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# THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

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PLAINVIEW, TEXAS, FRIDAY, MARCH 9, 1917

## PROF. SEARS ACQUITTED OF MURDER OF JIM LONG

FLOYD COUNTY BRINGS IN VERDICT AFTER DELIBERATING THIRTY-SIX HOURS.

## BRIBERY CASE TO BE TRIED

Is Outgrowth of Blaine Case—Claimed Witness Was Offered Money to Change Testimony.

Professor H. W. Sears, tried for the murder of Jas. Long, sheriff of Briscoe County, was acquitted Thursday by a jury in the District Court of Floyd County, after thirty-six hours' deliberation. This is the second time the case has been tried, a jury in Hale County having disagreed.

Probably no other criminal case in West Texas in the past few years has attracted as much attention as this case, which has been finally closed.

Professor Sears is teaching a school at Kell, in Floyd County.

A bribery case, growing out of alleged offers of money to a witness in the Blaine murder case if a certain witness would not testify to some facts, will be tried in Floydada at this term of court before Judge R. C. Joiner. There are also two cattle-theft cases to come up.

Monday, March 19, court opens at Silverton for a three weeks' term.

## New High School Building Is Accepted by Board of Trustees

The new High School Building has been accepted by the board of trustees. The work of construction was done by J. B. Maxey, of Plainview. The board has not yet inspected the plumbing, heating plant and electric wiring, which were let on separate contracts to the Plainview Plumbing and Electric Company, the Texas Heating and Ventilating Co., of Fort Worth, and Garrison-Conner Electric Company, respectively.

The fixtures for lighting have not yet been installed, but the wiring, plumbing and heating plant are practically completed.

## THIRTY-TWO PROSPECTORS VISIT HALE COUNTY THIS WEEK.

Yesterday Robert Alley, of Hale Center, brought in twenty-two prospectors, most of them from Iowa and Indiana. J. E. Pepper had five men, from Indiana and Wisconsin, and the Texas Land & Development Company were showing their properties to five from Minnesota and New York.

C. E. Craig, general manager of the T. L. & D. Co., states that his company is rapidly pushing the development on farms already sold, and that the completion of improvements are being made at the rate of a farm each week. He says that five or six families will move on their farms this month, among them Wm. Hugo, of Minnesota; Theo. Larson, of Wisconsin; W. S. Smith and D. W. Tait, of Pennsylvania, and F. C. Britt, of Missouri. These men have farms of one hundred and sixty acres or farms of eighty acres ready for them.

## PAYING ELECTION SATURDAY.

Tomorrow, Saturday, March 10, the citizens of Plainview are to vote on the matter of issuing bonds to the amount of \$49,000 for street improvement. Persons possessing poll-tax receipts and receipts for personal or other property tax are allowed to vote.

Paving is one of the things Plainview needs in its most thickly settled portion. The burden of the cost falls heaviest on the owners of property which abuts the paving. The city pays some of the cost. Which is right; for all the citizens derive some benefit from the paving.

Paving is a progressive step for Plainview. Our actions today largely determine the Plainview of tomorrow.

A vote for paving is a vote for progress.

## CHANGED CLOTURE RULE IS FAVORED BY BOTH PARTIES

Would Modify Senate Procedure So as to Make Filibusters Like Recent One Impossible.

WASHINGTON, D. C., March 7.—Democrats and Republicans of the Senate in caucus today cleared the way for early modification of Senate procedure so as to make filibusters such as defeated the armed neutrality bill impossible in the future.

The Democrats voted unanimously to support a rule under which debate could be limited by a two-thirds vote, recommended by a conference committee of ten, five representing each party, as the best way to solve the filibuster problem. The Republicans voted 30 to 2 to support the same change.

The resolution embodying the proposed rule probably will be reported to the Senate tomorrow by Majority Leader Martin, with a view to pressing it for prompt adoption.

Senators La Follette and Gronna, Republicans, who were among the twelve who failed to sign the manifesto approving the armed neutrality bill, did not attend their party caucus. Democratic Senators had a distinct impression tonight that the appearance of the rule would be the signal for speeches by these two Senators on armed neutrality. There were a few Democrats who had views different from the majority, but while they may contribute a few speeches on the subject of changes in the rules, no prolonged opposition is expected.

In the Democratic caucus there were more than forty Senators and with the thirty Republicans who voted for the change this makes about eight more than two-thirds of the Senate. Several Senators are absent from Washington or ill, so that the proportion of those here for the change is overwhelming.

Senators Sherman, of Illinois, and France, of Maryland, were the two Republicans who cast the negative votes. Senator Sherman declared the Republicans would be put in the position of acceding to it because of the demand by President Wilson in his public statement on the defeat of the neutrality bill and in his conference today with Democratic members of the Conference Committee. Senator France said he opposed any kind of cloture rule.

**Amendment as Approved.**  
The amendment to the rules approved by the caucuses provides:

"That if at any time a motion signed by sixteen Senators to bring to a close the debate upon any pending measure is presented to the Senate, the presiding officer shall at once state the motion to the Senate, and one hour after the Senate meets on the following calendar day but one, he shall lay the motion before the Senate and direct that the secretary call the roll upon ascertainment that a quorum is present the presiding officer shall, without debate, submit to the Senate by an aye and nay vote the question: 'Is it the sense of the Senate that the debate shall be brought to a close?'"

"And if that question shall be decided in the affirmative by a two-thirds vote of those voting, then said measure shall be the unfinished business to the exclusion of all other business until disposed of."

"Thereafter no Senator shall be entitled to speak in all more than one hour on the pending measure, the amendments thereto and motions affecting the same, and it shall be the duty of the presiding officer to keep the time of each Senator who speaks. Except by unanimous consent, no amendment shall be in order after the vote to bring the debate to a close unless the same has been presented and read prior to that time. No dilatory motion or dilatory amendment or amendment not germane shall be in order. Points of order, including questions of relevancy and appeals from the decision of the presiding officer, shall be decided without debate."

## JOS. RYAN WILL OPERATE NEW MEXICO SHEEP RANCH.

Mr. and Mrs. Jos. Ryan and child left this morning for Fort Worth, where they will visit with relatives, and attend the Fat Stock Show. Mr. Ryan will move to New Mexico soon, taking up a ranch proposition about eighty miles from Magdalena. Mason Kountree will also go into the New Mexico country. They will operate with sheep.

## Among Those You'll Meet Here At Swine Breeders' Association



HARRY A. NELSON  
Of Miami, Texas

President Panhandle Swine Breeders' Association Which Meets in Plainview March 30 and 31

## HALE COUNTY GETS \$2,975 FOR ITS RURAL SCHOOLS

Inspector Says Our Schools Are Among the Best Rural Schools in Texas.

An inspection of the rural schools of Hale County was completed Wednesday by School Supervisor L. T. Cunningham, of Austin, and County Superintendent Charles Clements. The schedule as made out by Judge Clements was followed on the itinerary, all schools being visited within the time allowed—one day. Mr. Cunningham says the schools of Hale County are among the best rural schools in the State.

Mr. Cunningham will recommend the following amounts from the million-dollar appropriation for rural school aid for the schools of the county: Hale Center, \$500; Mayfield, \$300; East Mound, \$400; Anchor, \$275; Sunshine, \$400; Halfway, \$250; Lakeview, \$200; Westside, \$400; Snyder, \$250. A total of \$2,975 is to be given Hale County schools. These appropriations are conditional, however, in certain instances, on the trustees complying with certain requirements as to lighting, outhouses and furniture. The schools complying will receive their money within the next ten days.

From here Mr. Cunningham went to Lubbock County. Only one school in that county met the requirements for State aid last year.

## IN NINE MONTHS HALE'S AUTOS INCREASE 36 PER CENT.

Hale was thirty-second in rank of the counties of Texas in automobiles owned on January 1, 1917, according to a census just completed by The Dallas News. The per cent of increase in Hale County over the same day in 1916 was thirty-six per cent. With more than 1,200 cars now registered in Hale County and an estimated population of 12,000, Hale has more automobiles per capita than any other Texas county. There is a car for every ten people. Dallas County is next with a car for every twelve people.

For the purpose of comparison with the automobile census of the State, taken by The News last April, another similar census was taken during the last month. Each county clerk was asked to give the total number of automobile licenses issued up to January 1, 1917. With but seven counties not reporting out of a total of 250, the net gain for the State in slightly less than nine months was found to be more than 42½ per cent. While reliable figures are not available for the purpose of comparison, it is doubtful if another section of the United States can show a like increase.

One significant feature of this growth is the fact that it is in the so-called rural counties that the greatest increase has been shown.

## FOUR MORE BUSINESS BRICKS ASSURED; OTHERS PLANNED

Proposed Building Plans Will Keep Local Contractors Hustling for Weeks to Come.

Three and possibly four brick store buildings are to be built on the south side of the square in addition to the two recently reported, according to developments during the past two days.

On the corner recently occupied by the Duke Grocery, J. B. Nance and Dennis Hefflefinger will erect a two-story brick. Adjoining on the west, Alex Woldert, of Tyler, has changed his plans, which originally called for a one-story brick, and will build a brick of two stories.

On the next lots west Harry Chatham will construct two double-story brick buildings, and adjoining his buildings on the west will be another two-story brick, to be erected by Sam Seay, of Amarillo. Mr. Seay was here yesterday, and made preliminary arrangements for construction to start as soon as possible.

Mr. Chatham owns the single lot west of Mr. Seay, and will probably decide to build another two-story brick there while the construction of the block is under way.

It is understood that Alex Woldert, of Tyler, has changed his original plans of building two single-story buildings on the east side of the square adjoining the Hale County Abstract Building on the north, and will make the building two stories.

Plans are being made for the erection of two modern brick garage buildings near the Plainview Machine and Auto Shop, and another large brick business block is being considered.

## ILLINOIS MAN CONGRATULATES US ON PROSPECTS OF PAVING.

That Plainview is to be judged by the outside world by its efforts toward modernization is shown in the following interesting comment from Dr. J. T. Search, of Onarga, Illinois: "I want to congratulate you on the prospect of paving your town. We have been doing things to our streets, and more in progress, and I hope the good work will go on until we look modern."

"Street paving is certainly a civilization of a community. The people first clean up and make the parking presentable; then the front yard, then the back yard. Then the tendency is to extend the process to the inside of the house, and I believe generally to personal appearance, and then doesn't it follow that a self-respecting man is a better man?"

## COMMISSIONERS' COURT.

The Commissioners' Court of Hale County will meet in regular session Monday, March 12.

## IT WILL BE PANHANDLE SWINE BREEDERS' GREATEST MEETING

Plainview Is Making Preparations to Entertain Large Number of Visitors March 30 and 31.

Additional subjects which have been assigned for the Panhandle Swine Breeders' Association, which meets in Plainview March 30 and 31, are reported by President Harry A. Nelson, of Miami, as:

"The Most Profitable Time to Market a Pig"—Geo. R. Quesenberry, manager of Helen-Temple Farm, Plainview.

"Relative Value of West Texas Feed-stuffs for Hogs"—Professor L. B. Burk, associate professor of hogs, Texas A. & M. College.

"Panhandle and South Plains Pastures in Pork Production"—T. Pryse Metcalfe, United States Bureau of Animal Industry, Amarillo.

Mayor W. E. Risser will welcome the guests on behalf of the city of Plainview.

The above assignments are new, and others will be announced soon, it being the policy of President Nelson not to make announcements until definite assurance has been given that the speaker will be present on the day assigned and will have something worth while to say when he comes. Subjects which have previously been announced are:

"The Purpose and Possibilities of the Panhandle Swine Breeders' Association"—President Harry A. Nelson, Miami.

"Livestock and Tenants"—O. C. Payne, of Farm and Ranch, Dallas.

"Commercial Production of Pork on the South Plains"—Jas. W. Pipkin, Plainview.

"The Value of Rice and Peanut Products as a Hog Feed"—Representative of P. G. Sackensouther Co., Houston.

"My Northern Visit, and How the Panhandle Is Naturally Better Adapted to the Swine Industry"—Lon Alexander, Childress.

"My Experience and Results Obtained in Boys' and Girls' Pig Club Work"—C. C. French, College Station.

Items of interest to Swine Breeders Regarding the Panhandle State Fair—Speaker to be supplied.

"Our Method of Starting the Boy in the Hog Business"—Will P. Jones, Childress.

Lecture and Actual Demonstration of the Double Treatment of Hog Cholera, by Dr. Frank R. Jones, Fort Worth, with U. S. Department of Agriculture.

Short talks by J. P. Manley, Clarendon; Lewis Bros., Childress; Tom P. Cochran, Professor D. N. Earrow, Dallas; Orr Bros., Memphis, Texas; and others.

## PENITENTIARY AGENT TAKES TWO TO SERVE SENTENCES.

Mexican Was Convicted of Murder and Young White Man Stole an Automobile.

J. V. Cunningham, penitentiary agent, left Plainview yesterday morning with Benseslo Medeles and Bard McKinney in custody, bound for the State penitentiary.

Medeles was convicted in District Court, before Judge R. C. Joiner, of killing Antonio Medeles, near Plainview, on January 4, and sentenced to a term of twenty-five years in the State penitentiary. McKinney was given a two-year sentence, after pleading guilty of the theft of A. B. Martin's Buick automobile. McKinney would have probably been granted a suspended sentence if this had been his first offense. It was learned, however, that he was under suspended sentence by another court, and he must now serve both terms.

## UNDERWOOD IS SECRETARY STATE BANKERS' ASSOCIATION.

At the recent meeting of the Seventh District Texas Bankers' Association, R. A. Underwood, cashier of the Citizens' National Bank, was elected secretary of the association. Mr. Underwood has been secretary of the Panhandle Bankers' Association for a number of years.

## CREATE NEW SCHOOL DISTRICT.

A new independent school district has been created by the Legislature at Abernathy, the bill having become effective immediately after passage.

## WORK WILL BEGIN SOON ON SILVERTON AUTO ROAD

YOUNG MEN'S BUSINESS LEAGUE LEARNS THAT RIGHT-OF-WAY HAS BEEN SECURED.

## TENANTRY PLAN IS REPORTED

A Large Delegation Is Expected for the Panhandle Swine Breeders' Association.

That the auto road from Silverton to Plainview is logged, permits to cross all land secured and that construction of the road will begin immediately, was the report made at the meeting of the Young Men's Business League last night by Roy Irick, in the absence of the chairman of the committee, J. M. Waller. The road will give direct automobile connection between the county seat of Briscoe County and the county seat of Hale County, lessening the time to go from one to the other more than an hour. On the road there will be no gates to open, up-to-date, permanent cattle guards being installed. This is a work in which the committee has been engaged almost since the inception of the Y. M. B. L. Some difficulty was experienced in securing right-of-way through pastures, and the committee, as well as the people of Silverton, who have worked on this matter, are to be congratulated on its advancing this far.

The work of the farm-tenantry committee, of which Jas. W. Pipkin is chairman, is advancing. Last night Mr. Pipkin asked the League's permission to put into execution a plan for interesting non-resident property owners in improving their farms, in the hope of putting more land under cultivation and of thereby increasing the wealth-producing ability of the county. Mr. Pipkin hopes to have plans for farm house, outbuildings, windmill, well, fences, etc., to send those who are interested in improving their places. Plans for the houses are available from the United States Department of Agriculture, and Mr. Pipkin has arranged with D. L. Alexander, engineer for the Texas Land and Development Company, for prints of the plans. A detailed estimate of the cost of the improvements, including all labor; a digest of the returns from representative farms on the crops suggested for the improved farms; and a plan of crop planting and rotation are to be sent the land owner who becomes interested. It is planned to have the secretary follow up each prospect. Later the committee will attempt to place tenants on the farms when this is desired, acting as a clearing house for both tenant and land owner in bringing them together.

The committee on the Panhandle Swine Breeders' Association, which is to meet here March 30 and 31, reported their plans for entertainment were being perfected. It is expected that a large delegation from all parts of the Panhandle and South Plains territory and from Eastern New Mexico and Western Oklahoma will be in attendance. A fine program has been planned, men of more than State-wide prominence having been secured for the program.

Superintendent J. W. Campbell, chairman of the committee on an athletic park, reported that the committee has given up the plan of erecting the park on the block near the Lamar school, property owners in the neighborhood having raised objections. He stated, however, that plans were being made to erect the park in another part of town, and motion was made and carried that the committee be continued and given the hearty support of the league in its work. Other members of this committee are O. E. Brashers, W. F. Garner, F. F. Hardin and M. F. Baird.

A proposition to Plainview to allow Houston to entertain the State Y. M. B. L. organization having been made, the league referred the question to the executive committee for settlement.

## SCHOOL BOARD ELECTION SATURDAY, APRIL 7TH.

The trustees of the Plainview Independent School District have arranged for a call for an election of members of the school board to be held the first Saturday in April, the seventh.

Three members are to be elected. Those whose terms expire are R. A. Long, Geo. Boswell, and H. W. Knapp.

**Community Correspondence**

**EPIDEMIC OF MEASLES OF MILD FORM IN LONE STAR SECTION.**

LONE STAR, March 5.—Sunday School pupils were few in number Sunday, on account of cold weather.

A light snow fell in this community last Saturday.

Mrs. Bill Reeves has been on the sick list the past few days, but is able to be up now.

Our men are all home from Floydada, where they have been attending court, except Mr. McGehee, he being one of the number selected on the Sears' case.

We elected new officers Sunday for our singing class. Mr. Estes is our new president and leader; Mr. Foster, vice president; Miss Elva Foster, secretary; Miss Annie Reeves, organist.

Bob Reeves and Virgil Dodson were callers in the Roseland community Sunday afternoon.

Cleve Hartman and family, of Providence, visited at W. B. Hatchett's Sunday.

Tom and Elbert Raakin had business in Floydada Thursday.

Mrs. J. H. Fowler visited Mrs. J. B. Stephenson a few days last week.

Mr. Mason and family, of Babbitt, visited Mrs. Mason's mother, Mrs. Hooten, and family Sunday.

Mr. McLoughr's boys are up again, after a tussle with measles.

Our farmers are wishing for rain, as there are a number wishing to sod some more land.

Mrs. Lucy Cowart's little girl has measles, but is doing nicely. A mild form of measles has affected many of the people in this community.

**SCHOOL AT STRUVE NOW HAS TWENTY-FIVE PUPILS.**

STRUVE, Feb. 26.—Our school enrolled five new pupils today, making twenty-one in all.

Mr. Price and family moved last week onto the Ivy farm, which has been occupied by Mr. Gypson for the past three years.

Viola Henderson returned yesterday from a two weeks' visit with friends in Hereford.

Messrs. Hooper, Struve and Kiser were in Plainview on business Saturday.

Andrew Conaugh came over from Moul's ranch, near Littlefield, for four tons of alfalfa hay, and Mr. Gist had a six-horse load delivered to his ranch south of Littlefield the past week.

Mr. and Mrs. Hazlewood and son and Miss Lula Hazlewood are here on a few days' visit.

Francis Light and family expect to start this week for Northern Arkansas to make their future home.

Mr. Jones had the misfortune to get the trailer of his car wrecked last week, while en route with a load of pigs from Plainview to his farm.

Mr. and Mrs. Ira McLain and Mr. Price and son were in Plainview last Friday.

Oscar Dupes is on the sick list this week.

Gladys Galloway, of Olton, is spending a few days with her grandmother, Mrs. Erb.

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

stack. Detroit's citizens crowded the sidewalks to view it as it went by. Henry Ford, gripping his bundles, stood on the curb and looked at it. Here was his first chance to see a steam engine built to run without a prepared roadbed and rails.

"It was the original of one of those pictures we sometimes see now with a smile, murmuring, 'How quaint!' A huge round boiler, standing high in the back, supplied fully half of its bulk. Ford made a hasty calculation of the probable weight of water it carried in proportion to its power. The result appalled him. He thoughtfully watched the engine until it was out of sight. Then he resumed his way home. On the train he sat in deep thought, now and then figuring a little on the back of an envelop.

"I couldn't get that steam engine out of my mind," he says. "What an awful waste of power! The weight of the water in that boiler bothered me for weeks."

So it was that he began to think of using gasoline, and, after much toil, succeeded in building a satisfactory engine. Then came the problem of hooking it up to wheels. We are told that his thoughts ran along some such line as this.

"Always before, carriages had been pulled. Naturally enough, his first thought was to apply the power of the engine to the front wheels. Then how should he steer? What mechanism should he use, powerful enough to turn the hind wheels, against the pull of the engine, and flexible enough to respond quickly and make a sharp turn? Then there was the problem of the throttle and the gears. The machine must be able to go more slowly, or to pick up speed again, without shutting off the power. The driver must be able, when necessary, to throw off the power entirely, and to apply it quickly again, without stopping the engine.

"Often Mrs. Ford came out and sat on a box, watching while he fitted parts together or tried different transmission devices. He had settled finally on a leather belt, passing over the fly-wheel and connecting with the rear axle. A pulley arrangement, controlled by a lever, tightened or loosened this belt, thus increasing or decreasing the speed of the automobile. That broad strip of leather, enclosed, running from the engine on the rear

axle to the pulley under the front seat, was the parent of the planetary system of transmission."

Then comes the tale of the trial trip. It is a true bit of mechanical history, as picturesque as the maiden voyage of "Fulton's Folly" up the Hudson. We learn:

"The machine was almost finished. A few more screws, a tightening of the leather belt, the placing of the steering lever, and it would be complete. He had spent four years of hard work, and harder thought, on its building.

"The engine was in place, the gears adjusted. He tightened the leather belt and tested the pulley again. Then he set the rear axle on blocks of wood, lifting the wheels from the ground, and started the engine. The cough of the cylinder quickened into a staccato bark, the fly-wheel blurred with speed. Then Ford tightened the pulley, the broad leather belt took hold. The rear wheels spun.

"She was running!

"It remained only to test the machine in actual going on the ground. Ford went to work on the steering gear. He had thought it all out before he had made all the parts. Now he must put them together, fit them into place, and test them.

"At midnight he was still working. At one o'clock he had the front wheels blocked up and was testing the steering lever. It needed some changes. At two o'clock they were finished. He started the engine again, and it missed fire. Something was wrong with the spark.

"At three o'clock he started the engine again, nailed a couple of old boards together for a seat and opened wide the shed doors. The rain was falling in torrents, and under foot the light snow had turned to thin slush on the frozen ground. It was very dark. He pushed the machine into the yard and hung a lantern over the dashboard for a headlight. Inside the shed, Mrs. Ford, in a voice shaking with excitement, begged him to wait until morn-

ing, but he did not listen. The engine and steering gears were protected from the rain, and no discomfort could have equaled for him the disappointment of another delay.

"The time had come when he could prove his theories. He would not waste one minute of it. The engine was already running. He stepped into the car, sat down, and slowly, carefully, tightened the pulley. Then, in the first Ford automobile, he rode away from the old shed. When he felt the machine moving under him he tightened his grasp on the steering lever. Suddenly the light of the lantern showed him a dozen things he had never noticed in the yard before. The clothes pole loomed menacingly before him, a pile of flower pots seemed to grow out of all proportion to its ordinary size. The machine wobbled unsteadily, while he desperately struggled to drive it in a straight line. He turned it from the flower pots, jerked

(Continued on Page Eight.)

**Oldfield Drove the First Ford**

How the first Ford car was made and the attendant circumstances are told by Ruth Wilder Lane, a member of the Ford peace-expedition, in a recent book on the life of Henry Ford, published by Ellis O. Jones. How, when a young mechanic in Detroit, Mich., he began thinking of inventing a self-propelling vehicle for private purposes, is interestingly told. Having been shopping

in a down-town store, he came out with his arms full of bundles. The author continues: "He came out of the store just at the moment that Detroit's pride, a new steam-propelled fire engine, came puffing around the corner. It was going at the rate of fifteen miles an hour, with impressive clatter and clang, pouring clouds of black smoke from the

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*United States Tires and Tubes, Presto-lite Storage Batteries, Dry Batteries, Spark Plugs, Bumpers, Light Globes, Speedometer Parts, Carburetors, Magnetos and Parts*

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**A VISIT TO WALT WHITMAN.**

I was a boy, and seeing Walt Whitman on Market Street, Philadelphia, as he came from the Camden Ferry, I resolved to visit him, says Mr. James Huneker, in Ivory, Apes and Peacocks. It was sometime in July, 1877, and I soon found his little house, on Mickel Street. A policeman at the ferry house directed me. I confess I was scared after I had given the bell one of those pulls that we tremblingly essay at a dentist's door. But the old man soon stood before me, and cordially bade me enter.

"Wait," I said, for I had heard that he disliked a more ceremonious prefix, "I've come to tell you how much your poetry has meant to me."

"Ah!" he simply replied, and asked me to take a chair.

To this hour I can see the humble room, but when I try to recall our conversation I fail. That it was on general literary subjects, I know; but the main theme was myself. In five minutes Walt had pumped me dry. He did it in his quiet, sympathetic way, and with the egotism of my age, I was not averse to relating to him the adventures of my soul. I begged for his autograph. He told me of his interest in a certain asylum or hospital, whose name has gone clean out of my mind, and I paid my few dollars for the signature. It is now one of my literary treasures.

If I forget the tenor of our discourse, I have not forgotten the immense impression made upon me by the man. As vain as a peacock, Walt looked like a Greek rhapsodist. Tall, imposing in bulk, his regular features, bright light-blue or gray eyes, clear, ruddy skin, plentiful white hair and beard, evoked an image of the magnificently fierce old man he chants in his books. But he was not fierce; his voice was a tenor of agreeable timbre, and he was

gentle even to womanliness. I left the old man after a hearty handshake and a "So long!" just as in his book, and returned to Philadelphia. Full of the day, I told my policeman at the ferry that I had seen Walt. "That old gas bag comes here every afternoon," he said. "He gets free rides across the Delaware."—Youth's Companion.

**EXECUTIVE FOR A. & M.**

As the case stands now, the new Agricultural and Mechanical College to be established somewhere in West Texas would be subject to the direction of the board and the president of the existing Agricultural and Mechanical College. The News believes that that relation ought to be a permanent one. But even those who do not think so must admit that no harm can result from it during the next two years, since the new institution will hardly be in operation much sooner, if at all. Hence it seems to The News that the sensible thing to do is to permit the new institution to be under the governance of the authorities of the existing one for the present, providing meantime for a more thorough and unprejudiced consideration of the question than the Legislature is able to give to it under the circumstances. Already a resolution or bill has passed the House creating a commission to study the whole of our educational problem and to report to the next Legislature. This question of the relation that ought to subsist between the present and prospective Agricultural and Mechanical College is properly a part of that study. No possible injury can come to the new institution from leaving its relation to the old institution what it is now, whereas much benefit is certain to result from treating this particular question as an element of the general problem to be studied.—Dallas Morning News.

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

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

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

**FOR SALE**—Ford car in first-class condition. See J. A. MAIS CO., across street from Ruby Theatre. 1t.



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

Received Highest Awards  
New Gold Medal For—See Slip in Packet  
Calumet



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

**SEASONABLE SUGGESTIONS  
For Our Farmer Friends  
Buckeye Incubators "The Best Made"**

These incubators are guaranteed to hatch more chicks—and better chicks than any other incubator. 25 years of consistent service makes this guarantee an assurance.

**The New Sharples Suction-Feed Separator**

Is the only separator made which will not loose cream at varying speeds. No matter how you turn the New Sharples you always get even thickness cream. You men who really need separators will make no mistake by letting us demonstrate these Sharples separators to you.

**Then Let Us Suggest Some Other Leaders**

- John Deere Farm Implements
  - Martin Graders and Ditchers
  - Well Outfits
  - Pipes and Casing
  - Wire Fence
  - Builder's Hardware
  - Oil Stoves, Coal Stoves and Ranges
  - Washing Machines
  - Garden Tools
- Our stocks are complete—our quality and prices are guaranteed.

**R. C. Ware Hardware Co.**  
Telephone 178

The boy's favorite  
*It's Easiest!*  
10¢ BLACK WHITE TAN 10¢

**2 IN 1**  
**SHOE POLISHES**

RDALLEY CO. OF NEW YORK INC. BUFFALO, N.Y.

**75 YEARS OF KNOWING HOW**

**The P. & O. No. 111 Lister**

This lister is known to farmers wherever sold as P. & O. No. 11, but the improved type is called No. 111 on account of important improvements.

There are more of them in the hands of farmers than all other makes combined,—over 2,000 sold by one dealer in one county in West Texas. The special features on this Lister made it deserving of its immense sale. Its use is not confined to preparing for row crops; it is now almost universally used for plowing for small grain crops by listing and re-listing, leaving the ground in oval waves, which not only catches and holds the moisture but prevents the loose soils of the West from blowing away.

The adjusting link on front end of beam is an important exclusive feature on the No. 111, absolutely preventing the point from running below the desired depth. The wheels are provided with dust-proof boxes, an immense help in the sandy loam lands of the West. The tending device absolutely deposits one seed at a time of any of the row crops, besides can be equipped for both corn and cotton. You will have to see this wonderful improvement to appreciate it. The tilting hoppers allow change of plates without emptying them. Furnished with either disc or shovel covers. This Lister embodied many other important features that will convince you that it is the best on the market.

**The P. & O. No. 123 4-Wheel Lister**

This lister has all the advantage of the No. 111 and in addition has rear wheels. This is desired in many localities as it enables the operator to see the seed as planted. The rear wheels have cushion springs to hold them in line with the row and following the unevenness of the ground and conform to the ridge without straining the rear frame, compelling also, the Lister to remain in proper working position at all times. The friction lock disengages automatically, allowing the wheels to castor and turn round in a very small space.

We manufacture the most complete line of Two Row Implements on the market. Ask your dealer and if you cannot be supplied through him, write us for circular and special introductory offer.

**Parlin & Orendorff Implement Company**  
DALLAS, TEXAS

**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

**S-E-E-D-S**

The worth while kind, and varieties adapted here. Now is the time to plant Sweet Clover, Barley, Speltz, Oats and all kinds of Potatoes. East of the Hale county courthouse is the best place to buy them.

**C. E. WHITE SEED CO.**  
PLAINVIEW, TEXAS

# This Announcement of Double Importance

First, we wish to announce to those customers who have waited so patiently for the delivery of Buick Cars that we are pleased to state that there are four carloads here now. This is the largest shipment of cars ever made to a single dealer on the South Plains. We appreciate your patience and have made every effort to get these cars for you at the earliest possible moment.

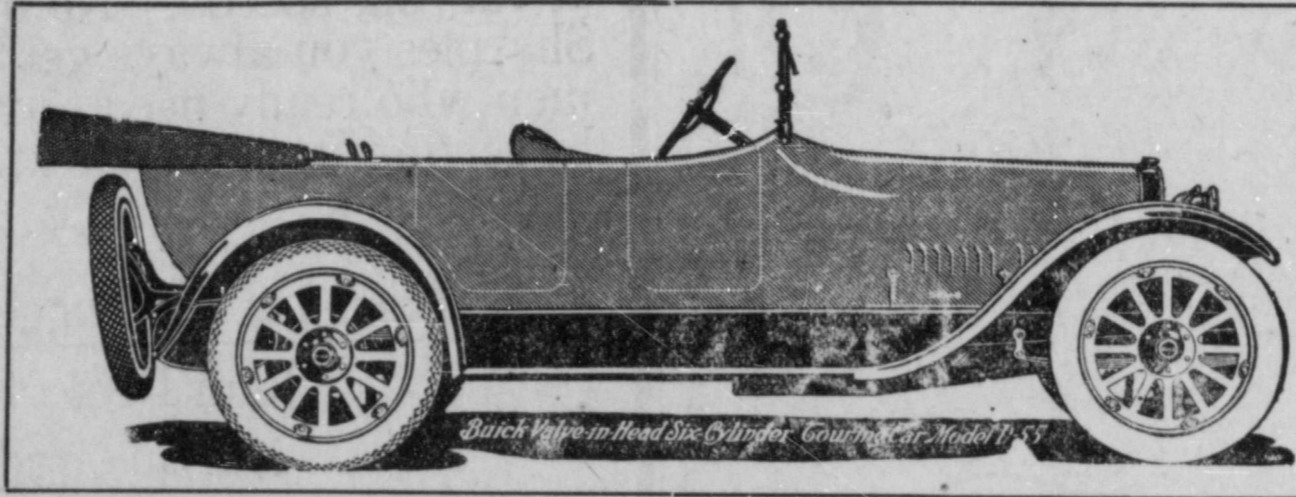
Secondly, we wish to announce that we expect to get into our new show room on Monday and will there have a display of Buick Cars and Goodyear Tires and Tubes. We'll be right in the heart of "Automobile Row" and we want to get acquainted with you and your needs.

A rose, as the poet argued, might retain its fragrance under another name, but that does not apply in the manufacture and sale of motor cars.

The name of a motor car must be won. The name, before it possesses value, must stand for a definite achievement. It must, in one word, convey a story of the combined and successful effort of thousands of men over a long period of years.

On each Buick radiator there is the word Buick. Just a piece of common, ordinary metal stamped out and then enameled. In itself, nothing; in its significance, everything.

For that one word exemplifies the long sustained efforts of the ablest automobile engineers in the world. It calls to mind a picture of master artists bent to a task which demanded, and received, the very best of their skilled and intelligent craftsmanship. It is a condensed history of an idea and an ideal that grew slowly and surely until they became worldwide in popularity, and in the acceptance of their correctness. That one word typifies a factory that had its beginning in a shed, and which now ranks with the largest and best manned and equipped among all the manufacturing establishments in the world.



It is a name that means something, and which always has meant something, for otherwise it would be valueless. A modern Midas, come to buy the Buick business, would pay millions for the physical property which he could not duplicate for less; but for the Buick name—for the right to use on another product that one word found on all Buick radiators—he would have to subtract from his wealth a staggering

multiplication of those millions.

The Buick name is a synonym to motortists all over the world for absolute correctness in design; for complete accuracy and efficiency in manufacturing methods, and for solid integrity in these and all other myriad ramifications of the great Buick business.

To those of you who are thinking of buying a motor car the Buick name means all these things and more. It means a guarantee of greater value for the dollars you are about to invest than you can find elsewhere. It is an assurance of all the fine motoring attributes with which you are familiar, either from experience or heresay. It is a promise to you of all and more than you have ever expected in a motor car—a promise that has been made to more than a quarter of a million buyers, and never once broken.

## THE BUICK CREED

A BUICK automobile must be so built that it will, at all times and under all circumstances, give the owner uninterrupted use of his investment. Every BUICK owner is entitled to, and will receive, prompt and efficient service, the kind that will insure him the motoring pleasure he expects.

BUICK reputation, so pre-eminently firm and fair, was not won by chance, but is due to the policy established with the production of the first BUICK car and so consistently adhered to ever since, that of giving the owner the maximum of service for the minimum of cost.

No matter what its price, a BUICK car must, and will, give the maximum of that service for which it was intended, and must bear its proportion of the responsibility of maintaining that high prestige which BUICK cars have attained.

## E. E. ROOS, Buick Distributor

Phone 16

First Door North Plainview Machine and Auto Shop

**"AUTOMOBILE ROW"  
BROUGHT INTO BEING BY  
FIVE LIVE DEALERS.**

Are you acquainted with "Automobile Row"? It's a new district in the business section of Plainview, and, according to those dealers who are arranging to populate it, Automobile Row is to be a very busy place.

The new brick buildings recently completed north of the garage of the Plainview Machine and Auto Shop are being hurriedly arranged for tenancy, and by the middle of next week three automobile dealers and a new rubber shop will be opened to the public patronage.

In the first room north of the Plainview Machine and Auto Shop, E. E. Roos will open a Buick show room and service station. Mr. Roos has arranged to have with him a Buick mechanic, who will have charge of the service work. Oda Thomas will have charge of the office and Mr. Roos will care for the sales work. Various models of Buick cars and trucks will be on display and a complete line of Goodyear tires and tubes carried in stock.

The middle show room will be occupied by T. B. Carter as Dodge headquarters. Here Mr. Carter will display the several models of Dodge Brothers motor cars. J. A. Young, formerly Santa Fe ticket clerk in Plainview, has come from Amarillo to take charge of the office work for Mr. Carter. A service station in charge of a Dodge Brothers mechanic will be a feature of the new arrangements. Mr. Carter will feature, among other accessories, the Nassau tires and tubes.

In the north room the McGlasson & Armstrong Rubber Co. have installed a modern rubber repair plant. New machinery and equipment throughout give them an opportunity to serve as the city shops serve. A feature of their service will be a free "tire trouble" service, which will be extended to any auto owner having tire or tube trouble within a radius of two miles of the shop. The members of the new firm are Morey McGlasson and Ural Armstrong. Both have been recently in charge of the vulcanizing department of the G-C Electric Co. The new company will feature Federal tires and tubes.

In the same building with the McGlasson & Armstrong Rubber Co., J. D. Pelphry will make Studebaker headquarters. Mr. Pelphry will have the several models of Studebaker cars on display here and will care for the sales and office work personally.

Plainview Machine and Auto Shop.

the original firm in the new Automobile Row, last week changed hands, D. Brown, of Megargle, Texas, having purchased the business from Harry Chatham.

Upon good authority, we are permitted to state that the population of Automobile Row is soon to be further increased by the erection of two additional modern garages.

**HINTS TO MOTORISTS.**

The funnel used to fill the oil tank should have a strainer in it of very fine wire. It keeps out any dirt, lint, etc., which would fall into the system and clog some small opening. One such piece of lint might do no harm, but others would accumulate there, and finally cause clogging. This matter of straining the oil is especially necessary with the type of lubricator using several small pumps, as a small piece of dirt getting into any one of the valves puts that pump out of commission immediately.

Some relief valves have handles set the wrong way, so that the valve shakes open. If one becomes troublesome, replace with one set properly. If this is not desired, the hole may be plugged with a piece of brass rod and a new hole drilled at right angles to hold the old one.

To tell which cylinder is missing explosions, short circuit the plug with a screwdriver. Touch the end of the cylinder and lean the blade against the head of plug. This will prevent that cylinder from firing. If it is a live cylinder this will change the sound of the exhaust. If it is a dead cylinder it will make no difference in the sound of the exhaust. By noting the sound of the exhaust you can tell which cylinder is missing explosions.

When we find that a certain cylinder is missing explosions we must determine whether the fault is in the spark plug or not. Disconnect the wire at the plug and hold one-quarter inch away from the plug, with engine running. If the spark jumps it shows trouble is in the plug. If no spark is seen the trouble is in some other part of the system.

One of the many mistakes which beginners frequently commit is to rest the feet on clutch and brake pedals. It wears out clutch collar, making it noisy, and may cause brakes to drag, wearing it also. The best position is to have both feet near the pedals ready for instant use.

# ANNOUNCEMENT

WE are pleased to announce to our friends and customers that we are now located in our new building in "Automobile Row" north of the Plainview Machine and Auto Shop with an equipment which will meet every need of your tires and tubes.

Our new equipment throughout gives us an up-to-the-minute vulcanizing plant. Our plans make ours a specialty shop in which we have prepared to care for everything from the most simple puncture to retreading. We can handle any job presented which carries a repair on tires or tubes.

We will not attempt to carry a general line of automobile accessories, parts, etc., but will have a full line of Federal Tires and Tubes, and you are assured that you will find here everything for your wheels.

## FREE TIRE SERVICE

A part of our general service will be a free tire service. We will have a service car ready at any minute to answer a call within a radius of two miles of our shop and if you will learn to call Phone 73 we will be there in a few minutes whenever you have tire trouble.

We ask you to visit us in our new location and get acquainted with us and the service which we are prepared to render automobile owners.

**McGlasson & Armstrong  
Rubber Company**

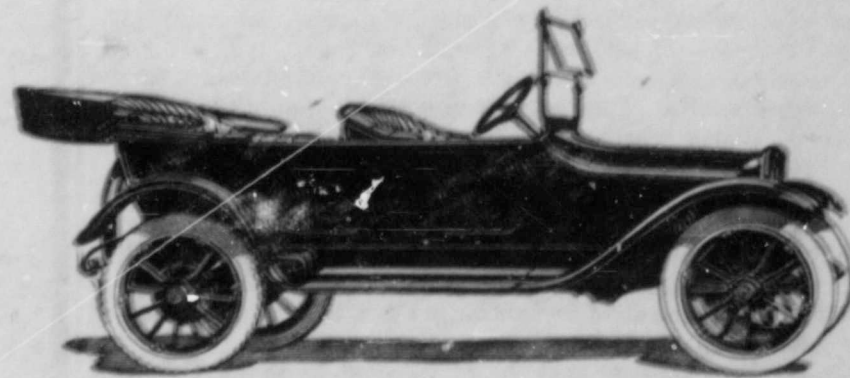
# ANNOUNCEMENT

In a few days the salesroom and service station for Dodge Bros. Cars will be in the new Roos Building, center entrance.

Mr. J. A. Young, formerly of Plainview, will be city salesman and Mr. Claud Oglesby, formerly of the Dodge service station at Dallas, will have charge of the service department.

We will handle oils, greases, and accessories.

We announce the first Plainview representation of the famous road racing tire



## THE NASSAU

We believe it to be a worthy running-mate for the

**DODGE BROTHERS  
MOTOR CAR**

We hope to enlarge our business by prompt and efficient service and just treatment.

**T. B. CARTER**

NT  
at room  
Phone 4113.

## The Plainview Evening Herald

—PUBLISHED EVERY TUESDAY AND FRIDAY EVENING BY—  
**THE HERALD PUBLISHING COMPANY,**  
 Corner Broadway and Second Sts.

HERBERT S. HILBURN, Editor E. B. MILLER, Business Manager  
 Entered as second class mail matter July 1, 1914, at the Post Office at Plainview, Texas, under the act of March 3, 1879.

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

Keep the Plainview dollar in Plainview. It may roll around your way another day.

And wouldn't a municipal auditorium be fine during the Pan-handle Swine Breeders' Association?

Growing just a little every day, and a whole lot some days, Plainview is making one of the best towns in West Texas. If you want to know whether it is conservative, developing growth, just watch the bank deposits.

### ILLITERACY IN TEXAS ON THE DECLINE.

That the per cent of illiteracy in the United States has not been materially reduced in the past decade is the finding of a Government bureau. There are five and one-half million illiterates in the United States—eight out of every hundred. By illiterates is meant persons above the age of ten years who can neither read nor write any language. There are several million who cannot speak the English language.

The South and its cotton fields and cotton mills has long been considered one of the regions where illiteracy abounds. That the South is waking up to her opportunities and duty toward the child is shown by the finding of the bureau that in the past two decades illiteracy has been reduced one-half in the Southern States. Only one State, Connecticut, has shown an increase in illiteracy. This increase is in numbers as well as per cent. It is attributed to foreign immigration.

Thanks to the compulsory school law and to the appropriation for rural schools—evidence of an awakened public opinion on education—Texas is rapidly reducing the number of illiterates within her bounds, and not only that, but is placing a good, elementary, free education at the disposal of its youth.

### INTEREST GROWS IN HALE'S RURAL SCHOOLS.

That Hale County's rural schools are above the average is a fact of which the people of the county, especially the untiring trustees of the common-school districts, should be proud. The award of nearly three thousand dollars to our schools this year, and the award of an amount almost as large last year, speaks well for the schools. One requirement is that the district must levy a tax of at least fifty cents on the hundred dollars' valuation. That's the limit set by the statutes of the State. Nearly every district in the county assesses and collects that tax. It's none too much, and a few of the districts would assess a little more if they could.

But the people of the districts are not content with just the money raised by taxation. Nearly every week there is some item in the columns of The Herald regarding a box supper, or some other entertainment, given to raise money to improve school conditions. This in itself is a poor means of raising money. The condition should not exist that the schools should have to resort to this method of raising money for their needs. But in that it is necessary under existing conditions, the thrift and "get-up-and-go" of the rural communities is heartily commendable.

For the good rural schools of Hale County the people owe no little credit to Judge W. B. Lewis, who was punctilious in his zeal for rural-school progress while county judge. Judge Clements has also taken up the work of county superintendent with much interest.

And, incidentally, in this connection we must refer again to the county school fair which is to be held in Hale Center March 20 and 31. It should be an exposition of the work of the various rural schools and high schools of the county, and deserves the support and presence of every friend of public education in Hale County.

### CONSERVING IRRIGATION WATER.

It costs to pump water for irrigation. When the cost of irrigation is lowered the profits from operation rise correspondingly. Through all the irrigation-farming section thought is being turned to the problem of lowering cost of putting water on the land.

In many sections concrete and galvanized-iron flumes are found to be paying investments. The improvements are soon paid for in the water saved. Water which seeps down from the earth ditches is largely waste.

How to conserve the moisture from evaporation after it has been placed on the fields is another problem. The following experiments may be of interest to many South Plains irrigation farmers. They were carried on in California, and the object was to determine as nearly as possible the amount of irrigation waters that could be saved by means of cultivation:

The following experiments may be of interest to many Colorado farmers. They were carried on in California, and the object of the experiment was to determine as nearly as possible the amount of irrigation waters that could be saved by means of cultivation. The experiments to determine this effect were made so as to approach ordinary field conditions and practice as nearly as possible. An irrigation amounting to six inches in depth of water was applied to the surface of the soil and allowed to soak into the same. It took from six to twenty-four hours to accomplish this, depending upon the character of the soil. From one to four days after the water had been applied, the fields were cultivated, and a second cultivation was given two weeks after the application of the water. The total average evaporation loss in twenty-eight days from uncultivated soil was 2.14 inches, or 35 per cent of the water applied, and it was found that cultivation saved about 26 per cent of this loss.

Granting that the figures are correct, it appears that it is possible to save one-fourth of the evaporation loss by cultivation. This experiment is of particular interest to the section where flood waters and uncertain supplies of water are used, but is worthy of attention in the section of surface-water irrigation.

The experiments in sprinkler systems of irrigation are also interesting. The overhead system is being used successfully on the truck farm of Col. R. P. Smyth in the vineyards. This method seems particularly well adapted to small, intensively cultivated farms.

### CITY OFFICIALS WARNED OF FIRE DANGER ON WINDY DAYS.

Mayor W. E. Rissor and Fire Marshal J. F. Frye are in receipt of the following warning from State Fire Marshal S. W. English relative to the increased danger from fires during the windy month of March.

Mr. English says: "A loose fire brand, a high wind and buildings covered with wood shingles are the three principal elements of a conflagration. The combination of these three elements has caused thirteen conflagrations in the United States within the past fifteen years entailing a property loss of more than sixty million dollars. Three of these conflagrations occurred in the month of March, 1916, the most destructive of which was at Paris, in our own State. The property loss at Paris approximated at least ten million dollars, and in hundreds of cases wiped out the savings of a life time.

"Buildings with wood-shingle roofs we have. High winds we are subject to periodically and cannot prevent; so it is against the loose fire brand that we must direct our preventive efforts. The season of the year is now here when a general clean-up is the order of the day. A general clean-up is a good thing, since good house-keeping, individually and collectively, is one of the worst enemies to fire waste, yet we must not get careless in the use of the renovating agency—fire—else with our trash and rubbish we may also destroy our home and our business.

"This communication is to give warning about open fires on windy days. Wait for a still day to burn your dead grass and the winter's accumulation of rubbish, and, in no event, start open fires near buildings. Even

a fire under the wash kettle in the yard on a windy day may destroy your town. When you are about to start an open fire on a windy day—

"THINK OF THE DANGER OF A CONFLAGRATION AND BEWARE!"

### GROWING OLD.

Christian Register; One of the humors of age is the way the young look upon it. Every one is old to them who is older than they. A man of 30 heard school children call out as he bicycled by. "Look out for the old man coming." When he gets to be 70 such an attitude of mind will seem as ridiculous to him. Given good health and a sound mind, the septuagenarian is just as young as the college graduate. Sometimes he is younger, for the college graduate often takes himself and life in a spirit of mournful satiety. The liveliest appreciation of life comes as its days fly ever more rapidly. The eagerness to live intensifies as the chances of life decline. The natural way to use such period is not to give up work because the time is too short for its finishing or because one has worked too long. Stevenson's advice is sound, "By all means begin your folio." Bishop Williams' horse put out to pasture and ease as reward for long and faithful toil had the right kind of death. He ran down the field with the colts and beat them all; then he dropped. That is the best way to be sure that one's last days are happy.

### WEST SIDE SCHOOL GETTING READY FOR SCHOOL FAIR.

WEST SIDE, March 7.—There is a great deal of sickness in this community at present. There was no preaching here Satur-

day night, on account of the bad weather.

Miss Pauline Rueter has returned home from a visit in Iowa.

Harry Huguley, of the Halfway community was a business visitor of this community Sunday.

Several from Olton were visiting in this community Sunday.

There was only a small number present at Sunday School Sunday.

Several from this community were business visitors to Plainview Monday and Tuesday.

The Girls' Home Economics Club met March 2, with nine members present. The minutes were read and approved. The lesson on darning (Part 14, Lesson 49) was read and discussed. A program, entertaining and social committee was re-elected. Each girl agreed to make something for the County School Fair to be put on exhibition. There being no further business to come before the club, we then adjourned until next meeting day.

Mr. Hammer's car is too fast going for him. He drove a mule to his buggy Sunday.

The Mothers' Club met Friday, March 2, and after the election of officers and transaction of other business, it adjourned to meet again April 6.

### PROFESSOR BULL WILL BE PRINCIPAL OCHILTREE SCHOOLS.

PETERSBURG, Texas, March 6.—

The Ides of March are supreme—except on the Plains now. But before long gentle Spring will come, and we will forget all past unpleasantness and bask in sunshine and enjoy the calm weather.

On February 17th the gracious stork came flying over the home of Mr. and Mrs. Mat Gregory, and left to their

loving care a dainty baby girl. There is much rejoicing over her arrival in two homes, as this wee person is the first grandchild of Mr. and Mrs. Herman Wiese. Congratulations.

There will be a railroad meeting in our town tonight. We still hope to get a railroad in the near future. "Success comes to those that wait."

Bledsoe was successful in the basketball game played here Friday afternoon.

Prof. J. M. Bull has resigned as principal of the school here, to accept the position of superintendent of the schools in Ochiltree.

Dr. and Mrs. N. E. Greer entertained the faculty of our school and a few other friends at supper Friday evening. Quite a nice time was reported. We had a snow Saturday—not very heavy, but a real, sure-enough snow.

Poe Greer has entered Wayland College. He will take a commercial course.

Miss Geneva Wilson, of Hallettsville, is a guest in the home of her aunt, Mrs. L. C. Claiborn.

Miss Alyce Wiese invited a few of her girl friends to share her birthday dinner with her Sunday, March 4. In the afternoon the young men were entertained in the home.

Quite a number of our people will attend the Fat Stock Show, in Fort Worth, next week.

Miss Annie Hughes is battling with a severe cold.

Ed M. White, of Clovis, New Mexico, was in town for a few days last week. Marcus Gregory and John Hegl, Sr., shipped two cars of hogs to Wichita, Kansas, Saturday.

Herman Wiese is in Iowa visiting relatives and friends.

Work on the new bank building is progressing rapidly.



**Display of Spring Fashions**

**WE INVITE** you to visit the store upon this occasion and learn of our complete readiness for Spring in all departments. We have been untiring in our efforts to have the best selected stock in history for the new season. And how well we have succeeded our spring style exhibits reveal.

Women's Attire for Spring  
 New Silks and Fine Woolens

Girls' and Misses' Clothes  
 Newest in Dress Accessories

and all other lines of immediate interest will be featured

**PREPARE FOR EASTER**

**Carter-Houstons'**

La Porte Fabrics

## AT ALL TIMES

You will find our force anxious to please you in every detail. Our stock is complete. Our fountain is clean. Our prescription department never indulges in 'substitution'. Your prescriptions entrusted to us will be compounded as written regardless of high cost of chemicals.

## THE DYE DRUG CO.

The Retail Store PHONE 23 West Side Square

# SOCIETY

Telephone Number 72

## ANNOUNCEMENTS.

Mrs. R. W. Otto will entertain the Auction Bridge Club Tuesday afternoon, at the home of Mrs. P. J. Woodridge.

The Travel Study Club will meet Saturday afternoon, in the club room.

There will be a students' recital in Anglo Hall at Wayland College Wednesday afternoon, March 14, at 3:30 o'clock by the pupils of Miss Elizabeth Ziegler. The public is cordially invited.

The Ladies' Aid Society of the Presbyterian Church will meet with Mrs. E. B. Hughes Monday afternoon at 3 o'clock. Every member is urged to be present, as it is the annual election of officers.

## PROGRAM FOR LAMAR MOTHERS' CLUB, FRIDAY, MARCH 9TH.

Reading—Lucy Phelps.  
Music—Victoria.  
"Obedience—a Great Factor in a Child's Life"—Mrs. Eula Merrell.  
"Gardening"—Mrs. E. Lee Dye.  
The club will meet in the sixth-grade room at three-thirty o'clock. Everyone is invited.

## FIVE HUNDRED CLUB.

The Five Hundred Club met Tuesday, at the home of Mrs. L. C. Wayland. The substitutes for the afternoon were Mrs. Florence G. Armstrong, Mrs. B. C. Hölle, Mrs. J. H. Slaton, Mrs. T. J. Finney and Mrs. Geo. Saigling.

A two-course luncheon was served. The next meeting will be with Mrs. P. J. Woodridge at 3 o'clock, instead of at 2:30, as before.

## THE BAYLOR CLUB OFFERS MEDAL TO WAYLAND STUDENTS.

The Baylor Club met Tuesday night, at the home of Mr. and Mrs. E. R. Williams.

The subject discussed was the history of Texas.

Roll call was answered by an item or paper on Texas.

The club members enjoyed music given by Miss Ophelia Donnell. "Mighty Lak a Rose"; Miss Lorena Stockton, "From the Land of the Sky-Blue Water," and Rupert M. Crabb in Godard's "Berceuse."

The club decided to award a medal to the student at Wayland who received the highest grade on the history of Texas.

Light refreshments were served to Rev. and Mrs. R. E. L. Farmer, Rev. I. E. Gates, Mr. and Mrs. Hugh McIntyre, Olin Brashear, Mr. and Mrs. Rupert M. Crabb, Miss Ophelia Donnell, and Mr. and Mrs. and Adelbert Williams.

Many of the members were absent on account of sickness in their homes.

C. V. Bryson left this morning for Fort Worth, where he will attend the annual Fat Stock Show. Before returning to Plainview he will visit in Comanche County, looking after his extensive farm interests in that section.

## The Attention of MOTHERS

Is called to our line of

## Boys' Blouses

in Spring fabrics

Which Will Wash

Priced 50 Cents

Others for a quarter

**REINKEN'S**  
Clothing and Shoe Store

## MARGARET BRYAN CELEBRATES HER NINTH BIRTHDAY.

Tuesday afternoon from four to six o'clock Miss Margaret Bryan entertained, at her home, on Date Street, a number of her little friends.

The little folks enjoyed games, and candy was passed during the afternoon. Later hot chocolate and cake was served.

Many pretty and useful presents were received by the hostess.

Those present were: Avis Allen, Mary Jo Burton, Maxine Bryan, Esther Elliot, Ruth Hamilton, Dorean McKee, Maxine and Marguerite Morrison and Modelle Watson.

## CELEBRATES BIRTHDAY.

Little Janet Ellen Holmes celebrated her fifth birthday Tuesday, March 6th, by entertaining a number of her little friends. The party was also in remembrance of Texas' independence day.

The house was decorated in red, white and blue.

On arriving, each child was presented with a tiny Texas flag. They were also given spoons shaded blue and white, which they matched and found their partners.

A number of games were played. The one of most interest was the placing of the map of Texas on the map of the United States in the right place, the child being blindfolded while doing so.

The table was prettily decorated, the birthday cake being in the center, and place cards for each child were in the form of a tent.

While refreshments were being served a true Indian story was told. The story was an experience of Janet Ellen's great grandmother when she was a young girl.

Those invited were: The girls—Virginia Hatchell, Betsy Miller, Catherine Malone, Elizabeth Johnson, Virginia Hinn, Rebekah Williams, Baby Girl Mathes, Juanita Reinken, Dorothy Rushing, Mary Angelina Russell and Janet Ellen Holmes; the boys—Dick Carter, Alfrey Johnson, Emmett and Ellis White, Chas. Malone, Ralph Johnson, Harold Hinn, Robert and Homer Maxey, Chas. Baker, Malcolm and Wilton Wilks, Harold Jeffus, Mike Mathes, Billy Holmes and W. B. Rushing.

## WAYLAND COLLEGE NEWS.

The baseball season opened with a game between the preachers and regular team of Wayland, the score being 21 to 4 in favor of the latter. Ask the preachers about it.

The boys of the business college will play the regular team, on the Wayland grounds, at 4 o'clock next Friday.

We are delighted to have with us again our baseball "star," Mr. Ira Presley.

We cordially welcome Mr. Poe Greer, of Petersburg, who has recently enrolled as a student of the business department.

The second of the series of the inter-society debates will be contested Friday night, March 9, in the college chapel. Messrs J. A. Covington and Lorenzo Engleman, of the Philomathean Society, and Messrs. Tom Johnson and Rufus Brazil, of the Euglossian Society, will debate.

Miss Edith Kiser, who has been ill with the measles, is convalescent.

Brother McCall will be here next Monday to start the meeting at the college.

Mr. McDaniels, of Floydada, was here Monday and gave a lecture to the college students.

The debate will be held at the college tonight. Everyone is invited to these debates.

Mr. Herschel Harris, on account of illness, was taken to his home, in Mineral Wells. The latest reports say he is improving rapidly.

Miss Akard Britain, a pupil of voice, rendered a beautiful solo in chapel Thursday morning.

Miss Ziegler will give a demonstration of the Fletcher Method on March 14th, in the college chapel.

The Timotheians held their regular meeting Thursday night.

The Beta Gammas, Euglos, Mu Sigma Rho and Philos will meet for their weekly programs at 4 o'clock Friday afternoon. Come and enjoy a good program.

REPORTER.

## BIRTHS.

Born, to Mr. and Mrs. Jonah C. Bailey, of Runningwater, March 4, a girl.

Born, to Mr. and Mrs. Ben H. Bailey, nine miles south of Plainview, March 4, a girl.

## DR. ROBINSON'S FAMILY HERE.

Rev. E. E. Robinson and family arrived from Amarillo this morning to make Plainview their home. Their household goods have arrived and they will open their home, the Methodist parsonage.

Mrs. T. L. Gordon has gone to Frederick, Okla., to be with a relative who is ill.

Mrs. J. M. Bull, of Petersburg, has returned to her home, after a visit in Ochiltree and Canyon.

Paul A. Turner had business in Abernathy, Petersburg and Hale Center Wednesday.

W. W. Connell is visiting in Post City.

M. T. Howard, of Clarendon, was in Plainview yesterday. Mr. Howard had been to Floydada, where he attended the Sears trial. The late Sheriff Jas. Long, of Briscoe County, was a brother-in-law of Mr. Howard.

R. C. Curtis, of Colorado Springs, has been a business visitor in Plainview this week.

Miss Marie Silcott and S. P. Dickson, of Olton, were visitors in Plainview yesterday.

P. L. Hancock, of Silverton, was a visitor here yesterday.

Mr. and Mrs. Fred Baffle and Mrs. Mrs. G. S. Morrill, of Silverton, were here Wednesday.

H. L. Johnson, C. W. Boyle and W. H. Kestler, of Muleshoe, were here Wednesday on business.

Miss Amy Glenn is spending the week with her sister, Mrs. T. P. Bouldin, of Matador.

Mrs. A. B. Echols and daughter, Miss Bulah, of Matador, spent a day in Plainview last week visiting Mr. and Mrs. C. L. Glenn.

Mrs. L. R. Underwood, of Texico, visited her sister, Mrs. R. C. Walker, Monday.

Mrs. Arthur Anderson, who has been visiting her mother, Mrs. J. W. Grant, left Thursday morning for her home, in Chicago.

## 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.

Rev. J. L. Hinds, returned missionary to Cuba, will lecture at the Nazarene Church morning and night Wednesday, March 14. The subject will be Cuba and Mexico.

Dr. George R. McCall, of Texarkana, will begin revival meetings next Monday in the chapel at Wayland College. The public is invited.

## Wesley Philathea Class.

The regular monthly business meeting of the Wesley Philathea Class of the Methodist Church was held March 6th.

The Charities Help Committee reported having made sixteen calls on the sick and sent six messages, food and fruit.

The Look-Out Committee reported the sending of fifteen cards to absent members of the class.

New chairmen of the committees were appointed for the next quarter: Ways and Means—Mrs. H. W. Stone. Help and Charity—Mrs. Lula Bennington.

Look-Out—Miss Beulah Posten. Social—Miss Maxie Speer.

## EPWORTH LEAGUE PROGRAM FOR SUNDAY, MARCH 11TH.

Subject—"Africa." "What of the Night?" Chap. 4.

Leader—Miss Speer.

Song.

Prayer.

Reading—Isa. 35:1-10—Miss Nora White.

"Problems Which Are Involved in the Uplift of Africa."

Round Table.

Each Leaguer is urged to study chapter 4 and bring his book to class.

## DOLLARS AND SENSE.

In his "Country Banker" address at the recent meeting of the Seventh District Texas Bankers' Association, in Fort Worth, R. A. Underwood, of Plainview, summed up a lot of fine argument in a few words, saying:

"A good time it is to encourage our farmers to plant a diversity of crops and not let them forget that the cow, the sow and the hen will help them and help us solve our problems."

Mr. Underwood lives in a part of the State little wedded to cotton, and where the cow, the sow and the hen are held in high regard, but his assertion is completely applicable to other parts of the State. Cotton is a mighty fine crop when foodstuff and feedstuff and meatstuff also is produced, but when planted exclusively it becomes an incubus. "There can be too much of a good thing."—Dallas Evening Journal.

WATER-BAG FOUND. Call at Herald Office. tf.

THE LAYING KIND of Buff Leg-horns. Eggs, one-fifty for fifteen. SLONEKER FARM, Plainview, Texas. Fri. tf.

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## Beautiful Blouses That Breathe of Springtime

New Style Blouses for better wear occasions would hardly be expected to fall into the moderate price class; but that is just what these new models have done, and it makes them all the more desirable, and none the less handsome, because of their little cost.

They are creations of fine nets and laces, wash silk, georgette crepe, crepe de chine, voile and organdie. They all have new ideas in sleeves, shapes of collars and decorations. The colors are white and the other popular Spring shades. Prices are \$1.25 to \$7.50.



## You'll Hand to Our Gloves Your Approval

Gloves that convey the subtle distinction of good form and good taste are ready to prepare the way for early Spring dressing.

As highly effective in their quality and as warmly satisfying in their fit as a woman would wish them. All the better Spring shades in stock.

## Newly Coined Skirts

Just like Uncle Sam's new silver coins—artistic and graceful with clearly cut style features that stand out from a background of exceptionally graceful lines. Silks, serges, and novelty materials—bright and new, every one.

You should see how moderately we have priced them.



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

# BARGAIN TABLE OF SHOES

Look over our table of Bargain Shoes, odds and ends in children's shoes and small sizes in ladies' shoes, values up to \$3.00, your choice of the table, only **\$1.38**

A large assortment ladies' wash waists, assorted sizes and styles. They are extra values and are priced at only **\$1.00**

## NEW GINGHAMS

See our stock of new gingham—best quality and at the right price.

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Dry Goods Store

"SELLS IT FOR LESS"

TELEPHONE 210

PLAINVIEW, TEXAS

C. W. Cozens, Dr. W. E. Johnston and J. F. Morrison, of Jamestown, N. Y., and J. D. Scudder, of Truesburg, N. Y., are here on business.

Mrs. J. W. Scivally has returned from Corpus Christi, where she has been for the past several months.

J. W. Carter was here early in the week visiting his family. He is now working in Hale Center.

J. B. Adams has moved to Slaton to make his home.

W. T. Mise is in Slaton.

Chas. Saigling was in Amarillo on business Monday.

J. F. Watson went to Des Moines, New Mexico, early in the week on business for the T. L. & D. Co.

M. J. Baird had business in Hale Center Monday.

District Attorney A. C. Hatchell is here today from Floydada, where he has been attending District Court.

Bert Broyles and C. K. Shelton have returned from a visit of several weeks in Chicago.

Carter Hancock was in Amarillo Sunday.

L. E. Ensign, of Olton, was in Plainview Wednesday on business.

Frank McSpadden, of Hereford, was here Tuesday.

R. F. Stevenson, Tom Crawford and L. E. Cooper, of Silverton, were business visitors in Plainview Tuesday.

A. B. Conley, Jr., of Lubbock, was here Tuesday evening.

Chas. W. McFarland, of Castro County, was here Wednesday on business.

Mr. and Mrs. John Brazell, of Slaton, were registered at the Hotel Ware Tuesday.

Mrs. J. J. Lash and Mr. and Mrs. G. W. Nafzger and son are visiting in California. They went from Plainview in a car. Mr. Lash will leave for California also within a few days.

Stapp & Son, of Falls, have sold their garage to Markham Brothers, of that city.

Judge H. C. Randolph returned Wednesday morning from Tulla, where he has been on business.

R. E. McCaskill, equipment man, with Southwestern Telephone Company, was here this week inspecting the local plant. Mr. McCaskill's home is in Fort Worth.

H. C. Maxey and family and P. B. Harbin and family, of Carrollton, arrived Wednesday for a visit with J. B. Maxey and family.

Mr. and Mrs. J. L. Firta, of near Abernathy, were in Plainview today, shopping.

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

**OLDFIELD DROVE THE FIRST FORD.**  
(Continued from Page Two.)

It back in time to avoid running into the fence, and headed straight for the clothes pole. It seemed to jump at him. At the last minute he thought of the pulley. He loosened the leather belt, the engine spun wildly, the car stopped. Henry Ford got out, breathing hard, and pushed the machine around the clothes pole.

"You see, I not only had to make the machine, but I had to get into it and learn how to steer it while it was running," he says. It occurred to him that he would like a good, wide space for the job. After he had rescued the machine from the clothes pole, he turned it toward the street. Chug-chugging away, he passed the house, drove over the gravel sidewalk, and turned down Edison Avenue. The scattered houses were dark and silent; every one was asleep.

"The little machine, rattling and coughing, proceeded through the thin slush in jerks and jumps, doing valiantly with its one cylinder. Perched on the rough board seat, Henry Ford battled with the steering lever, while on the sidewalk Mrs. Ford, wrapt in her shawl, anxiously kept pace with them. It was not difficult to do, for the car was not breaking any future speed limits. At the end of the first block Ford turned the car successfully, and rode down the side street, zig-zagging widely from side to side in his effort to drive straight ahead. Fortunately, Detroit's streets are wide. When he had passed the second block he began to wonder how to turn and drive back. At the end of the third block he solved the difficulty. He stopped the car, jumped out, lifted it around, and headed it for home. By this time the engine was missing again, but it continued gallantly to jerk and push the light car forward until Ford had reached his own yard. Then he stopped it and pushed the machine into the shed.

"Then he just realized that he was very hungry. He came into the kitchen, looked at the cold, greasy frying pans, remembered that he was out of bread, and thought of an all-night lunch wagon that stood near substation A, where sometimes he bought a cup of coffee when he was working there. The automobile stood waiting in the shed; he told himself that he wanted to test the steering gear anyway again. He went out, started the engine, climbed in and chug-chugged away through the silent, deserted streets to the lunch wagon.

"Coffee Jim, loafing among his pans and mounds of Hamburger steak, was astonished to see the queer little machine jerking and coughing its way toward him. He remembered Ford, and while he sliced the onions and cut the bread for Ford's midnight luncheon they talked about the automobile. Afterward Coffee Jim examined it in detail and marveled. When Ford took him for a little ride in it he became enthusiastic. Soon it was part of Ford's routine to drive the little car to the lunch wagon at midnight, have a cup of coffee and a hot sandwich, and chat with Coffee Jim. They became friends."

It was, strangely enough, Coffee Jim who later put up the money to enable Ford to enter a car in the newly established automobile races. A special machine was built, and Coffee Jim paid the bills. Friendship had done what business and capitalism would not even attempt. The account continues:

"It was another debt on Ford's shoulders, but he accepted it and immediately began to work on a racer. With the intention of startling sedate business men, he obeyed the injunction to 'Build her big—the roof's the limit.' The result was certainly startling. Four enormous cylinders gave that engine 80 horsepower. When it was finished, a friend named Cooper and Ford took it out one night for a trial. People started from their sleep for blocks about the Ford house. The noise of the engine could be heard for miles. Flames flashed from the motor. In the massive framework was one seat. Cooper stood thunderstruck while Ford got in and grasped the tiller.

"Good Lord, how fast do you figure she'll do?" he asked. "Don't know," Ford replied. He put on the power, there was a mighty roar, a burst of flame, and Cooper stood alone on the curb. Far down the street he saw the car thundering away. A few minutes later it came roaring back and stopped. Ford sat in it, white.

"How far did you go?" Cooper asked. Ford told him. "Do you mean to say she makes a speed like that?" Cooper ejaculated, aghast. "She'll make better than that. I didn't dare to give her full power," Ford replied. He climbed out and stood beside Cooper, and the two looked at the car in awe.

"See here, I hope you don't think that I'll drive that thing in the races," Cooper said after a time. "I wouldn't do it for a gold mine. You'll have to do it."

"I should say not!" Ford retorted.

"I won't take the responsibility of driving her at full speed to win every race that was ever run. Cooper, if that car ever gets really started, it will kill somebody sure."

"Ford and Cooper regarded the juggernaut car for some time in meditative silence.

"Well, I guess you've built a real racer there, all right," Cooper said admiringly.

"Yes, it looks as if I had," Ford answered. "The question is, what good is it? Is there a man on earth who'd try to drive it?"

"Well, I've got some nerve myself, and I don't want to," Cooper admitted. He walked around the car and then looked again at the engine. "How fast would the darn thing go, I wonder?" he said.

"Get in and try her," Ford suggested. Cooper climbed in, Ford cranked the engine, and again sleeping Detroit jumped from its bed. The car leaped and shot down the avenue.

"When it roared back again Cooper stopped it in the middle of the street.

"That settles it for me," he said. "She must have made forty miles an hour, and she wasn't half running, at that. I won't take her out on the track."

Suddenly Cooper had an idea.

"See here! I know a man—if there's a man on earth who would take that car out, he's the one!" he said. "He isn't afraid of anything under the shining sun—a bicycle rider I raced against in Denver. Oldfield's his name—Barney Oldfield."

"Never heard of him," said Ford. "But if you think he would drive this car, let's get hold of him. Where is he?"

"He ought to be in Salt Lake now," Cooper answered. "I'll wire him."

"The message went to Oldfield that night. Couzens was told of the situation, and the three men waited anxiously."

(Continued on Back Page.)

Folks who have eaten it KNOW. You can find out for a nickel.

**It Ain't No Axident**

I meant to do it. Been trying 17 years to get the BEST in CANDIES—and it's up to you to say "yes" or "no!" The proof of the pudding is the EATING. CANDY, DITTO. Would have told you sooner—BUT was afraid I couldn't get it fast enough. NOW—come on! Think the Fudge will be here for Saturday. 15c pound. The Chocolates come every week. 25c pound.

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| <p><b>WHITE SHOES.</b></p> <p>Ladies' Oxfords and Shoes ..... 75c to \$2.00</p> <p>Men's ..... 75c to \$1.50</p> <p>Children's and Misses' .. 50c to 60c</p> <p>Be sure and see them.</p> <p><b>\$1 Dozen—PLUM TREES—\$1 Dozen</b></p> <p>Gold, Gonzales, Happiness, Red October, and Bataa. How many dozen?</p> <p>One-hand small Pruning Shears .. 50c</p> <p>Large two-hand Shears ..... 95c</p> <p>Garden Hoes ..... 40c, 50c and 65c</p> <p>Garden Rakes .... 35c, 50c and 65c</p> <p>Rubber Hose . 10c, 11c and 11½c ft.</p> | <p><b>IN THE JEWELRY BUSINESS, TOO.</b></p> <p>Popular JEWELRY.</p> <p>Sensible 5c and 10c JEWELRY.</p> <p>Dainty Brooches and Bar Pins.</p> <p>Beauty Pins and Ear Screws in the 10c line.</p> <p>Collar Buttons—12 one-piece buttons on a card—the card for 5c.</p> <p>Riveted Pearl 3ack, Rolled-Gold-Front Collar Buttons, 4 on card, for 10c card.</p> <p>Rolled Plate and Solid-Pearl Cuff Buttons, 10c pair.</p> <p>Fine assortment of Leather and Silk-Ribbon Watch Fobs, 10c each.</p> <p>The 2-for-25c Ladies' Collars were sure fine. A few left.</p> <p><b>ENAMELED WARE.</b></p> <p>I haven't got much left. If I were you I'd hurry and stock up.</p> <p>Better tell me how many rolls of White Oil Cloth you want for that kitchen, at 15c yard. It is the cheapest and best thing you can put on it.</p> <p>I've got lots more to tell you, but it costs too much to talk this way. Better come in and let me show you.</p> |
|--|---|

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Please do not hesitate to ask us for proof of Hupmobile performance, quality, economy or service.

We are eager to furnish it—any time, any place.

Proof of performance is a demonstration of the Hupmobile Perfected Four.

You can see exactly how it acts in high gear—how it pulls, how it accelerates, how it "throttles down," how readily and how easily it does all you want any car to do.

If your experience has covered multi-cylinder cars, you will then be in position to make your own comparison.

If not, it will be an easy matter for you to have some car or cars with more than four cylinders put over the same demonstration route you traversed in the Hupmobile.

You may, in the end, say the multi-cylinder is superior.

But if you do, you will be the exception that proves the rule—for most people find the four-cylinder Hupmobile better in every phase of performance.

On the other score of quality, economy, and free coupon service, we refer you to the Hupmobile owner hereabout.

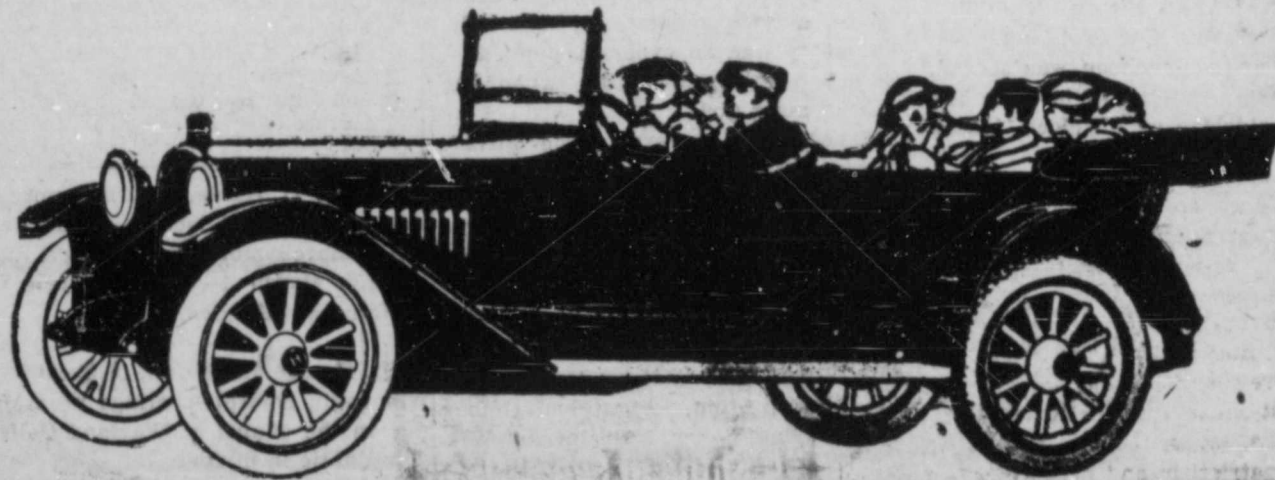
5-passenger Touring Car, \$1185; Roadster, \$1185; 7-passenger Touring Car, \$1340. Prices f. o. b. Detroit

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**ANNOUNCEMENT**

I have made arrangements for a home in Plainview for the famous Studebaker cars, in keeping with the high standard which the cars themselves justify. I will have a show room in the new building with McGlasson & Armstrong Rubber Company north of the Plainview Machine and Auto Shop on Austin Street.

I will have models of the Studebaker car on display and will have cars ready for demonstration whenever you wish to test the merits of these great cars.

I ask you to visit my new show room, to get acquainted with the Studebaker car and to permit me to serve you whenever you are in need of such motor assistance as the great house of Studebaker can give you.

Before you buy a motor car--before you invest a single dollar in any make--ask for a copy of the "Blue Book of Prominent Buyers." It lists the names of the thousands of America's most representative people who purchased Studebaker cars on Prominent Buyers' Day.

These people have owned the highest priced motor cars on the market--many of them have had cars costing from \$2,000 to \$5,000. In their selection of a car for business and pleasure price is no consideration. They are the keenest judges of value and quality--the most discriminating and critical motor car buyers in America. It is obvious, then, that their endorsement

of Studebaker cars proves that the day of high prices for fine cars has passed.

And because Studebaker engineers have concentrated their skill on one basic design for years--improving, refining and perfecting wherever possible--Studebaker prices are from 50 per cent to 100 per cent less than any other cars that equal them in power, quality, luxury, beauty of design and finish, comfort, roominess and all-around dependability.

You must see these new Series 18 Studebaker cars in order to appreciate the exceptional value they possess--the luxury and distinction of appointments and appearance that make them the preferred types among people of refinement and discrimination.

**STUDEBAKER**

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STUDEBAKER DISTRIBUTOR

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**500,000 CARS FOR FLYING SQUADRON TO GUARD COAST.**

The use of motor cars in the European war and in the Mexican campaign has taught many useful lessons and suggested interesting ideas, says Eugene M. Travis, Comptroller of the State of New York. The possibility of defeating a sudden raid of the enemy along approximately ten thousand miles of the coast of the United States depends very largely not only on the number of men who could be concentrated at a given point, but also upon the rapidity of this concentration. The truth of this statement must be obvious when it is considered that if a hostile force could land on our shores a few hours after a declaration of war, it might do so, and, after a march of a few miles inland, could conquer sufficient effective trenches to render itself safe against sudden attacks and infantry fire, making the difficulty of defeating it greatly increased.

Again, were the enemy able to advance further inland, seizing on their way some cities or villages where supplies could be obtained, it might be very difficult indeed to eject the raiders if in large numbers, or arrest their progress, without an overwhelmingly superior force. But if, on the other hand, a hostile fleet with its transports were signalled to be present off a possible landing place and a rapid concentration of even a few thousand infantry and a few batteries could take place, not only would such a landing be very difficult and prolonged, but it might be prevented altogether.

Now, to get troops rapidly to the coast, either railways or motors must obviously be used, and whereas it is undeniable that for very long distances the railways might be as rapid a means of transport, nevertheless, motor cars could transport troops more quickly to any strategical point on the coast than would be possible with the past arrangements capable of being made by the railways. It is clear, therefore, that the utilization of motor transports for mobilization is a matter which should be given more attention in this country. Formerly they were used largely for staff purposes, but during the present European struggle their efficiency has been sufficiently demonstrated to warrant immediate adoption here as the first step in the national preparedness campaign.

**Owners Should Organize.**  
A prompt organization, however, of individual motor owners in this country, numbering, as they do at present, more than 3,500,000, would probably be best enlisted through the agency of the clubs, especially now, when the feeling of patriotism and of the need of preparation for national defense everywhere runs high. As to the possibility of collecting a large number of cars for immediate use on Long Island and along the Jersey coast, there are at present in New York City and its immediate vicinity nearly 500,000 registered machines. Nearly all of these cars are capable of being used for transporting armed forces, so that it may be said that if only 10 per cent of these were suddenly enlisted and so organized as to be of use within a few hours, in case of being called out at a time of national emergency, it would not be a very heavy tax upon the automobile public to provide.

Here arises another point with regard to mobilization by motor cars which should not be forgotten. The cars having conveyed the troops to the required vicinity, they could remain at some convenient place to await developments. If the first information proved to be inaccurate and the enemy attempted to land elsewhere, the troops could be moved with a speed equal to that with which the enemy was being conveyed in his transports along the coast. In this connection especially has the battlefield been fairly tested, for until the present conflict there had been no military campaigns in which good roads have been available since the motor car has become a practical and trustworthy vehicle.

**Rapid Movement Essential.**  
Military experts have evidently considered the effects that the power of moving troops rapidly along the roads has had upon their early fortunes of war. With the front lines very extended, this control has been difficult, even with the aid of the wireless and other improved methods of communication. But if an attack has been launched it is obvious that if any alteration of consignments were to take place the commander must be able to move rapidly, leaving reserves ready to operate on either flank at any critical moment.

**TEA PRODUCTION OF THE WORLD.**

The world's production of tea in 1915-16 broke all records. India, Ceylon, and Java produced 100,000,000 pounds more than in 1914-15; the Indian crop alone surpassed by more than 55,500,000 pounds that of the preceding year. The quality of the harvest was not remarkable. Shipments from Java amounted to 96,000,000 pounds, an increase of 12,000,000 pounds over the shipments of 1914-15. About one-third was sent to the Netherlands, of which a part probably went to the United Kingdom. The consumption in Russia more than doubled. The shipments from China show a constant diminution. For the year ended July 31, 1916, the amount forwarded to destinations from England was 3,269,886 pounds, against 8,485,140 pounds during 1914-15. The world's consumption of tea has tripled in the last 30 years, although the production in China has remained about stationary.

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

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

Regular and India-Paper Editions. Write for specimen pages, illustrations, etc. Free, a set of Pocket Maps if you name this paper. **G. & C. MERIAM CO., Springfield, Mass.**

**Maxwell**  
The World's Greatest Motor Car Value  
**\$635**

Maxwell Motor Cars are inexpensive to operate and maintain. They require no expert attention. And they can be depended upon day in and day out.

They are built, from the first to the last operation, with the purpose of giving the maximum service at the least expense.

No other automobile can give you greater motoring satisfaction, regardless of price. And if you weigh these Maxwell features against the price asked, you will be convinced that the Maxwell really is THE WORLD'S GREATEST MOTOR CAR VALUE.

Touring Car \$635 Cabriolet \$865  
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If you want the best and want to save money buy White Crest Flour, NOW.

Wheat is very high and all the millers say will go higher. That means flour will be higher.

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**This is the Stove Polish YOU Should Use**



**Black Silk Stove Polish**

Makes a brilliant, silky polish that does not rub off or dust off, and the shine lasts four times as long as ordinary stove polish. Used on sample stoves and sold by hardware and grocery dealers. All we ask is a trial. Use it on your cook stove, your parlor stove or your gas range. If you don't find it the best stove polish you ever used, your dealer is authorized to refund your money. Insist on Black Silk Stove Polish. Made in liquid or paste—one quality.

**Black Silk Stove Polish Works**  
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Use Black Silk Air-Drying Iron Enamel on grates, registers, stove-pipes—Prevents rusting. Use Black Silk Metal Polish for silver, nickel or brass. It has no equal for use on automobiles.

**"A Shine in Every Drop"**

**Plow Engine for Sale**

I will sell at a bargain one 15-30 Rumely Gas Pull Tractor. Nearly good as new. Also one 28-inch Rumely Separator, nearly new. Will sell separately. See me before you buy.

A. J. ROBERTS,  
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Liberal loans, low rate of interest, good prepayment terms, immediate inspection and delivery of money.

**RUSHING LAND COMPANY**  
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**\$1,000,000 TO LOAN**

On South Plains land. Ten years time, 8 per cent interest with options to pay in one to five years time.

**TEMPLE TRUST COMPANY**  
See J. F. GARRISON, Plainview, Texas.



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

Dealers in Chevrolet Cars.  
E. N. EGGE AUTO CO.,  
796 Broadway, Plainview, Texas. Phone 646.

**Willys-Overland**  
Motor Cars

**Foresight and Courage**

**Light Fours**  
Touring . . . \$569  
Roadster . . . \$559  
Country Club . . . \$739

**Big Fours**  
Touring . . . \$859  
Roadster . . . \$759  
Coupe . . . \$7259  
Sedan . . . \$7459

**Light Sixes**  
Touring . . . \$985  
Roadster . . . \$979  
Coupe . . . \$1385  
Sedan . . . \$1385  
Willys-Six  
Touring . . . \$1325

**Willys-Knights**  
Four Touring \$1285  
Four Coupe . . . \$1659  
Four Sedan . . . \$1659  
Four Limousine \$1659  
Eight Touring . . . \$1659

All prices f. o. b. Toledo  
Subject to change without notice  
"Made in U. S. A."

Automobile values as at present established are largely due to the foresight and courage of Mr. John N. Willys, the president of this institution.

He foresaw the universal use of the automobile and had the courage to produce quality cars in larger quantities than they had ever before been produced.

Steadily increasing production made possible savings and economies which steadily reduced costs and repeatedly established new values.

Eight years ago, with a net worth of little more than \$50,000 this company produced 465 cars.

This year, with a net worth of over \$68,000,000 we must produce over 200,000 cars to fill our dealers' contracts.

It has required an enormous investment in plant and equipment to prepare for this enormous production.

The prime requisite in the automobile industry is still foresight and courage.

Mr. Willys foresees a demand this year in excess of the possible supply.

In addition to enormous investment in plant and equipment Mr. Willys had the courage to contract long ago for enormous quantities of raw materials—\$35,000,000 worth already in hand for this year's record production.

See all this reflected in the values we have to show you in the most comprehensive line of cars ever built by any one producer.

Note especially the remarkable values represented in the Big Four at \$850 and the Light Six at \$985.

KNIGHT AUTO CO.

Corner 5th and Austin Streets

Phone 237

Big Four \$850

Light Six \$985



The Willys-Overland Company, Toledo, Ohio  
Manufacturers of Willys-Knight and Overland Automobiles and Light Commercial Cars

**PATRONIZING THE CREAMERY VS. HOME BUTTERMAKING.**

By J. LYNN THOMAS,  
Dairy Manufacturing Specialist.

The problem confronting the farmer keeping a few cows is, which pays better, making the butter on the farm and selling the manufactured article, or selling the butter fat to the creamery in the form of cream?

The greater part of all the butterfat produced in the whole country is made into butter, either on the farm or at the creamery, and the time is approaching when a decision must be reached as to the most desirable manner of handling same. Green pastures will soon be available, the majority of the cows will freshen within a few weeks and dairy products will be plentiful.

Comparatively speaking, there are very few cream producers who can make a greater profit by making butter on the farm than by selling the cream to the creamery. Those farmers who live within driving distance of a good market, where their product can be sold direct to the consumer or to a retail merchant, at a good price the year round, will find that the creamery has nothing better to offer them. (Many dairymen have contracts for all their butter for the year at 35 to 40 cents a pound.) Compared to the great number of farmers who live in the more remote districts, away from the consuming centers, those who can reach the markets are very few. If those people living away from the consuming centers make butter on the farm they are not able to place it on the table of the consumer, but are compelled to sell it to the local merchant or produce dealer. These people have no facilities for handling butter, and though the butter be of a good grade they would not be able to dispose of it to advantage, for there is too little of any one particular quality and color. It must go into the packing block and be sent to the renovator, and will bring only a low price; the merchant, therefore, must pay the producer a low price for his butter, which will vary from 12½ to 25 cents at different seasons of the year. At the same time the price which the creamery is paying for butterfat will vary from 22 to 32 cents per pound. The writer has seen butter sold over the counter for 16 cents when in the same block there was a creamery or cream station paying 24 cents per pound for butterfat.

A few people will not patronize a creamery because they have found they can make more butter from a given amount of cream than the creamery will pay for pounds of butterfat in a like amount of the same quality of cream. The creamery does not attempt to do this, for they buy the butterfat only, while the butter contains salt, moisture and curd. The farmer could perhaps make six pounds of butter from the same cream that the creamery test would show to contain five pounds of butterfat, but the butter at 16 cents would bring only 96 cents, while the five pounds of butterfat at 24 cents would bring \$1.20. In such cases it would certainly be more profitable to the producer to patronize the creamery.

The creamery is the manufacturing and distributing medium between the producer and the consumer, and to get the best average price for the product it is necessary for the larger percentage of producers to have their products handled through the creamery. By making butter in large quantities it can be made of a uniform color and salt content and a fairly good quality, and be placed on the market where demanded by the consuming public.

These things cannot be accomplished if the butter is made on the farm. Therefore if you keep cows it is about fifty to one that you should be a creamery patron.

If you have a good local market to supply and know that there is a greater profit in home buttermaking, write to the Director of Extension Service, A. and M. College, College Station, Texas, for the circular "Buttermaking on the Farm."

W. F. Garner is seriously ill. W. A. Drake, of Fort Collins, Colo., was a business visitor in Plainview this week.

**TO DO AWAY WITH TOLL BRIDGES.**

New Jersey and Pennsylvania have adopted a plan to create a fund of \$1,000,000, by annual appropriations of \$100,000 a year each, to make interstate road bridges free. There are sixteen toll bridges across the Delaware River, and their chief income is from motor-vehicle traffic.

Rev. A. L. Moore, presiding elder, Plainview District, left Wednesday morning for Sweetwater, where he will attend an evangelical meeting of representatives from several districts.



**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.



**Why Push Baby Around In That Old Worn Out Carriage**

—when you can buy a comfortable one from our new line of Wicker Carriages in all colors just received.

**MODERATELY PRICED**

**GARNER BROTHERS**

Phone 105

Trademark "Marvin & Flake"

**Children's Diseases**

This is not a patent medicine ad; we don't know how effective patent medicines are in the treatment of diseases; but we do know that it is essential to keep the kiddies warm in the cool mornings, evenings, and during sudden changes in temperatures while they are having the children's diseases which are now so prevalent.

Better be safe and see that the coal bin is well supplied with good quality coal. Then no matter what weather changes come you will be prepared.

We have the coal. We are very near to you if you have a telephone and will give prompt delivery when the orders come in.

**E. T. Coleman**

Coal and Grain Dealer

Phone No. 176

Between Depos

**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.

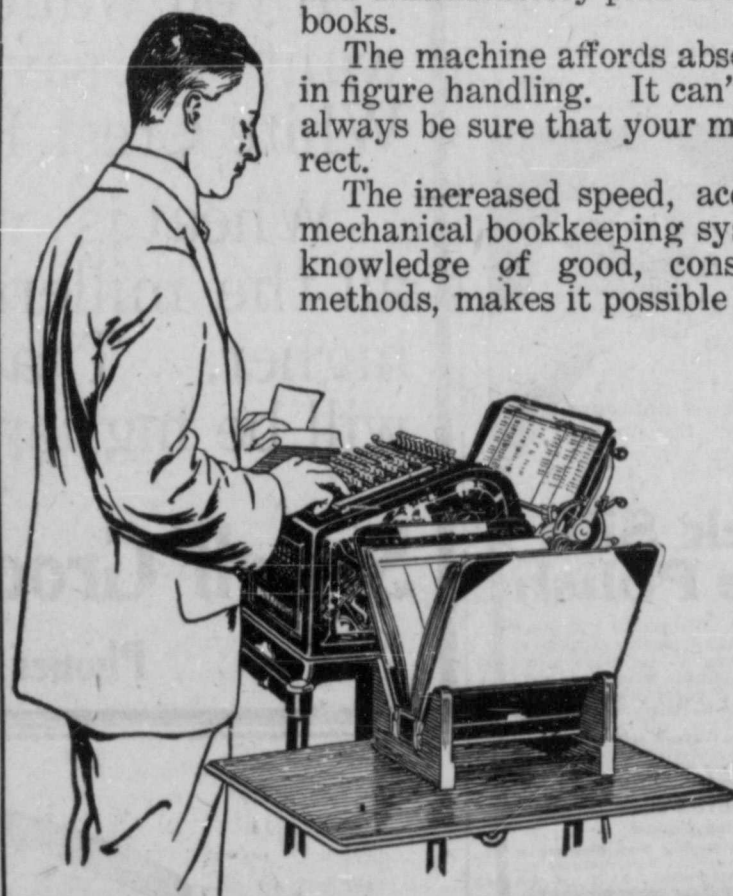
The Burroughs Bookkeeping Machine, which we have just added to our equipment, makes it possible for us to give you better service than ever before in the handling of your account.

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...

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

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

AUTOMOBILE CURTAIN found in street north of Methodist Church.

When you want an accessory for your car see us.

WILL SELL well headed feterita bundles at stack for 7c a bundle.

MY HOME PLACE FOR SALE.

Beautiful little cottage home, five rooms and bath.

The Cheapest thing to be had—what is it? A ton of Coal for a guess.

FOR RENT—Down stairs front room, with bath; also hot water.

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

DON'T HAVE TO SELL,

But would sell that Hudson Six of mine. Terms or cash.

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

FOR SALE.

Work mules. Cash or terms.

LAND LISTINGS wanted. FARMERS' LAND LEAGUE.

We renovate Feather Beds. Have them cleaned before you put them away in the spring.

WE HAVE a few Hoosier Kitchen Cabinets left.

WE HAVE JUST RECEIVED a large opening stock of Kirsch Curtain Rods.

FOR RENT—Down stairs front room, with bath; also hot water.

We are in the market for Dry and Green Hides.

FOR SALE—Electric-light fixtures, cherry dining-room chairs, oak bedroom set, birch dresser and oak and mahogany tables.

FOR SALE OR TRADE.

My home, near Wayland College; 5 rooms, pantry, built-in fixtures, electric lights, windmill, barn and good outhouses.

If you want a ton of Coal free, read my ad in this week's paper.

WELL CONTRACTING—I have gotten a new well rig and am ready to take contracts for well digging.

FOR SALE—Malze by ton or car, fine millet and Sudan hay.

FOR SALE—Four large young mules.

We are in the market for Dry and Green Hides.

Have that old, hard Mattress cleaned and made over before you are ready for the house-cleaning plans.

FOR SALE.

Two-room house, well, windmill and tank. A choice eighteen-acre tract of land across lane from Demonstration Farm.

WE CAN SELL prairie agricultural land that grows wheat, oats, barley, corn, kaffir corn, malze, sorghum and millet for \$10 to \$15 per acre.

FARM AND CITY LANDS. Bargains in land and city property.

STENOGRAPHER wanted.

NOTICE.

Why not try Rice Bran and Rice Polish, the best and most economical feed at prevailing prices.

STRAYED—Hereford bull from pasture; 4 years old. Had chains on horns.

Bulk Garden and Field Seed "Where Two Can Live as Cheap as One."

NEW POLL-TAX LIST of Briscoe County now on sale.

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

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

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

HOMES CHEAP.

I have a few tracts of good land for sale for small cash payment, balance easy terms and low rate of interest.

We work only experts in our Repairing and Refinishing of Furniture.

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

We will Repair, Polish and Fix Up your Stove when you take it down for spring storing.

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, March 5.—Cattle finished last week firm, with a net gain of 10 to 20 cents.

Beef Cattle. No strictly prime cattle were included, but the right kind would bring \$12.00, which price was offered by a packer for two loads of prime Nebraskas.

\$10.75, veal calves off 50 cents today, best around \$11.75.

Stockers and Feeders. Receipts of this class have been short of the demand, and the market is strong and active.

Hogs. Early bids 15 cents higher were promptly refused, and the market soon assumed a plane 25 cents higher.

run lighter in weight. Pigs sold at \$10.50 to \$12.50 today.

Sheep and Lambs. After a listless trade last week, with prices barely steady, the market took on new life today.

LOST—A fine laprobe Sunday, probably on the road to Mt. Vernon.

TRY IT! SUBSTITUTE FOR NASTY CALOMEL

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

You're bilious, sluggish, constipated and every body's druggist—has noticed a great falling off in the sale of calomel.

"Calomel is dangerous and people know it, while Dodson's Liver Tone is perfectly safe and gives better results."

Dodson's Liver Tone is a pleasant-tasting, purely vegetable remedy, than nasty calomel and without making you sick, you just go back and get

WHAT IS LAX-FOS

LAX-FOS IS AN IMPROVED CASCARA A DIGESTIVE LAXATIVE CATHARTIC AND LIVER TONIC

LAX-Fos is not a Secret or Patent Medicine but is composed of the following old-fashioned roots and herbs:

- CASCARA BARK BLUE FLAG ROOT RHUBARB ROOT BLACK ROOT MAY APPLE ROOT SENNA LEAVES AND PEPSIN

In LAX-Fos the CASCARA is improved by the addition of these digestive ingredients making it better than ordinary CASCARA, and thus the combination acts not only as a stimulating laxative and cathartic but also as a digestive and liver tonic.

your money.

If you take calomel today you'll be sick and nauseated tomorrow; besides, it may salivate you, while if you take Dodson's Liver Tone you will wake up feeling great, full of ambition and ready for work or play.



A Household Necessity

"I don't know what I'd do without my Bell Telephone," says the busy housewife.

"It runs errands, shops for me, goes to market and makes social engagements."

Bell Telephone Service in the home saves the housewife needless worry and physical effort.

THE SOUTH-WESTERN TELEGRAPH & TELEPHONE COMPANY

ILLUSTRATORS-DESIGNERS AND ENGRAVERS... THE COCKS-CLARK ENGRAVING CO.

Take Grove's The Old Standard Grove's Tasteless Hill Tonic is equally valuable as a general Tonic because it contains the well known tonic properties of QUININE and IRON.

GEO. ALLEN The House Reliable Oldest and Largest PIANO and MUSIC HOUSE in Western Texas.

Seeds in Bulk That Get Up and Grow at Plainview Produce Company.

Miss Rebecca Ansley SPIRELLA CORSETIER Telephone Number 304

Magazine Subscriptions at Wholesale Prices. WRITE FOR CATALOGUE N. L. BALL THE MAGAZINE MAN Silverton, Texas

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

L. V. DAWSON, Ph. G., M. D. Residence Phone 684. W. A. BATES, A. B., M. D. Residence Phone 684.

DAWSON & BATES Physicians and Surgeons, New Donohoo Building, Office Phone 158. All Calls, Day or Night, Answered Promptly.

L. A. KERR, Architect, Office at Falton Lumber Co., Phone 197, House Phone 422.

HARRISON & KERN CO., General Contractors, Office at Falton Lumber Co., Phone 197, House Phones, 328 and 422.

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

J. J. LASH'S Real Estate Corner 712 BROADWAY. PHONE 652. PLAINVIEW, TEXAS. Have six lots on Highland Addition will sell and take in some stock or Ford cars as first payment; time on balance.

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

**OLDFIELD DROVE THE FIRST FORD.**

(Continued from Page Eight.)

lously for a telegram from Salt Lake. It came late the next day, asking some further questions about the car and stating that Oldfield had never driven an automobile. Cooper wired again.

"The track meeting was to be held the next month. Time was short. Oldfield, if he came, would have to learn every detail of handling the machine. Even with an experienced man, the danger of driving that car in the races was great. Cooper and Ford haunted the telegraph offices.

"At last the final reply came. Oldfield would drive the car. He would arrive on the first of June, exactly one week before the date of the race.

"The day of the track meeting dawned. Ford and Cooper, tense with anxiety, went over the car thoroughly and coached Oldfield for the last time. Couzens, hiding his nervousness under a bland, confident manner, gathered his group of business men and took them into the grand stand. The free-for-all was called. Half a dozen cars were entered. When they had found their places in the field, Barney Oldfield settled himself in his seat, firmly grasped the two-handled tiller which steered the mighty car, and remarked, 'Well, this chariot may kill me, but they'll say afterward that I was going some when the car went over the bank.'

"Oldfield, his long hair snapping in the wind, shot from the midst of the astounded field like a bullet. He did not dare look around; he merely clung to the tiller and gave the car all the power it had. At the end of the first half he was far in the lead and gaining fast.

"The crowd, astounded, hysterical with excitement, saw him streak past the grand a quarter of a mile ahead of the nearest car following. On the second lap he still gained. Grasping the tiller, never for a second relaxing that terrific speed, he spun around the course again, driving as if the field was at his heels.

"He roared in at the finish, a full half mile ahead of the nearest car, in a three-mile race. News of the feat went around the world, and in one day Ford was hailed as a mechanical genius."

From then on, the manufacturer Ford was a made man, but not so the philanthropist Ford. But that too was not long in forthcoming, for, like the good business men who know there are larger profits if the equipment be up to date, Henry Ford knew that good men, working under good conditions, were essential to true success. The fact was:

"He had been studying relief plans, methods of factory management in Germany, welfare work of all kinds. When he had finished his consideration of those reports, he threw overboard all the plans other people had made and announced his own.

"Every man who works for me is going to get enough for a comfortable living," he said. "If an able-bodied man can't earn that, he's either lazy or ignorant. If he's lazy, he's sick. We'll have a hospital. If he's ignorant, he wants to learn. We'll have a school. Meantime, figure out in the accounting bureau a scale of profit-sharing that will make every man's earnings at least five dollars a day. The man

that gets the smallest wages gets the biggest share of the profits. He needs it most."

"On January 12, 1914, Ford more than satisfied the expectant manufacturers of the world. He launched into the industrial world a most startling bombshell. 'Five dollars a day for every workman in the Ford factory!'

"'He's crazy!' other manufacturers said, aghast. 'Why, those dirty, ignorant foreigners don't earn half that! You can't run a business that way!'

"That man Ford will upset the whole industrial situation. What is he trying to do, anyhow?' they demanded, when every Detroit factory workman grew restless.

"The news spread rapidly. Everywhere workers dropped their tools and hurried to the Ford factory. Five dollars a day!

"When Ford reached the factory in the morning of the second day after his announcement, he found Woodward Avenue crowded with men waiting to get a job in the shops. An hour later the crowds had jammed into a mob, which massed outside the buildings and spread far into adjoining streets, pushing, struggling, fighting to get closer to the door.

"Six weeks after the plan went into effect in his factory a comparison was made between the production for January, 1914, and January, 1913. In 1913, with 16,000 men working on the actual production of cars for ten hours a day, 16,000 cars were made and shipped. Under the new plan 15,800 men working eight hours a day made and shipped 26,000 cars."

This was surely a triumph equal to winning that first motor race. And yet it seems to have been even nearer the heart of the builder, for it vindicated his personal philosophy. As he phrased it:

"When I saw thousand of men in Detroit alone fighting like wild animals for a chance at a decent living wage, it brought home to me the tremendous economic waste in our system of doing business," Ford said. "Every man in those crowds must go back to a job—if he found one at all—

that did not give him a chance to do his best work, because it did not pay him enough to keep him healthy and happy.

"I made up my mind to put my project through, to prove to the men who are running big industries that my plan pays. I wanted employers to see that when every man has all the money he needs for comfort and happiness it will be better for everybody. I wanted to prove that the policy of trying to get everything good for yourself hurts you in the end."

"He paused and smiled his slow, whimsical smile.

"Well, I guess I proved it," he said."

**SAY HE MORTGAGED PROPERTY WHICH BELONGED TO ANOTHER.**

Sheriff J. C. Terry went to Matador Wednesday and returned with J. P. Hart, who was indicted on several counts by the grand jury at the late term of District Court. He is charged with mortgaging livestock which did not belong to him, passing bad checks and swindling.

**FOR SALE:** Three-room boxed house. Must be moved within next ten days. W. L. HOGUE. 2t.

**FOUND:** Auto number plate 776. Call at Herald and pay for this ad. 1f.

**REV. SYKES TELLS OF HIS WIFE'S TROUBLES.**

**Minister of the Gospel Thinks It His Duty to Make Statement About Wonderful Change.**

It is seldom, indeed, that men of prominence, especially ministers of the gospel, willingly express their indebtedness publicly to a proprietary medicine. However, when a medicine obtains that singular purity and efficiency that is shown by the uniform preparation, Tanlac, statements from our best citizens are to be considered thoroughly commensurate with the good that

is actually being accomplished.

Rev. A. H. Sykes, pastor of the Watkins Park Presbyterian Church, Nashville, Tenn., prominent not only as a minister of the gospel, but popular as a man and citizen who has been true to his friends and every trust ever reposed in him, said recently.

"For the past ten months Mrs. Sykes has been in very delicate health, suffering from bad stomach and kidney troubles, which gradually developed into a general nervous breakdown. At times her condition became alarming, and I frequently sought medical advice, but nothing we could do for her seemed to bring relief.

"In fact, she suffered so long and so much that I feel it my duty to let

everyone know what this medicine has done for her. For several months her condition was such that she had to remain in bed, and as a last resort I decided to let her try Tanlac.

"I am a conservative man, and have always been skeptical regarding the use of proprietary medicines, but this case has certainly proven an exception. I am now firmly convinced that Tanlac is a medicine of great power and extraordinary merit. I do not think I have ever seen anything to give such prompt results. Mrs. Sykes had taken only two-thirds of a bottle of this medicine when we began to notice a marked improvement in her condition. In less than a week from the time she began taking it she was able to sit up, and is

today able to help with the household duties. Before she began taking Tanlac she had fearful pains in her side, and suffered constantly from some stomach and indigestion and was intensely nervous. These distressing symptoms, I am thankful to say, have entirely disappeared, her appetite has returned and she seems to relish everything she eats. She sleeps better and is gaining strength and flesh rapidly. I think it only a question of a short time until her health is fully restored.

"Tanlac has certainly proven a remarkable remedy in her case, and will do all you claim for it. I cheerfully recommend it to my friends."

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



What woman is there that hasn't been curious to know just what the Spring Hats would be like? Fashion Journals have given hints which tend to make one more eager to see the new garments.

Every style question will be most effectively answered for you in our complete showing.

We have assembled the very best qualities and latest style tendencies, thus placing us in early preparedness to fill your early wants.

We extend to you a cordial invitation to visit us often, keep in touch with the new arrivals, examine, try on and let us help you in any way that we can.

**R. & H. Millinery Co.**  
Individual Style Shop

**FOR QUICK SALE.**

960 acres land; \$32.50 per acre; one-tenth cash, one-tenth each year at 8 per cent. In one of the best developed neighborhoods in Shallow Water district; 2 1/2 miles of railroad.

158 1/2 acres 3 1/2 miles of Plainview Court House at \$40 per acre; one-third cash; balance to suit purchaser, at 8 per cent. About 60 acres in cultivation; 35 acres in wheat.

320 acres 2 1/2 miles east of Kress, well improved, at \$37 per acre; one-half cash; balance 8 years, at 6 per cent. Rented for one-third crop delivered at Kress. Most all in wheat.

Two well located east-front residence lots, close in, for \$500.

Three-room house, close in, east front, \$1,300; \$500 cash; balance \$25 per month at 8 per cent.

Three-room and 4-room house (must be sold together), \$1,100 for both. One-half cash; balance to suit.

Seven-room house, modern, well located, close in, fine shade trees, large grape arbor and fruit trees, good outbuildings, improved for a home, at \$5,000; half cash; balance to suit.

Five-room house, modern, east front, close in, \$3,150; good terms.

Nine-room house, east front, close in, modern, furnace heat, two bath rooms, \$5,500; good terms.

Best trackage property in town for sale.

For Sale or Trade—160 acres near Clovis, N. M.

See me for a \$52,500 property which will net 10 per cent per annum.

**J. W. GRANT,**  
Grant Building,  
Suite 24.

**WE OFFER YOU—**

Free air, free tire service and the two best tires for the money

**RACINE COUNTRY TREAD**  
Guaranteed 5,000 Miles

**DIAMOND SQUEEGEE TREAD**  
Guaranteed 3,500 Miles

We carry the largest stock of automobile tires in Northwest Texas, gas, oils, auto accessories—platinum points and brushes for all makes of cars.

**GARRISON-CONNER ELECTRIC CO.**  
ELECTRICALLY

Plainview GARRISON-CONNER ELECTRIC CO. Phone 359

**Ford**  
THE UNIVERSAL CAR

**320,817**

Have been built and actually delivered to retail buyers since Aug. 1, 1916. These figures—32,817—represent the actual number of cars manufactured by us since August 1st, 1916, and delivered by our agents to retail buyers.

This unusual fall and winter demand for Ford cars makes it necessary for us to confine the distribution of cars only to those agents who have orders for immediate delivery to retail customers, rather than to permit any agent to stock cars in anticipation of later spring sales.

We are issuing this notice to intended buyers that they may protect themselves against delay or disappointment in securing Ford cars. If, therefore, you are planning to purchase a Ford car, we advise you to place your order and take delivery now.

Immediate orders will have prompt attention.

Delay in buying at this time may cause you to wait several months.

Enter your order today for immediate delivery with our authorized Ford agents listed below and don't be disappointed later on.

PRICES:  
Runabout \$345, Touring Car \$360, Coupelet \$505  
Town Car \$595, Sedan \$645 f. o. b. Detroit.

**FORD MOTOR COMPANY**  
**BARKER & WINN**  
Ford Building, Plainview, Texas