

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

VOLUME 28. NUMBER 29

PLAINVIEW, TEXAS, TUESDAY, APRIL 10, 1917

WHY SHOULD A. & M. COLLEGE BE LOCATED ON THE PLAINS?

Local Committee Offers \$50 Cash for Best Reasons—No Town to Be Favored in Articles.

That the Plains is the best location for the West Texas A. & M. College is the belief of a majority of the people who live in the area to be served by the new school. However, it is essential that the locating committee be convinced of this fact. In order to interest the people of the West Texas area in compiling facts and statistics which will tend to place the advantages of Plains territory before the committee, the committee from the Hale County A. & M. Association has offered prizes for the best argument, brief or essay showing why the new school should be located on the Plains. The offer of the committee is made to anyone, no matter where he may reside, and is made to interest purely in helping get the school in the Plains territory, that portion lying above the "cap rock" and north of the T. & P. Railway. Thirty dollars will be given for the best article, \$20 for the second best.

The committee reserves the right to use all or any part of the articles in submitting the case to the locating committee. The articles should not be signed, but name should accompany. All contestants must have their copy in the hands of the committee, of which E. H. Perry, of Plainview, is secretary, by May 1. Communications should be addressed to the secretary.

HALE CENTER CHAUTAUQUA TO BE HELD MAY 22-24.

The business men of Hale Center have arranged for a chautauqua, which will be held there May 22-24. They invite the people of this trade territory.

TESTMAN IS ATTENDING SCOTTISH RITE REUNION.

J. A. Testman, manager of the Hotel Ware, left yesterday for Dallas, where he will attend the Scottish Rite Reunion.

ABILENE COUPLE MARRIED BY COUNTY JUDGE CLEMENTS.

Yesterday morning County Judge Charles Clements performed the marriage ceremony for J. M. Johns and Miss Ethel M. Johnson, of Abilene. Their license was issued by the clerk of Taylor County.

H. N. STONE WILL TAKE CHARGE OF SEMINOLE PAPER.

Mr. and Mrs. H. N. Stone left yesterday morning for Seminole, where Mr. Stone will take charge of the Seminole Sentinel. Mr. Stone, who is a capable newspaper man, has made many friends in Plainview, who regret to see him leave. For the past several weeks he has been in the employ of The Herald.

GOVERNOR WILL NOT SET DATE FOR SPECIAL SESSION.

On his return from a visit in South Texas, Governor Ferguson has made the announcement that he will not issue his proclamation for a special session of the Legislature at this time, nor will he announce the date for the convening of the extra session. He will dispose of the remaining bills on his desk today, appearing in Dallas for the loyalty celebration.

Hon. Fred W. Davis, State Commissioner of Agriculture, is attending a meeting of the State Agricultural Commissioners, together with Hon. D. F. Houston, Secretary of Agriculture, at Washington, to consider the food situation of the United States.

Y. M. B. L. MEETS THURSDAY.

The regular meeting of the Young Men's Business League will be held at the Barker-Winn Building Thursday evening at eight o'clock.

COUNTY SINGING CONVENTION AT HALFWAY FIFTH SUNDAY.

The Hale County Singing Convention will convene at the Halfway school house Sunday, April 29, the fifth Sunday. Dinner will be served the guests.

Judge H. C. Randolph had business in Tulla early in the week.

TO DEDICATE PRESBYTERIAN CHURCH SUNDAY MORNING

New Building Is a Model of Economy and Efficiency—Withal a Sensible Building.

The new Presbyterian Church will be dedicated Sunday morning at eleven o'clock. This church was completed only a few days ago. It is a model for other churches to follow. At a low cost, approximately \$10,000, the church is spacious and its architecture attractive. The construction was superintended by W. R. Simmons and W. E. Risser, members of the congregation. Harrison & Kerr furnished plans for the structure, which is a model for efficiency and economy.

The second year of the pastorate of Rev. T. B. Haynie will be celebrated in the dedication services. There will be special music by a large choir of selected singers. Dr. R. Thompson, of Amarillo, will deliver the sermon and dedicate the church. Services will not be held at the other churches of the town, all congregations worshipping with the Presbyterian people.

LUBBOCK METHODISTS WILL ERECT \$30,000 BUILDING.

The members of the Methodist Church at Lubbock will build a new church, to cost \$30,000. Rev. A. L. Moore, presiding elder of the Plainview District, left this morning for that town. Dirt will be broken this afternoon. Rev. J. T. Hicks, formerly presiding elder of this district, is pastor of the Lubbock church. The recent fire in that town destroyed the frame building formerly used by the congregation.

NEW BOOKS IN LIBRARY.

The following new books have been recently placed on the shelves of the Plainview Public Library: "The Dark Tower"—Bottomo. "A Cathedral Singer"—Allen. "The Druid Path"—Ryan. "Kildare of the Storm"—Kelly. "Me"—Anonymous. "The Involuntary Chaperon"—Camerton. "Curious Case of Marie Dupont"—Luchman. "Valley of Decision"—Wharton. "Wildfire"—Grey. "T. Lemberour"—Burnett. "The Thoroughbred"—Webster. "Luck of Roaring Camp"—Harte. "Seventeen"—Tarkington. "David Blaise"—Benson. "Bird House Man"—Eaton. "Miss Billy Married"—Porter. "The Jungle Book"—Kipling. "Morning Face"—Porter. "Famous Buildings"—Barstow. "Famous Sculpture"—Barstow. "Famous Paintings"—Barstow. "Society's Misfits"—Doty. "English Lands, Letters and Kings"—Mitchell. "Dramatists of Today" (4 volumes)—Hale. "Vagabond Journey Around the World"—Frank. "Plantation Bird Legends"—Young. "The Old South"—Page. "With Serbia in Exile"—Jones. Also large number of Congressional Records.

DEFEAT SCHOOL BONDS AT RUNNINGWATER.

RUNNINGWATER, Tex., April 10.—The school bonds were beaten 17 to 20 last Saturday.

Professor Burkett, the violin teacher, left Monday for his home, in Wisconsin.

Mr. Kindred and his two sons have each purchased Overland cars, running the number to about thirty cars for this place.

The Easter party at Mrs. George Lock's was well attended by the young people Saturday night.

Mrs. Meisenheimer gave the children an Easter egg hunt Sunday.

The wheat is looking fine, but is needing rain badly.

Tom Taylor, who was seriously hurt in a ball game here last Saturday, is up today.

The recent freeze has killed all fruit in this part of the country.

Brother Fluke filled his regular appointment here Sunday.

Mr. Watson is in Kansas City this week.

Mrs. Ben Tarwater spent Easter with her mother, in Plainview.

Mrs. P. B. Randolph and baby are visiting in Mexia.

South Plains Porkers Set New Record on Fort Worth Market



THE WELL-FINISHED HOGS MARKETED FROM THIS SECTION ARE MAKING HALE COUNTY FAMOUS THROUGHOUT THE NATION.

The highest price in history of the Fort Worth market—\$15.40—paid for a load of hogs shipped by R. W. O'Keefe, is the record set by Hale County porkers. Mr. O'Keefe's hogs, which sold on Friday, weighed 187 pounds. Reaching the market when good prices were prevailing on all grades of hogs, the choice South Plains offering brought a price which established a Southwestern record.

The hog population of the South Plains territory is rapidly on the increase. The uniformity of the hogs offered, their firm flesh and good weight, makes them a desired commodity and is the reason why Hale County porkers top the markets more than hogs from any other county in the Southwest.

Saturday twenty-one cars of livestock were shipped from Plainview. The Texas Land and Development Company consigned ten cars of sheep and four of cattle to Kansas City; Watson & Son one car of hogs to Wichita and two to Fort Worth; Knapp Brothers two cars hogs to Fort Worth, and O. M. Cox, of Aiken, three cars hogs to Wichita.

MISS ADA CLARK IS HONOR GRADUATE OF HIGH SCHOOL.

Records for Year's Work Estimated on Work of the First Three Quarters.

Honors have been awarded in the Plainview High School for the class of '17. Miss Ada Clark is valedictorian and Miss Hester Jordan salutatorian. Frank Buchanan has made the highest grades among the boys of the class. Buchanan is also editor of the annual, The Plain View.

The honors were awarded on an estimate of grades for the first three quarters of the year. If the close of the last quarter shows that others have forged ahead, scholarships will be awarded accordingly.

There are thirty-one members of the class. The commencement exercises will be held Monday night, May 21, in the high school auditorium.

WAYLAND COLLEGE NOTES.

The Canyon Normal baseball boys defeated the Wayland boys both Friday and Saturday, the scores being 9-13 Friday and 9-21 Saturday. The Wayland boys will leave Thursday on a baseball tour. While gone they will play the Goodnight, Clarendon and Canyon teams.

President Farmer, accompanied by Miss Donnell and Messrs. Covington and Miller, filled his appointment Sunday at Kress.

Miss Florence Patton returned this morning from Lamesa, where she has been visiting her father.

Miss Beulah Elliott left today for Amarillo, accompanied by her mother, to visit relatives.

Bun Hale has a severe case of the mumps, but is improving.

Wayland College will debate Decatur Baptist College Friday evening at eight-fifteen o'clock, in the college chapel. Wm. Rumble and K. C. Lea will represent Wayland College.

Miss Gladys Norfleet visited home folks Sunday.

The Timotheians will meet at 7:15 Thursday night.

Students' Christian Association will meet at 7 o'clock Friday night.

The Epsilon Beta Gamma, Phi and Mu Sigma Rho societies will meet at 4:30 o'clock Friday afternoon.

REPORTER.

AUTO LICENSES ISSUED.

During the past three days County Clerk Jo W. Wayland issued auto licenses as follows: No. 1285, S. E. Muggleton, Abernathy, Maxwell; No. 1286, J. C. Boone, Hale Center, Buick; No. 1287, L. R. Kler, Plainview, Ford; No. 1288.

Miss Titia Bell Simmons is in Temple for an operation for appendicitis. She was accompanied by her father, W. R. Simmons. Mrs. Simmons is in Waxahachie visiting with relatives.

J. M. Shropshire, of Harrold, Texas, is visiting his son, Lee Shropshire. He will probably spend the summer here.

County School Fair at Hale Center Was Well Attended Despite the Bad Weather

Despite the prevailing high winds and disagreeable dust, the Hale County School Fair, at Hale Center, Friday and Saturday was decidedly successful. There was a large attendance. Many of the rural schools were represented only by their exhibits, however, the disagreeable weather preventing as representative attendance as was desired.

The exhibits of Hale Center and the Plainview schools were especially good, and showed extreme care in preparation.

The exhibits were artistically arranged in the Hale Center High School Building.

With no intention of criticising, but in the hope of making a suggestion that will help make the next county school fair more successful than this good fair held this year, the statement is made that the events should be carried out on a strict schedule, with superintendents of the divisions to look after the details and one man to have charge of the whole meet and direct it.

Professor D. H. Stovall and his efficient corp of teachers proved good hosts. Light lunch was served all visitors on both days, the Hale Center Mothers' Club being responsible for accommodation.

Among those from Plainview who attended were Professors J. W. Campbell, H. P. Webb, S. J. Woodruff and Ralph Porter, Misses Donnelly, Briggs, Kinder, Treadway and Jackson and others of the teachers. Harold Blankenbuecker, John Thompson, Sam Harrison, Frank McDonald, Billie Bromley, Sam Harlan, Weyman Davenport, Sterling Pack, Leslie Randolph, Henry Harrison and Edwin McMath, members of Troop 1, Boy Scouts, attended the meet, and hiked back to Plainview Saturday afternoon.

A letter from Mrs. J. L. Landrum, State organizer and supervisor of home economics clubs, with the State Department of Agriculture, asking that an award be made the club having the highest percentage of attendance, was received. Mrs. Landrum's check for \$10 was enclosed in the letter. To further the work of the clubs, a county federation was organized, with Miss Hunt, of Hale Center, as counsellor and the following officers: Bengta Akeson, Hale Center, president, and Noma Hooper, Hale Center, secretary. The clubs of the towns named below are to nominate from their club persons to fill the offices: First vice-president, Plainview; second vice-president, Abernathy; third vice-president, Halfway; fourth vice-president, Lakeview; assistant secretary, Plainview.

The \$10 for attendance will be awarded to the clubs having the best attendance through the next three months. There will be an award for junior and one for senior clubs.

The list of awards, as furnished by Professor S. J. Woodruff, director general of Hale County, follows:

Debate.

The decision of the judges favored the negative. However, there being only four contestants and four to select, all those participating in the debate will represent Hale County in the district meet at Lubbock. The debaters were: Negative, Mahlon Winn and Roy Williams; affirmative, Marion Hardesty and Lewis Strambaugh, all of Abernathy.

Declamation.

SENIOR.
Boy—Edwin McMath, Plainview.
Girl—Ruth Harrison, Plainview.

JUNIOR.
Boy—Harvey Johnson, Hale Center.
Girl—Thelma Jones, Abernathy.

Spelling.

Junior—Mary Nan Meharg, Plainview Central School.
Senior—Katherine Howard, Plainview High School.

S. J. WOODRUFF,
Director General of Hale County.

Essay.

First—Noema Harris, Plainview High School.
Second—Annie Lowe, Plainview High School.
Third—Lucy Craig, Plainview High School.

Home Economics.

Best loaf cake—Electra Anderson, first.
Best canned berries—Meryl Marrs, first.
Best handkerchief—Minnie Clubb, first.
Best hand embroidery—Electra Anderson, second.

English in the Grades (5, 6, 7).

Best original story—Bernice Bowlin, first.
Best reproduced story—Minnie Nab, first.

English in Grades (3 and 4).

Best reproduced story—First and second prizes.

1st and 2nd Grades.

Best language booklet—First.
Mother Goose Rhymes—First.
Reproduced story—Second.

Maps.

Best relief map (4th grade)—Allen Jones, first.

Best relief map (5, 6 and 7)—Lenaebel Sebastian, first; Cleda Tye, second.
Product map—Fifth grade, first; fourth grade, second.

Art.

Best art exhibit—First.
Best collection water colors—First.
Best individual water color—Zelma Shalkford, first.

Best collection pencil drawings—First.

Best individual pencil sketch—Merrith Griffin, first.

Best illustrated poem—Minnie Lee Cheeves, first; Louise Graves, second.
Best cartoon—Jasper Rosser, first.

Best physiological drawing—Mabel Bonner, first.

Best science notebook—Physics, Hester Jordan, first; physical geography, Thelma Gilbert, first; senior dress, Zillah Rightmire, first.

Athletics.

JUNIOR GIRLS.
(Under 11.)
60-yard dash—Virginia Keys.
(Between 11 and 14.)
60-yard dash—Lola Terry, first; Chloee Edmondson, second.

JUNIOR BOYS.
220-yard dash—Wesley Terry, first.
High jump—Wesley Terry, first.
Broad jump—Wesley Terry, second.
Vaulting—Wesley Terry, first.
(Under 11.)
60-yard dash—Ray Sawyer, second.
(Over 11.)
60-yard dash—Edgar Sewell, second; Clem Lesley, third.

SENIOR BOYS.
220-yard dash—First, John Payne Abernathy.
Pole vault—First, Frank Howell, Plainview High School; second, Guy Wall, Hale Center.

Running broad jump—First, Frank Howell, Plainview High School; second, Elbert Lamb, Plainview High School.

High jump—First, Frank Howell, Plainview High School.

Shot put—First, Vivian Graham, Plainview High School; second, Frank Howell, Plainview High School.

Baseball—Plainview High School.
100-yard dash—First, Guy Wall, Hale Center; second, Frank Howell, Plainview High School.

440-yard dash—First, Lawton McCarty, Abernathy.
Mile run—First, Lawton McCarty, Abernathy.

QUITAQUE WINS IN SCHOOL CONTESTS WITH SILVERTON.

Saturday evening N. A. Price, Professor J. E. Mobley and M. J. Baird motored to Quitaque, where they acted as judges in the interscholastic contests to determine who would represent Briscoe County in the interscholastic meet. Quitaque won in the declamation contest and in the debate. On their return home Mr. Price's car broke down and was left at Quitaque, a car from that town conveying them home.

REV. HAYNIE WILL ATTEND THE PRESBYTERY AT TULLA.

Rev. T. B. Haynie left this afternoon for Tulla, where he will attend the semi-annual meeting of the Amarillo Presbytery, of which he is a member. Rev. Haynie will conduct the morning Bible hours. He is chairman of the committee on education. J. W. Ray and Mrs. F. L. Brown are delegates from the local Presbyterian congregation.

CUBA IN THE WAR.

The Cuban Congress has passed a resolution, without a dissenting vote, declaring a state of war exists between Germany and Cuba. President Menocal has affixed his signature and official publication of the act has been made, thus ranging Cuba alongside the United States, her liberator and protector.

With The Home Economics Club

Lesson No. 55—Sanitation.
Flies and Mosquitoes.

Dear Club Girls:

We have been most fortunate in gaining the consent of our Prof. E. E. Scholl, with whom many of you are personally acquainted, and others by reputation, to give us the benefit of his knowledge on the subject of how to reduce the number of flies in our homes and around the premises. If we follow out faithfully his instructions there is absolutely no doubt but that we will gain relief from this dreadful pest. He has also consented to give us a lesson next week on cockroaches, bedbugs and carpet beetles, and methods for their control.

I want you to pay special attention to these lessons, because through methods given by him we will in a great measure be able to overcome the ravages of these common household pests.

Reduce the Number of Flies.

By E. E. Scholl, Entomologist, State Department of Agriculture.

Knowing how dangerous the house, or typhoid, fly is, it is well to enlist the help of your clubmates and your other friends in a campaign for the reduction of these pests.

Since flies breed in filth, the first essential is to destroy or remove all the trash and decaying matter about the premises. Such matter serving as breeding places for flies that cannot be removed should be treated about twice a week with chloride of lime or with a solution containing two pounds of sulphate of iron to every gallon of water.

Out-houses that may serve as breeding places should be made fly-proof by screening, and all living quarters, dairy rooms, etc., should have screens on them also.

For the destruction of the adults, place a solution containing one teaspoonful of formalin and one pint of water into a bottle. Then invert this, allowing the mouth of the bottle to rest in a saucer. Suspend the bottle from a post, or from the well, near the back porch or kitchen window. A little sugar scattered in the saucer will attract the flies more readily.

Use fly traps and swat those flies that get into the house.

Keep Down Mosquitoes.

Mosquitoes are annoying and some are dangerous, because they transmit diseases. An effort should, therefore, be made to destroy them.

The young stages of mosquitoes are called wiggle-tails, and they breed in waterholes or in old tin cans containing water. These breeding places should be destroyed or treated. As far as possible, water holes should be

drained. Where this is not possible, treat the water with kerosene oil. It shuts out the air from the wiggle-tails. Permanent water holes should receive colonies of minnows, for they will feed on the young mosquitoes.

Cisterns and other water-holding receptacles that cannot be treated with oil should be tightly covered or closely screened.

These insects and animals known to feed on mosquitoes should be protected.

Mosquitoes can be prevented from coming through screens by wiping the wire in the evening with an oiled rag (kerosene).

A good lotion to prevent mosquito bites consists of four parts vaseline and one part of citronella oil, and should be applied to the hands and face before retiring.

Recipes for Cooking Meats.

(Through courtesy of Miss Allie George, Domestic Science Department, Denison High School, Denison, Texas.)

Meats Cooked in Water.

Mutton.

Wipe; remove the pink skin and extra fat and put into boiling water; boil 15 minutes; add 1 tablespoonful salt and cook at a low temperature until tender.

Ham or Tongue.

Put into cold water and heat gradually until the water bubbles; cook at a low temperature until tender. Remove from the fire and allow it to stand in the water in which it was cooked for one hour; take it out and draw off the skin. It may be served cold. A ham may be covered with fine bread crumbs and 2 tablespoonfuls of brown sugar, then placed in the oven one-half hour to brown.

Pot Roast.

3 pounds beef from round without bone;
2 thin slices fat salt pork;
9 pepper corns;
½ bay leaf;
4 whole cloves;
Salt and pepper;
¼ cup each of diced carrot, turnip, onion, and celery;

Flour.

Try out pork and remove scraps. Wipe meat, dredge with flour, and brown entire surface in pork fat. Place on rack in pot. Surround with vegetables and spices. Add 3 cups boiling water. Season with salt and pepper. Cover closely and simmer 4 hours. Turn after second hour. Strain liquid in pot and use as a sauce.

Cooking of Meat to Extract the Juices.

Beef Broth.

1 pound lean beef;
1 pint cold water.
Chop the meat very fine and soak it

in the cold water 1 hour, or longer; put it in a saucepan surrounded by lukewarm water until it has become a reddish brown, stirring all the time. (A small rack should be placed under the saucepan.) Remove from the fire, strain through a coarse strainer, and season.

Beef Juice.

Take a slice of the round of beef and heat it a few seconds over clear fire, to start the juices. Cut the meat into small pieces, and press out the juice, using a lemon squeezer or meat press. Season with salt and serve in a colored wine glass or with shaved ice.

Beef Stock.

2 pounds lean beef and bone;
2 quarts cold water.
Cut the meat into small pieces, crack the bone, and soak 1 hour in cold water; then cook at a low temperature for 3 hours; strain. The trimmings and bones of fresh meats or bones or pieces from roasts may be cut into small pieces and used for stock, but no smoked or charred pieces of meat or bone should be used. Stock may be colored with caramel.

MRS. J. L. LANDRUM,
Organizer and Supervisor of Home Economics, for the State Department of Agriculture.

PROVIDENCE.

PROVIDENCE, April 6.—Born, to Mr. and Mrs. Theo. Boedecker, a boy. Mother and son doing fine.

Mrs. Henry Sammann is sick with pneumonia. Dr. Pickett is waiting on her.

Will Kramer is able to be up again, after a few days' sickness.

Rev. Britain will preach Saturday night and Sunday morning and night at Whitfield.

Bill Thomas went to Amarillo Tuesday on business.

Mr. and Mrs. I. C. Nations were city visitors Tuesday.

Chas. Barrett was in Plainview Tuesday.

Miss Mary Dodson has quit school and will take a short course in domestic farming.

Mr. Reel returned last week from Kansas.

Mr. Boedecker and son Walter were delegates for some insurance company that held a meeting at Sweetwater last Saturday. They returned home Monday. H. J. Ratjen was also a delegate to the same meeting.

A Hopkins family received a letter last week from relatives in Germany.

New Arrivals in Nobby Footwear

Our new spring slippers and exclusive boots are now on display. We placed our orders long before the rapid advances and are in position to offer distinctive, exclusive styles at prices that will amaze you. Here are illustrated just two of the many pretty styles we are showing. Come early while sizes are complete. All widths, AA to E.

Quality Slippers at Savings Prices

In every instance we can save you money on good shoes—shoes that will bring you back as they are noted for their style, wear and fit.

Prices \$2 and up



A beautiful patent dress slipper, original design, superior quality, only \$5.



An exclusive style, excellent quality. White, Champagne and Oyster Grey, only \$9.50 and \$10.50.

CHILDREN'S SHOES

New in every respect and without the high prices they are asking elsewhere. Let us show you.

Jacobs Bros. Co
THE ONE PRICE CASH STORE



Excursion Rates

Convention: Panhandle Teachers' Association at Canyon, Texas. March 30th and 31st, 1917. Round Trip \$2.75. On sale March 29th, 30th.

Brotherhood of American Yeomen, Ft. Worth, April 2nd and 3rd. On Sale April 1st, round trip \$16.20. Limited April 5th, 1917.

Scottish Rite Reunion, Dallas, Texas, April 9th to 13th, 1917. Round trip \$17.70, on sale April 8th, 9th and 12th. Limit April 15th, 1917.

Lumberman's Convention, Galveston, Texas, April 10th to 12th, 1917. Round trip \$24.70 on sale April 9th, return limit April 14th, 1917.

These and many other reduced rates account Conventions and meetings in Texas and other states now coming on.

Our new double train service makes it possible to connect with nearly all lines without the dreaded and tiresome lay-overs. For further information regarding Rates and Routes call on or phone 224. JOHN LUCAS, Agent.

Jack Frost Baking Powder

"Jack Frost"—the Baking Pound that is renowned.

It costs less to run a Tractor when you use

TEXACO CRATER COMPOUND

You reduce repair expense. You save the greater part of the money usually spent for the replacement of gears.

TEXACO CRATER COMPOUND

The Great Gear Lubricant

Prevents wear on gears, chains and sprockets. Tractor owners in all parts of the Southwest are using it. TEXACO CRATER COMPOUND sticks in spite of flying dust, sand or heat. It is not washed off by rain.

Use CRATER—cut out gear wear, delays and extra expense—give your tractor a chance—realize on your investment. Get a 25-pound can of TEXACO CRATER COMPOUND from the nearest Texaco dealer, or write our nearest office.



THE TEXAS COMPANY
HOUSTON, TEXAS

Dealers Everywhere



A Little Stick of **WRIGLEY'S** Makes the Whole World Kin!

No climate affects it for the package protects it.

WRIGLEY'S goes to all parts of the world—in all seasons, to all classes.

Fresh, clean, wholesome and delicious always.

It aids appetite and digestion, quenches thirst, keeps the teeth clean and breath sweet.

The Flavor Lasts



WRAPPED IN

UNITED COUPONS

731

Public Sale at Pampa

APRIL 14th, 3 O'CLOCK

At the Wagon Yard

Two pure bred registered Percheron stallions, coming three and four years old, both blacks. Grandsons of Casino, the grand champion stallion at the St. Louis World's Fair 1904, and winner of 115 champion and sweepstakes prizes in America, also winner at National Horse Show at Paris, France, in 1901. A golden opportunity never offered at public sale before in the Panhandle.

I will also sell about twelve boar pigs, seven months of age, and a few gilts. These are all registered Big Type Poland Chinas with breeding as good as the breed affords. Many were bred by the Northern breeders, and I will show you at the sale sows weighing 800 and a 1000 pound male.

I also have at private treaty 100 head of spring pigs of the best breeding from prolific litters.

VISITORS ALWAYS WELCOME.

Harry A. Nelson, Prop.

Panhandle Percheron and Poland China Stock Farm
MIAMI, TEXAS.

BENDING TO THE BLAST.

Chancellor Von Bethmann-Hollweg is allowed, even by those who neither like nor trust him, to be a shrewd man. If it is true that he has been so impressed by the new sympathy shown everywhere for Russia as to feel the need of haste in bringing about reforms which thus far he has been disposed to postpone till after the war, it is a good omen for Germany. Sham reforms, however, will be taken only for what they prove worth and not as demonstration that they are but a prelude to better things to come.

It will be extremely difficult, in fact, for Germany to capture its share of the sympathy that has gone out to Russia without giving an equally striking demonstration of the sincerity of the conversion.

"The devil got sick—the devil a monk would be;
The devil got well, and devil a monk was he."

It is not the first time Prussian autocracy has had qualms. There were bad moments during the Napoleonic wars when enthusiasm for liberty was sweeping Europe. Pledges were given only to be broken and extorted again a generation later by the risings of '48. As reactionary as the Stuarts, but more adroit, the Hohenzollern regime has known how to trim its sails to the storm and how to regain whatever it lost. The reign of the present emperor, as of the recent czar, has been essentially one of reaction, of a systematic lessening of freedom and the fuller control by the government over the destinies of its subjects.

Even if Prussian history did not

give ample warrant for suspicion as to the genuineness of reforms extorted in bad moments, the character of the present government as revealed by the pitiless publicity of the past two and a half years does not warrant the acceptance of air words at face value. Even before the war Dr. Bethmann-Hollweg was regarded with distrust by the advocates of reform as one who wanted both to run with the hare and hunt with the hounds. The causes for their distrust need little elucidation to Americans who have followed his course in regard to submarine warfare. The vice-chancellor, Dr. Helfferich, can hardly be seriously considered in the role of a reformer. As for the secretary of state, Alfred Zimmermann, who first made a trial balloon of promised reforms to see how it would affect American opinion, his Mexican note has made him so distinctly persona non grata in this country that his association with the movement would of itself breed suspicion as to his motives.

If Germany's present government is to hold on and wishes to conciliate foreign opinion as an offset to Russia's quite unlooked-for new popularity, its best course will be to let deeds keep pace with words. In regard to submarine warfare, for example, the time has passed for new pledges or for new negotiations about the old pledges. Let it be stated simply that "frightfulness" has been stopped, and in due time we shall see whether the statement is true. If Germany is to be given a liberal government, let the reform go hand in hand with the promise of it. Humiliating as the fact must be to every loyal German, it is nevertheless true that the world has concluded,

as a Dutch writer dryly puts it, that the pledges of the present imperial government are "unreliable." Till Germany gets a government that does not treat promises as scraps of paper it will have to pay as it goes, and will get no credit for professions that have not been put into practice.—Springfield Republican.

NEW STORES AT LITTLEFIELD.

LITTLEFIELD, Texas, April 6.—Contracts have been let for the erection of four modern brick store buildings here. Two will be occupied by general stores, one by a drug store, and one by a large furniture and implement stock. Work is well under way on the telephone exchange here and the toll line to Lubbock.

The Tolbert Grain Elevator has been completed, and a second lumber yard is receiving its stock.

Six residences are now under course of construction, and several others will start as soon as workmen can be secured.

INCREASE FEED AND FOOD CROPS IN PANOLA COUNTY.

The people of Panola County in mass meeting April 6 passed resolutions to organize the county in an effort to increase the food supply. It is planned to crop all available agricultural land in the county. The movement was inaugurated after an address made by Clarence Ousley, director of the Extension Service in Texas.

Price Change

On May 1st the price of the Maxwell Automobile will be increased \$30. We have three car loads to sell at the old price of \$685 delivered. This means for you to get busy, buy the car you have wanted now, and save \$30.

South Plains Motor Company

J. M. LIPSCOMB

Phone 677

T. D. LIPSCOMB

Cash Grocery Co.'s SPECIALS

622 Broadway 506 Ash St.

Material advances are coming every day. Flour, sugar, compound and canned goods are going up. Be sure to stock up now. Our prices are far below the market. Remember we have coupon books for your convenience, from \$5.00 to \$25.00 subject to cash refund when requested.

11 lbs. fine Granulated Sugar for\$1.00

Potatoes

Potatoes, good quality, per lb.5c

Soap

Be sure to get some of that Clean Easy Soap while it lasts at 7 bars25c

13 Bars any kind white Laundry Soap50c

Rice

New York quotations today on rice are much higher. We have not changed our price.

16 lbs. Fancy head rice for\$1.00

100 lbs. Fancy head rice for\$5.50

20 lbs. broken rice \$1.00

100 lbs. broken rice 4.40

Beans and Peas

Lima or navy beans lb.15c

Blackeyed Peas, per lb.12 1-2c

Mexican Beans, per lb.12 1-2c

We still have a few sacks pink beans, fancy quality to sell, while they last at12 1-2c

Gallon Goods

Gallon Apples, solid pack each40c

Gallon California Peaches40c

Gallon California Apricots50c

Gallon California Pears50c

Gallon California Loganberries50c

Gallon California Blackberries50c

Gallon California fancy Prunes90c

Gallon Hawaiian Pineapple, grated65c

Gallon Hawaiian Pineapple, small sliced 70c

Gallon red pitted Cherries\$1.00

Flour

RED STAR—the best bread flour obtainable —sack\$3.00

White Deer, soft wheat,\$3.00

Cream meal, 17 1-2 lbs,70c

Plenty of Red Star Health Bran now...25c

Canned Goods

Two cans corn, standard quality25c

A few cases left to sell at\$3.00

Two cans tomatoes, No. 2 size,25c

Extra fancy Sunkist tomatoes, 2 for35c

Large hominy, each 10c

Fancy quality peas, two cans for25c

Fresh vegetables arrive now every day.

Fleishman's yeast fresh every day.

Cash Grocery Co. quality counts.

10 lbs. compound\$1.75

Medium Crusto, 6 lbs., 4 oz.\$1.45

Large Cottolene\$2.30

Fancy California lemons, dozen20c

Fancy dried prunes, apples, peaches or raisins two pounds for25c

Syrups

Royal sorghum50c

Mary Jane sorghum60c

Blue Label Karo60c

Red Label Karo65c

Bear Brand sorghum 65c

R. C. Compound65c

Everybody's Ribbon Cane75c

Velva Ribbon Cane80c

Country Made85c

Penford, good quality,65c



Copyright Hart Schaffner & Marx

SPRING DRESS-UP WEEK

April 7th to 14th

We urge you men and women of Plainview to keep pace with nature and "Dress Up"

When the fresh green leaves begin to change the winter beaten trees into things of beauty—when the new grass starts to cover up the bare spots, and hide winter's brown under the fresh new Spring green—

That's the time we all begin to figure on keeping pace with nature, and dressing up in new Spring Clothing.

Our stock of Men's and Young Men's, Ladies,

Misses, and Children's Spring and Early Summer styles are now fully displayed. Every ladies' Coat or Suit is a Beauty Spot in our store; every man's suit is an evidence of complete service to the wearer.

Come in now during Spring Dress Up Week and make your selections from our big showings. You have never seen such styles, values, and fabrics before.

CARTER-HOUSTON'S

"Goods That Speak for Themselves"

Cash Grocery Company

Phone 337

PURE FOOD PRODUCTS

Phone 101

The Plainview Evening Herald

TWICE-A-WEEK

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

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

\$3.00 a Year; \$1.00 6 Months. Advertising Rates on Application.

AND IN TEXAS, TOO!

Graham, Texas, a town of two and a half thousand population, still allows the town cow to run at large. The citizens voted by more than two to one Saturday in favor of the cow.

IT DESERVES OUR UNQUALIFIED SUPPORT.

The proposition of the Young Men's Business League acting with the Santa Fe Railway and the Texas Land and Development Company, to carry on extensive experiments in sugar beet culture in the South Plains irrigation district deserves the support morally, and financially, if need be, of the business men and land owners of this territory. A sugar beet factory in Plainview would make it possible to market the products of the farms in this territory profitably. The sugar beet crop is one which brings cash to the farmer at a season of the year his other crops have ceased to move. It has been the history of the industry that cattle feeding has followed the installation of the mills, the best pulp, a by-product, being economical as a stock feed. Scores of Northern feeders buy their cattle in the Panhandle and South Plains area and ship them north to feed lots and make money feeding out. This industry can be made extremely profitable here.

The plan, as proposed, has the backing of the Young Men's Business League, which organization has put life into every proposition it has endorsed. It has the support of the Santa Fe officials and the officials of the Texas Land and Development Company, whose influence in interesting men of means in this territory is too apparent for comment.

Plainview, Lockney, Floydada, Hale Center, Hurley, Hereford, Muleshoe, Tulia and other towns in the South Plains irrigation district cannot afford to neglect this opportunity. A sugar mill in this territory will mean millions to the men who produce this commodity, and to the land owner who has no intention of planting sugar beets increment in property value will result.

A DAY FOR PRODUCERS.

Probably now, as in no other time, the United States is turning its attention to the problem of production. With a short wheat crop predicted in the preliminary estimates by the Department of Agriculture, the price of that commodity has risen to unprecedented proportions.

In time of peace there is a firm, increasing demand for food and clothing materials. We have no sympathy with the theory that there is danger of over production. In fact, close study of social and economic conditions in the United States, which we take as typical of the nations of the world—a count against the theory in that the United States is a relatively large producer—tends to throw into bold relief the "Malthusian doctrine," that population at all times has tended to outgrow subsistence. The means of subsistence, Malthus argued, may increase in arithmetical progression, but population tends to increase in geometrical ratio. Scientific economists are agreed that when divested of its too absolute form of expression, the doctrine of Malthus enunciates an indisputable truth which cannot be ignored with impunity by any plan of social amelioration or reform.

Men who have studied the problem from a social and economic standpoint have seen that the solution is "Back to the soil." They have seen the push and energy of the city maintained at the expense of the country. They have seen men move from the country to the towns and cities, degenerate in their virile morality, lose their wealth and return to the soil as the last resort for a livelihood and a hospital for themselves and family, whereas their sturdy forebears tilled the soil and lived the free life of the country, utilizing its wholesome surroundings as a nursery for their children.

As Emerson has said, every man holds as the last resort retreat to the farm. If he has failed in social life or has lost or failed to gain wealth, he retreats to the farm for its solitude and to hide his poverty. The producer is the fundamental factor in our economic life. And by no means is the professional man or the business man, who spends on a larger scale than the farmer, a drone in the hive. The farmer will gladly trade his corn for medical attention, which, by reason of his occupation and his environment and life pursuit, he is incapable of giving. He will gladly exchange his corn with the merchant for goods, paying him the just distributor's gain.

With the increased demand for food and clothing materials, the producer is important. And when considered in the light of development, weighing the possibilities of scientific farming, which is the means of making two blades of grass grow where one has grown before, which has enabled the people of the Western continent to reclaim millions of acres of valuable swamp land by drainage and arid soils by irrigation, the theory that population tends to outgrow subsistence loses its frightfulness. This is the purpose and office of the agencies of the Federal and State governments studying agriculture and diffusing scientific principles of soil reclamation and of soil maintenance.

The man on the soil clings tenaciously to his possessions. It is seldom that the owner of a farm loses it. In many communities generation after generation bearing the same name has occupied the same farm property. Producing his food and clothing from the soil was the pursuit of the primeval man, and the race has never lost its basic respect for the calling.

WAR-TIME FARMING.

By CLARENCE OUSLEY, Director of Extension, A. & M. College of Texas.

War means higher prices for food, unless more is raised. Wheat is \$2.00 a bushel, corn \$1.30, and bacon 30 cents a pound, and the tendency is still upward. The United States will soon have a million men under arms. That means more men taken out of production. Many people in Texas may go hungry before another winter ends unless extraordinary efforts are put forth. The fate of the Nation—the issue of the war—depends upon the food supply even more than upon the supply of men, arms and ammunition.

Therefore, increased food and feed is a matter of both self-interest and national welfare.

It is not too late to plant. Peanuts, kaffir corn, milo maize, sorghum, June corn, Sudan grass, peas, and all staple vegetables are in order through April, May and June.

It is folly to assume that our entrance into the European war will end it speedily. It may last a year or two years. The South fought for four years. The Central Powers are somewhat crippled, but they are by no

means exhausted. The submarine warfare continues with no sign of abatement. By fall there may be no ships for anything but food and feed stuffs. In that case our cotton will bring little or nothing. Even at good prices it will not go far in buying food and feed at war prices.

The United States Department of Agriculture reports that supplies of all things to eat throughout the world are short and growing shorter. Argentine wheat is a failure, and none will be shipped from that country. The world's herds of cattle, hogs, sheep and poultry are being consumed faster than the natural increase. These facts constitute an alarming situation, which will grow worse as the war continues, and will continue for a considerable time after the war closes.

Famine is worse than war. Every back yard and every vacant patch should yield something for man or beast.

NOTICE.

Dog tax is now due. Please call at City Hall and make payment. JOHN VAUGHN, City Marshal. 4t.

R. C. Culpepper, of Fort Worth, has accepted a position with The Herald.

GOVERNMENT CROP AND LIVE STOCK REPORT.

Washington, D. C., April 7, 1917.

A summary of the April crop and live stock report for the State of Texas and for the United States, as compiled by the Bureau of Crop Estimates (and transmitted through the Weather Bureau), U. S. Department of Agriculture, is as follows:

Wheat.

STATE: Condition April 1 this year, 75 per cent of normal; ten-year average condition figures for April 1, 80 per cent.

UNITED STATES: Condition April 1 this year, 63.4 per cent; ten-year average April 1 condition, 86.2 per cent.

Rye.

STATE: Condition April 1 this year, 60 per cent; ten-year average April 1 condition, 78 per cent.

UNITED STATES: Condition April 1 this year, 86.0 per cent; ten-year average April 1 condition, 89.6 per cent.

Hogs.

STATE: Losses from disease past year, 4.7 per cent; ten-year average, 4.2 per cent.

UNITED STATES: Losses from disease past year, 4.87 per cent; ten-year average, 6.78 per cent.

Cattle.

STATE: Losses from disease past year, 2.8 per cent; ten-year average, 2.3 per cent. Losses from exposure past year, 3.0 per cent; ten-year average, 2.3 per cent.

UNITED STATES: Losses from disease past year, 1.94 per cent; ten-year average, 2.00 per cent. Losses from exposure past year, 1.45 per cent; ten-year average, 1.44 per cent.

Sheep.

STATE: Losses from disease past year, 2.0 per cent; ten-year average, 2.4 per cent. Losses from exposure past year, 2.9 per cent; ten-year average, 2.5 per cent.

UNITED STATES: Losses from diseases past year, 2.17 per cent; ten-year average, 2.45 per cent. Losses from exposure past year, 3.28 per cent; ten-year average, 3.06 per cent.

Horses and Mules.

STATE: Losses from disease past year, 1.8 per cent; ten-year average, 2.2 per cent.

UNITED STATES: Losses from disease past year, 1.69 per cent; ten-year average, 1.94 per cent.

Prices.

The first price given below is the average on April 1 this year, and the second the average on April 1 last year:

STATE: Wheat, 185 and 107 cents per bushel. Corn, 119 and 77. Oats, 66 and 46. Potatoes, 266 and 127. Hay, \$12.50 and \$8.40 per ton. Cotton, 17.5 and 11.5 cents per pound. Eggs 21 and 14 cents per dozen.

UNITED STATES: Wheat, 180.0 and 98.6 cents per bushel. Corn, 113.0 and 70.3 cents. Oats, 62.0 and 42.0 cents. Potatoes, 235.0 and 97.6 cents. Hay, \$13.05 and \$11.78 per ton. Cotton, 18.0 and 11.5 cents per pound. Eggs, 26.0 and 17.9 cents per dozen.

Houston, Texas, April 7, 1917.

TIMELY HINTS FOR THE HOME GARDENER.

Order in Which to Plant Different Groups of Vegetables in the Home Garden to Get Earliest Possible Crops.

WASHINGTON, D. C., April 9.—Many home gardeners are asking the specialists of the U. S. Department of Agriculture whether it is safe to plant any vegetables in the open ground while there is still some likelihood of light frosts. To aid these home gardeners, the specialists have worked out the following grouping of common vegetables according to their ability, if planted in the open, to withstand spring frosts. These directions, of course, do not apply to the planting of seeds in hotbeds or seed boxes to secure plants which afterwards are to be transplanted.

Group 1.

Plants not injured by a light frost. These may be planted as soon as heavy frosts are over or as soon as the soil can be put in good condition: Cabbage, Irish potatoes, early peas (smooth peas, as distinguished from wrinkled), onion sets, salad crops, such as kale, spinach, mustard. At the same time start in seed boxes in the house or hotbeds tomatoes, eggplant, peppers, cauliflower.

Group 2.

Vegetables which should be planted only after danger of hard frost is over. Lettuce, radishes, parsnips, carrots, beets, wrinkled peas, early sweet corn.

Group 3.

These should be planted after all danger of frost is past: String beans, sweet corn (late varieties). A few early tomato plants may also be set out, but care should be taken to protect them from any sudden chilly weather, by providing a shelter of newspapers, boxes, etc.

Group 4.

This group should not be planted until all danger of frost is past and the ground has begun to warm up. Included in this would be cucumbers, melons, squashes, pumpkins, Lima beans, tomatoes, eggplants, peppers. Plants of tomatoes, eggplant and peppers which have been grown in boxes or hotbeds should be ready to set in the open at this time.

In order to insure a steady supply of vegetables, crops like peas, beans, and lettuce may be planted every three or four weeks, whenever the space is available. Some of these can be planted in the spaces made available by removing the other crops.

If your garden is small, do not attempt to grow potatoes or late sweet corn. It is better, the specialists say, to select half a dozen crops which the family likes than to grow 15 or 20. If the size of your plot is less than 40 by 100 feet, or 4,000 square feet,

it usually is not advisable to grow late potatoes or late varieties of sweet corn. It might be well to devote a small section to an early variety of sweet corn, such as the Golden Bantam, and to plant a row or two of early potatoes.

KANSAS EDUCATOR SAYS END OF WAR HASTENED BY WILSON.

"President Wilson's message has won the war," said Olin Templin, dean of the college of liberal arts and sciences in the University of Kansas, in discussing with a class of seniors and graduate students the President's message to Congress. "In all probabilities, the message will be suppressed in Germany, but not, I hope, before copies of it have fallen into the hands of every family in Germany. Then we will have the decisive and great battle of the war, fought in the streets of Berlin between the common people and the imperial forces. Then the war will be over and the German people will come into their own—and their victory will have been hastened by President Wilson's message to Congress."

Dean Templin has been quoted as a pacifist on numerous occasions in University circles, and he never has denied the charge. He has taken a marked stand against militarism and its attendant evils. He is of German descent and holds keen sympathies for the German people, but he has no patience with the German government. "If I were of military age I would enlist before night," said Dean Templin. "However, I do not believe an American army will be needed in Europe."

"For ages the students of foreign lands will read this address of President Wilson just as today they read the orations of Cicero. The President has given us a masterpiece, which, regardless of its bearing on the present crisis, will receive a permanent place in literature." Dean Templin went to Germany as a student in the last part of the reign of Wilhelm I. He saw the 100-day reign of Frederick Wilhelm and the accession of the present Kaiser, and heard Bismarck's last speech in the Reichstag—Wichita (Kansas) Daily Stockman.

NOTICE! CITY LOANS.

I will be in Plainview Thursday, Friday, and Saturday. Anyone wishing a loan to buy, build or improve a home see me on one of the above days. Leave word at Ware Hotel or any of the lumber yards. CLAUDE B. HURLBUT. 1t.

For future identification of criminals, a Paris physician has suggested subcutaneous injections of wax to form permanent membranous cysts.



New Muslin and Silk Underwear

We have just received a very beautiful assortment of muslin and silk Underwear in gowns, commisoles, envelope combinations, etc., in very pretty designs and hand embroidered effects. See the distinctive garments at Jacobs usual low prices.

Jacobs Brothers Co. For New Style—For Better Value

"A Horseshoe with every Tire"



J. F. Garrison

THIS "wish you well" stuff is all right for conversation, but I must deliver more than that or go out of business. Therefore, I investigated before I tied up with DIAMOND "Squeegee" Tires.

What I found in Diamond performance looked good to me.

So when we say that Diamond Tires are good enough for us to stake our reputation on, we mean that Diamonds are mighty good tires.

You don't need to pay a cent more than the price of a Diamond Tire for all the service and mileage you can ever hope to get from any tire.

Get the habit of coming into our store for free air, gasoline and accessories. Let us look your present tires over occasionally. We may be able to tell you how to get more mileage out of them.

Every Diamond Tire must deliver full value in service. If ever a Diamond Tire fails, a cheerful, willing adjustment will be promptly made.

C. G. Electric Co. Plainview, Texas

Diamond TIRES

SOCIETY

Telephone Number 72

ANNOUNCEMENTS.

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

The executive committee of the Benevolent League will meet Friday at three o'clock, in the Central School Building.

Following this meeting, the Working Woman's Club will meet at 4 o'clock.

Mr. and Mrs. Fred L. Brown entertained Mr. and Mrs. W. E. Risser and Mr. and Mrs. F. Gordon Brown and family at dinner Sunday.

Mr. and Mrs. Clint Shepard served dinner to Mr. and Mrs. T. C. Shepard, Mr. and Mrs. Jas. R. DeLay and Mr. and Mrs. E. H. Bawden Sunday.

MISSOURIANS ARE GUESTS OF HONOR AT BARBECUE.

Monday night Mr. and Mrs. L. A. Knight gave a barbecue or lawn party to a number of their friends, in honor of Judge and Mrs. Celsaw and daughter, Ruth.

During the dinner Judge Celsaw gave a very interesting talk on "The Wonderful Things of Southeast Missouri."

Those present were Judge and Mrs. Celsaw and daughter, Ruth, of St. Louis, Mo.; Mr. Richards, of Corn, Okla.; Mr. and Mrs. C. E. Craig, Mr. and Mrs. T. Stockton, Mr. and Mrs. Will Stockton, Mr. S. G. Beckman, Mr. and Mrs. W. H. Donaldson, Mr. and Mrs. R. E. Burch, Mr. and Mrs. Wallace Settoon, Mr. and Mrs. P. J. Woodriddle, Mr. and Mrs. Chas. Malone, Mr. and Mrs. Putnam, Mr. and Mrs. Robert Malone and Mr. W. W. Elliott.

HAYDEN-PEARSON.

Miss Julia Ansley Hayden and Floyd Pearson were quietly married Sunday afternoon, at the Ansley residence, on Eighth Street, at three o'clock by the Rev. E. E. Robinson, pastor of the Methodist Church.

The house was prettily decorated with cut flowers and plants.

Those present were the mother and father and brothers of the groom, the mother and brothers and sisters of the bride, and the Misses Irene and Madeline Whittely, of Whitfield.

After the marriage, the young couple motored to their home, in Lorenzo.

MILLER-BORCHARDT.

Miss Annie H. Miller and Mr. R. W. Borchardt were united in marriage at 9:30 a. m. Sunday by the Rev. A. B. Roberts, at the Miller home, eight miles southwest of town.

Those present at the wedding were the Miller family, Mr. Reddell and daughter, Beulah, and Miss Sibyl Roberts.

SAFFLE-HOWELL.

Miss Margie Saffle and R. B. C. Howell, Jr., were married Sunday afternoon by Rev. G. I. Britain, at the home of the bride.

She was dressed in a coat suit, with hat to match.

The immediate families of the couple were the only ones present.

After the wedding the bride and groom motored to the Howell farm, four miles east of town.

QUESTIONS FOR THE "AS YOU LIKE IT" CLUB, MARCH 12.

1. Why has South America been comparatively so inconspicuous in the past?
2. In the "Wars of Independence," who were South America's two greatest leaders?
3. Which of the South American leaders do you think most resembles George Washington? Give reasons for your opinion.
4. Who was really the founder of the liberty of Peru? And tell why he sailed for Europe and lived in self exile and poverty.
5. Tell briefly what you can of the early life of Francisco Pizarro and his conquest of Peru.
6. Give some reasons by which a foreigner could distinguish Uruguay from its many sister republics. What can be said of her inhabitants, and what is the chief source of wealth?
7. What is the chief occupation of the Spanish-American women, and what can be said of their family ties?
8. Try to estimate what the commerce of South America will be when she is as well supplied with railroads as the United States.
9. To what extent is the present European war affecting South America?

THE B. F. CLUB.

The members of the B. F. Club met Thursday afternoon with Mrs. Jesse D. Whitman, at her home, 711 Houston Street.

The afternoon was spent in conversation and sewing. Assisted by Mrs. Alfred Howell, a lovely two-course luncheon was served.

The guests who enjoyed the afternoon were Mrs. Lewis, of Rule, Texas; Mrs. Alfred Howell, Miss Ruby Barrow and Mrs. W. E. Armstrong.

Arch Culmore, of Dallas, is here today in the interest of the Intertype Corporation.

Rev. I. E. Gates, pastor of the Baptist Church, is holding a revival meeting in Alamogordo.



New Arrivals of Dainty Undermuslins

Are Ready for Your Choosing

As Attractive in Price as They Are in Design

There is much to delight the foresighted shopper in the white wear section these days. So thoroughly charming are the new envelopes, night gowns, skirts, corset covers and brassieres which fashion's fancy has developed that every woman who takes pride in her wardrobe will want to carry them away by two's and three's

Spring is here and summer is following at its heels. With many needs for muslin wear, which can be most economically filled now. Special purchases that were placed before cotton prices flew so high, have brought values that we can hardly hope to duplicate in the near future. The assortments are very complete, materials are muslins, crepe and silks.

Envelopes Priced 85c to \$3.50. Night Gowns, 75c to \$3.50. Corset Covers, 35c to \$3.00. Skirts, \$1.00 to \$2.50. Brassieres, 50c to \$2.00

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE



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.

Egg Hunts.

Five classes, teachers, Rev. Hill and wife, Martilla Espy, Eva Jones and Willie Young spent a jolly time at Wayland Grove Friday evening.

Easter Egg Hunts.

Mrs. Wyatt Johnson, Mrs. H. V. Tull and Mrs. Milton entertained the primary department of the Presbyterian Sunday School with an Easter egg hunt Saturday afternoon, at the home of Mrs. Johnson.

The eggs, hidden on the vacant lots near the house, afforded much enjoyment and pleasure for the afternoon. After the hunt, games were played and refreshments were served to thirty-six children and eight mothers.

The Sunday School children of St. Mark's Episcopal Church enjoyed an Easter egg hunt Saturday afternoon, at the home of Mrs. J. C. Anderson. After the eggs had been found, hot chocolate and cake were served to the children and mothers present. Games were played until time to depart.

Baptist Egg Hunt.

Mrs. G. W. Graves, Mrs. T. L. Gordon and Mrs. S. C. Hurt accompanied the Sunday School classes to the Lake Sunday afternoon.

The afternoon was spent in playing games and hunting eggs.

I have taken the north half of Section 45, Block R, off the market. MRS. ELLA CLINTON, Owner. 3t.

WANTED — Middle-aged lady for general housework for family of three. Write J. C. SANDERS, Plainview, Route A. 1t.

A wayside station for automobilists that an Illinois man has patented delivers gasoline from accurately marked glass tanks so a purchaser can see what he is getting.



Special This Week

One lot four-in-hand ties; large dollar shapes, special

65c

See them in window.

Reinken's Clothing and Shoe Store

Shoes Are Not High at Reinken's

Come in men and boys and learn what big values we show you in shoes. Heavy purchases away ahead of requirements enables us to sell you shoes at considerable under today's prices.

The world famous *Walk-Over Shoes* sold at this store. Ask your friend how well they wear

Reinken's Clothing and Shoe Store

America First

The United Drug Company offered the seven thousand Rexall Stores for free recruiting stations but the war department has not yet accepted them — in the meantime we want to supply your drug wants.

DYE DRUG CO.

The Rexall Store West Side Square
Phone 23

PRODUCE INFERTILE EGGS.

Save the Spoilage That Comes From Letting the Male Bird Run With the Flock.

The farmers of the United States lose each year large sums because of improper methods of producing and handling eggs. One-third, at least, of this loss is easily preventable. It is due to the partial hatching of fertile eggs.

The eggs laid by a hen may be either fertile or infertile, depending on whether or not the male bird has been allowed to run with the female. A fertile egg is one in which the germ has been fertilized by the male bird. Except for this process of fertilization, the male bird has no influence upon the eggs which the hens lay. Egg production is equally great in flocks from which roosters are excluded.

A fertile egg does not keep as well as an infertile one, because the fertilized germ responds more readily to high temperatures than the unfertilized one. It is impossible to hatch an infertile egg or to cause a blood ring to form in one. Such eggs are much more likely to reach the table in good condition and there is much less spoilage in shipments composed entirely of them than in mixed shipments of fertile and infertile eggs.

After the hatching season, therefore, the male birds should be cooked, sold or confined. In approximately 14 days after this all the eggs laid by the hens will be infertile. These can be marketed much more successfully under the adverse conditions that frequently prevail in the hot summer months.

Rules for Handling Eggs on the Farm.

Heat is the great enemy of eggs, both fertile and infertile. Farmers are urged to follow these simple rules, which cost nothing but time and thought and will add dollars to the poultry-yard returns:

1. Keep the nests clean; provide one nest for every four hens.
2. Gather the eggs twice daily.
3. Keep the eggs in a cool, dry room or cellar.
4. Market the eggs at least twice a week.
5. Sell, kill, or confine all male birds as soon as the hatching season is over.

CHINA'S TEA TRADE.

The exportation of China tea to the United States declined about 20 per cent during the 1916-17 tea season, as compared with the previous year. This resulted from several causes. The tea drinkers in the United States are, on the whole, consumers of the products of all producing countries—Japanese green tea, Formosan oolong, Chinese green and black tea, and from Ceylon, Java, and India the black varieties. Therefore, when crops are short or prices or exchange rates are unfavorable in one country, the American demand may be supplied from some other source. High exchange and prevailing freight rates probably increased laid-down costs of Chinese tea in America 25 or 30 per cent, but as the season advanced buying in the United States became more active. European war exigencies have also influenced China's tea trade.

The supplies of green tea for the 1916-17 season have been about 10 per cent less than for the previous season, and this shortage has been largely in Pingsueys and Hoochows, which comprise about 45 per cent of the crop of green tea and which are exported principally to the United States. Tea men report having lost money on these products, but one of Shanghai's principal dealers considers this improbable, although the tea men paid a high price for the raw leaf. Growers of the leaf in the country districts had a very profitable business.

There has been a good demand for those teas that go to other parts of the world than the United States (such as Foong Mee, Hysons, etc., exported heavily to Russian Turkestan) and prices have in general yielded satisfactory results to the tea men.

Black teas, which are produced in Central China, are sold principally in Hankow, only a small quantity coming to the Shanghai market. Some of this quantity has been bought this year by native speculators in Hankow, who no doubt resold their purchases at a profit.

The tea trade of China is not keeping pace with the world's increasing consumption. While it is frequently reported that steps are being taken to improve the methods of cultivation, with a view to resuscitating the trade, foreign buyers in this market give little credit to the efforts of the Chinese in this direction.

The United States takes on an average less than one-third of China's total crop of green tea and less than 10 per cent of the black teas. That part that American buyers have in fixing prices must therefore not be overrated.

Up to 150 letters a minute can be opened with a new office device in which a hand operated crank feeds them between circular knives.

A California inventor has patented curved shears for cutting corrugated metals.

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, April 6.—Cattle took a sudden upturn Wednesday, and finished the week 15 to 35 cents higher, mostly on weighty steers. Hogs are sharply higher this week, including an advance of 15 cents today, receipts only 3,000 today. Sheep and lambs are 25 to 40 cents higher since the middle of the week, top lambs today \$15.10, a new high record, receipts 2,500.

Beef Cattle.

Weight counts for more this week, buyers being in need of beef. Top steers went to \$12.50, both natives and pulp-fed Westerns, and higher prices are expected. Plain, little, short-fed cattle and all weights lacking flesh did not get as much advance as good ones, bulk of the natives \$10.00 to \$11.75. Pulp-fed steers averaged better finish than natives, and most sales of these were at \$10.75 to \$12.00. Cows, bulls and butcher steers sold higher, but did

not advance as much as heavy steers, best cows up to \$10.50, bulls \$10.00, veals \$13.00. Dry weather in the Southwest, together with high prices, brought in a heavy run of cattle the first of this week, but a smaller supply is expected next week.

Stockers and Feeders.

A heavy supply of thin cattle, and a slack demand, caused a reduction of 50 cents per hundred in prices this week. Buyers flocked in, and sales yesterday and today were slightly stronger, and there will be a good clearance at the end of the week. There is a strong preference for the heavier cattle, light stock steers selling mostly at \$8.00 to \$9.25, feeders \$9.00 to \$9.75, exceptions above these prices.

Hogs.

Small supplies and a strong demand had the usual effect of elevating prices in the hog house this week, top today \$15.75, 40 cents above the top last Friday. Quality was lacking today, else there would have been a top of \$15.80

or more. Medium weights sell up to \$15.75, lights \$15.55, bulk of sales \$15.40 to \$15.75. The demands of the country on a war footing will doubtless elevate prices still more, and no man dares predict how high they will go. Of course, a food dictator might set a limit to the advance. But under any circumstances, natural or artificial, growers are assured of an extreme need of hogs, and can safely count on liberal profits.

Sheep and Lambs.

Lambs sold at \$15.05 and \$15.10 today, new high figures here, clipped lambs \$12.15, ewes this week \$12.50. Salesmen advise owners to market stock with the wool on, as packers are not attracted to shorn stock yet. Pelts with the wool on bring up to \$5.50, while close-clipped pelts are worth \$1.00 or less. All the big feeding sections are cleaning up, and very light runs will be received the balance of this month, and prices should work higher. Feeding lambs sell around \$14.00.

J. A. RICKART,

Long-Harp Drug Company

The Busy Druggists

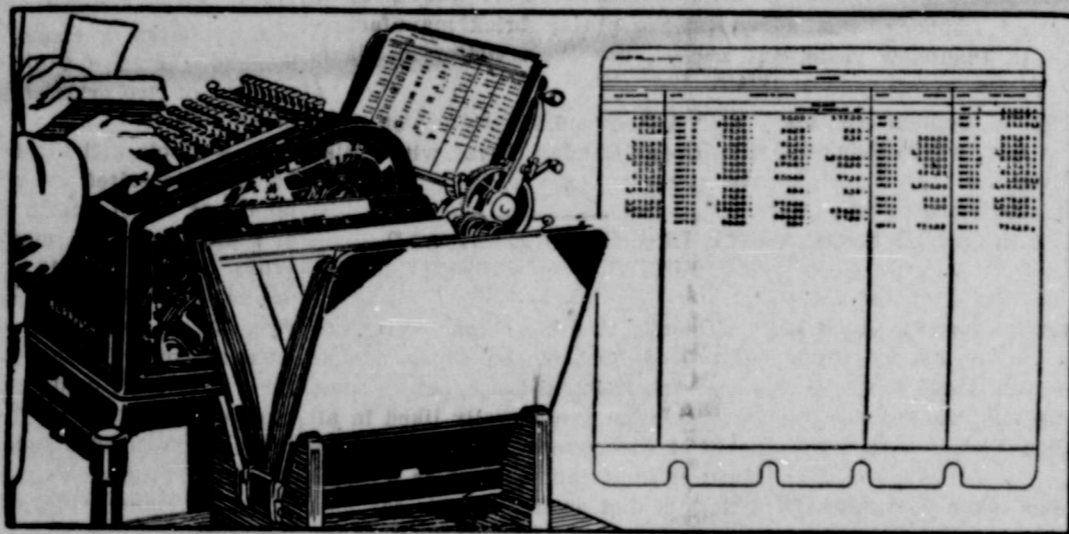
We lead, others Follow. Always Getting Something New.
If you see it Advertised phone us we have it.

PROMPT, COURTEOUS TREATMENT is Our Motto.

LONG - HARP DRUG COMPANY

The Nyal Store

PHONE 161 *Progressive and Progressing* **FREE DELIVERY**



A New Machine At The Third National Bank

This machine is really a wonderful set of steel brains which we are putting to work in our accounting department.

With it we can handle our figure work faster than ever before and at the same time be sure that every item in our books is right.

Help Us Give You Better Service.

By the machine method, every depositor's account is kept in balance all the time and there are no mistakes such as are unavoidable with other ways of handling figures.

The time saving made possible by our machine gives us an opportunity to improve the service to our customers in all departments of the bank.

Everything Is Done Automatically

It prints dates, adds your deposits to the old balance, subtracts checks, figures and prints your new balance. All this is done automatically. The operator simply writes the amount on the keyboard—the machine shifts from column to column and adds, subtracts, or prints the date as desired without the least attention being necessary.

Come In And See It Work

There is no method of posting ledgers known which equals this Burroughs Bookkeeping Machine in either accuracy or time saving.

Come in and see our new Burroughs at work in our accounting department.

THIRD NATIONAL BANK

RAGS WANTED

HERALD PUBLISHING COMPANY

Announcement of Plainview Agency for

MITCHELL

SIXES

\$1150

F. O. B. Racine
Mitchell Junior—
a 40 h. p. Six
120-inch Wheelbase

\$1640

F. O. B. Racine
7-Passenger
48-horsepower
127-inch Wheelbase

MITCHELL JUNIOR—\$1150
Now Added to Mitchell Line

Many buyers prefer a 5-passenger car. Such a car has ample room with a 120-inch wheelbase. Few such cars are that long. And a 40-horsepower motor gives them ample power.

To meet that demand we build Mitchell Junior, which sells for \$1150. It is our big, 7-passenger Mitchell in a little smaller size. So you now pay only for the room and power you need.

SAVING EVERY WASTE

Note how John W. Bate, our efficiency engineer, is saving every waste. These two Mitchell sizes form a new example.

He has built and equipped here a model plant, which now covers 45 acres. It is designed to build the Mitchell at the lowest factory cost. About 98 per cent of the Mitchell is built under his methods. Our factory cost has been cut in two.

Our new body plant this year brings another big saving—hundreds of thousands of dollars. Nowhere else in the world—we believe—could a car like the Mitchell be built at so low a cost.

EXTRAS THAT RESULT

These savings show in Mitchell extras. There are hundreds in the car.

There are 31 features which nearly all cars omit. And each is a thing you'll want.

There is 100 per cent over-strength in every vital part. Over 440 parts are built of toughened steel. Many parts are oversize. Steering and transmission parts are built of Chrome-Vanadium. The gears we use are tested for 50,000 pounds per tooth.

There are springs which never have broken—the Bate cantilever springs. In two years of use, on many thousand cars, not a single leaf has broken.

There are beauty and luxury which few cars can afford. This year alone we add 24 per cent to the cost of finish, upholstery and trimming. Our new body-plant savings pay that.

SEE THESE EXTRAS

Before choosing a car for years to come, learn what these extras mean. See the 31 features—like a power pump—which hardly a car includes. See the beauties and luxuries which distinguish the Mitchell.

The vast over-strength, in all probability, means a lifetime car. It means safety, low up-keep, small repairs.

See what Mitchells give as compared with cars built in wasteful ways. The facts are bound to win you to the Mitchell.

TWO SIZES

MITCHELL—a roomy, 7-passenger Six, with 127 inch wheelbase. A high-speed, economical, 48-horsepower motor. Disappearing extra seats and 31 extra features included.

Price \$1460 f. o. b. Racine

MITCHELL JUNIOR—a 5-passenger Six on similar lines, with 120 inch wheelbase! A 40-horsepower motor— $\frac{1}{4}$ inch smaller bore than the larger Mitchell.

Price \$1150 f. o. b. Racine

MITCHELL MOTORS CO., INC.
Racine, Wis., U. S. A.

Plainview Machine and Auto Sh.
D. BROWN, Proprietor

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

JERSEY BULL CALF for sale. Is three weeks old. Has been taught to drink. Telephone 474.

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

FORD OWNERS.

Why hesitate to spend \$3.50 for a perfect light on your Ford? A perfect car otherwise. Sold under a guarantee by R. W. VANDERSLICE.

FARM AND CITY LOANS.

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

The ladies of St. Mark's Episcopal Church will hold a sale at Paxton & Oswald's Friday, April 13. There will be offered for sale aprons, candy, and wrapped packages from a parcel-post table, each guaranteed to be worth twenty-five cents or more.

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

FURNISHED ROOMS—Two well furnished rooms for rent; close in. Telephone 474.

Be sure to see those beautiful, upholstered Porch Swings and Lawn Furniture. HANDY MAN'S SHOP. Phone 475.

TEXAS BERMUDA ONION CROP.

The area of the Bermuda onion crop for Texas for 1917 was estimated on March 15 at 12,050 acres, an increase of about 2,000 acres over the area estimated for 1916, or 19.9 per cent. The condition of the crop on April 1 is estimated as 68.5 per cent of normal, forecasting a yield of about 246 bushels per acre, or a total production of 2,964,300 bushels, the equivalent of 6,388 cars of 464 bushels each.

\$1,000,000 TO LOAN ON PLAINS LANDS.

Ranch Loans—Special rate and terms on large loans. Farm and Stock Farm—Loans on liberal rate and special terms. City Loans—I can make loans for buying, building or improving city property. Easy payments and reasonable interest. Quick service.

EVER SALIVATED BY CALOMEL? HORRIBLE!

Calomel is Quicksilver and Acts Like Dynamite on Your Liver.

Calomel loses you a day! You know what calomel is. It's mercury; quicksilver. Calomel is dangerous. It crashes into your bile like dynamite, cramping and sickening you. Calomel attacks the bones, and should never be put into your system.

When you feel bilious, sluggish, constipated and all knocked out and believe you need a dose of dangerous calomel, just remember that your druggist sells for 50 cents a large bottle of perfectly harmless and doesn't gripe. Dodson's Liver Tonic, which is entirely vegetable and pleasant to take and is a perfect substitute for calomel. It is guaranteed to start your liver without stirring up your inside, and can no salivate.

Don't take calomel! It makes you sick the next day; it loses you a day's work. Dodson's Liver Tonic straightens you right up and you feel great. Give it to the children, because it is perfectly harmless and doesn't gripe.

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

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

Don't forget we do all kinds of Interior Staining and Varnishing. HANDY MAN'S SHOP. Phone 475.

WE WANT TO REPAIR and Revarnish that damaged piece of Furniture. HANDY MAN'S SHOP. Phone 475.

WHAT HAVE YOU to trade for a Chalmers thirty-six? No better car made. See CARL ROSSER quick.

BUTTERFAT 39c, at PLAINVIEW PRODUCE CO.

WANTED: Man and wife with no children to work on ranch. Address L. F. McDONALD, Plainview.

FEATHERS WASHED the sanitary way. Mattresses made of your old Feather Bed. HANDY MAN'S SHOP. Phone 475.

We are prepared to do all kinds of Woodwork. HANDY MAN'S SHOP. Phone 475.

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

GIVEN BY THE MOTHERS' CLUB of Halfway on the evening of April 13th, a Masquerade Social, at the school house. Will meet first at W. W. Pinkerton's to mask. Good thing to eat and plenty of fun is promised, with but little to pay.

Let me know your wants. CLAUDE B. HURLBUT, Lubbock, Texas.

Steam-driven motor omnibuses that use coke for fuel are being tried in London.

CLIP THIS AND PIN ON WIFE'S DRESSER.

Cincinnati Man Tells How to Shrive Up Corns or Calluses So They Lift Off With Fingers.

Ouch! ? ? ? ! This kind of rough talk will be heard less here in town if people troubled with corns will follow the simple advice of this Cincinnati authority, who claims that a few drops of a drug called freezone when applied to a tender, aching corn or hardened callus stops soreness at once, and soon the corn or callus dries up and lifts right off without pain.

He says freezone dries immediately and never inflames or even irritates the surrounding skin. A small bottle of freezone will cost very little at any drug store, but will positively remove every hard or soft corn or callus from one's feet. Millions of American women will welcome this announcement since the inauguration of the high heels. If your druggist doesn't have freezone, tell him to order a small bottle for you.—Adv.

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.

Office Hours: 9-12 a. m.; 1-5, 7-9 p. m.

HARRISON & KERR CO., General Contractors.

Office at Fulton Lumber Co. Phone 107. House Phones, 528 and 428.

L. A. KERR, Architect.

Office at Fulton Lumber Co. Phone 107. House Phone 428.

FOR SALE—Fifty bred heifers, coming three; will sell as whole or in small lots, for cash or terms. Also registered Duroc-Jersey boar for sale. Address MRS. JEANETTE HARTWELL.

LOST OR STRAYED—Coming two-year-old black mare mule. Raised at Holman's, nine miles northeast. Has been out three or four weeks. Please leave information at KNIGHT AUTO CO'S.

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

FOR SALE—Lease on three sections. Special privileges, and very desirable location for small herd of cattle. BOX 596. 4t-pd.

FOR SALE OR TRADE—Horse and surrey for good, fresh milk cow. Address X Y, care Herald.

WANTED—Furnished cottage or three or four furnished rooms. Phone 705 after 7 p. m.

WANTED—Two or three rooms for light housekeeping. Phone 25.

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

NOTICE OF SALE.

Bids will be received up to Saturday, April 21st, for the purchase of the lot and building of the Plainview Wire Fence Factory. Bids will be received on either lot or building, or both, with privilege of rejecting any or all bids. Mail or hand all bids to GUY JACOB, at First National Bank.

Let us make that Old Mattress into a new one. HANDY MAN'S SHOP. Phone 475.

Have six coming two-year-old White Face bulls for sale. CHAS. E. SAIGLING.

TO TRADE for improved farm in Hale County, 163 acres Bell County black land. No inflated prices considered. Address A. L. HARLAN, 1517 North Sixth St., Waco, Texas.

WANTED—To buy one hundred old Wooden Beds. HANDY MAN'S SHOP. Phone 475.

WANTED—Used windmill, 14-foot wheel. Apply at Herald Office. 3t-pd.

FOR SALE—One good 1916 second-hand 5-passenger Saxon automobile. E. E. ROOS. Phone 17.

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

FOR SALE—Ford touring car. In first-class condition. See DOC HINDS, at Roos' Buick Salesroom.

WANTED—One of the best Jersey milk cows in Hale County. R. M. PEACE.

WANTED—To trade for a few hogs and a few cows. G. E. LEWIS. Phone 116.

WANTED: To buy good second-hand buggy. R. F. D., care of Herald.

WANTED—Agents for Electric Farm Lighting and Power Plant who can produce results. Our representative will be in Plainview Thursday. Address O. A. B., care of Ware Hotel.

Some More Good Words From Afar

Expressions such as this constitute a reason for asking you to become a regular reader of The Herald if you are not now a subscriber. No newspaper readers real service to its subscribers and advertisers which does not have the confidence of its readers. Reader-confidence in The Herald makes it the strongest advertising medium on the Plains.

Omaha, Nebraska, April 4, 1917

Plainview Evening Herald, Plainview, Texas. Gentlemen:

Please mail us about fifteen copies of your issue of March 31st.

Allow us to congratulate you upon the manner in which your paper was gotten up, upon the occasion of the Swine Breeders Convention. A publication like that is bound to be of great value to the country in general.

We are very truly yours, Alfalfa Farms Company By F. Levermann

FOR SALE—A few more milk cows. Apply Clements' Farms, 1 mile east of city. W. C. CLEMENTS. 4t-pd.

FOR SALE—Half section of land, improved, by owner. Price right. Call G. E. LEWIS. Phone 116.

We handle absolutely the BEST Furniture Polish. Phone and let us come out and demonstrate it to you. HANDY MAN'S SHOP. Phone 475.

FOR RENT—Two nice light house-keeping rooms; both front and back entrance. Southeast of East Side School. Phone 618.

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

Hemo Is More Than Malted Milk

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

MRS. GEORGE HOWE WILSON, LATEST METHOD—In—VOICE TRAINING. Phone 511. —Apr. 23.



BUILD TRADE

by using your Bell Telephone to get in touch with people.

The telephone is the modern salesman and a great business builder.

Bell Telephone Service puts you in touch with the customer just outside of town as readily as with your patron on the next street.

THE SOUTH-WESTERN TELEGRAPH & TELEPHONE COMPANY

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

Miss Rebecca Ansley SPIRELLA CORSETIER Telephone Number 304

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. Syrup laxatives are weak, but LAX-Fos combines strength with palatable, aromatic taste and does not gripe or disturb the stomach. One bottle will prove LAX-Fos is invaluable for Constipation, Indigestion or Torpid Liver. Price 50c.

Nassau Tires are almighty tough

T. B. CARTER Phone 564

COSMO HAMILTON IN AMERICA.

English Playwright Released From Army Service to Produce Play Here. Mr. Cosmo Hamilton, famous English author, playwright and sportsman, who until recently has been serving with the Royal Flying Corps, is now in America with a number of new plays and short stories. One of these stories, which is to appear in Hearst's Magazine for April, Mr. Hamilton considers of special interest now. In fact, he says, he has written this story particularly for the young husbands and wives of America. He, himself, describes it as a hand grenade, and says he hopes it bursts. It is called "The Turning Point," because it is laid in the fifth year of a young couple's married life, the year Hamilton believes to be the point at which marriage becomes a success or failure. The April Hearst's Magazine, in which "The Turning Point" is published, appears March 29th. Adv. It.

Cold Days Require Coal

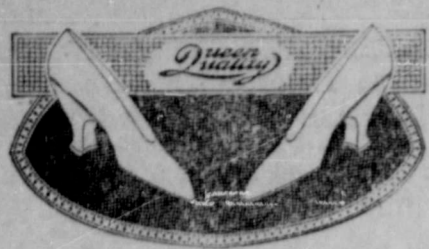
Why is it that some folks always delay their coal buying and the installing of their stoves until the last minute when every member of the family has run the risk of serious cold or pneumonia and until all of the coal and stove dealers are so busy they cannot give the best service? Surely the wise man 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

Its the Season for Cream Separators and Incubators. We have the famous DeLaval Separator in all sizes, and Safety Hatch Incubators. Let us show them to you. DONOHOO-WARE HARDWARE CO. Phone 80



Queen Quality
REG. U.S. PAT. OFF.
SHOES



The White Season

Women and Young Women at Your Service with all that's New and Beautiful for Spring



The Women's Departments Are Full of Dresses and Suits

Lovely Dresses of soft green Radium Taffeta, with winged skirts; Tailored Charmeuse in rose color; Mayen-age Gowns of Taffeta, with closely braided bodice.

Assorted colors, in accordion-pleated Tunic Dresses. Besides, Chiffon Slippers, that are delightful and summery.

Prices, \$8.50 to \$30.00.

As for Suits, they include checks with colors, Fancy Serge and Gabardines severely tailored. Collars are soft-tone green. All the new colors of blue, mist and gold.

Prices \$15.00 up.

Fifteen Thousand Dollars Worth of Shoes for Men, Women and Children—Thousands of Pairs Bought Before the Advance in Prices. A Shoe for Every Man Woman and Child in Plainview and at Reasonably Low Prices at The Plainview Mercantile Store

Voile and Organdie Waists—Special \$1.50

Fancy Voile and Organdie Waists in all white and white and paisley, with large cape collars, to sell at the special price, \$1.50.

Crepe de Chine Blouses to Sell at \$4.95

Lovely new Spring coloring and styles, in the new Crepe de Chine Blouses. Colors are flesh, maize and white, featuring the new aviation stitchings, at \$4.95.

Summer is Here and You Will Need a New Braziere

Many new styles in the new close-fitting Brazieres. Prices 50c, 75c, \$1.00 and \$1.50.

Summer Hats Grow Lovlier

Such charming things have just emerged from their billows of tissue paper—the Tall Turbans, that go so well with tailored suits; the Wide-Brim Sailors, whose charm lies in their lines. The colorings are beautiful, too, and all the little touches that have been cleverly introduced. And then comes the "cool summery" Panamas, the most delightful of them all. Prices begin at \$2.50.

Women's Smart Spring Gloves

They are extremely desirable hand coverings, but not only do they look well, but they are practical. Colors are pearl white, ivory, tan, gray and black. Prices, \$2.00 up. Lovely Silk and Lisle Gloves, both long and short, with two clasps—Prices, 50c, 75c, 85c and \$1.25.

We've Just Arrived

Advanced Spring Coats of Corded Velour, large cape collars and two-piece belt. Colors are apple green and rose.

Price, \$15.00 and \$18.75.

Fancy Wool Poplin Coats in all the new Spring colors—Gold, Sand, Magenta and the new Blues. Moderately priced, \$15.00 to \$20.00.

Attention Boys!

We want you to see our new Spring Suits, all in the new Norfolk models, some with half belts, some belts going all around, and others without any belts at all, more like "daddy's suit"—and lots and lots of them have two pairs of trousers. Prices begin at \$3.50 for the "tiny fellow" up to \$10.00 in the best grades for the "young fellow."

Time for a Man to Take Stock of Himself



New All-Wool Suits for Spring

Single-breasted models, with two or three buttons; some full lined and others quarter lined. Materials of Hard Worsted (to shed the dust), Flannels, Chevoits and Homespuns. There are a wonderful range of colors and designs.

KUPPENHEIMER, STADIUM AND OTHER MAKES,
\$15.00, \$16.50, \$18.50, \$20.00, \$22.50, \$25.00, \$30.00, \$35.00.

Here are Spring Soft Hats, \$3.50 and \$4.00.

Here are Shirts and Neckties, Silk Half Hose and fine Lisle Half Hose, and last, but not least, SHOES, in the most desirable leathers.

These things are all fairly priced.

THE PLAINVIEW MERCANTILE CO.

FOOTBALL-RULE CHANGES PLEASING TO WALTER CAMP.

Walter Camp has given his opinion in the Yale Daily News on the football changes which have been ordered for next year. Mr. Camp is secretary of the rules committee, and was for years its chairman. He has represented Yale at every meeting of the committee ever held, and was for years Yale's head football coach, and later Yale's general athletic adviser. Mr. Camp said:

"For several years there has been existent among the best sportsmen in the country a feeling that the football rules committee should take some action along the lines of its own recommendation, which is that it deprecate the sending in of a substitute for the mere purpose of conveying instructions from the coach to the players. These sportsmen feel that a football team should play its own game under the leadership of its captain and quarter, and should be able to take the proper action or make the suitable plays at the time of emergency without reliance upon the side lines for a suggestion. Unfortunately, the matter is not as simple as it seems. A rule passed forbidding any in-

structions being sent out to the team, while it might seem on its face to be thorough and the means of stopping this, would very likely give rise to accusations of bad faith, for the following reason: The substitutes are so placed on the side line that it is possible for them to overhear, not only the conversation of men along those side lines, but certainly to hear the comment of the coaches while the play was going on relative to the mistakes of judgment and such other matters as appealed to his practical vision. It would, therefore, be inevitable that when any one of these substitutes went out on the field of play he would have certain information gathered from this running comment, and it would be only natural for him to make some use of it. However this may be, it has been recognized by every one in the last few years that there was a rapidly growing habit developed among coaches of sending a substitute out for the special purpose of telling the quarterback what play to use in a critical moment. "The new legislation provides, however, if the substitute is sent in for the quarterback, that he may give the signal for the play, but may not consult with any of the players. It prob-

ably would have been possible to cover this even more certainly by demanding that the retiring quarterback should give the signal for the play, but at any rate this is a step in the direction that appeals strongly to sportsmen. "The rule providing that a wet ball may be exchanged at intermission for a dry one, in case of bad weather, is an excellent one, and should have been made long ago. "Two marked advances have been made in the forward-pass rule. It has been tacitly admitted that it paid under the old rule in the case of a long pass—that is, one that went down the field more than twenty yards, for instance—to illegally interfere with the man about to receive that pass rather than run the risk of having him secure it and possibly a still longer gain. The penalty for such illegal interference has been only fifteen yards. The penalty is now altered, and the ball goes to the offended side at the spot where the interference occurred. While this will not, perhaps, give them the full advantage of the pass, it will militate against this taking advantage of the rules. "The other point is the permission to the offended side to refuse the penalties under the forward-pass rule; that

is, if an illegal forward pass was made and intercepted by the opponents it often results in a long run, which, however, would be for naught because the penalty for the illegal forward pass was inflicted. It is now possible, under the altered rule, to decline this penalty. "The various kicks by which a field goal may be scored have been more carefully defined. Such a goal may come now only from a place-kick or a drop kick, and a place kick is specifically defined by a ruling that the ball must be kicked from its position while it is resting on the ground. The earth may be scraped up to make a kind of tee, but any artificial tees, such as the use of a headgear or molded piece of earth made up for the purpose, are forbidden. "One other rule has been widely altered. This was a penalty of fifteen yards for unintentionally running into a man who has just kicked the ball. This in many cases was too severe, as hitting a man was unintentional and was in no way injurious to him, but was merely the result of a man trying to block the kick and unintentionally brushing by the kicker. Hence the penalty was seldom inflicted. It now has been reduced to five yards, in order that it may have an effect through its enforcement of keeping the men who rush through very careful not to jostle the kicker. The penalty of fifteen yards and the disqualification for roughing him has been continued, and the penalty is rendered somewhat more severe by the fact that the distance is to be measured, not from the point of the foul, but from the spot where the ball was put in play."

China imports great quantities of old newspapers from the United States to manufacture into a thin paper for the inner wrappings of rolls of silk.

That mulberry leaves for feeding silk worms can be kept fresh indefinitely in cold storage has been discovered by an Italian sericulturist.

Announcing

THE arrival of a new and very complete line of Toilet Articles, including various makers, such as Jergens, Colgates, Mary Garden, Piver, Hinds, Djerkiss, Ponds and many others.

Let Us Serve You

The McMillan Drug Co.

Industrial alcohol is being made from the waste from two Swedish wood-pulp mills that use the sulphite process, heretofore considered worthless.

An automatic stabilizer for aeroplanes, employing electricity, but not a gyroscope, and weighing less than 20 pounds, has been invented by a Chicagoan.

That drainage waters do not take any more plant food away from fertilized soils than from unfertilized has been indicated by experiments in Germany.

To increase the power of microscopes, an Austrian scientist utilizes ultra-violet rays, which, though invisible to the eye, are highly effective in photography.

Maxwell
\$635 Now
\$665 May 1st

—because of the increased cost of the high-grade materials used in the manufacture of Maxwell Motor Cars

—and because the policy of the Maxwell Company will not permit of cheapening its product

—therefore the price of the Maxwell will be slightly increased as follows:

Touring Car, from \$635 to \$665
Roadster - from \$620 to \$650
All prices f. o. b. Detroit
Buy YOUR Maxwell before MAY FIRST and save the increase

South Plains Motor Co.
Vickery-Hancock Building
Telephone 677

Maxwell
Motor Cars