshoe, Texas. (Signed) STEVEN A. COLDREN, Kansas City, Mo.

EXCHANGE. 320 acres good level land, well located. Will take some mares as part payment; ten years' time on balance, with 8 per cent interest. Price, \$16.00 per acre. Address "LAND," care of Herald.

SEALED BIDS WANTED.

Sealed bids will be received by the Board of School Trustees at Olton, Texas, until two o'clock Saturday afternoon, April 22, 1916, for the furnishing of materials and erecting to completion of a brick school building.

Each bid or proposal shall be accompanied by a certified check in amount of 2 per cent of bid or proposal, made payable to the President of the Board of School Trustees, as a guarantee that such bidder will execute the required Surety Company Bond and will within 6 days enter into a contract with the school trustees for the furnishing of materials and completing the building in accordance with the plans and specifications.

A deposit of \$7.50 will be required from all contractors securing plans and specifications for the purpose of bidding. When the plans and specifications are returned to the architects on time and in good condition, the contractor will receive his deposit.

Plans and specifications may be obtained from the architects, Berry & Kaufman, Amarillo, Texas.

PLAINVIEW NURSERY has a supply of nice early plants and still has trees to sell. Tues. 4-pd.

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.

Whenever You Need a General Tonic Take Grove's

The Old Standard Grove's Tasteless Chill Tonic is equally valuable as a General Tonic because it contains the well known tonic properties of QUININE and IRON. It acts on the Liver, Drives out Malaria, Enriches the Blood and Builds up the Whole System. 50 cents.

Money to Loan On Farms, Ranches and City Property. 5 and 7 years time. Lowest rate of interest. Prompt service. THE ST. LOUIS LOAN CO. MRS. EMMA V. BROWN, Representative 201 South Eureka St.

CALOMEL DYNAMITES A SLUGGISH LIVER

Crashes Into Sour Bile Making You Sick, and You Lose a Day's Work.

Calomel salivates! It's mercury. Calomel acts like dynamite on a sluggish liver. When calomel comes into contact with sour bile it crashes into it, causing cramping and nausea.

If you feel bilious, headachy, constipated and all knocked out, just go to your druggist and get a 50-cent bottle of Dodson's Liver Tone, which is a harmless vegetable substitute for dangerous calomel. Take a spoonful, and if it doesn't start your liver and straighten you up better and quicker harmless to both children and adults. Take a spoonful at night and wake up feeling fine; no biliousness, sick headache, acid stomach or constipated bowels. It doesn't gripe or cause inconvenience all the next day like violent calomel. Take a dose of calomel today and tomorrow you will feel weak, sick and nauseated. Don't lose day's work! Take Dodson's Liver Tone instead and feel fine, full of vigor and ambition.

IMPORTANCE OF HEALTHY KIDNEYS.

Plainview Readers Should Learn to Keep the Kidneys Well.

The kidneys have a big work to do. All the blood in the body is coursing through the kidneys constantly to be freed of poisonous matter. It is a heavy enough task when the kidneys are well, but a cold, chill, fever or some thoughtless exposure is likely to irritate, inflame and congest the kidneys and interrupt the purifying work.

Then the aching frequently begins, and is often accompanied by some irregularity of the urine—too frequent passages, sediment or retention. Thousands testify to the wonderful merit of Doan's Kidney Pills, a remedy for the kidneys only, that has been used for kidney troubles 50 years. You will make no mistake in following this advice. It comes from a resident of this locality:

Mrs. S. G. Mitchell, Tullia, Texas, says: "One of my family was afflicted with a lame back that made it almost impossible for him to attend to his work. Doan's Kidney Pills cured him, although other medicines had failed." Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Mitchell recommends. Foster-Milburn Co., Props., Buffalo, N. Y.

Cures Old Sores, Other Remedies Won't Cure. The worst cases, no matter of how long standing, are cured by the wonderful, old reliable Dr. Carter's Antiseptic Healing Oil. It relieves and heals at the same time. 25c, 50c, \$1.00.

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

MRS. BELLE CARTMELL, Suite 23, Grant Bldg. Phone 579. Hair Dressing, Manicuring, Shampooing, Scalp Treatment. Face Bleaching a Specialty.

W. A. TODD, Agent All Kinds of INSURANCE. Office No. 14, First National Bank Building. Phone 129.

W. FLAKE GARNER, Funeral Director and Embalmer. Prompt Service Day or Night. Phones 105 and 376.

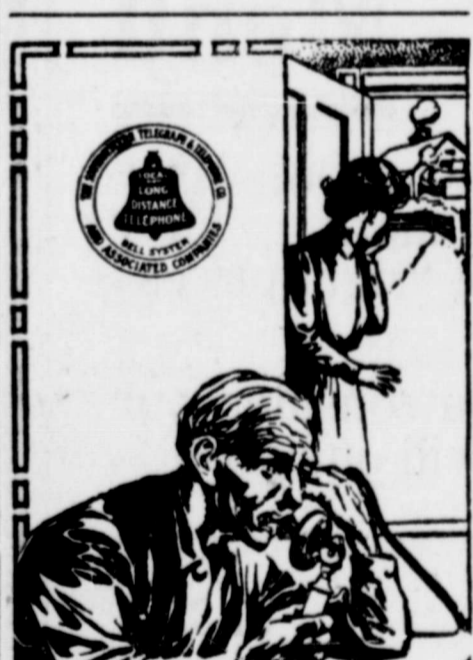
SEE ME FOR FARM LOANS. We have the money for your use on five years' time. We also buy vendor's lien notes. Walter Darlington Co. KANSAS CITY, MO. Rawlings & Brown Representative Stephens Building PLAINVIEW, TEXAS Prompt Service

Invigorating to the Pale and Sickly. The Old Standard general strengthening tonic GROVE'S TASTELESS CHILL TONIC drives out Malaria, enriches the blood, builds up the system. A true Tonic. For adults and children.

HARRISON & KERR CO., General Contractors. Office at Fulton Lumber Co. Phone 107. House Phones, 328 and 428.

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

L. V. DAWSON, M. D. Physician and Surgeon. Special attention given to surgery. Office in new Donohoo Bldg. Office hours 1 to 5 p. m.



The Value of a Telephone in the farmer's home cannot be measured in dollars and cents. It may be the means of saving your property from destruction by fire, your family from serious illness, your products from a drop in prices. Thousands of farmer's telephones are connected with the vast system of this Company. The cost is most reasonable. Inquire of our nearest Manager. Southwestern Tel. & Tel. Co.

Catarrh Cannot Be Cured with LOCAL APPLICATIONS, as they cannot reach the seat of the disease. Catarrh is a blood or constitutional disease, and in order to cure it you must take internal remedies. Hall's Catarrh Cure is taken internally, and acts directly upon the blood and mucous surfaces. Hall's Catarrh Cure is not a quick medicine. It was prescribed by one of the best physicians in this country for years and is a regular prescription. It is composed of the best tonics known, combined with the best blood purifiers, acting directly on the mucous surfaces. The perfect combination of the two ingredients is what produces such wonderful results in curing catarrh. Send for testimonials, free. F. J. CHENEY & CO., Props., Toledo, O. Sold by Druggists, Price 75c. Take Hall's Family Pills for constipation.

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"

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

Summer Cooking Shouldn't Cook the Cook. Getting dinner ready in July is just as comfortable as in November—if you use a FLORENCE OIL COOK STOVE. The heat goes into the cooking, not into the kitchen. It does your work well and reliably, and keeps you comfortable. It requires less watching and regulating than a coal stove. You can keep one or four burners at an intensely hot or merely simmering flame. Come in and let us show you how these Florence Automatic Stoves work, how simple and reliable. No Wicks to burn out. No Valves to leak. Once started, each burner will keep going at the same power until you turn it out. PERFECTLY SAFE. R. C. Ware Hdw. Co. Phone 178

BRYAN

Will Speak in Plainview

In advance of the Chautauqua

on

"The War and the Lessons It Teaches Us"

Friday, April 28th, 10:00 a. m.

ADMISSION 50 CENTS

Chautauqua Season Ticket Holders Admitted FREE

NOTICE

Wanted a Carload of SECOND-HAND FURNITURE

Will pay the highest cash price. We are located at the old Speed building. We are going to buy and sell everything.

PHELPS SECOND-HAND STORE

"WOMEN EVERYWHERE ARE GOOD ENOUGH FOR THE MEN"—BRYAN.

Great Commoner's Kindly Retort to Duchess on First Visit in England.

When W. J. Bryan made his first trip to Europe, he was not so sure of the kind of reception he would receive. He thought that perhaps his fame as the opponent of the Gold Standard would precede him and that European public sentiment might not be willing to accord him as high a place as he had enjoyed at home. But he soon found that he was known as an American leader and a wonderfully gifted speaker.

His own attitude toward Europeans was sometimes a matter of doubt. His patience was sorely tried at one time while attending a big banquet in London. As the guest of honor, he was asked to lead the way to the dining room with a well known duchess on his arm. This elderly lady, wishing to make conversation, said, "Mr. Bryan, do you not find English ladies far more attractive than American ladies?" Mr. Bryan knew that her eldest son had found it necessary to go to America to find a bride that suited his taste, and a hot retort was on his lips, but, with his usual kindness, he overlooked the bad taste of his dinner partner and replied that he had always found the women, everywhere, good enough for the men.

Having heard of the density of the English minds regarding American jokes, he decided to try one on his first audience. He said that a question was once asked by a public speaker if anyone had ever heard of a perfect person. After a long pause, a demure little woman arose and answered that she had never heard of any save her husband's first wife.

Mr. Bryan is authority for the statement that the joke is appreciated wherever the marriage relationship exists. Although his lectures are always in-

spired by some central motive that is far from the humorous, Mr. Bryan always manages to weave in enough of the humorous side to keep his hearers interested and in good humor. He does this without appearing to drag it in, as so many public speakers do, and it is only an indication of his real Americanism that his sense of humor seems always to be on tap in his own mind and therefore finds instant response with his audience.

In his lecture which is to be given here April 28, under the auspices of the Chautauqua committee, his subject, "The War and the Lessons It Teaches Us" will surely not indicate a light or frivolous vein, but no one who has heard Mr. Bryan will fall to realize that wherever a situation arises that has the humorous element in it, he will not fail to give it expression.

FEEL YOUR BREADSTONE.

Surgeon Blue suggests a very add, but reliable, way of testing one's bodily condition. "You often see a woman at the market pinching the end of a chicken's breastbone to find out how tender—in other words, how young—the fowl is. Oddly enough," he says, "the same test with human beings is one of the most reliable known. If in advanced age the lower end of your breastbone feels elastic when pushed inward, you may assume that no important changes have yet taken place in your arteries, or otherwise in your physical makeup.

"The human breastbone is shaped like an ancient Roman sword, and the upper part of it is like the sword handle. Its point is a piece of cartilage. The early hardening and stiffening of it indicates that the changes accompanying old age have prematurely begun. It is one thing to be old and quite another to be aged. Some people become aged before they have lived long enough to become old. Others who are really old have not yet become aged—that is, the processes of senility have not yet begun in them.

"If you are to live long and postpone old age, you should try to establish a proper balance between work and play. The man who squanders his vital forces in incessant and excessive efforts is as much a sinner against his body as the lazy, do-nothing kind of man. Both are likely to attain early senility."—Los Angeles Times.

REPORT THAT VILLA IS DEAD IS MADE TO PRESS.

(Continued from Page One.)

House. In some quarters there was a disposition to credit them, despite the fact that border reports generally have been viewed with so much suspicion since the pursuit began.

Officials would not discuss what proof they would deem necessary to establish the fact that the body mentioned in these reports is that of Villa. It is certain, however, that every effort will be made to obtain so complete an identification as to make sure beyond reasonable doubt that the man who waged war with a few hundred bandits against the United States and the defunct government of Mexico simultaneously has paid the penalty. Consul Letcher, at Chihuahua, should be able to make the identification.

Notice:—This is to certify that I have taken my property off the market.—Chas. Jueschke. 3t-pd.

Wanted to rent:—5-room house, close in.—E. T. Coleman, phone 176. 2t.

20 Per Cent Off on Ladies Coat Suits

Have you taken advantage of the radical reduction on Ladies' Coat Suits?

Your unrestricted chance of any Coat Suit in the house at 20 per cent off our regular "Savings Price."

Remember that our stock is composed of absolutely new merchandise and consists of garments which have created for us an enviable reputation as Leader in this Line.

Come In and Look Them Over. Notice the Material, Workmanship and Style, and Then Look at the Green Tag—Don't Delay, Come Today.

Shoes

Just received the largest and most varied shipment of Ladies and Children's shoes.

Regardless of the kind of shoes you have in mind we can fill the bill "As Our Stock" is complete in every respect.

Shoes have advanced materially but were fully protected and are giving you the advantage of our opportune purchases.

Our Ivory and White boots are proving popular numbers as well as our Pumps and Straps in all leathers and colors.

Let us show you just the shoe you want to go with that Easter Suit and Hat.

Jacobs Bros

THE ONE PRICE SPOT CASH STORE

For the Easter Menu

We have ready for your Easter menu a big variety of staple and fancy groceries of merit. They contain the quality and we have the "right prices" on them.

As a special inducement to have you consider our stock in your Easter buying we will offer for

THIS WEEK ONLY

No. 10 size Compound and Crusto for Gallon Fruits, Peaches, Apricots, Plums and Apples, 3 cans for Gallon Cherries, per can,	\$1.35 1.00 .50
---	-----------------------

We have just received a fresh assortment of Heinz famous line of Soups, Pickles, Spagetti, and other Condiments.

Three times a week we receive shipments of fresh vegetables.

Don't forget to order a sack of

Albatross Flour for Your Easter Baking.

E. G. Bennett Grocery Company

PHONE 35