

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

VOLUME 28, NUMBER 6

PLAINVIEW, TEXAS, FRIDAY, JANUARY 19, 1917

INTENSIVE DEVELOPMENT IS NEED OF SOUTHWEST

INDUSTRIAL COMMISSIONERS OF SANTA FE SYSTEM SAYS EXPLOITATION IS HARMFUL.

BEET FACTORY A POSSIBILITY

Demonstration Plots Might Be Made of Interesting Capitalists in Factory Here.

The Southwest has suffered in the past from inflation of land values and exploitation. Some four or five years ago the idea among immigration men seemed to be to get as much from the new comer as possible. As a result nearly everyone who came into the country was "over sold." They bought more than they could pay for," said C. L. Seagraves last night at an informal meeting of citizens of the town and officials of the Santa Fe system in the third-floor parlor of the Ware Hotel.

"The one thing the Southwest needs more than all others now is development of what we already have, instead of new colonists. When we develop our country intensively, colonization will take care of itself. Where there is permanent prosperity people will want to go. Wise building of a country means that the development is substantial and permanent.

Suggest Beet Experiment.

"There is in this section great possibility for the beet industry, I truly believe," he continued. "The climatic conditions are right. The soil is well adapted to beet growing, and the industry always goes hand in hand with stock raising. The experiments which have been conducted on a small scale in the country tributary to Plainview is evidence that beets can be grown here, and it is encouraging. But no efforts yet made have been comprehensive enough to interest capitalists in the investment of one, one and a half or probably the two million dollars required to open a beet-sugar factory. I would suggest that you interest your farmers in planting small patches of sugar beets, one-quarter or one-half-acre plots, widely scattered over an area of forty or fifty miles in each direction from Plainview. For this work, I will say that our department of the Santa Fe will furnish the beet seed free of cost. A competent beet man should be brought here to see that the beets are planted and cultivated properly. It would require probably seven or eight months of a good man's time, but would be a fine investment and probably the direct means of interesting capitalists in the Plainview country.

"When the beets are harvested, some from each patch should be shipped to the mills, enough for a mill run. In that way the real value of the beets can be determined.

"As I have stated, beet-sugar culture and stockraising go hand in hand. The beet pulp is an excellent feed, not all of the sugar content, the alcohol and other elements of food being extracted in the mills. Then, too, the tops have a fertilizing value.

"The successful operation of a beet factory in the Plainview country would bring more immigration here than any other single industry I think of at this time.

"Now, there is a current belief that after the first contract with the factory has been fulfilled that the growers are at the mercy of the factory. This is utterly foolish to the thinking man. The factory cannot be operated without beets, and the fair and just treatment of the growers is the only way the factory can assure itself of a supply of beets, and insures fair and just treatment for the growers.

"The small experiments which have heretofore been conducted are meaningless, almost, to the men who are engaged in the handling of sugar beets. Some extensive experiments such as I have suggested, occur to me to be the only sensible plan to follow."

Mr. Seagraves concluded his speech with assurance that the Santa Fe system, through his department, is anxious to do anything in its power that will tend to establish permanent prosperity, and stated that it is his belief the hog industry, already well advanced; the dairy industry, being seriously undertaken; the production of poultry, one of the best by-products of the farm; and the beet-sugar industry.

(Continued on Page Ten.)

RETAIL MERCHANTS ELECT OFFICERS FOR THE YEAR

Secretary Reports That \$2,500 Has Been Saved Merchants by Advertising Committee.

At the annual meeting, Wednesday afternoon at two o'clock, in the office of the secretary, the Retail Merchants' Association re-elected E. H. Humphreys president; C. R. Houston, vice president; Paul Pierson, treasurer; Mrs. W. L. Braddy, secretary, and A. C. Hatchell, attorney. J. M. Waller was appointed as a member of the board of directors to take the place of W. A. Shofner, who has moved from Plainview. Other members of the board are C. W. Sewell, C. R. Houston, J. F. Duncan, Jr., J. W. Patterson, Paul Pierson, D. H. Collier, E. H. Humphreys and J. O. Wyckoff.

C. R. Houston presided, in the absence of the president, and appointed the following committees: Auditing, J. E. Watson and Grady Pipkin; Membership, L. M. Frogge and E. B. Miller; Purchasing Supplies, C. W. Sewell and J. W. Patterson.

The Association authorized an increase of the secretary's salary, and ordered a revision of the credit-rating lists to start at once by a systematic inspection of the books of each member of the organization. Every person in the Plainview trade territory who asks for credit will be rated by each member according to the degree of promptness with which he pays his bills. These ratings will be filed in the secretary's office for the information of the members in extending credit.

The secretary reported for the secret advertising committee that it was their estimate that the merchants of the city had been saved not less than \$2,500 by having referred doubtful advertising schemes to their attention for approval.

HALE COUNTY REAL ESTATE IS DESIRABLE COMMODITY.

Many Transfers Are Being Recorded; Mostly Farm Property and Unimproved Land.

Real estate is active in Hale County, and County Clerk Jo. W. Wayland and his deputies are swamped with work incident to County and District Court and recording deeds. Since January 11 the following deeds have been recorded:

Lee Duval and wife to Coleman Jones, 291 acres, Block C; consideration, \$2,037.00.

Robt. F. Alley to E. G. Pearce, southeast quarter Section 5, Block A-3; consideration, \$5,600.

W. T. Lemond to E. G. Pearce, northeast quarter Section 5, Block A-3; consideration, \$5,600.

J. H. Mulkey and wife to V. O. Rosser, 223.5 acres, Survey 2 1/2, Block PF, and 446.8 acres, Survey 3, Block PF; consideration, \$10,054.

Third National Bank of Plainview to W. E. Risser, 160 acres, Joshua Pendley Homestead Survey; 160 acres, R. M. Morris Homestead Survey; consideration, \$10,560.

A. E. Bailey and wife to Chas. Schuler, lots 1 to 18, inclusive, Block 12, Petersburg; consideration, \$600.

Harry B. Gordon and wife to F. L. Goodman, north half Section 29, Block 3, 320 acres; consideration, \$4,800.

E. O. Nichols and wife to G. W. Nosker, east half of lots 13 and 14, Highland Addition to Plainview; consideration, \$2,000.

Leslie Malone and J. M. Malone to J. D. McGown, lots 5 and 6, Block 24, College Hill Addition to Plainview; consideration, \$500.

L. C. Penry and wife to J. D. McGown, lots 4 and 5, block 12, Plainview, and lots 1 and 2, block 89, Alexander & Westmoreland Addition to Plainview; consideration, \$4,634.68.

L. C. Penry and wife to J. D. McGown, lot 11, block 5, Highland Addition to Plainview; consideration, \$2,704.65.

C. H. Williams and wife to J. W. Porter, part of Survey 1, Block P, 160 acres; consideration, \$2,400.

Geo. L. Yates and W. Silas Maggard and wife to J. H. Logan, block 29, Orchard Hill Addition to Hale County; consideration, \$250.

James Denny and wife to W. J. Johnson, north half Survey 9, Block D-7, 320 acres; consideration, \$10,400.

J. B. Pickle and wife, of Seurry County, to John H. Ketman, southeast quarter of Section 1, Block O, 160

(Continued on Page Five.)

Wayland College and Its Relation to Plainview

By PRESIDENT R. E. L. FARMER.

What Other Communities Give to Plainview.

Isn't it nice of other communities to contribute \$45,000 this year to Plainview? Why do they do it? Because Wayland College is located here. And just to think that something like this has been done annually for seven years! And these same other communities will be glad to continue and perhaps even double their annual contribution to Plainview if the yoke is taken off Wayland College and further preparation made to care for students who are anxious to come and bring these contributions. To many of them we have had to say, in all frankness: "No, we have not the conveniences you ask for and we are not prepared to teach the courses you wish to take." What our answer shall be to such students next summer depends on the present campaign. Forward-looking business men will cheerfully help us frame the answer: "Yes, come to Plainview." Each student spends about \$300 annually.

What Plainview Gives to Other Towns.

And how generous is Plainview? We are giving this year to other towns and cities more than \$10,000, and have been doing so for years. Why? Just because these other cities were far-sighted and enterprising enough to make their colleges attractive, well furnished and fully equipped. We can keep most of this money at home by making a success of the present campaign for Wayland College. "A greater Wayland College" means a greater Plainview. A boost for Wayland College is a boost for Plainview. And a knock is a knock.

A College Is a Creator of Values.

I know of nothing to equal a college in creating values and wealth for a town and country. Wayland College is no exception. The buildings and campus are now worth about \$250,000. They have cost Plainview in seven years less than \$20,000, if we omit what the founder of the school has given. What other \$30,000 has created a quarter of a million dollars for Plainview? One 40-acre patch, between the school and the town has increased in value more than \$30,000. What about the other patches in every direction? We now have \$45,000 assured us if we will raise \$15,000 more. The State Board, at Dallas, will give us \$50,000 and the Baptists of Plainview have subscribed \$15,000, but both are on the condition that we raise the other \$15,000. This will take all the mortgage off the buildings and 30-acre campus. Thus the school will be made permanent. Now, I am saying that this last \$15,000 will create values in and around Plainview ten times the amount asked for. What other investment will do so well? Who is willing to receive these created values and

yet let others do all the work and giving that produce them?

A College as a Dividend-Paying Proposition.

Just as a college surpasses anything else in creating values, it also surpasses as a dividend-paying investment. Briefly, (1) the student body will bring in each year more than it costs the town in many years. Do you know anything that will beat it? (2) Many families will move to town. These will spend thousands. Real estate will continue to rise. Aren't you for it? (3) Now count the advantages brought to the door of our children—many of whom would have little opportunity otherwise. Count the added stimulus to our children in the public schools; for the college will stimulate student in the high school, just as the high school stimulates the grammar school. And then count the fine influence of a large body of teachers in the faculty, and fine, ambitious young people, upon the social and religious interests of the town. Oh, here are dividends that will not harden the heart and make your face look like a flint!

A College Is an Advertising Proposition.

The advertising value of a college is frequently overlooked. What other business enterprise sends out so much attractive literature calling attention to Plainview? Every sheet boasts Plainview, and much of it reaches prosperous people who are planning to move to some good school town. Wayland College has had advertisements in more than thirty different papers the past year, and every print names the name of Plainview, "where there is nothing shallow but the water." But the greatest boosters are the students. On through the future years they will talk of Plainview.

An Inspiring Example.

At the first chapel service after Christmas, when some of the teachers had just arrived and many of the students had not yet returned, the proposition to raise \$30,000 on condition that the State Board give us \$30,000 was put before the teachers and students by Dr. R. L. Scarborough, of Fort Worth. There was an immediate and liberal and self-sacrificing response—so that more than one-tenth of the \$30,000 was given that morning. Littleness and narrowness was banished from many a soul never to come back again. Such boys and girls will lift these glorious Plains higher heights when once the burdening touch their shoulders. Whose fingers can clutch gold when there are such characters to invest in? A contribution to a Christian College is an investment in boys and girls. It pays.

We invite every citizen of Plainview and surrounding country to help us raise this last \$15,000, and thus secure the full \$60,000 for Wayland. It is a big job for big folks, but it can be done in a big way.

Believes Tariff 2-B Will Not Stand Court Tests

In an interview under an Austin date line, the daily papers of Wednesday's date carried a statement from Earle B. Mayfield, one of the State Railway Commissioners, relative to a decision in an Illinois rate case by Judge Landis, of the United States District Court, in which the rate provided by State law, 2 cents per mile, was upheld. Mr. Mayfield sees in this case a parallel to the Tariff 2-B in Texas, and in part, says concerning it: "I have not the slightest doubt but the Fonda tariff No. 2-B will meet with the same fate when it comes before the courts of our country. I am sure the general attorneys of Texas railroads who have assisted in fastening this infamous outrage upon the people of Texas feel the same way, else they would not be slipping around trying to effect a compromise. It has been my observation that when a pig squeals there is something on his trail.

Should Preserve Expense Bills.

"I want to again urge the shippers of Texas to preserve all of their expense bills, because as sure as truth is mighty and will prevail the time is going to come (and not far off) when the railroads of Texas will have to refund to the shippers of our State the difference between the charges which they have extorted under Fonda

Safe Farming Evangelists Will Be in Plainview Tomorrow

The members of the agricultural party who are to be here tomorrow will arrive on the morning train. These experts are sent out by the Texas Bankers' Association, D. C. Dove, of the State Department of Agriculture, who has charge of the party which will visit Plainview, was in Amarillo yesterday and in Canyon today. A long-distance telephone call this morning disclosed the fact that some of the party are not in Canyon, having become ill, but Mr. Dove assured that there would be a good, live program for all who cared to attend. He suggested the hour of two o'clock. Arrangements have been completed for the use of the County Court room, the court having adjourned.

The general public, and especially those interested in agriculture and agricultural and livestock development, are urged to attend.

S. P. Dickson, of Olton, was a business visitor in Plainview yesterday.

W. N. Roberson, of Oklahoma City, Okla., has been here this week in the interest of the Home Insurance Co., of Oklahoma City, Okla.

tariff No. 2-B and the regular tariff charges as prescribed by the Railroad Commission of Texas."

POSTOFFICE APPROPRIATION BILL IS PASSED BY HOUSE

Contains Item of \$40,000 for Federal Building in Plainview.

Special to The Herald.
WASHINGTON, D. C., Jan. 17.—The post office bill passed the House without materially changing the old law.—John H. Stephens.

Special to The Herald.
WASHINGTON, D. C., Jan. 19.—The House today passed the post office bill, including an item for the Plainview Federal building.—John H. Stephens.

This bill provides \$40,000 for a Federal Building for Plainview, which item was introduced by Representative Stephens. Congressman Jones has been pushing the proposition, also, lending his hearty support. It will be remembered that while here a few weeks ago he pledged his support to the appropriation for Plainview.

Congressman-at-Large Davis Aids in Passage.

WASHINGTON, D. C., Jan. 17.—Representative J. H. Davis, of Texas, was one of the defenders of the Public Buildings Bill, reached by the House of Representatives for detailed consideration late today, during the general debate upon the measure. The bill was severely attacked as a "pork barrel"—one which the President would veto if it reached him.

Mr. Davis said that he had a fair knowledge of all of the Texas towns in the bill, and if the same situation applied to the proposed appropriations for other States there was no "pork."

"Some contend that we do not need the post office and Government buildings now," said the Texas Representative. "That might be true if strictly applied, but there are many things we might get along without, and I mention the fact that we could get along without magnificent school buildings, or we could use the three-legged stool like I used when in the district schoolhouse. But we have outgrown all those things. I do not think that we needed the great battleships, but we had to have them if we keep up with the times."

Nearly items in the bill aggregate Texas three million dollars, and those for Oklahoma \$447,000.—Dallas News.

FUNERAL OF C. E. MCCLELLAND TO BE TOMORROW AT 3 P. M.

The McClelland Family Moved to the South Plains in 1888.

The funeral services of Chas. McClelland, who died last night at 2:20 o'clock, in Fort Worth, will be held at the First Christian Church tomorrow afternoon at three p. m. Revs. Henry Hagemeier and T. B. Haynie will officiate. The Masonic and Woodmen of the World Lodges will have charge of the burial, which will be under the direction of Garner Bros., in Plainview Cemetery. The body will arrive from Fort Worth tomorrow morning.

Mr. McClelland moved to the South Plains of Texas in 1888, with his father and mother, from Waco, McLennan County, Texas. The McClellands brought with them several hundred head of cattle and purchased extensive land in this section. There were three children born to Mr. and Mrs. R. P. McClelland—C. E. and J. W. McClelland and Mrs. A. M. Lagan.

C. E. McClelland has been engaged in the real estate, grocery and insurance business in Plainview at various times. About a year ago he became infected with pyorrhea poisoning, and his condition has been growing worse. Last winter he had an operation, which was not effective, and his condition has been growing more serious each day. For several months he has been in a precarious condition, his death being expected at almost any time, but his condition only a few days ago was such that his sister, Mrs. Lagan, who was visiting him, returned home, expecting that he had strength to last probably a few months longer.

The past several months Mr. McClelland, with his wife and three children, has been away from Plainview, hoping that his health might be benefited. Mr. McClelland's mother, his brother and sister and wife and three children, ages ten, seven and two years, live in Plainview.

TWO-YEAR PEN SENTENCE IS GIVEN FOR PERJURY

DEFENDANT TOLD GRAND JURY HE KNEW NOTHING ABOUT VIOLATIONS OF GAMING LAWS.

MEXICAN ON TRIAL FOR MURDER

McKinney and Lewis Will Probably Plead Guilty—Suspended Sentence Impossible for Former.

A sentence of two years in the penitentiary was given S. E. Melton in the District Court yesterday. He was tried on a charge of perjury, growing out of a grand-jury investigation of gaming charges. Melton testified before that body that he knew nothing about and had not seen the games in question. The jury which sat on his case were H. W. Knupp, G. L. Akeson, G. W. Lewellen, Walter Lemond, Grady Pipkin, Tom Shafer, J. H. Lockhart, Geo. Bennett, J. E. Hockaday, Guy Ivey, R. L. Maggard and W. T. Mize.

When court was called to order this morning by District Judge R. C. Joiner trial was begun in the case of the State of Texas vs. Beneslao Medelos, charged with the murder of Antonio Martinez, on January 4. The court appointed Baird & Mayfield to represent the defendant. Witnesses are now being examined, and the case will probably go to the jury tomorrow. Most of the witnesses being Mexicans, an interpreter is necessary in the case. The court room has been filled with spectators all afternoon.

The jury sitting in this case is composed of M. D. Leach, Welcome Ragland, G. L. Akeson, W. Peterson, Grady Pipkin, C. L. Glenn, J. W. Richards, Tom Shafer, W. L. Graves, R. B. Mitchell, Geo. Bennett and Henry Rodgers.

The case of the State of Texas vs. McKinney, charging theft of A. B. Martin's Buick automobile, will be tried tomorrow. It is understood that McKinney will plead guilty. He will not ask for suspended sentence, it is stated, since it has developed that he is already under a suspended sentence for some offense committed at McKinney, Texas. His sentence will probably be two years in the State penitentiary, since that is the minimum term for the offense, and has been agreed upon by the prosecuting attorney, A. C. Hatchell, and attorneys for the defense.

The case of the State of Texas vs. Lewis will probably not come before a jury, as it is understood he will plead guilty and will ask for a suspended sentence.

IN THE COUNTY COURT.

In the County Court, before Judge Chas. Clements, two cases have been tried since Tuesday. In the case of Jim Phillips vs. the A. T. & S. F. and the P. & S. F. Railways, judgment for damages in the amount of \$196 was given by the following jury: W. J. Mitchell, Jas. R. DeLay, Jack Hawley, Dan Ansley, Frank Eiring and Dan Ross.

A judgment for damages against the same defendants was granted A. Van Howling by the following jury: Dan Ansley, Jas. R. DeLay, Jack Hawley, Joe Carter, J. P. Howard and H. M. Burch.

Y. M. B. L. AIDING IN FIGHT TO GET A. & M. BILL PASSED.

At a called session of the executive committee of the Y. M. B. L. this morning \$50 was voted from the budget fund to be sent to Col. R. P. Smyth, secretary of the Chamber of Commerce, to assist in the campaign there before the Legislature to secure the passage of the bill providing for a West Texas A. & M. Colonel Smyth has been in Austin two weeks, on his own expense, working for this and other public causes.

KANSAN WILL MOVE TO NEW FARM WEST OF PLAINVIEW.

W. B. Harris has closed a deal to rent the farm of M. D. Henderson, northwest of Plainview. His home now is Topeka, Kansas. He will occupy the new home soon, moving his family here. This place has recently been improved with a small but modern house, equipped in all details up to the minute.

1009

Jacobs Bros. Co's Big

JANUARY CLEARANCE SALE

Still Offers the Most Radical Reductions
In All Departments

Community Correspondence

KEEP CALENDAR UP AND WATCH FOR HERALD MAN.

Lone Star Correspondent Cautions Readers to Keep \$5.00 Cold Place in Mind.

LONE STAR, Jan. 17.—Our farmers are greatly rejoicing over the snow which has fallen in the past twenty-four hours, as the small grain was needing moisture. The most of the oat land is now ready for sowing.

There was neither church nor Sunday School Sunday, on account of the snowy day.

Whooping cough has been raging in our community the past few weeks, but all seem to be getting along nicely.

The social at W. B. Hatchett's Friday night was enjoyed by all those who attended. On account of the cold, many remained at home.

L. T. Wilson was called to Tulla Friday to see Mrs. W. H. Bradford, who was quite sick.

Miss Beulah Mae Dodson spent Friday night with Miss Hilda Richter, the Providence teacher.

I. R. Malaff returned from Crosby Tuesday, after a few days' visit with his brother-in-law at that place.

We are wondering how many in this community have the Herald calendar hanging up. Better look out. You never know where The Herald man will pop up next. You might lose \$5.00 easily.

Colds and the grippe are still playing their part in this community, but no serious sickness is reported.

WILL ELECT S. S. OFFICERS AT LIBERTY NEXT SUNDAY.

LIBERTY, Jan. 18.—Owing to the bad weather, there was no Sunday School Sunday. We invite our community out Sunday morning, as we will elect officers at that time.

A bouncing, fine boy arrived Thursday morning at the home of Mr. and Mrs. John Garstang. Mrs. Garstang and baby are doing nicely, and there are hopes for Mr. Garstang's recovery.

The Liberty Social Club will meet Thursday, January 18th, with Mrs. Edgar Johnson.

Joe Johnson, of Nebraska, is visiting his brother, Edgar Johnson, and family.

C. C. Alexander and family and C. P. Seipp spent Sunday with J. J. Groff and family.

Miss Erna Hoecker spent Saturday night with Dora Seipp.

Mrs. John Oxman, of Wichita, Kansas, arrived Thursday for a visit with her brother, J. J. Groff, and family.

Fred Tumberg, of Wausau, Neb., arrived here Wednesday to visit his brothers, making the trip in a Ford car. He came through in seven days.

Little Margaret Tumberg is improving nicely.

LA GRIPPE IS PREVALENT IN PROVIDENCE COMMUNITY.

PROVIDENCE, Jan. 16.—A big snow fell here Sunday, and the weather is cold, which will make the snow stay with us a while.

The dance at Henry Sammalin's Friday night was well attended.

Mrs. E. C. Dodson is having a siege of the grippe.

Clifford Nations and mother visited at the Frank Parks home, in the Liberty settlement, Sunday.

There was an old-fashioned spelling match here Saturday night, and quite a number attended.

Calvin Nations and wife were Floydada callers last week.

Wm. Kramer was a Floydada visitor last week.

Owing to the snow and cold weather, the attendance at school was rather small.

Mrs. Cleve Hartman is just getting over a tussle with the grippe.

Mr. and Mrs. Ooley are recovering from a siege of the grippe.

Rev. G. I. Britain was in our midst Saturday night, the guest of Mr. Ooley, and preached at Whitfield Sunday.

Mr. Reel is entertaining company from Kansas.

Mr. May and family have arrived from Iowa, and will make their home here, near Mr. May's folks.

CENTER PLAINS NOTES.

CENTER PLAINS, Jan. 16.—Since last Sunday the ground has had a white coat of snow. In spite of the weather, the Center Plains school still continues.

We are enjoying our new Victrola, which Santa Claus brought us. Every day we have an opportunity to hear some of the best music in the world.

Miss Harriet Hansen left last Saturday for Chicago, after spending a month's vacation with her parents.

Quite a number of pupils have been troubled with sore eyes the past week.

Grandpa Coffey is real sick with pneumonia.

The Center Plains School will close March 30, if no days are missed on account of bad weather.

Albert Kellar left last week for Lovington, N. M., in search of a new home.

Tom Norfleet and family have moved to Lovington, N. M., their new home.

Miss Mae Smith spent the week-end with Miss Dolly Cunningham.

BROOD SOWS IN WINTER.

Important That Animals Should Not Be Fed Fattening Ration.

Proper feeding is very important. It is more important than any other one thing connected with the winter care of pregnant sows, writes a correspondent of Heard's Dairyman. If the animals do not get sufficient amounts of the necessary elements to maintain their own bodies and at the same time build up the bodies of the pigs they are carrying the pigs will be small, weak and few in number. The ration should possess a large amount of protein, which element is demanded more than any other.

During the winter I feed my sows a good deal of alfalfa. I find it one of the best feeds for the pregnant sow. I feed it to them both dry and steamed. Steamed alfalfa is given when the weather is very inclement, but on bright days when the weather is not very cold the alfalfa is fed dry. The sows never fail to eat it up clean. I also feed some corn, but not much of it. Corn is too fattening for pregnant animals, and is only needed to help maintain heat and balance up other portions of the ration. The animals are also fed milk mixed with wheat middling, ground oats and bran and a little oil meal, which meets the requirements of the sows and avoids the danger of constipation, which brings on a fevered condition at farrowing time and not infrequently causes the sows to become emaciated and devour their offspring. Such green food as mangolds, beets and potatoes given occasionally are relished by the sows and benefit them in several ways.

The sows should always be given a well varied ration, as a variety of feeds produce much better results than any one single feed. Particular care should be taken not to overfeed. In fact, heavy feeding of sows during pregnancy will not produce best results. It is a mistake to fatten them before farrowing time. They should be kept in just ordinary flesh condition. If kept weighted with flesh they cannot handle themselves easily and are likely to lie on their pigs and kill them. I am very

careful about the water supply for my sows. On very cold days I warm the sows' drinking water and also the sloppy portion of their feed.

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, Jan. 15.—Light cattle receipts after Tuesday of last week advanced prices 10 to 25 cents, and the supply of 14,000 today sold steady to strong, stockers finished last week as good as the best and feeders 10 cents higher. Hogs time, and sold firm today, top \$10.80, receipts 17,000. Sheep and lambs advanced 20 to 50 cents last week and 10 to 15 cents today, lambs \$13.75, ewes \$9.85, both new high records, receipts 12,000.

Beef Cattle.

Nothing strictly prime was offered, the best here selling at \$10.85. Pulped steers weighing 1,298 pounds brought \$10.50, medium to common beef steers down to \$8.00, some good quarantine steers \$9.00, the latter sale highest ever made in the Quarantine division in January. The tendency

seems to be for the lower grades of steers to creep upwards, upper grades holding steady, which closes up the range of prices. However, nothing strictly prime has been offered for two weeks, last here selling at \$11.50. Cows of the ripe kind sell up to \$9.00, heifers \$11.00, canner cows \$5.25 to \$6.00, bulls \$6.25 to \$8.00, odd head last week up to \$9.00, veal calves up to \$11.50.

Stockers and Feeders.

There is a good country demand, especially for cattle to go right into feed lots. Feeders were taken out last week at \$7.50 to \$10.50, weights from 650 to 1,200 pounds. Inquiry for stock cattle was less keen, but covered a wide territory, a good string going to South Dakota, others to Nebraska and

states east, as well as to the adjacent states. Stock steers range from \$6.50 to \$8.50, a few either way. A rather large proportion of the receipts today were stockers and feeders, but they sold 10 cents higher.

Hogs.

Heavy hogs sold up to \$16.80 today, medium weights \$10.75, lights \$10.55, bulk of sales \$10.30 to \$10.75. The market closed at the best point, although receipts overran the estimate of 13,900 by four thousand head. Packers' actions denote that they need hogs, although statements of stocks on hand at packing houses show heavier than at this time a year ago. Of course, these statements do not tell how much of these stocks is already contracted. Chicago had a heavy run today, but

otherwise receipts at the markets were moderate, and seem inclined to run a little under a year ago at this time.

Sheep and Lambs.

The good advance made in the sheep house last week was followed by further gains today, 10 to 15 cents, possibly more on ewes, two cars of 101-pound pea-fed ewes selling at \$9.80, and odd head from local territory at \$9.85, new high prices here. Lambs also set a new high record for all previous time here today, at \$13.75. Receipts have been running fairly liberal, but packers have not had enough, and the market shows no sign of weakening. Fat yearlings sell at \$12.00 or better, wethers \$10.50, feeding lambs around \$12.75. J. A. RICKART, Market Correspondent.

Here We Come Again—Still Cutting the High Cost of Living

And this time there are some real cuts in the prices which will enable you to buy in quantities and make some real worth while savings. Don't delay taking advantage of these good things—such prices on some of these articles can't last long.

Just look this list over, mark what you want, and phone us where to deliver it.

CANNED GOODS.

Van Camp Hominy, 3-pound can	10c
Justice Corn, 2 cans for	25c
Justice corn, per case	\$2.75
Del Monte Tomatoes, 2 1/2-pound cans, 2 for	25c
Del Monte Tomatoes, per case of 24 cans	\$2.65
Early June Peas, 2 cans for	25c
Early June Peas, per case, 24 cans	\$2.75
Sifted Peas, per can	15c
Sifted Peas, per case	\$3.00
Del Monte Pineapple, No. 2 size, per can	20c
Del Monte Pineapple, per dozen	\$1.75

BACON AND HAMS.

Supreme Hams, per pound	23c
Faultless Bacon, the very best	23c
Breakfast Bacon, per pound	27c
Sugar-Cured Bacon, per pound	23c
Golden-Rod Smoked Bacon, per lb.	21c
Dry Salt Bacon, per pound	19c

SYRUPS.

King Komus, Ribbon Cane	80c
Country Made	85c
Pure Sorghum	85c
White Karo	60c
Blue Karo	55c
Misty Jane Sorghum	60c
Royal Sorghum	50c

LARDS AND COMPOUNDS.

Flake White, 10-pound pail	\$1.50
Crisco, large size	\$1.25
Ceitolene, while its lasts	\$1.90

COFFEE.

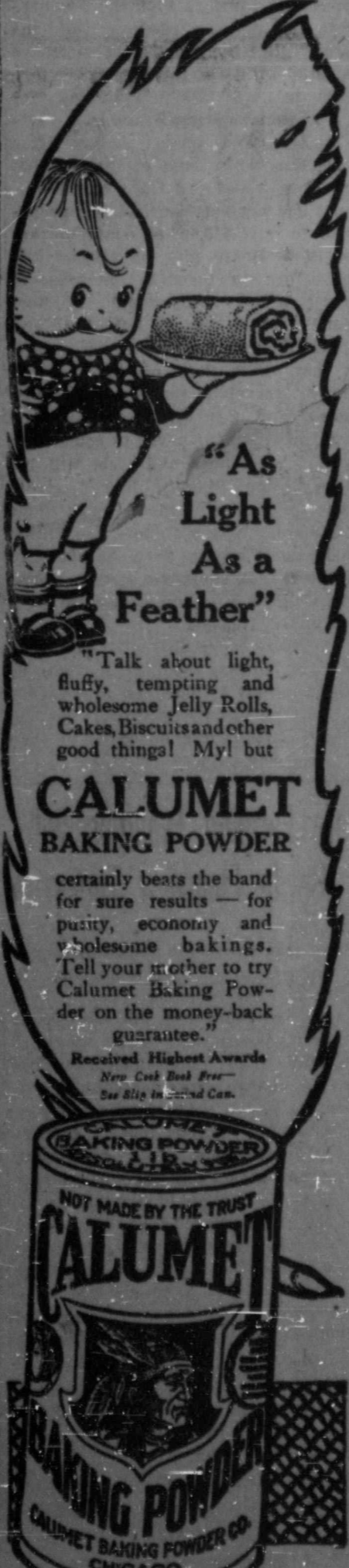
Rio, best flat grain, 4-pound pail	95c
Peaberry, 3 1/2-pound pail	95c
Maxwell House, 3-pound can	95c
No. 1 Peaberry, bulk, per pound	22 1/2c
No. 2 Peaberry, bulk, per pound	20c

GALLON GOODS.

Capitol Brand Apricots, each	45c
Capitol Brand Blackberries, each	45c
Capitol Brand Loganberries, each	50c
Capitol Brand Peaches, each	45c
Luxury Sliced Pineapple, gallon	65c
Luxury Grated Pineapple, gallon	60c

FLOUR.

The Best Soft-Wheat Flour, which we guarantee to be as good as any flour in the State or money refunded, per 100 pounds \$5.20
Royal-One Flour, blend, a good one, per 100 pounds \$4.50
Best Oil, 5 gallons 55c
Head Rice, 16 1/2 pounds \$1.00
Bulk Coconut, per pound 22 1/2c
Sugar and Potatoes at Prevailing Market Prices. Subject to change.



Small and big can Baking Powders do not save you money. Calumet does—it's Pure and far superior to sour milk and soda.

Remember we make two deliveries a day; one in the morning, the other in the afternoon.

We want your business and mean to get it if low prices, good quality groceries, and close attention to your needs will get it.

FARMERS EXCHANGE

ED HART, Manager "THE STORE WITH A HART" PHONE 674

THE AMERICAN BUSINESS MAN.

The Bellman: The close of the year has been signalized by the appearance in the columns of the daily press of a surprisingly large number of unobtrusive but very significant paragraphs which eloquently certify to the dominant spirit and latent character of American business firms and corporations. For one of these incidents reported in print there are at least a score that are never publicly heard of, which makes the humor of the situation even more piquant.

These paragraphs are to the effect that the concern mentioned has had a "record year" in its business, and, incidentally, as if it were hardly worth speaking of, will distribute a very considerable portion of its profits among its salaried employees, exclusive of its executive officers, apologetically excusing itself for this action on the score that it realizes the advanced cost of living which must be met by those who are in its employ.

Here, for example, is the Wells Fargo Company, one of the despised express companies which Uncle Samuel, in the generosity of his soul, has tried hard to bankrupt through the agency of his parcel post, a Government monopoly, which thus far has failed satisfactorily to deliver the goods in competition with the service given by an express company that knows its business, as the Wells Fargo Company does.

This predatory, selfish and heartless corporation, striving only for the gain of its stockholders, although, strangely enough, its employees are devoted to its service and most loyal to its organization, presented, as a Christmas gift to its workers, to the men and women who have been in its employ for a year or more and who are drawing a salary of \$2,000 a year or less, the insignificant trifle of \$1,000,000.

Such an item of Christmas news does not concern the general public, which reads and instantly forgets it, cherishing faithfully and persistently, however, the ancient tradition that "corporations have no souls," but it has mighty meaning to some 8,000 men and women who receive this unexpected bonus in return for their faithful and appreciated services.

Now American corporations or firms are able to do as well by their people as this concern, because their business and their net profits are not so great, but hundreds and thousands of them, without publicity of any kind, not even brief newspaper mention, have pursued the same policy toward their employees, sharing with them according to the measure of their own prosperity; doing this without ostentation or palaver, not in charity, not in expectation of favors to come, not for credit or self-exploitation, but simply because they consider it the just, the fair and the right thing to do.

Personally, the Bellman is not enamored of his own literary attainments, which may be poor, if honest; he is not particularly impressed with his own artistic merit, as shown in his typographical appearance, but there is one thing on which he does pride himself, an honor that, in his opinion, surpasses any degree that can be conferred, and fully equal to the highest recognition afforded by any profession, lay or secular. This is that he is a member, he hopes in good standing, of that despised, much-abused and greatly defamed sect, the Business Men of America.

He is, always and under all circumstances, simply one of the burghers in the market place, and is content and proud to be placed in this category, cherishing what he knows about business and sound business principles and practice to be worth more than the sum total of his other attainments, whatever they may amount to.

To him, the American Business Man is the quiet possessor of the best joke on the world of theorists and professional gentlemen that can be imagined; a jest of infinite humor, subtle, enduring and keen. The American Business Man listens well, but he rarely talks back. He is content to go his way, attending to his exacting daily work and letting the others expound to the world his iniquities and their own virtues.

He hears the windjammer in Congress or in the Legislature read the circumambient atmosphere with diatribes against greedy and selfish monopolies and the devilish cupidity of modern business; he watches him devise new and more rigorous schemes for tax-gathering and taxing; he thinks, but says no word in reply.

He reads the sensational attacks upon American business methods and American predatory corporations; the reportorial chatter about "the interests" and the vague innuendoes against "big business," in his daily newspaper and his monthly magazine. His advertisement materially helps support the one, and the price of his annual subscription goes into the fill of the other, but he does not attempt to indite a reply; he knows that writing is not his forte; anyhow, what's the use? His business is business, not controversy. He smiles, and goes on his accustomed way.

Sometimes as he sits in his pew at

church, glad of an hour's peace and hoping he may gain some spiritual inspiration from the sanctuary, he will hear a preacher, whose ideas of American business methods are gained from reading, not wisely but too well, the periodical press, launch forth upon an exposition of the lust for gain, the restless eagerness to get rich, the selfishness and the inordinate, grasping cupidity of modern business methods, that will surprise him by its ignorance of facts as they are, its exaggerations, distortions and injustices.

Although he may be one of those upon whom the clergyman always relies to make up the inevitable annual deficit, the result of unbusiness-like methods, and although, among his manifold and vexatious problems, he may be carrying that of the church—or his just portion of it—responding as best he can to its innumerable and unending demands upon his pocketbook, wholly unconscious that the means to do so are wrongfully obtained or unjustly earned, he makes no moan and offers no protest. Preachers don't know, he thinks, and can not be expected to know, having no practical business experience. He only grins inside, and cherishes his little joke.

His prayer is in his work; and defense, expostulation, argument, speaking, writing and preaching are not in his line. So he goes on his way and lets the theorists and the windjammers, the whoopers, the spouters and the thunderers, do according to their wont, unrebuked and uncorrected so far as he is concerned. His job, as he sees it, is to saw wood, provide the where-withal, look pleasant, take his medicine and avoid bankruptcy. Meantime he has, for his support, his grim but subtle joke, and he enjoys it.

David R. Forgan, a Chicago banker, in an address before the Cleveland Chamber of Commerce, thus spoke of the American Business Man; and the Bellman says a fervent "Amen!" to his tribute:

"I don't know any life better than that of the monorably successful business man. To have endured early hard-

ships with fortitude, to have overcome difficulties by perseverance, to have conducted and developed a large business, useful in itself and giving employment to many, to have achieved position, fortune, independence and influence, to have established a character above reproach, to have accumulated the esteem and confidence and friendship of one's fellows, and to have gained all this of the world without sacrificing the soil to avarice or starving the heart to hardness.

"I say that he who has so lived has nobly lived, and he should find peace and satisfaction when the shadows begin to lengthen and the evening of life draws on."

ADMIRAL DEWEY'S FUNERAL WILL BE HELD TOMORROW.

WASHINGTON, D. C., Jan. 17.—The funeral arrangements for Admiral George Dewey, who died here last night, in his eighty-ninth year, were discussed today at a conference between President Wilson, Secretary Daniels and Rear Admiral Badger. The funeral probably will take place Saturday, and interment will be in Arlington National Cemetery.

Admiral Dewey suffered a collapse last Thursday, although the day previous he was at his desk apparently in his usual good health. His condition grew rapidly worse, and he had not been conscious since Monday. The end came at 5:56 last evening. Death was due to a general breakdown, accompanied by arterio-sclerosis.

Dewey Won Fame in 1898.

Dewey was little heard of until 1898, when on May 1 he won the battle of Manila Bay.

Dewey was born on a farm near Montpelier, Vt., December 26, 1837, and when 14 years old was sent to a military academy at Norwich. In 1854 Dewey entered the naval academy at Annapolis, and he graduated in 1858. When the Civil War broke out Dewey was assigned to the side-wheeler Mississippi. In Admiral Faragut's fleet, and this ship was destroyed by the

Confederates in the attempt to gain the Mississippi River. Just before the war closed Dewey was made lieutenant commander of the Kearsarge, in 1872 was appointed commander, in 1884 was promoted to a captain, and twelve years later became commodore. Dewey was commanding the Asiatic squadron in April, 1898, in the harbor of Hong Kong, when he received orders to begin operations against the Spanish fleet in the Philippines. He found ten warships under Montojo in Manila Bay and surprised him. After a seven-hour battle all of the Spanish vessels were sunk, burned or beached, and the fort ashore surrendered. No American lives were lost, but the Spanish killed and wounded totaled 634.

After this, when German warships violated harbor rules Dewey brought them to quick terms by firing shots across their bows.

In March, 1899, Dewey was made an admiral and became a member of the Schurman Philippine Commission.

The admiral had married twice, first in 1867, to Susan B. Goodwin, who died in 1872, and in November of 1899 he married Mrs. Mildred McLean Hazen, widow of Gen. W. B. Hazen.

CARD OF THANKS.

I and the member of my family wish to thank the many kind friends who were interested in our anxiety during the days our boys were lost. We especially wish to thank Mr. E. L. Doland for his splendid interest and assistance.

L. J. WARREN.

FOR SALE.

Ford car; just overhauled; new parts put in where needed; repainted; comparatively new top; Atwater-Kent ignition. Bargain for cash, or trade for cattle. See JACK LESLIE, at South Plains Monument Co. of.

CARD OF THANKS.

For the many kindnesses shown me by the people of Plainview while our baby was sick and after its death, we extend our heartfelt appreciation.

MR. AND MRS. Y. B. GARCIA.

J. J. LASH'S Real Estate Corner

712 BROADWAY. PHONE 653. PLAINVIEW, TEXAS.

Five-acre tract improved in West Plainview. Would consider exchange for property in Houston, Texas.

Have 80-acre improved farm in Branch County, Michigan, also 160 acres improved in St. Joseph County, Michigan; will exchange either or both for land in Shallow Water Belt near Plainview, Texas.

Have 241-acre improved farm in Reynolds County, Missouri, will exchange for land in Plainview District.

Have new residence property in Plainview will exchange for residence property in Fort Worth, Texas.

Have 2,200-acre ranch, shallow water, owner will sell and take in 160 or 320 acres in Plainview District as first payment; ten years' time on balance. This ranch is all tillable.

Have 75-acre improved farm, all in wheat, will sell and take in small property in Plainview; give one to four years on balance.

Have 320 acres good land near Abernathy, Texas, will take in twenty-five-hundred-dollar residence in Plainview and give four years' time on the balance, six per cent.

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

J. J. LASH.

GRACE CUNARD

—AND—

FRANCIS FORD

—IN THE—

"Purple Mask"

THE FIRST EPISODE WILL BE SHOWN AT

THE RUBY THEATRE Wednesday, January 31st

To start the story you must know that Eleanor Van Nuys is a society leader of prominence in Paris. Furthermore, that she has a niece whose name is Patricia Montex, and that the niece is somewhat addicted to tomboy practice, and very little concerned with the serious side of social life. She cares more for her tennis than for her theodassants, and her rakish little racing car is many times dearer to her heart than her shopping bourgham. Furthermore, Patricia, or Pat, as she was always called, dearly loved a joke, and her aunt seemed so terribly certain that her jewels were perfectly secure in the cute little wall safe to which she alone knew the combination, that Pat decided to play a joke on her, and right under her aunt's nose she abstracted the precious jewels. My, my, what a precious mess that made! It turned the detective force upside-down. It turned Pat from a society girl into the leader of a band of desperados. It finally turned Keily into—but it would be a shame to give the thing away! Wait for it! Watch for it! You'll see.

Important Notice to the Public

In order that all may know of the important work of revising the credit ratings of the Retail Merchants Association we make this notice.

At the annual meeting of the Association Wednesday it was ordered that the secretary make a systematic canvass of the books of each merchant who is a member of the organization for the purpose of revising the credit lists of the association. This work will begin at once.

Each merchant who is a member is requested to have his books available and to make up his customer ratings as soon as possible and be able to report on every customer to whom credit is extended when called upon by the secretary.

Each customer seeking or having credit at the place of business of any member of the association will be rated by that merchant and these ratings will be available for other members of the association.

MRS. W. L. BRADY, Secretary

THE OLYMPIC

offers Tuesday, January 23rd, the Lasky-Paramount production, in five acts, "The Years of the Locust," with Miss Fannie Ward. Also one of those new Klever comedies, that everyone likes so. Be sure to attend either matinee or evening.

This Sloppy Weather

Is good for the wheat but it is mighty hard on clothes. Did you know that the sharp particles of sandy dirt which will get into your clothes this muddy weather will cut the threads and wear them out? You probably carry every kind of insurance but do you ever think of clothes insurance? There is a mighty effective clothes insurance which reads: Have it done in

THE Waller Tailoring Co.

WAY

Our cleaning and pressing service will keep men's and women's clothes in perfect condition and greatly prolong the life of the garment. Better avail yourself of this form of insurance.

DRY CLEANERS PHONE 188 TAILORS

We are not responsible for colors in cleaning this season.

Its the Season for Cream Separators and Incubators. We have the famous DeLaval Separator in all sizes, and Safety Hatch Incubators. Let us show them to you.

DONOHOO-WARE HARDWARE CO.
Phone 80

MANY SCHOOLS TO HAVE EXHIBITS OF THEIR WORK.

Fifth Annual Home Economics Week at University of Texas Begins February 12.

AUSTIN, Texas, Jan. 13.—Every school in Texas in which Home Economics is now being taught will be given an opportunity to have a part in the Home-Economics Week to be held at the University of Texas, beginning February 12. Miss Mary E. Gearing, head of the School of Home Economics of the University, has addressed letters to each of these teachers urging them to send an exhibit of the work being done in their school for use during the Austin meeting. A number of teachers attend this meeting, and one of the purposes of the exhibit is to afford an opportunity for them to see the work that is being done in other schools. In addition, it is hoped to stimulate general interest in the work by the exhibition of specimens to the visiting club women and parents. These schools are requested to send samples of their work in Home Economics, such as completed garments, designs for costumes, interior decoration and house plans, dietaries, budgets, or menus, or any other illustrative work of the pupils taking the course. They are also asked to send an outline of the course of study showing the number of pupils enrolled, equipment, and the amount of time devoted to the subject. From this data important statistics concerning the work all over the State can be compiled.

The forthcoming meeting is the fifth annual Home-Economics Week to be held at the University of Texas. Decidedly the most attractive roster of prominent speakers that has ever been obtained for this work is already secured, and the meeting promises to be the most enthusiastic ever held in Texas.

ADVANCING RANCH VALUES.

Reports of sales of large ranches in the West and Southwest now resemble accounts of bank transactions, the amount of money involved being larger than ever before. This week, for example, the Telegram reported the sale of the X I T Ranch of 100,000 acres at \$875,000. Changes in the ownership of many banks in the Southwest in the last year did not involve so much money. The large sums now required to purchase ranches are, of course, due to the sharp advances in prices of such properties in recent years.

According to a Kansas City stockman and financier who is himself a ranch owner and operator, the average price of ranch property has advanced 100 per cent in the last 15 years. The soundness of the advance is indicated by the fact that the participants in transactions in ranch properties in the last year have been breeders and not speculators. The breeders are buying to engage in breeding operations and not to unload the land on other purchasers at a profit. This means that the breeders believe that ranch land at an advance of 100 per cent as compared with 1900 is still a good investment.

The buyers of the X I T property, it is understood, estimate that they can carry 10,000 cattle on its 100,000 acres. In the days preceding the inauguration of winter feeding and the production of feed on many ranches, the carrying capacity of the X I T land would have been placed at only 3,300. The increase in carrying capacity is one of the factors which has helped to make ranch land more valuable. The advance may be compared with that in cotton. In the days when the South did not know how to use its cotton seed to the greatest advantage, it missed a revenue of millions annually. Since learning how to utilize the seed, the value of the seed has multiplied many times, and cotton land is also

worth more money.

The increased carrying capacity is not, however, the only bullish factor in ranch-land prices. With aged steers selling as high as \$80 a head in Texas, the value of the output of ranches is far higher than in the days of low ranch prices. Ranch land has felt this influence on its value. When a farmer can obtain \$1.50 a bushel for wheat, he values the land on which it is grown more than when the market was 75 cents a bushel. Similarly, the ranchman who can sell steers at \$80 considers his land worth far more than when aged steers were well sold at \$40 a head.

Consideration must also be given the diminished supply of ranch land. Kansas City particularly knows that there is much less land available than ever before, because of the inroads of settlers ambitious to farm under the dry system or irrigate. The reduction in the supply of ranch lands resulted in a decline in cattle production in the Southwest for years, and threatened a permanent decline in the beef output until ranchmen learned to produce more beef animals on fewer acres.

Naturally, the general rise in most property and in feed has been influential in sending ranch values upward. The higher cost of government land

leases in the West and the increase in the rate for grazing animals on forest reserves have served to advance the price of ranches.

It is probable that one of the reasons why ranchmen are more eager than ever for the higher classes of purebreds is their desire to make their cattle from the more expensive ranches bring increased returns. A study of this and other effects of the advance in cost of ranch properties indicates that the rise in prices is a healthy development.—Kansas City Drovers' Telegram.

Revised estimates place the amount of standing merchantable timber in the United States at approximately 2,767 billion board feet. Of this amount, 1,464 billion board feet, or 53 per cent of the total, is in California, Washington, Oregon, Idaho and Montana.

A TEXAS UNI. SCHOLARSHIP.

AUSTIN, Texas, Jan. 17.—Applications for the Daughters of the American Revolution Scholarship in the University of Texas are now in order. This scholarship was founded in 1913 by the Daughters of the American

To Cure a Cold in One Day

Take LAXATIVE PROMO Quinine. It stops the Cough and Headache and works off the Cold. Druggists refund money if it fails to cure. E. W. GARDNER'S signature on each box. 25c.

Automobile Painting

By experienced men. In a dust proof shop.

Richards Automobile Painting Co.
One door west of Knight Auto Co.



90 Day Excursion Tickets

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

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

For further information call 224 or see JOHN LUCAS, Agent

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

MONEY TO LOAN

on Farms, Ranches and City Property.

D. C. Lowe, Plainview, Tex.

WHAT IS LAX-FOS

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

ANNOUNCEMENT

We have secured the exclusive agency in Plainview for

TANLAC

THE GREAT GENERAL RECONSTRUCTIVE TONIC

You have but to read the daily papers in which the many merits of this great medical discovery are being told to understand what the real value of the product is. We will be pleased to tell you about it if you will give us the opportunity.

LONG-HARP DRUG CO.

"PROGRESSIVE AND PROGRESSING"

Phone 161

13,000 Acres of Fine Farm Land in Scurry County for Sale in Tracts of 80 Acres and Up

THIS TRACT is located one-half mile west of Snyder, with a population of 4,000, and the county seat of Scurry County, and the land is intersected by the Main Line of the Santa Fe Railroad from Galveston to California, is also intersected by the Roscoe, Snyder & Pacific Railroad. The extreme corners of the land are only seven miles from the center of Snyder.

THE SOIL is a chocolate to black sandy loam, with a clay sub-soil, and the whole tract is underlaid with pure water, free from gyp, which can be reached at a depth of 20 to 100 feet.

THE COUNTRY adjoining and beyond this land is cut up into 160-acre tracts, and is thickly settled and well improved, and the City of Snyder practically adjoins the tract on the east.

Practically the whole tract is fine farming land, and is now on sale in subdivisions of 80 acres and upward, at prices ranging from

\$17.50 to \$40.00 Per Acre, With One-Fifth Cash and the Balance on Terms to Suit the Purchaser

(last payment, if desired, ten years from January 1st succeeding date of purchase) with interest at 7 per cent per annum, beginning January 1st, 1918. The first payment of interest and Principal will therefore not be due before January 1st, 1919.

This is your chance to obtain a farm home in a healthy and prosperous community.

Population Scurry County 15,465	—for further particulars and pamphlet, write or call on	Bank Deposits Scurry County \$1,341,879.58
--	---	---

Dallas Trust & Savings Bank, Trustee
DALLAS, TEXAS
OR
BAKER, GRAYUM & ANDERSON, Resident Agents
SNYDER, TEXAS

Address Department 32

The Plainview Evening Herald
TWICE-A-WEEK

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

MEMBER 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.

KEEPING THE FIRE RISK LOW.

Good records for fires in Texas towns are being rewarded by the State Insurance Commission. A town whose citizens are careful to keep fire hazard down deserves to have a lower rate on insurance. The risk is in keeping, to an extent, with the care of the citizens. Credits on loss ratio have been given to Victoria, Yorktown, Cisco, Elgin, Floresville, Gonzales, Henderson, and others, ten in number, varying from nine to fifteen per cent.

Plainview has been working consistently to reduce her key rate. She has accomplished substantial reductions, and is in line for more. Keeping the fire hazard down and making a good fire record is up to the citizens of the town. It's dollars and cents to us all to keep the fire risk low. It's safety, too.

PELLAGRA AND THE H. C. OF L.

Pellagra is produced by an insufficient, poorly balanced diet and may be prevented and cured by the use of food containing elements in the proportion required by the body, is the theory of the United States Public Health Service, following experiments by the Government. The application of this knowledge greatly reduced the number of deaths and the number of cases of sickness from pellagra in 1916 as compared with previous years.

To the South, which has been the area most affected by the disease, the U. S. Public Health Service is issuing warning, advising that economies which will curtail variety of foods, and especially which will eliminate milk as a diet item, are an invitation to the disease, pellagra. The great rise in cost of forage, especially cotton-seed meal and hulls, which is the principal dairy feed in the cotton-raising section, is causing people in many localities to sell their milk cows, and thus there is danger of depriving themselves of milk, one of the most valuable pellagra-preventing foods.

To a people living in a rich agricultural country like the South Plains, where good, wholesome country produce and dairy products are readily available at moderate prices, there is little danger of pellagra. Indeed, if the theory that a well balanced ration will prevent or cure, there is no necessity of contracting pellagra.

And, incidentally, we are reminded that the home garden, a few chickens—even if attempted at the same time—are factors in improving the family menu and in routing the H. C. of L.

RAILROADS IN 1916 AND THE OUTLOOK.

The Financial World: From a transportation standpoint, the years 1914 and 1915 were destructive to railroad investments. Nineteen hundred and sixteen has been constructive. Its results are quite likely to show positively in 1917.

For example: In the latter half of 1915 there were approximately 42,000 miles of railroad in receivership. The miles of railroad constructed last year were the smallest since 1864. Fifty per cent of all the locomotives bought were ordered in the last three months of 1915, and the total for the year was then relatively slight. So with car orders. We have had the effects of this economy since last August. All orders were held down to the minimum of imperative renewals. Practically no dividend increases were made, although scores of advances were recorded among industrial corporations in the last quarter of the year.

The end of 1916 sees over 10,000 miles of line redeemed from the courts and 7,400 miles additional, in the Missouri Pacific System, soon to be re-established on a solvent basis. The 8,330 miles of the Rock Island and 1,300 of the Chicago & Eastern Illinois may be expected to be freed before next spring. This would reduce the total receivership mileage to 15,000 miles, of which the Missouri, Kansas & Texas, the Texas & Pacific and the International & Great Northern supply about 40 per cent. It will be many months before the reorganization plans for these properties can be worked out and put into effect. It was a poor advertisement for railroad securities to have from 15 to 20 per cent of the mileage of the country bankrupt. It has been a good advertisement to have one after the other made solvent and begin to show earnings sufficient for dividends on stocks. It is believed that 1917 will witness a considerable impetus in all railroad securities, chiefly of the reorganization issues, as we have suggested in recent articles. But the increasing values of the roads that have never failed to pay their dividends, and were able to earn ample margin in the leanest times can not help also to be impressed on a public looking about for safe and semi-peace stocks. About fifteen different railroads were able in 1916 to increase their dividends or to resume them, and a few, like the Norfolk & Western and the Union Pacific, have copied the policies of industrial leaders in sharing unusual earnings with their stockholders in the form of "extras." The gain of over \$1,000,000,000 in net earnings, just reported for 1916 by the Interstate Commerce Commission, gives an idea of the volume of reserves on which 1917 may draw.

It will be proved eventually, it is believed, that there has been considerable headway made during the year in legislation that applies to railroad regulation. Before this got under way there had to be adversity and the threat of a national strike, but if the Newlands commission and that appointed by President Wilson to investigate the workings of the Adamson Act are given time they will develop a program that may take up a fair portion of the higher cost to the roads of the act. Members of the Railroad Advisory Board feel that Federal supervision of the carriers would eliminate expenses the equivalent of \$50,000,000 to \$75,000,000 a year. The award just announced in the case of switchmen on thirteen Eastern and Western roads established what the brotherhood chiefs had denied last August, viz., that arbitration could no longer be depended on to determine the merit of disputes. It also failed to maintain the right to an eight-hour day with punitive overtime on the demanded basis. There is every evidence that in their bitter struggle of the last nine months the railroad managers and the brotherhood leaders have gained a greater respect for each others' point of view, and for the position of the public, that threats such as that of last summer will not be heard again for some years.

Out on the disputes and the subsequent congestion of traffic both east and west of Chicago, with embargoes on food-stuffs and the worst mix-up of freight at the seaboard ever known, there has come another demand for Government ownership. This finds its advocates among the politicians rather than with the Newlands commission, the railroads or their employees. It is the panacea recommended for all temporary ills—a cure-all that in the end would kill. Whether this sentiment gains ground in the next five years will depend greatly on the ability of the railroads to raise capital for equipment and terminal facilities. These are their vulnerable points. Recently there was a shortage of about 200,000 cars, although orders for equipment have been heavier since last spring than in years. A considerable part of the new cars and locomotives will be delivered after the peak load has been passed. The greatest demand now is for terminal space, and this is the most expensive property that the railroads can buy. Unless they are able to increase their carrying and distributing capacity soon, there is likely to be very serious discussion of Government control on the basis of low enough interest on Government loans guaranteed to the roads to insure capital for their expansion. Many persons believe this will be the great political feature of the 1920 campaign. By that time the railroad valuations will have been completed and a basis of rate-making and appraisal for Government purchase, if required, established.

LET THE PEOPLE KNOW.

The people want to know, and should know, the truth relative to the alleged "leak" of the peace note. It is a serious thing for a public official to violate the trust imposed in him by the people. It is a serious thing to bring a charge against a public official; for if there is no basis for the charge, then he is done an incalculable injustice. Although the charges may be shown to be untrue, still the taint and suspicion rests on him.

The people want to know the truth. If men in positions of public trust have violated the confidence imposed in them, punishment should be given—the punishment provided by the law, if any, and if none, then the grueling, unrelenting punishment of public scorn.

OUR PROPOSED FEDERAL BUILDING.

The post office appropriation bill, which includes an item of \$50,000 for a Federal Building for Plainview, has passed the House of Representatives. Many times the bills on appropriations, which must originate in the House, are unmercifully pruned in the upper house, and the fate of the appropriation bill in the Senate and at the hands of the President is a matter of conjecture.

Plainview is hopeful that the merit of her claim will justify the passage of the bill with the appropriation item unchanged.

The Federal Farm Loan System

By HERBERT MYRICK
Courtesy Orange Judd Company

Purpose of the Federal Farm-Loan System.

The best safe investment is a first mortgage on a good farm owned, occupied and operated by a good farmer. So true is this in the United States that farm mortgages constitute one of the largest classes of investment. The total of farm mortgages now held by American investors probably exceeds 6,000 millions of dollars, compared to nearly 12,000 millions of railroad bonds.

Equity in Farm Mortgages.

The average farm mortgage is now probably about one-quarter of the fair value of the mortgaged property. Thus the borrowing farmer's equity in his land and buildings averages seventy-five per cent.

Stockholders' equity in our railroads is a vastly less proportion. The banks of the United States possess an equity of only 15 to 25 per cent in their own resources, because they owe 75 to 85 per cent of their resources to their depositors. Banks and railroads do business mostly upon other people's money; farmers own nearly three-quarters of the capital they employ.

Because farm mortgages are not only safe, but yield relatively high rates of interest, they have become a favorite investment with the largest and most conservative of American insurance companies. Those ultra careful corporations now own over \$700,000,000 in farm mortgages, mostly upon property in the Western and Southern States.

The superiority of farm mortgages over other securities of the most conservative character, is proven also by long experience in Europe. Even during normal times, bonds secured by first mortgages on farms in Germany usually sell at about the same prices as imperial government bonds bearing the same interest.

Under abnormal conditions, when war suggests the dangers that confront

a dynasty, people sell imperial bonds and buy farm bonds, knowing that though governments may be imperiled or dynasties fall, the land remains, the people must be fed, therefore, landed security is the ultimate safe investment.

Entitled to Better Facilities.

In spite of the recognized advantages of farm mortgages for investment, the American farmer is forced to pay dearly for the money he borrows upon his note secured by an underlying first mortgage upon his farm.

Often the farmer pays an excessive commission, brokerage or bonus to the agent through whom the loan is obtained. These charges are exacted again, in full or in part, at each renewal of the loan, which may come every three or five years.

The result is that the farmer supports a vast, elaborate and expensive system of middle men or intermediaries between the actual borrower and the ultimate investor.

Besides the various costs of the old method, however disguised, the farm borrower too often is compelled to pay a rate of interest which is abnormally high relative to the gilt-edge nature of his security and the stability of farm credits.

Few conveniences are afforded the farm borrower, under this old system, for reducing the principal of his debt. No inducements are extended whereby he may pay a little upon his debt at periodic intervals. The consequence is that the farm borrower may renew his obligation for the full amount, perhaps repeatedly, with all the expenses attendant upon each renewal.

All these unfavorable conditions, including dear rates and high charges, have a tendency to keep the farm borrower in debt instead of encouraging him to get out of debt.

Moreover, in some sections it often has been difficult for even successful farmers to obtain first-mortgage loans

at any price. Even in the Middle and Eastern States, where loans are made by individuals and savings banks directly to farmers, possibly without commissions and as low as five per cent interest, it often has been difficult for the farmer to get funds.

Efforts Toward Reform.

These and other abuses which might be detailed because so painfully apparent, the economic waste involved in the old method was so evident, that over 25 years ago the author inveighed against it and suggested the necessary reforms. The amazing success of the wage earners' co-operative building and loan association—a type of institution originated and perfected in the United States and now being imitated abroad—emphasized the benefits that would accrue from a feasible adaptation of organized co-operative finance to long-term farm-mortgage loans.

Federal Reserve Act.

Meanwhile agitation became keen for the reform of the currency and of banking, and for the better mobilizing of commercial credits. The Aldrich plan to this end was repudiated by an indignant people, and the Federal Reserve Act became a national statute December 23, 1913. It includes many of the principles laid down in the author's work "Co-operative Finance," published in October, 1912. Whether the Federal Reserve Act will suitably facilitate short-term or seasonal credits for agricultural purposes remains to be demonstrated.

Agitation for Farm Finance.

The debate over currency reform was seized upon to accentuate the need of reform in farm-mortgage banking, as presented in "Co-operative Finance." Emphasis was also laid upon the need of more adequate co-operation among farmers in marketing their products, as well as in purchasing supplies and mobilizing their real and personal credits.

American Commission.

The methods by which all this had been accomplished in France, Germany and other foreign countries were brought to the attention of statesmen and politicians in addresses, books and pamphlets from numerous interested parties. By its resolution of March 4, 1913, Congress instructed the President to appoint an American Commission to investigate the rural-credit systems of other countries.

Its voluminous report in 1914 was worth the labor and money expended by the commission, as showing what not to do, and as indicating that the true remedy lay in better adapting

American methods and American experience to American conditions.

Federal Farm-Loan Act.

Meanwhile the many rural-credit bills which had been introduced in Congress were referred to the Senate and House committees on banking. They reported separate bills, both of which were passed by the respective branches in the closing hours of the 63rd Congress, March, 1915. The time being too short to harmonize the differences in the two drafts, the whole subject was then referred to a joint sub-committee for further consideration.

On May 3, 1916, the Senate passed, with only five dissenting votes, the new bill as reported from its banking committee. The House draft was passed in that body a few days later with only ten votes in the negative. The conferees reported in June the bill they had agreed upon, it was ratified promptly by Senate and House, by a practically unanimous vote, and, by President Wilson's approving signature, on July 17, 1916, became the Federal Farm-Loan Act.

Purpose of the Act.

It aims to provide a system that shall meet the needs which have been so fully revealed by these long years of discussion. These needs are epitomized earlier in this chapter.

The specific purposes of the Act are well set out in its title:

"A bill to provide capital for agricultural development, to create a standard form of investment based upon farm mortgage, to equalize rates of interest upon farm loans, to furnish a market for United States bonds, to provide for the investment of postal savings deposits, to create Government depositaries and financial agents for the United States, and for other purposes."

BIRTHS.

Born, to Mr. and Mrs. T. H. Doller, January 15, a girl.

Born, to Mr. and Mrs. W. M. Jeffus, January 18, a boy.

Born, to Mr. and Mrs. Chas. Calhoun, January 16, a boy.

Austin H. Cole, auditor, from Dallas, is here and has begun to audit the books at Weyland College.

We have just received twenty sacks of speckled Mexican Beans; while they last, 11c per pound. FARMERS' EXCHANGE. Phone 674.

LOST—Heavy winter laprobe, somewhere on Restriction Street. Finder please call Phone 484.

"THE REXALL STORE" has a calendar and almanac for each and every one that will call for same. It is a good one, too. Don't fail to call for yours. And when in need of anything in the drug line we want your business. Thanking you for your last year's business.

DYE DRUG COMPANY
THE REXALL STORE
Phone 23 West Side Square

Lumber is Cheap

Consider these facts:

LAST YEAR 100 Bushels of Wheat Would Buy:—

28,000' Extra Star A Star Red Cedar Shingles;
or 3,500 Feet of Flooring, Best Grade;
or 55 Gallons Best Paint.

This Year It Will Buy:—

40,000 Extra Star A Star Red Cedar Shingles;
or 5,750 Feet of Best Flooring; or
72 Gallons of Best Paint.

**Come On! Climb Aboard the Prosperity Car
and Stop Kicking About High Prices**

Alfalpa Lumber Co.

SOCIETY

Telephone Number 72

ANNOUNCEMENT.

Mrs. R. C. Joiner will entertain the Highland Club on Thursday, January 25th.

MISSIONARY SOCIETY POSTPONED.

The Ladies' Missionary Society of the Presbyterian Church was postponed from January 15 to January 22, on account of the weather. The ladies will meet with Mrs. George Saigling, 600 Restriction Street, at that time.

TUESDAY BRIDGE CLUB.

The Tuesday Bridge Club met Tuesday, with Mrs. E. Dowden, Ware Hotel. Mrs. F. W. Clinkscales received high score for the club members. Mrs. Glenn Smith and Mrs. Wallace Settoon made a tie for the guests.

The hostess served a light luncheon. The guests present were: Mrs. J. A. Testman, Mrs. Glenn Smith and Mrs. Wallace Settoon.

The next meeting will be with Mrs. H. W. Harrel.

THURSDAY BRIDGE CLUB.

The Thursday Bridge Club met with Mrs. T. C. Shepard, 802 Galveston Street. Mrs. McCormack received high score for the club members and Mrs. H. W. Harrel for the guests.

At the conclusion of the game, a salad course was served to the club members and Mrs. Elmer Sansom and Mrs. H. W. Harrel.

The club will meet next with Mrs. B. H. Bawden.

MRS. L. P. BARKER HOSTESS FOR WEDNESDAY BRIDGE CLUB.

Mrs. L. P. Barker, of room 6, Ware Hotel, was hostess Wednesday afternoon for the Wednesday Bridge Club. Miss Marie Gidney received high score for the club members. The house was prettily decorated with cut flowers.

The hostess served a luncheon, consisting of cream chicken, potatoes, coffee and pear salad.

Miss Madge May was the only guest.

Mrs. H. C. Randolph and mother, Mrs. Blackburn, returned this morning from Amarillo, where Mrs. Randolph was called on account of the death of her father.

Miss Georgellen Jackson spent Saturday and Sunday with her parents, Mr. and Mrs. J. E. Jackson, near Lockney. On her way home she visited Mrs. E. L. Wand.

The infant child of Mr. and Mrs. Y. B. Garcia died Tuesday and was buried Wednesday afternoon, in the Plainview Cemetery. Mr. Garcia is caretaker of the Grant Building, having been in the employ of Dr. Grant and associates for many years.

W. F. White, of Amarillo, was here yesterday on business.

O. E. Brashears went to Amarillo yesterday on business.

Dick Bryan had business in Tulsa Thursday.

J. M. Warren, of Clarendon, was here yesterday en route home. He has been in Lubbock and Blythe on business.

R. B. C. Howell left yesterday morning for San Angelo, where he will visit with relatives.

J. N. Jordan is in Houston on business.

Jesse Delaho and family have returned from a visit with relatives in San Antonio.

John G. Hamilton, county treasurer, has returned from an extended visit with relatives in Alpine, Texas.

P. J. Woodridge has returned from a visit with relatives in Gamesville, Texas.

M. F. Brashear has returned from a visit in Denton and Dallas.

W. B. Abrams, of Coleman, is the guest of his brother, S. J. Abrams.

Rev. T. B. Haynie returned this morning from a business visit in Dallas.

John Schrock, of Wichita, Kansas, is here looking after his farm interests.

Mrs. Frank Bone has been a guest in the home of Mr. and Mrs. J. C. Terry.

Miss Bertie Keene, of McKinney, is the guest of her sister, Miss Bessie Keene, bookkeeper for the Plainview Mercantile Co.

Mrs. H. M. Baggaly, of Kress, spent the week-end in Plainview with her husband.

W. H. Groos has been in Amarillo on business this week.

Lee McGown is in Dallas.

E. C. Lamb has returned from a business visit in Houston.

W. H. Meadow, of Amarillo, was a business visitor in Plainview yesterday.

J. P. Davis has returned from Sweetwater, where he has been on business.

Marvin Edwards, of Floydada, was in Plainview this morning en route to Greensborough, Kansas, where he will assist his brother-in-law in a meeting.

Samuel Bettie has returned to his home, in Boston, after a visit with his son, Griscom Bettie, who lives a few miles east of Plainview.

Grady Vaughn returned this morning from Marathon, where he has been with Company L, his term of enlistment having expired. He has resumed work with the Lang-Harp Drug Co.

J. B. Downs, of Lockney, and John A. Hollums, of Floydada, were here today on business.

ATTENDING DEALERS' MEETING.

J. F. Garrison, of the Garrison-Conner Electric Co., is in Denver, Colo., attending a convention of Exide Battery dealers.

FORMER CITIZEN RECALLS LAYING OF CORNER STONE.

Colonel Smyth Remembers When University Campus Was a Favorite Hunt for Wild Game.

How many of the students know of the interesting ceremonies at the laying of the corner stone of the University of Texas? How many students know that under the corner stone there is a complete muster roll of the Austin National Guard in the year 1882? Col. R. P. Smyth, who was visiting in Austin yesterday, was one of those taking part in the ceremonies. "I well remember the laying of the corner stone of the University," said Colonel Smyth yesterday. "It was laid in the year 1882. I was captain of the Austin National Guard at that time, and our corps served as a body-guard for the officers laying the stone. Very few people know that under the corner stone of the University there is a copy of the muster roll of all the men in the Austin Grays, the name by which our detachment was known at that time. I happened to have a copy of the roll, and one of the boys suggested that we put it under the stone, so we placed it there. If the stone were to be removed at this time, the name, age, height, and description of every man in the guard at that time would be found."

"We were also present at the laying of the corner stone in the Capitol, on March 2, 1885. The muster roll of the Grays, printed on a silk handkerchief, is also under the stone in the Capitol."

Colonel Smyth was only 21 years old when elected captain of the guard, and was known over the United States as the "kid captain." He was reared in Austin, and tells many interesting tales of early times in this city. He used to go hunting on the site where the University now stands, and when the Tonkawa Indians were camping on what is now the University campus, he often came out to watch them in their games and dances. "I remember the time when a large tract of land to the west of the University was sold at public auction for \$500," he said. "A wealthy farmer, who had just purchased thirty-five acres of land to the northwest of the University for \$1,200, was asked why he did not buy the other tract for \$500, and he replied that he did not think it was worth the price asked for it."

Colonel Smyth is here from West Texas, being sent as a delegate to try to obtain an A. & M. College for the western part of the State. He says that only a very small percentage of students from his section attend the A. & M. College, at College Station, but go to the State colleges of New Mexico, Oklahoma, and Arizona, which are nearer.

HALE CENTER ITEMS.

HALE CENTER, Texas, Jan. 17.—A snow of about five inches fell here Sunday. Everyone has been very busy caring for stock since.

The children are breaking the record in attending school this week, while the snow is on. Our compulsory law is in effect.

The young ladies of the neighborhood would be much disappointed if Mr. Kuntz failed to make his weekly circuit on Sunday.

J. F. Norfleet is looking for two carloads of cake, to finish wintering his herd on.

Miss Corrah Lee Oatis was a Hale Center visitor yesterday.

B. F. Oatis spent Sunday at the J. F. Norfleet home.

We have never heard Mr. Cuntz say to what denomination he belongs, but he surely belongs to the Baptists, guessing from the immersion he gave himself while breaking the ice in the horse trough Tuesday morning. It was 16 degrees below freezing, and we are sure nothing but piety would have prompted such an act.

W. K. Jones, of Dallas, State agent for the National Union Life Insurance Co., has been in Plainview this week consulting with his agents, Malone & Jackson.

Mrs. H. C. Howard left yesterday for Dallas, where she will join her husband, who is in the employ of the Texas Company.

HALE COUNTY REAL ESTATE IS DESIRABLE COMMODITY.

(Continued from Page One.)

acres; consideration, \$2,800. John K. Main, of Floyd County, Indiana, to J. J. Lash, lot 1, block 47, and lot 1, block 49, original town of Plainview; consideration, \$225.

Nick Alley and wife to August C. Krause, Section 12, Block C-2, 640 acres; Survey 1, Block C-2, 41½ acres; consideration, \$13,195.

W. B. Tudor and wife to Mary E.

First Showing of New Spring Dress Goods Next Week

No season gone by will have witnessed such wide popularity of fine wash goods as will the spring 1917.

Early in the year the beautiful bright sport styles are expected to be in evidence for street and outdoor wear. The colors have particular charm because of the vivid shades, the large and varied designs of stripes, plaids and dots.

There is no better time to begin spring sewing than now. The long winter evenings, when you must be indoors, can be spent most profitably getting ready for the pleasures that should come with the warm spring sunshine.

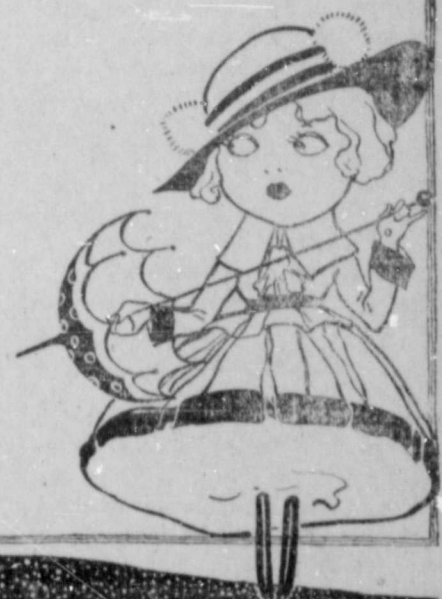
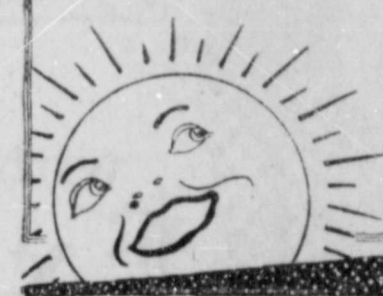


offers an extensive line of sheer wash fabrics, suitings, gaberdines, sport clothes, tissues, zephyrs, gingham and novelties. These goods will be placed on special display next week. Your visit to our store will afford the best opportunity at this time to become acquainted with the popular cloths for the coming season.

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE

Spring White Goods Are Also Ready

We sell SOL SATIN. We are guaranteed for five years.



Evans and Grace Evans, lot 4 and north half of lot 5, block 126, Abernathy; consideration, \$325.
August C. Krause to Herman Schulz, for \$1 and other valuable considerations, south one-half of Section 12, Block C-2, 320 acres.
J. H. Wayland and wife to Pearson, lots 1, 2 and 3, block 168; lots 10, 11 and 12, block 150; lots 1, 2 and 3, block 151, Abernathy; consideration \$400.
D. Heffelfinger to H. T. Livingston, west one-half of Survey 13, Block P; consideration, \$6,400.
J. D. Everett and F. F. Faulk to J. H. Pettit, lots 10, 11 and 12, block 149; lots 1, 2 and 3, block 168; lots 10, 11 and 12, block 150; lots 1, 2 and 3, block 151, Abernathy; consideration \$400.
Mrs. E. J. Thomas to Mrs. Maggie McGee, lots 9, 10 and 11, block 14, Plainview; consideration, \$3,000.
M. J. Ewalt and wife to W. P. Griffin, south one-half of Survey 5, Block A-2; 320 acres; consideration, \$8,800.
Western National Bank of Hereford to B. C. D. Bynum, lots 10, 11, 12, 13 and 14, block 4, Depot Addition to Plainview; consideration, \$500.
J. W. Nethers and wife to N. H. Wilson, northwest quarter of Section 19, Block A-1; 160 acres; consideration, \$7,200.00.
A. F. Bouton, of Clay County, to G. W. Lewellen, southeast quarter of Survey 9, Block O-2, 160 acres; consideration, \$1,000.
G. T. Stagner and wife to D. R. Bailey, lots 1, 2, 3 and 4, block 25, Petersburg; consideration, \$75.
H. A. Gilliam and wife to Roy Bailey and A. E. Bailey, lot 5, block 23, Petersburg; consideration, \$500.
Ed M. White and A. E. White to D. R. Bailey, lot 5, block 25, Petersburg; consideration, \$50.
J. H. Helm and wife to C. L. Ford, northeast quarter of Section 12, Block JK-2, 160 acres; consideration, \$6,000.
G. E. Graham and wife, of Muskingum County, Ohio, northeast quarter of Section 27, Block A-1, 160 acres; consideration, \$4,470.00.
W. L. Farmer and wife to Frank L. Stream and A. Latimer Wilson, north half and southeast quarter of Survey 15, Block O; consideration, \$4,188.70.

The Olympic offers Friday, January 26th, Miss Marguerite Clark in "Miss George Washington," in five acts—a Frohman-Paramount production. In addition a famous Bray Cartoon. Bring the children.

Children's Coats

Every Child's Coat in Our Stock Is Offered at One-Half Price

\$2.00 Coats will go for	\$1.00
3.00 Coats will go for	1.50
4.00 Coats will go for	2.00
5.00 Coats will go for	2.50
6.00 Coats will go for	3.00
7.50 Coats will go for	3.75
10.00 Coats will go for	5.00
12.50 Coats will go for	6.25

These are in sizes 2 to 14.

Remember there is nothing reserved in this special—everything goes.

CARTER-HOUSTON'S

"Goods That Speak for Themselves"

OLYMPIC

OLYMPIC

One Day Only
Thurs. JAN. 25th
At regular Prices

ANNA PAVLOVA

IN YEAR'S BIGGEST SENSATION IN
"The Dumb Girl of Portici"
Produced by the Smalleys.
Exactly same production that was shown in New York at a scale of prices 25c to \$1.00.
DON'T FAIL TO SEE IT. "Quality Did It"

Analyzing the Farm Business

WASHINGTON, D. C., Jan. 15.—That the farmers of the country are adopting more and more the practice of analyzing their business carefully and using this analysis in keeping books was brought out recently in the hearings on the agricultural appropriation bill before the House committee. The Office of Farm Management of the Department of Agriculture has provided in Farmers' Bulletin No. 661 blanks for use in analyzing a farm business in such a way that the farmer can readily ascertain the various sources from which he derives his income, the ways in which he spends his money, the total income from the farm, and the amount which should be charged off for interest on his investment.

County agents, it was said, make much use of this bulletin. They take it to the farmer, sit down with him, and work out with him a complete analysis of his business, so that he is able to see exactly in what respects he is losing money and in what respects he is making it. Furthermore, these blanks are frequently used when farmers write to the Department for advice and assistance. In such cases it is customary to send the inquirer the bulletin, with the request for him to analyze with its aid his business. The information thus obtained is compared with similar information on file in the Department, and the specialists in the Office of farm Management are thus enabled to point out the mistakes which are causing trouble in any one individual case. It may be found, for example, that a dairyman is spending from three to four times as much money for labor as other farmers conducting business on a similar scale.

To secure the necessary data that enable the Department to determine whether or not a farmer is conducting his business as efficiently in any one respect as he should, extensive farm surveys are made in representative localities. A group of from 500 to 700 contiguous farms is selected and a detailed analysis of the business of each one of these made by trained experts. They ascertain what the investment is, how much of it is in land and buildings, and how much in live stock, machinery, feed, supplies, etc. The production of the farm in crops and live stock is next studied, and the returns from the sales of all products ascertained. The survey also includes an estimate of the amount of depreciation of the buildings, work stock, machinery, etc., on the farm. With this information it is possible to determine approximately what the average farmer in that section is doing, and when this average is compared with individual cases it is possible to throw light on why the prosperous farmer is succeeding and why his less fortunate neighbor is not.

Approximately one-third of the farmers who have been induced to analyze their business in this way, it is said, are now keeping books. Hitherto, many farmers have been discouraged from this by the apparent complexity of the systems employed. By simplifying these systems so that the farmer can tell what the figures are all about and how to use them, the Department is greatly increasing the amount of bookkeeping being done on the farms of the country.

OVERLAND DEALERS CONTRACT FOR 205,000 CARS FOR 1917.

At the Dealers' Convention recently completed at the Toledo plant of The Willys-Overland Company, more than 205,000 cars were contracted for in 16 days by the dealers of the United States who attended.

This is an increase of more than 22.1 per cent over the production of 1915. Yet John N. Willys, president of the company, and other executives who spoke at various times during the convention, were confident that the 1917 production schedule would not be sufficient to supply the demand.

COMFORT IN WINTER DRIVING.

Now that the motorcar has become universally recognized as an all-the-year-around vehicle of utility, the greatest attention is being paid to securing the comfort of the user in cold weather, and recently built cars are fitted with windshields, tops and side-curtains so cleverly arranged that an ordinary touring car is almost as comfortable and convenient as a limousine. The improvement in side curtains has been remarkable, and practically airtight curtain outfits, sections of which

conveniently open and close with the car doors, are now obtainable. Fortunately, these can be so made as to be applicable to old cars as well as new. Strangely enough, it is only lately that the heating of cars has become general. The exhaust, which contains an immense supply of rejected heat, has hitherto rarely been used for heating purposes. Now, however, there is quite a variety of car-heaters upon the market, and a few manufacturers have adopted heaters as regular equipment. Such heaters are applicable to all cars, old and new, and are sold at very reasonable prices. Unlike most automobile accessories, they cost nothing to run, as they merely divert heat, which has hitherto been wasted, to warm the car interior. Such a heater may be in the form of a heated foot-raft, a hot-plate, set upon the car floor, or a hot-air grating set into the flooring. The degree of heat delivered is usually subject to regulation, and these devices are capable of comfortably warming the interior of a fairly air-tight-curtained touring car as well as that of a car with a closed body. For the driver who does not care for a closed-

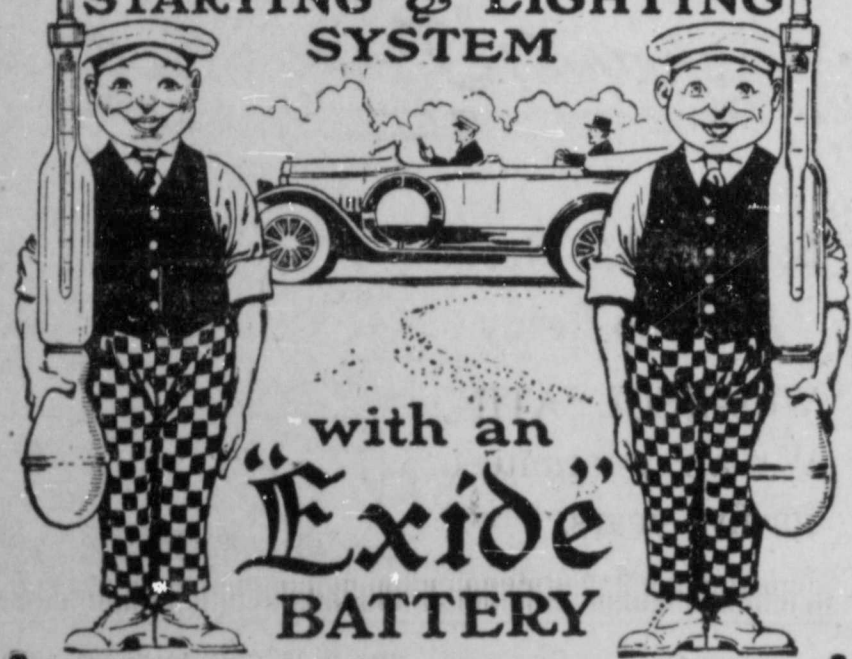
in car, but who suffers from cold hands, there are electrically warmed grips which are applied to the steering wheel and supplied with current from the car battery. The motorist who is contemplating the purchase of a new car and wants one adapted to both summer and winter conditions, should remember to examine into the convertible types of bodies offered.

NEW WILLYS-KNIGHT EIGHT EXHIBITED AT AUTO SHOW.

With a motor that has not seen its superior in either American or Continental manufacture; with a body the lines of which are grace and distinctiveness personified; and with a hundred added refinements and features that go to make it the late word in mechanical development and body refinements, The Willys-Overland Eight, leader of The Willys-Overland Company's line for 1917, was shown for the first time to New York motor enthusiasts at the Grand Central Palace on Saturday night. A beautiful polished chassis and a touring car of this model are on exhibition.

One hundred and sixty-eight new Department Bulletins were issued by the U. S. Department of Agriculture during the last fiscal year.

SAFEGUARD YOUR STARTING & LIGHTING SYSTEM



PREPAREDNESS is a big word—a word of importance to every motorist. Don't wait until your car is stalled to think about the battery that furnishes power for your starting system.

Now is the time to equip your car with an "Exide" Battery.

Years of service have proved the absolute dependability of the "Exide" Battery. It is the original "Unit-Seal" battery—no bulky sealing compound, maximum power, easy to care for, easy to inspect and repair.

Let us show you the "Exide" and explain its many exclusive features. Remember an "Exide" means "A Sure Start Assured."

Find out the condition of your battery. We inspect all makes of batteries free of charge.

Garrison-Conner Electric Company

Poultry For Sale

Full-Blooded White Orpingtons

Roosters \$2.50 to \$5.00.

Hens \$1.50 to \$5.00.

Eggs \$2.50 to \$5.00 per setting of 15.

ADDRESS

BASSETT DAIRY
CROSBYTON, TEXAS



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

E. N. EGGE AUTO CO.
780 Broadway, Plainview, Texas. Phone 646.

Hammer's Clearance Sale

Continued to February 1st

Commencing Saturday, January 20th, we cut the price still lower on seasonable merchandise. Our merchandise was bought when it was cheap, in the leading market of the country. Our ladies shoes made in Cincinnati, the leading market for ladies fine footwear. We are in position to offer you the best in this line, at low prices.

Ladies Fine Boots

At a little over half price for the next ten days.

\$6.50 value now only \$4.38
\$6.00 value now only \$3.95
\$5.00 value now only \$3.35
\$4.00 value now only \$2.45

Extra special low prices will be in effect for the next ten days on all shoes in stock.

Sweaters

Ladies, Men's and Children's

\$1.25 values now95c
\$1.50 values now \$1.10
\$2.00 values now \$1.45
\$2.75 values now \$1.98

Ladies Waists—Bargains

\$3.00 value in white and flesh crepe de chine blouses, this lot each \$1.95
\$1.25 value ladies waist, your choice this lot only 88c

Underwear

60c ladies unions 45c
75c unions only 58c
\$1.00 ladies unions 78c
Special low prices on all children's unions, ladies and men's two piece underwear.

Men's Shirts

60c value shirts 45c
\$1.00 dress shirts 80c
\$1.25 dress shirts 98c
\$1.25 men's wool shirts 98c
Wool shirts, value up to \$2.25, only \$1.48

Specials

\$1.25 hemmed sheets only 88c
\$1.25 ladies driving gloves 95c
Silk remnants, less than two yards, at only ONE-HALF price.
J. & P. Coats' crochet cotton thread only 10c

Special low prices all over the store on many items. Prices are much below the wholesale cost today. Call and see our values.

HAMNER'S DRY GOODS STORE

Phone 210

"SELLS IT FOR LESS"

Plainview, Texas

PUBLIC SALE

JANUARY 30th

Two Miles South of Petersburg

I will sell to the highest bidder, regardless of price, the following live stock:

- | | |
|---|---|
| 1 span 3-year-old mules, about 16 hands, broke. | 3 jennetts, bred. 1 jennett 2-years-old. |
| 8 coming 2-year-old mules. Good ones. | 3 milk cows. |
| 4 coming 1-year-old mules. | 8 Jersey yearling heifers. |
| 5 brood and work mares, from 4 to 15-years-old. | 1 registered Jersey bull, 2-years-old. |
| 2 geldings, 3 and 4-years-old. Well broke. | 1 coming red 2-year-old heifer. |
| 1 gelding 9-years-old. Gentle, broke. | 1 fat 2-year-old steer. |
| 1 registered jack, 15 1-2 hands. | 1 registered Duroc-Jersey male. Yearling past. |
| 1 black jack, coming 2-year-old. | 3 registered Duroc sows. Bred. Several brood sows not registered. |
| 1 black jack colt, 7 months old. | 1 sow with 5 pigs. |
| 1 black Mammoth jennett, 4-years-old. With jack colt. | 18 Duroc gilts. |

This is my fourth stock disposing sale, and everything listed will be sold if a bid is received. So come and get a good animal at your own price.

Sale begins at 12 o'clock sharp. Free lunch on the ground at 11 a. m.

TERMS OF SALE:—All sums under \$20.00, cash. All sums over \$20.00 ten months' time will be given on good bankable note bearing 10 per cent. 5 per cent off for cash.

No stock to be removed before settled for.

CHAS. SCHULER, Owner

W. A. NASH, Auctioneer.

C. G. GOODMAN, Clerk

RATES
ONE CENT PER WORD
EACH INSERTION

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

**THE MARKET PLACE
OF THE
SOUTH PLAINS**

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

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

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

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

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

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

BARGAIN.

Quarter-section patented land, 7 miles north of Otton, for sale cheap. Easy terms. OWNER, Box 325, Plainview, Texas. 1t.

WANTED — Chambermaid at the WARE HOTEL. 2t.

FREE—640 acres good Government land for you in New Mexico. Free transportation. See me at Duke Grocery. Phone 673. HOME LAND COMPANY. 2t.

FOR RENT—Three unfurnished rooms. Newly papered and painted. Phone 695. 2t.

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.

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

TANKAGE at the PLAINVIEW PRODUCE CO. tf.

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

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

TANKAGE at the PLAINVIEW PRODUCE CO. tf.

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

TANKAGE at the PLAINVIEW PRODUCE CO. tf.

FOUND—Friendship bracelet. Call at Herald. tf.

TANKAGE at the PLAINVIEW PRODUCE CO. tf.

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

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

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

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

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

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

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

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

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

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

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. tf.

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

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

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

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

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

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

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

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

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

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

FEED.

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

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

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

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

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. tf.

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

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

NOTICE.

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

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

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

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

FOR SALE.

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

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

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.

NOTICE FOR COUNTY DEPOSITORY.

Notice is hereby given that the Commissioners' Court of Lamb County, Texas, at the next Regular Term, February 13th, 1917, will receive bids for the Depository of the funds of Lamb County for two years, beginning February 16th, 1917.

Any Banking Corporation, Association, or Individual Banker in Lamb County, Texas, desiring to bid, shall deliver to the County Judge of Lamb County, on or before 10 o'clock A. M., February 13th, 1917, a sealed proposal, stating the rate of interest offered on the funds of Lamb County, Texas, for two years, beginning on February 16th, 1917, in accordance with the laws of this State.

Witness my hand and Seal of office, this 17th day of January, 1917.

L. E. ENSIGN,
County Judge,
Lamb County, Texas.

SHEEP FOR SALE—50 high-grade Shropshire ewe lambs. Address BOX 62, Plainview. tf.

FOR SALE—A good second-hand Ford car. Will sell at a bargain. Also have some good second-hand cars of other makes. See us quick. CONNELL MOTOR CO. Phone 113. Donohoo-Ware Building. 1t.

Do you read The Plainview Evening Herald's want ad column? The buyers and sellers of the South Plains meet on this page twice each week. Adv. tf.

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

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

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

**TRY IT! SUBSTITUTE
FOR NASTY CALOMEL**

Starts Your Liver Without Making Every druggist in town—your drug-You Sick and Can Not Sallvate.

Every druggist in town—your drug-gist 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 re-

sults," 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, harmless to both children and adults. Take a spoonful at night and wake up feeling fine; no biliousness, sick headache, acid stomach or constipated

bowels. It doesn't gripe or cause inconvenience all the next day like violent calomel. Take a dose of calomel today and tomorrow you will feel weak, sick and nauseated. Don't lose a day's work! Take Dodson's Liver Tone instead and feel fine, full of vigor and ambition. Adv

The Quinine That Does Not Affect The Head Because of its tonic and laxative effect, LAXATIVE BROMO QUININE is better than ordinary Quinine and does not cause nervousness, nor ringing in head. Remember the full name and look for the signature of E. W. GROVE. 2e.

LISTEN

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

**Build You a Home
Plainview Lumber Co.**

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

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

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

Office at
Fulton Lumber Co.
Phone 197.
Home Phones, 328 and 428.

**L. A. KERR,
Architect.**

Office at
Fulton Lumber Co.
Phone 197.
Home Phone 428.

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

WARNING

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

MAKE SURE.

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

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

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

Also have some steer calves we want to sell.

PLAINVIEW NURSERY
PLAINVIEW, TEXAS



TRADESMEN

can reach their country customers easily by stepping to their Bell Tele-phones.

Patrons living out near the town limits are also brought as close, through Bell Telephone Service, as if they had come to the store in person.

The Bell Telephone serves both buyer and seller equally well.



**THE SOUTH-
WESTERN
TELEGRAPH &
TELEPHONE
COMPANY**

B-7

**GEO. ALLEN
The House Reliable**
Oldest and Largest PIANO and MUSIC HOUSE in Western Texas. Largest Sheet Music, MUSIC TEACHER'S Supplies, etc., etc. Catalogue and BOOK OF OLD TIME SONGS FREE for the asking. Established 1880. SAN ANGELO



ARE YOU establishing yourself in the World of Successful Men?

A BANK ACCOUNT inspires Confidence, increases your Prestige and helps you to Succeed.

THE NATIONAL BANK

HERE'S THE BIG SNOW

JUST AT THE TIME WHEN

Plainview Mercantile Co.

HAS 89000 BARGAINS TO KEEP YOU WARM AND COMFORTABLE

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

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

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

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



EXTRA SPECIAL—One lot of ladies coats received Wednesday have been put into this sale at **ONE-HALF PRICE**.

All misses' and children's coats now **ONE-HALF LESS THAN REGULAR PRICES**.

1 lot ladies' suits, in broken sizes of Serges, Gaberdine and fancy weave, values \$15.00, \$20.00 and \$25.00, your choice, sale price, **\$9.95**

1 lot ladies' dresses, popular sizes, materials of Velvet, Serge, Crepes and Silk combinations, values \$25.00, \$20.00, \$15.00 and \$7.50, sale prices \$12.50, \$10.00, \$7.50 and **\$3.75**

Special Notice

Our big Clearing Sale opened Wednesday in full force notwithstanding the inclemency of the weather. Our store was packed with eager buyers, taxing the capacity of our enlarged sales force to the limit. To those who were so unfortunate as not to receive the proper attention we apologize, and promise you if will come again we will give you more attention as we have greatly increased our sales force. We assure you plenty of bargains. The crowds are buying heavy but from such an enormous stock it takes many days heavy buying to ever make a dent in it, so come, we expect you.



\$11.50 The Annual Sale of Men's Overcoats and Suits Surely Came at the Right Time **\$11.50**

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**

\$11.50 25.00 All-Wool Suits and Overcoats now **\$18.75**
\$11.50 30.00 All-Wool Suits and Overcoats now **\$22.50**

XTRAS.
2,500 yards "Tandem," 36-In. Bleached Muslin. Sale Price—
9¢

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

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

Plainview Mercantile Co.

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

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

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

NOTED TRAVELLER TO LECTURE TONIGHT AT WAYLAND COLLEGE

Dr. John Eager, of Baltimore, will speak in Wayland College chapel tonight, January 19. His topic will be his travels. He has crossed the ocean twenty-six times, was in Europe when the war broke out, and lived in Rome sixteen years.

HAS CONTRACT FOR FOUR BRICK BUILDINGS AT TULLA.

L. D. Harrison, of Harrison & Kerr, contractors, left this morning for Tulla on business. Mr. Harrison states that their firm has contracts now for four brick business buildings in Tulla.

WELCH BOYS' INTEREST IN CITY BARBER SHOP.

"Jimmy" Welch, who has served as a barber at Sargent's Shop, has purchased the half interest owned by I. B. Broyles in the City Barber Shop, and will be actively engaged in the conduct of the business with Ed Carpenter, under the partnership name of Carpenter & Welch.

INTENSIVE DEVELOPMENT IS NEED OF SOUTHWEST.

(Continued from Page One.) now being seriously considered, offer the solution to permanent and almost limitless prosperity in this section.

Must Prepare for Dairying.

In no uncertain words Mr. Seagraves stated that conditions he had seen on a trip in the afternoon to certain dairy barns were not conducive to the success of the recently undertaken dairy industry. He was frank to say that the stock showed effects of exposure and underfeed, and stated that he wished to sound a warning, in the hope that full and necessary preparation would be made to care for the investments already made.

On Selling Soil Fertility.

Following Mr. Seagraves, H. M. Halzer, agricultural commissioner, from Topeka, Kansas, spoke interestingly on farming conditions in this section. He said that for every bushel of wheat or grain that was sold from our soil we sold about twenty-five cents' worth of soil fertility, measured in terms of the cost to replace same with commercial fertilizers. In selling

grain the fertility of our soil is thus reduced; but in selling finished products the fertility of the soil is maintained. In selling hogs and cattle, and marketing the finished product, little fertility is taken from the soil, being returned in the form of manure. "When we sell a ton of grain or other feed in the form of butter fat," he said, "we sell only fifty cents' worth of soil fertility—the equivalent of that sold with two bushels of wheat!"

"There is an impression which I find quite general that the raising of sugar beets depletes the soil," said Mr. Bainer. "This is not the case when the crop is properly cultivated in connection with other crops. Of course, the nature of the sugar beet leaves the planting immediately following it alfalfa and similar crops. But in the course of time this is corrected, being only mechanical. Indeed, if sugar beets are raised year after year on the same soil, certain of the elements necessary for sugar-beet production become depleted. But proper rotation of crops eliminates all of this waste and impoverishment, especially if the tops are returned for fertilizer and the pulp fed on the farm and returned in the form of manure."

Recommends County Agent.

"If experiment is conducted on sugar beets, it should be under the supervision of a thoroughly competent man, who understands sugar-beet growing." Replying to the question of whether a county agent might be procured to look after this work, Mr. Bainer replied: "I believe as far as this county is concerned he could, in a large measure, if the right man is secured. However, the territory to be affected would necessarily be greater than this county, and the agent would be without authority to work the whole district. I think it would be a good plan to have the county agent working in co-operation with a beet-sugar specialist. Haie County should have a county agent by all means. I am convinced that he could be worth many times the salary paid and the expense of the office to the farmers of this territory. You need him in your dairy industry, in the proposed beet-sugar industry, and in general farm advisory capacity."

Plains, and the county agent, I suppose, would be a great help to the farmers here. I have seen the people of this section, and they are in a very close friend of yours."

pose, two hundred times, in the past few years," Mr. Bainer continued. "In kaffir and milo and alfalfa production it is as good as can be found anywhere. A few weeks ago I had occasion to write the Armour Packing Company at Fort Worth. I asked, among other things, what per cent of the fat hogs received on the Fort Worth market, by all buyers, came from the Panhandle and Plains section. The reply was eighty-five per cent. Think of it! Eighty-five per cent from the Panhandle and Plains and Eastern New Mexico! And the quality of the Panhandle and Plains hog is such that it brings the best prices at all times."

The hen is a revenue producer not yet well known in this section. The industry is growing. I have in mind several men who pay the expenses of the family, furnishing money for groceries, clothes and meat and eggs for the use of the family. Livestock in connection with diversified farming is not complete without the inclusion of poultry, and this is especially true of the Southwest. Fully one-half of the feed consumed by a flock of fowls would be wasted without them. For the expense and care of raising, nothing is more profitable for the farm than poultry."

They're After the "Bait."

L. L. Johnson, agricultural demonstrator from Amarillo, is well known here, having been here this winter almost half of his time. Mr. Johnson has a good story which illustrates the reason for the railroad company's being interested in the farming industry along its lines. He began: "Two small negroes were sitting on the bank of a river fishing. An old colonel came up just in time to see the larger of the boys struggling to the bank with his comrade, who was exhausted from his struggle in the water."

"Approaching the two bedraggled anglers, the colonel said: 'Sonny, I want to congratulate you on your bravery in saving the life of your little brother.'"

"He ain't my brother," was the disgusted retort.

"No isn't your brother? Then, certainly he is a very close friend of yours."

"Now, he ain't no friend of mine, nonchalantly came the reply.

"Then, why did you save his life?"

"Pshaw! He's got the bait in his pocket!"

Dairying Saved Wisconsin.
Mr. Johnson produced statistics to show how the people of Wisconsin had emerged from a class of borrowers, at ten to twelve per cent, to a class of

lenders, at three per cent, and the basis of this prosperity, he states, is the dairy industry. "Wisconsin took up dairying because she had to do it in self-preservation," said Mr. Johnson. "Their land had become depleted through long planting to grain. The increasing value of lands made ownership unprofitable, without some intensive-farming plan such as dairying. Money can be made in the Southwest without dairying, but this industry will help much to bring about permanent prosperity. As Mr. Seagraves has said about the sugar-beet industry, the dairy industry brings money from other sections and 'dumps' it into our towns. It is new money, not the same old five-dollar bill that has been circulating for the years past."

"One thing is certain, we cannot expect our dairy cows to do their best unless they are protected. The leeward—or is it the windward?—side of a barbed-wire fence is no good as shelter for dairy cattle."

C. C. Dana, general freight and passenger agent for the Panhandle & Santa Fe Railway, spoke of improved conditions in the Southwest, stating that the road would do all in its power

to give service adequate to the needs of this section, and that the policy of the road was not only to keep abreast of the development, but to anticipate it.

C. J. Hubbard, president of the Texas Land and Development Co., responded to call and emphasized what Mr. Seagraves had said about the necessity of intensive and sound development of industries now existing and the wisdom of agricultural expansion, pledging the good offices of his company in the sugar-beet experiment proposed, in the dairy business, and in any other line in which the citizens of the town and country—for he says he considers himself one of those—should interest themselves.

FOR SALE OR TRADE—One five-room house, new, close in, modern style. B. F. MOORE, at Progressive Shoe Shop. 4t-pd.

Announcement

I have purchased the half interest in The City Barber Shop formerly owned by I. B. Broyles and will be actively engaged in the business with Mr. Carpenter. I will very much appreciate the patronage of my old customers and friends.

"JIMMY" WELCH

The Ruby Theatre

WILL OPEN

Monday, January 22nd

With it's regular program.

ADMISSION 5c AND 10c

The Only Grand Prize (Highest Award) given to Dictionaries at the Panama-Pacific Exposition was granted to WEBSTER'S NEW INTERNATIONAL

FOR Superiority of Educational Merit. This new creation answers with final authority all kinds of puzzling questions such as "How is *Præcipi* pronounced?" "Where is *Flaunder*?" "What is a *continuous voyage*?" "What is a *howitzer*?" "What is *whits cool*?" "How is *skat* pronounced?" and thousands of others. **More than 400,000 Vocabulary Terms. 30,000 Geographical Subjects. 12,000 Biographical Entries. Over 6000 Illustrations. 2700 Pages. The only dictionary with the divided page—a stroke of genius.**

Regular and Ladies' Pocket Editions. Write for specimen pages, illustrations, etc. Free, a set of Pocket Maps if you send this paper.

G. & C. MERIAM CO., Springfield, Mass.

The Glymole offers Monday, January 22nd, White in "Pearl of the Army." Don't fail to see "The Challenge," in two acts, and a Luke there.