

# THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

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PLAINVIEW, TEXAS, TUESDAY, MARCH 6, 1917

## WEST TEXAS WILL SPEND HALF MILLION FOR COWS

THERE IS GENERAL INTEREST THROUGHOUT THE SOUTHWEST IN DAIRYING.

## GRADE HOLSTEINS FAVORED

First Purchase Made by Hale County Amounted to More Than \$17,500.

The purchases of dairy cows by farmers of the South Plains and Panhandle area will total \$500,000 by the end of the year. Members of the South Plains Dairy Association, with headquarters at Plainview, have bought \$17,506 worth of grade Holstein cows and registered males. Lubbock County has also purchased about \$12,000 worth of dairy cattle. Other shipments are now being negotiated for by the farmers of Post City, Snyder, Amarillo and Hereford. Commercial organizations, in co-operation with the bankers, railroad agricultural agents and the Extension Service of the A. & M. College of Texas are promoting the movement.

The Panhandle and South Plains section of Texas has always been recognized as a cattle country of the first class. Under ranch conditions it was strictly a beef proposition. Under farm conditions new problems have arisen. The larger landholders are still producing quality beef and making money. Bankers and business men have realized, however, that the homesteader with smaller holdings must intensify, hence the determination to introduce the dairy cow business—the high-pressure branch of the cattle-raising—in order to intensify.

The bankers are loaning money on long-time at reasonable rates of interest, and the A. and M. College is furnishing specialists to select the cattle and give instruction in feeding, breeding and management.

All cattle outside of the State will be purchased through a committee. A purchasing committee will leave Texas on March 16th, to purchase several thousand head. C. N. Evans, Chief of the Animal Industry Division of the Extension Service of the A. and M. College, who will represent the College on this trip, says: Most of this shipment will be of mature cows ready to freshen. Every cow must pass muster under a high standard, determined by the use of milk scales and the Babcock tester. Every cow must have a health certificate issued by an approved veterinarian, showing freedom from tuberculosis and other diseases, as nothing but the best will do.

Plainview, Lubbock and Wichita Falls have already received initial shipments. An effort is being made to induce breeders in Texas who have high-class animals for sale to hold public sales at some convenient point, in order that individual purchasers may have the advantage of selecting from large numbers without much travel.

The first of those sales will be held at the Fort Worth Fat Stock Show this month. Others will be held at the Texas Farmers' Congress, the Dallas Fair, and the Waco Cotton Palace.

The shipments made this spring will go only to North Texas, on account of the tick-fever problem, but other shipments will be made into South Texas as soon as cold weather comes in the fall.

All who expect to get cattle later are urged to grow abundant feed crops, build silos and take other steps necessary to the proper care of the fine stock they will receive.

## HIS GRADE HOLSTEIN COW GIVES 50 POUNDS MILK DAILY.

One of Nick Klein's new Holstein cows, which was imported with the trainload for members of the South Plains Dairy Association, is giving fifty pounds of milk per day. It tests five per cent. Mr. Klein has five of the grade Holsteins.

## SATURDAY WAS COLDEST NIGHT OF THE WINTER.

Saturday night was the coldest night this winter, the thermometer registering one degree above zero. Twenty-one was the minimum temperature Sunday night.

Barnett O'Bryan, editor of the Hale Center Record, was here yesterday on business.

## GEORGE ARNETT IS KILLED WHEN HEAVY CAR TURNS OVER

Special Train Carried Body From Canyon to Lubbock for Burial.

George Arnett, prominent stockman of Lubbock County, was killed Saturday afternoon in an automobile accident, which occurred near Canyon. In company with Albert Taylor and Newton Wilson, Mr. Arnett was returning from Amarillo, where the party had gone in the morning. The accident occurred at a railway crossing. It is said that the car was moving at an excessive rate of speed. Arnett, who was on the back seat, was exchanging places with Wilson, who was driving, and in the change control of the car was lost. Arnett was crushed when the heavy Hudson Super-Six turned over. Wilson and Taylor sustained slight injuries.

It is stated that the trip from Lubbock to Amarillo was made in three hours ten minutes, covering a distance of one hundred forty miles. The road was covered with a light coat of snow and ice.

Funeral services were held in Lubbock Sunday evening, the body being carried there from Canyon on a special train.

Arnett was well known in this section. For a number of years he was manager of the Spade ranch. He was manager of the Elwood ranch, which is owned by an Illinois manufacturer and associates.

Dr. J. C. Anderson returned this morning from Temple, where he attended the funeral of his friend, Dr. R. R. White.

## THREE ALDERMEN ARE TO BE NAMED IN APRIL ELECTION

One Case of Diphtheria and One of Scarlet Fever in Plainview; Both Quarantined.

An aldermanic election for the first Tuesday in April was ordered last night by the City Council. One alderman to serve one year and two to serve two years each are to be elected. R. A. Barrow, H. C. McIntyre and G. C. Keck are appointed election judges.

The Council referred to the superintendent of waterworks, B. L. Spencer, and Mayor Risser the matter of painting the city's water reservoir. The interior of the tank will be painted.

The applications of Lee Roy Bryant and Herman Vance for membership in the Plainview Volunteer Firemen's Association were acted upon favorably.

City Health Officer E. F. McClendon reported one case of scarlet fever and one of diphtheria in Plainview. Both patients are quarantined.

## LARGE FIRST-MONDAY CROWD.

Yesterday was trades day in Plainview, and a large crowd of people was in town. Sales of live stock were better than they have been for some months. During the winter stock sold slowly, on account of difficulty in securing feed and its high cost. With the coming of spring livestock will command better prices on the local market.

## NEW METHODIST PASTOR FILLED PULPIT SUNDAY.

Dr. E. E. Robinson, new pastor of the Methodist Church, preached to his congregation and a large number of visitors Sunday morning and evening. He is considered one of the leading preachers in the Southwest.

## ATTENDING STOCKMEN'S CONVENTION AT EL PASO.

J. M. Gist, R. W. O'Keefe and L. A. Knight are attending the stockmen's convention in El Paso. Mr. Gist will attend the Fat Stock Show, in Fort Worth, before returning to Plainview.

## PROBATE DOCKET IN COUNTY COURT IS SET FOR FRIDAY.

The County Court convened Monday morning in regular session. Cases for the third week were set and the probate docket was set for Friday of this week.

J. N. Morrison, proprietor of the Plainview Creamery, went to Lubbock this morning on business.

## Grade Holstein Cows Are Favored By Producers in New Dairy Section



## Congress Fails to Pass Bill Authorizing Armed Merchantmen

WASHINGTON, March 4.—President Wilson tonight informed the country in a statement that he may be without power to arm merchant ships and take other steps to meet the German submarine menace, in the absence of authority from Congress.

An extra session of Congress, the President says, is required to clothe him with authority, but it is useless to call one while the Senate works under the present rules, which permit a small minority to keep an overwhelming majority from acting.

The President proposes, therefore, that the special session of the Senate which he has called to meet tomorrow, revise the rules, "to supply the means of action and save the country from disaster."

"A little group of willful men," says the President in his statement, "representing no opinion but their own, have rendered the great Government of the United States helpless and contemptible."

Twelve Senators, led by Senator La Follette and aided by Senator Stone, of Missouri, had promoted a determined filibuster that had defeated and prevented the Senate from taking a vote on the armed neutrality bill, although seventy-six Senators had signed a statement declaring that they favored the measure. The filibuster continued till the stroke of twelve ended the session, without a vote on the bill requested by the President giving him authority to arm merchant ships.

President Wilson's statement in full follows: "The termination of the last session of the Sixty-Fourth Congress by constitutional limitation discloses a situation unparalleled in the history of the country, perhaps unparalleled in the history of any modern Government. In the immediate presence of a crisis fraught with more subtle and far-reaching possibilities of national danger than any other the Government has known within the whole history of its international relations, the Congress has been unable to act, either to safeguard the country or to vindicate the elementary rights of its citizens. More than five hundred of the five hundred and thirty-one members of the two houses were ready and anxious to act; the House of Representatives had acted, by an overwhelming majority, but the Senate was unable to act because a little group of eleven Senators had determined that it should not.

"The Senate has no rules by which debate can be limited or brought to an end; no rules by which dilatory tactics of any kind can be prevented. A single member can stand in the way of action if he has but the physical endurance. The result in this case is a complete paralysis alike of the legislative and of the executive branches of the Government.

"This inability of the Senate to act has rendered some of the most necessary legislation of the session impossible at a time when the need for it was most pressing and most evident. The bill which would have permitted such combinations of capital and of organization in the export and import trade of the country as the circumstances of international competition have made imperative—a bill which the business judgment of the whole country approved and demanded—has failed.

"Other Legislation Blocked. "The opposition of one or two Senators has made it impossible to increase the membership of the Interstate Commerce Commission, or to give

it the altered organization necessary for its efficiency.

"The conservation bill, which should have released for immediate use the mineral resources which are still locked up in the public lands, now that their release is more imperatively necessary than ever, and the bill which would have made the unused water power of the country immediately available for industry, have both failed, though they have been under consideration throughout the session of two Congresses and have twice passed the House of Representatives.

"The appropriations for the army have failed, along with the appropriations for the civil establishment of the Government, the appropriations for the Military Academy at West Point, and the general deficiency bill. It has proved impossible to extend the powers of the shipping board to meet the principal needs of the new situation into which our commerce has been forced or to increase the gold reserve of our national banking system to meet the unusual circumstances of the existing financial situation.

## CONSTRUCTION OF FOUR NEW BUILDINGS TO BEGIN SOON

Woldert Brothers, of Tyler, Largely Interested in City Property in Plainview.

Four new buildings, with a total floor space of ten thousand square feet, will be erected soon on the south and east side of the public square. On the site of the building formerly occupied by the Duke Grocery Store, which burned two weeks ago, D. Hefflefinger and J. B. Nance will build a thirteen-inch-wall brick building, twenty-five by one hundred feet. A similar building will be built just west of this site by Alex Woldert, of Tyler.

On the lots just north of the Plainview Abstract Company's building two similar brick buildings will be erected by Alex Woldert. The four structures mentioned will have foundations and walls capable of sustaining two stories, though they will be of only one story now.

The contracts will be let for these buildings in the near future. Plans are now being drawn and actual construction will begin at the earliest possible date.

The Woldert Brothers are largely interested in Plainview city property, Dr. E. A. Woldert now owning the two stores occupied by J. M. Hamner and by Jacobs Bros. Dry Goods Company. Only last week Alex Woldert purchased 320 acres eighteen miles west of Plainview.

It is understood, from an authoritative source, that the erection of two other buildings north of the Court House and one west of the Court House are contemplated, but no contracts have yet been drawn.

## Fat Hogs Sell for \$14.00 In Wichita, Kans., Monday

Hogs were selling for \$14.00 in Wichita, Kansas, Monday. The top at Fort Worth was \$13.50. On the Wichita market W. A. Watson had two loads, shipped from Plainview, L. A. Knight one load, and H. W. Knupp one load. Watson's hogs brought \$13.90 and \$13.80.

J. D. and T. Stockton shipped out a car of fat steers for Kansas City Saturday, also. There were seven cars of hogs from Floydada and one from Lockney on the special train to Wichita.

W. J. Gedeon, of Bronte, is here on business.

## THE PAVING BOND ISSUE.

The matter of issuing bonds to the amount of \$40,000 for street improvement will be passed upon by the voters Saturday. Citizens holding poll-tax receipts and having paid other tax are eligible to vote, the law stating that property tax payers who are qualified voters may participate.

It is thought that paving of the principal streets of Plainview can be started in the next few weeks, if the bonds carry.

It seems that the majority of the people who own property along the streets which will be first paved are in favor of the movement.

The many advantages of paved streets are ostensible to the student of municipal affairs. Paved streets are one of the sure signs of progress. The Council has done the wise thing in referring the matter of street paving to the voters of Plainview. The vote Saturday should be a full one, expressive of the wishes of the people of Plainview.

The Herald believes street paving is a step in the direction of progress and that it will help make a greater Plainview.

## FONDA TARIFF WILL BE AIRD IN DALLAS HEARING MARCH 26

Claims of Panhandle and South Plains Shippers to Be Presented by Stinnett.

The claims of shippers of the Panhandle and South Plains territory will have specific attention at the rate hearing to be held in Dallas March 26, before a committee from the Interstate Commerce Commission, according to A. G. Hinn, who attended the meeting of the traffic league in Amarillo Saturday. On the date mentioned the whole Shreveport rate case will be reopened. The burden of the Fonda Tariff 2-B falls largely on West Texas, and especially on the differential territory, which stand the increase in rates, which affect common points, and an increased and differently applied differential. A. S. Stinnett, of Amarillo, has been retained to prepare the brief for the Panhandle and South Plains shippers.

"The other hearings which have been given on this tariff have been to see whether the Shreveport case, or what portion of it, should be reopened. It is now up to shippers of this territory to present their grievances to the commission, that relief may be obtained," says Mr. Hinn. "Every shipper will find it to his interest to co-operate in this movement, for increased freight rates will affect him, not only today, but in the future. Of course, it is to the interest of the producers to see that they are properly represented, for the cost of transportation is taken into consideration on market quotations locally."

Incidentally, the story of the Fonda 2-B tariff and its author, which appeared in the Sunday Fort Worth Star-Telegram, is of interest to many. It follows:

"Honor of being Texas greatest living 'author' may be safely conferred on A. C. Fonda, of Austin.

"His latest publication has caused the greatest stir the State has known recently, and precipitated a legal fight which will undoubtedly land in the United States Supreme Court in time. "Incidentally, when Fonda writes he wouldn't think of doing it for less than four or five dollars a word. For instance, his last book, the troublesome and sometimes called iniquitous 'Tariff 2-B,' will pay an annual royalty of \$4,000,000.

"That is the amount in increased revenues which railroad officials recently testified that it would bring, but shippers' representatives say the increase will be nearer \$6,000,000.

"At any rate, 'Tariff 2-B' will prove to be the most productive piece of literature that ever came out of a public press.

"This piece of literature has been condemned, praised, denounced, flattered and subjected to every other form of good and bad criticism. Railroad men say it has been a godsend to railroads, alleviating injustice in the form of low freight rates and restricted privileges against them, in the same way that any one of Tolstol's books answered the crying demands of the suffering oppressed masses of Europe. A Fort Worth shipper Saturday referred to it as a 'freak,' saying it was about the same thing in the tariff world that a six-legged shoat would be at the coming Fat Stock Show.

"But Fonda has lived through it all. He is not worried. He gets on the stand every now and then before an Interstate Commerce Commission examiner and defends his latest masterpiece, and expects to be a witness many more times before the case is settled.

"Fonda comes into this prominence by being publication agent of the Texas Tariff Bureau, maintained by Texas railroads. Several general freight agents of Texas were his co-authors in the preparation of Tariff 2-B. This tariff contains 188 pages, and enough supplements have since been issued to double the size. In it are listed about 700 commodities, and a total of about 12,000 separate items. It also quotes about 1,500 various rules and exceptions. Texas shippers have complained to the Interstate Commerce Commission at various times that the tariff is too complicated, but when it comes to shipping an article of freight to some point in the State they always manage to find the rate on it without much trouble."

BIRTHS. Born to Mr. and Mrs. John Pearson, March 3, a girl.



**Community Correspondence**

**CARL GOODMAN TO OPEN NEW BANK AT PETERSBURG.**

PETERSBURG, Texas, Feb. 28.—It really seemed for a few days that "gentle spring" had come. The air was balmy and the willow trees were putting forth their green foliage, the young people were out playing tennis, and everything was full of the spring spirit, when old Winter appeared on the scene and asserted his rights.

Miss Sallie Brown, formerly of this place, who is teaching at Cone, and her niece, Miss Ruth Bartley, spent the week end with Mrs. Robert Gregory.

The public sale, conducted by Auctioneer Allen, was quite a success.

Carl Goodman, of the Abernathy Bank, will establish a bank at this place in the near future. Contract for the building has been given to George Stagner.

Mrs. Joe Goodner and her brother, Harris Sloan, have gone to Altus, Okla., having been called there on the death of their father. They have the sympathy of their many friends in this sad bereavement.

Lelburn Clator and Miss Annie Hughes called on Miss Laura Cooper, teacher at Harmony, and attended services at Carr's Chapel Sunday evening.

Washington's Birthday was observed in a novel way at our school. Ask the teachers about it.

Clyde Martin and Miss Alyce Welse took Misses Brown and Bartley home Sunday evening.

Rev. Wilkins preached two sermons Sunday, to attentive congregations.

J. H. Gregory, of Rule, Texas, is here visiting relatives and friends and looking for a location for himself and father. We hope he finds something to suit him.

Miss Besse Gartin took dinner Sunday with Miss Annie Hegl, at her country home.

Mrs. E. L. Doland, of Plainview, was a visitor to Petersburg Monday.

Chas. Schuler and John Hegl, Sr., had quite a delightful time on their visits to Kansas, Kentucky and Indiana, but came back more enthusiastic over the Plains country than ever. The best wheat they saw was in HALE COUNTY, TEXAS!

Mr. Pinkard and family have moved into our community, and are farming on I. Z. Smith's farm near town. They are from Weatherford. It is evident that this country appeals to the farmers.

The Missionary Society met with Mrs. J. M. Bull Monday evening.

Robert Hall and Mr. Riley, of Sandhill, were here this week buying cattle.

Miss Pearl Roberson has been out of school the past ten days on account of measles.

The Needlecraft Club meets with Mrs. M. H. Wingham Thursday, March 1st.

Mr. Jennings, from Elmer, Okla., father of Price Jennings, who owns a farm near town, is here collecting rents, paying taxes and visiting with Lee Hardin and other friends.

A. F. Quisenberry, of Hale Center, spent the week end here with his family.

**A. & M. BILL DISPLEASING TO HASKELL REPRESENTATIVE.**

AUSTIN, Texas, March 1.—In an opinion to Representative Bruce W. Bryant, of Haskell, it was held by Assistant Attorney General Clyde A. Sweeton that the Agricultural and Mechanical College to be established in West Texas is subject to the directors and officers of the A. and M. College of Texas. Mr. Sweeton specifically holds that the president of the A. and M. College of Texas will be president of the West Texas institution. This means that Dr. W. B. Bizzell will be the president of both institutions.

Mr. Bryant and other Western members are not pleased with the situation, as they believed they were to have a separate president, "thoroughly in sympathy with the aims and purposes of an agricultural college established in the western part of the State," as one put it. They appear to feel that because of the expression made by Dr. Bizzell he opposed the establishment of the new A. and M. College, and for that reason they wanted and believed they had provided for a separate head for the western institution.

No plan to remedy the situation has been agreed upon, according to Mr. Bryant, but the matter is being considered, and it is probable that either the present regular session or the special session will be asked to amend the law establishing the new college by allowing it a separate president, even though it be under the same directors and possibly other officers of the A. and M. College of Texas.

**NOTICE OF INTENTION TO APPLY FOR THE PASSAGE OF A SPECIAL LAW.**

Notice is hereby given that the City Council of the City of Plainview, Texas, acting for the citizens of said city, will apply to the 35th Legislature for the enactment of a law incorporating the City of Plainview, Texas, and granting said city the rights, privileges and powers of a city of five thousand population or over, including the authority to levy, assess and collect taxes for general and special purposes, to issue bonds for paving and other purposes, to provide for improvement

districts in said city and the levy of a special tax therein, to license and tax vehicles, to levy and collect occupation taxes, to provide for the improvement and maintenance of the streets and alleys, to exercise control over the streets and public property of the city, to provide for a corporation court and prescribing its jurisdiction and rules of procedure, to prescribe for the election and appointment of the officers of the city and prescribing their duties and qualifications, to prescribe the duties and powers of the City Council, to prescribe the territorial limits and boundaries of said city and to grant to said city all the other rights, privileges and powers conferred and granted to cities and towns of five thousand population and over in special charters.

W. E. RISSER,  
Mayor.

4-Tues.



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**Buying a Suit should be like Buying a Car**

You want both of them to look right—to be smart, stylish and absolutely up to date. But you look far deeper into the "inners" of a car; you want to know what's "under the hood"—what kind of an engine she has, how she'll perform on hills—what she'll cost in upkeep.

Why not use the same "horse" or rather—"motor" sense in buying a suit? Look into the tailoring which is the "engine" of a suit and keeps it "going." Look into the fabric, which is the "working parts" and if it's right means "low up-keep." Look into the reputation of its manufacturer.

What we *don't* know about cars would fill a book. What we *do* know about clothes fills only two lines—  
"For style, for wear, for service"

**Michaels-Stern Clothes**  
at \$12.50 to \$26.50"

**Jacobs Bros. Co.**  
THE ONE PRICE CASH STORE

**NOTICE**

WE have opened up a tailor shop in the rear of the City Barber Shop, up stairs, and while we are now ready for business we wish to say in a few days we expect to have one of the best equipped shops of the size that has ever been in Plainview.

Our work will be done by experienced tailors, just a trial will convince you. Your work will be appreciated and satisfaction guaranteed. We invite you to call on us and make our acquaintance. Clothes will be called for and delivered.

**H. L. Summers Tailoring Co.**

Phone 675 Plainview, Texas

**Just Received a Large Line of Box Paper, All Colors and Styles**

We also have the exclusive agency for the Wearever line of hot water bottles, fountain syringes, etc. Every one guaranteed.

Come in and inspect our various lines whether you buy or not.

Remember we have the exclusive sale on Fanlac, the great tonic.

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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



**JAPANESE FISHERS USE BIRDS TO CATCH SMALL RIVER FISH.**

The cormorant fishers of Japan ply their trade by night from May to October, when the rivers are full of small migratory fish. The birds can work only on dark nights, for when there is a moon the fish can see both the birds and the men, and the torches that help to attract the fish are then of no avail. The boat, which is very much like the Venetian gondola, carries four fishermen, one of whom stands in the bow with twelve cormorants, and another in the middle with four birds; the remaining two men propel the boat with poles. Generally one cormorant catches seven or eight fish every time it dives. The fishermen take the birds out one by one from their cages and put round the neck of each a small metal ring, which prevents the gullet from expanding to its natural capacity. Consequently none of the fish that the bird swallows, except the very small ones, reach its stomach. The fisherman also attaches a long string to the bird, and holds the other end in his hand. During the fishing season the birds are never fed in the daytime, and so are always furiously hungry at night. The fisherman must exercise great skill and dexterity to control the cords without getting them hopelessly entangled. He must constantly encourage the birds and watch their movements, for when they have completely filled their gullets they swim idly upon the surface. Under water, in quest of its prey, the cormorant is tremendously active, and in a shallow part of the river rarely misses a fish unless it takes refuge under a stone or in the mud. When the bird has taken all it can carry, it returns to its keeper, who, by manipulating its neck, forces it to disgorge the fish. He then looses the bird again to renew its thankless task.—Youth's Companion.

**EL PASO BUSY IN PREPARATION FOR BIG STOCKMEN'S MEET.**

A military review in which fully 35,000 troops of all arms will participate will be one of the imposing features of the annual convention of the Panhandle and Southwestern Stockmen's Association, which will be held in El Paso March 6, 7 and 8, next.

The review will be the greatest in point of numbers of men participating ever held in the Southwest, and there will be an added interest in the pageant from the fact that in the long line, which will pass through the streets of El Paso on that occasion, will be the veteran infantry, cavalry and artillery regiments which made up the punitive expedition which went into Mexico in search of the bandit Villa, and which have but just returned to American soil after an arduous ten months in the mountain fastnesses and on the deserts of the southern republic.

This will be the first time since the Civil War that the people of the United States will have had an opportunity to see so many men under arms in one body, and, particularly will it be the first time the residents of the Southwest will have had such an opportunity.

The review will be held on the morning of the first day of the cattle convention, Tuesday, March 6, and will be the leading feature of the week of festivities which has been planned for the visitors.

For delegates and other visitors who arrive early the committee having in charge the entertainment of visitors has planned cabaret shows at the Hotel Paso del Norte and the Sheldon on

Monday night, March 5.

Following the review, on Tuesday, the convention will hold its first business session, at the Texas Grand Theater. The evening will be given over to dancing at the hotels and Little Plaza, which will be brilliantly lighted and otherwise made ready for the host of merry-makers expected.

All delegates to the convention will attend the Rio Grande Frontier Day sports, as guests of the Chamber of Commerce, Wednesday afternoon, March 6. The sports will be staged for the first time that day, and an especially good program will be put on for the occasion.

Purses aggregating \$4,000 have been provided for the contestants in the Frontier Day sports, which will consist of bronco busting by the best riders in the country, both men and women; steer roping and riding, bulldogging, trick and fancy riding, etc., including a number of events arranged for soldiers of all branches of military service.

Wednesday evening the men among the visitors will be invited to attend a "round-up" for which an elaborate program has been prepared. While the men are being entertained at the "round-up," the visiting ladies will be entertained at a reception and musical at the handsome new home of the El Paso Woman's Club. Automobiles will be placed at the disposal of the ladies in which to travel from their hotels to the Woman's Club Building.

The convention will conclude its labors Thursday afternoon, but the Fron-

tier Day sports will be continued till Sunday afternoon for the benefit of the visitors who may not have had occasion or time to witness them while the convention is in session.

**WHY not give your lad the same training?**

"When I was a growing lad, and came upon many words in my reading that I did not understand, my mother, instead of giving me the definition when I applied to her, uniformly sent me to the dictionary to learn it, and in this way I gradually learned many things besides the meaning of the individual word in question—among other things, how to use a dictionary, and the great pleasure and advantage there might be in the use of the dictionary. Afterwards, when I went to the village school, my chief diversion, after lessons were learned and before they were recited, was in turning over the pages of the 'Unabridged' of those days. Now the most modern Unabridged—the NEW INTERNATIONAL—gives me a pleasure of the same sort. So far as my knowledge extends, it is at present the best of the one-volume dictionaries, and quite sufficient for all ordinary uses. Even those who possess the splendid dictionaries in several volumes will yet find it a great convenience to have this, which is so compact, so full, and so trustworthy as to leave, in most cases, little to be desired."—Albert S. Cook, Ph.D., LL.D., Professor of the English Language and Literature, Yale Univ. April 28, 1911.

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**"FEELING TOUGH, JIM—**

I had spells like that too, lazy, blue, no 'pep'—until wife gave me

**INSTANT POSTUM**

instead of coffee

Now I sleep better, smile oftener, and nerves behave. Never knew how harmful coffee was 'till I quit it. Why don't you try Postum?"

**"There's a Reason"**

**WONDERFUL STUFF! LIFT OUT YOUR CORNS.**

Apply a Few Drops, Then Lift Corns or Calluses Off With Fingers—No Pain.

No humbug! Any corn, whether hard, soft or between the toes, will loosen right up and lift out, without a particle of pain or soreness.

This drug is called freezone, and is a compound of ether discovered by a Cincinnati man.

Ask at any drug store for a small bottle of freezone, which will cost but a trifle, but is sufficient to rid one's feet of every corn or callus.

Put a few drops directly upon any tender, aching corn or callus. Instantly the soreness disappears and shortly the corn or callus will loosen and can be lifted off with the fingers.

This drug freezone doesn't eat out the corns or calluses, but shrivels them without even irritating the surrounding skin.

Just think! No pain at all; no soreness or smarting when applying it or afterwards. If your druggist don't have freezone have him order it for you—Adv.

**Jack Frost Baking Powder**

"In all 'Jack Frost' Material there's Quality imperial"



**ODD FELLOWS, REBEKAHS WOODMEN and STOCKMEN**

**Low Excursion Rates to all Conventions**

Grand Lodge I. O. O. F. and Rebekah Assembly, Dallas, Texas, March 19-22, 1917. Round trip \$14.75. Tickets on sale March 18 and 19, 1917. Return limit March 24, 1917.

Annual National Feeders and Breeders Show, Fort Worth, Texas, March 10-17, 1917. Round trip \$13.50. On sale March 9 to 16, 1917. Final return limit March 19, 1917.

Woodmen of the World Convention, Waco, Texas, March 27-31, 1917. Round trip \$16.30. On sale March 25 and 26, 1917. Final return limit April 1, 1917.

Above named rates open to all. For further information call on or phone 224.

JOHN LUCAS, Agent.

**COLD DRINK DAYS ARE NEAR**

A warm day and a cold drink are mighty good companions, especially when the drink is obtained at an absolutely sanitary fountain and is dispensed just as you like it. See if our service doesn't meet your demands.

Since our last talk with you we have received a fine new stock of Talcum Powders, Perfumes, Toilet Water and other toilet requisites. In this assortment you will find something intended especially for your tastes.

**McMILLAN DRUG COMPANY**

Phone 62

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# The Plainview Evening Herald

TWICE-A-WEEK

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

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

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

## WOULD MEXICO WANT TEXAS?

It is pertinently suggested by a contemporary that the proffer of Texas to Mexico by Germany, in case of war with the United States, would not be acceptable to Mexico. If the United States were offered, Mexico might accept. Mexico might fight the United States, but she would be slow to fight Texas.

Little, narrow, confined, ignorant, Mexico as a nation knows best what it has come into close contact with. She's afraid of the Texas ranger, but apathetic toward the United States soldier.

Says the contemporary: "Apparently Herr Zimmermann's knowledge of Texas is limited to its geography. Mexico might be induced to make war on the United States, for a consideration, if it were not for Texas. Texas is a living reality, just across the border, and there is a tradition among the inhabitants of Mexico that Texas sleeps with its boots on and a gun in each hand."

## THE SOUTHWEST AND THE DAIRYING INDUSTRY.

All Texas is becoming interested in the dairy business as never before. South and East Texas is busying itself with the task of tick eradication. When this shall have been accomplished the people of that section will further the industry by getting cows in larger numbers.

Buyers are soon to leave for the Northern States to buy grade Holstein cows for towns of the South Plains and the Panhandle section. Under ranch conditions this section produced beef. Change to farming conditions have brought other changes. The era of the dairy cow is dawning. Dairying is a natural adjunct to intensive farming, and will help populate the South Plains and Panhandle country with farmers holding small acreages and tilling their farms well. Dairying has been called the high-pressure branch of the cattle-raising industry.

The Northern States are now the best market for Texas to buy her dairy stock from—and this is true because THEY HAVE THE STOCK. When the dairymen of the South Plains and Panhandle raise more dairy cattle than is demanded in this section—and that day is far away yet—the rest of Texas is a large field for the sale of dairy cattle. They'll come to us for stock if we produce it.

There is an unprecedented demand for dairy cattle in the Southwest. In response to this demand, the Texas A. & M. College is striving to have breeders from the Northern States bring high-grade stock to the Fort Worth Fat Stock Show, Texas Farmers' Congress, Texas State Fair, at Dallas, and the Waco Cotton Palace, so that the buyers of Texas can purchase with the lowest overhead cost.

## A LOYAL AMERICAN.

Sam Pokreshfsky, once of Russia and now of St. Louis, was denied second naturalization papers two years ago. When asked at that time to describe the flag of the United States, he answered by saying that "a big yellow moon" was its most conspicuous feature. He could see no stars shining in it. United States District Court Judge David P. Dyer, who followed the flag four years without finding a trace of yellow in it, and keeping always an eye on the constellation to see that not one of the stars should be lost, was so impatient with Sam's description that he denied him second papers, and advised him to qualify himself better for American citizenship. Taking the advice in good part, Sam Pokreshfsky began attending night school, and Wednesday he reappeared in court, this time as an applicant for first naturalization papers, those originally granted him having lapsed under the legal time limit. When again asked to describe the national flag, he was not seeing yellow. "It has forty-eight stars," he said, "and I'm willing to fight for every one of them." The papers were issued.

Notwithstanding the intricacy of his name and the limitations of our space, we cannot refrain from asking, "What's the matter with Sam Pokreshfsky?" and responding to the enthusiastic answer of "He's all right," by inquiring "Who's all right?" and ourselves joining in the acclaiming answer, "Sam Pokreshfsky." For surely he is worthy of that high honor, one which is sometimes paid to men much less worthy. Finding himself deficient in the title to American citizenship, he set himself the task of making his title clear. He has burned the midnight oil to illuminate his pathway to a distinction which too many of us value all too lightly. That illumination has not only served to give him sight of every star in the flag, but, in its glare, the fanciful yellow has faded away. Once he was blind, but now he sees. And in that sunburst of light he sees every separate star and is "willing to fight for every one of them." The melting pot will take in Sam Pokreshfsky with a glad bubble of content.—St. Louis (Mo.) Globe-Democrat.

## A BOY AND HIS PIG.

Once upon a time—for all really good stories begin this way—there was a little boy, who lived in a country community in Missouri. When he was six years old his uncle gave him a little pig. It was not a pretty pig; but it was his very own. Hogs were cheap then, and this little, scrawny, stunted, runt-of-a-pig was of little value. Had he been left to himself, as most of the hogs were at that time, he probably would have died. It was not the registered, pure-bred type, that the boys of today, who are club members, have. This little boy built him a pen, and was very proud of his pig. He took good care of it and fed it well with milk, swill and other feed that is good for pigs.

Under his care the pig grew, and he sold it for \$6.00. This amount he deposited, every cent of it, in the Park Bank, at St. Joseph, Mo.

This little boy worked for his uncle during the vacations, and when school started he swept and dusted and carried in wood and built fires. One Saturday he sawed wood for seventy-five cents per cord. (A cord of wood is a big pile for a small boy to saw.) He then played football that evening with some of the boys and took a cold, and had to hire his boy chum to be janitor for a week, while he had la grippe.

For being janitor he was paid \$2.00 per month. He was janitor for three years. He saved all his spare money, adding it to the nucleus formed from the sale of his first pig, and applied himself to his studies. At the age of nineteen he graduated from the high school, and had a bank account of \$243.42.

In 1907 this young man came to the Panhandle country and began farming for himself, at Miami, Texas. With the money he had saved he attended several Poland-China hog sales in Kansas, Missouri and Iowa, and finally found a pig which suited him. He bought a ten-month-old gilt, paying \$195 for her, at Manning, Iowa. The express on the pig and the young man's travelling expenses practically took all his little savings account, but he says today he is glad he made the investment, for it put him in the hog business. The gilt farrowed eight pigs, and he raised seven. Three of them were gilts and he kept them for his own use, and sold the four boar pigs, before they were six months old for \$100 cash. Since then he has had a choice herd of hogs and is making good money. He has a good farm home and is a success in life.

That boy, who is now a successful farmer, is Harry A. Nelson, president of the Panhandle Swine Breeders' Association. He is one of the hog men who will be in Plainview March 30 and 31 for the annual meeting of the swine breeders' association.

## JULIAN BASSETT SELLS HIS PROPERTY IN CROSBY COUNTY.

Acquires Ranch in Terrell and Val Verde Counties, Consisting of About 400,000 Acres.

Julian M. Bassett, well known throughout the Southwest as a stockman, has sold his ranch in Crosby County and closed out all his holdings there, buying a large ranch in Val Verde and Terrell Counties from Sidney Webb, of Bellvue. Values around \$2,000,000 were involved in the transaction.

The ranch contains 400,000 acres, of which about 300,000 was held by Webb and the balance by lessees. With the land sold was included 7,000 head of cattle, 20,000 sheep, several hundred horses, all ranch supplies and equipments.

In part payment, Bassett gives Webb his entire holdings at Crosbyton and in Crosby County, including the famous Silver Falls Ranch, formerly the headquarters ranch of the Kentucky Cattle Company, embracing approximately 20,000 acres, also about 12,000 acres of improved farms and stock farms in Crosby County, the majority stock of the First National Bank of Crosbyton, telephone plant and merchandise in Crosbyton, several thousand head of high-grade cattle and 2,000 hogs.

Bassett in this transaction turns over to Webb everything he owns in Crosby County, and Bassett will remove to and operate the Southwest Texas ranch.

Bassett is prominent in Texas cattle circles, having served as director in the Cattleman's Association for several years. He also is the promoter and builder of the railroad from Crosbyton to Lubbock, now owned and operated by the Santa Fe System.

## LAIRD LEAVES SANITARIUM.

A. F. Laird, who was injured in a collision between his car and a Santa Fe passenger train, two weeks ago, has left the sanitarium at Amarillo, having largely recovered from his injuries, according to a message received by one of his friends here. A report current here yesterday was that his injuries had proven fatal.

## SCHOOL SUPERVISOR HERE.

Today County School Superintendent Charles Clements is making a tour of the schools of the county with L. T. Cunningham, supervisor of rural schools. Mr. Cunningham is making inspection of the schools with a view to recommending State aid from the million-dollar appropriation for schools meeting the State requirements.

## J. W. PATTERSON RESIGNS AS MANAGER ALFALFA LUMBER CO.

J. W. Patterson has resigned as manager of the Plainview yard of the Alfalfa Lumber Company. He is to be succeeded by Creed Hancock. Mr. Patterson has become interested in the Plainview Mutual Life Insurance Association.

## AUTOMOBILE LICENSES ISSUED.

Since Saturday County Clerk Jo W. Wayland has issued automobile licenses to: David Jones, Dodge, No. 1229; Grover C. Lemaster, Ford, No. 1230; J. A. Fowler, Ford truck, No. 1231; L. M. McLain, Hale Center, Overland, No. 1232.

R. M. Ellerd returned this morning from a business visit in Amarillo.

# Cash Grocery Co's. Specials

At Their Two Stores—506 Ash Street, 622 Broadway

<b>BACON AND HAMS.</b>		Peaches, No. 10's (gallons) . . . . .	40c
Majestic Breakfast Bacon, pound . . . . .	31c	Pineapple, No. 1, sliced or grated . . . . .	10c
Laurel Bacon, good quality, pound . . . . .	25c	Pineapple, No. 2, sliced or grated . . . . .	17c
Majestic Hams, best quality, pound . . . . .	25c	Pineapple, No. 3, sliced or grated . . . . .	23c
<b>BAKING POWDER.</b>		Pineapple, No. 10, small sliced . . . . .	70c
All 25c Varieties for . . . . .	20c	<b>CANNED GOODS—VEGETABLES.</b>	
All other sizes in same proportion.		Corn, extra standard grade, 2 for . . . . .	25c
<b>BEANS AND PEAS.</b>		Corn, Sunkist, extra fancy, each . . . . .	15c
Lima Beans, pound . . . . .	15c	Corn, per case . . . . .	\$2.75
Navy Beans, pound . . . . .	15c	Hominy, Van Camp's, large size . . . . .	10c
Still have 50 sacks Pink Beans to sell for a limited time at, per pound . . . . .	10c	Hominy, per case . . . . .	\$2.40
Black-eyed Peas, good quality, pound . . . . .	10c	Hominy, Dairy Maid, in milk, 2 for . . . . .	25c
<b>CANNED GOODS—FISH.</b>		Peas, Eagle, this week, each . . . . .	10c
6 cans American Sardines . . . . .	25c	Peas, Weber Valley, 2 for . . . . .	25c
French Sardines, Brettones, packed with truffles, spices and peanut oil; 25c value . . . . .	20c	Peas, Del Monte Petit Pais, each . . . . .	25c
B. & M. Fish Flakes, pure white, 2 for . . . . .	25c	String Beans, cut, extra quality, 2 for . . . . .	25c
Salmon, pink, good quality, 2 for . . . . .	25c	<b>FLOUR.</b>	
Salmon, fancy red, each . . . . .	20c	Red Star, now being demonstrated at Cash Grocery Co.'s Store No. 2—you are invited—per 48-pound sack . . . . .	\$2.65
Red Salmon, dozen . . . . .	\$2.25	White Deer, guaranteed to compete with any soft wheat flour on the market . . . . .	\$2.65
<b>CANNED GOODS—FRUITS.</b>		Pride of Texas, sack . . . . .	\$2.30
—Note Prices.—		Pride of Texas, 100 pounds . . . . .	\$4.50
Apricots, Del Monte, Sunkist, extra fancy quality, in heavy syrup . . . . .	25c	Red Star Health Bran . . . . .	OUT
Apricots, per dozen . . . . .	\$2.75	<b>RICE.</b>	
Apricots, California Club, 2 for . . . . .	35c	A commodity worth the money.	
Apricots, No. 1 size, 2 for . . . . .	25c	16 pounds Fancy Head Rice . . . . .	\$1.00
Apricots, No. 10's (gallons), this week . . . . .	45c	100 pounds Fancy Head Rice for . . . . .	\$5.50
Blackberries, all varieties, at attractive prices; No. 10's (gallons) . . . . .	50c	20 pounds Broken Rice . . . . .	\$1.00
(We carry a complete line of gallon fruits.)		100 pounds Broken Rice . . . . .	\$4.40
Cherries, extra quality, in gallons; pitted, for preserving or pies . . . . .	\$1.00	<b>SUGAR.</b>	
Peaches, No. 3 size, good grade, 2 for . . . . .	25c	12 pounds Cane Sugar . . . . .	\$1.00
		<b>SOAP.</b>	
		13 bars White Soap, any kind . . . . .	50c
		100 bars White Soap, any kind . . . . .	\$3.75

Don't forget coupon books can be obtained in denominations from \$5 to \$25, subject to cash or refund at either of our stores.

# CASH GROCERY COMPANY

O. E. Brashear, Mgr.

Phone 337.

PURE FOOD PRODUCTS.

Phone 101.

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"Her Favorites"

## The Style Book for Spring

Do you know what the popular styles for men are going to be this Spring?

Do you know how you can be absolutely sure of all-wool fabrics and other high quality? Do you know how you can get the greatest clothes value?

These are just a few of the things you want to know—they're just a few of the many questions the Hart Schaffner & Marx Style Book answers.

You want a copy by all means. If you don't receive one in an early mail, tell us; we'll see that you get one.

# CARTER-HOUSTON'S

The Home of Hart Schaffner & Marx Clothes

# Boys-

"How much does good taste in dress influence success?"

What Do You Think?

If you are between 15 and 20 years of age, write your ideas out—not over 100 words. The best essay wins a SUIT OF CLOTHES FREE.

# Reinken's



# SOCIETY

Telephone Number 72

## MYSTIC CLUB.

The Mystic Club held its regular meeting Saturday afternoon, in the club room. The attendance was good, considering the day.

## WHITELEY-BARKER.

D. B. Barker returned Saturday from New Mexico, accompanied by Mrs. Barker, nee Miss Alice Whiteley, who was formerly with The Plainview News. They were married, in New Mexico, several weeks ago. They will make their home in Plainview, Mr. Barker being local manager for the Magnolia Petroleum Company.

## MRS. WILLIAMSON ENTERTAINS.

On Wednesday afternoon, February 28, assisted by Mrs. J. J. Clark and Mrs. McDonald, Mrs. Emma Williamson entertained, at her home, on Denver Street. This being the week for the social meeting of the Methodist Missionary Society, Mrs. Williamson took this occasion of entertaining, with the members of the society, the Busy Women's Class of the Sunday School and several other invited guests.

The hospitality which always reigns in the home of Mrs. Williamson was certainly pre-eminent that afternoon. Members have found that meetings here are invariably full in their returns of pleasure, and it follows that the attendance is proportionately complete.

Pleasant conversation gave way to an interesting program, consisting of a number of talks in connection with the work the society is doing. Mrs. J. J. Clark and Miss Lucy Story then gave a duet, "Give the Flowers to the Living."

This being the last meeting together of Mrs. Story with the society before her going away to Clarendon, the women showed their appreciation of her loyalty and work by giving her a miscellaneous shower.

The guests enjoying the hospitality of the afternoon were Mrs. J. W. Story, Mrs. J. J. Clark, Mrs. W. N. Baker, Mrs. J. E. Conner, Mrs. O. B. Jackson, Mrs. Jas. Williamson, Mrs. Elmer Sansom, Mrs. John Lucas, Mrs. McDonald, Mrs. A. L. Moore, Mrs. E. C. Hunter, Mrs. G. E. Green, Mrs. Pickett, Mrs. John Vaughn, Mrs. Frank Jones, Mrs. W. W. Underwood, Mrs. Fred Bartsch, Mrs. W. D. Jordan, Mrs. W. A. Morter, Mrs. E. F. McClendon, Mrs. Chas. Houston, Miss Rebecca Ansley, Mrs. N. V. Spear, Mrs. W. B. Martine, Mrs. Dick Bryan, Grandma Harp, Mrs. J. N. Donohoo, Mrs. Thos. Gibbs, Mrs. J. C. Hooper, Mrs. J. T. Mayhugh, Mrs. H. J. Clark, Mrs. Jas. Penick, Mrs. T. E. Richards, Mrs. Lee Shropshire, Mrs. L. A. Jones, Miss Lucy Story, Miss Claudia Quisenberry, Miss Vara Harkey, Miss Lou Sanders, Mrs. B. L. Spencer, Mrs. T. J. Foster, Mrs. Marshall Phelps, Mrs. W. B. Luna, Mrs. J. E. Sheon, Mrs. Vally Bayley and Miss Bettie Bryan. A GUEST.

## QUESTIONS FOR "AS YOU LIKE IT" CLUB FOR MARCH STH.

1. What are some of the advantages of Venezuela, and what is the reason for its backward condition?
2. Tell something of Venezuela's main source of wealth, and what can you say of the constitution and form of government.
3. Where is the only agricultural wealth of Guiana?
4. Why is the population of French Guiana on the decrease?
5. What was the object of the voyages of Columbus, and how did they result?
6. When and by whom was the Pacific Ocean discovered? Describe the Falkland Islands.
7. What comparison exists between Chile and Egypt?
8. Describe the extent of and location of Chile and give the meaning of its name. What form of government do they have and what part do the women and the church play in politics?

## TEXAS ALUMNI BANQUET.

The second annual banquet of the Plainview Ex-Students' Association of University of Texas was held Friday night at eight o'clock. The loyal supporters of the orange and white gathered in the basement of the new Presbyterian Church, the scene of the celebration. With Dr. R. L. Ramsdell as leader, college yells were given with enthusiasm, and songs dear to every "Texas-Ex" were given over and over during the evening.

The long banquet table was carefully and artistically arranged for the occasion, and the decorations, carried out in orange and white, were exceedingly pleasing. Numerous pots of glowing jonquils and yellow and white narcissi adorned the table, and place cards held the orange-colored University seal. At each plate was also placed a copy of Judge Yancy Lewis' speech "The True Spirit of Independence Day."

The six courses which were served were also in keeping with the color scheme. The menu, which was so faultlessly served, consisted of—

- Grape-fruit Cocktail
- Cream of Tomato Soup
- Crisp Crackers
- Roast Turkey, Giblet Gravy
- Ripe Olives
- Cranberry Jelly in Molds
- Hot Rolls Mashed Potatoes
- Waldorf Salad
- Cheese Straws in T-Shape
- Orange and White Brick Ice Cream
- Angel Food
- Coffee Cheese Mints

Interspersed in the courses were the speeches, which, short and witty, served as condiments thereto. The program committee had very cleverly

arranged the procedure in true "Wild West" style, the assembly being the "Round-up of Texas Longhorns" and the toastmaster, Judge H. C. Randolph, "Boss of the Ranch." The "foreman," Mr. Tull, gave a short speech on "The Round-Up," explaining anew the meaning of Texas Independence Day to loyal Texans, especially the sons and daughters of the University of Texas, and the homage they owe to Burnett and De Zavala and the other founders of the Republic of Texas—and the University.

In allusion to University life, the following subjects were cleverly given: "In the Dipping Vat"—L. R. Pearson. "The Oasis"—Peyton Randolph. "Frontier Days"—G. S. Fairris. "Lass-oed"—Y. W. Holmes. "A Tenderfoot"—D. D. Pickrell. A reading was given by Mrs. Dan Morgan, and a very pleasing and witty talk was given by Prof. R. L. Marquis, of the Canyon Normal.

With "The Eyes of Texas Are Upon You" resounding in their ears, the assembly broke up until its next annual gathering, on March 2, 1918.

Places were marked for Messrs. and Mesdames H. V. Tull, R. L. Ramsdell, Peyton Randolph, George Saigling, A. M. McMillan, Dan Morgan, T. P. Whitis and Y. W. Holmes, Miss Mary Bullard, and Messrs. H. C. Randolph, L. R. Pearson, D. D. Pickrell, G. S. Fairris, Paul Pierson and R. L. Marquis, of Canyon.

## B. P. O. ELKS ELECT.

Friday night the B. P. O. Elks lodge elected the following officers for the ensuing term: T. C. Shepard, Exalted Ruler; E. B. Miller, Esteemed Leading Knight; H. N. Stone, Esteemed Loyal Knight; H. Y. Hughes, Esteemed Lecturing Knight; Chas. Stephenson, Tiler; W. A. Todd, Secretary; E. R. Williams, Treasurer; R. E. Meyers, Trustee; J. D. Whitman, delegate to Grand Lodge; W. J. Klinger, alternate; M. D. Henderson, E. H. Perry, T. C. Shepard, W. A. Todd, Harold Hughes and E. B. Miller, delegates to State Convention, in San Antonio.

## Y. M. B. L. MEETS THURSDAY.

The Young Men's Business League meets in regular session Thursday evening, at the Barker-Winn Building.

## MARRIAGE LICENSE ISSUED.

County Clerk Wayland today issued a marriage license to John Brazelle and Miss Lottie Corsey, of Lockney.

C. B. Harder, wife and baby arrived Friday from Cone to visit the families of Lee Shropshire and Rev. J. M. Harder.

H. L. Grammer, who has served as draft clerk at The Third National Bank, has accepted a position with the Knight Auto Co. Dave Duncan has taken Mr. Grammer's place at the bank.

Otis Trulove and H. C. Pipkin, of Amarillo, are here on business.

H. S. Avent went to Tulla this morning on business.

Judge L. C. Penry, of Fort Worth, was here this morning en route to Floydada on business.

W. J. Mitchell and small granddaughter went to Lubbock this morning. Mr. Mitchell is working in Lubbock and visited his family through the week end.

Richard Bros. & Collier

RICH-LIER

Richard Bros. & Collier

## Late Arrivals

Monday mornings express brought us many of our late purchases in ladies ready-to-wear. There were Wooltex Suits and Wooltex Coats from Cleveland. From New York there were several shipments of suits and coats, also ladies waists and sport middies. This morning's express brings more of those beautiful silk dresses that we are offering at \$17.50. These are the hit of the season in Plainview. You can easily count a saving of \$7.50 on many of these exclusive styles. Materials are taffeta, crepe de chine, Georgette crepe, net, etc.



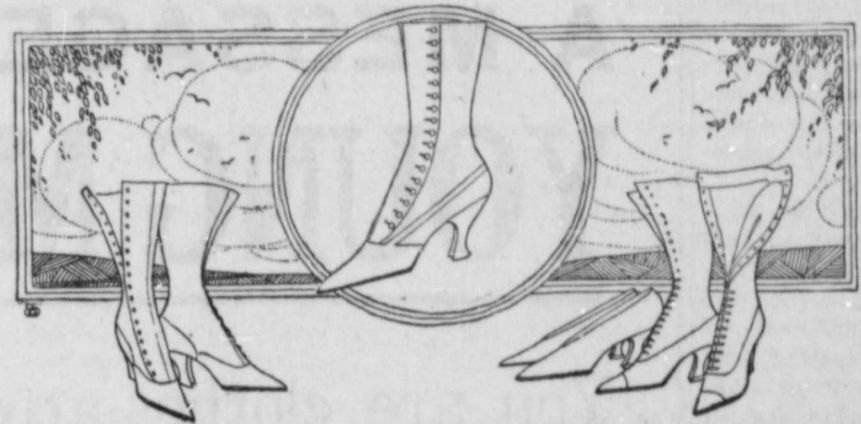
## Know the Quality

You cannot judge quality by the prices today. If you don't know quality you'll surely pin your confidence to a known manufacturer or to the reputable merchant that does know and whom you can trust for honest qualities and fair prices.

The Rich-lier Store has claimed for years to sell women's wear at a liberal saving to its patrons. Its doing it

every season and Spring 1917 shall be no exception. No season's styles were ever more beautiful.

Ladies Coats \$12.50 to \$45.00  
Dresses \$1.25 to \$47.50  
Coats \$7.50 to \$45.00



## Good Form In Spring Shoes

Fashion's latest word is spoken—and loudly—in these smart novelty shoes for Spring. By them a woman can accurately forecast the vogue that is best suited to her own personality. And they will lend the distinction that stands for good taste in the serious matters of individuality in dress.

Shoes designed on the trim and shapely lines that make a woman's foot look small and slender. High arch lasts, neat eyelets, dainty heels. An elaborate presentation of the most favored styles of the day and hour are here for your inspection.

*Richards Bros. & Collier*  
WHERE PEOPLE WHO DRESS BEST TRADE

H. L. Summers has taken the tailor shop in the City Barber Shop, and will conduct the same under the name of H. L. Summers Tailoring Co. He will do cleaning and pressing and handle a line of tailor-made clothes.

Dr. E. E. Robinson, pastor of the Methodist Church, left yesterday for Amarillo, and will return with his family during the week.

Judge H. C. Randolph left this morning for a short business visit in Tulla. Professor H. P. Webb has returned from Kansas City, where he attended a meeting of high school principals.

Nick Alley, of Hale Center, was here yesterday on business.

Joe Lee Ferguson, of Hale Center, was in Plainview yesterday on business.

P. J. Naab returned Thursday from Hampton, Iowa, where he has been for several weeks. He reports severe cold and heavy winter storms in that section.

Jno. L. Wilson and Dow Mercer, of Hereford, were here Sunday.

L. S. Cox, of McLean, was here Saturday.

Geo. D. May left yesterday for Higgins, after a visit with his daughters, Mrs. P. B. Randolph and Miss Madge May.

James and the Misses Lucy and Beatrice Story left Monday morning for Amarillo, where they will visit Mrs. Glenn, formerly Miss Marsalls, who taught at Seth Ward College. Mrs. Glenn is entertaining the Philharmonic Club at Amarillo, and Miss Beatrice Story will play. From there the party will go to Clarendon, their new home.

Rev. A. L. Moore held quarterly conference at Ralls Saturday and preached in Floydada Sunday, returning to Plainview Monday morning.

H. A. Stansel was in Canyon during the week end visiting with the family of Judge Tomlinson and other friends.

Joe Lee Ferguson, of Hale Center, closed a deal last week for two sections of Lamb County land, which he will improve. W. H. Fuqua, of Amarillo, also purchased a section near the Callahan Ranch. The sales are reported by Frye & Russell.

FOR SALE—Half section of land 20 miles west of Plainview. Call Herald Office. 2t-pd.

Grover W. Brooks will leave Thursday for a ten days' visit with relatives at Giddings and Marlin.

R. L. McMurtry, of Tulla, was here Friday and Saturday.

J. B. Patterson has returned from Fairview, Okla., where he has been for the past several weeks.

J. L. Saber and wife, of Crosbyton, were in Plainview Sunday.

## REXALL TOILET SOAP

TEN CENTS A CAKE—3 CAKES FOR TWENTY-FIVE CENTS

Try this toilet soap on our guarantee of satisfaction or your money back.

## DYE DRUG COMPANY

West Side Square The Rexall Store Phone 23

## It's YOU We Must Satisfy—

Our business success depends upon what you think of WALK-OVER shoes—therefore it's up to us to sell you shoes that are correct in style, that fit you properly (not in spots, but all over) and last but not least, shoes that wear so well that you will not only insist on WALK-OVER shoes, but that you will be only too glad to recommend them to your friends. To shoe satisfy you is our best advertisement.

### The "CADET" Model

A new "English type" flat heel last that has a slight "outside" swing. Made of the new Cherry-Tan Russian Calf Leather. Invisible eyelets to top. A boot that has "style kick" without being extreme.

\$7

Others \$4.50 to \$6

REINKEN'S Clothing and Shoe Store

Look for the Big Electric Sign



## THE WIND DID IT—

Blowed up the dust. That is the winds business. Blowing up the finest 10c store in Texas is my business. I don't "blow hard" as the Plain's winds but I ought to. I've got something to blow about.

That paint "blowed in" this morning. There is a complete line of it except house paint. That is wagon, buggy, automobile, furniture and iron enamels. It is packed in all sizes from one-half pint to gallons and you may have just the size you need. It costs only a few cents to make new iron beds, bath rooms, rockers, chairs, buggy tops, auto tops, anything except house painting. I have a good line of paint and varnish brushes too, and like the paint they are priced just right.

Keep your weather eye out for **CANNON BALL** specials.



**INDUSTRIAL PROFIT SHARING IS PAST EXPERIMENTAL STAGE.**

Profit sharing in the United States by industrial corporations is in two forms, according to a bulletin (No. 208) on profit sharing recently issued by the United States Bureau of Labor Statistics—one under which distribution of a specific proportion of the net profits is made to at least one-third of the total number employed, including employees in occupations other than executive and clerical, and the other a limited profit-sharing plan, under which less than one-third of the employees, excluding employees other than executives and clerks, are participants. There are, however, bonus and stock-purchase plans, popularly known as profit-sharing plans, involving payments of a percentage of earnings based on length of service, or distribution of stock subscriptions, but these are not, properly speaking, profit-sharing plans. The bulletin presents a careful examination and analysis, with statistical data, of all the plans in operation, describing in detail the arrangements in specific establishments and pointing out the factors which determine profits, the conditions under which they are distributed, the proportion of total employees who participate, the occupations or types of employment of participating employees, the benefits accruing to participating employees, the cost to employers, and the results secured through the operation of the plans.

There are known to be 60 establishments in the United States operating under the first plan, the profits distributed ranging from 2 to 100 per cent of wages. Payments mostly are made in cash, although in some cases stock is given. Thirteen of these firms are in Massachusetts, and 26 are manufacturing establishments. Of 34 employers reporting, the cost to more than one-half was less than 6 per cent of their respective pay rolls. Five employers paid 20 per cent or over. In these 34 establishments 82.9 per cent of the employees participating were other than executives, clerks or salespeople. Of 37 establishments, 51.4 per cent reported 80 per cent or more of their employees participating.

The number of firms conducting a limited profit-sharing plan is very large. Of 17 reporting, almost all bar the wage earner or manual worker. In most of these the payments are made in cash, the usual practice being to set aside arbitrarily a percentage of the profits after meeting all legitimate expenses of the business, including interest on the investment. In 18 establishments approximately 74 per cent of the participating employees were executives, clerks and salespeople. In 10 of the establishments the proportion of participants was less than 10 per cent of the number employed.

Under many of the bonus plans the employee's share is merely a gift, and bears no relation to profits realized. Three specific plans are described in detail, giving rules governing their operation, benefits accruing to employees, cost to employers, etc. One plant operating under this plan distributed in the first year to 69.7 per cent of all employed a total of \$8,424.849 on a regular pay roll of \$14,921,067.

These various actual and so-called profit-sharing plans have resulted in establishing more satisfactory relations between employers and employees and have contributed considerably to the stabilization of the working force, but employers are not agreed as to the results achieved with reference to increasing the individual or collective efficiency of participating employees.

**SUGGESTIONS ON PRODUCING THE WINTER-LAYING HEN.**

"Fresh eggs are highest in the late fall and winter. This is because everybody's hens take their annual vacation then," is the text of a circular on early hatching of chickens, issued from the office of the United States Department of Agriculture. It continues: "Don't blame the hens; they always have done it and they always will."

"They stop laying and grow a new crop of feathers instead."

"During this 'molting period,' as poultrymen call it, nobody has many eggs to sell until the young pullets begin to lay."

"American breeds (Plymouth Rocks, Wyandottes, Rhode Island Reds, etc.) begin to lay when about seven months old. Leghorns, Minorcas, etc., begin when about six months old."

"Therefore: If we hatch chickens early in the spring they will begin to lay when the hens are molting."

"To produce late fall and winter eggs—"

"Begin hatching March 1. Hatch at intervals and have all the chicks out not later than May 1."

"If hens do not want to sit in time, get broody hens from a neighbor or use an incubator."

Hustling communities, live towns and growing little cities within the zone to be served by the new A. & M. College have something like ninety days in which to dress up and prepare briefs and specifications urging location of the college. Of course, there are not enough A. & M.'s to go round, but the contest will arouse a spirit not without great value long after location has been fixed. It is a fine thing for everybody to wake up occasionally.—Fort Worth Star-Telegram.

Mrs. Oscar Horton and child left yesterday for Fort Leavenworth, Kansas, where Mr. Horton is detained in the reformatory barracks.

*Who's Your Tailor?*

## A MESSAGE TO YOUNG MEN

You are clothes-attentive and prefer the little niceties of garments tailored to your personal order.

Most young men and YOU can secure complete satisfaction by having

ED. V. PRICE & CO.



make your Spring clothes expressly for you —YOU alone.

Our guaranty of fit and service goes without saying.

WALLER TAILORING CO.

Phone 188

## A Ton of Coal for An Estimate

We have totaled this year's business, and will give a half ton of Simon Pure Niggerhead Coal to each of the nearest two estimates as to the number of tons of coal I sold during 1916.

Estimate tickets will be issued for every \$5.00 worth of anything purchased from me during March. This applies on anything I sell.

Keep bills of your purchases during March and will issue estimate tickets if they total \$5.00 whether purchased at one time or not.

**E. T. Coleman**

Coal and Grain Dealer

Phone No. 176

Between Depots

## Better Service to You

We don't want you to think of the Third National Bank just as a place to deposit your money, altho of course we are glad to have you keep as large a balance with us as is possible.

It is our desire to render our patrons every service and accommodation that can reasonably be expected of us.

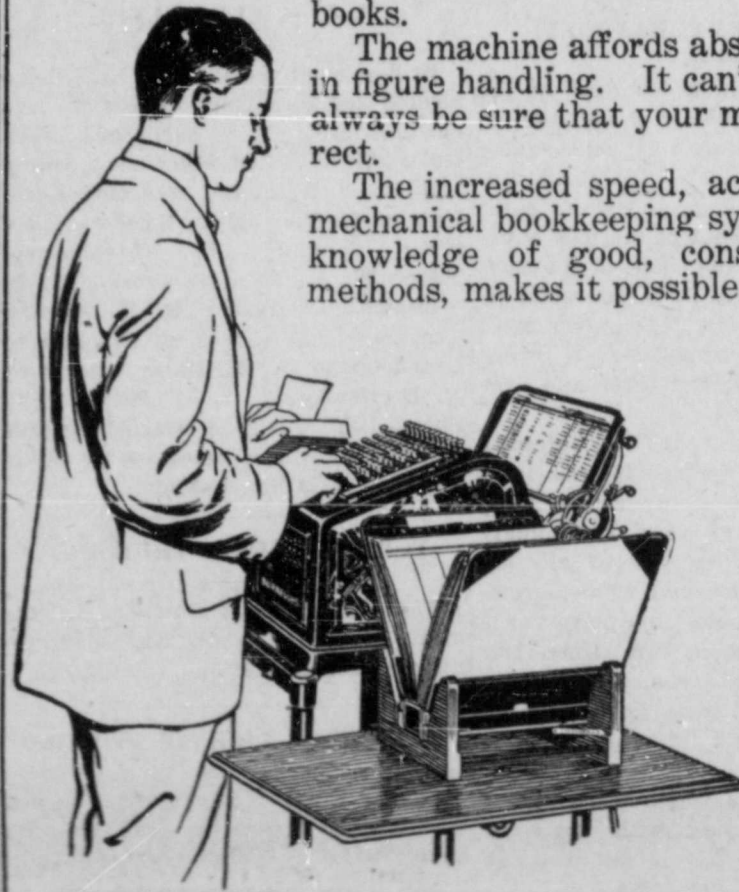
The Burroughs Bookkeeping Machine, which we have just added to our equipment, makes it possible for us to give you better service than ever before in the handling of your account.

By the machine method, your account is kept in balance all the time. If, as sometimes happens, you want a statement of your balance in a hurry, we can give it to you, including today's checks and deposits, in less than five minutes.

A neatly printed statement made out on the Burroughs goes to each depositor every month. The statement shows all checks and deposits and gives the balance of your account to date, taking the place of the tedious and unsatisfactory plan of calling in and balancing pass books.

The machine affords absolute protection against errors in figure handling. It can't make a mistake. You can always be sure that your machine-figured balance is correct.

The increased speed, accuracy and protection of this mechanical bookkeeping system, added to our thorough knowledge of good, consistent banking and business methods, makes it possible for us to offer to you an improved service that is equal to that furnished by the country's most progressive banks.



**THIRD NATIONAL BANK**

## Important Notice

We have decided upon a business change which is of importance to you. It means dollars saved for you in buying the necessities of life. It means no variations in prices among customers. It means fresh goods quickly turned. It means prompt deliveries and better service. It means no disputed bills at the end of the month, no unpleasant collections. In short it means all of the benefits of a strictly cash system.

**The Cash System Becomes Effective March 10th**

On that day every purchase will be strictly cash for every customer. This system will enable us to get the money for all goods we sell, to turn our stock more rapidly, to save time and money in bookkeeping and collections, to pay cash for our goods and be able to buy and sell them cheaper, to pay more attention to deliveries and service because we won't have to worry about being paid for goods for which we have had to pay.

**Coupon Books From \$5 to \$25**

If you don't care to bother with making change at the store or at the house when goods are delivered we will sell you coupon books in denominations from \$5 to \$25. Any time you wish to leave town or stop trading with us these books will be taken up and you will be paid in cash the full amount due on them.

We will announce our close cash prices on needed items from time to time thru The Herald and invite you to get the habit of looking for our ads--everyone of which will be a message of economy. We are not ready to make our first price announcement but will say now that we will meet all competitive prices offered you.

We trust that you will appreciate the advantages which our new system will offer you and that we may have your patronage--at least a trial order.

**L. J. Warren Grocery Co.**

Phones 233 and 234



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

I have taken the distribution of the
Wright Truck Attachment for Ford
Cars, and will have some interesting
news in the advertising columns of
The Herald soon for Ford car owners.

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

FOR SALE—One good pair coming-
three-year-old mules. Well broke.
Cash or bankable note. R. R. FIELDS,
4 miles south of East Mound School.
2t-pd.

FOR SALE—Ford car in first-class
condition. See J. A. MAIS CO., across
street from Ruby Theatre.

FOR SALE—2,000 ash trees, 15 cents
each; 20,000 locust trees, 25 cents to
\$1.00 each. See DR. J. H. WAYLAND,
8t.

I own several quarter sections in
Plainview country. If you are in the
market for one or more, write owner,
DANIEL O'DONNELL, Savery Hotel,
Des Moines, Iowa. 4t-Tues. only.

FOR SALE—Rhode Island Red
Roosters, at the FARMERS' EX-
CHANGE. 4t-pd.

A ton of Coal can be had for a guess.
E. T. COLEMAN, Coal and Grain Deal-
er. 2t.

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

BUY A MAXWELL on the pay-as-
you-ride plan. 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.

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

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

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

MY HOME PLACE FOR SALE.

Beautiful little cottage home, five
rooms and bath. Nice garage. Cash
will buy it right. Can make terms.
FLAKE GARNER. tf.

The Cheapest thing to be had—what
is it? A ton of Coal for a guess. E. T.
COLEMAN, Coal and Grain Dealer. 2t.

FOR RENT — Down-stairs front
room, with bath; also hot water. One
block from town. Phone 355. tf.

WANTED—Woman to help with the
chamber work at the WARE HOTEL.
tf.

DON'T HAVE TO SELL,

But would sell that Hudson Six of
mine. Terms or cash. See FLAKE
GARNER at once. tf.

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

FOR SALE.

Work mules. Cash or terms. SAN-
SOM & SON. Mar.

LAND LISTING wanted. FARM-
ERS' LAND LEAGUE, Plainview, Tex.
Apr. 1.

We renovate Feather Beds. Have
them cleaned before you put them
away in the spring. HANDY MAN'S
SHOP. Phone 475. tf.

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

WANT ADS
FROM
BRING
RESULTS
WANT
ADS
SUMM

FOR SALE—Electric-light fixtures,
cherry dining-room chairs, oak bed-
room set, birch dresser and oak and
mahogany tables. F. A. BAYLIES,
Wayland Building. tf.

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

FOR SALE OR TRADE.

My home, near Wayland College;
5 rooms, pantry, built-in fixtures, elec-
tric lights, windmill, barn and good
outhouses. Either two or four lots,
50 x 140. Small payment down; easy
terms. L. A. KERR. tf.

If you want a ton of Coal free, read
my ad in this week's paper, and see
how. E. T. COLEMAN, Coal and Grain
Dealer. Phone 176. 2t.

WHY USE YOUR TYPEWRITER
when it runs bad. Let ARTHUR L.
TALLEY, Jeweler, clean it up. 105
Main, North Side Square. 2t.

WANTED: Your Watch and Jewel-
ry Repairing. Best Service. ARTHUR
L. TALLEY, Jeweler and Optician,
North Side. 2t.

WELL CONTRACTING—I have got-
ten a new well rig and am ready to
take contracts for well digging. Phone
266. J. C. COOK. 4t-pd.

FOR SALE—Maize by ton or car,
fine millet and Sudan hay, 4 good milk
cows, 4 good mares, and farming im-
plements. Cash, trade, time on good
notes. 6 miles southwest. MRS. CORA
STEVENS. tf.

Have that old, hard Mattress cleaned
and made over before you are ready
for the house-cleaning plans. HANDY
MAN'S SHOP. Phone 475. tf.

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

FOR SALE.

Two-room house, well, windmill and
tank. A choice eighteen-acre tract of
land across lane from Demonstration
Farm; one and one-half miles from
Court House. \$95.00 per acre. Phone
409. 6t-pd.

WE CAN SELL prairie agricultural
land that grows wheat, oats, barley,
corn, kaffir corn, maize, sorghum and
millet for \$16 to \$15 per acre. Also
have some good ranch propositions for
less money. W. J. MORTON & COM-
PANY, Dumas, Texas. 4t.

FARM AND CITY LOANS.

Bargains in land and city property.
M. F. YOUNG. tf.

STENOGRAPHER wanted. P. O.
BOX 325, Plainview. 6t-pd.

NOTICE.

Why not try Rice Bran and Rice
Polish, the best and most economical
feed at prevailing prices. We also
have alfalfa and hay. SANSOM &
SON. Mar.

FOR SALE—Four large young
mules. Eight miles northeast of
Plainview. H. E. HOLLMAN. 5t-pd.

FOUND—Ladies' Watch. Call 9026-
Ring 2. 4t.

Bulk Garden and Field Seed "Where
Two Can Live as Cheap as One."
PLAINVIEW PRODUCE CO. tf.

FOR RENT—Furnished and light-
housekeeping rooms at BEN SEBAS-
TIAN'S. Phone 416. tf.

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

FOUND—Bunch of keys. Owner
may obtain same at The Herald office
by payment for this ad. tf.

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

FOUND—Two keys. Owner may
have same by calling at Herald Office
and paying for this ad. tf.

HOMES CHEAP.

I have a few tracts of good land for
sale for small cash payment, balance
easy terms and low rate of interest.
W. J. WILLIAMS, Plainview, Texas.
Mar. 16-pd.

We work only experts in our Re-
pairing and Refinishing of Furniture.
HANDY MAN'S SHOP. Phone 475. tf.

STRAYED—Hereford bull from pas-
ture; 4 years old. Had chains on
horns. Reward. A. B. ROSSER. tf.

B. P. ROCK EGGS for incubation, 3c
each. Phone 9032—F-11, or write
MRS. P. W. JACKSON, Plainview,
Route B. 8t-pd.

We will Repair, Polish and Fix up
your Stove when you take it down for
spring storing. HANDY MAN'S SHOP.
tf.

KANSAS CITY STOCK
MARKET IN DETAIL.

KANSAS CITY STOCK YARDS,
March 2.—Cattle receipts fell short
last week 3,500 head, and 1,000 short
of a year ago same week. Prices re-
sponded with an advance of 10 to 25
cents. Hogs arrived in practically the
same volume as last week, but counted
5,000 less than same week last year.
Prices advanced half a dollar, closing
with a top of \$13.55 today. Sheep and
lamb receipts were 14,000 less than
last week and 6,000 less than same
week last year, but the close was 30
cents below best time of the week on
lambs, steady on sheep.

Beef Cattle.
Prime cattle sold at \$11.15 to \$11.50,
and a packer here made an offer of
\$12.00 for some strictly prime heavy
Nebraska steers, provided they came
up to the description, which shows the
high limit of the market. Middle-
class and good fed steers ranged from
\$10.00 to \$11.00, plain light steers
\$8.50 to \$9.75, advance for the week
10 to 25 cents, most on medium steers.
Pulp cattle were plentiful, and are
most welcome, as they save the situa-
tion for the killers, the market almost
bare of good killing cattle except for
them. Prices ranged from \$10.20 to
\$11.00 on the pulpers during the week,
weights 1,050 to 1,300 pounds. Butcher
cattle sold firm right along, choice
heavy cows up to \$10.00, most of the
cows \$6.50 to \$8.75, heifers up to \$11.00,
bulls \$7.00 to \$9.00, veals off some
more this week, best around \$12.00.

Stockers and Feeders.
Stockers and feeders sold firmly
through the week, heavy feeders up to
\$10.30, thin feeders \$8.50 to \$9.50, stock
steers \$7.25 to \$9.00, stock cows and
heifers in fair demand at \$6.00 to
\$8.00. Shipments to the country in
February were 50,000 head, and in two
months 113,000, a slight gain over last
year in each case.

Hogs.
Daily advances were scored in the
hog market, with stubborn resistance
from packers on one or two days, this
without effect. The market was 5
cents higher today, top \$13.55, 45 cents
above Monday's top, and highest point
reached. Light hogs went to \$13.30,
and pigs bring \$10.00 to \$12.25. Average
weight is dropping a little, and
total receipts were 51,000 short of last
year here in February, and 105,000
short in two months, the five Western
markets 373,000 short in two months, 8
per cent.

Sheep and Lambs.
Lambs exhibit weakness from day to
day, and prospects point to fair runs
at the Northern markets next week
and thereafter, reducing chances of
improvement. Sheep are scarce, and
firm. Lambs close the week worth
\$13.75 to \$14.35, according to weight
and finish, light weights getting the
preference, ewes worth \$10.50 to
\$12.00, wethers \$11.50 to \$12.25. Feed-
ing lambs sold at \$13.50 to \$13.90 late
in the week. J. A. RICKART,
Market Correspondent.

UGH! CALOMEL MAKES
YOU DEATHLY SICK

Stop Using Dangerous Drug Before It
Sallvates You! It's Hor-
rible!

You're bilious, sluggish, constipated
and straighten you right up better
than calomel and without griping or
making you sick I want you to go back
to the store and get your money.
Take calomel today, and tomorrow
and believe you need vile, dangerous
calomel to start your liver and clean
your bowels.
Here's my guarantee! Ask your
druggist for a 50-cent bottle of Dod-
son's Liver Tone, and take a spoonful
tonight. If it doesn't start your liver
you will feel weak and sick and nauseat-
ed. Don't lose a day's work. Take
a spoonful of harmless, vegetable Dod-
son's Liver Tone tonight and wake up
feeling great. It's perfectly harmless,
so give it to your children any time
it can't sallvate, so let them eat any-
thing afterwards. —Adv.

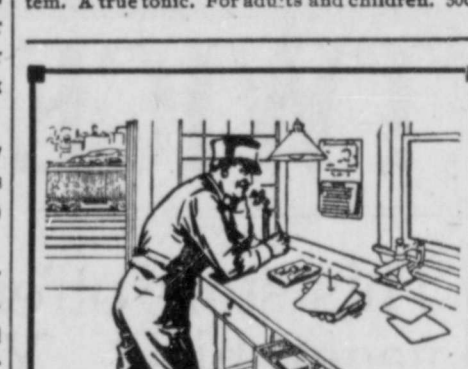
Seeds in Bulk That Get Up
and Grow at Plainview Pro-
duce Company.

Hemo Is More
Than Malted Milk

Just the right nourishment for the
nervous and anaemic. It is nutriti-
ous, readily assimilated. That is
why it strengthens and invigorates.
HEMO can be readily digested
when other foods distress. That's
why it gives 100% nourishment.
That's why it aids in giving strength
health and rounded bodies.
Makes a delicious food drink by
simply adding water.
We suggest that you try a 50c
package with our guarantee of
satisfaction.
Long-Harp Drug Co.

Miss Rebecca Ansley
SPIRELLA CORSETIER
Telephone Number 304

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



The Railroad
Station

is usually on the edge of
town. To reach it means
a trip across the city.
If you are taking the
train, or meeting travel-
ers, a telephone inquiry
to the station agent about
the movement of trains
will save you a second
trip to the station or a
tiresome wait there when
the train is late.
This is but one of the
many ways in which Bell
Telephone Service serves.

THE SOUTH-
WESTERN
TELEGRAPH &
TELEPHONE
COMPANY
B-3

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

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Residence Phone 684.
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Residence Phone 684.

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Answered Promptly.
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Office No. 14,
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at Wholesale Prices.
WRITE FOR CATALOGUE
N. L. BALL
THE MAGAZINE MAN
Silverton, - - - - Texas

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

L. A. KERR,
Architect,
Office at
Fulton Lumber Co.
Phone 107.
House Phone 422.

The Quinine That Does Not
Cause Nervousness or
Ringing In Head

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

but remember there is Only One
"Bromo Quinine"
That is the Original
Laxative Bromo Quinine
This Signature on Every Box
E. W. Grove
Maker also of the Old Standard Grove's Tasteless Chill Tonic

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

LISTEN
All things come to the OTHER FEL-
LOW if you sit down and wait. Roll
up your sleeves and hustle.
Build You a Home
Plainview Lumber Co.



PLAINVIEW MERCANTILE CO.

Store Opens  
7 a. m.

GOSSARD CORSETS FITTED FREE—PRICES \$2 to \$10

Store Closes  
6 p. m.

PLAINVIEW MERCANTILE CO.

# They Are Here, The New Spring Suits, Coats, Dresses, Hats, Gloves and Silks



## Women to Whom Spring Suits Are of Importance

Our new Spring Suits range in price from \$16.75 to \$65.00, is wonderfully comprehensive, consisting of all fashionable materials, colors and styles, of Taffeta, Shantung, Khaki Kool, Silk Poplin, Wool Jersey, Curella, Chamoisette, Tricotine, Poiret Twill, Gabardine, Serge, Wool Poplin, Cheek Worsted and Tweeds.

Vivid and staple colors, besides white and black—navy blue, French blue, Royal Blue, green, tan, rookie, gold, purple, plum and gray.

## Much Variety this Spring in Young Women's Top Coats

Her Coat may be quite high waisted and full in the skirt; it may be a straight, loose affair with one of the new double belts; it may be a striking Callot plaid or a rich, velvety-texture Bolivia cloth—it may be any one of these and very much in fashion.

In length, most of the new Coats almost cover the frock. Fancy Velours, Bedford Cords, Gabardines, Bolivia, Chin-chilla, Taffeta, Wool and Silk Jersey.

Prices begin at \$15.75—and 14- to 20-year sizes.

## Spring Dresses \$15.00 to \$45.00

Pretty afternoon Dresses of Crepe de Chine, Taffeta, Crepe Georgette and combinations of Taffeta and Crepe Georgette, in a variety of models, trimmed with Soutache braid, colored silk in Japanese designs, colored silk and metal thread stitching; colors—flesh, bisque, gray, French blue, plum and navy blue.

## Every Day Now We Are Receiving Smart New Spring Hats

We believe when you come in to see these Hats you will tell us they are beautiful and that they are wonderful at the price.

We have taken pains to bring together a distinctive collection of Hats in good taste and at moderate prices.

Wen Chows, Pedal Straws, Kinoki Straws, Sport Hats of vivid hues, Hats for street wear and traveling, new Mushroom Shapes, large Afternoon Straws—oh, there is a wonderful collection! Prices as low as \$3.50 up to \$10.00.



## SHOES

### FOR YOUTH OR AGE

Style With Comfort—Comfort With Style

The girl in her teens or the woman in her eighties finds comfort and delight in our fine Shoes.

For growing girl, miss or debutante, there is an appropriate style to be had in this store.

For \$6.25 chocolate brown, English last, lace Boot, with rubber heel and sole.

White Canvas and Buck Boots, low heels and white soles, some with wing toes, prices \$4.00 to \$7.50. Pretty and smart, but never hurtful.

Dainty Boots for women and young women in silver gray, white kid, chocolate brown and black, all 8-inch lace Boots, AA to D, Louis XV heel, advance spring styles; prices \$6.00 to \$11.00.

Women of advanced years will find our Shoes to their liking—soft black kid Shoes, lace and buttons, with or without cap—prices, \$8.50, \$4.00 and \$5.00.

## Forward, March!

—Then Comes April With Easter

—and softening earth and an atmosphere of blossoms and —the need for a New Spring Suit.

We're excellently ready with the very pick of what's new and what's correct. Our new Clothes for Spring and Summer, 1917, are from



## THE HOUSE OF KUPPENHEIMER AND STADIUM

Which says much for it—speaks the minds of millions who acknowledge the leadership of KUPPENHEIMER Clothes. Of their excellence you're assured in advance. There's additional interest in the smart fabrics, the original patterns, the novel colorings. There's sparkle and snap in the models for Young Men. There's down-right excellence in every thread of them—for Young Men and Older Men alike. Look now! Buy later if you prefer!

### STADIUM SUITS

\$15.00, \$18.50, \$20.00 and \$22.50

### KUPPENHEIMER SUITS

\$20.00 to \$35.00

THE STORE WITH WEAR-WELL CLOTHES.

## The Spring Suits for Boy's Are Here

—boys, now's the time to step into new Spring Suits, and they are fine. Lots and lots of them have two pairs of trousers, and they are in all the new Spring shades and styles.

Prices \$5.00, \$6.50, \$7.50 and up

### DALLAS SCOTTISH RITE TEAM CONFER DEGREES IN BLUE LODGE.

Last night a degree team from Dallas, representing the Scottish Rite branch of Masonry, were the guests of the Plainview Lodge A. F. & A. M. These gentlemen conferred the Master Mason degree upon two candidates, Albert Allen and Homer Rook. The team was composed of Mike H. Thomas, Ben Irelson, Jno. M. Spellman, S. D. Hanley and H. W. Evans, all of whom were thirty-second degree Masons, and three of whom have every degree known to Masonry.

Following initiatory work, each visitor was called upon to address the hundred and seventy-five Masons in attendance. Mike H. Thomas gave the principal address, a masterful talk on the principles of Masonry.

Among those who were present from other lodges were W. R. Norfleet, D. C. Shepard, Lee Lemond, John J. Roberts, Jr., C. W. Trent, W. R. Ferguson, B. Stambaugh, Rev. B. H. Oxford and A. E. Pipkin, of Hale Center lodge; C. E. Houser, O. M. Fowler, R. W. Wicker, J. F. Formway, W. E. Morton, W. A. Black, D. V. Hinshaw, E. C. Cundiff, W. A. Kerr, and A. C. Keating, of Kress lodge; J. C. Terry, of Paris lodge; H. Hammond, C. F. Ramsey, Jr., W. L. Lee, C. A. Wilson, W. W. Allen, J. M. Ramsey, Frank Baker, T. J. Reed, Leslie Floyd, Homer Howard, Chas. Ramsey, T. J. Reed, B. C. Ramsey, F. L. Formsworth and G. D. Ramsey, of Lockney lodge; P. C. Taylor, D. H. Coulton, J. L. Wells, W. H. Donaldson, Dennis Zimmermann, R. J. Sharp, F. R. Anderson, W. C. Crawford, and R. L. Stringer, of Tullia lodge; C. C. Seaman, C. R. Deloy, Z. S. Steverson, A. E. Frieze, and R. H. McClure, of Silvertown lodge; E. G. Baker, of Mineral Wells lodge; T. H. Starks, Floydada lodge; T. H. Morrow, Quanah lodge; H. L. A. Frank, Hillsboro lodge; W. L. Dickson, Midland lodge; G. W. Stoffer, Evansport, Ohio, lodge; J. Lee Gilmore, Turkey lodge; Lyman H. Pace, Salem, Ill., lodge; A. D. Boffer, C'ovis, Nsw Mexico, lodge; F. L. Adair, Memphis lodge; Culbert Pickren, Salem, Ark., lodge; E. H. Bawden, Altus, Okla., lodge; J. A. Testman, Childress lodge, and W. H. Meador, Amarillo lodge; and the members of the visiting team from Dallas.

WE HAVE JUST RECEIVED a large opening stock of Kirach Curtain Rods—adjustable to fit any window or portier opening. See them at GARNER BROS. Phone 105.

### SPRING LAKE.

SPRING LAKE, Texas, March 3.—Our warm, springlike weather was followed by a drop in the temperature and a snow, which fell Saturday.

Mr. and Mrs. Yelton and Mr. and Mrs. J. I. Phipps spent the day with Milton Ott and family Wednesday.

Leroy Harris made a flying trip to Hereford Friday.

E. R. Geist and wife were shopping in Muleshoe Thursday.

Messrs. H. M. Packard, D. H. Mahr, P. D. Vore, M. E. Cleavenger, A. R. Yelton, E. R. Geist and Willis White attended the Farmers' Loan Association meeting which was held at Olton Saturday. The next meeting will be in Spring Lake, Saturday, March 10.

The Christian Endeavor Society of Spring Lake held a rally on Friday night, at the home of O. C. Axtell. A good delegation from Olton society was in attendance. A good time is reported by all. The hostess served dainty refreshments of fruit salad and cakes.

Rev. McRoy, accompanied by Misses Beatrice Vore and Gladys Axtell and Messrs. J. L. Hensen and Eugene Cleavenger, preached at the Y-L school house Sunday.

A joint meeting of the Ladies' Aid Society and the Ladies' Missionary Society was held with Mrs. M. E. Cleavenger Thursday, with an all-day meeting. Although the day was very cold, a day's work was accomplished and a good program was rendered.

### VIEGEL WILL IMPROVE FARM BOUGHT FROM JESS LOVVORN.

PROVIDENCE, March 3.—Miss Richter has returned from Abernathy and commenced teaching again, after a week's vacation on account of measles in this locality.

W. C. Ooley has been quite sick the past week with blood poison of the face.

Mrs. M. E. Nations and sons left last week for their future home, in Oklahoma.

Quite a snow storm raged here Saturday.

Chas. Veigel is hauling out lumber for new improvements on his farm he recently purchased of Jess Lovvorn.

Mr. Hoag has arrived from New Mexico, and will make his home with his daughter, Mrs. Will Lovvorn.

Kari Sambann was in Plainview Friday on business.

Tax Assessor W. H. Murphy has begun the work of assessing taxes.

Miss Griffith, of Lockney, has accepted a position as stenographer with the Texas Utilities Co.

George D. Green, of the Green Machinery Company, returned Monday from Dallas, where he has been on business.

LOST — Between Plainview and Hoopers Ranch, a new 34 x 4 Pullman casing on rim. Return to Herald office for reward. 2t-pd.

FOR RENT—Four nicely furnished rooms, every convenience, to reliable couple. Close in; first door west of Christian Church. tf.

OF INTEREST TO MOTHERS is the advertisement of GARNER BROS. which appears on another page of this issue of The Herald. 2t.

THEY ARE HERE—A big stock of famous Sealy Mattresses, and they are on display in all colors of ticking. GARNER BROS. Phone 105. tf.

### With the Churches

Announcements of church services and items of news interest will be carried in this column, which is at the disposal of the churches of Plainview and the rural communities served by The Herald.

### Second in Contest.

On February 25th the local Methodist Sunday School won second place in the contest in Northwest Texas Conference, with an attendance of 375, Amarillo being the contestant to win first place, with the majority of only 10, they having 385 present.

We sincerely believe that Plainview should hold first place in this contest, so let every Methodist, with their friends, be in their place next Sunday at 9:45 a. m.

SUNDAY SCHOOL SECRETARY.

The Q. Y. L. M. Class of the Methodist Sunday School invites the young men of the town to meet with them each Sabbath morning. A feature Sunday will be an address by R. A. Underwood, teacher of the class.

WE HAVE a few Hoosier Kitchen Cabinets left. You'll have to step up or they'll all be gone before our Spring shipment arrives. GARNER BROS. Phone 105. tf.

# TWICE EACH WEEK

This store offers you an assortment of fresh vegetables. You are assured when we say this that we are going to get the best things from the best markets which will make your table a more pleasant and profitable place to go.

When you are wanting something different phone us to suggest what we are offering in fresh vegetables.

## The Friends of Heliotrope Flour

The already large circle of friends of Heliotrope flour is growing every time a customer tries a sack of this flour. Even tho you do not give us your general grocery trade we want you to know the merits of this flour and to urge you not to forego the pleasures and certainty of baking with it. By all means don't take an unknown brand of flour from your regular grocer just because he is sending out a general order. Of course we want your general orders if you think our service, our prices and our quality deserves them, but if you can't see it that way we do want to ask that you give us at least a trial order for a sack of Heliotrope flour. Flour is too high now to experiment with first one brand and then another. Get the best—get Heliotrope—and then stick to it and feel certain of the outcome.

We are ready at all times to serve you just a little better in the buying of your staple and fancy groceries.

Phone 348 **PIERSON & SMITH** Phone 348