

Community Correspondence

IMPROVING NEW FARMS IN THE STRUVE COMMUNITY.

STRUVE, Feb. 3.—Green Henderson has moved onto Artie Erb's farm, and will care for his farm and cattle this year.

Fred Crawford spent several days last week on his father's ranch.

Mr. and Mrs. Cyrus Erb motored to Plainview last Tuesday.

Mr. Job, who has been seriously ill of pneumonia, is much better.

T. W. Hart spent the past week in Plainview with his daughter, Nina, a high-school student, who has a serious case of la grippe.

Several cow buyers have been through here the past week.

Holland Phillips is sporting a new Ford.

Hal Swopes made a business trip to Plainview this week.

Messrs. Crow and Waldron, carpenters from Plainview, are building a hay barn for Jas. Kiser.

Mr. Hazlewood, manager of the Crawford ranch, is in Floyd County on business.

Tom Struve has completed his new home and has moved his family out from Plainview.

Mr. Jones, of Oklahoma, has bought the section just east of John McLain's and is improving it. A man from Donley County has bought a half section west of the McLain ranch and has built a house and moved his family out.

Mr. and Mrs. Arthur Hazlewood are the proud possessors of a brand-new baby boy.

Oscar Dupee is quite sick of inflammatory rheumatism.

Joe Tarwater, of Arlington, Texas, arrived yesterday for a few days' business visit in Plainview.

ABERNATHY HAS CLEAN-UP CAMPAIGN; GRADING STREETS.

ABERNATHY, Texas, Feb. 7.—Abernathy continues to improve. The county authorities are having our streets graded in first-class fashion. This we certainly needed, and it will be appreciated by the public in general. Now for a campaign for some concrete walks and a few brick buildings. Our progressive townsman, C. G. Goodman, is having all of the bear grass removed from our town section, which adds much to the appearance of our little city.

D. E. Kelly is putting in a first-class tailor shop in the Fletcher Building.

Edwin Hardesty underwent an operation for appendicitis, at a sanitarium in Fort Worth, Monday afternoon. He stood the operation fine and is doing nicely. His parents are in Fort Worth, also.

Nat Jones has just finished a neat bungalow in the northwest portion of town.

The Baptists of Abernathy have called Rev. Carver, of Plainview, for one Sunday in each month.

Mr. and Mrs. W. T. Moreland left last Wednesday in response to a message stating that Mr. Moreland's aunt was very low, at her home, in Abilene.

The Woman's Missionary Society had an open meeting, at the church, last Sunday evening, and the following program was rendered:

Song, No. 217—"Holy, Holy, Holy."

Installation of Officers—B. Y. Dickinson.

Song, No. 228.

"The Virginia K. Johnson Home" (paper)—Mrs. Hannah.

Solo—Miss Riley.

"Africa" (paper)—Mrs. Arnett.

Song, No. 633.

Reading—Mrs. Fletcher.

"The Missionary Society as a Help to the Pastor, the Church and the Community"—Mrs. Carlton.

"The Call of America"—B. Y. Dickinson.

"A Summary of the Work and a Plea for Workers"—Mrs. Dickinson.

Song, No. 219.

Benediction.

iting and trading in Lockney Monday. Some of our young people attended the show in Plainview Saturday night.

Roy Sample and family have moved into Albert King's rent house, and we suppose he will work for Mr. King this year.

On account of the high wind, but few attended Sunday School Sunday afternoon.

FOR RENT—Room for two, with family board. MRS. L. W. DALTON. tt.

FURNISHED ROOMS, 403 West Main Street, for couple. tt.

REARIN' TO GO

Our equipment for caring for your cleaning and pressing is unexcelled. Did you ever see our machinery do the work? You are invited to do so and you will probably be surprised at the way it takes every particle of dust and dirt out of your clothes without wearing them out. There is no drawn out process of rubbing and beating. Just a scientific, modern method of cleaning. No danger of burning either with our steam presses. The quality of your clothes is never impaired when treated in

THE Waller Tailoring Co. WAY

The same processes are used in handling the most delicate fabrics in ladies clothes.

Dry Cleaners Tailors
PHONE 188

We are not responsible for colors in cleaning this season.

MORE REGISTERED HEREFORDS TO GO TO LONE STAR COMMUNITY.

LONE STAR, Feb. 6.—Our school began Monday, after a week's vacation on account of one of the teachers, Miss Mary Applewhite's, being sick.

Miss Edna Lavesay is visiting her sisters, Mrs. Walter Byars and Mrs. Floyd Barber, in Lockney.

N. B. Hatchett was in Plainview Monday delivering hogs which he had sold in that city.

Miss Myrtle Reeves has been on the sick list for a few days, but is up again.

Mr. Babbitt's family spent Sunday at W. B. Hatchett's home.

E. C. Dodson, of this community, and W. B. Wilson, of Floydada, left Wednesday for Northern markets, where they will purchase some registered Hereford bulls, and they will attend the Buyers' and Sellers' Convention, at Amarillo, the 20th to 23rd of this month.

Mrs. Chas. Merrick and Mrs. J. B. Stephenson were callers in the Providence community Monday evening.

Mrs. Merrick has learned to drive her new Dodge car nicely.

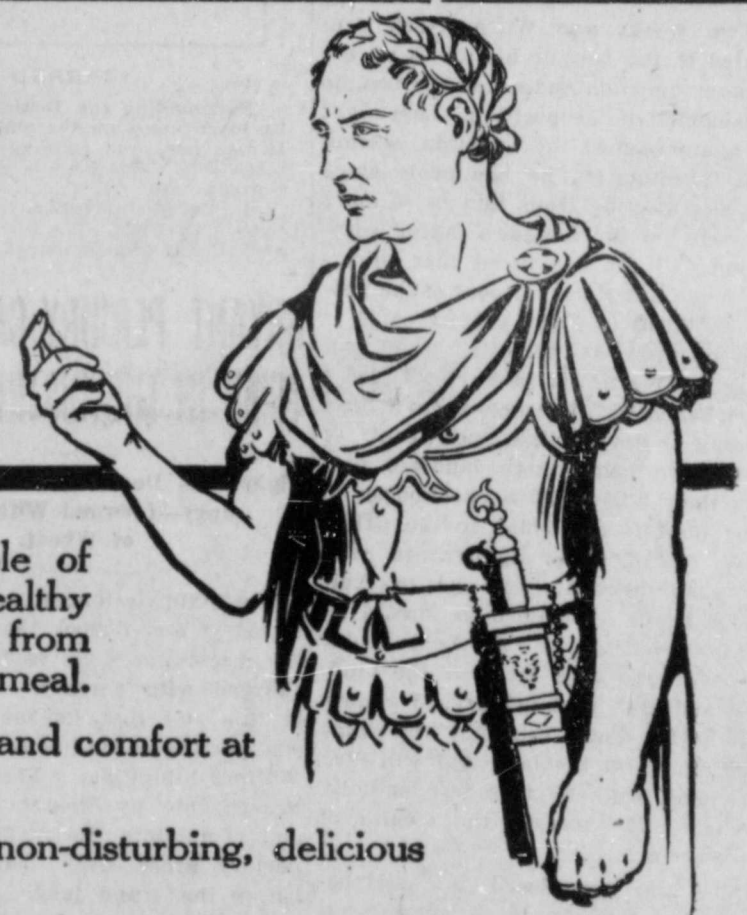
Miss Hilda Richter, the Providence teacher, spent the week end with Beula Mae Dodson.

Virgil Dodson, who is attending the West Texas State Normal, at Canyon, visited home folks Sunday, returning Monday.

G. C. Hartmen and family were vis-

"Give Me Men As Sleep O'Nights"

—Julius Caesar.



One of the most admirable of modern recipes for good, healthy night-sleep is the abstaining from coffee (and tea) at the evening meal.

A better recipe, for health and comfort at all times is total abstinence.

For a cheering, healthful, non-disturbing, delicious beverage, use

POSTUM

"There's a Reason"



**Ready for Your Coal Bin
SIMON PURE NIGGERHEAD
LUMP AND NUT COAL**

No matter if the days do warm up a little the nights and mornings will be crimpy, and besides the groundhog saw his shadow and no telling when the next blizzard will come. Better phone us today to fill up the coal house while we have the coal you want.

ALL KINDS OF FEED

We have hay, grain, bran and other feedstuff and try to meet your stock feeding needs at all times.

E. T. COLEMAN, Coal and Grain

Phone 176

112 Ash Street

Harness Oiling

The High Cost of Leather Materials Makes Preservation Necessary

We have some best quality neats foot oil which will help us to make your harness give you more complete and much longer satisfaction. We are prepared to "doctor" your harness and save you money.

We have just received a big shipment of leather goods which we can offer at the lowest figures at which they can be bought.

Bring us your old saddles and harness. We pay the highest prices for your second hand goods of this kind.

Jesse Delaho Harness Company

Phone 589

First Door West of Postoffice

Sweet Clover for the Southwest

Value of the Crop is a Bone of Contention

By WALTER STEMMONS, Oklahoma A. & M. College

"Sweet clover is a weed."
"Sweet clover is the salvation of the Southwest."

"Stock won't eat the stuff."
"You can't keep stock off it once they acquire a taste."

"If you plant it it will take your farm."

"It will stop soil erosion, furnish fine pasture, improve the soil."

"Farmers in my district who have tried sweet clover pronounce it a failure."

"Where farmers have given sweet clover a fair trial they have invariably increased their acreage."

And there you have it! The sweet-clover argument goes on and on, like Tennyson's brook. At the recent Farmers' Short Course at Oklahoma A. & M. College sweet-clover talk was in the air. In about nine cases out of ten where a little knot of farmers or "near farmers" were using hand and gestures to emphasize their arguments sweet clover was the subject of the forensic differences.

In this Southwestern country you can think what you please about sweet clover, but you cannot ignore it. A plant that will thrive in a hardpan gully and scorn the fury of an Oklahoma drouth cannot be ignored. Up in Woodward County they say that sweet clover grows out of the solid rock, but, then, they are sweet clover crazy in that section of the short-grass country, and the statement must not be taken too literally. Any man that travels, however, has seen sweet clover growing out of cinders along a railroad right-of-way where no other vegetation was growing. When the sweet clover plant sends its roots down after water it usually finds it, and the plant will thrive where less hardy vegetation shrivels.

Two years ago, while on a trip to Southern Wisconsin, I noticed that from Oklahoma to Wisconsin the track was lined at intervals with sweet clover. It was not so noticeable through Kansas and Oklahoma, but across northwest Missouri and all through Iowa the plant was much in evidence. For miles through Iowa there would hardly be a break in the double chain of sweet clover. But it was confined to the right-of-way! There was none of it in the fields. I asked a farmer in Northeast Iowa if his neighbors grew any sweet clover. Emphatically, they did not. I asked him the same question about alfalfa. He was more tolerant in his views, but wanted to know why a farmer whose farm would grow red clover should want to sow either alfalfa or sweet clover. At Ames a newspaper man told me that Iowa considered sweet clover a weed. The other day I saw an article telling of the remarkable increase of alfalfa acreage in the heart of the red-clover belt in Illinois, Wisconsin, and Iowa. In some sections of Iowa sweet clover is gaining over other hay and pasture crops. Oklahoma is outside the field of the red-clover argument, but anyone who will stop to do a little thinking will remember that alfalfa had, and still has in some sections, somewhat the same sort of battle that sweet clover is having. Many farmers in Kansas and Oklahoma took up alfalfa only after they had found that some of the clovers they had grown in other states were not adapted to their new conditions. Most of the farmers who are now taking up with sweet clover have tried alfalfa and have failed. Sweet clover will grow in some places where alfalfa will not grow. This fact is indisputable. The sweet-clover rage may be a "Hobson's choice" with most persons, but that isn't any argument against the crop. The "semi-arid" Southwest grew green with the grain sorghums only after hosts of farmers had tried to grow corn without rainfall and had failed.

That sweet clover is making comparatively more gains in Oklahoma at this time than any other crop is probably true. In Northwestern Oklahoma, particularly, it gave remarkable satisfaction the past year. There is probably no more consistent and enthusiastic advocate of sweet clover in this state than C. A. McNabb, district agent in the farm-demonstration work for the northwest quarter of the state. Sweet clover has made some progress on the east side in counties where it has been given a fair trial. In Southwest Oklahoma, however, it does not seem to have been so widely popular. F. F. Ferguson, district agent for Southwest Oklahoma, is not so strong a convert to sweet clover as some of his brother agents. In Cleveland County, writes Mr. Ferguson, demonstrations with sweet clover have proven quite satisfactory, but in other sections of this district the results have not been so favorable. At the suggestion of Mr. Ferguson I wrote to James Lawrence, county agent of Cleveland County, for some specific instances of success with sweet clover. The following instances

are taken from Mr. Lawrence's reply, and are quoted as given:

"Mr. Wm. Barr, Norman, Oklahoma, R. No. 4, sowed his first plat of sweet clover four years ago, on red clay loam soil, reduced in fertility below profitable production and badly washed, some of the gullies being past crossing. First seeding was very light, probably two or three pounds of seed per acre, and in consequence plants were somewhat scattered the first two years, until reseeded, which the plant did very successfully without assistance further than some scattering of seed after matured to insure uniform distribution. For the past two years the stand has been thick and growth excellent, sufficient to exterminate all other vegetation. The past season this clover made a very luxuriant growth, seven to nine feet high, and matured excellent crop of seed, one choice acre producing 12 bushels of seed."

"Mr. H. J. Dietrich, Moore, Oklahoma, R. No. 1, is another firm believer that sweet clover has a proper place in crop rotation for Oklahoma upland soil. His first plat was sown two years ago last February, on sandy loam soil, securing fair stand and excellent

pasture first year; also pastured with good results until late in following spring, when stock was removed and very profitable seed crop of eight bushels per acre matured and saved. Mr. Dietrich sowed his sweet clover with pasture and soil improvement the principal objects in view, but unless the price of seed declines he feels seed production is well worthy of consideration.

"Mr. J. B. Herring, of Moore, Oklahoma, R. No. 3, is a booster for sweet clover in and out of season. He sowed in fields prepared for it and also on native turf in his pastures. Most of the latter, however, has not proved very successful. After three years of varied experience he believes that one of the best practices with sweet clover is to seed in fall or winter in wheat. After wheat is removed the following summer, clover may be pastured, continuing until late in following spring. When the maximum benefit of pasture is secured remove the stock, allowing the plant to mature seed, when land will again be ready for wheat or cultivated crop the following year. In either instance volunteer clover may be expected."

Probably no county in the state offers a better example of the rise to popularity of sweet clover than does Woodward County. County Agent B. F. Markland has written me of the following instances of success with sweet clover:

"A. C. Brubaker, Woodward, Okla-

homa, sowed 18 acres on rolling upland about the middle of February, 1915, using 12 pounds to the acre. The first year this was used as a hay crop, and mowed once, making about one ton per acre. The second year there were 76 two-year-old steers turned into this

(Continued on Page Four.)



"The Kind Mother Uses"

"Every time mother gets out Calumet I know there's going to be good things to eat at our house. Delicious, tender, tempting doughnuts, biscuits, cakes and pies! I've never seen a bake-day failure with Calumet. Mother says it's the only Baking Powder that insures uniform results."

Received Highest Awards
New Cook Book Free—See Slip in Packet



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

"HOWL, HOWL, HOWL! LETTEM HOWL!"—but keep your eye on THE MAE I. We don't have the world corralled, but we have a large portion of the best pictures in the world at THE MAE I. Don't lettem tellya different.

Cannon Ball Chocolate Pralines
Rich Cream Centers
Fine (5) Flavors. You never saw it before at
Candy Special 15c a pound

POULTRY

We will load a car of Poultry at Plainview, Texas, February 14th, 1917, and will pay the following prices:

Hens	15c
Springs	14c
Stags	9c
Old Roosters	6c
Turkeys, No. 1,	18c
Turkeys, No. 2	12c
Ducks	9c
Geese	7c

All poultry must be free of feed and not cropy. The car will be located near the flour mill on the side track. Take the poultry to the car or to my yards near the southeast corner of the square. This will likely be the last car loaded here this season, so bring in your poultry while the prices are good.

L. D. RUCKER PRODUCE COMPANY
PLAINVIEW, TEXAS

Cannon Ball—Hot Shot

A great many new things have come in this week—so many you'd think it a new store. There is something new on every yard of counter. That's the nearest I can tell you.

The candy line is completely new. I expect you to believe it when I say:

Fresh, Pure Candies, lb. 15c
Fine Chocolates, pound - 25c

Another thing is the "Royal" line of toilet preparations. They are sold on a strict guarantee of your money back if not satisfied.

10c and 15c is price

Bargains in HARDWARE, BRUSHES and Dishes

There is no use for me to try to tell you. Come and see for yourself and take plenty of time to look about.

CANNON BALL
10c
STORE

The Growing Kind— PLANTING SEEDS

Any seed you want at a price you can well afford to pay.

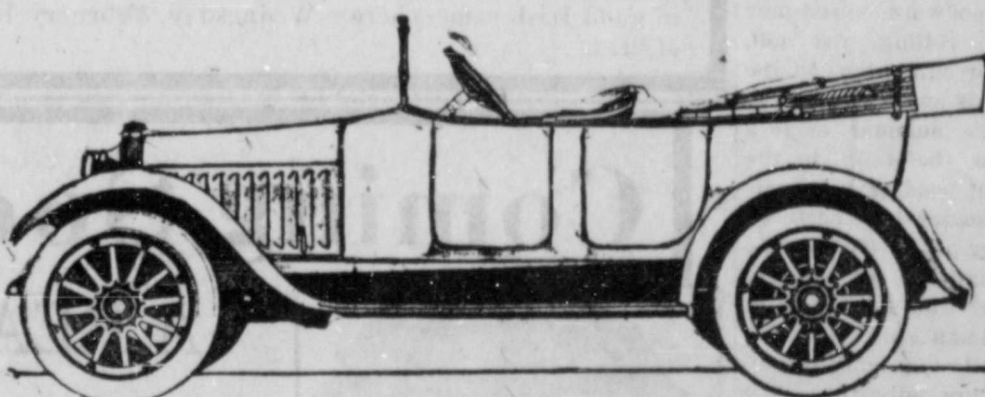
Grown and prepared by folks who know how. Quality that will please the buyer now and at harvest time.

The choicest seeds, the highest germination, the truest to name seeds. And not equaled in this or any other section of the country.

Come in and be convinced, and converted to the use of better seeds.

C. E. WHITE SEED COMPANY

East of Court House PLAINVIEW, TEXAS



Yes, this is the car. A 5-passenger Chalmers, beauty. Saves you \$160 if bought today. Price beginning March 1st \$1250. Price today \$1090.

Correct in style. Roomy, but not too big. With a short turning radius. High sides. Low, comfortable seats with high backs.

Power plus. All the activity you would ask for. All the speed you ever require, unless you go in for sweepstakes.

Sound and safe and sensible from end to end. An enviable car in any society.

The 2-passenger Chalmers Roadster, built on the same chassis advances in price \$180 March 1st. See both cars now and reach your final decision.

Present Prices			
Five-passenger Touring	1090	Seven-passenger Sedan	1850
Seven " "	1350	Seven " " Limousine	2550
Two " " Roadster	1070	Seven " " Town Car	2550

(All prices L. S. H. Detroit)

CONNELL MOTOR CO.
W. W. CONNELL, Manager
North Room Donohoo-Ware Hardware Co. Bldg.
Telephone Number 113



HENDERSON & PERRY

Have moved to their new location on the ground floor at 609 Broadway and are ready to serve their friends and customers.
IF YOU HAVE PROPERTY TO SELL LIST IT AT ONCE

SWEET CLOVER FOR THE SOUTHWEST.
 (Continued from Page Three.)

18-acre field on March 1, 1916. He continued pasturing for 30 days. Then the stock was turned onto sweet clover and wild-grass pasture, but was allowed the freedom of the 18 acres until sold, May 1. The place was allowed to seed and threshed six bushels to the acre. Mr. Brubaker also sowed a piece of land that had been thrown out for a number of years because it was too sandy. This knoll had blown until all the soil had practically blown off. This was sowed in the spring of 1915, and he got a splendid stand. It was not utilized during the summer of 1915, but was cut for seed in 1916, making a yield of seven to eight bushels per acre. Mr. Brubaker now has 50 acres sown to sweet clover, and intends to sow the balance of his farm this year. Mr. Brubaker threshed 236 bushels of seed the past summer. This made three large straw stacks, which the stock are eating very readily, and Mr. Brubaker says it is far superior to alfalfa straw from seed. Mr. Brubaker is selling seed at \$12.00 a bushel. He will pasture livestock and sell seed.

"Charley Baker, Woodward, Oklahoma, has a high knoll in a field where rock cropped out to the top of the soil, making it unfit for cultivation or pasture. The pasture could not be plowed. The balance of the field was rolling, sandy land. This was sown in the early spring of 1915, and was pastured some during the season and a seed crop made in 1916. This knoll came to a good stand, grew four or five feet high, and made a splendid crop of seed. Mr. Baker was so well pleased with his success with sweet clover that he is sowing 2 1/2 acres more this season, and is planning a crop-rotation system with sweet clover two years, Sudan grass, corn, and wheat.

"Ed Stedman, Woodward, sowed four acres on gravelly, rolling, red soil, which was unfit for cultivation, in the spring of 1915. This sweet clover was pastured during the summer of 1915 until very late in the fall. In the spring of 1916 eight head of dairy cattle and four work horses were pastured on this sweet clover patch. This clover furnished an abundance of pasture during the summer and until late in the fall. Mr. Stedman states that his milk cows have made him more money and have given more milk than they ever have on any feed used. This piece, after being pastured very closely, grew continually through the whole season, but did not reseed.

"C. O. Schaub, Gage, sowed one acre in February, 1915, in the row, 3 1/2-foot rows, planted with corn binder, at the rate of four pounds to the acre. This clover did not come to a good stand, on account of the soil being too loose and extreme depth of planting, but he was persuaded to leave the stand. During the summer it was cut twice for hay, making as good feed or better than peanut hay, that was also sown and cured in splendid shape by Mr. Schaub. In the spring of 1916 Mr. Schaub's cattle and hogs were turned into this sweet clover. This acre was pastured for three months very heavily, and was then left and made seed, making 1 1/4 bushels of seed to the acre, which he sold at \$10 a bushel at the farm. Mr. Schaub is so pleased with his success with sweet clover that he will abandon his plan of crop rotation with cowpeas as a legume and will use sweet clover instead.

"T. E. Johnson, Woodward, has six acres of land that he had been utilizing for hog pasture for a number of years. This is sandy upland, and had been sown to cane and utilized as a hog pasture during the season of 1915. On March 15, 1916, three acres of the six were sown to a light seeding of oats, about one-half bushel to the acre, by being thoroughly disced and drilled in. Later this three acres was sown to sweet clover. The other three acres were sown in sweet clover without any preparation, being drilled very shallow at the rate of 10 pounds to the acre. This six acres was all pastured during the summer by about 30 head of hogs

and 15 or 18 calves. The three acres which was sown to oats brought a poor stand, and made a very poor growth. The three acres with no preparation and with no cover crop, although being pastured by the hogs and calves, was mowed and made a yield of one ton per acre of splendid hay, which was fed to milk cows with the results that Mr. Johnson claims it to be the equal of alfalfa."

The 101 Ranch, at Bliss, Oklahoma, owned by Miller Brothers, is among the converts to sweet clover. According to press reports, 1,100 acres of sweet clover was sown in wheat on the 101 Ranch in the fall of 1915. George Miller, manager of the ranch, is quoted on this subject of reducing feeding expenses, in a Kansas City Stock Yards paper, as follows:

"We must cut down feed expenses and use the feed that makes the largest yield. Sweet clover, despised for years, evidently is going to become a favorite forage feed. It has passed the experimental stage, and is one class of feed that will grow continuously, as droughts and excessive moisture cannot injure it."

These are some of the cases in which sweet clover has made good. Other instances might be given, where sweet clover has been tried and found wanting. The best way for the farmer to decide the question is to give it a fair trial, following directions of men who claim to have succeeded, and to reach his own conclusion on his own experience. The farmer who can grow alfalfa without difficulty will not be stampeded by the sweet-clover rage. There are hundreds and thousands of farmers in Oklahoma, Texas, Kansas and other states who can't, or think they can't, grow alfalfa on upland or eroded soils.

There is not space in this article to

go into the problems of soil preparation, seeding, etc. The writer is not an authority. The purpose of this article has been to present some of the pros and cons of sweet clover and to give the testimony of reliable individuals who claim to have made good with it. Bulletins on sweet clover may be obtained from the United States Department of Agriculture or from any of the experiment stations of the Southwest. Nearly any county agent can be depended upon for reliable advice on the subject. Any farmer in Oklahoma or Texas who is interested in sweet clover may write to Prof. M. A. Beeson, at Oklahoma A. & M. College, at Stillwater, and his questions will be answered promptly. Professor Beeson can supply bulletin references where these are desired.

In closing, I want to quote from C. A. McNabb, Oklahoma's chief exponent of sweet clover:

"My close observation and investigation of sweet clover throughout the northwest fourth of the state of Oklahoma has made me somewhat of an enthusiast, and I firmly believe that where properly handled it will prove to be a most valuable acquisition."

"The old notion that sweet clover is distasteful to all livestock has been proven absolutely unfounded, yet there remains the fact that livestock that is unacquainted with the plant should be given an opportunity to graze it in its early stages of growth. When once an appetite is acquired all manner of livestock eat it readily, even after it has become quite woody and brushy in its nature."

"I have seen the plant growing on all manner of soils and in all sorts of situations, and have reached the conclusion that there is no land too poor, too rocky, too sandy, too wet or too dry for its successful growth. It with-

stands the most severe drouth that country is heir to with impunity. It affords a vast amount of grazing and, even though grazed quite short, a few days' rest and it is again ready for action.

"The food value of sweet clover is vouched for by the most of our experiment stations throughout the country, and is placed alongside of alfalfa in this respect. The ease with which it enters into a rotation of crops makes it an especially valuable plant at this time in the Southwest, where far too little attention has been given in the past to the importance of rotation of crops in our farm practices. Most of our soils are sorely in need of both nitrogen and humus, and sweet clover supplies both of these in great quanti-

ties and of a highly desirable quality. The immense root system penetrates the subsoils to a great depth, which, on the death of the plants, in their second year of growth, promptly decays, filling the holes with humus and permitting deep penetration of moisture so much needed to bridge over rather protracted dry periods so frequently encountered.

"The one great need in all the Southwest is a pasture crop that can be relied upon during the rather protracted hot summers, and my observation convinces me that sweet clover meets every need in that direction and at the same time furnishes feed of the very highest quality. What more are we asking?"

Miss Leta Roberts is visiting relatives in Santa Anna. She will soon go to St. Louis and Chicago, where she will buy spring goods for the R. & H. Millinery Co.

H. G. Hendricks has accepted the position of clerk at the Hotel Ware. Mr. Hendricks has been in Wichita Falls for several months. He was formerly with the Ware.

PORTER wanted at once. Call ELK BARBER SHOP. tr.

Cash Grocery Company's SPECIALS

We are closing out our stock of "Pride of Texas" Flour. You can buy it now at \$4.50 per hundred pounds. It's guaranteed.

- Compound \$1.50
- 13 pounds Cane Sugar \$1.00
- 13 bars White Soap 50c
- Extra Standard Corn, per case \$2.75
- Gallon Peaches or Apples .. 40c
- Gallon Blackberries, Loganberries, Gooseberries or Apricots . 50c
- 5 cans Lilly Milk 25c
- 6 cans Sardines 25c
- 2 cans large-size Tomatoes . 25c
- No. 2 size Tomatoes 10c

SPECIAL—With one dollar's worth of Coffee, any kind you may select, including Peaberry, Star, Manor House or Golden Gate, we will give 14 pounds Cane Sugar for \$1.00.

- RICE**—Just a word about Rice. It's the best and most economical pure-food product on the market today—wholesome in every respect. Can be bought at prices easily reached by any one. We sell—
- Fancy Head Rice, "The Best," per 100 pounds \$5.50
 - Fancy Head Rice, 16 pounds for \$1.00
 - Broken Head Rice, per 100 pounds \$4.40
 - Broken Head Rice, 20 pounds for \$1.00

CASH GROCERY CO.
 622 Broadway, 506 Ash St.,
 Phone 101, Phone 337.

BLUEBIRD FEATURE

"The End of the Rainbow"

Presented by typical Bluebird cast including

Myrtle Gonzales and Val Paul

This is a 5 reel thrilling romance of the big timber country and the pot of gold at the end of the rainbow.

Monday, February 12th

A Bluebird feature every Monday thereafter.
 Regular admission, 5c and 10c.

THE RUBY THEATRE

SEE MAE MARSH and ROBERT HARRON in "THE MARRIAGE OF MOLLY O." Triangle Feature; human stuff in good Irish atmosphere. Wednesday, February 14th, at THE MAE I.

Coming Soon

A REAL

Victor Sensation



Victrola XIV \$200.00

Watch this paper for announcement in March.

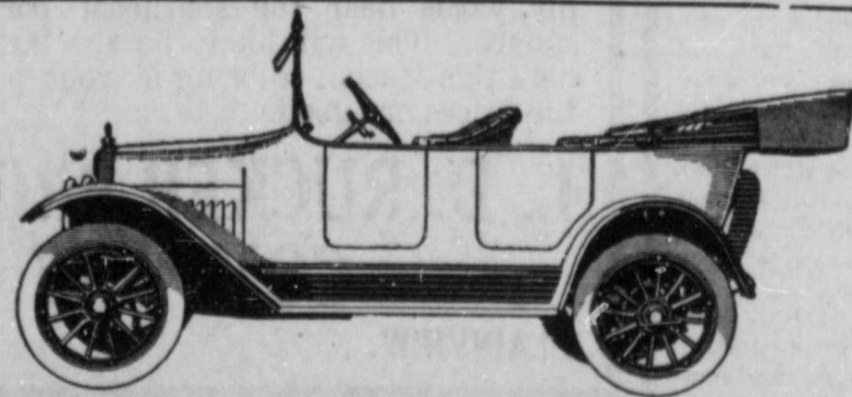
In the meantime place your order for a Victrola. You will need one when we announce our sensation.

Your order placed now will insure earlier delivery. We have Victrolas coming from three distributors to fill back orders.

March Records on February 28th

G-C Electric Co.

Successors to Garrison-Conner Electric Co.



PAY AS YOU RIDE

Let the Maxwell help you pay—it will add enjoyment, earning ability, and make you more successful. Buy your Maxwell now—on our partial payment plan. Ask us to give you full details. You don't need to wait longer to own the kind of a car you want. We also have a Savings Plan that will interest you.

Maxwell \$635

F. O. B. DETROIT

SOUTH PLAINS MOTOR COMPANY

Old Vickery-Hancock Building

J. M. Lipscomb

Phone 677

T. D. Lipscomb

Community Correspondence

OSCAR MOORE SELLS HIS FARM AT PRAIRIEVIEW.

PRAIRIEVIEW, Feb. 3.—Rev. Holland and family took dinner with Mr. and Mrs. Grover Lemaster Sunday.

President R. E. L. Farmer, of Wayland College, preached a fine sermon at this place Sunday evening.

Miss Hazel Perkins, who has been at Matador for the past few weeks, is back with home folks again.

Oscar Moore sold his farm last week, for \$32.50 per acre.

Rev. Smith and family, of Wayland College, attended church at this place Sunday evening.

Frank Hudgins and family visited in Crosbyton last week.

Carl Green, our teacher, and his mother and two brothers, who live at Roaring Springs, attended our literary last Friday night.

Mrs. M. E. Nations and son, Clifford, have returned from a visit in Oklahoma. We learn they bought land while there. They will have a sale on February 14th, after which they will move to their new home. We regret to give them up, but our loss will be some others' gain.

Mr. and Mrs. Ooley attended church here Sunday evening.

Several of our young people attended church at Liberty Sunday.

NEWS FROM IRICK.

IRICK, Feb. 6.—Ralph Lam returned last Friday from a prolonged visit with his parents, who live in Missouri.

Frank Smith left Monday for points in Oklahoma.

Miss Anna Schacht spent Sunday with Miss Grace Sutton.

Mr. and Mrs. Jesse Alford and family left Sunday for their home, in Tulla, after a short visit with W. D. Mayben and family.

Mrs. Ed Smith visited with Mrs. Geo. Potts Tuesday afternoon.

W. K. Collier, assisted by Frank Smith and Fred Lam, butchered five nice meat hogs last Friday.

Misses Mildred and Helen Collier were Sunday visitors of Misses Laura and Kathryn Terrell.

Garrett-Bullock.

We greatly wondered why Geo. Bullock seemed so bent on meeting the nine o'clock train at Plainview last Sunday morning, but no one was permitted to know except K. Terrell, who drove him up in his new Ford. It seemed Cupid's arrows were well

aimed, for when Miss Beulah Garrett stepped from the car Mr. Bullock met her, and they drove to the home of the County Judge and were quietly married, returning immediately to Jess Tucker's, where they will board the remaining school term.

The bride was a stranger to all in our locality, coming from Merkel here, but all who have met her realize that Mr. Bullock has indeed won a prize worth striving for. With her charming ways and winning disposition, we are sure she is loved by all who know her. Mrs. Bullock has a smile for every one, followed by a kind and loving word. We feel sure she is one, among many, who can reign with love and kindness over a home as gracefully as any queen can grace her throne.

Mr. Bullock is the principal of our school, having come into our midst last September. His home is in Haskell County, but his latter years have been spent in Abilene, where he attended Simmons College. Mr. Bullock has made many friends during his time spent with us. He is such a diligent worker, and is willing to help in all matters that will better the condition of our school and community.

We were proud to have him in our community, but now we are prouder, for he has a host of friends, who are glad to welcome him and his bride in our circle, and we join in wishing them

all the pleasant things life has in store, with never a cloud to mar their bliss.

Weather news is now received regularly by wireless at 270 amateur radio stations located in 9 of the northern and western States. In this way the wireless operator is enabled to give

his neighborhood the weather forecast as soon as it is issued.

Oil of the soy bean is a palatable food widely eaten by the Chinese. This vegetable oil is used in making paints, varnishes, soaps, rubber substitutes, linoleum, waterproof goods, lubricants, and printing ink.



LOW ALL-YEAR TOURIST AND EXCURSION FARES FROM PLAINVIEW —to— PRINCIPAL POINTS

—in— UNITED STATES, MEXICO AND CANADA.

Merchants' Spring Market Season, Dallas, Texas. Tickets on sale January 25th to March 20. Round trip, \$24.75.

National Education Association, Kansas City, Mo. February 24, 25 and 26; return limit, March 7th. Round trip, \$25.25.

Interstate Merchants' Bureau Meeting, St. Louis, Mo. January 27th to March 17th. Round trip, \$33.65.

All-year tours to points in Texas; return limit 90 days. Tickets on sale daily. Round trip rates:

Aransas Pass	\$28.20
Corpus Christi	\$28.20
Marlin	\$17.35
Mineral Wells	\$14.45
Port O'Connor	\$27.15
Seadrift	\$26.40

For Further Rates or Routes, call on or Phone No. 224. JOHN LUCAS, Agent P. & S. F. Railway Co.

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 *Przemysl* pronounced?" "Where is *Flanders*?" "What is a *continuous voyage*?" "What is a *howitzer*?" "What is *white coal*?" "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.



Overland

Undoubtedly the Industry's Crowning Achievement

From your point of view this announcement is most important.

For herein we set forth the achievement toward which this company has aimed for the last eight years.

This achievement in a word is the completion of our gigantic organization to a point where we can make and market a complete line of automobiles under one head.

This means tremendous economies—much greater than ever before.

This means the elimination of all waste, all lost motion and much greater factory efficiency.

This means an even higher grade of cars at much more attractive prices.

All of which means a substantial saving for you on the next car you buy.

For now and for the first time in the history of the automobile business we as one single organization offer the public a full and complete line of automobiles.

This concentration—this greater efficiency—this more effective means of pulling together is going to set a new standard of low priced high-grade automobile values.

For we operate on the basis of—

- one executive organization
- one factory management
- one purchasing unit
- one sales expense

—one group of dealers to plan, produce and sell all Overland, Willys and Willys-Knight models.

Buying power is concentrated. Costs are distributed over all these cars. The savings are enormous.

As a result we are producing cars of exceptional quality—and marketing them at unusually low prices.

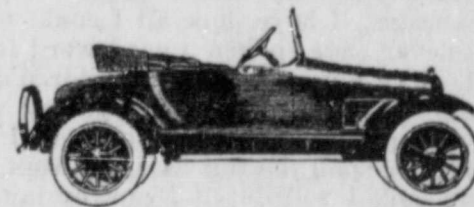
Every car is built to a rigid standard of performance, comfort and appearance.

The new models are listed in this announcement. They include Overland models from the snappy comfortable \$665 Light Four to the beautiful Light Six Sedan at \$1585.

They include also the big, handsome Willys-Knights from the Four at \$1285, to the super efficient Eight at \$1950.

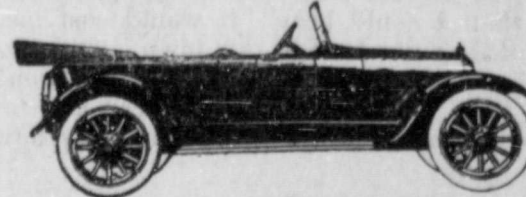
These new models establish price records, value records and performance records which we believe will prove to the public conclusively that the vast economies of vast production are the key note and manufacturing secret of the greatest value for the least amount of money.

Overland Light Six Models



Roadster, 116-in. wheelbase—(Illustrated) . . . \$970
Touring, 116-in. wheelbase \$985
(See also Closed Cars)

Willys-Knight 7 Passenger Models



Four Cylinder Touring, 121 in. wheelbase . . . \$1285
Eight Cylinder, 125-in. wheelbase (Illustrated) \$1950
(See also Closed Cars)

Overland and Willys-Knight Closed Cars

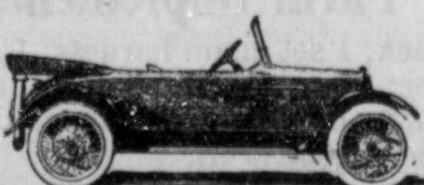


Overland Big Four Coupe, 112-in. wheelbase \$1285
Overland Big Four Sedan, 112-in. wheelbase \$1450
Overland Light Six Coupe, 116-in. wheelbase \$1385
Overland Light Six Sedan, 116-in. wheelbase (Illustrated) \$1585
Willys-Knight Four Coupe, 114-in. wheelbase \$1650
Willys-Knight Four Sedan, 121-in. wheelbase \$1950
Willys-Knight Four Limousine, 121-in. " \$1950
All prices f. o. b. Toledo

KNIGHT AUTO COMPANY

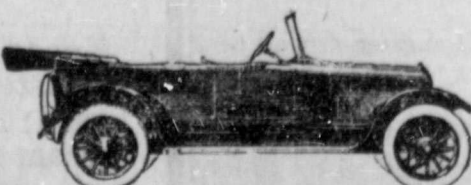
Telephone No. 237 PLAINVIEW, TEXAS Corner 5th and Austin Streets

Overland Light Four Models



Roadster, 104-in. wheelbase \$650
Touring, 106-in. wheelbase \$685
Sport Model—Country Club—(Illustrated) \$750

Overland Big Four Models



Roadster, 112-in. wheelbase \$835
Touring, 112-in. wheelbase—(Illustrated) . . . \$950
(See also Closed Cars)

The Willys-Overland Company, Toledo, Ohio

"Made in U. S. A."

Community Correspondence

J. J. SEIPP'S FATHER DIES IN HOME, IN WISCONSIN.

LIBERTY, Feb. 6.—Mrs. Brown, who has been visiting her daughter, Mrs. John Garatang, left for her home, in Iowa, last Friday.

J. G. Seipp was called to his old home, in Wisconsin, last Friday by the death of his father, who, had he lived one more month, would have been 99 years old.

Rev. Holland filled his regular appointment here Sunday, morning and night.

A large crowd attended Sunday School and preaching at this place Sunday.

Several from this place attended the Literary at Prairieview Friday night. They reported a good program and a full house. The next one will be at Liberty, on February 17.

Prairieview was well represented at this place Sunday.

L. L. Wheeler and family spent Sunday with Will Cates.

Mr. and Mrs. J. J. Boston spent Sunday at the J. B. Herndon home.

E. E. Freeman and family called at Mr. and Mrs. J. C. Gardner's Sunday.

Miss Eileen Groff spent Saturday night and Sunday with Dora Seipp.

Misses Roxie Range and Dorothy Wheeler and Messrs. Clay Williams and Bonnie Town spent Sunday with Alma and Alice Boston.

Julius Johnson and son spent Sunday at the Edgar Johnson home.

Misses Eileen Groff and Dora Seipp and brother, Lawrence, called on Erna Boedeker Sunday afternoon.

A. E. Tumburg and family spent Sunday at the C. B. Anderson home.

Dewey Cochran, who is visiting here from Post City, called at the J. J. Boston home Sunday afternoon.

Liberty community was well represented in Plainview Monday.

PROVIDENCE NEWS.

PROVIDENCE, Feb. 5.—Quite a few from here attended the box supper at Whitfield Friday night.

Little Dorothy Lucile Pullen had a

siege of tonsillitis the first of the week.

Mr. and Mrs. I. C. Nations visited at Mr. Wm. Woods', at Silverton, last Sunday.

The box supper here last week was fine.

Mr. Stewart's little boy has the scarlet fever, as have also the two little girls of Mr. Hubbard.

Mrs. E. H. Miner had the misfortune to have a finger mangled in the washing machine Monday.

Miss Morrison, of Price, spent Saturday with Miss Florida Pullen and Miss Eichter.

The dance at Calvin Nation's Saturday night was well attended.

Clifford Nations and mother returned last Saturday from Oklahoma.

Walter Barrett arrived Sunday from Los Angeles, Calif., and will make this his home.

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, Feb. 4.—The cattle market finished last week a little shaky, due to fairly liberal receipts and to war situation, hogs broke 25 to 35 cents, but sheep and lambs held firm. Today with 13,000 cattle the market is strong to 10 cents higher, best steers offered \$10.50 to \$10.65. Hogs advanced 15 to 30 cents, top \$12.10, receipts 9,000. Sheep receipts were 9,000, market 10 to 25 cents up, lambs \$14.70, ewes \$10.75, prices never before equalled here before.

Beef Cattle.

The main element of strength today came from the fact that Chicago, Omaha and other Northern markets are in a storm area, and had light receipts. Nothing very high class was here, prime steers quotable up to \$11.75. Influence of the war talk was hardly noticeable today in any department of the market, cattle hogs, or sheep. Fair to good native steers sold at \$9.35 to \$10.25. Several lots of medium-finished pulp-fed steers arrived, and sold at \$10.10 to \$10.55 weight from 1,080 to 1,234 pounds, a load of pulp-fed

bulls at \$8.00. Cows continue firm, sales strong to 10 cents higher today, prime heavy cows \$9.96 or better, medium-fleshed weighty cows \$7.25 to \$8.00, canner cows around \$6.00.

Stockers and Feeders.

Cold weather put a damper on enthusiasm for stockers and feeders, and prices are no more than steady today. A rather large share of the receipts were thin grades, which worked in favor of buyers. A leading sale was 300 head of 705-pound Panhandle stock steers, pretty well bred Herefords, at \$8.65, with 20 out at \$7.50. Feeding steers range mostly from \$8.50 to \$9.75, occasional sales at \$10.00 or better.

Hogs.

The market today disregarded recent adverse influences, and sales were 15 to 30 cents higher, light and medium-weight hogs getting greatest gain, these having dropped most last week. The top of \$12.10 was equal to best price paid last week before the scare, part of the gain today resulting from smaller receipts at Northern points, and part to greater confidence in futures. Medium weights brought up to \$12.05 today, lights \$11.90. January showed a greater deficiency at all the markets combined than had been expected, and there appears no relief in sight in the way of liberal supplies.

Sheep and Lambs.

New tops have been set at the sheep house nearly every day for weeks, and new records were again made today, bulk of the lambs selling at \$14.60 to \$14.70, former highest price \$14.55, paid last Friday. Various lots of ewes sold at \$10.50 to \$10.75 today, all higher than any previous sale here. Yearlings are worth up to \$13.25, wethers \$11.50, feeding lambs \$13.85. So far

shippers have gauged volume of receipts in a masterly way, keeping the market firm continually.

J. R. RICKART,
Market Correspondent.

To endeavor to speak the truth in every instance, to give nobody expectations that are not likely to be answered, but aim at sincerity in every word and action; the most amiable

excellence in a rational being.—Ben Franklin.

B. C. Workman, of Amarillo, was a visitor in Plainview Wednesday.

Can You Write a Theme?

\$10 in Cash for the Best Theme on the "Advantages of Trading at a 'One Price Cash Store'"

Contest open to all High School and Wayland Students and the public in general.

\$5.00 First Prize \$3.00 Second Prize \$2.00 Third Prize

CONDITIONS OF CONTEST—Theme must not be longer than two pages written in ink, and one side of paper only. Themes must be brought in person to our store in care of the "Ad Man" not later than February 16th.

25 PER CENT ON NEATNESS 75 PER CENT ON LOGIC

Winners of Prizes Announced February 23 Judges of Contest Announced Later

In writing the theme bear in mind Jacobs Bros. modern business methods—COURTESY, RELIABILITY, AND SATISFACTION

Jacobs Bros. Company

You Don't Have to Wait and Wait and Wait

Our recent big shipment of Buick cars enables us to deliver to you the day you buy. No matter what use you expect to make of your car you will never be disappointed in the performance of a Buick. The Buick has been sold in this territory long enough for you to judge of this performance. Watch the cars on the road; see them work under all conditions; ask the man who is driving a Buick; then decide on the car you want. Don't take the chance of buying an untried car—select a Buick and know that you have a car that will give you continuous service.

The Buick Four

This motor car is ideally suited to those who want Buick correctness of design and high standards of quality in a car of less size than the larger Buicks. In this car there is a four-cylinder, Valve-in-Head motor of Buick design and manufacture, and with that degree of efficiency and power which can be had only in the famous Buick power plant.

The car is constructed thruout of high grade materials, and built from the ground up in a way that insures the owner the utmost in long continued service. The tires are four inches in diameter, which makes them actually oversize for a car of this weight. The car is supplied with the thoroughly dependable Delco starting, lighting and ignition system, and in all essentials is complete as it leaves the factory.

In service this Buick model has proven a worthy member of the famous line of Buick Valve-in-Head motor cars.

E. E. ROOS, Buick Distributor

Phone 16

At Plainview Machine and Auto Shop

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.**

**Walk For
The Cake**

THERE WILL BE HELD AN
OLD FASHIONED
CAKE WALK

**Saturday Night
February 17**

AT

Kress High School

For the benefit of the Senior Epworth League. The money will be used to finish paying for the piano of the league.

A BRAND NEW PLAN FOR AWARDING THE CAKE
DON'T MISS THE FUN

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

**LESSONS OF EUROPEAN WAR
WILL HELP THE AUTO INDUSTRY**

War experience in Europe has supplied the most valuable lessons possible in the development of the aeroplane to a higher efficiency. Will this engineering experience be reflected in improvements in the automobile after the war. Of what benefit will now metal knowledge be, the combination of lightness with strength, as in the framework of the Zeppelin?

H. Massac Buist, the English motor expert, answers these questions by "yes" in an article entitled "Motoring After the War. What Will Cars Be Like?" published in the London Mail. After asserting that we are but touching the fringes of motor-car development, he continues:

"There is no need to indulge in irresponsible prophecy. Instead, we have merely to observe certain factors which obtain today and which in combination will predetermine the nature of passenger-car development. The matter may be stated thus:

"(a) The purchasing power of the community, which, class for class, will be much less than it was when war broke out

"(b) The progress of metallurgy in association with the world increase of steel output, and the resultant widening of the scope of the designer.

"(c) The labor situation and the general growth of education concerning the profitability of concentration of effort.

"There will be two ways only of causing the private individual to buy a motor carriage after the war. Either you will produce it at such a price that it will be an economy for him to acquire it, or will you embody in it such a combination of improvements, alike in design and materials, as will make him disgusted with the finest motor carriages so far available in any class; therefore you will tempt him successfully to part with his money.

"It may be recalled that before the war manufacturers were wont to employ special steels for making cars solely for competition purposes. There were, however, a hundred and one reasons why they could not standardize engines of high output then, among them being the fact that the very special grade steels of which they must be fashioned were not commercially available. Again, the rank and file of each factory staff was not educated to such highly specialized work. But the demands of war have compelled one motor maker after another to produce engines of more or less high output for aviation work. The original British designs that have proved practical are few in number, a remark which applied equally to the cases of France or Germany, for instance; but manufacturers are nevertheless gaining enormous experience because many who are unable to make high-powered aircraft engines of their own designing are producing them from designs evolved elsewhere.

"The difference between war and peace work for engines of high output is this, that in pace time the individual manufacturer produces a few examples for competition work under what may be styled more or less nursery conditions, in that the cream of his staff of mechanics is in constant attendance on them; whereas in war time touring cars and issued to the serv- engines of high output have to be standardized precisely as do those of touring cars and issued to the services, whereupon they are placed in charge of those who, for the most part, had never anything to do with this class of engineering construction before the war. Hence, experience is being gained on an immense scale.

"There remains the question of price. The war has put an amazing premium on increase of steel production. The point that matters in this particular connection is that, alike in the case of this country and of any of the big engineering nations, post-war steel production capacity will be enormously in excess of normal requirements, as distinct from those of the brief reconstruction rush period.

"Steel makers will find themselves in very keen competition one with another. Those who will succeed in filling their order books will be the firms which will commercialize higher and yet higher grades of steel. Of course, the way to make a better motor carriage is not merely to employ finer materials than hitherto—the possibilities of these materials must be realized to the full by utilizing them with worthy designs.

"Probably, by concentration on one model to the factory, and so forth, as far as the lower-priced cars of ordinary design are concerned, no radical change will be witnessed for a spell. They will be more completely equipped for less money. But as regards higher-grade production, including the matter of power for weight, we shall see startlingly fresh things in car design, because the weight problem will be attacked to the saving of tires and petrol. You will be able to maintain a motor carriage more cheaply, as well as find it more pleasurable to use, because it will be more flexible, and so forth. Certainly we shall see the more and more efficient overhead-

valve engine standardized for private-car practice, with four valves to a cylinder, the whole properly silenced. The cylinder castings, as well as the axles and the longitudinal frame members of the car, for instance, will be made of the finest grade steels or of the latest aluminum alloys, to save weight.

"Lightness and commodiousness has not been attempted yet. Progress in this direction will lead us, unconsciously or otherwise, to realize that quality which in our childhood's days we associated with the Damascus blade. We must utilize the elasticity of modern metals more and more.

"The automobile industry in Europe must suffer permanently because the war has enabled the American industry to develop to an unmatched magnitude. But America has not yet produced engines of really high output in the sense which obtains today. Moreover, any engineer who has studied aluminum-alloy construction work—take the girder framework of a Zeppelin—will be aware that, apart from metals, there is the opportunity to employ design and workmanship in making cars that will be featherweights compared with what we know now. Why have springs weighing over a hundredweight a piece if you can build a long, light frame to absorb the

shocks? "Of course, the fear will be that the price of such a vehicle must be beyond the purchasing power of the public. That is not so, for there remains always a sufficient proportion of the public which is ready to buy the new and the much more than ordinarily good thing for whatever price it is necessary to charge for it.

"Hitherto, no matter what class of car we ride in, we must have at least five hundredweight of machinery for each individual conveyed. After the war we may expect the best examples to scale two and a half hundredweight of machinery per person carried, as a start toward seriously attacking the problem of motor-vehicle weight. In less than five years from the time peace is concluded we shall regard the motor carriage of today as a heavy-weight, even as twenty years and a day ago today the law regarded the slow, weak, little motor carriage that pioneered the world industry of today as a 'locomotive.'

IN THE COURT OF CIVIL APPEALS.

Cases in the Court of Civil Appeals, Seventh Judicial District, at Amarillo, of interest locally are:

P. & S. F. Railway Co. vs. Clay Dunlap, from Hale County; affirmed with remittitur.

Set for submission on February 28, Mrs. T. C. Masterson et al. vs. Pan-

handle & Santa Fe Railway Co. Motion for rehearing overruled in

the case of Texas Kalamazoo Silo Company vs. Nick Alley.

Announcement

We have established an automobile repair shop in the building formerly occupied by the Plainview Planing Mill, one door west of Waller Tailoring Co. In so doing we invite your patronage and assure you that you may expect expert repair work.

We will also have in stock a complete assortment of approved automobile supplies and accessories, and will appreciate your inspection of our stock and facilities.

We are exclusive agents for the Inland Leak-Proof Piston Rings and Master Carburetors.

Mrs. Mais will be in charge of our office and we will be pleased to meet and get acquainted with all automobile owners.

J. A. MAIS COMPANY

DE WOLF HOPPER at THE MAE I. Saturday, February 17th, in "THE GIRL AND THE MUMMY," two-part Keystone Comedy. Also four-reel regular program.

Sunshine or Cloudy—

The work goes on just the same at the

Snell Electric Photo Studio

Make your appointment if you wish by phone 322

We give special attention to Kodak Finishing

Come in and see our new light.

Ground Floor Grant Building—Broadway



We Furnish the Home Complete

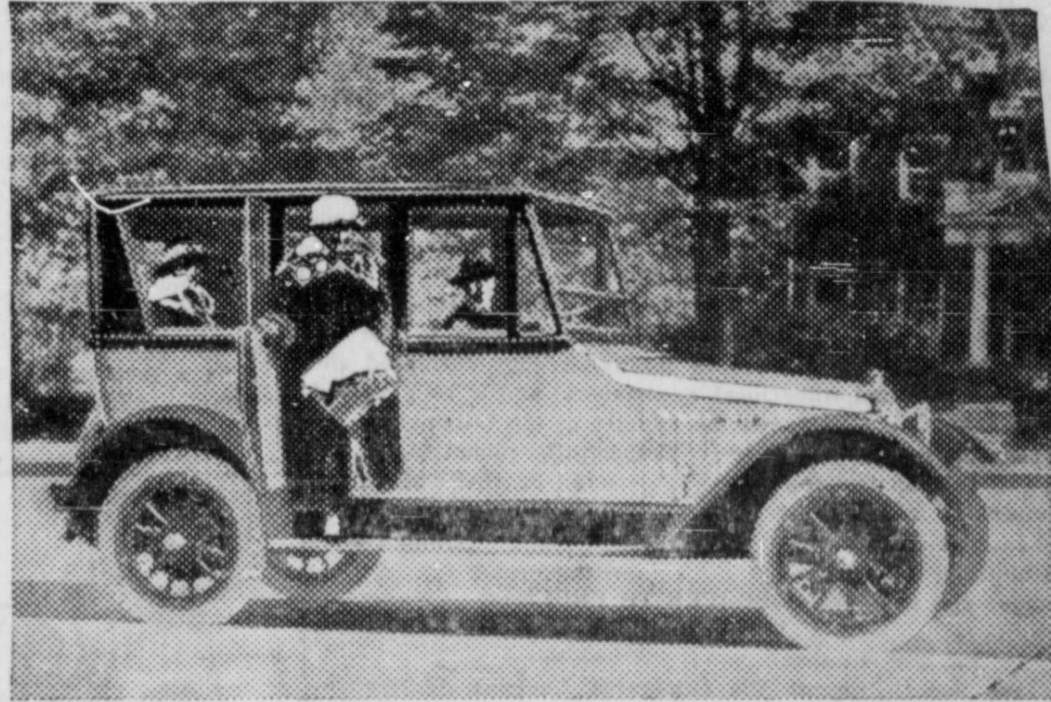
For the Parlor—for the Bedroom—for the Library or Den—for the Kitchen—for the Dining Room—for the Bathroom; no matter what piece or set of furniture you may want it is here. Every piece a decoration; every piece a saving. Newest designs. Best quality. Lowest prices.

Don't be carried away with flowery promises—always give the old reliable an opportunity. We have always in the past and expect always in the future to buy and sell right. You can't make a mistake by letting us figure with you.

W. E. WINFIELD

PHONE 95

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



A Chalmers Masterpiece

An unusual sedan. Its roof is permanent. You can remove the sides easily. But the top remains. A good year-round protection over head. In summer it wards off the heat. In winter, as an enclosed car, it keeps out the wind and snow.

The price of \$1850 is very alluring.

Present Prices	
Five-passenger Touring	\$1090 Detroit
Seven " "	1350 "
Two " Roadster	1070 "
Seven " Sedan	1850 "

Connell Motor Co.

W. W. CONNELL, Manager
North Room Donohoo-Ware Hardware Co. Bldg.
Telephone Number 113



DEPARTMENT OF EDUCATION FOR BOY SCOUT MOVEMENT.

Dr. Jeremiah W. Jenks Chairman of Committee Will Supervise Educational Program of Boy Scouts.

The Executive Board of the Boy Scouts of America at its December meeting, in New York, unanimously accepted the recommendation of the Committee on Education and appointed Mr. Lorne Webster Barclay as Director of the Department of Education.

The Committee on Education consists of Jeremiah W. Jenks, LL.D., Director of the Division of Public Affairs, New York University; Dr. James E. Russell, Dean of Teachers' College, Columbia University; Prof. Norman E. Richardson, head of the Department of Religious Education, Boston University, in which the courses in Scouting and Recreational Leadership of Boston University are given. This Committee, with the members of the Executive Board, has spent many months in developing plans for the work of the Department of Education and in trying to find someone especially qualified for the leadership of the Department's work.

Chosen From Among Forty Men.

The qualifications of over forty men were definitely analyzed and Mr. Barclay's selection means, in the opinion of the Committee, that they have secured the man who is, by reason of his preparation and experience in Scouting and other forms of work with boys, especially qualified to develop the plans of the Department with the greatest possible success.

The Scope of the Department of Education.

While it is impracticable to give definitely in detail all of the functions of the Department of Education at this time, it is planned to refer to the Department all matters of an educational character. The following are some of the matters to which the Department will give its attention:

1. To give leadership in a series of conferences for scoutmasters and other scout officials throughout the country as deemed advisable from time to time.
2. To promote and develop training courses for leadership in scouting throughout the country, either in connection with established educational institutions or under the auspices of local councils.
3. To arrange for the presentation of the merits of the Scout Program and its appeal for leadership before various student bodies, educational and religious conventions and conferences.
4. To co-operate in making Scouting, the official bulletin, helpful to scoutmasters and others actively engaged in scout work, through definite suggestions and general educational articles.
5. To develop correspondence courses for inspiration and instruction for scout leaders.
6. To cultivate the interest of school teachers and others particularly interested in educational problems through educational journals and conferences.

No organization in the country has any stronger leadership in educational matters than has been secured for the Boy Scouts of America. In addition to the special qualifications of Mr. Barclay as director of Education, it should be remembered that the members of the Committee are unusually well qualified to give service in having the work of the Boy Scout Movement most effective and in full harmony with the most modern ideas in education.

Dr. Jenks at Its Head.

At its head will be Dr. Jenks, who after his long experience in Cornell University and his distinguished work for the Federal Government in the Philippine Islands, has taken in the New York University the direction of the relatively new study of public affairs.

In 1915 the United States imported more than 3,837,000 pounds of soy beans, valued at approximately \$87,000; nearly 6,060,000 pounds of cake, valued at \$64,000; and over 19,000,000 pounds of oil, valued at nearly \$900,000.

RESOLUTIONS OF RESPECT.

WHEREAS, the Master of the Universe has taken unto Himself our esteemed member, Judge Joe E. Lancaster, and

WHEREAS, in the death of Judge Lancaster this organization has lost a most valuable and wise counsellor and energetic worker, and Plainview and Hale County a public-spirited citizen and one who gave unstintingly of his time and money in the upbuilding of the community, and who assisted materially in getting enterprises for the development of this section; therefore, be it

RESOLVED, by the Young Men's Business League of Plainview, that we greatly deplore his death, and feel that his place in our organization cannot well be filled.

RESOLVED, further, that a copy of these resolutions be sent to the bereaved family, a copy furnished the local newspapers, and a copy spread on the minutes of the League.

Respectfully submitted,

J. F. GARRISON,
J. M. ADAMS,
Committee.

COOPER TO PROVE FAMOUS THEORIES.

His Celebrated Medicine Accomplishing Remarkable Results in Leading Cities.

Referring to the visit to Texas of Mr. L. T. Cooper, the Millionaire Philanthropist and lecturer, who has commanded such widespread interest in the North and East with his health theories and celebrated medicine, Tanlac, G. F. Willis, his Southern and Western representative, recently said, in Houston:

"Thousands of the most prominent people in Houston, San Antonio, Galveston, Beaumont, Memphis, Atlanta, Birmingham, Nashville, Chattanooga, Louisville, Knoxville and other cities where his celebrated medicine has

been accomplishing such remarkable results, are even more enthusiastic over Tanlac than Mr. Cooper himself.

"As previously stated, Mr. Cooper contends that nine-tenths of the diseases and ill-health of the average person is due to a catarrhal condition which produces faulty digestion and improper assimilation of the food.

"In a recent interview, Mr. Cooper was asked if Tanlac would relieve kidney trouble, liver complaint, rheumatism and a dozen other ailments, and in this connection said:

"As I have repeatedly said, my medicine acts directly on the mucous membranes, stomach and blood, expelling from them the impurities and toxic poisons, and rendering to them a strong, healthy condition. I am convinced that the stomach regulates the condition of the blood, and is the fountain head of health or disease, as the case may be. My medicine is intended primarily for the regulation of the stomach and catarrhal inflammation, but it is no uncommon thing for persons who have used it to come to me and explain that it has relieved them of rheumatism and many other ailments not generally recognized as having their origin in stomach trouble.

"The ingredients or medicinal elements which make Tanlac come from many remote sections of the earth—the Alps, the Pyrenees, Russian Asia, West Indies, Mountain States, near the Rocky Mountains, Mexico and Peru, are among the points from which the principal parts of the preparation are obtained. In the principal laboratory of the Cooper Medicine Co., Inc., under the efficient direction of Herr Jos. Von Trimbach, a native German chemist of note, these medicinal herbs, roots and barks are assembled in the rough and painstakingly developed so as to attain that high standard of efficiency shown by the uniform preparation of Tanlac."

In referring to the unprecedented demand for Tanlac in Atlanta, Mr. Chas. A. Smith, Manager of the Jacobs' Pharmacy Co., said:

"I have been in the drug business in Atlanta twenty-five years, and not in my experience have we handled

anything that even approaches Tanlac as a seller. In less than five weeks time we sold and distributed through our eleven stores over 9,000 bottles, and on one Saturday alone over 700 people called at our stores to obtain the medicine. Judging from the repeat sales and the many expressions of satisfaction from those who have actually tested Tanlac, the preparation must be something of extraordinary merit."

Tanlac is sold in Plainview by Long-Harp Drug Co. —ADVERTISEMENT.



Babies will grow and while they are growing you should have them photographed often enough to keep a record of each interesting stage of their childhood.

You will prize the collection of baby's pictures more and more as the years go by.

Make an appointment today.

COCHRANE'S GROUND FLOOR STUDIO

N. W. McCleskey, cashier of the State Bank of Floydada, was in Plainview today on business.

Homer Stoen, publisher of the Floyd County Hesperian, was here today on business.



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

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



CLARA KIMBALL YOUNG IN "THE FOOLISH VIRGIN" SELZNICK PICTURES

THE OLYMPIC

PRESENTS

SELZNICK'S GREAT PRODUCTION

Clara Kimball Young

—IN—

"THE FOOLISH VIRGIN" By THOMAS DIXON

A Different Good Comedy with the Same Each Day

Tuesday and Wednesday, February 13th and 14th

Prices Both Matinee and Night: 15c, Children Under 12: Adults 25c

KEYSTONE COMEDY every one knows to be the world's best; also "FANTOMAS," in three parts. Thursday, February 15th. MAE I.

SHOT

with a

Toasted Cannon Ball Marshmallow

Luscious, tender Marshmallow, dipped in Cocomanut and toasted beautifully. Looks good and tastes better.

15c a pound

10c

Store

J. J. LASH'S Real Estate Corner

712 BROADWAY. PHONE 655. PLAINVIEW, TEXAS.

List your Land and City Property with me. I have several buyers for real bargains.

Have house and lot will sell and take in Ford car as first payment.

Have five-room house party will sell and take in vacant lots as part payment.

Have some lots will sell nothing down if purchaser will build on them.

Have 320 acres of land near Lockney, improved, has some wheat, will sell and give possession at once.

Have 320 acres land, improved, near Petersburg, will sell and give possession at once. Has some wheat.

Have 2,200-acre ranch, thirty feet to water, all fenced, will sell; take in half or quarter section as first payment, ten years' time on balance.

Have good city property in Plainview will exchange for city property in Fort Worth, Texas.

Have four business lots, on corner, close in, will exchange for land any place on South Plains.

See me about that quarter or half section adjoining you. I can sell it to you and save you money.

If you have a house for rent, let me know. Have forty applications for rent houses.

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

J. J. LASH.

Lumber is Cheap

Consider these facts:

LAST YEAR 10 Tons of Alfalfa Would Buy:—

35,000 Extra Star A Star Red Cedar Shingles; or 4,000 Feet of Flooring, Best Grade.

This Year It Will Buy:—

50,000 Extra Star A Star Red Cedar Shingles; or 6,600 Feet of Best Flooring.

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

Alfalfa Lumber Co.

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

WANTED - Second-hand automobile, in good condition. Address Box 664, Plainview, Texas, or see Frank Jones at Herald office.

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

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

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

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

HOG FEEDERS, ATTENTION. We have just received a car of peanut meal and cake. Fine for hog feeding. Phone 162. ALLEN & BONNER.

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

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.

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

FOR SALE - Improved farms near Muleshoe; shallow water; on easy terms. Inquire of owner, J. F. METSKER, Muleshoe, Texas. 6t.

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

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

When you want an accessory for your car see us. SOUTH PLAINS MOTOR CO. Phone 677.

LOST - Rim and glass to headlight of Ford car. Return to Herald office for reward. 2t.

MAXWELL TOURING CAR. New. Will give terms. T. B. CARTER. 1t.

QUARTER SECTION patented land eight miles north of Olton for sale cheap. Easy terms. Address OWNER, Box 325, Plainview, Texas. 1t.

DRESSED CHICKENS every Saturday at the WEST SIDE MARKET. 2t.

WILL SELL well headed feterita bundles at stack for 7c a bundle. One-half mile south of Court House. Phone 9020. 6t-pd.

WANTED - Twelve cows to pasture on wheat and feed corn silage. H. E. LANDIS. 1t.

FOR RENT - Two furnished rooms for light housekeeping. Phone 662. Apply 706 El Paso. 1t.

SEE H. L. KING, Phone 516, for tilting for trees and garden. 3t. only

FOR RENT - Down-stairs front room, with bath; also hot water. Phone 355.

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FOR SALE OR TRADE - Five brood sows, subject to registry, and 20 shoats, weight 50 to 80 pounds. MRS. CORA STEVENS. 1t.

FOR RENT - Office or storage room. Apply to L. J. WARREN. 1t.

NOTICE TO CREDITORS TO FILE CLAIMS WITH RECEIVER, AND ALSO NOTICE OF SALE OF STOCK, FIXTURES, ETC., OF J. W. WILLIS DRUG CO.

Notice is hereby given that all creditors must at once file with me their claims of indebtedness against J. W. Willis Drug Co., Plainview, Texas.

Notice is also hereby given that 15 days after date the undersigned will offer to sell at private sale, to the highest bidder, for cash, all the stock, fixtures, etc., belonging to the J. W. Willis Drug Co. The stock of goods, wares and merchandise will be sold separately from the fixtures, soda fount, etc.

Subject to approval of court. C. F. VINCENT, Receiver. Plainview, Texas, Jan. 30, 1917. 4t.

FOR SALE OR TRADE - Five-room, well built, strict modern home, with bath and pantry and other conveniences. Lot 80 x 140 feet. Thirty fruit trees, private water system, shade trees, sidewalks and other improvements. Seven block west, on one of the best residence streets in Plainview. J. W. PIPKIN. 4t.

FOR RENT - Down-stairs front room, with bath; also hot water. Phone 355.

FOR SALE - Work mules; cash or terms on satisfactory paper. D. F. SANSOM & SON. 1t.

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FOR SALE - Young broke work mules and mares. See R. W. VANDERSLICE or TOM THOMPSON. Feb. 22-pd.

STRAY CALF - A calf has strayed to my farm, five miles south of Plainview, on the Petersburg road. Owner may have same by identifying and paying for feed and this ad. FERD RASTETTER. 4t.

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NEW POLL-TAX LIST of Briscoe County now on sale. Price, \$2.50. N. L. BALL, Silverton, Texas. 1t.

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Let every one who will bring tools to work with. Would like to have several teams, one or two plows and scrapers. Let's all take our dinner, have a get-together meeting, and at the same time do much-needed work on the Cemetery. 2t. CEMETERY ASSOCIATION.

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

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

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

MISS REBECCA ANSLEY
SPIRELLA CORSETER
Telephone Number 304

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.

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

Farm and Ranch Loans
Liberal loans, low rate of interest, good prepayment terms, immediate inspection and delivery of money.

RUSHING LAND COMPANY
PLAINVIEW, TEXAS

GEORGE ALLEN
The House Reliable
Oldest and Largest PIANO and MUSIC HOUSE in Western Texas. Latest Sheet Music

REAL ESTATE TRANSFERS.

Fulton Lumber Co. to F. C. Carpenter, lot 13 and south half of lot 14, block 34, consideration, \$1,500.

Margaret M. Collier and Geo. N. Collier, of Sedwick County, Kansas, east half of survey 9, block C-2, 308 acres; consideration, \$7,500.00.

W. W. Harris to A. E. Harris, northwest quarter of survey 13, block C.L. 160 acres; consideration, \$2,950.00 and other considerations.

G. W. Nooker and wife to E. J. Jackson and wife, east half of lots 13 and 14, block 14, Highland Addition; consideration, \$2,950.00.

F. G. Higgins and wife to J. E. Pepper, J. McCluskey pre-emption survey, 160 acres; consideration, \$3,500.00.

J. W. Longstreth and wife to L. P. Barker, lot 4, block 56, Alexander & Westmoreland Addition to Plainview; consideration, \$1,500.00.

Birdie H. Bolton and L. T. Bolton, of Jackson County, Mo., to L. P. Barker, lots 5 and 6, block 66, Alexander & Westmoreland Addition to Plainview; consideration, \$3,200.00.

C. M. Sloss and wife, of Newman Grove, Neb., to Julius A. Johnson, northeast quarter of section 23, block O, 160 acres; consideration, 3,200.00.

R. W. O'Keefe to P. D. Wright, southwest quarter of section 30, block O, 160 acres; consideration, \$2,430.00.

Mrs. S. M. Morlachter to Geo. H. Shoval, south half of southwest quarter of section 22, block A-4, 80 acres; consideration, \$3,100.00.

R. W. Otto and wife to Ira W. Little, lot 13, block 29, original town of Plainview; consideration, \$2,300.00.

W. P. Hatchett and wife to Mrs. W. M. Rigler, 136 acres of the J. A. Bell homestead survey; consideration, \$7,300.00.

Sauger Blue to E. A. Shackelford, south half of northwest quarter of section 25, block A-2; consideration, \$1,200.00.

J. L. Bier to E. B. Green, lot 9, block 62, and improvements; consideration, \$1,100.00.

Chas. Backer and wife to Robt. P. Alley, southeast quarter of section 5, block A-3, 160 acres; consideration, \$3,200.00.

Geo. Kelley and wife to Thos. Davis, west half of survey 20, block R, 320 acres; consideration, \$2,000.00.

E. F. Friedman and wife to Mrs. M. E. Blackwell, 68 x 32 1/2 of E. L. Lowe survey; consideration, \$500.00.

Third National Bank to C. B. North, survey 16, block O-6, 540 acres; consideration, \$3,499.72.

L. G. Wilson and wife to Cliff Snow, 55 acres of Henry Estes survey; consideration, \$700.00.

Minor C. Keith, et al., to L. C. Robertson, southeast quarter of survey 18, block C-3, 160 acres; consideration, \$18,200.00.

J. O. Nyberg and wife, of California, to C. O. Surratt, east half of section 26, block O, 320 acres; consideration, \$6,000.00.

Harvey B. Herd, of Tarrant County, to W. M. Lunday, 160 acres, J. H. Bell homestead survey; 44 1/2 acres of section 14, block CP; 70 acres of survey 15, block CP; 80 acres of survey 16, block CP; consideration, \$12,800.00.

First Mortgage Co. of El Paso to Crockett Cattle Co., northwest quarter of survey 6, block A-1, 160 acres; consideration, \$18,000.00.

NWINE BREEDERS WANT TO MEET IN PLAINVIEW.

(Continued from Page One.)

for the public schools, and a committee of three to investigate the proposition was appointed. On the committee are Superintendent Campbell, Professor M. J. Baird and O. E. Brashear.

The proposition of T. V. Robison to install a small cigar factory in Plainview was referred to the League by the board of directors, who passed favorably on his proposition and endorsed it. The League voted to give him their endorsement. He asks nothing but an assurance of co-operation in marketing his product.

At nine o'clock the League adjourned to meet at The Ruby Theatre as guests of representatives of the Barber Asphalt Company. W. P. Blackwood, of Chicago, gave an interesting and instructive talk on asphalt, explaining the method of handling the mineral in modern construction. A three-reel motion picture was shown, depicting the natives in Berindez and the mining of the mineral from the great lakes as asphalt, the loading on cars and transportation to ships, loading on ships and the mining of the asphalt from the hold of the ships after it had arrived at its destination, the mineral having congealed while in transit. The plants for mixing the asphalt, refueling plants, method of laying paving, both sheet asphalt and asphaltic concrete, principal streets of the world paved with asphalt and other things of interest, were shown and interestingly explained by Mr. Blackwood.

Questions were asked by interested property owners relative to paving adapted to the needs of Plainview and the probable cost.

SOY BEAN, NEW TO TEXAS, PROMISING GOOD CROP RESULTS.

An important bulletin just gotten out by the Texas Industrial Congress, one that will be widely circulated, bears on the particular adaptability of the soy bean to all Texas soils and its value as an oil-producing crop as well as its feed value. The fact that the oil trade is turning its attention to the soy bean as a supplement crop to cotton and the peanut is responsible for the bulletin.

The cotton crop, according to the bulletin, is not great enough to supply the world's demand for oils and fats. The peanut has become a staple field crop, and yet its oil-bearing qualities do not meet the demand. The answer, according to the bulletin, is the soy bean. The peanut can be grown in all Texas soils, but any oil-bearing crop in which the pod is under ground finds a handicap in the heavy soils of the black-land prairies. Soy beans will grow in either the sandy or black lands, and its pod is above ground. This makes it particularly suitable as an oil-producing crop for all sections of the State.

The soy bean is comparatively a new crop for Texas, but has been thoroughly tried out at the experiment stations. It is well adapted to the corn-growing sections of the State. Soy beans are drought-resistant and will withstand considerable frost. They do best on mellow, fertile loams and clays, but are not particular as to soils.

Full particulars as to preparation for the crop, planting and cultivation are given in the bulletin. Inoculation is explained and discussed. Harvesting is most satisfactorily done in the field without previous stacking, if conditions will allow it. Harvesting and threshing are fully treated of in the bulletin. Storage of the beans requires special care. Yields range from fifteen to forty bushels per acre. Yields of hay range from one to three tons per acre. It is possible to cure and bale the hay, pods and vines together without serious loss from shattering.

Soy beans are comparatively free from insect pests and plant diseases. Rabbits give the principal trouble, being very fond of the vines. They destroy more than they eat.

Soy beans may be used in practically the same rotation as cowpeas. In the bulletin a four-year rotation is illustrated. The soy bean is a useful crop, furnishing vegetable oil and meal, the latter suitable for man, livestock and fertilizer. It has a high value as a hay crop, as good or better, it is said, than the best alfalfa; and it is an extremely valuable soil-builder. The average oil yield is about 19 per cent by weight, and those varieties that give less oil give more protein. A ton of soy beans may be expected to

produce thirty gallons of oil, weighing 1.22 pounds per gallon, and about 1,050 pounds of cake.

As a feed the soy bean is valuable for all kinds of livestock. In many dairy-cow contests soy-bean meal is used as the concentrate. The United States Bureau of Plant Industry gives the following comparison:

	Nitrogen	Free Ex-	tract Fiber
Soy bean	44.85	8.77	27.12
Cotton seed	40.29	7.41	28.63
Peanut	46.84	7.91	24.34

The United States Department of Agriculture puts the cost of soy-bean production at \$7.50 to \$12 per acre, and cotton at about \$22. The Texas Industrial Congress says the cost of peanut production is about \$16, with the seed counted at \$3 to \$2.50 per bushel. The price of soy beans in the producing sections of North Carolina during the past two years has been from ninety cents to \$1.25 per bushel, making the crop a very valuable one to the farmer for oil-producing purposes and as a feed for livestock.

E. R. ANDERSON PROMOTED IN STATE I. O. O. F. WORK.

E. R. Anderson has received a certificate of promotion from General F. A. Harrell, commander of the Texas division I. O. O. F., stating that he has been made brigadier chaplain, with the rank of major. For some time he has been a captain, and is now on the list of retired captains.

SECRETARY FULTON LUMBER CO. VISITS THE PLAINVIEW FARM.

Yesterday A. Deffebach, secretary-treasurer of the Fulton Lumber Co. and of the Burton-Lingo Lumber Co., was in Plainview conferring with J. J. Brownley, local manager. The Fulton Company has a yard at Plainview and one at Tulsa. Another subsidiary company of the Burton-Lingo Company operates in New Mexico, and under the name of the Burton-Lingo Company there are many yards in Texas.

Mr. Deffebach was impressed with the substantial nature of Plainview's growth and the improvements made since his visit here last year.

ROOS BACK FROM AUTO SHOW AND FACTORY VISIT.

Mr. and Mrs. E. E. Roos returned Tuesday from the automobile show at Chicago. While away they visited the Buick factory, at Flint, Mich., and attended a banquet of Buick dealers at Oklahoma City.

JUST RECEIVED 75 Rugs of the latest design. You are invited to see them, at PAXTON & OSWALD'S. 11.

JAPANESE PRODUCTION OF LACES AND EMBROIDERY.

About 18 years ago, according to a report of Vice Consul William E. Langdon, Yokohama, some importing firms in New York took advantage of the skillful Japanese labor and set the girls in Japan to making cotton-braid goods (Renaissance work or Battenbergs), drawn work, scarfs, table covers, and cheap laces and embroidery. This industry has now grown to considerable proportions, and thousands of girls are making these goods in their homes in the country districts during their spare time, of which there is a great deal during the winter months, especially in the coast regions.

Exports of this class to the United States during 1915 amounted to \$1,412,976, and during the first ten and one-half months of 1916 to \$1,532,518. According to the Japanese official statistics, the total exports of such merchandise in 1914 were \$1,967,263 and in 1915 were \$2,833,213. In these figures are included, respectively, \$551,000 and \$1,132,169 of "all other manufactures of cotton," which appear to be lace and embroideries, since the accompanying statistics clearly specify

all other categories of cotton goods. To these figures should be added a certain quantity of laces and embroidery made for the home market and for foreign residents in and tourists passing through Japan. A conservative estimate of the value of this industry would place the amount at \$3,000,000.

In most cases it is local foreign firms which distribute to Japanese contractors in touch with the workers materials for the manufacture of this merchandise. They also distribute patterns, and several exporting firms employ foreign experts to make designs for the workers to copy. The contractors distribute the materials in homes in the interior to girls who work 12 hours a day usually and receive \$3 to \$4.50 per month as wages.

Japanese cotton and linen embroidery and lace stitches are heavy thread, and it is the opinion of experts that Japanese work will never reach the French and Irish stage of excellence. Japanese labor is especially adapted to

drawn work and Renaissance goods, lace curtains, tablecloths, and similar rougher lacework.

Most of the materials used in the manufacture of drawn work and Renaissance table covers, which form the bulk of this industry, are imported. So are the materials for laces and lace curtains. Previous to the war materials were purchased from England and some from France, but on account of the increased cost and great inconvenience and delay experienced in obtaining them from those countries, importers here have had temporary recourse to American mills, notwithstanding their high prices. This high cost of material has started their local manufacture, but as yet the home-made product is very inferior. The materials used in the manufacture of these goods represent from 40 to 50 per cent of the cost of the finished article, so that from \$1,250,000 to \$1,500,000 worth of materials are required in the industry.

DON'T MISS IT! KOLB and DILL in "A MILLION FOR MAEY," a five-act Comedy-Drama Star production. MAR 1, Monday, February 12th.

622 Broadway.

506 Ash St.

Cash Grocery Co's

Coupon System enables you to pay cash without bothering with change or checks. Simply phone us the size book you wish to purchase and we will send you one, and one check is all that is necessary. Remember, should you wish at any time to discontinue patronizing us or should you move away, your coupon book is good for face value in cash at either of our two stores. You will be pleased with the plan.

As a money-saving store we have no equal in this territory. While prices are advancing at an enormous rate, we are still selling many of our leading products at the old prices. We extend to you a cordial invitation to pay us a visit and look our stock over, whether you buy or not.

Cash Grocery Co.

Phone 101.

Phone 337.

Poultry Special

We will have a poultry car in Plainview Tuesday, Wednesday and Thursday of next week and will pay you the following prices in cash for poultry delivered at our ware house opposite passenger depot, on these days.

Hens, per pound	-	15 1-2c
Old Cocks, per pound	-	7c
Ducks, per pound	-	10c
Geese, per pound	-	8c
Stags, per pound	-	10c
Springers, per pound	-	15c

This car will be in Plainview only three days, February 13th, 14th and 15th. Take advantage of these high prices and cull out your bunch.

Remember the dates, next Tuesday, Wednesday and Thursday at the Merchants Produce Company, opposite passenger depot.

Merchants Produce Co.

Opposite Passenger Depot

Is a college education worth the handicap of the many pitfalls which it presents to a young man? MAE L. Friday, February 16th.

Just Received

Beautiful Waists
Novelty Coat Suits
Gorgeous Dresses

Selected personally by our Mr. J. L. Jacobs now in the Eastern Markets

If its new, we have it.

Popular Prices Always Prevail

Jacobs Bros. Co. THE CASH STORE