

# THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

VOLUME 28, NUMBER 5

PLAINVIEW, TEXAS, TUESDAY, JANUARY 16, 1917

## WILL DEVOTE TEN DAYS TO CAMPAIGN FOR W. B. C.

PLANS FOR WORK COMPLETED AT LUNCHEONS YESTERDAY AND TODAY.

## MUST RAISE ALL OR NONE

Dr. Wofford, Waller, McGlasson and Nash Will Head Committees to Raise \$30,000.

It's an all-or-none campaign that Wayland College is waging, according to members of the campaign committee. Unless the entire amount wanted, \$30,000, is raised the subscriptions will not be birding. This is expressly stated in the subscription lists which will be circulated by members of the committees which have been appointed to see the citizens of Hale County.

Dr. C. D. Wofford, W. A. Nash, J. M. Waller and D. W. McGlasson are heads of the four committees. Plans for their work were laid at a luncheon yesterday at the Ware Hotel, attended by representatives of the college and fifteen selected committeemen from the Y. M. B. L. and at a luncheon held at the same place tonight. The committees plan to enter the field and complete their work in ten days.

Members who have the situation in hand state that the Baptists will raise \$20,000 and will ask the other citizens of the county to subscribe \$10,000. Already \$15,000 has been raised among members of the denomination.

Austin H. Cole, the new auditor, who will compile a statement of the business transactions of the school from its foundation to the present time, will arrive from Dallas tomorrow. Rev. I. E. Gates has a telegram from him this afternoon to that effect.

President Farmer states that he has wired for C. E. Painter, of Fort Worth, to come to take charge of the business details of the college, acting as bookkeeper and stenographer to the president. He has been assistant cashier of the First National Bank of Wellington, Texas, and bookkeeper for the Continental Gin Co., of Dallas.

## TO MAKE THEIR SUNDAY SCHOOL BETTER IS METHODISTS' PLAN.

Want an Average Attendance of 500; Special Field Worker Is Here This Week.

In the interest of the Sunday School of the Methodist Church, Rev. B. L. Nance, conference Sunday School worker, is here this week, and, in cooperation with the pastor, Rev. J. W. Story, is laying plans to increase the roll of the school and to stimulate interest.

"We want an average attendance in our school of five hundred each Sunday," said Rev. Story. "Our roll has been revised since January 1, and we now have enrolled 484 active pupils. Our conference report showed over 900 enrolled during 1916."

Special emphasis is being placed on the organization of a strong business men's class. W. W. Underwood is the teacher.

Sunday will be devoted to this church entirely to Sunday School topics. In the morning at 9:45 o'clock a Sunday School rally will be held, and at both the 11 o'clock and 7:30 o'clock services Rev. Nance will preach on Sunday School work.

Tomorrow (Wednesday) evening and Friday evening special meetings of the officers and teachers will be held.

## HOGS BRING WITHIN NICKEL OF THE WICHITA, KANS., TOP.

Saturday Watson & Son, of Plainview, sold on the Wichita, Kansas, market two cars of Hale County porkers, which brought \$10.50, within five cents of the top.

## PLAINVIEW FIRM EXPANDING.

Ross D. Rogers and Clem Ross left this morning for Amarillo. Mr. Rogers assumes charge of the Grand Theatre, which is to be operated by Dye, Ford & Rogers, of Plainview. Clem will be in the employ of the firm in the Amarillo house. Dye, Ford & Rogers now have a string of houses, one in Plainview, one in Canyon and one in Amarillo. The house which recently was burned at Tulsa will be replaced and the show there reopened.

## SNOW EXTENDS AS FAR SOUTH AS THE SAN ANGELO COUNTRY

Plainview Boys Are Caught in Sandhills by Snow Storm and Get Lost.

Five and one-half inches of snow have fallen since Saturday evening, according to the U. S. Weather gauge at the Texas Land and Development Co.'s office. The moist condition of the atmosphere insures collection of moisture by the snow on the ground, which was very low in moisture content when it fell.

This snow is enough to insure a good season for wheat until the usual spring rains come.

The snow is general over this section. Colonel Jamison, who has charge of a Pullman out of San Angelo, Texas, to Sweetwater and one from Sweetwater to Plainview, stated yesterday morning that as much as four inches had fallen at San Angelo before he left that city and that the fall has been general at all intermediate points, varying from four to six inches.

All of Kansas, New Mexico and a large portion of Texas, as far south as Ballinger and all of the north-eastern portion of the State, are covered. Snow is reported in Memphis, Tenn. Dallas reports 7.1 inches, the heaviest snow since 1906.

## Boys Are Lost.

A hunting party which left Plainview Sunday morning, composed of Mason Dillingham, Morey McGlasson, O. T. Rushing and others went into Lamb County to hunt. The snow storm came up and two of the party, Dillingham and Rushing, were lost. They remained out in the storm until early morning, when they found shelter in a ranch house. Both of them are ill and suffering from exposure, their feet having been frozen.

## Warren Boys Are Found.

Telephone advices received tonight state that Willard Warren, Harvey Beauchamp and Rudolph Warren, ages 18, 19 and 13 years, respectively, have been found near Quitaque. These boys left Sunday morning for the breaks to hunt, and when efforts to find their whereabouts by telephone were unsuccessful, their parents became alarmed, especially when the other party had returned from Olton in such a sad plight. Yesterday Mr. Warren left in a car to look for the boys. Today Jos. W. Ryan, J. D. Pelphry, W. E. Winfield, Sam Young and others took parties in their cars to search for the missing boys. Manager E. L. Doland of the Southwestern Telegraph and Telephone Co.'s Plainview exchange and the managers at Lockney, Floydada and at other points, co-operated in the search, keeping all parties informed as to progress of other parties, as far as possible, many of the lines being down.

## JURY SAYS LAGOW DID NOT VIOLATE PROHIBITION LAWS

Judge Joiner Grants Divorce and Custody of Children to Mrs. Annie May Davis.

After having been out forty minutes, the jury in the case of the State of Texas vs. S. F. Lagow returned a verdict this afternoon of not guilty. The defendant was charged with violation of the Texas prohibition laws.

The jury which declared Lagow not guilty were Grady Pipkin, W. Peterson, R. W. Cross, B. L. Shook, H. W. Knapp, Ira Hammer, J. W. Coffey, G. L. Akeson, G. W. Lewellen, J. H. Lockhart, J. E. Hockaday and W. A. Conner.

Saturday Judge Joiner gave a judgment for the plaintiff, granting divorce and custody of the two children, in the case of Mrs. Annie May Davis vs. T. H. Davis.

## IN COUNTY COURT.

The case of Jas. Phillips vs. the P. & S. F. Railway Co. and A. T. & S. F. Railway Co., for damage, the suit arising over livestock shipments, is being tried in the County Court before Judge Charles Clements. The jury on the case is composed of Jack Hawley, Jas. R. DeLay, Dan Ross, Frank Strong, W. J. Mitchell and Dan Ansley.

## ATTENDING MEDICAL INSTITUTE.

Dr. C. C. Gidney left this morning for Amarillo, where he will attend the Panhandle Medical Institute.

## AGRICULTURAL AND STOCK FARMING EXPERTS WILL LECTURE HERE SATURDAY, JANUARY 21

ARE TOURING STATE UNDER AUSPICES OF TEXAS BANKERS' ASSOCIATION—DR. JONES AND MR. DOVE ARE IN THE PARTY.

Representatives of the great agricultural agencies of Texas, the Department of Agriculture, A. & M. College and the Federal Extension Service, will be in Plainview Saturday, lecturing on topics of general interest to farmers and to business men in their relation to those who follow agriculture as a business. They will be in Plainview on Sunday as a day of rest.

A. E. Zollicoffer, president of the Hale County Farmers' Institute, has issued a call to the members of the Institute commending the program and urging them to attend. The endorsement of President C. E. Moore of the South Plains Dairy Association has also been given. Full details of the day's program will be announced at a later date.

D. C. Dove, of the State Department of Agriculture, and Dr. R. F. Jones, of the U. S. Bureau of Animal Industry, are both well known in Plainview, having been here on several occasions and having rendered valuable service to the farmers and stockmen of this section. Dr. Jones will talk on subjects of vital interest to cattle raisers.

The movement is part of a State-wide campaign for better farming. "Constantly decreasing yield per acre of field crops, waning fertility of the soil and higher cost of distribution, are causes of the high cost of living, and it is to these facts that the farmers of all Texas, as well as the Panhandle, must devote their attention if they are to conduct their operations along safe lines in 1917," said D. C. Dove, of the State Department of Agriculture, who is a member of Team No. 11 of the "Safe Farming and High-Priced Cotton" campaign, to tour Northwest Texas between January 15th and 27th.

## Emphasizing Home Gardens.

"It is true that the European war has had something to do with high prices, but the problem facing us, and which we may hope to solve, are the purely domestic ones I have mentioned. During our tour through the northwest we shall deal particularly with them." M. E. Hays, of the A. and M. College, will explain the benefits of the home garden in supplying food for the family and show that most of the difficulties of gardening are easily avoided. Miss Kate Henley, of the United States Department of Agriculture, will tell of the part farm women can play in the fight for rural happiness and prosperity, and Dr. R. F. Jones, of the United States Bureau of Animal Industry, will speak on the cattle industry. Business men, bankers and merchants in each of the cities and towns visited will participate in the meetings, arranging and announcing times and places for meetings.

## Will Be Here January 20-21.

According to arrangements of the Agricultural Committee of the Bankers' Association, Team No. 11 will be at Quanah on January 15, and J. B. Goodlett, of the Citizens' National Bank, will assist in making arrangements. January 16 the team will be in Childress, assisted by C. C. Badgett, of the City National Bank. January 17, at Memphis, W. B. Quigley, of the Citizens State Bank, will be host to the party. January 18 the team will spend in Clarendon, with W. H. Patrick, First National, and chairman of the Seventh District. January 19 the team will be in Canyon, with W. D. Morrel, and January 20 in Plainview, where the party will remain over Sunday, January 21.

Reaching Lubbock on January 22, the team will be guests of W. S. Posey, member of the agricultural committee of the Texas Bankers' Association, and other local bankers and business men. January 23 the party will be at Post, with J. T. Herd, of the First National Bank. On January 24 O. P. Thrane, of the Snyder National Bank, will entertain the party at Snyder. January 26 will be spent at Sweetwater, where G. E. Bradford will act for the Bankers' Association. On January 26 the team will be divided. Members visiting San Angelo will meet and have the help of C. C. Kirkpatrick. The party at Benjamin will meet C. H. Burnett, who will assist in making arrangements. R. R. Waldrop, of Crowell, and L. E. Piper, of Chillicothe, will entertain the parties which reach those places for the purpose of making the final addresses of the campaign.

## MRS. JOHN PENDLEY BURIED.

The funeral service of Mrs. John Pendley, who died Friday, was held at the First Christian Church Saturday afternoon, by Rev. Henry Hagemeyer, pastor. Interment was made in the Plainview Cemetery under direction of Garner Bros.

## LITTLEFIELD BANK OFFICERS.

LITTLEFIELD, Texas, Jan. 12.—The directors of the Littlefield State Bank elected the following officers for the ensuing year: President, Arthur P. Duggan; vice president, O. L. Sutton; cashier, Rube S. Beard; assistant cashier, M. Brandenburg. A nice sum was passed to surplus account.

## INFANT IS DEAD.

The body of the infant son of Mr. and Mrs. R. E. Rumpy, who live near the East Side School, will be buried, at the Plainview Cemetery, this afternoon.

## GIST HEREFORD FARM SELLS FOR APPROXIMATELY \$150,000

J. M. Gist Buys Five Hundred Yearlings From Hall County Men for January Delivery.

L. A. Wells, of Amarillo, became owner of the 9,000-acre ranch of J. M. Gist in Cochran County Saturday. The stock on the place were sold to Ex-Governor Stubbs, of Kansas, he getting 1,400 L.F. calves, and the Enoch-Gist Cattle Company acquiring 150 white face cows. The deal involved \$149,500. Mr. Gist reserved from the Gist Hereford Farm only his thoroughbred stock. He still has a ranch of 82,000 acres, on which he has some 7,000 head of cattle. This property is located in Bailey and Cochran Counties.

Mr. Gist has also purchased some more stock for his ranches near Canyon and in Cochran and Bailey Counties. Five hundred heifer yearlings were bought for delivery January 20—150 from H. E. Frank, of Memphis; 150 from J. P. Montgomery, of Memphis; 140 from E. W. Sexhour, of Memphis, and 60 from a man at Giles. This stock will be placed on his pasture near Canyon.

## WANT FUNDS FOR PLAYGROUND EQUIPMENT FOR LAMAR SCHOOL.

On account of the bad weather, the attendance at the meeting was light. Those who were there heard and appreciated the papers read by Mrs. L. D. Rucker and Miss Beulah Poston on "Home Co-operation."

It was decided to have a program the 22nd of February, the proceeds to go to furnishing play-ground equipment. The different rooms of the school are going to take part in this combination "Washington-Arbor Day" program.

A report of the treasurer stated that from the sale of hot chocolate and candy at the school over ten dollars had been taken in. There is \$34.65 in the treasury and no outstanding debts.

## REV. W. H. CARR IS DEAD.

For Fifteen Years Has Been Prominent in His Community; Was Local Preacher.

Sunday afternoon, at Carr's Chapel, Rev. W. H. Carr, age seventy-seven years, was buried. For fifteen years Rev. Carr has been living in this section. He was a local preacher of the Methodist Church, and has been quite active until two years ago. He has been quite a factor in the development of his community, and only a few years ago Carr's Chapel was dedicated as a memorial to him and his efforts.

## MRS. S. J. FRYE, AN EARLY PLAINS SETTLER, IS DEAD

For Last Twenty-Three Years She Has Lived in Vicinity of Plainview.

Sunday afternoon, at Plainview Cemetery, the body of Mrs. S. J. Frye, widow of the late S. J. Frye, was buried. The services were held at the family residence, conducted by Rev. I. E. Gates, pastor of the First Baptist Church. Mrs. Frye's death occurred Saturday evening about five o'clock. For the past three years she has been confined to her room, practically an invalid. Her husband, who was Justice of the Peace in this precinct, died some eight months ago, and her grave is beside his.

Mrs. Frye was born in Fall Branch, Tenn., March 18, 1837. She was married and lived in Chattanooga, Tenn., for a few years, and then moved to Fall Branch, her old home, where she remained until 1893, moving to the South Plains country in that year with her husband and settling near Plainview. Of her eight children, three are now living, Mrs. L. L. Dye, Chas. Vincent and Roy J. Frye, of Plainview. She is survived by a sister, Mrs. A. E. Pindexter, of Portland, Ore., three years her senior, and a brother, J. N. Crouch, of Chicago, Ill., ten years younger.

From the Eastern Star Lodge, of which Mrs. Frye was a member; from the Mystic Club, of which her daughter, Mrs. Dye, is a member, and from the many friends of the family many beautiful flowers and wreaths were received, attesting the esteem of the friends for this pioneer Plains family.

## FIELD SEED SELECTION IS PAYING PROPOSITION

FLOYD AND POTTER COUNTY MEN GET HIGH PRICES FOR GOOD SEED.

## STANDARDIZE THE SORGHUMS

South Plains Can Be Made Mecca of Bayers of Dairy Products and Kaffir and Milo.

Even with maize and kaffir corn selling at from \$22.50 to \$25.00 in commercial grades, field selection and extra care in cultivation is a paying proposition to many Panhandle and Plains farmers. The plan pays even better in proportion in years when there is a normal crop of the sorghums and the price is low.

There are some few men in this section who are as careful in the breeding of pure maize, kaffir, fetorita and sorghums as is any breeder of pure-blood livestock. They are striving for uniformity of head, stalk and grain. They are careful to plant the various kinds of sorghums in isolated patches, so that the grains will not hybridize or "run out" through cross-pollination. Wherever kaffir corn and milo maize, or fetorita and sorghum, or any of the sorghum grains are planted in close proximity they will inter-breed and a hybrid will result. In the course of time the strain "runs out," and it is not long before a new supply of seed is required.

## Seed Sells High.

Earl Rainer, of Floydada, is finding a ready market for his kaffir, milo maize, and sorghum seed. The price will average about \$4.00 per hundred pounds, according to L. L. Johnson, demonstrator for the Panhandle and Santa Railway Company. As his crop nears maturity, Mr. Rainer goes through his fields and "rogues" it—that is, he cuts the heads off the stalks which are too low or too high to be standard. Thus all abnormal heads are kept from breeding with the others. Then when the crop is mature he selects from the stalks standing in the field heads true to the type he desires and of uniform height, and these field-selected heads are carefully sorted for threshing and the grain is used for seed. Then by grading the seed the individual grains are as nearly true to type as can be secured by machine separation.

O. F. Batey, of Floydada, is also making a reputation as a producer of Mebane Triumph cotton. He plants cotton between his fields of milo and kaffir, thus preventing cross-pollination. E. E. Adams, of near Amarillo, is successfully cultivating the sorghum grains and breeding for seed. He gets a price for this grain which more than pays for the extra trouble and labor necessary to produce standard kaffir, milo, fetorita or sorghum.

## Seed Scouts Will Be Here.

Through the efforts of these and other far-seeing farmers, the Panhandle and South Plains country is becoming known throughout Kansas and Oklahoma as a seed-producing section. The large seed houses have scouted in this territory for a few years for seed, and they will be here this season in large numbers.

There is advantage in having throughout the South Plains country grain as nearly true to type as possible. The Plainview Chamber of Commerce, through Secretary R. P. Smyth, has from time to time interested itself in the matter of standardizing our grains, and has taken the matter up with the Oklahoma State Fair Association and secured from them standards for judging the grain, what type of head should be used, how field selection is best practiced, etc. If a buyer comes into this territory he finds only a few men who are standardizing their grains. He wants the best seed possible, and buys from these men. If farmers of the whole South Plains country would standardize their kaffir and milo maize, the bulk of the seed used in the kaffir- and milo-planting sections might be purchased here.

## Texas Didn't Have Cows.

It will be remembered that only recently the South Plains Dairy Association went into the North to buy dairy cows. These cows would have been purchased in Texas, no doubt, if Texas had the cows to offer for sale. No section of the State has standardized its

(Continued on Page Four.)

**EXTRA SPECIAL! GINGHAMS**  
Your choice our regular 12 1/2c Gingham, including Toile du Nord—worth up to 15c January Clearance, **ONLY 9c.**

# JACOBS BROS. CO. BIG

**MEN'S SHIRTS**  
One lot pretty patterns, values up to \$1.00, only **59c**  
Other shirts reduced accordingly.

# JANUARY CLEARANCE SALE

## Extra Special NEW SERGE DRESSES

We have just received a shipment of the very newest modes in pretty dresses.

We bought these at very attractive prices and are including them in our **BIG SALE.**

\$16.95 values only **\$12.35**

\$14.50 values only **\$9.85**

\$12.50 values only **\$8.65**

## Clearance on Middies

\$1.25 values only **79c**

Ladies patents and two-tone effects, values up to \$4.50, only **\$1.95**

Our Big Clearance Sale is proving to be most gratifying in every respect, both to ourselves and to the many customers who have participated in this big money saving event. When you consider that our prices are lower originally, our merchandise newer and our styles always correct, you will appreciate the most radical reductions that prevail throughout the entire store. Don't fail to attend this big event.

## Big Clearance on Distinctive Skirts

Embracing the season's most popular styles.

Our \$5.00 values only **\$3.75**

Our \$6.00 values only **\$4.45**

Our \$8.75 values only **\$5.35**

Our \$6.75 values only **\$4.95**

Our \$12.50 values only **\$8.65**

## January Clearance on Silk and Sateen Underskirts

75c values only **48c**

\$1.50 values only **\$1.10**

\$3.00 values only **\$2.20**

\$7.50 values only **\$5.75**

Our one price system enables your child to shop as intelligently as yourself.

## January Clearance on Ladies, Misses and Children's Sweaters

75c values only **48c**

\$1.50 values only **98c**

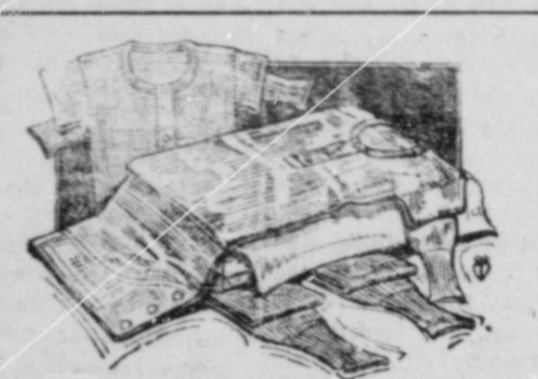
\$2.50 values only **\$1.95**

\$3.50 values only **\$2.65**

\$5.00 values only **\$3.95**

\$6.00 values only **\$4.85**

Every item in our new stock, with a few exceptions, now on sale at ridiculously low prices to clean up.



## Men's and Boys' Caps

The following big reductions prevail.

\$1.50 values only **\$1.15**

\$1.25 values only **95c**

\$1.00 values only **79c**

75c values only **59c**

50c values only **39c**

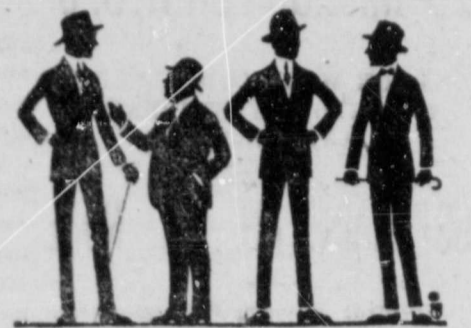
## Some of Our Regular Prices on Staple Goods

Standard overalls only **\$1.10**

Best oil cloth **20c**

Clark's O. N. T. thread, 6 for **25c**

J. P. Coats' crochet thread, 10c and **12 1-2c**



## Big Clearance on Men's and Boys' Clothing

Big reductions on our popular **MICHAELS-STERN** clothing. Our models are new and prices will amaze you.

## Suits and Overcoats

Our \$24.50 values, worth \$30.00, now **\$18.45**

Our \$19.75 values, worth \$24.50, now **\$14.95**

Our \$15.00 values now **\$10**

## Boys' Clothing

Our clearance prices invite your inspection.

## Arrow Collars

15c Arrow collars only **11c**

# Jacobs Bros. Co

THE ONE PRICE CASH STORE

A store is no larger than its number of customers. We guarantee satisfaction in every respect.

## Community Correspondence

### WEST SIDE NEWS.

**WEST SIDE, Texas, Jan. 15.**—The men of this community are preparing their land for the year's harvest.

Rev. G. I. Britain, of Plainview, filled his regular appointment here Saturday night, the 6th. There were several who were not able to attend on account of sickness.

On account of sickness, there was no prayer meeting Wednesday night.

C. C. Covert, of this place, left for Iowa last Monday morning, where he will attend the funeral of his brother-in-law.

The New Year's party given at G. Clark's was well attended and enjoyed by all.

Willard Dye, of Halfway, attended the party given at Mr. Clark's.

There has been a great deal of sickness for the past few weeks in this community.

Several from this community attended the boys' Sunday School entertainment at Mrs. Pinkerton's, of Halfway, Friday night.

J. W. Dye and Miss Edna Stewart, of Halfway, attended church at this place Saturday night.

The party given at Mr. Reuter's was well attended and enjoyed by all present.

There were several from Olton who attended the party at Mr. Reuter's.

A fine snow fell here on the 14th.

Four new pupils started to school at this place last week. The names of the pupils are Mary, Robert, Sarah and Lynn Clark.

### KANSAS MAN READY TO FARM AT EAST MOUND.

**EAST MOUND, Jan. 6.**—C. J. Gardner and son, Basil, arrived Wednesday from De Soto, Kansas, with their cars of live stock, implements and household goods.

Frank Locke spent this week with Dick Estes.

Mrs. R. B. C. Howell returned Friday from a visit to her daughter, Lula, in El Paso.

Mrs. C. J. Gardner arrived from De Soto, Kansas, Thursday.

Chas. Espy moved north of Plainview this week.

Sam Brawley, of Wise County, has bought the Seth Waddill place, and moved there this week.

Dick Estes, Frank Locke and P. W. Jackson went to Lockney Thursday night to attend the I. O. O. F. Lodge.

We've several new pupils in school this week—Alma, Ruby and Tommie Bunch and Nadine Harrison, in Miss Saffle's room, and Jeff Runyon in the 8th grade.

The 8th and 9th grades will form a class for the study of Spanish. The class will meet two afternoons a week, after school.

The Home Economics Club will have a box supper on Saturday, January 27. We want a good attendance and lots of boxes.

There were forty-six in attendance at Sunday School Sunday, January 7th. The Sunday School hour is changed from 2 p. m. to 10:30 a. m. Let's have a good attendance next Sunday.

Beatrice Welsh is back in school, after an attack of measles.

Frank Locke went to Lockney with the W. O. W. Saturday night.

Dick Estes and Basil Garner attended service at the Baptist Church Sunday night.

Mrs. W. B. Seaman is sick with grip this week.

We would suggest to Wade Wallace and Owen Harris that they get a good, gentle wheelbarrow to ride, since they don't seem to be able to ride anything else. Wade broke his left arm Christmas day trying to ride a steer, and Wade and Owen turned Wade's car over and broke Owen's jaw bone one day last week.

### WM. BARRETT'S FORD OVERTURNS, INJURING TWO.

**HALFWAY, Jan. 10.**—Brother Britain filled his regular appointment here on last Saturday and Sunday.

Guy Johnson and Dan Fields, of the Hooper school community, were visitors in our Sunday School Sunday.

A fine nine-and-a-half-pound girl came to the McComas home on the 8th.

While driving his Ford car a few days ago, Wm. Barrett overturned the car, injuring himself and Mrs. W. W. Pinkerton, who was in the car, quite severely.

R. L. Hooper is on the grand jury this week.

The Death Angel has again robbed us of a friend and neighbor. After a week's illness with pneumonia, Mrs. I. J. Helm quietly followed her devoted husband into the "Beautiful Beyond" at 1:10 a. m. on January 10, Mr. Helm having preceded her by just two months and nine days. There are two sons, James H. and Frank F. Helm, and two daughters, Mrs. John Davis and Mrs. Jack Kindred, who heart-brokenly mourn the loss of both father and mother in so short a time. We mourn with them and commend them to the One who is truly a Father to the fatherless.

### LIBERTY SOCIAL CLUB.

The Liberty Social Club met Thursday afternoon with Mrs. John Garstang.

A number of our members were present, and the following visitors: Mrs. Jones, of Trenton, Mo.; Mrs. Brown, of Davenport, Iowa, and Mesdames Evans and Gundrum.

During the business session, officers were elected for the coming year—Mrs. C. E. Moore, president; Mrs. L. L. Wheeler, vice president; Miss Helen Groff, secretary and press reporter, and Mrs. Herman Tumberg, assistant.

The club also had the grab-bag, each member and visitor putting in a present, and when the sack was passed around by the president, Mrs. J. J. Groff, each drew out a package. This was something new for the club, and each one found it very interesting.

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

The club will meet January 18th with Mrs. Edgar Johnson.

### SECRETARY.

### HALE CENTER PERSONALS.

J. B. Hunter, a prominent stockman of Winchell, is in Hale Center visiting Rev. B. H. Oxford and wife, and prospecting.

Miss Lacy Dalton spent last Saturday and Sunday in Plainview, visiting home folks.

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Mr. and Mrs. George Doubleday and Mrs. Tom Miller, of Plainview, were in Hale Center Wednesday morning in their automobile. They were joined here by Mrs. R. A. Miller and spent the day in Lubbock visiting friends.

R. J. Clark and family left the first of the week for Plainview. Mr. Clark has rented a farm near that city and will operate an irrigation plant and raise thoroughbred hogs. Mr. Clark is one of the best irrigators in the Plains country, and we are sure he will make a success of this business.

The special services at the Presbyterian Church last Sunday were well attended and enjoyed by all. Two splendid sermons were delivered—by Rev. Howard, in the morning, and Rev. Haynie, in the evening. In the morning an excellent quartet by Mesdames W. N. Claxton and Nick Alley and Messrs. Robt. Claxton and W. T. LeMond pleased the audience. In the evening a duet by Mrs. Bonnie Hudgins and Mr. Murray Payne was also pleasing.—Hale Center Record.

### MRS. LANDRUM WRITES FROM NEW ORLEANS, LA.

New Orleans, La., Jan. 2, 1917.

Dearest Club Girls:

It does not seem possible that I am so far from you as I write this letter. Christmas is the same the world over, and children are the same the world over when Christmas comes. Santa Claus found thousands of children here, judging from the great crowds that I have seen going here and there. What a great thing it is for people who are successful in life to remember the less fortunate at Christmas time. I am sure every New Orleans child, of whatever color or race, was remembered with a gift Christmas day.

I have seen so much of interest during my holiday visit to this great, busy city that I hardly know what to tell you. A visit to the great Charity Hospital the day after Christmas showed a distressing number of Christmas accidents—burns for the smaller children, resulting from fire-cracker accidents; cuts and other injuries resulting from too much drink from the older people. What a blessing this great institution is for the poor people

of this great city.

I visited points up the Mississippi Sound yesterday, and enjoyed most of all the Confederate Home at Bouvoir, where 250 of our aged Confederate veterans are given comfortable homes. I wish you all could see the beautiful home which is the original home of Jeff Davis, the once proud president of the Confederacy. The little piano of Miss Winnie Davis sets modestly in the corner of the great drawing room, and when my daughter, Lucile, sat down and drew from the old keys the strain of "Dixie," I thought the old soldiers would carry her off.

New Orleans has lost one of its most renowned points of historical interest, when the old St. Louis Hotel was demolished. In this old hotel, which was torn down to rid the city of a rat refuge, Henry Clay was banqueted on plates of solid gold. The slaves were sold from a block which can still be seen amidst the ruins.

In visiting today with a wide-awake newspaper man of the New Orleans Picayune, the leading newspaper of the city, I learned that he was much interested in our Texas work. He was surprised at the work we have done in Texas along Home Economics lines, and expressed a wish that we come to Louisiana some day and tell their people about our Texas girls' wonderful work. You see, I am very proud of you, and you must be good workers, to enable me to keep up our record of your successes.

I have saved the most interesting bit of my letter for the last. I had the pleasure of visiting with Dorothy Dix (Mrs. Mary Gilmer) a few days ago. Now, I want every girl to read whatever she see in any newspaper from the pen of Dorothy Dix. She is a lover of girls. She understands girls, and her advice is wholesome and correct. Dorothy Dix is regarded as one of the most popular newspaper writers, and you will be well repaid for your search of her work. I do not know just what Texas papers will handle her work, but we will watch out for it.

I will be back in dear old Texas in a few days. New Year's day the clubs of Corpus Christi will hold open house in the beautiful sun parlors of the Nueces Hotel to their parents, friends and teachers. I am anticipating this compliment.

Now, with best wishes for the best club year we have ever had, and trusting every club girl will take up her work with a sincere interest, I am,

Cordially,

MRS. J. L. LANDRUM,  
State Organizer and Supervisor,  
Girls' Home Economics Department,  
State Department of Agriculture,  
Austin, Texas.

### INTERSCHOLASTIC SCHOOL LEAGUE IS GROWING.

**AUSTIN, Texas, Jan. 8.**—The Interscholastic League of the University of Texas has enrolled, up to date, a total of 1,359 schools, representing 181 counties in the State. The enrollment at the same time last year was only 601 schools, and the total for the year was only 1,296 schools. Professor E. D. Shurter, director of the League, expects to have two thousand schools enrolled before the holding of the final State contests, at Austin, during the month of May. Texas established the record last year of having the largest organization of the kind in the United States. The League holds contests in Debate and Declamation, Oratory, Spelling, Essay Writing, and all forms of athletics. The contests begin in the particular school and extend through the county and district elimination contests to final State contest, at which the winners of the entire State are determined. It is estimated that 75,000 school children will be engaged in these contests during the year. Subjects of popular interest are chosen for the intellectual contests. The subject for debate this year is the "Single Tax," and each debating team is required to be prepared on both sides of the question. When the district winners have been determined, they all meet in Austin to decide the State championship, at which time the large number of school children are the guests of the students of the University of Texas.

The Japanese produce a "vegetable milk" from the soy bean. This milk is used fresh, in a condensed form, and as the basis for vegetable cheese.

A total of 404,967,582 copies of publications of all kinds have been issued by the U. S. Department of Agriculture during the fiscal years 1890 to 1916, inclusive.

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

**FEEDING CAPTIVE SNAKES.**

There is little difficulty in feeding any of the reptiles commonly found in captivity, with the single exception of the large snakes. These reptiles display an almost incredible fastidiousness, for they frequently prefer starvation to eating food that does not please their palates. And since it is often difficult to ascertain what food a snake does want, the keepers of captive serpents are frequently put to it to find a way to save valuable specimens from starving themselves to death.

Although the word "reptile" suggests to the average person only snakes and lizards, the tortoises and crocodilians come under the same head. At the Zoological Garden in Bronx Park, New York City, nearly one thousand specimens of these various kind of reptiles are on exhibition, and the process of feeding them has been put on a thoroughly scientific basis.

The tortoises include both land and water turtles. The smaller of these are largely herbivorous, but the larger kinds subsist principally upon flesh. The small turtles, therefore, are fed twice a week with lettuce, cabbage, carrots, melons, sweet potatoes and celery, and the larger creatures receive daily small fish, frogs, beef and earth-worms.

Lizards, too, are both carnivorous and herbivorous. The smaller species subsist principally on green stuffs, while the larger kinds, such as iguanas, monitors and others, are chiefly meat eaters. In captivity, therefore, the former receive succulent vegetables, the latter eggs, rats, mice and the like, with an occasional meal of fruit.

The crocodilians, including both the crocodiles and the alligators, are strictly flesh eaters. They are the scavengers of the reptile kingdom, and they enjoy their food most when it is slightly putrid. Their appetites are insatiable. Twice a week in summer and once a week in winter they are given raw beef. Each is fed according to its size; the big twelve-foot

saurian, for example, gets an eight-pound titbit. Occasionally their diet is varied with fish or chickens.

It is the feeding of snakes, however, that is most interesting. So powerful are the digestive fluids in these creatures that they assimilate virtually everything they swallow. Bones, feathers, hair, nails, and even the hard enamel of teeth, melt under the action of their acid secretions. The only things they throw off are the soles of the feet of fowls and the quills from feathers. In these apparently the snake cannot find any nourishment—which is not remarkable.

With respect to their food, snakes naturally fall into two classes: those which eat only cold-blooded animals, and those of which the prey is wholly warm-blooded. To the first class belong almost all the smaller and more common species, and the huge pythons, boas, anacondas and king snakes constitute the second division. The poisonous serpents also fall into the second group.

Frogs, toads, small fishes, earth-worms, salamanders and similar cold-blooded creatures compose the food of the first class; the reptiles in the second division receive, according to their size, mice, rats, birds, fowls, guinea pigs, rabbits and even small pigs.

The frequency with which snakes are fed depends upon their activity and the degree of their fastidiousness. There is not much trouble with the nonconstricting serpents. They are active and they eat whatever is given them. The most active are fed every fourth or fifth day; the least active once a week or once in ten days. It is with the giant constrictors that the keepers have difficulties.

Once in twelve days is the usual time for feeding them; but some of these serpents are so sluggish that, to prevent their becoming fat, they are fed only at intervals of three or four weeks. Moreover, these huge constrictors are fastidious to a degree, and their keepers are often at their wits' end to find food that pleases them.

The taste of a serpent is not to be determined by its species, since one snake may refuse to eat anything except rabbits, while another snake of the same kind may insist on being fed with chickens.

Probably the most voracious serpent at the Bronx "Zoo" is the king cobra. He is strictly cannibalistic. Large black snakes and similar serpents are his favorite food. At first he received three of these each week. But the supply at the Zoo was not equal to the demand. Then large snakes were brought from the South. When that supply also began to fail, a novel experiment was tried on the cobra. A black snake, stuffed to bursting with bullfrogs, was placed in his cage, and the keeper anxiously awaited the result. The cobra quickly dispelled all apprehension by eating the stuffed snake. Since then stuffed snakes have been his sole food!—Youth's Companion.

## A School House

without a telephone would seem strangely isolated in these days of general telephone communication.

When the weather is doubtful and the roads bad call the school house. If school is closed today, why send little Mary or Bobbie on a useless trip?

Bell Telephone serves in all emergencies.



THE SOUTHWESTERN TELEGRAPH & TELEPHONE COMPANY

### COURT DECISION IN CASE OF TWO ARIZONA GOVERNORS.

PHOENIX, Ariz., Jan. 9.—A decision by the supreme court in the Campbell-Hunt mandamus case today was regarded by attorneys for both sides as a victory, although the opinion was to sustain a motion by Hunt to strike portions of the complaint of Campbell,

in his application for a writ to compel the delivery of the office. The contention of the Campbell attorneys was that the certificate of election issued by the secretary of state was prima facie evidence of a claim to the office. This was attacked by the respondent on the grounds that the constitutional provision defining the secretary's duties was not self-executing.

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House Phones, 525 and 425.

## Such tobacco enjoyment

as you never thought could be is yours to command quick as you buy some Prince Albert and fire-up a pipe or a home-made cigarette!

Prince Albert gives you every tobacco satisfaction your smoke-appetite ever hankered for. That's because it's made by a patented process that cuts out bite and parch! Prince Albert has always been sold without coupons or premiums. We prefer to give quality!



# PRINCE ALBERT

the national joy smoke

has a flavor as different as it is delightful. You never tasted the like of it! And that isn't strange, either.

Men who think they can't smoke a pipe or roll a cigarette can smoke and will smoke if they use Prince Albert. And smokers who have not yet given P. A. a try-out certainly have a big surprise and a lot of enjoyment coming their way as soon as they invest in a supply. Prince Albert tobacco will tell its own story!

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.



## 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	23.20
Kerrville, Texas	23.45
Marlin, Texas	17.35
Mineral Wells, Texas	14.75

For further information call 224 or see JOHN LUCAS, Agent

## ANNOUNCEMENT

Having added a new delivery car and a competent man to my business I am now in a position to give the best of service—and honestly solicit a part of your business.

Just to Show You I Can Save You Money I Quote You a Few of the Values

OIL, per gallon	10c
SUGAR, pure cane, 13 pounds for	\$1.00
SUGAR, pure cane, per hundred pounds	\$7.50
SPUDS, per pound	3:1-2c
FLOUR, per hundred pounds	\$4.40
1 gallon APRICOTS, in syrup	45c
1 gallon LOGANBERRIES, in syrup	45c
1 gallon BLACKBERRIES, in syrup	45c
1 gallon APPLES, in syrup	40c
1 gallon PEACHES, in syrup	40c
1 gallon PEARS, in syrup	45c
1 gallon TOMATO CATSUP	75c
MILL RUN BRAN	\$1.75

OTHER GOODS IN PROPORTION

Give me your next order and become convinced. Just call 247 Yours truly,

**T. L. GORDON**  
THE GROCERYMAN

No matter how good your car may be—

# —you must have Good Service!

First of all, of course, you want to get the very best car obtainable. But it is also as important that you get a car backed up by the right kind of dealer service.

There is certain to be more or less attention needed in time—accidents may occur—and when such things do happen you want to know that your car will not be put out of use for any length of time.

We keep an adequate supply of replacement parts on hand at all times. Also any part that we might not have may be secured by us from the Maxwell Motor Company within twenty-four hours.

This Service makes sure that your Maxwell Car gives you the perfect satisfaction it is capable of giving. It removes any doubt about your finding the Maxwell as remarkable in

performance as thousands of other owners are reporting.

A good car—we believe the very best in the light car field—backed by Good Service—these are worth while reasons why you should consider the Maxwell Car before you buy.

We are also prepared to take care of owners of former models of the Maxwell.

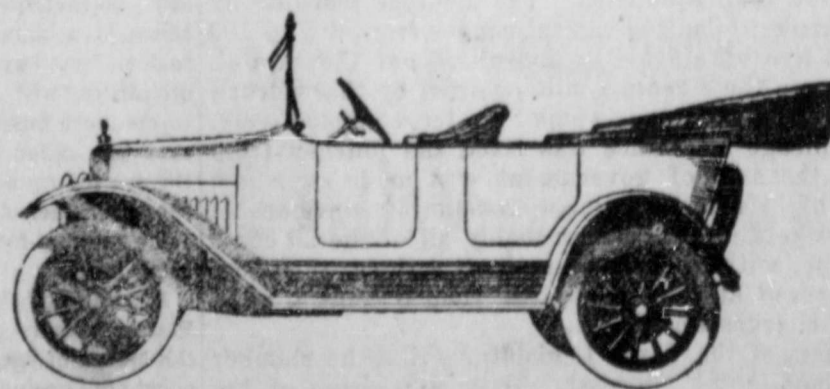
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F. O. B. DETROIT



# The Plainview Evening Herald

TWICE-A-WEEK

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

ROBERT 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.

\$2.00 a Year; \$1.00, 6 Months. Advertising Rates on Application.

### USELESS LAWS DIMINISH AUTHORITY.

"There ought to be a law against this thing, and against that thing!" How often we hear this or similar expressions!

There's an old French proverb which is applicable to Texas' case now: "Useless laws diminish the authority of necessary ones." Texas needs legislators who will study and simplify the body of our laws to where it will incorporate only those things necessary for the protection and promotion of society, and has little need of the demagogue and reformist who seeks the notoriety of conceiving intricate, confusing and obscure statutes.

The Texas civil and criminal code needs simplicity and compactness.

### DAIRYING AND SOIL FERTILITY.

Dairy farming is increasing in almost every section of the country, we are told by the United States Department of Agriculture. This increase in the industry is largely because it is the most economical form of agriculture, so far as soil fertility is concerned. Dairying also is growing because dairy products are an important part of our food supply.

In Texas the industry is growing. Millions of dollars' worth of dairy products are imported into the State annually, and the increase in the output has hardly kept pace with the increased demand, growing by reason of increased population and an increased per capita consumption of dairy products. Many Texas communities are undertaking dairying on a commercial scale. El Paso boasts of a growing dairy output. Abilene is becoming a cream-shipping point. Plainview and Lubbock, among the South Plains towns, are interested in the dairy movement, and have purchased good grade Holstein cows.

Selling dairy products is an economical way of marketing grain and feedstuff, according to dairy experts. In this way the soil is improved and its fertility maintained. We are told when we sell a ton of kaffir, milo maize or alfalfa that we sell with it elements which, if the products were fed on the farm, would maintain the productivity of the soil.

Climatic conditions favorable to handling whole milk are necessary to cheese making, one of the great industries of the Great Lake region. The Department of Agriculture asserts that all the valleys on the Rocky Mountain section and a large area on the Pacific Coast offer splendid conditions for cheese production. So, also, does the mountain section of the South, including parts of West Virginia, Virginia, Tennessee, North Carolina, South Carolina, and Georgia. Experiments in cheese production in the South Plains territory are now in order.

### THE BOY AND HIS SPARE TIME.

A few afternoons ago—it was the Sabbath—a group of half-grown boys had congregated on the lawn in front of one of their homes. They seemed restless, dissatisfied, wishing for some sort of diversion. For a little while they teased several smaller children, who had appropriated the sidewalk for a skating rink, by thrusting themselves or their bicycles unexpectedly in their way or by tossing small stones at them as they passed. Then in succession they engaged in a spirited game of leap-frog, threw large stones and broken bricks at telephone and electric-light wires, and attempted to throw small stones through the latticed ventilator in the gable of the porch roof.

It wasn't a bunch of rowdies, but a group of neighborhood boys, from fourteen to eighteen years of age, unusually fine young fellows. One is a university student and the others high-school boys, and doubtless every one of them had been at Sunday School earlier in the day. They were just vigorous, healthy boys—with a whole afternoon of spare time on their hands. Had they been different from what they were it would be difficult to conjecture what excesses their boyishness might have led them into.

The boy problem—whether he be large or small—is, after all, little more, or less, than the problem of his spare time. When he is busy with his books, with his chores, or with wholesome play, there is no problem—it is solved already, his energies are safely engaged. But with no tasks, or engaging play, his time is all spare time. What is he to do with it? We may rest assured he is going to do something. We can't fill the boy's life with tasks, of school or other work. It would rob him of his boyhood. Neither can we, when his tasks are done, leave him to find his play, for it means to thrust spare time, in which we cannot tell where his spirit may lead him. He needs to be directed in his labor, that it may turn toward best ends. And he needs to be directed in his play, but not so that he shall feel irksome restraint, that he may have no spare time for harmful pranks, much less the cultivation of viciousness.

Solve the problem of his spare time and we have solved the boy problem.—"Holland's" for February.

### MILEAGE OF LEGISLATORS.

At the first session of the last Congress a member from Indiana introduced a bill cutting down the allowance for mileage to Senators and Representatives from 20 cents a mile to 5 cents.

His argument was that the mileage was excessive for the reason that the chief beneficiaries, those living at greatest distance from the National Capital, would not be put to an expense of 20 cents a mile in making the trip, even though they traveled in most luxurious style.

Figures recently compiled by the Railroad Commission of Texas and turned over to the Comptroller of Public Accounts, show that mileage of the members of the State Legislature during the coming session will cost the State about \$35,000, based on 20 cents a mile each way, a total of 40 cents a mile for each member who lives far enough away from the capital to be entitled to mileage. It is shown, also, that some members of the Legislature living furthest from the seat of government receive nearly as much for mileage as for per diem. The allowance for the member from Hansford County, for example, \$282, is only about \$20 less than the aggregate of his per diem during the two months of the regular session, when the pay is \$5 a day. Members of the Legislature from El Paso receive a per diem of \$274, and those from the Panhandle more than \$200 each. The distance traveled by these going to and returning from the capital ranges from 685 to 700 miles. Many members live within a few hours' ride of the capital, and the difference between the 3 cents a mile charged by the railroad and the 20 cents allowed by the State is a small matter, comparatively.

At the time the mileage allowance was fixed the journey from districts remote from the seat of government was made by stage coach, on horseback or by private conveyance, consuming considerable time and involving considerable expense, probably all of the 20 cents a mile allowance. Now, with railroads in all directions, the most extreme distance is covered at a cost of less than 5 cents a mile, including Pullman-car charges and meals.

Some of the members of the Texas Legislature, like the member of Congress from Indiana, think there should be a revision of the mileage allowance so as to decrease the cost to the State or to more equally distribute the excess. As it is, they say, the pay of the member who lives at a great distance from the capital is nearly twice as much as that of the member who lives almost within walking distance.

—San Antonio Light.

### PUTTING MORE THAN MERE SENTIMENT BEHIND COLLEGE.

The Baptist Church is doing a very wise thing in deciding to close some of its smaller schools and academies and concentrating on the stronger ones. Wayland College, at Plainview, will be the only recognized Baptist school in the Panhandle. The church school established principally for the purpose of giving the town a college is nothing more than a public pest, and should be treated as such. It is worthless as an educational institution and a detriment to the locality in which it is located. The day of the small school has passed, and the day of the denominational school will pass unless the school has something more than sentiment behind it.—Randall County News.

### ATTENDING IMPLEMENT DEALERS' CONVENTION IN KANSAS CITY.

F. L. Brown, of the R. C. Ware Hardware Company, left Saturday for Kansas City, where he will attend the Implement Dealers' Convention, which will be held from January 15 to 18, inclusive.

He will visit Mrs. Fannie Stocking, a sister of Mrs. Brown, at Mayfield, Kansas. On his return trip he will visit his sister, Mrs. L. C. Collier, at Cave Springs, Arkansas.

### SMALL CHILD OF MR. AND MRS. WILL BUNTIN IS DEAD.

The four-year-old son of Mr. and Mrs. Will Buntin died Saturday afternoon. The funeral services were held at the family residence by Rev. J. W. Story, pastor of the Methodist Church, and interment made at Plainview Cemetery, under direction of A. A. Hatchell.

### REV. T. B. HAYNIE GOES TO DALLAS ON CHURCH WORK.

Rev. T. B. Haynie, pastor of the Presbyterian Church, left this morning for Dallas to look after details of the seating plan for the new Presbyterian Church.

### NECROLOGICAL.

Mrs. Kate Hale, the wife of Gilbert Hale, died on December 27, 1916, at her home, near Lockney. Mrs. Hale was born at Salisbury, Wiltshire, England, in 1875. Interment was in the Lockney Cemetery.

### THE PAY CHECK HELPS.

Farmers in the Plainview and Littlefield communities are entering into dairy farming rather extensively, and the very best breeds of dairy cows, such breeds as are best suited to the Plains country, are being shipped to those farmers and sold on easy payment plans, the banks in those two towns aiding in the financing of the plans. If dairy farming can be made a success in Hale and Bailey Counties it can also be made a success in Carson County, and it would not be amiss for our farmers and bankers to at least look into the plan and perhaps organize a dairying association for this community. There is one thing about dairying which helps any farming community, and that is the regular monthly pay check.—Panhandle Herald.

### BIRTHS.

Born, to Mr. and Mrs. John F. Garstang, eight miles north of Plainview, January 11, a boy.

Born, to Mr. and Mrs. D. T. Tipton, of Runningwater, January 7, a boy.

Born, to Mr. and Mrs. Amos Mangus, January 6, a girl.

Born, to Mr. and Mrs. W. T. Hamilton, January 6, a girl.

### FIELD SEED SELECTION IS PAYING PROPOSITION.

(Continued from Page One.)

breed of dairy cattle to the extent that the cows desired could have been purchased in this State. In standardizing its dairy breed the South Plains country may in the future be entered as a market for Holstein cows.

The principle of standardization is present in both instances. Wherever any marketable product for which there is a demand is raised in profusion the buyers who want large quantities will go. South Texas attracts more buyers for Bermuda onions than any other section of the country. Buyers for oranges go to California or Florida. Jacksonville, Texas, has become famous for its tomatoes and Elberta peaches.

If awake to their opportunity, South Plains farmers can make this section the Mecca of seed buyers, so far as the sorghum grains are concerned, and there's no reason why we shouldn't become a recognized exporter of dairy products and producers of dairy cattle of the best type.

Standardization will do it!

\*\*\*\*\*  
The first farmer was the first man, and all historic nobility rests on possession and use of the land.—Emerson.  
\*\*\*\*\*

### TEACH 'EM TO TINKER CARS.

TOPEKA, Kans.—Dr. E. H. Higgins, of Hugoton, wants to put motor-car repair men in the same class with physicians, horse doctors, dentists and other trained professions. He wants them to take an examination and show their qualifications before being allowed to practice on a car. In a letter to the Governor, Dr. Higgins says:

"If you want the everlasting friendship of every Kansan that drives an automobile, form some plan this winter whereby any person repairing or pretending to repair automobiles will first have taken proper examination as to his proficiency and have a license to work on a motor car. Make the penalty life imprisonment. We pay the motor license tax and other taxes, and have our cars ruined and our pockets emptied by a set of yaps that never earned more than 25 cents a day in their lives. But the minute they get on a pair of greasy overalls and lift up the hood of a car, it is 60 cents an hour, and the car has everything but smallpox."—Kansas City Star.

## OLYMPIC THEATRE

"QUALITY DID IT"

For a good entertainment attend our show. Always a good comedy and a good play in five acts or more. Commencing Monday, Pearl White in "PEARL OF THE ARMY." One of those celebrated Pathe Serials. Present this advertisement for admission to Matinee Monday, January 22nd, 1917.

### Grippe

Prepared by  
DR. WEBB WALKER,  
City Physician of Fort Worth, Texas.

#### DO YOU—

Repeat the Golden Rule and then sneeze in somebody's face?

Carry a fine handkerchief and then forget to cover your mouth when you cough?

Know that grippe is a communicable disease?

Know that physical fitness is preparedness against grippe?

Know that a little cough often ends in a large coffin?

Know that bodily vigor protects against colds?

Know that many a severe cold ends in tuberculosis or pneumonia?

### NOTICE FOR COUNTY DEPOSITORY.

Notice is hereby given that the Commissioners' Court of Hale County, Texas, at the next Regular Term, February 12th, 1917, will receive bids for the Depository of the funds of Hale County for two years, beginning February 14th, 1917.

Any Banking Corporation, Association, or Individual Banker in Hale County, Texas, desiring to bid, shall deliver to the County Judge of Hale County, on or before 10 o'clock A. M., February 12th, 1917, a sealed proposal, stating the rate of interest offered on the funds of Hale County, Texas, for two years, beginning on February 14th, 1917, in accordance with the laws of this State.

Witness my hand and Seal of office, this 13th day of January, 1917.

CHARLES CLEMENTS,  
County Judge,  
Hale County, Texas.

## Charming Spring Hats on Display

We have good news for the ladies.

An assortment of spring hats has arrived and is awaiting your inspection.

They are charming, indeed—in their novelty, their smartness, their becomingness and the materials are such that you can wear them at once.

For several weeks spring apparel has been worn in the larger places and ladies of Plainview will want to sustain their enviable reputation of always being correctly dressed hence will want a new hat at once.

We should like, at least, to have you know these modes intimately and shall be quite happy to show you.

## R. & H. Millinery Co.

THE INDIVIDUAL HAT SHOP

# Just good old-fashioned Common Sense

tells many folks

To use

# INSTANT POSTUM instead of coffee



# SOCIETY

Telephone Number 72

Announced by all the trumpets of the sky,  
Arrives the snow, and, driving o'er the fields,  
Seems nowhere to alight: the whited air  
Hides hills and woods, the river, and the heaven,  
And veils the farmhouse at the garden's end.  
The sled and traveller stopped, the courier's feet  
Delayed, all friends shut out, the house-mates sit  
Around the radiant fireplace, enclosed  
In a tumultuous privacy of storm.  
—Emerson. "The Snow Storm."

## ANNOUNCEMENTS.

The Wednesday Bridge Club will meet with Mrs. L. P. Barker, room six, Ware Hotel, Wednesday afternoon.

The Thursday Bridge Club will meet with Mrs. T. C. Shepard, 802 Galveston Street, Thursday afternoon.

## C. L. A. GRADUATE GIVES LESSON ON COOKING TO WORKING WOMEN

The Working Woman's Club met Friday, at the Central School Building. The feature subject was a cooking lesson, given by Miss Clara Hooper, who has been in training for three years in the College of Industrial Arts, at Denton, Texas. Miss Hooper made tomato soup, which was served with wafers to the women. She also gave a very interesting talk on different food-stuffs.

Heretofore there has been but one meeting a month, but it was decided to have two meetings a month in the future—the second and fourth Fridays. The meeting will always be held at four o'clock, in the Central School Building.

## EPWORTH LEAGUE PROGRAM.

The program for the Epworth League, Methodist Episcopal Church, South, January 21, follows:

- Subject—"Seeing the Good in Others."
  - Song.
  - Prayer.
  - Song.
  - (1) "The Condition We Must Be in Before We Can See Good in Others"—Miss Knight.
  - (2) Solo—Miss Ada Clark.
  - (3) "How It Will Benefit Others for Me to See Good in Them"—Miss Mary Cox.
  - (4) "How It Will Benefit Me to See Good in Others"—Miss Nora White.
  - (5) Round-Table Discussion of the Subject.
- Leader—Miss Beulah Posten.

## SEVENTY-FIVE ARE GUESTS AT WELL ARRANGED MUSICAL.

A musicale was given by Mrs. S. W. Smith and Mrs. George Hutchings, at Mrs. Smith's home, Saturday afternoon at 3:30 o'clock. Those in the receiving line were: Mrs. S. W. Smith, Mrs. Rupert M. Crabb, Mrs. George Hutchings, Mrs. R. E. L. Farmer, Mrs. J. M. Harder, Mrs. Clint Shepard and Miss Goode.

Miss Ethel Williams and Miss Amy Glenn served punch. Miss Wayland and Miss Ruth Harder acted as ushers. The guests were seated in the parlor, which was made into a miniature auditorium. The house was decorated with blooming house plants.

### Program.

Mrs. E. R. Williams, Accompanist.  
Piano, (a) "Concerto" (Weber); (b) "Air de Ballet" (Moskowski)—Miss Ziegler.  
Vocal, (a) "Laddie" (Thayer); (b) "Nuthin' But Love" (Bond)—Miss Donnell.  
Reading, "Bobbie Sharto" (Green)—Miss Brown.  
Violin, Selection from "Il Trovatore" (Verdi)—Mrs. Pipkin.  
Vocal, (a) "At Dawning" (Cadman); (b) "I'm Not Myself at All" (Lover)—Mrs. Doland.  
Reading, "Mandy's Lost Opportunity" (Parker)—Miss Williams.  
Piano, (a) "Etude Melodique" (Moskowski); (b) "To a Water Lily" (McDowell)—Miss Hatcher.  
The list included seventy-five guests.

## THE METHODIST MISSIONARY SOCIETY INSTALLS OFFICERS.

The Woman's Missionary Society of the Methodist Church publicly installed their officers for the ensuing year Sunday morning, during the regular church service.

The pews for the officers and members were roped off with gold and white ribbon. Gold and white bunting, with pot plants and ferns, decorated the altar.

In keeping with the occasion, the pastor, Rev. J. W. Story, delivered an appreciated sermon, "The Responsibilities of Womanhood." The installation ceremony was also conducted by him.

## THE METHODIST MISSIONARY SOCIETY MEETS TOMORROW.

The Missionary Society meets at the M. E. Church Wednesday, January 17. The following program will be given:

- 11 Kings, 2nd to 14th Chapters.
- 1. "The Return of Elisha to Jericho" (II Kings 2:13-18).
- 2. "Elisha Purifies the Water at Jericho" (II Kings 2:19-22).
- 3. "Elisha Teaches a Lesson of Reverence" (II Kings 2:23-25).
- 4. "Elisha Obtains Water and Promise of Victory for Jehoram" (II Kings, 3 chapters).
- 5. "Elisha Multiplies the Widow's Oil" (II Kings 4:1-7).
- 6. "Elisha and the Shinnite" (II Kings 4:8-37).
- 7. "Elisha at Gilgal" (II Kings 4:38-41).
- 8. "Elisha and Naaman" (II Kings, 5th chapter).
- 9. "Elisha Causes Iron to Swim" (II Kings 6:1-7).
- 10. "Elisha and the Syrian Host" (II Kings 6:8-24).
- 11. "Great Famine. Elisha Prophecieth Plenty" (II Kings 6:24-31).
- 12. "Elisha returneth to the Shinnite Land" (II Kings 7:1-20 and 8:1-6).
- 13. "Benherdad Sends Hazeal to Elisha" (II Kings 8:7-15).
- 14. "Elisha Has John Anointed King" (II Kings 9:1-13).
- 15. "Elisha's Death" (II Kings 13:14-21).

### PRESS REPORTER.

Mr. and Mrs. J. W. Longstreth left this morning for an extended visit with relatives and friends in San Antonio, Austin and Galveston. They are travelling in their Buick automobile.

Mr. and Mrs. R. A. Drum left yesterday morning for St. Louis, Mo. Shirley Brazele is visiting his father and his brother here.

## SUPREME QUALIFICATION FOR LEADERSHIP IS LOVE.

The first great quality of leadership is love. Without love there is no leadership. It may sound absurd and simple to say that love comes first, for some have held that leadership is power of place and possession; that leadership means recognition by those in high places; it means a great intelligence; that it means diplomacy, and that, therefore, a diplomat is fitted to become a great leader. But none of these qualifications are to be reckoned save as they are off-shoots of the one supreme quality of love. Leadership is spiritual, and love is the fulfilling of the law, the divine law.

Leadership comes from the supremacy and dominion that are in consciousness, and that is why the qualification is so baffling, for leaders are born and not made. Love is gracious and self-forgetful; love glorifies not in the abasement of another; love vibrates joy and peace; love ignores discord, and invites harmony; love is twin sister of humility; love accepts no evidence of the material senses; love understands and inspires and leads the way. Love has the vision. The most tremendous experience in life is your own when you are chosen to become the exponent of a great idea. This means that you have the "message." That you are selected is itself your reward, and from the hour of your knighthood it becomes your work to give, give, give. This is the manifestation of leadership.—Federation Magazine.

## CENTRAL MOTHERS CLUB PROGRAM FOR FRIDAY.

The Central Mothers' Club will meet Friday, at the Central School Building, at three o'clock p. m. The following program will be given:

- Music—Marguerite Willis.
- Roll Call.
- Music—Yola Campbell.
- "Common Diseases: Symptoms and Prevention"—Dr. L. V. Dawson.
- General Discussion of Playground Equipment and Out-Door Sports—By Patrons and Teachers.
- Business.
- Social Hour.

Judge H. C. Randolph left this morning for Kansas City, Mo., on business.

Rev. W. H. Phillips preached for his congregation at Amarillo Sunday.

Mrs. A. C. Hatchell and children left yesterday morning for a visit in California.

J. A. Peret left yesterday for a business visit in Chicago.

A. F. Quisenberry, of Hale Center, spent the week end in Plainview.

Joe Lee Ferguson, Dr. S. J. Underwood and Barnett O'Bryan, of Hale Center, were here Friday and Saturday on business.

Miss Sammie Mounts and Miss Adele Mathews spent the week end in Celeste.—S. M. U. Campus.

Wayne Paxton left this morning for Chicago, where he will buy furniture for Paxton & Oswald.

Mr. and Mrs. John Cousineau have returned to their home, in Bassett, Neb., after a visit with Mrs. A. E. Allen and Fred Cousineau.

E. T. and H. Kunkle, of Kress, were here Friday en route to their home. They have been to Broncho.

J. E. Christopherson, of Plainview, left Friday for Yankton, S. D., in response to a message that his mother is seriously ill.

P. Flamm spent the week end in Amarillo.

Mr. and Mrs. A. M. Lycan have returned from Fort Worth, where they have been to visit with Chas. E. McClelland's family. Mr. McClelland, who is afflicted with cancer, is no better.

Miss Iva Cole visited in Hale Center last week.

Mrs. Smith, who has been the guest of Mr. and Mrs. H. L. Frank for several months, has returned to her home, in Emporia, Kansas.

Mrs. Bert Holle and child are in El Paso visiting with relatives.

A. F. Anderson, of Ralls, was in Plainview Sunday and Monday visiting with his parents and attending to business.

C. H. Barrett and wife, of Ochiltree, are guests of their old-time friends, Rev and Mrs. G. I. Britain.

F. W. Clinkscales, accompanied by L. A. Knight, left Sunday morning for Kansas City and Carrollton, Mo.

Mr. and Mrs. Wilson, of Texarkana, are guests of Mr. and Mrs. W. A. Todd. They are prospecting and expect to make Plainview their home.

John Pendley has returned to his home, in New Mexico, having come here to be with his mother in her fatal illness.

## J. B. LONG BUYS MORE LAND.

One of the successful wheat farmers of the Plainview country is J. B. Long, who has had large crops for the past few years. Mr. Long demonstrated again his faith in the country by buying last week of David C. Young, of Williamson County, a half section of land in the Aiken community, paying cash for it.

## TIMELY SUBJECTS ASSIGNED FOR MISSIONARY INSTITUTE.

The program for the Missionary Institute for the Plainview District, Methodist Church, for February 7, follows:

### PROGRAM

- 9:30 to 10:00—Devotional
- 10:00 to 10:20—Prayer and Missions
- 10:20 to 10:40—Discuss the Four Things That Make a Sunday School Missionary in the Highest Sense
- 10:40 to 11:00—Plans and Methods of Instructing and Inspiring Our People on Missions
- 11:00 to 11:20—How Shall We Bring Scale Charge Out in Full on Conference Collections?
- 11:20 to 11:40—How to Get Our People to Study the Bible More
- GENERAL DISCUSSION.

- 1:30 to 1:45—Devotional
- 1:45 to 2:15—Work of the Laymen
- 2:15 to 2:35—The Work of the Women

- (1) How They May Help the Pastors
- (2) How the Pastors May Help Them
- 2:35 to 2:50—Personal Evangelism
- 2:50 to 3:05—The Holy Spirit in Evangelism
- 3:05 to 3:20—How Shall We Have Revivals in Every Charge?
- 3:20 to 3:35—What Methodist Doctrines Should Be Preached?
- 3:35 to 3:50—Why Should We Give Some of Our Best Attention and Work to the Epworth League?
- 3:50 to 4:05—Best Plans for Increasing the Circulation of Texas Christian Advocate
- 4:05 to 4:20—What Shall Be the Standard of Our District This Year?
- 4:20 to 4:35—How Much Emphasis Should Be Placed Upon Preaching in a Preacher's Life?

- 4:35 to 4:50—Led by D. C. Ross (Let each pastor come with some standard in mind.)
- 4:50 to 5:05—How Much Emphasis Should Be Placed Upon Preaching in a Preacher's Life?
- 5:05 to 5:20—Led by B. Y. Dickinson

### EVENING HOUR.

- 7:30 to 8:00—Devotional
- 8:15 to 8:30—Best Plans for Cultivating Missionary Books
- 8:30 to 8:45—Best Plans for Increasing the Circulation of Texas Christian Advocate
- 8:45 to 9:00—How to Get People to vating the Devotional Life of Our People

### CONSECRATION SERVICE.

BENEVOLENT LEAGUE HELPED SPREAD CHRISTMAS CHEER.

Many Little Expressive Gifts Made Possible by Generosity of Citizens.

During the holidays the Benevolent League was engaged in making merry the season for the unfortunate families of Plainview. Miss Edna Mayhugh, president of the organization, states that the people of the town responded well to the calls for charity and that the attitude of the citizens toward the organization is more favorable as its work becomes better known. The League solicits investigation of its work and the assistance of all persons interested in such work.

Around \$20, which was a special Christmas donation by citizens of the town and students of the public schools, was used in purchasing small holiday gifts. One dry good store contributed sweaters, wool mittens, caps, underwear, and other articles of clothing for the use of the League. Fruits and nuts were given by the school pupils. A lumber firm and an individual provided funds for placing window panes in houses occupied by those not favored with plenty.

One man heard, through the press of Plainview, that a small boy needed clothing that he might attend school. Calling the president of the league by phone, he asked to meet the youth, and fitted him up with a new suit of clothes.

A good lady gave a box of apples, each wrapped in multi-colored tissue and tied with holly ribbon, for distribution at the discretion of the organization.

In many other ways the Benevolent League was instrumental in making the Yuletide season one of universal cheer in Plainview.

## DEMOCRATS AND REPUBLICANS EQUALLY DIVIDED IN HOUSE.

WASHINGTON, D. C., Jan. 13.—An advance list of members of the next House of Representatives, compiled by South Trimble, clerk of the House, and made public today, gives 215 Democrats, 215 Republicans, two Progressives, one Prohibitionist, one Socialist, and one independent.

The tabulation, which is unofficial, has been held up pending the outcome of close contests, and finally was issued after announcement that Representative Scully, Democrat, of New Jersey, had been re-elected.

Republicans, while conceding its accuracy, declared today a final decision that Representative Barchfield, Republican, of Pennsylvania, had been elected, would upset the figures. The name of Representative Barchfield's opponent is given in the list.

# Use Your Phone

You can get splendid results if you call 26 or 27—that is the



Tell us what you want from our large stock of Dry Goods, Shoes or Ready-to-Wear, anything in the big department store.

We make prompt free city delivery or send by parcel post without carriage cost to you.

26 is the number to call for the office, shoe and men's department.

27 gets the ladies ready-to-wear, piece goods, notion and millinery.

Use your phone and get our service.



## PRESENT A. & M. NOT OPPOSED BY ADVOCATES FOR NEW SCHOOL.

### Special to The Herald.

AUSTIN, Texas, Jan. 13.—The movement for a West Texas branch of the A. & M. College has assumed considerable proportions at Austin, and is occupying the attention of the Senators and Representatives of the Legislature. Mr. Thos. F. Hodge, secretary of the Association and representative of the West Texas interest, is on the ground and mingling with the Representatives.

In an interview with Mr. Hodge today, he said that there was absolutely no question but that the urgent need of the establishment of such an institution was apparent, and it was not necessary to go into extensive details as to why this institution should be given to West Texas. But it was enough to say that this section of the State was deserving recognition, and that the difference of soil, altitude and climate, which was well known in Texas, was sufficient argument to warrant the establishment of such an institution.

Mr. Hodge pointed out that the inaccessibility of College Station, within itself, was sufficient reason why Texas should take care of the vast undeveloped area on its western border. It being something like seven hundred miles from the extreme northwest section to College Station, the boys of the west could better afford to attend the colleges of New Mexico and Arizona, rather than bear the expense of our Texas A. & M. College, aside from the fact that the instruction from that institution did not meet the demands of the great western country.

Mr. Hodge said, further, that in this movement for the establishment of a West Texas A. & M. College there was never the slightest desire of the people of the west to oppose the A. & M. College of Texas. They have considered it their own institution, and have supported it in all of its efforts to raise its standard to the present status, and are more than willing to give it adequate support for its maintenance, and rather than oppose its present prestige and usefulness would add another laurel to its wreath. But the distinct conditions of West Texas demand that a branch of the Agricultural and Mechanical College be established within

its borders. Mr. Hodge said, further, that these peculiar conditions which exist in the great western portion of the State were thoroughly discussed and fought out at the Democratic Convention which met at Houston on August 8th, 1916, and that body, recognizing the peculiar needs of this section of the State, by an overwhelming majority adopted a plank in their platform instructing the Legislature to make appropriations for the establishment of a branch of the Agricultural and Mechanical College in West Texas, and making separate and distinct appropriations therefor. Mr. Hodge said that he found the sentiment among the Senators and members of the Legislature practically unanimous on this question, and he had no doubt but when the bill was presented before those bodies it would be enacted into law.

## NEW EXTENSION COURSE TO BE OFFERED BY TEXAS UNIVERSITY.

AUSTIN, Texas, Jan. 15.—Dr. L. W. Payne, of the University of Texas School of English and head of the Division of Correspondence Instruction of the Department of Extension, has recently returned from several months study in Washington and Chicago, where he did research work in American Literature. During his absence Dr. Payne completed his plans for an advanced course in American prose, which will be offered at the University during the Spring Term, and also completed his new book, "American Literary Readings," which will be published in February.

The weather forecasts issued by the U. S. Weather Bureau are based on observations reported by telegraph twice each day, showing conditions at about 200 regular stations. Mail reports are received from about 4,500 additional stations, and give detailed data for general meteorological and climatological studies. The U. S. Weather Bureau, in addition to supplying weather news to the newspapers, mails the daily forecast to more than 100,000 addresses. The weather service is also available by telephone to more than 5,000,000 subscribers.

A. G. Bell, of Lubbock, was in Plainview this week.

# The Ruby Theatre

WILL OPEN

Monday, January 22nd

With it's regular program.

ADMISSION 5c AND 10c

# Mr. Big Man

Get In On This

Size, 40, 42, 44, 46, all-wool, hand tailored suits offered while they last at LESS THAN MANUFACTURERS' PRICES

Reinken's Clothing and Shoe Store

Look for the Big Electric Sign

**YELLOW-FLOWERED ALFALFA NOT READY FOR GENERAL PLANTING.**

**Hardy Species Brought From Europe and Asia—Will Be Valuable in Plant Breeding, It Is Believed.**

WASHINGTON, D. C., Jan. 9.—After eight years of experimentation with the yellow-flowered alfalfa, known to botanists as "Medicago falcata," plant specialists of the U. S. Department of Agriculture feel that the plant can not yet be recommended for general cultivation. They believe, however, that because of certain desirable characteristics, some strains of the species will be valuable for use in plant breeding and that from hybrids resulting from crossing this yellow-flowered alfalfa with the common alfalfa, hardy types more valuable than any now cultivated should be developed. With this end in view, the department specialists will continue their experiments.

The yellow-flowered species, which grows wild from the Mediterranean to northern Siberia, was introduced because of the desire of the Department to find strains of alfalfa sufficiently hardy and drought-resistant to grow successfully in the cooler and drier portions of the United States. Most of the specimens introduced have been found to be relatively hardy and drought-resistant. The chief defects which make the species undesirable for general cultivation under present conditions are its failure to recover quickly after mowing, and its poor seeding habits. These characteristics, in most cases, make impossible the cutting of more than one crop of hay and make the harvesting of sufficient seed for planting purposes exceedingly difficult and costly.

In their plant-breeding experiments, the specialists of the Department will strive to produce a plant which will embody the good qualities of "Medicago falcata" but from which its defects have been eliminated.

**BEEF RELATIVELY CHEAP.**

Writing on the subject of beef cost, A. E. De Riegles, of Denver, says: "The uproar in the country about the high cost of living has, to a certain extent affected the price of beef and other meats. It is seldom that you see a statement in the paper in regard to the cost of pork or chicken, and the ammunition seems to be shot at the 'price of beef.' As a matter of fact, a careful investigation indicates that the price of beef, even at retail, has not soared to as great heights as other food commodities. A recent report of the Bureau of Statistics, in Washington, shows some interesting figures.

"Considering the following meat articles, namely, sirloin steak, round steak, rib roasts, chuck roast, plate boiling beef, pork chops, bacon smoked, ham smoked, when compared with the relative price for the year 1915, based on 100, only shows an increase of ten per cent in price, and, as a matter of fact, the price of articles such as sirloin steak, round steak, rib roast, etc., are somewhat lower in October, 1916, than in September, 1916. Other food articles shown by the Bureau, such as lard, hens, salmon, eggs, butter, cheese, milk, bread, flour, wheat, corn meal, rice, potatoes, onions, beans, prunes, raisins, sugar, coffee, and tea show a much more marked increase in value, as a whole, than beef. In fact, the average of the different food articles, including meat, is 119, compared with 100 for 1915, showing that meat is about nine points behind the average increase. Some articles, such as potatoes, which stand at 185; beans, at 157, and eggs, at 124, are very much higher. We mention all this to show the necessity of properly educating the public into a thorough understanding of the relative prices of different food articles, and the idea that if a plan of that kind is carried out it will increase the consumption of beef and therefore assist in giving us a more regular and steady market."

**FINDS PURE BLOODS BEST PAYING STOCK INVESTMENT.**

**Makes as Much Off Five-Acre Tract as Many Men Do Off Quarter-Section.**

That intensive farming, with livestock, is a good plan in the South Plains country has been demonstrated again by Henry Westerhoff, who is a fancier of registered Poland-China hogs. On a five-acre tract near Plainview he has made a good living and has put some money in bank. Mr. Westerhoff believes in raising good livestock, the scrub costing as much to raise, in feed and care, as the pure blood.

He has traded his five-acre tract near Plainview, valued at \$4,500, on a section of land near Slaton, and has moved his family there.

Farming is a safe business in the South Plains country, Mr. Westerhoff has found. He believes, however, that the selling of grain and feedstuffs, as a rule, is poor business, and that the greatest revenue is to be derived by selling products of the farm "on the hoof."

**FOR RENT**—Two furnished light-housekeeping rooms. Close in. Phone 148. It.

**Again Below Par**

If your health is below par you need building up with HEMO, the food for "Above Par" Health. HEMO is a delicious Malted Food, containing all the elements of Malted Milk and more—the juice of beef and natural iron to aid in making rich, red blood. HEMO has great nutritive force.

Especially for nervous women, sickly children, over-worked business men, convalescents and the aged. A delicious food beverage for everyone.

Makes a delicious food drink by simply adding water.

We suggest that you try a 50c package with our guarantee of satisfaction.

Long-Harp Drug Co.

Since the passage, in 1912, of the act providing funds for land classification, and as a direct result of the classification work, a total of 13,477,781 acres has been eliminated from the National Forests. This includes an elimination of approximately 5,800,000 acres of land from the Shugach National Forest, in Alaska, which embraced lands of low value for any purpose other than mining.

On about two million acres of National Forest lands grazing by domestic stock is either entirely prohibited or is greatly restricted to provide range for elk.

**Miss Rebecca Ansley**  
SPIRELLA CORSETIER  
Telephone Number 304

**Jack Frost Baking Powder**  
"Jack Frost"—that's the brand to buy—  
Better Biscuits—that's just why."

**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

**IT IS NOT TOO LATE TO JOIN OUR Christmas Banking Club**



**5 cents** will start a Bank Account join our Xmas Banking Club and have **\$63.75** next Christmas.

**Everybody Should Join**

Look at the table below and you will find a club that will fit your pocketbook. Then come into our Bank and join that club.

The different clubs were planned so that everyone could join—and everyone should join.

Remember you are not paying out money for something, but paying in money for you and yours.

**Who Gets the Money You Earn?**

Money spent is money gone—Money Banked is money **SAVED**.

It isn't the money you make that counts, but the money you save, and there is no better way to acquire a bank account than by joining our Christmas Banking Club.

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

Get your start. Get it today. Come in and join our Christmas Banking Club.

**10 cents** a week PUT IN OUR CHRISTMAS BANKING CLUB AND INCREASED 10c WEEKLY WILL MAKE **\$127.50**



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	
3rd Week ..... 3c	3rd Week ..... 6c	3rd Week ..... 15c	3rd Week ..... 30c	3rd Week ..... 50c	3rd Week ..... \$1.00	3rd Week ..... \$5.00	
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.	\$2.00, \$3.00, \$4.00,
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.	\$10.00 or ANY AMOUNT.

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

**Plan of the Club is Simple**

You begin with a certain amount, 1c, 2c, 5c or 10c, and increase your deposit the same amount each week. Or, you can begin with a certain amount, 50c, \$1.00, \$5.00 or any amount, and deposit the same amount each week.

**It Costs Nothing to Join—How to Join**

Look at the different Clubs in the table below and select the one you wish to join, the 1c, 2c, 5c, 10c, 50c, \$1.00, \$5.00 or any of the clubs; then come to 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.

**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.

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

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 WILKES, at Wofford Building. 5t-pd.

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

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.

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

BUYERS AT FORT WORTH badly in need mutton sheep. Prices now highest ever known. Following quotations should be inducement to sheep owners to ship on present market:

Best fat lambs in wool, \$12.00 to \$12.50
Wethers in wool ..... \$ 8.75 to \$ 9.25
Ewes in wool ..... \$ 8.50 to \$ 9.00
Yearlings, light weight, \$ 9.75 to \$10.50
Good fat goats ..... \$ 5.50 to \$ 6.00
Best Angora Goats ... \$ 4.00 to \$ 6.50
Clipped stock \$1.00 under wool.

Also good demand for all class stockers. FORT WORTH STOCK YARDS COMPANY.

WANTED—A position as housekeeper; ranch preferred. References exchanged. MRS. IDA DUMAS, Plainview. 1t.

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

TANKAGE at the PLAINVIEW PRODUCE CO.

FOR SALE—Alredale dog. Phone 618. 4t-pd.

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

TANKAGE at the PLAINVIEW PRODUCE CO.

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

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.

FOUND—Friendship bracelet. Call at Herald.

TANKAGE at the PLAINVIEW PRODUCE CO.

FOR SALE—Three second-hand Fords at a bargain; also one \$3 model Overland which has only been run 9,000 miles. J. D. PELPHREY, at Knight Auto Co. Garage. 2t.

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

FOR SALE OR TRADE—Detroit touring car; good condition. Will trade for team of mules or hogs. Ten miles east of Plainview. Address A. S. BAKER, Lockney, Tex., R. R. 2. 4t-pd.

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

FOR RENT—One bed room. Phone 292. 2t.

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.

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

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. 1t.

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

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

LOST—Cameo pin, in business district, Saturday, January 6. Return to Herald for reward. 2t-pd.

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

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

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

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 438 or write Herald Publishing Co. 8t.

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. 1t.

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

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

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

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

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

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

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. 1t.

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

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

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

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

WANTED—Two young ladies for board and room in private home. Two blocks west of square. Phone 435. 1t.

RED POLLED BULL for sale; 3 years old. Price, \$65. H. E. LANDIS, Phone 9010, ring 31. 3t.

NOTICE. 640 acres of land for the filling. New homestead law. See us at once concerning filling 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.

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

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

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

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

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

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

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

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

FOR SALE—Good Jersey milch cow. Phone 677.

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

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. 1t.

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.

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

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

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

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, Jan. 12.—Cattle receipts have been light since Tuesday, and the weakness on steers that day quickly gave way to strength, prices 10 to 25 cents higher for the week. Hogs suffered a relapse the middle of the week, but are higher today on the light run of 3,000 head, top \$10.70, only 10 cents below best time this week. Sheep and lambs are 35 to 50 cents higher for the week, prime lambs worth \$13.75, ewes \$6.65.

Beef Cattle. Steers at \$11.25 were the best offered this week, fair to good steers \$10.00 to \$10.75, plain to fair steers \$8.50 to \$9.50. Some medium pulp-fed steers sold Monday at \$9.80, 1,170 pounds average, weighty pulpers worth \$10.50 to \$10.75. The quick recovery from the decline of Tuesday shows the strong position of steers, while the cow market has not faltered at any time in the last month or six weeks, prime heavies this week at \$9.00, canners \$5.25 to \$6.00. Odd head of heavy bulls sold at \$8.50 to \$9.00 this week, most of the bulls \$6.75 to \$7.50, veal calves up to \$11.50.

Stockers and Feeders. Good demand from the country continues, and prices are strong. Feeding steers sell at \$7.75 to \$9.00, stock steers \$6.75 to \$8.00, stock cows and helpers \$5.50 to \$7.50, stock calves \$6.50 to \$8.50. Higher prices in the next month or two for stockers and feeders are regarded as certain. Weights secured on cattle bought now are at the low point of the winter.

Hogs. Big runs at Chicago and the Northern markets first of this week delivered the situation over to the packers, who promptly took a quarter off values. Prices are up 10 cents today, and the old-time strength of the market is reasserting itself, top \$10.70, medium weights \$10.65, lights \$10.50, bulk \$10.30 to \$10.55. A feature this week is an advance of 25 to 35 cents in pig prices, sales at \$9.00 to \$9.75, gain due to stronger demand for immune stock hogs, and also to an increased call from packers for pigs with a little flesh, for slaughter. The general hog market closes the week satisfactorily to sellers.

Sheep and Lambs. The best lambs here today sold at \$12.65, some at that figure late yesterday also, but the market is 10 cents

higher today and prime lambs would have made \$13.75—a price never equalled here before. Fair to good lambs sold at \$13.45 and \$13.50 today. Ewes sold up to \$9.65 this week, a new high figure, and feeding lambs brought \$12.50 to \$12.75. The strength shown by the market was in the face of receipts of 42,000 head, five thousand more than same week last year. J. A. RICKART, Market Correspondent.

Soy-bean meal, like cottonseed meal, has a high fertilizing value. Feeding the meal to stock and applying the manure to the soil is the most economical way to use it.

The U. S. Weather Bureau, in cooperation with the Bureau of Light-houses, Department of Commerce, recently equipped a number of light-ships with apparatus for recording weather conditions. These observations are then reported by wireless and are of service to the bureau in its preparation of storm and other warnings to ships at sea.

Drives Out Malaria, Builds Up System The Old Standard general strengthening tonic, GROVE'S TASTELESS chill TONIC, drives out Malaria, enriches the blood, and builds up the system. A true tonic. For adults and children. 50c.

TRY IT! SUBSTITUTE FOR NASTY CALOMEL

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

You're bilious, sluggish, constipated and everybody's druggist—has noticed a great falling off in the sale of calomel. They all give the same reason. Dodson's Liver Tone is taking its place.

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

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

sick and nauseated tomorrow; besides, it may saltate you, while if you take Dodson's Liver Tone you will wake up feeling great, full of ambition and ready for work or play. It's harmless, pleasant and safe to give to children; they like it. —Adv.

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

L. A. KERR, Architect. Office at Fallon Lumber Co. Phone 107. Home Phone 422.

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

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

The Quinine That Does Not Cause Nervousness or Ringing in Head

Because of its Tonic and Laxative effect, LAXATIVE BROMO QUININE can be taken by anyone without causing nervousness or ringing in the head. It removes the cause of Colds, Grip and Headache. Used whenever Quinine is needed.

—but remember there is Only One "Bromo Quinine"

That is the Original Laxative Bromo Quinine

This Signature on Every Box

E. W. Grove

Makes also of the Old Standard Grove's Tasteless Chill Tonic

Advertisement for Third National Bank featuring a portrait of a man and the text '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'

Piles Cured in 6 to 14 Days Your druggist will refund money if PAZO OINTMENT fails to cure any case of itching, blind, bleeding or protruding Piles in 6 to 14 days. The first application gives Ease and Rest. 50c.

# 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 "Our 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 Fillet 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. 19x28 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 Waisting. Sale Price— **33c**
- XTRAS. 60-inch Bleached Damask. 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**

**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 \$2.75.**

**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**

- \$8.00 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.

### 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**
- 1.00 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.



### Down fall of Men's Shirts

- Special Lot Men's Shirts 75c
- 1.00 Men's Shirts—Sale Price ..... **85c**
- 1.25 Men's Shirts—Sale Price ..... **95c**
- 1.50 Men's Shirts—Sale Price ..... **\$1.25**
- 2.00 Men's Shirts—Sale Price ..... **\$1.55**
- 5.00 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, **\$4.95**
- \$7.00 Men's Hats, Staple Shapes, **\$5.95**



### 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**

### Clearance Sale of Boys' Suits, Overcoats, Mackinaws

- \$4.00 Boys' Suits, Overcoats and Mackinaws now ..... **\$2.75**
- \$5.00 Boys' Suits, Overcoats and Mackinaws now ..... **\$3.75**
- \$6.50 Boys' Suits, Overcoats and Mackinaws now ..... **\$4.75**
- \$7.50 Boys' Suits, Overcoats and Mackinaws now ..... **\$5.55**
- \$8.50 Boys' Suits, Overcoats and Mackinaws now ..... **\$6.25**
- \$10.00 Boy's Suits, Overcoats and Mackinaws now ..... **\$7.15**

### Clearance Sale On Men's Extra Trousers

- \$2.50 Men's Trousers—Sale Price ..... **\$1.95**
- \$3.50 Men's Trousers—Sale Price ..... **\$2.85**
- \$4.00 Men's Trousers—Sale Price ..... **\$3.15**
- \$5.00 Men's Trousers—Sale Price ..... **\$3.85**
- \$6.00 Men's Trousers—Sale Price ..... **\$4.75**

### Here's Boys' Extra Trousers, With Prices Reduced

- 50c Boys' Trousers—Sale Price ..... **39c**
- 75c Boys' Trousers—Sale Price ..... **55c**
- 1.00 Boys' Trousers—Sale Price ..... **75c**
- 1.25 Boys' Trousers—Sale Price ..... **95c**
- 1.50 Boys' Trousers—Sale Price ..... **\$1.15**
- 2.00 Boys' Trousers—Sale Price ..... **\$1.45**

- 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. Lustre 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**

## PLAINVIEW MERCANTILE COMPANY