

THE PLAINVIEW EVENING HERALD

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PLAINVIEW, TEXAS, FRIDAY, JANUARY 12, 1917

SANTA FE WANTS THROUGH TRAIN TO KANSAS CITY

COL. R. P. SMYTH TELLS OF FILING AT AUSTIN OF REQUEST TO TAKE OFF CLOVIS TRAIN.

NEW HIGHWAYS FOR PLAINVIEW

Good, Wholesome Meal Bought at University of Texas Cafeteria for Twenty-two Cents.

There are rumors afloat that the Santa Fe will put on a through train from Sweetwater to Kansas City, giving Plainview and other towns along the Panhandle & Santa Fe double daily train service. The most reputable basis for the rumor is information conveyed in a message to The Herald from Col. R. P. Smyth, secretary of the Plainview Chamber of Commerce, who is in Austin. Colonel Smyth states: "Soon after my arrival here Judge Allison Mayfield, chairman of the Texas Railway Commission, called my attention to a complaint filed before the commission by Mr. Vickers, of Lubbock, asking the commission to force the Santa Fe to put on another passenger train between Amarillo and Sweetwater. The hearing on this was set for the 9th of this month. Before that date the case was continued by agreement of parties to the 13th of February. But the Santa Fe officials have since appeared before the Commission to file a request that they discontinue one passenger train between Canyon and Clovis and put it on between Canyon and Sweetwater. Heretofore has been cited to appear on the 13th to answer this phase of the case, which now stands as a request of the railroad that they put on double passenger service between Canyon and Sweetwater."

A. & M. Campaign Effective.
Continuing, Colonel Smyth says of the West Texas A. & M. College campaign, in which he and the secretary, T. F. Hodge, have been very active: "Mr. Hodge, from Sweetwater, is in charge of the West Texas A. & M. campaign, and is doing great work. I find that I have many friends in both houses of the Legislature, some of whom I have served with in the Legislature and some in the Army. University Cafeteria and H. C. of L. Today I was the guest of E. O. Brown, formerly of Plainview, at the University of Texas. We had lunch at the Cafeteria. The food is well cooked, but I think it comes too high. Listen! I had SOUP, ROAST BEEF, STRING BEANS and CORN BREAD for twenty-two cents!"

Will Attend Road Meeting.
"I will remain here until after the Good Roads Convention, to be held here on the 17th and 18th of this month. I believe I will be able to secure the official recognition of several automobile highways for Plainview."

"I wish Mayor Risser and the aldermen would run down here and see what this town is doing in the way of paving its streets. They first tried brick. Now they seem to favor Bitulithic. For roads they use Tarvia Twelfth Street, on which my mother lives, is paved with Bitulithic. From the Capitol for six blocks west, in the center of the street, is a wide parking, leaving a passway on each side of about twenty-four feet. When I return I will have a mass of information. Mr. Powell, the street commissioner, has promised to give me full details in regard to street improvements in this city. I will also secure data on waterworks and sewers, electric lights, gas, etc."

"At a dinner with the Rotary Club yesterday, I counted eighty-six at the tables. I also find the Austin Chamber of Commerce to be on the job every moment of their time. I have not been in their rooms at any time that some committee was not there at work."

MRS. JOHN PENDLEY DEAD.

Mrs. John Pendley, one of the oldest residents of this section, died at the family's home this morning at 11:15 o'clock. Mrs. Pendley was born in Kentucky, in 1837. The funeral services will be held at the First Christian Church, January 13, at 2:30 o'clock p. m.

Mrs. Clint Shepard and children have returned home from visiting in Dallas and Plano.

FIRST NATIONAL DECLARES DIVIDEND OF 30 PER CENT

No Change in Directors or Officers of Plainview's Banking Institutions.

A thirty-per-cent annual dividend was declared by the board of directors of the First National Bank at their meeting Tuesday afternoon. On the same day the Third National declared a semi-annual dividend of five per cent, having taken the same action in July, making their annual dividend ten per cent. The Citizens National also declared a five-per-cent dividend, making an annual dividend of ten per cent.

Officers and directors for the Citizens National for the ensuing year are: J. N. Donohoo, chairman of the board of directors; E. B. Hughes, president; R. C. Ware, vice president; W. W. Underwood, active vice-president; R. A. Underwood, cashier; H. Y. Hughes, assistant cashier. The directors are J. N. Donohoo, E. B. Hughes, Wayne Paxton, J. H. Buntin, R. C. Ware and W. W. and R. A. Underwood.

First National officers are: J. H. Slaton, president; W. C. Mathes, vice president; Guy Jacob, cashier. Directors are: W. C. Mathes, J. H. Slaton, Guy Jacob, E. M. Carter and Levi Schick.

Officers for the Third National are: L. A. Knight, president; W. A. Donaldson, vice president; R. W. O'Keefe, vice president; L. G. Wilson, vice president; T. Stockton, cashier; Will Stockton, assistant cashier. Directors are L. A. Knight, R. W. O'Keefe, L. G. Wilson and W. A. Donaldson.

Methodists of District Will Hold Missionary Institute Here

The Missionary Institute for the Plainview District, Methodist Church, has been designated for Plainview, February 7, and Rev. A. L. Moore, presiding elder, has mailed programs to members over the district. Among those who have been assigned parts on the program are Rev. B. H. Oxford, of Hale Center; Rev. W. M. Lane, of Floydada; Rev. W. M. Pope, of Tullia; Rev. J. T. Hicks, of Lubbock; Rev. J. E. Swenson, of Plainview; J. E. Swenson, of Plainview; Mrs. Tubbs, of Lubbock; Rev. J. E. Swenson, of Plainview; Rev. W. S. Boyce, of Tullia; Rev. J. A. Bell, of Tullia; George Mott, of Tullia; Rev. J. W. Sweeney, of Lockney; Rev. J. A. Rev. B. Y. Dickinson, of Abertons; Rev. W. M. Peare, of Crosbyton, and W. L. Lightfoot.

KNIGHTS TEMPLAR ELECT OFFICERS FOR NEW YEAR.

Officers for the Plainview Knights Templar Lodge were elected Monday evening, as follows: G. C. Keck, E. C. G.; Col. R. P. Smyth, G.; R. J. Frye, C. G.; G. Graham, S. W.; E. C. Keck, J. W.; Leo Kemble, Prelate; C. D. Wofford, treasurer; W. A. Todd, recorder; N. B. Mayhugh, standard bearer; E. H. Humphreys, sword bearer; L. F. Cobb, sentinel; B. T. Bowlin, warden; E. Harlan, W. J. Kilger and Rev. T. B. Haynie, outer guards. The officers will be publicly installed January 22.

WILL OPEN NEW JEWELRY STORE DURING THE MONTH.

Arthur L. Talley, of Anson, Texas, was a visitor in Plainview this week. He states to a representative of The Herald that during the month he will return to Plainview and will open a jewelry store and optical parlor, closing out his business in Anson. Mr. Talley is experiencing difficulty in finding a suitable store room.

STATE BUYS SCHOOL BONDS OF PETERSBURG DISTRICT.

Bonds of the Petersburg school district, No. 9, for \$8,000 were purchased January 10 by the State of Texas. The money will be used in the erection and equipment of a new brick school building.

C. E. CRAIG IS NEW GENERAL MANAGER OF T. L. & D. CO.

C. E. Craig, of San Antonio, has been appointed general manager of the Texas Land and Development Company, and assumed his duties yesterday.

WORKING ORGANIZATION FOR CHAUTAUQUA IS PERFECTED

Association Held Important Meeting at Ware Hotel Thursday Afternoon.

The Plainview Chautauqua Association held a meeting Thursday afternoon, in the parlor of the Ware Hotel. The action taken at a previous meeting, leaving the surplus from the 1916 Chautauqua in the general fund of the association was rescinded. A committee was appointed to see the members of the association relative to the formation of a new one. On this committee were named O. E. Brashear, J. M. Waller and H. S. Hilburn. A new committee to arrange minor changes in the constitution of the association was appointed, as follows: J. F. Garrison, H. S. Hilburn and A. B. Martin.

The association has closed arrangements for the 1917 Chautauqua on the basis of selling \$1,600 worth of season tickets, the same contract that was in effect last year.

The Redpath-Horner Chautauquas promises a program this year up to their usual standard. Miss Martin, representing the Chautauquas, will be in Plainview soon to confer with the association, according to a letter received by J. F. Garrison, president.

HALE-SWISHER COUNTIES MEDICAL SOCIETY MEETS.

The Hale-Swisher County Medical Society met in Plainview, in the office of Dr. A. H. Lindsay, secretary, Tuesday, with the following members present: Drs. C. C. Gidney, Jas. Pickett, E. O. Nichols, R. L. Ramsdell, E. F. McClendon, J. C. Anderson and A. H. Lindsay.

Dr. J. P. Lattimore, who is here visiting his mother, Mrs. M. A. Lattimore, was a guest. He is a graduate, class of '16, of the Louisville Medical College.

Dr. McClendon read a paper on "Headaches," giving classification of five kinds of headaches. The paper was followed by general discussion by members. Dr. J. L. Guest, of Lockney, was received as a member of the association.

CAR OF FEATHERS SHIPPED BY LOCAL COMPANY TO CHICAGO.

The Wright Produce Company of Plainview has a car of turkey feathers for shipment to Chicago. These feathers are a by-product of the company's holiday trade in dressed fowls.

PLAINVIEW FIRM LEASES THE GRAND, AT AMARILLO.

The Olympic, proprietors of Tullia and Canyon, proprietors of Grand Opera House apt Plainview, will conduct it as a picture and next week Mr. Rogers will move his family to Amarillo and assume active management of the new property. As far as possible, the same program will be used at Amarillo as at the other houses of this firm.

Dr. E. Lee Dye will have the active management of the Plainview house.

NEW OFFICERS INSTALLED BY THE ODD FELLOWS LODGE.

Tuesday evening officers for the I. O. O. F. Lodge were installed. In addition to the officers, a new trustee for three years, P. L. Kemble, was installed. Mr. Kemble will act for the order for three years, succeeding R. M. Ellerd. The hold-over trustees are Albert Allen and A. B. Rosser. Officers installed were: Geo. Martin, noble grand; R. T. Hubbard, vice grand; H. D. Hyde, recording secretary; G. C. Keck, financial secretary; R. J. Frye, treasurer; Chas. Clements, chaplain; L. W. Elliott, outside guard; E. R. Anderson, inside guard; L. D. Griffin, warden; H. D. Hyde, representative to the grand lodge, which meets in Dallas in March, and Albert Allen, alternate.

ADJUSTING EXPENSE INCURRED IN BUYING THE DAIRY COWS.

L. L. Johnson, farm demonstrator for the Panhandle and Santa Fe Railway Co., is in Plainview this week in consultation with the bankers, who furnished money for the purchase of Hale County's Holstein dairy cows, and with the members of the South Plains Dairy Association, who have bought cows, finally adjusting and distributing the expense.

THIRTY-FIFTH LEGISLATURE CONVENED TUESDAY MORNING

Governor Ferguson's Message, Briefest in State History, Follows Platform Demands.

AUSTIN, Texas, Jan. 10.—Governor Ferguson's message to the Thirty-Fifth Legislature was received by both houses today. The briefest of the briefest

Legislators Expected to give reasons why the present law so as to allow Texas corporation business.

purchasing, refining and marketing lines. It is incorporated under the laws. It has no direct power and its power only by reorganizing the state and ceasing to be a corporate producing organization, but arrangements the company could not make were on a narrow scale. It has become subject to too much in nearly every country in the world, 1,000 employees, and its stockholders.

Judicial reform to do away with useless laws and relieve the crowded condition of the Supreme Court.

Appropriations for tick eradication and other action to foster the livestock industry.

Enactment of a law, forbidding gun-carrying.

Appropriations to provide Ranger service of maximum efficiency.

Establishment of industrial institutions for adult blind.

Changes in election laws to permit citizens away from home to vote by sealed ballot.

Redistricting of the State for representation in the National Congress.

Providing of deficiency appropriations.

The following officers were elected in the Senate: Secretary of the Senate, Jno. D. McCall, Conroe; assistant secretary, Geo. H. Boynton, Hamilton; journal clerk, M. Gilmore, Center; first assistant journal clerk, Otto Kidgeway, Denton; second assistant journal clerk, Ralph Soape, Henderson; sergeant-at-arms, M. F. Horrbuckle, Meridian; first assistant sergeant-at-arms, James Kenney, Dallas; second assistant sergeant-at-arms, Captain Jack Crotty, Stephenville; door keeper, Captain A. J. McReynolds, Palestine; assistant door keeper, I. D. Eagan, Austin; calendar clerk, W. E. Conn, Fort Worth; assistant calendar clerk, W. C. Day, Houston; enrolling clerk, J. J. Albright, Guadalupe County; assistant enrolling clerk, Miss Birdie Cannon, Lamar County; engrossing clerk, C. E. Hebert, Bay City; assistant engrossing clerk, Alice Stelfox, Austin; notarial E. C. Litt, MacOliver, San Antonio; Miss Hilda McCall, Walling, Clark, Mrs. Librarian, Mrs. Fran, Walling, Clark, Mrs. postmaster, Mrs. Senate Austin; chaplain, Rev. S. H. Elgin.

Committees were appointed in the House and Senate to notify the Governor that the Legislature was ready for business.

The following officers were elected in the House: Bob Barber, of San Antonio, chief clerk; Stuart Francis, Austin, sergeant-at-arms; L. P. Archer, Belton, assistant sergeant-at-arms; G. P. Basford, Austin, reading clerk; T. B. Reese, Cameron, assistant reading clerk; Ed Graham, Hill County, calendar clerk; J. T. (Kit) Robinson, Limestone County, enrolling clerk; Laten Stanberry, Kaufman County, engrossing clerk; J. K. Lane, Freestone County, door keeper; R. G. Jackson, San Antonio, assistant door keeper; Rev. J. C. Mitchell, Austin, chaplain.

After making a careful check of the Legislature, Thomas F. Hodge, of Sweetwater, secretary-treasurer of the West Texas A. & M. College Association, is convinced that the bill providing for a branch Agricultural and Mechanical College in West Texas will pass without much difficulty.

The bill will be introduced in the Senate by Hudspeth, of El Paso, and in the House it will be signed by all the representatives from districts in the territory west of the ninety-eighth meridian. The bill provides for establishment of a branch institution having practically the same curriculum as that at College Station.

GRAND JURY INDICTS FOUR FOR FELONIES

MEXICAN FOR MURDER, HOWARD AND MCKINNEY FOR THEFT AND LEWIS FOR FORGERY.

RECEIVER FOR WILLIS DRUG

Two Divorces Are Granted in District Court by Judge R. C. Joiner.

Four indictments for misdemeanors and four for felonies have been made by the grand jury. Arrests have been made in the four felony cases. Benjeslao Medeles has been indicted, being charged with murder of Antonio Martinez, in Plainview, January 5.

The two men were employees of the Panhandle and Santa Fe Railway Co. Two young men named Howard and McKinney have been indicted, charged with theft of an automobile. These are the young fellows who took A. B. Martin's Buick car to Dallas, in September. The fourth indictment charges a youth by the name of Lewis with forgery. He was one of the party in the Martin car-theft incident, having joined the others at Wichita Falls, without knowing that the car was stolen, it is alleged. He forged W. T. Moreland's name to a check for \$100, it is alleged, and when the check was presented for payment the bankers refused to honor it, doubting its authenticity. Later a check for \$25, payable to a man named Cruse, signed with W. T. Moreland's name, and endorsed with Cruse's and Lewis' names, was cashed by Lewis, it is alleged, and his arrest followed.

A receiver, Chas. Vincent, has been appointed by Judge R. C. Joiner, yesterday, for the stock of the J. W. Willis Drug Co. He is to invoice the stock and offer it for sale as a whole. His bond for \$1,000 was approved today.

Other cases which have been disposed of by the court are:

J. O. Duensing vs. J. C. Turner; judgment for debt and foreclosure as to the plaintiff, J. O. Duensing, and also judgment as to A. M. Turner for his debt, second to the claims of J. O. Duensing.

Iva Harp vs. Ross Harp; judgment rendering divorce and custody of two youngest children to plaintiff.

Amalie Pauline Krause vs. Frederick Augustus Krause; judgment for plaintiff for divorce and care and custody of minor children, and injunction to prevent defendant from disturbing any of her property.

E. L. Lovvorn vs. J. W. Willis, et al.; dismissed as to W. E. Gee and A. M. McMillan and judgment against Jno. W. Willis and F. E. Blasingame by default.

J. N. Morrison vs. J. W. Willis Drug Co.; on application of A. M. McMillan, joined by J. N. Morrison, receiver for stock was ordered appointed. Judgment issued for J. N. Morrison and A. M. McMillan against Willis Drug Co.

Ex Parte vs. Lena Maxey; judgment removing disabilities. Miss Maxey is a sister of J. B. Maxey.

W. Morgan vs. W. M. Priddy, suit dismissed by reason of slander; defendant by reason of prosecution.

He has been on his way home yesterday where

SALIENT FEATURES OF WEST TEXAS A. & M. COLLEGE BILL.

Governor, Commissioner of Agriculture and Speaker of the House constitute a committee to select the site for the new school.

Government of college shall be in hands of board of directors of A. & M., assisted by eight associate directors, who shall be appointed by the Governor in four classes.

Intention is to create a full and complete agricultural and mechanical college, and the directors shall provide a course of instruction equal to that offered at the College Station A. & M., with such modifications as may be necessary to meet territorial or climatic conditions.

Right of eminent domain is conferred on directors.

Y. M. B. L. WILL HELP IN WAYLAND CAMPAIGN

WALLER, WOFFORD, BRASHEAR, GARNER AND SANFORD TO ASSIST PRESIDENT FARMER.

BANQUET AT NEXT MEETING

Many Things of Interest Are Brought Out at First Meeting of the Year.

Today President L. R. Pearson, of the Y. M. B. L., announced his appointment for the committee of five, authorized by the league in session last night, to assist the campaign committee of Wayland Baptist College in securing funds for the school. On this committee are J. M. Waller, Dr. C. D. Wofford, O. E. Brashear, W. F. Garner and B. O. Sanford.

In the interest of the college, Rev. R. E. L. Farmer, president; Rev. I. E. Gates, pastor of the Baptist Church; Rev. Carver, head of the Bible Department of the college, and Professor J. E. Willis, attended the meeting. Rev. Farmer explained the campaign, stating that \$30,000 was desired from Hale County and Plainview. Of that amount, he estimates that the Baptist denomination can raise \$20,000, and the remainder, \$10,000, is asked of the citizens of the town and county. The campaign is being conducted on the basis of "all or none." If the \$30,000 is subscribed by March 1, the subscriptions hold good. If not completed by that time they are not binding. He explained that what is known as the Amicable debt is due in May, 1917. It amounts to \$50,000, and there is interest to the amount of \$4,000 due. The total indebtedness of the school is about \$136,000. This year's and the two following years' campaign will liquidate all the school's indebtedness, if successful. Rev. Farmer emphasized the fact that the general board of education of the Texas Baptist Convention are behind the movement and if they place their \$30,000 into Wayland College this year they will continue to help the school, having made it the only correlated junior college in West Texas.

Rev. Gates made the statement that Wayland is now the only school west of Fort Worth and south of Higgins, Texas, correlated with Baylor University. He told of the ideas of the founders of the school—how they had planned for great things for Wayland College and how the large administration building now on the campus was a monument to the daring and audacity of those founders of the school who had shown their faith in the Southwest and especially in West Texas. He told how the people of Matador had responded to the needs of the school and had completed the girls' dormitory. He said that members of the Baptist Church all over this western territory are loyal to the interests of the denomination and will help Wayland College when it has been demonstrated to them that the school is on a firm basis, such as this new plan proposes.

Professor Willis emphasized the importance to the community of educational institutions of all kinds, and stressed the loyalty and fealty of the faculty and student body to Wayland College, limiting the future progress of the school to the character of the plan proposed for the college.

The appointment of A. J. Elgin, who has been elected to the position from Moines, Ia., his former home, as a member of the faculty, was also announced. An address of the faculty will be given by the chairman of the section of three, W. J. was ordered by J. W. Pickett a committee auditing committee, I. P. B.

The street-sign contest is to begin at once with the funds being as far as the funds would permit. The City Council voted the money for purchasing and members of the league will place the signs.

The new entertainment committee, O. E. Brashear, Guy Gibbs, Doland, was instructed to banquet for the next fourth Thursday night in

**SIZE OF SHEET MUSIC
REDUCED BY PUBLISHERS.**

**High School Auditorium Recitals Will
Help Popularize Music in
United States.**

By HERBERT WM. REED.

"Where will present-day conditions eventually lead to?" is the question more frequently asked than answered. Announcements and surprises have come so repeatedly during the past year that now scarcely anything can startle the public. As long ago as last summer music publishers sent notices to dealers and teachers that "On account of the great advance in price of paper, inks, etc., there must be an increase in—" well, anybody is capable of finishing the sentence, having seen so many similar notices. And now comes two of the largest music-publishing houses of the country, the Theodore Presser Co., making the announcement that their further output of sheet music will be of much smaller size. The old 11x14 sheet will be replaced with one 9x12. The idea is mainly one of economy. There will be the saving of a great deal of paper, of printing-press space, of postage, shelf space, etc. The new idea will doubtless be heartily commended by most musicians, for I have always considered the ordinary music sheet much too large. The new form will simply mean narrower margins, it will be more artistic, be more convenient to handle, will occupy less space, and will fit the music desk of all pianos. The publishers are to be congratulated, even though the idea be a pecuniary one.

Owing to the increase in size of the regular standing army, nearly 2,000 additional band men and musicians are needed to complete the newly authorized army bands. The pay ranges from \$24 per month for a musician of the third class to \$99 for a band leader. The amounts vary with the period of enlistment. To the foregoing salary should be added the value of rations, clothing, quarters, light, heat, medical attention, etc.

When our American students first begin the study of singing, they are astonished to find that they have never learned to speak. No language under the sun is so mistreated in ordinary speech as the English tongue. In singing there is scarcely a letter of the alphabet that has not its special defect or defects amongst nearly all amateurs. Indeed, such singers absolutely cut certain letters from the alphabet and never sound them in singing.

The main reason why so much that passes for singing is not understandable is because the singers have never learned to speak the language. The daily speech of the average man or woman is actually unrecognizable when put into song. Did you ever stop to consider this? What a task, therefore, evolves upon the intelligent teacher of singing! His task is to do what the public schools have never accomplished, and what the would-be singer has never thought of doing for himself. And, by the way, if the ordinary vocal teacher has not had special training along this line, how can he be expected to teach correct English diction successfully?

It is a fact that correct singing is one of the healthiest kinds of exercise. Correct singing means proper breathing. In the act of singing nearly all the important muscles of the trunk of the body are involved. The blood circulation is quickened, digestion is improved, the heat is promoted to healthy action—everything is bettered. It is no wonder, then, that singers are usually a healthy set and a long-lived race of individuals. The most important function of the body is that of breathing, yet it is a very safe estimate to say that nine persons out of ten do not breathe properly. The "natural" breathing of most grown-ups is by no means "correct" breathing. Along with the popular slogans of modern days should be placed this one of universal interest, "Correct Breathing Means Longer Living."

The latest composition of John Philip Sousa, America's "March King," is "The Boy Scouts of America March." This has been accepted as the marching theme of the Boy Scouts, and is undoubtedly worthy of the great organization to which it is dedicated. Mr. Sousa recently celebrated his sixty-second birthday.

Mme. Maud Powell, the famous violinist, asserts that the high-school auditorium is becoming the appropri-

ate and convenient place for recitals and concerts. New and up-to-date school buildings are the order of the day, and no high school now plans a building without thought of an auditorium. Attention is paid to acoustics, and the concrete construction makes for resonance; hence the newer buildings all over the country are well adapted for musical purposes. With the regular theatre buildings in the smaller towns given over to motion pictures, the high-school auditorium as a home for lectures and concerts is almost a necessity.

A noted educator recently said: "Music has too long been the monopoly of professionals, and it is time to get more music to the people and get them to help make their own music. In order to do this, we must commence with the present younger generation and train them to take their places in various communities with this new idea of music for music's sake, organizing orchestras, choral bodies, and other group work wherever they may be located."

MISSISSIPPI

TANKAGE at the PLAINVIEW PRODUCE CO.



Send Mother or Father or the friends back home your photograph, a portrait of you as you are today.

Make an appointment today when we can give you prompt attention before the Spring rush comes on.

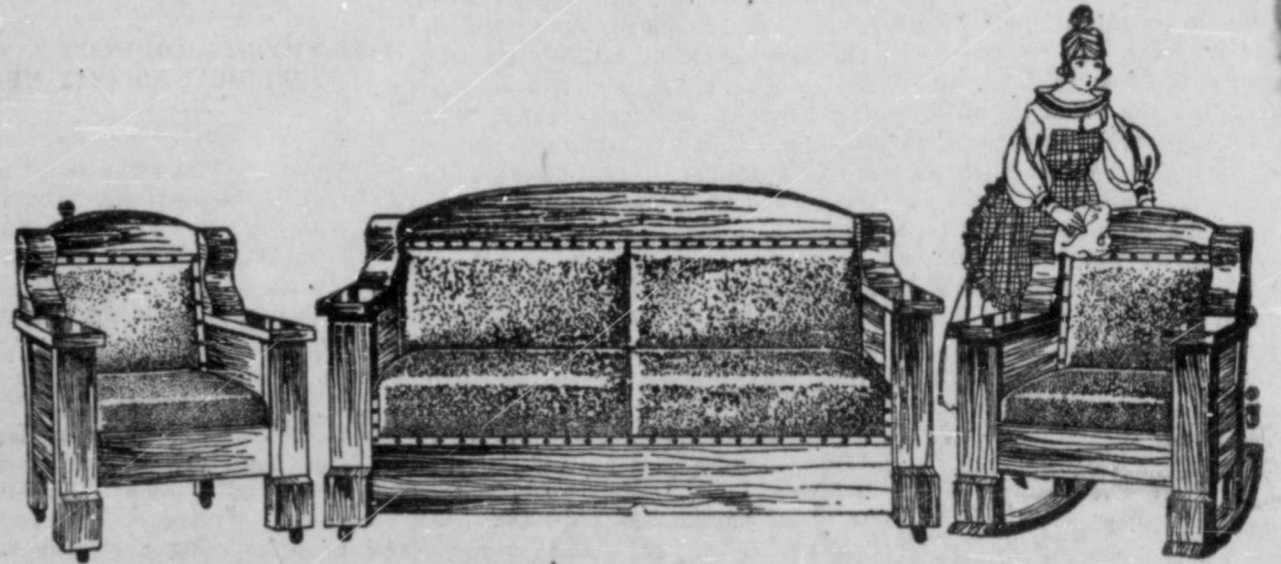
Cochrane's Studio

Take advantage of the numerous bargains unloaded in
Our Big Clearance Sale
Come and Get Yours Today
Jacobs Bros. Company



We are now carrying a complete stock of parts for Chevrolet Cars. We are prepared to do your overhauling job on any car. We re-grind cylinders and fit them with new pistons, rings, etc. When you need tires or tubes, remember we carry a full stock of the Goodyear, Plain, Non-skid and Cord Tires. We carry a complete stock of parts for Chevrolet Cars. We repair and re-charge storage batteries, repair starters, generators and magnetos.

Dealers in Chevrolet Cars.
E. N. EGGE AUTO CO.,
730 Broadway, Plainview, Texas. Phone 616.



**Honor to Whom
Honor is Due**

We feel very keenly the part our friends and customers have played in the success of our business during our first year in our new location in the Opus Building.

We feel that our patrons are responsible for our growth, because only as they support us in our policy of selling better goods for less money are we able to improve our service and enlarge our stock.

We want you to know as a friend of this store that we very much appreciate your good will and to state that we are ever ready to acknowledge your interest by making every effort to please you in every way in which you come in contact with our business.

The past twelve months has been most pleasing to us; we trust that every dollar which has entered our increasing business has been the means of making you happier, more satisfied, and a better friend and customer. It is our policy to make every dollar you spend here do its full duty in its purchasing capacity.

We hope that 1917 may be full of health, happiness and prosperity for you and yours.

W. E. WINFIELD

Phone 95

"Where Your Business is Appreciated and Your Money Buys Most"

Phone 95

Announcement

**The Ruby Theatre
To Be Opened**

The Ruby Theatre will be opened by its owners, Jordan and Stephens in ten days or two weeks. Earle C. Keck will serve as manager

**The Universal Program
To Be Used**

...to the patrons of The Ruby Theatre. The program is well planned and the patrons of The Ruby are assured that the offerings on this program are even better than those of the past.

Every Wednesday the most talked of serial, "THE PRINCE OF ASK" will be shown. Grace Cunard and Francis are featured in this star booking.

Friday will be feature night and Ruby patrons may expect on this day something really special.

Ruby Prices will be 5c and 10c

Matinee Daily at 2:15

Every Evening at 7:15

Watch for the opening date to be announced in a few days.

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VOLUME 28

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TRAINCOL. R.
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To the People of Texas and their Legislators Elect:

This is a paid advertisement intended to give reasons why the present law of Texas relating to the incorporation of oil companies should be amended so as to allow Texas corporations like those of other states to pursue all of the several branches of this single business.

The Texas Company is engaged in purchasing, refining and marketing petroleum, and as a part of its business owns and operates a system of pipe lines. It is incorporated under the laws of Texas and is handicapped seriously by the inadequacy of its charter powers. It has no direct power to prospect for and produce crude oil. And as the law now stands it can obtain this power only by reorganizing and taking out a charter in some other state, thus becoming a corporation of that state and ceasing to be a corporation of Texas.

Heretofore the stockholders, by a separate producing organization, have borne the burden of obtaining the necessary crude supplies; and but for this arrangement the company could not have succeeded. This was workable when the organization was small and operations were on a narrow scale. But with the growth of the business and with varying and shifting stock ownership it has become subject to too many complications. The company is now manufacturing in Texas and marketing in nearly every country in the world the various finished products of Texas crude oil. It now has more than 10,000 employees, and its stockholders number about 4,000, including approximately 2,000 employees.

The competitors of this company are engaged in all branches of the business. Two of its principal competitors in Texas operate as limited partnerships or joint stock associations and therefore may pursue any business that an individual might pursue, the only restriction being such stipulations as the shareholders see fit to make among themselves. Another principal competitor is organized as a holding company, incorporated under the laws of another state, and owns the stock of three Texas corporations, one engaged in producing oil, another in refining and marketing, and a third in operating pipe lines, so that on the whole the stockholders have the benefit of an organization which covers all branches of the business.

The statement just made is not in criticism. The plan of including all branches of a single business is logical. Moreover, as applied to the oil business it is universal in all of the oil producing states and in foreign countries. In practically every state of the Union, except Texas, a corporation of this kind has the charter power to produce oil.

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No one would think of precluding a company engaged in the lumber business from going directly to the natural source of supply, taking timber leases or buying standing timber, and in that way acquiring its raw material. There as in the oil business the manufacturing merchant takes the raw or crude material and turns it into finished products. In each case the supply is limited as regards both locality and extent and the matter of obtaining supplies of the particular kinds needed and obtaining them at the times when needed and in the places where needed is of supreme importance. The same thought may be applied to mining or any industry where the operator must lay out large sums in plant and marketing facilities and is not warranted in doing so unless he is to have a free hand in obtaining the raw material. He must be allowed to protect his investment, otherwise he is at the mercy of hostile forces and can be destroyed at their will or upon an event of chance. To exclude an oil company from taking leases and producing oil, and thereby require it to buy from those who may happen to have wells and produce some oil, would mean to any concern operating on a large scale precisely the same that it would mean to the owner of a sawmill if he should be prohibited from acquiring standing timber and required to buy his logs at retail. And furthermore, as previously indicated, it is not a question of what might be ideal if we were at the inception of this industry; the business has pitched itself along certain lines; and these lines are universal and world-wide.

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THE TEXAS COMPANY

SIZE OF SHEET MUSIC REDUCED BY PUBLISHERS.

High School Auditorium Recitals Will Help Popularize Music in United States.

By HERBERT WM. REED

"Where will present-day conditions eventually lead to?" is the question more frequently asked than answered. Announcements and surprises have come so repeatedly during the past year that now scarcely anything can startle the public. As long ago as last summer music publishers sent notices to dealers and teachers that "On account of the great advance in price of paper, inks, etc., there must be an increase in—" well, anybody is capable of finishing the sentence, having seen so many similar notices. And now comes two of the largest music-publishing houses of the country, the Theodore Presser Co., making the announcement that their further output of sheet music will be of much smaller size. The old 11x14 sheet will be replaced with one 9x12. The idea is mainly one of economy. There will be the saving of a great deal of paper, of printing-press space, of postage, shelf space, etc. The new idea will doubtless be heartily commended by most musicians, for I have always considered the ordinary music sheet much too large. The new form will simply mean narrower margins, it will be more artistic, be more convenient to handle, will occupy less space, and will fit the music desk of all pianos. The publishers are to be congratulated, even though the idea be a peculiar one.

Owing to the increase in size of the regular standing army, nearly 2,000 additional band men and musicians are needed to complete the newly authorized army bands. The pay ranges from \$24 per month for a musician of the third class to \$99 for a band leader. The amounts vary with the period of enlistment. To the foregoing salary should be added the value of rations, clothing, quarters, light, heat, medical attention, etc.

When our American students first begin the study of singing, they are astonished to find that they have never learned to speak. No language under the sun is so mistreated in ordinary speech as the English tongue. In singing there is scarcely a letter of the alphabet that has not its special defect or defects amongst nearly all amateurs. Indeed, such singers absolutely cut certain letters from the alphabet and never sound them in singing.

The main reason why so much that passes for singing is not understandable is because the singers have never learned to speak the language. The daily speech of the average man or woman is actually unrecognizable when put into song. Did you ever stop to consider this? What a task, therefore, evolves upon the intelligent teacher of singing! His task is to do what the public schools have never accomplished, and what the would-be singer has never thought of doing for himself. And, by the way, if the ordinary vocal teacher has not had special training along this line, how can he be expected to teach correct English diction successfully?

It is a fact that correct singing is one of the healthiest kinds of exercise. Correct singing means proper breathing. In the act of singing nearly all the important muscles of the trunk of the body are involved. The blood circulation is quickened, digestion is improved, the heat is promoted to healthy action—everything is bettered. It is no wonder, then, that singers are usually a healthy set and a long-lived race of individuals. The most important function of the body is that of breathing, yet it is a very safe estimate to say that nine persons out of ten do not breathe properly. The "natural" breathing of most grown-ups is by no means "correct" breathing. Along with the popular slogans of modern days should be placed this one of universal interest, "Correct Breathing Means Longer Living."

The latest composition of John Philip Sousa, America's "March King," is "The Boy Scouts of America March." This has been accepted as the marching theme of the Boy Scouts, and is undoubtedly worthy of the great organization to which it is dedicated. Mr. Sousa recently celebrated his sixty-second birthday.

Mme. Maud Powell, the famous violinist, asserts that the high-school auditorium is becoming the appropri-

ate and convenient place for recitals and concerts. New and up-to-date school buildings are the order of the day, and no high school now plans a building without thought of an auditorium. Attention is paid to acoustics, and the concrete construction makes for resonance; hence the newer buildings all over the country are well adapted for musical purposes. With the regular theatre buildings in the smaller towns given over to motion pictures, the high-school auditorium as a home for lectures and concerts is almost a necessity.

A noted educator recently said: "Music has too long been the monopoly of professionals, and it is time to get more music to the people and get them to help make their own music. In order to do this, we must commence with the present younger generation and train them to take their places in various communities with this new idea of music for music's sake, organizing orchestras, choral bodies, and other group work wherever they may be located."

SON'S
SSION



We are now carrying a complete stock of parts for Chevrolet Cars. We are prepared to do your overhauling job on any car. We re-grind cylinders and fit them with new pistons, rings, etc. When you need tires or tubes, remember we carry a full stock of the Goodyear, Plain, Non-skid and Cord Tires. We carry a complete stock of parts for Chevrolet Cars. We repair and re-charge storage batteries, repair starters, generators and magnetos.
Dealers in Chevrolet Cars.
E. N. EGGE AUTO CO.,
730 Broadway, Plainview, Texas. Phone 616.

Announcement
The Ruby Theatre
To Be Opened

The Ruby Theatre will be opened by its owners, Jordan and Stephens in ten days or two weeks. Earle C. Keck will serve as manager.

The Universal Program
To Be Used

The use of this program insures to the patrons of The Ruby a splendid picture service. The program is well known in Plainview, and the patrons of The Ruby are assured that the 1917 offerings on this program are even better than those of the past.

Every Wednesday the most talked of serial, "THE PURPLE MASK," will be shown. Grace Cunard and Francis Ford are featured in this star booking.

Every Friday will be feature night and Ruby patrons may expect on this day something really special.

Ruby Prices will be 5c and 10c

Matinee Daily at 2:15 Every Evening at 7:15

Watch for the opening date to be announced in a few days.

TANKAGE at the PLAINVIEW PRODUCE CO.



Send Mother or Father or the friends back home your photograph, a portrait of you as you are today.

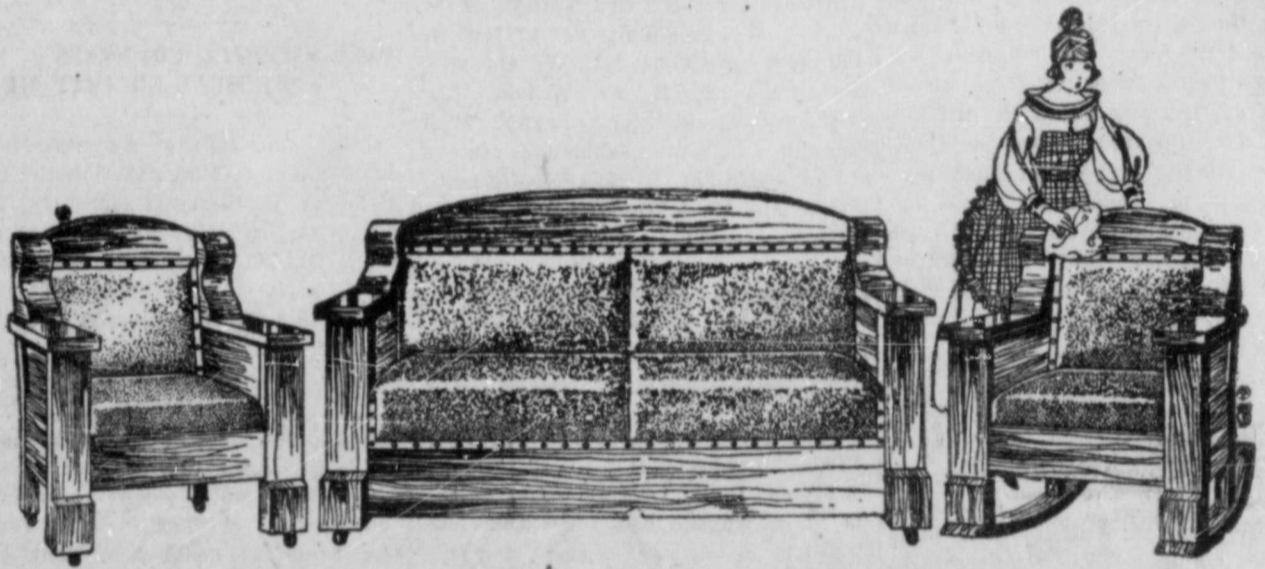
Make an appointment today when we can give you prompt attention before the Spring rush comes on.

Cochrane's Studio



Take advantage of the numerous bargains unloaded in **Our Big Clearance Sale**

Come and Get Yours Today
Jacobs Bros. Company



Honor to Whom Honor is Due

We feel very keenly the part our friends and customers have played in the success of our business during our first year in our new location in the Open House Building.

We feel that our patrons are responsible for our growth, because only as they support us in our policy of selling better goods for less money are we able to improve our service and enlarge our stock.

We want you to know as a friend of this store that we very much appreciate your good will and to state that we are ever ready to acknowledge your interest by making every effort to please you in every way in which you come in contact with our business.

The past twelve months has been most pleasing to us; we trust that every dollar which has entered our increasing business has been the means of making you happier, more satisfied, and a better friend and customer. It is our policy to make every dollar you spend here do its full duty in its purchasing capacity.

We hope that 1917 may be full of health, happiness and prosperity for you and yours.

W. E. WINFIELD

Phone 95

"Where Your Business is Appreciated and Your Money Buys Most"

Phone 95

To the People of Texas and their Legislators Elect:

This is a paid advertisement intended to give reasons why the present law of Texas relating to the incorporation of oil companies should be amended so as to allow Texas corporations like those of other states to pursue all of the several branches of this single business.

The Texas Company is engaged in purchasing, refining and marketing petroleum, and as a part of its business owns and operates a system of pipe lines. It is incorporated under the laws of Texas and is handicapped seriously by the inadequacy of its charter powers. It has no direct power to prospect for and produce crude oil. And as the law now stands it can obtain this power only by reorganizing and taking out a charter in some other state, thus becoming a corporation of that state and ceasing to be a corporation of Texas.

Heretofore the stockholders, by a separate producing organization, have borne the burden of obtaining the necessary crude supplies; and but for this arrangement the company could not have succeeded. This was workable when the organization was small and operations were on a narrow scale. But with the growth of the business and with varying and shifting stock ownership it has become subject to too many complications. The company is now manufacturing in Texas and marketing in nearly every country in the world the various finished products of Texas crude oil. It now has more than 10,000 employees, and its stockholders number about 4,000, including approximately 2,000 employees.

The competitors of this company are engaged in all branches of the business. Two of its principal competitors in Texas operate as limited partnerships or joint stock associations and therefore may pursue any business that an individual might pursue, the only restriction being such stipulations as the shareholders see fit to make among themselves. Another principal competitor is organized as a holding company, incorporated under the laws of another state, and owns the stock of three Texas corporations, one engaged in producing oil, another in refining and marketing, and a third in operating pipe lines, so that on the whole the stockholders have the benefit of an organization which covers all branches of the business.

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THE TEXAS COMPANY

The Plainview Evening Herald
TWICE-A-WEEK

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

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

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

\$3.00 a Year; \$1.00, 6 Months. Advertising Rates on Application.

Plainview's need of a municipal auditorium is more evident each day. In a measure, the auditorium of the new high school building will fill the need. But it is inadequate for the needs of greater Plainview. A good auditorium will help entertain Plainview. It will help build Plainview.

Even the rumor of Plainview's getting a new through passenger train to Kansas City sound interesting; but we can't ride a rumor.

The West Texas A. & M. committee at Austin is doing some effective work for the establishment of the college by the Legislature. West Texas is making her wants known in no uncertain manner. For this section to hope for the speedy establishment of a co-ordinate A. & M. College appears to be futile. Such action breaks all precedent in Texas. Texas University and Texas A. & M. are asking for more money annually for their maintenance—and they need it. Even if West Texas should fail in her efforts to get a bill passed by this Legislature, she has set in motion a movement which will eventually cause her just demands to be heeded. The leading workers in the A. & M. movement confidently look forward to a successful culmination during this session of the Legislature of this proposition.

TULIA ORGANIZES Y. M. B. L.

At a mass meeting of the citizens of Tulla on Monday evening, the 8th inst., a Young Men's Business League was organized, with 71 members. The officers-elect of the league are: A. W. Sternberg, president; W. W. Tucker, secretary, and W. H. Donaldson, treasurer.

The object of the league is to promote the general interest of Swisher County by a systematic campaign of advertisement and to take care of all commercial interest of a general nature looking to the development of the various industries of the county and surrounding trade territory.

WILL OPEN RUBY THEATRE.

Earle C. Keck returned Wednesday morning from Oklahoma City, where he arranged for the Universal Film program for the Ruby Theatre, which will be opened in about ten days under the management of the owners, Stephens & Jordan.

Mr. Keck states that he also booked the serial "The Purple Mask," which will be shown to Ruby patrons every Wednesday. Friday is to be feature day.

There will be every-day matinees at two-fifteen, and evening performance will commence at seven-fifteen. The prices of admission are to be five and ten cents.

FLAMES FROM KEROSENE BURN YOUNG WOMAN'S FACE.

NORFLEET, Jan. 10.—J. F. Norfleet and Grover Sageser motored to Olton in Mr. Sageser's car Friday.

Edward Kuntz was a Hale Center visitor Saturday.

Mumtree Flake and Leander King are New Mexico prospectors this week.

The young people gave a surprise party at Mr. and Mrs. J. F. Norfleet's Saturday night.

Miss Nana White is sick with la grippe.

Miss Ruby Lewis had the misfortune of burning her face last week. While pouring coal oil in the stove, the blaze flared up, singeing her hair and burning her face considerably. It is hoped that no scars will result.

Mrs. G. W. Lewis is confined to bed with la grippe this week.

LOYALTY.

Loyalty is that quality which prompts a person to be true to the thing he undertakes. It means definite direction, fixity of purpose, steadfastness. Loyalty supplies power, poise, purpose, and works for health and success. Nature helps the loyal man. If you are careless, slipshod, indifferent, Nature assumes that you wish to be a nobody, and grants your desire. Success hinges on loyalty. Be true to your art, your business, your employer, your "house." Loyalty is for the one who is loyal. It is a quality woven through the very fabric of one's being, and never a thing apart. Loyalty makes the thing to which you are loyal yours. Disloyalty removes it from you. Whether anyone knows of our disloyalty is really of little moment, either one way or the other. The real point is, how does it affect ourselves? Work is for the worker. Love is for the lover. Art is for the artist. The mental is a man who is disloyal to his work. All useful service is raised to the plane of art when love for the task—Loyalty—is fused with the effort.—The Fra.

COMING AT THE MAE I. THEATRE.

Gala days at Plainview, the occasion being the coming of The White Co., world-famous Magicians and Ventriloquists. The White Co. carry with the show what is said to be the finest set of Ventriloquist figures ever manufactured, made in London, England, expressly for Prof. White.

The Company carry their own stage settings, side tables, center tables, etc. Madame White will wear in one of her acts a \$250 Paris Gown and \$8,000.00 worth of Diamonds.

If you have not heard The White Company, the man at your elbow has. Thursday, Friday and Saturday, Jan. 18, 19 and 20, at the unheard-of price of admission of 15 and 25c cents. Also regular program of pictures. Watch for folders. —Adv.

Miss Grace Brown returned Wednesday afternoon, after a visit with her parents, near Plainview. Miss Grace was accompanied by her two younger sisters, who will enter school here and take music.—Lynn County News.

FOR SALE—15,000-acre tract in Eastern New Mexico. Only \$3.50 per acre. HENDERSON & PERRY, Grant Bldg. 2t.

WANTED—Four men for room and board. Nice front rooms. 403 West Main Street. 1t.

FURNISHED ROOM for rent; second house south of Baptist Church. Phone 470. 4t.

AUTOMOBILE CURTAIN found in street north of Methodist Church. Owner will have same by calling at Herald office and paying for this ad. 1t.

FOR SALE: Choice half-section six and one-half miles from Court House. Attractive price and terms. R. E. COCHRANE. 1t.

WANTED—Second-hand trailer. Give price. Address C. C. COVERT, Runningwater. 2t-pd.

SEE H. L. KING, phone 516, for tilting for Trees and Garden. 3t.

FOR SALE—Full-blood White Face bull. Price \$65. F. M. DAUGHERTY. 2e-pd.

FOR RENT—Furnished room with fireplace. Can give board. Married couple preferred. MRS. L. W. DALTON. 1t.

FURNISHED ROOMS for rent. PALACE HOTEL. 6t-pd.

Cash Grocery Company's SPECIALS

At either of our Two Stores.
622 Broadway, 506 Ash St.,
Phone 101. Phone 337.

- 14 pounds sugar for \$1.00
- 10 pounds Compound \$1.50
- 20 pounds Broken Rice ... \$1.00
- 100 pounds Broken Rice ... \$4.50
- Country-Cured Hams, pound 23c
- 100 bars White Soap, any kind \$3.75

CANNED GOODS.

- 6 cans American Sardines ... 25c
- 5 cans Lilly Milk 25c
- Eagle Brand Peas, good quality, each 10c
- Eagle Brand Peas, case \$2.25
- Van Camp's, extra quality, 2 for 25c
- Del Monte Petit Pois, each ... 15c
- Large-size Hominy, each ... 10c
- Case of 2 dozen \$2.25
- Corn, extra quality, 2 cans for ... 25c
- Corn, per case, 2 dozen ... \$2.75
- Tomatoes, No. 2 size 10c
- Tomatoes, extra quality, 2 for ... 25c
- Tomatoes, per case, \$2.65 and \$2.75
- Pink Salmon, good quality, 2 for ... 25c
- Pink Salmon, dozen \$1.40
- Sunkist Peaches, the best packed in California, each 25c
- Dozen cans \$2.50
- No. 2 size California Fruits, extra quality—right size for small families, 2 for 25c
- Assorted dozen \$1.40
- Del Monte Pineapple, regular 25c size, our price 2 for 35c

Don't forget that we have now in stock the largest assortment of California Canned Fruits, Vegetables, etc., in the Panhandle—at either of our two stores.

Phone 101 or 337.

CASH GROCERY CO.
PURE-FOOD PRODUCTS.

Use Black Silk Stove Polish

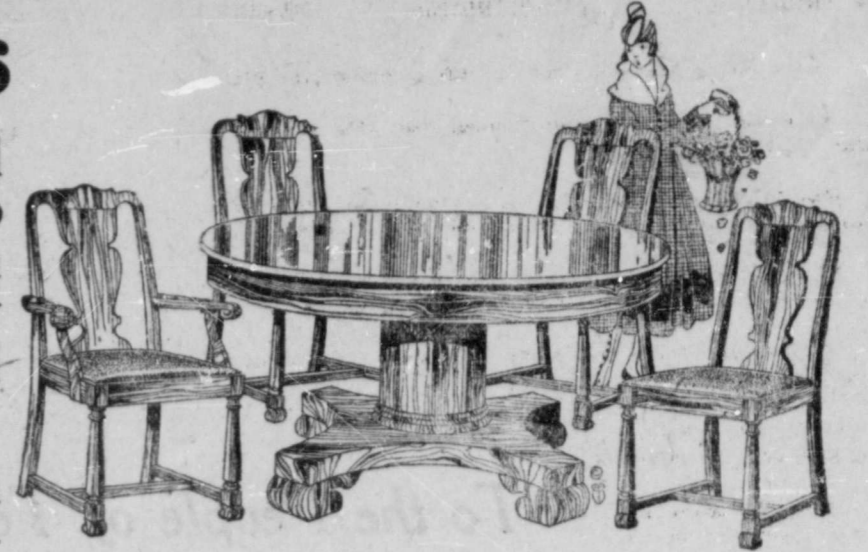


"A Shine in Every Drop"

Get a can today from your hardware or grocery dealer.

Here is the Plainview Home of the Most Approved Home Furnishings

We have just filled all our lines full to overflowing with style and quality in furniture sets and individual pieces.



This means much to you who are looking for furnishings to brighten up and bring comfort into the home—it means that here you may purchase the latest furniture and rug styles for every room in the house.

Floor Coverings

Our new showings in rugs will delight every woman. We have all styles and sizes in designs which will suit any color scheme. The prices are right. If you need a rug now or a little later don't buy until you inspect our goods.



HOOSIER CABINETS

Start the new year right—practice economy of time, labor, temper, and money by putting into your home the biggest saving device known to the modern home—a Hoosier Kitchen Cabinet. We have all styles, and easy payment terms.

ROOM FURNISHINGS

We have many beautiful patterns in sets and individual pieces for the Bedroom, Dining Room, Parlor, Living Room, Library, Den, and Reception Hall. Some are standard patterns, others are exquisite art creations.

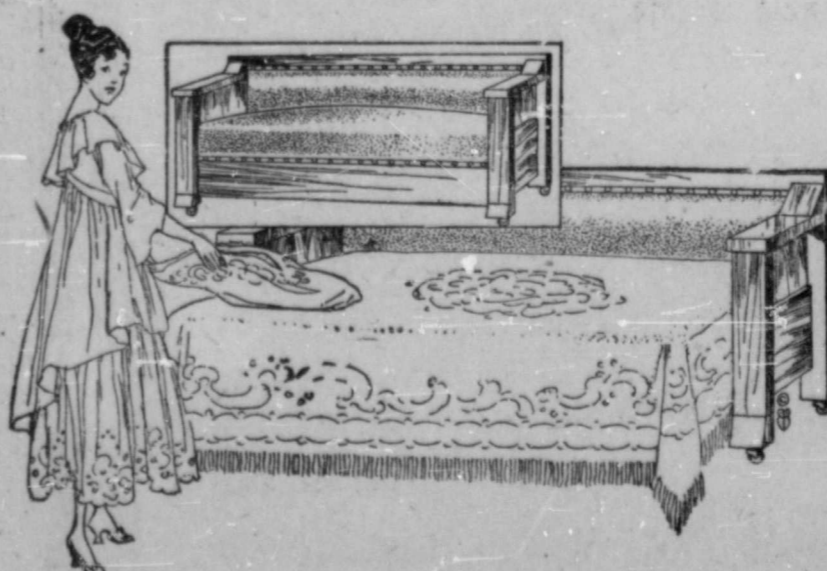
Sealy and Ostamoor Mattresses

There cannot be complete comfort in sleeping unless the bed is prepared with a Sealy or Ostamoor Mattress. We have the exclusive sale of both in Plainview.



Globe-Wernicke Bookcases

Preserve the books of your library and add a handsome piece of furniture thru the purchase of a few sections of Globe-Wernicke bookcases. As your library grows other sections can be added.



We have mentioned here only a few of the many things you will find convenient and pleasing in arranging the home. This store teems with other articles of merit which we will be pleased to show if given the opportunity.

GARNER HAS IT

Garner Brothers

GARNER HAS IT

The Postoffice Is Across the Street From Us

90 Day Excursion Tickets

Ninety-day limit round trip excursion tickets are on sale daily to the following points:

- Aransas Pass, Texas, \$28.50
- Brownsville, Texas 33.60
- Corpus Christi, Texas 28.20
- Kerrville, Texas 28.45
- Marlin, Texas 17.35
- Mineral Wells, Texas 14.75

For further information call 224 or see JOHN LUCAS, Agent

Automobile Painting

By experienced men. In a dust proof shop.

Richards Automobile Painting Co.

One door west of Knight Auto Co.

J. J. LASH'S

Real Estate Corner

712 BROADWAY. PHONE 655. PLAINVIEW, TEXAS.

House and three lots close in will exchange for place farther out.

Have several four-room houses for sale small payment down, balance monthly, like rent.

Have 2,200-acre ranch for sale. Owner will take in half section as first payment and give ten years' time on balance.

Have two-acre tract close in can be cut in lots and sell two lots for the price paid for the two acres. A real bargain.

Have small farm will take in house and lot and give time on balance.

Party wanting to sell house will take in Ford car and some money and give time on balance.

Have 320 acres land in Swisher County owner wants to trade for property or land in Ohio.

Have house and lot and five-acre tract at Zephyrhills, Florida, owner will trade for town property in Plainview, Texas.

J. J. LASH.

SOCIETY

Telephone Number 72

"AS YOU LIKE IT" CLUB.

The "As You Like It" Club met in the library club room Tuesday afternoon. Mrs. Jos. Fowler, president, presided. Mrs. Geo. Hutchings was leader for the afternoon. Roll call was answered by New Year resolutions.

Several very interesting papers were read. Mrs. J. W. Day had a paper on "Mexican Warfare and Independence." Mrs. J. M. Adams had a paper on "The Downfall and Death of Morrelos"; Mrs. Merter, "Dictatorship and Struggle for Liberty"; Mrs. E. F. McClendon, paper on "The Emperor Maximilian and Downfall of the Empire."

This was an especially interesting meeting.

PRESBYTERIAN MISSIONARY SOCIETY TO ELECT OFFICERS.

The Woman's Missionary Society of the First Presbyterian Church will meet with Mrs. Geo. Saigling, 600 Restriction Street, on Monday, January 15, at 3 o'clock.

The meeting will open with devotional exercises led by Mrs. W. R. Simmons. Each member is expected to respond to roll call with an item on China. The foreign topic for the day is "China," by Mrs. J. W. Richards. The home topic is "Mission Finance," by Mrs. A. H. Estes.

This meeting is especially important, for it is the annual election of officers.

THE FIVE HUNDRED CLUB.

The Five Hundred Club held its regular meeting Tuesday, with Mrs. R. E. Meyers. There were five tables. Mrs. E. E. Roos and Miss Marie Gidney assisted Mrs. Meyers in serving a two-course luncheon.

PHILATHEA CLASS WILL HOLD A SOCIAL MEETING MONTHLY.

The Philathea Class of the Methodist Church held a business meeting, in the class room, Tuesday evening, January 9, at 7:30 o'clock. It was decided that the class hold a business and social meeting the first Tuesday of every month at this hour. Committees were appointed for the ensuing year, as follows:

- Miss Pack—Charity and Help Committee.
- Miss Myrtle Jackson—Social Committee.
- Miss Willie Young—Look-Out Committee.
- Miss Allison—Ways and Means Committee.

C. W. Barnes, of Amarillo, is here for a few days' business visit.

THE HIGHLAND CLUB.

The Highland Forty-Two Club held its regular meeting, with Mrs. E. H. Humphreys, Thursday afternoon. A number of guests were present. A two-course luncheon was served.

The guests were Mrs. Gidney and two daughters, Marie and Daisy; Mrs. Harrington, Miss Madge May, Mrs. Paul Barker, Mrs. Ben Smith, Mrs. Bob Malone, Mrs. Cook, Mrs. Knight and Mrs. J. P. Davis.

The Baylor Club meeting has been postponed, on account of so much sickness.

Mrs. W. A. Donaldson has returned from a visit with relatives in Tulla.

Fred Bartsch, J. O. Rountree, I. M. Brooks, Wiley Brooks and Mr. Anderson have returned from a hunt on the Pecos and Devil's Rivers. They report a bag of four deer and other game.

Mrs. Fred Mitchell has returned from a visit in Lubbock.

Mr. and Mrs. John Tosh have moved to Quitaque.

Mrs. E. S. Keys is visiting with her parents, in Paris, Ill.

H. S. Ford was here from Canyon Sunday.

H. S. Broom was in Lubbock Monday on business.

C. G. Jordan, of Tulla, was here Monday on business.

J. A. Wade has returned from Delta County, where he went to attend the funeral of a brother.

Mr. and Mrs. R. A. Watson are spending the winter in Gomez.

Clyde C. Cockrell, of Amarillo, was in Plainview yesterday on business.

E. F. Stephenson, who is employed in the division offices of the Panhandle and Santa Fe Railway Co. at Slaton, was in Plainview yesterday, the guest of his brother, Chas. Stephenson.

Elmore Barker has opened a real estate loan office in Plainview. He represents Scott & Blackmer, of Hobart, Okla.

Mrs. J. J. Richards, of Amarillo, is visiting Mrs. T. E. Richards, of this city.

Geo. W. Lash, of Vigo Park, is the guest of his brother, J. J. Lash.

J. J. Lash went to Broncho Wednesday on business, making the round trip, three hundred miles, in one day.

James E. Willis, Jr., has gone to Dumas, where he has accepted a position as principal of the Dumas public schools.

W. A. Shofner, of Port Lavaca, is a visitor in Plainview. Mr. Shofner was formerly manager of the Plainview Mercantile Co.

Max S. Jacobs, of Wolfe City, is in Plainview on business and visiting relatives.

S. C. Wagley, of Silverton, was here yesterday on business.

A. B. Martin had business in Lockney today.

Mrs. F. W. Kinney, of Silverton, was here yesterday.

S. M. Goodlett, of Hale Center, was a business visitor in Plainview yesterday.

Dr. A. M. Turner, Mrs. McCandless and G. E. Hamilton, of Silverton, were here Thursday.

L. R. Pearson went to Lubbock Wednesday morning on business.

Mr. and Mrs. R. H. Joy and Miss Willie Kell, of Pampa, were visitors in Plainview this week.

B. F. Whitaker, of Pampa, was here this week on business.

T. O. Collier was in Post City early in the week on business.

Mrs. Julia Hart, of Stamford, has been the guest of Rev. and Mrs. A. L. Moore and Mr. and Mrs. J. M. Malone. She has also been visiting the brothers A. P. and C. J. Duggan, at Littlefield.

R. C. Ware left Wednesday morning for Fort Worth on business.

Mr. and Mrs. Joe Lee Ferguson, of Hale Center, were visitors in Plainview Wednesday.

G. C. Keck left Wednesday for a business visit in Amarillo, Roswell, N. M., and Lubbock.

WANTED, LAND.—We have special customers for bargains in two 160-acre farms, one 320-acre farm, and one improved section. Must be cheap and good terms. HENDERSON & PERRY, Grant Bldg. 2t.

FOR RENT.—Two furnished light-housekeeping rooms. Close in. Phone 148. 1t.

WANTED.—5- or 6-room modern house close to depot or town. Phone 108. J. D. WHITMAN. 3t.

WANTED.—To sell 80 acres choice land 7 miles east of Plainview. Phone 428 or write Herald Publishing Co. 8t.

LISTEN

All things come to the OTHER FELLOW if you sit down and wait. Roll up your sleeves and hustle.

Build You a Home

Plainview Lumber Co.

WARNING

DON'T BE DECEIVED BY THE STATEMENT THAT FOREIGN GROWN TREES ARE AS GOOD AS HOME GROWN TREES.

MAKE SURE.

If you want an orchard that will bear young and often, make sure by buying your trees from Plainview Nursery.

We have a good stock of the very best for this country.

We will trade nursery stock for bonds, live stock, [good notes, peach seed, or second hand sacks.

Also have some steer calves we want to sell.

PLAINVIEW NURSERY

PLAINVIEW, TEXAS

Selling Event Extraordinary

FOR BIG SIZED MEN

Sizes 40, 42, 44 and 46 only, men's high grade all wool suits at less than manufacturer's price

Permanent dye, hand made clothes in blue serges and colored woollens of the celebrated Kirschbaum and Hirsh-Wickwire make will go on sale Saturday, January 13, at prices that will astound you. No alterations.

Remember the Date, Beginning

Saturday, January 13

REINKEN'S Clothing and Shoe Store

Look for the Big Electric Sign

Dont Gamble on Quality

There is no need taking chances on getting your money's worth. Your cash should be spent at the store that takes the risk. That store is



We know quality and assume the responsibility of service on almost every item that leaves our store. Reputable lines that are proven by test to be the best are here in abundance.

Under the same management longer than any other Dry Goods store in Plainview, yet showing the cleanest stock of merchandise.

You know us and our established reputation. If you don't ask your neighbor and line up for 1917 with a store that puts quality first you will miss a lot of good bargains.



FOR SALE.—Three-room furnished house; close in; water and lights. Will take a second-hand Ford touring car in good order as part of cash payment. Easy terms on balance. Phone 492 or 586.

Otis Trulove, of Amarillo, is in Plainview on business.

FOR SALE. Choice half-section six and one-half miles from Court House. Attractive price and terms. NO. 5, care of Herald.

FOR SALE.—A snap in 2,240-acre improved ranch in Briscoe County. Only \$10.50 per acre. HENDERSON & PERRY, Grant Bldg. 2t.

CLEANING PRESSING

These two words mean much to the fastidious dresser; they don't mean quite so much to the man who merely wants to look fairly well dressed, and they mean practically nothing to the man who doesn't care how he looks.

Which sort of man are you?

No matter which class you come in you may be sure that you get the service which the fastidious man demands if you will have your clothes problems treated in

THE WALLER TAILORING CO.

WAY

Don't wait until everybody else is ordering Spring Clothes and the rush is on. Get your selection in early, get the pick of samples and the attention given during the off season. Ed. V. Price knows the kind of clothes to give you.

Dry Cleaners Tailors

Phone 188

We are not responsible for colors in cleaning this season.

WE take this opportunity to express our gratitude and extend our thanks to those who have been so loyal in their support of this store. Our army of customers have our sincere good wishes throughout the holiday season. We will have for them a splendid line of practical gifts.

DONOHOO-WARE HARDWARE CO.
Phone 80

THE DASHEEN IS INCREASING.

Newly Introduced Root Crop Comparable to the Potato Finds Favor in South.

WASHINGTON, D. C., Jan. 10.—The dasheen, a root crop introduced into this country from Trinidad within recent years by the U. S. Department of Agriculture, is now grown by a considerable number of farmers and truckers in the South, and promises to become a valuable member of the group of domestic vegetables such as the potato which furnish starchy foods. The new vegetable is closely related to the taro, which is an important factor in the food supply in portions of the tropics. The dasheen is itself primarily a tropical plant. It can be grown successfully, however, not only in the warmer portions of Florida, but in other sections of the South as far north as South Carolina. The edible portion of the plant includes a large central corm and a number of tubers, of much smaller size, attached to and around the corm.

The value of the dasheen, it is believed, will be as a crop supplemental to rather than a substitute for the potato. The fact that the dasheen matures in the fall, when potatoes must be obtained from northern producing sections, should make the new plant especially valuable in the economics of the Southern farmer.

In food value the dasheen is comparable to the potato, though it contains a smaller proportion of water and a greater proportion of protein, starch, and sugar than the latter. The new vegetable may be prepared for the table as potatoes usually are, or may be made into flour and used in baking. The tender shoots forced from the large corms may be prepared like asparagus, and make a pleasing dish in that form.

Culture and Handling of Dasheens.
The dasheen is grown from whole tubers weighing a few ounces. They require a frostless season of at least seven months, with plenty of moisture.

A moist but well drained, rich, sandy loam has been found to be satisfactory soil for dasheen culture. A large proportion of either clay or muck in the soil produces strong-flavored, tough corms, which are often unfit for table use. Large crops are produced under such conditions, however, and make excellent stock feed.

The crop is planted in February in southern Florida and as late as the early part of April in South Carolina. The plants are spaced about 3 1/2 by 3 1/2 feet. Dasheens may be dug for home use by the middle of September, and the main crop can be harvested at any time after the last of October. The clumps of tubers are left on the surface of the ground for several days to dry. The tops and small roots are then broken off and the dasheens placed in storage.

The dasheen is a good shipper and is handled by the carriers at the same freight rates as potatoes. The vegetable has already found its way into a number of Northern markets.

CHARACTER AND REPUTATION.

There is a difference between character and reputation. Character is what a man is; reputation is what he is thought to be. Men of good character are generally men of good reputation, but this is not always the case, as the motives and actions of the best of men are sometimes misunderstood and misrepresented. But it is important above everything else that we be right and do right, whether our motives and actions are properly understood and appreciated or not. Nothing can be so important to any man as the formation and possession of a good character.—Edmund Burke.

R. C. Blanks, who has been prospecting in the Plainview country, left Wednesday morning for his home, Abilene. He expects to return in a few weeks.

W. E. Dodwith and C. C. Ray, of Lubbock, were here Wednesday on business.

ROBERT W. CHAMBERS MAKES DISCOVERY.

Broadway a den of home-seekers! Robert W. Chambers says so. In a remarkable interview, the famous novelist defends the character of a New York play-girl. He says, in part:

"In every age there have always been the young 'play-girls.' We notice her more today, because she is better dressed, more sure of herself, more convinced that her way is right and that play is essential.

"But I find as I study these young people that not all is desire for gayety, for personal beauty and comfort and brightness. There is the old dominating impulse to mate. Indeed, often it is the desire for this very thing that leads these young people to Broadway; but what they want is a home, the safe retreat, the man that belongs to them, the child that needs them."

There is a profound truth in Mr. Chambers' gallant defense—the fundamental instinct to love and to mate. Mr. Chambers has always thoroughly exemplified this in his fiction, and never so well perhaps as in his latest novel, "The Dark Star," appearing in Cosmopolitan Magazine. Adv. It.

ANNUAL EPISCOPAL SYNOD WILL MEET IN LITTLE ROCK.

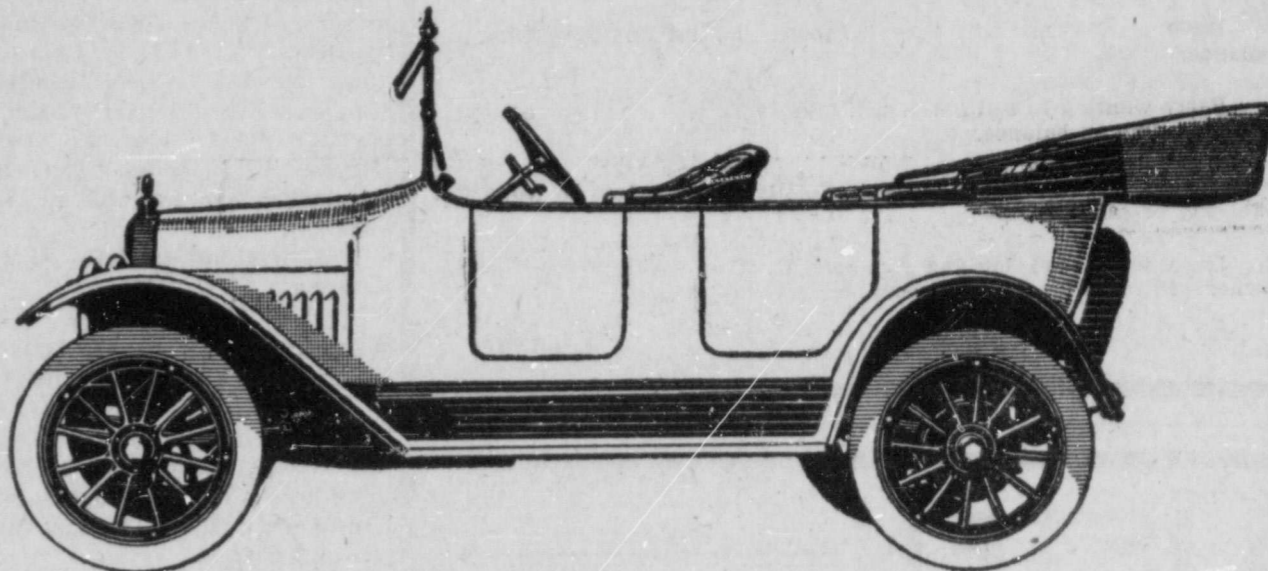
Twelve bishops and 109 clerical lay delegates will gather at Little Rock, Ark., on Tuesday, January 16, for the fourth annual Episcopal Synod of the Southwest, and will remain in session for three days.

The Province includes the dioceses of Arkansas, Dallas, Missouri, Kansas City, Texas, and West Texas, and the missionary districts of Oklahoma, Eastern Oklahoma, New Mexico, North Texas, and Salina. In this territory the Episcopal Church has 14 bishops, 311 clergymen, 608 parishes and missions, and 45,640 communicants, who last year contributed \$800,000 for church purposes.

Pay As You Ride

With only a small payment down you can secure the big, complete, economical Maxwell.

You've wanted a car—this plan of ours makes it possible to get the car you have in mind. We also have a splendid savings plan. See us about it.



MAXWELL \$635

F. O. B. DETROIT

SOUTH PLAINS MOTOR CO.

J. M. Lipscomb

Phone 677

T. D. Lipscomb

WHO GETS THE MONEY YOU EARN?

It isn't the money you make that counts, but what you SAVE.

When you spend all the money you make someone else gets it—not you and your family who are entitled to it.

You may want to buy a home; you will want money for many things you actually need; that "Rainy Day" will be sure to come and then, are you going to grow old and be penniless?

Don't do it. Start today.

COME IN NOW AND JOIN OUR

Christmas Banking Club

Just Put 5¢ in our Xmas Banking Club

Increase it 5 cents weekly and have \$63.75 next Christmas.

The Reasons for Christmas Banking Club
To provide a way for those of moderate and even small means to save money. To teach thrift to old and young by a systematic method of saving a specified sum each week. The Christmas Banking Club makes it easy for all to save.

It Costs Nothing to Join—
our Christmas Banking Club and it is an easy way to have money next Christmas. The plan is simple! You start with 10c, 5c, 2c or 1c and increase with the same amount each week.

Or you can deposit 50 cents, \$1.00, \$5.00 or more each week and deposit this same amount each week.

How To Join
Look at the different Clubs in table below and select the one you wish to join, the 1c, 2c, 5c, 10c, 50c, \$1.00, \$5.00—then come into our Bank with the first weekly payment. We will make you a member of the Club and give you a Christmas Banking Club Book showing the Club you have joined.

Come in and get a BANK BOOK

Girls and women can join our Xmas Banking Club
Come in, ask about it.

WHAT THE DIFFERENT CLUBS WILL PAY YOU

1c CLUB.	2c CLUB.	5c CLUB.	10c CLUB.	50c CLUB.	\$1.00 CLUB.	\$5.00 CLUB.	X CLUB
1st Week 1c	1st Week 2c	1st Week 5c	1st Week 10c	1st Week 50c	1st Week \$1.00	1st Week \$5.00	for
2nd Week 2c	2nd Week 4c	2nd Week 10c	2nd Week 20c	2nd Week 50c	2nd Week \$1.00	2nd Week \$5.00	\$2.00, \$3.00, \$4.00,
3rd Week 3c	3rd Week 6c	3rd Week 15c	3rd Week 30c	3rd Week 50c	3rd Week \$1.00	3rd Week \$5.00	\$10.00 or
Increase Every Week by 1c.	Increase Every Week by 2c.	Increase Every Week by 5c.	Increase Every Week by 10c.	Deposit 50c Every Week.	Deposit \$1.00 Every Week.	Deposit \$5.00 Every Week.	ANY
Total in 50 weeks, \$12.75.	Total in 50 weeks, \$25.50.	Total in 50 weeks, \$63.75.	Total in 50 weeks, \$127.50.	Total in 50 weeks, \$25.00.	Total in 50 weeks, \$50.00.	Total in 50 weeks, \$250.00.	AMOUNT.

YOU CAN BEGIN WITH THE LARGEST PAYMENT FIRST AND DECREASE YOUR PAYMENTS EACH WEEK

COME IN AND JOIN TODAY

The Citizens National Bank

RATES

**ONE CENT PER WORD
EACH INSERTION**

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

**THE MARKET PLACE
OF THE
SOUTH PLAINS**

FOR SALE—My home, 4 blocks from square. See me at Herald office or address Frank Jones, Box 664, Plainview, Texas. **tf.**

GOOD OVERLAND CAR FOR SALE or Trade. Will take notes or good city property. L. J. WARREN. Phone 233 or 234. **tf.**

FOR SALE—One section perfect land, improved, 3 1/2 miles from Lockney, in shallow water. Must sell. Small cash payment, terms good, and low interest. See SAM WILKS, at Wofford Building. **5t-pd.**

FOR RENT: One downstairs south room. Would rent room or give room and board. Phone 615. **tf.**

S. C. WHITE LEGHORN COCKERELS for sale at \$2 and \$3 each. Leading prize-winning strains. These are well developed and have been grown on free range. MRS. C. H. BUCKS, Abernathy, Texas. **6t-pd.**

BUY A MAXWELL on the pay-as-you-ride plan. SOUTH PLAINS MOTOR CO. Phone 677. **tf.**

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

FOR SALE—160 acres, close in. Also twelve-room residence, three blocks of square. Will trade for land or give good terms with substantial cash payment. A. F. QUISENBERRY, Hale Center, Texas. Fri. only-**tf.**

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

TANKAGE at the PLAINVIEW PRODUCE CO. **tf.**

FOR SALE—Airedale dog. Phone 618. **4t-pd.**

FOR SALE—Good Jersey cow. GEO. B. DOUBLEDAY. **tf.**

686 is WAGGONER'S 'Phone. **tf.**

FOR RENT—Furnished room, close in. Phone 616. **tf.**

TO EXCHANGE—A dry Jersey cow for one which is fresh; will pay the difference. FRONIA S. JOHNSTON. **2t.**

TANKAGE at the PLAINVIEW PRODUCE CO. **tf.**

FOR SALE—My home, one mile north of city. See me, at Plainview, Texas. J. M. GRAHAM. Fri. only-**4t-pd.**

FOUND—Friendship bracelet. Call at Herald. **tf.**

TANKAGE at the PLAINVIEW PRODUCE CO. **tf.**

FOR SALE—Three second-hand Fords at a bargain; also one 83 model Overland which has only been run 9,000 miles. J. D. PELPHREY, at Knight Auto Co. Garage. **2t.**

FOR SALE—Chevrolet automobile, practically new. CARTER'S GARAGE. **tf. Fri. only.**

WANTED—Pair second-hand platform scales. D. F. SANSOM & SON. **tf.**

LOST—Christmas night, on Baltimore Street, kodak. Return to Herald office for reward. **4t.**

FOR SALE: Speltz seed. J. W. ALEXANDER, four miles east of Plainview. **2t.**

BUY A MAXWELL on the pay-as-you-ride plan. SOUTH PLAINS MOTOR CO. Phone 677. **tf.**

TWO CARS FOR SALE—Cheap to you—one Maxwell and one Chevrolet; both practically new; each run a little over 3,000 miles. \$50 down; balance easy terms. M. P. GARNER. **tf.**

BUY A MAXWELL on the pay-as-you-ride plan. SOUTH PLAINS MOTOR CO. Phone 677. **tf.**

FOR SALE—Good as new Chevrolet. See PIERSON & SMITH. **tf.**

KINDERGARTEN. A real one for Plainview opens Monday, January 15. Kindergarten room, 400 West Eleventh Street, at Mrs. Minnie Reeves', near High School Building. Kindergarten—MISS BEULAH WRIGHT. Phone No. 141. **1t.**

GOOD OVERLAND CAR FOR SALE or Trade. Will take notes or good city property. L. J. WARREN. Phone 233 or 234. **tf.**

My Cattle-Dipping Vat is ready to receive your cattle. Reasonable charges. C. B. REAVES. **7t.**

TWO NICE RESIDENCES in Dallas to trade for Plainview property. YATES & MCGOWN. **tf.**

FOR SALE—Work mules; cash or terms on satisfactory paper. D. F. SANSOM & SON. **tf.**

GOOD OVERLAND CAR FOR SALE or Trade. Will take notes or good city property. L. J. WARREN. Phone 233 or 234. **tf.**

CHOICE ALFALFA—A limited quantity for sale. SANSOM & SON, Plainview. **tf.**

FOR SALE—Good four-year-old work mare; work any way. Phone 677. **tf.**

TWO LOTS in northwest part of town to trade for auto. YATES & MCGOWN, Grant Building. **tf.**

FOR SALE—4-room house; 100-foot east front; well, windmill and elevated tank, out building. Located in best part of town. Bargain if taken at once. CHAS. JUESCHKE, Kingfisher, Oklahoma. **4t-pd.**

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

DANDY SECTION, Castro County, \$12.50. YATES & MCGOWN, Plainview, Texas. **tf.**

BUY A MAXWELL on the pay-as-you-ride plan. SOUTH PLAINS MOTOR CO. Phone 677. **tf.**

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

WANTED—Two young ladies for board and room in private home. Two blocks west of square. Phone 435. **tf.**

RED POLLED BULL for sale; 3 years old. Price, \$65. H. E. LANDIS, Phone 9010, ring 71. **2t.**

WAGGONER'S STORE, Phone 686. **tf.**

NOTICE.

640 acres of land for the filling. New homestead law. See us at once concerning filing fee, best locations, etc. We are making regular trips, and can locate you, for a small fee, on a section of as good land as any in Hale County. Good grass and agricultural land. See us at once. Next door to Herald office. FARMERS' LAND LEAGUE. Wyatt Johnson, Manager. **tf.**

IMPROVED 320 with 4-section lease close to Plainview. See us quick. YATES & MCGOWN, Plainview, Texas. **tf.**

FOR SALE—73 head of sheep; 12 miles northwest of Olton. A. EBELING, Dimmitt, Texas. **3t-pd.**

FOR SALE—1915 Maxwell, in A1 condition. \$250. SOUTH PLAINS MOTOR CO. Phone 677. **tf.**

FOR SALE.

Eight-room, two-story house; solid foundation, double floors. At Seth Ward. YATES & MCGOWN. Phone 231. **tf.**

FOR SALE—Good Jersey milch cow. Phone 677. **tf.**

FEED.

Try Rice Bran and Rice Polish, the best and most economical feed at prevailing prices. D. F. SANSOM & SON. **tf.**

FOR RENT—Nicely furnished five-room house or will sell furnishings and rent house. Phone 485. **3t.**

FOR SALE—Fresh Jersey cow, 4 years old. Would exchange for Durham or Hereford. MRS. CORA STEVENS, 7 miles southwest. **2t-pd.**

FOR RENT—Office or storage room. Apply to L. J. WARREN. **tf.**

NOTICE.

Old East Mound School House for Sale.

Notice is hereby given that on Saturday, January 13th, 1917, the School Trustees will sell the Old East Mound School House to the highest bidder, for cash, between the hours of 12:30 and 3:00 p. m., at the location of said building, about seven miles east of the City of Plainview, Texas. Given under our hands this the 3rd day of January, 1917.

R. B. C. HOWELL,
W. B. SEAMAN,
BOB MARTINE,
Trustees.

FOR SALE—1916 Maxwell, in tip-top mechanical shape. \$400; cash and terms. SOUTH PLAINS MOTOR CO. Phone 677. **tf.**

FOR SALE—Near Petersburg, 640 acres well improved \$30.00 per acre. \$2,000.00 cash, balance terms not to exceed ten years. 160 Acres at \$30.00 per acre, \$1,000.00 cash, balance terms not to exceed ten years. Write or phone owner, Lubbock.—Frank Ross. **3t-pd. Fri.**

UGH! CALOMEL MAKES YOU DEATHLY SICK
Stop Using Dangerous Drug Before It Salivates You! It's Horrible!
You're bilious, sluggish, constipated and straighten you right up better than calomel and without griping or making you sick I want you to go back to the store and get your money.
Take calomel today, and tomorrow and believe you need vile, dangerous calomel to start your liver and clean your bowels.
Here's my guarantee! Ask your druggist for a 50-cent bottle of Dodson's Liver Tonic, and take a spoonful tonight. If it doesn't start your liver you will feel weak and sick and nauseated. Don't lose a day's work. Take a spoonful of harmless, vegetable Dodson's Liver Tonic tonight and wake up feeling great. It's perfectly harmless, so give it to your children any time. It can't salivate, so let them eat anything afterwards. —Adv.

W. A. TODD, Agent
All Kinds of Insurance
Office No. 14,
First National Bank Building.
Phone 123.

HARRISON & KEEM CO.
General Contractors.
Office at
Fulton Lumber Co.
Phone 197.
House Phones, 325 and 428.

L. A. KEEM,
Architect.
Office at
Fulton Lumber Co.
Phone 197.
House Phone 428.

Miss Rebecca Ansley
SPIRELLA CORSETIER
Telephone Number . . . 304

ILLUSTRATORS - DESIGNERS AND ENGRAVERS
THE COCKS-CLARK ENGRAVING CO.
BARCLAY BLOCK, DENVER
ETCHING

The Quinine That Does Not Affect The Head Because of its tonic and laxative effect, LAXATIVE BROMO QUININE is better than ordinary Quinine and does not cause nervousness nor ringing in head. Remember the full name and look for the signature of E. W. GROVE, 25c.

GEO. ALLEN
The House Reliable
Oldest and Largest PIANO and MUSIC HOUSE in Western Texas. Latest Sheet Music, MUSIC TEACHER'S Supplies, etc., etc. Catalogue and BOOK OF OLD TIME SONGS FREE for the asking. Established 1890. SAN ANGELO

MONEY TO LOAN
Plenty of money to loan on first-class real estate securities at reasonable rates. Terms to suit you.
Wichita Southern Life Insurance Company
Wichita Falls, Texas

MONEY TO LOAN
on Farms, Ranches and City Property.
D. C. Lowe, Plainview, Tex.

WHAT IS LAX-FOS
LAX-FOS is an improved Cascara (a tonic-laxative) pleasant to take
In LAX-FOS the Cascara is improved by the addition of certain harmless chemicals which increase the efficiency of the Cascara, making it better than ordinary Cascara. LAX-FOS is pleasant to take and does not gripe nor disturb stomach. Adapted to children as well as adults. Just try one bottle for constipation. 50c.

Friends And Neighbors

are never out of reach with a Bell Telephone.

Bell Telephone Service cement community ties and makes possible those little touches of personal attention that deepen friendship and develop acquaintances.

Bell Service Is a Social Builder

THE SOUTHWESTERN TELEGRAPH & TELEPHONE COMPANY

To Cure a Cold in One Day
Take LAXATIVE BROMO Quinine. It stops the Cough and Headache and works off the Cold. Druggists refund money if it fails to cure. E. W. GROVE'S signature on each box. 25c.

ARE YOU
establishing yourself in the World of Successful Men?
A BANK ACCOUNT inspires Confidence, increases your Prestige and helps you to Succeed.

THIRD NATIONAL BANK

Start the New Year Right
By Dealing Where a Dollar Does Its Full Duty

Simon Pure Nigger Head Lump and Nut Coals. Can't be bettered. Cheaper coals, also at low prices.
Full line of feedstuffs bought and sold. Prices right.

E. T. COLEMAN
COAL AND GRAIN DEALER
Phone 176 Between Depots

Cold Days Require Coal

Why is it that some folks always delay their coal buying and the installing of their stoves until the last minute when every member of the family has run the risk of serious cold or pneumonia and until all of the coal and stove dealers are so busy they cannot give the best service? Surely the wise man will not be caught in a blizzard with his coal supply not yet laid in.

We have the supply of coal, we have the prompt service, and the prices are lower now than they will be when winter gets here. Isn't it good health insurance, isn't it good business, isn't it the sensible thing to do to place your order now?

Just phone us at 162 and we will do the rest.

ALLEN & BONNER

When You Consider the **GREAT ADVANCE** in the Price of Cotton, Wool and All Merchandise, the Increased Demand For It, the Scarcity of Skilled Workers, It Is a Pretty Big Achievement For The Plainview Mercantile Company Store to Present Wednesday, Jan. 17, It's

Annual Clearance Sale

With Practically All Prices As Low As Last Spring—You Certainly Will Not Find the Like of It Elsewhere **HERE'S THE SALE WE PROMISED YOU—89,000 BARGAINS**

HERE'S THE SALE WE PROMISED YOU—and now is the time for THRIFTY BUYERS to reap their GREAT HARVEST. We, anticipating an ADVANCE in all merchandise, bought EARLY and HEAVY, and we are now going to share our good fortunes with you. Every item in this immense stock has been marked down. Those of you who attended our last sale and reaped the benefit of our offerings and saw the continuous

throngs of buyers, are ready to testify to our reliability. Hence another invitation—feeling confident of your hearty approval—COME; WE AGAIN GUARANTEE SATISFACTION. SPECIAL NOTICE.—We will be closed all day Tuesday, January 16th, marking down merchandise. THESE PRICES ARE FOR CASH ONLY.

XTRAS.
1,000 yards Apron Checks and Plaids in mill ends. Sale Price—
5c

XTRAS.
1,000 yards "Cur Own" 36-in. Bleached Muslin. Sale Price—
\$1.00

XTRAS.
2,000 yards Standard Calico. Sale Price—
5c

XTRAS.
1,000 yards Hand-over Percales. Sale Price—
7c

XTRAS.
1,500 yards "White Heather," 36-in. Fine Cambric. Sale Price,
9c

XTRAS.
3,000 yards "Otis," 36-in., good weight Unbleached Muslin. Sale Price—
9c

XTRAS.
2,500 yards "Tandem," 36-in. Bleached Muslin. Sale Price,
9c

XTRAS.
500 yards 36-inch Solid-Color Percales; mill ends. Sale Price—
7c

XTRAS.
300 yards Bleached Cotton (Crash) Toweling. Sale Price—
5c

XTRAS.
3,500 yards Val, Venetian and Pilet Laces. Sale Price—
3c

XTRAS.
1,500 yards Cambric Embroidery, Edge and Insertions. Sale Price—
4c

XTRAS.
1,000 yards 40-inch Mercerized Batiste. Sale Price—
23c

XTRAS.
19x38 Huck Towels, Bleached and Fancy Borders. Sale Price, each—
9c

XTRAS.
20x40 Turkish Towels, extra heavy, bleached. Sale Price, each—
23c

XTRAS.
Turkish Wash Rags. Sale Price—
4c

XTRAS.
36-inch All Pure-Linen Wadding. Sale Price—
33c

XTRAS.
60-inch Bleached Flunask. Sale Price,
27c

XTRAS.
64-inch German Linen, all flax, one-half bleached. Sale Price—
63c

XTRAS.
1 Lot Ladies' and Misses' Sweaters, values from \$2.50 to \$5.00. Your Choice—
\$1.49

XTRAS.
250 pair Ladies' Boots, Kid, Patent and Buck; \$2.50 to \$5.00 values. Sale Price—
98c

XTRAS.
All Ladies' Hats at **1/2 PRICE.**

XTRAS.
1 Special Lot Boys' Suits at **1/2 PRICE.**

XTRAS.
700 Heavy Blue Work Shirts. Sale Price—
45c

XTRAS.
2,000 Heavy Blue and Black-and-White Stripe Overalls. Sale Price—
\$1.10

XTRAS.
1 Lot W. B. Corsets, \$1.00 to \$2.50 values. Sale Price—
49c

XTRAS.
20 Per Cent Discount on all Trunks, Hand Bags and Suit Cases.

XTRAS.
1 Lot Men's Hats, \$2.50 and \$3.00 values, now
95c

XTRAS.
1 Lot Men's Hats, \$1.25 and \$1.50 values, now
55c

XTRAS.
No Cash Register Tickets Given During Sale.

XTRAS.
Paper Pins, package—
4c

XTRAS.
O. N. T. Lustré Crochet Thread. Sale Price, spool—
4c

XTRAS.
Spool Cotton, each,
4c

XTRAS.
750 yards Good Quality Gingham. Sale Price—
8c

XTRAS.
Pearl Buttons, assorted sizes. Sale Price, dozen—
4c

XTRAS.
Colgate's Bath Soap, now, each—
4c

XTRAS.
Honey Girl Talcum, now, each—
19c

XTRAS.
1 Lot, 50 dozen, Children's Hose, now
9c

XTRAS.
1 Lot, 25 dozen, Ladies' Hose, 25c and 50c values, now—
19c

Great Annual Clearance Sale of Women's and Misses Coat Suits and Dresses at 1-3 to 1-2 Less Than Regular Price.

There are still some of the Women's Winter Coats, Suits and Dresses that were here before New Year's Day—and we can't have them around in 1917—so they are very much reduced—VERY MUCH!

All Ladies', Misses' and Children's Coats now **1/2 Less Than Regular Prices.**

1 Lot Ladies' Suits, in broken sizes, of Serge, Gaberdine and Fancy Weave, values \$15.00, \$20.00 and \$25.00; your choice, **Sale Price, \$9.95.**

1 Lot Ladies' Dresses, popular sizes, materials of Velvet, Serge, Crepes and Silk combinations, values \$25.00, \$20.00, \$15.00 and \$7.50—
Sale Prices, \$12.50, \$10.00, \$7.50 and \$3.75.

Clearance Sale of Ladies Skirts

Special Lot of Ladies' Skirts in broken sizes, colors Brown, Blue, Grey and Black at **1/2 the Regular Prices.**

Values—\$5.00, \$7.50, \$10.00 and \$12.50—
Sale Prices, \$2.50, \$3.75, \$5.00 and \$6.25.



Clearance Sale of Queen Quality Ladies Boots

\$5.00 Ladies Boots, Two-tone, Lace **\$4.95**
\$7.00 Ladies' Boots, Two-tone, Lace **\$3.95**
\$6.25 Ladies' Boots, Patent Kid, Lace **\$3.75**
\$6.00 Ladies' Boots, Patent Kid, Button **\$3.50**
\$6.00 Ladies' Boots, Bronze Kid, Button **\$3.50**
\$5.00 Ladies' Boots, Patent, with cloth top, **\$3.25**
Liberal Reduction on all Misses' and Children's Shoes.

Zero Prices on Men's Ties

400 Men's 50c Ties now **35c**
75c Men's Ties—Sale Price **55c**
\$1.00 Men's Ties—Sale Price **75c**
\$1.50 Men's Ties—Sale Price **98c**

Black and White Dress Goods in the Sale

75c All-Wool French and Storm Serge, **63c**. Colors—Navy, Red, Brown, Green and Black. 36 inches wide.

40c Danish Popular Cloth **33c** In a full line of colors. 36 inches wide.

\$1.75 Broadcloth now **\$1.19** Assorted colors. 54 inches wide.

\$1.25 All-Wool French Storm Serge .. **98c** Colors—Black, Navy, Garnet, Grey, Green and Brown. 45 inches wide.

\$2.00 Plain and Fancy Hair-Line Serge **\$1.48** All Wool. 50 inches wide.

75c Fancy Scotch Tartan **49c** A fine color mixture. 36 inches wide.

95c Worsted Skating Plaids **63c** Attractive patterns. 36 inches wide.

65c 42-inch Shepherd Checks **59c**

\$2.95 Velour Plaid Cloaking **\$1.98** Extra heavy and all wool. 56 inches wide.



Men and Young Men If You Are Interested In Good Clothes At Low Prices Read On

Kuppenheimer and Stadium All-Wool Suits and Overcoats closing out at the following prices:
\$15.00 All-Wool Suits and Overcoats now **\$11.50**
\$17.50 All-Wool Suits and Overcoats now **\$13.75**
\$20.00 All-Wool Suits and Overcoats now **\$14.95**
\$22.50 All-Wool Suits and Overcoats now **\$16.50**
\$25.00 All-Wool Suits and Overcoats now **\$18.75**
\$30.00 All-Wool Suits and Overcoats now **\$22.50**

Beautiful Table Linens and House Furnishings the Feature of the Clearance Sale

75c Value 72-inch Mercerized Extra Heavy Damask **69c**
\$1.25 Value 72-inch Linen Damask, floral designs **98c**
\$1.75 Value 72-inch Linen Damask (Satin) **\$1.59**

HEMMED SHEETS.
\$1.00 Value 63x90 Hemmed Sheets, heavy bleached **83c**
1.25 Value 81x90 Hemmed Sheets, heavy bleached **98c**
\$1.35 Value 81x99 Hemmed Sheets, heavy bleached **\$1.13**

GARZA SHEETING.
37 1/2c Value 9-4 Garza Sheeting, heavy bleached **33c**
40c Value 10-4 Garza Sheeting, heavy bleached **37c**

WHITE CROCHET QUILTS.
\$1.50 Values Crochet Quilts, cut corners and scalloped **\$1.33**
\$2.25 Values Crochet Quilts, full sized **\$1.89**
\$3.50 Values Crochet Quilts, extra large **\$2.98**
Also Towels, Toweling, Dress Linens, Linen Napkins at **Good Savings.**

SILKS! SILKS!

65c Value 27-inch Jap and China Silk—Sale Price, **49c**.
\$1.50 Value 36-inch Crepe de Chine, in all wanted shades—
Sale Price, \$1.19.

\$1.25 Value 36-inch Black Taffeta—Sale Price, **98c**.
\$1.75 Value Fancy Plaid and stripe Taffeta; 36-inch—
Sale Price, \$1.19.

\$1.50 Value Fancy Sport Stripe Poplin; 36 inches wide—
Sale Price, \$1.19.

\$2.50 Value Charmeuse, \$1.98, Assorted colors; 40 inches wide.
1 Lot short lengths and odds and ends in Fancy Taffetas at
One-Half the Regular Price.

Clearance Sale of Men's Women's and Children's Underwear

50c Value, Clearance Price **39c**
75c Value, Clearance Price **59c**
\$1.06 Value, Clearance Price **85c**
\$1.25 Value, Clearance Price **98c**
\$1.50 Value, Clearance Price **\$1.19**
\$2.00 Value, Clearance Price **\$1.59**
\$3.00 Value, Clearance Price **\$2.25**

Corsets In the January Sale

Hundreds of up-to-date Corsets, various good makes—Gossard and W. B.—
\$1.00, \$1.50, \$2.00 and \$3.00 W. B. Corsets
Now **\$.85, \$1.19, \$1.49 and \$2.39.**
Gossards, regular price
\$2.00, \$2.50, \$3.50, \$5.00, \$6.50, \$8.50 and \$10.00;
Now **\$1.69, \$1.98, \$2.69, \$3.98, \$4.78, \$6.50 and \$ 7.85.**
A LIBERAL REDUCTION on all Brassiers, Silk Envelops, Night Gowns and Teddies.

The "Old Family" Shoe Store has **REDUCED** every Shoe in their \$14,000.00 stock.

Shoes for MEN, WOMEN, BOYS, CHILDREN, and BABY.

Clearance Sale on all **FURS AND FUR SETS.** Your Choice, **1/2 PRICE.**

5,000 PAIR Men's, Women's and Children's HOSE AND STOCKINGS in the **CLEARANCE SALE.**



Down fall of Men's Shirts

1 Special Lot Men's Shirts **75c**
\$1.00 Men's Shirts—Sale Price **55c**
\$1.25 Men's Shirts—Sale Price **55c**
\$1.50 Men's Shirts—Sale Price **\$1.25**
\$2.00 Men's Shirts—Sale Price **\$1.55**
\$3.00 Men's Silk Shirts—now **\$3.79**

Men's Hats Take a Tumble

\$5.00 Men's Fancy Velours—now **\$2.75**
\$2.00 Men's Staple Hats—now **\$1.45**
\$3.00 Men's Hats and Derbys—now **\$2.25**
\$4.00 Men's Hats and Derbys—now **\$3.00**
\$5.00 Men's Hats, Staple Shapes, **\$3.95**
\$6.00 Men's Hats, Staple Shapes, **\$4.50**
\$7.00 Men's Hats, Staple Shapes, **\$5.95**

PLAINVIEW MERCANTILE COMPANY