

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

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PEOPLE MUST HELP IF WE GET A. & M. COLLEGE

SECRETARY E. H. PERRY CALLS ON PUBLIC TO GIVE ASSISTANCE ON SUBSCRIPTION.

WORK IS GREATEST NEED NOW

Half of Subscription Has Been Raised and People Are Ready to Pay, but Must Be Approached.

By May 1 it is desired to have the subscription list for the purchasing of a site for the West Texas A. & M. College completed. To date only a little more than \$50,000—about half the necessary amount—has been raised.

Interest, but No Energy.

"People are coming in every day and stopping us on the streets," said E. H. Perry, secretary of the A. & M. Committee, "to know how the campaign is coming out. They never stop to think that they had just as well pick up some one and bring along with them to sign up. They take it as a matter of fact that the half dozen men who have worked on the proposition can put in their whole time and put it over. If the people don't respond and put their shoulders to the wheel and help, the committee is going to quit their endeavor. It isn't right, fair or just for the public to throw all the work on a few.

When Approached the People Respond.

"The people are ready and willing to respond. The committee needs help in getting in touch with the people. Those who are interested should take it on themselves to bring their friends in to see the committee or to lend whatever help they can. It's a big job for a few men who are undertaking it without compensation. It is of public interest, and the public should help consummate it. With the people of the county helping, it will be no task at all to complete the list.

Last Half Is Hardest to Get.

"Half of the amount has been subscribed, but the last half will be the hardest to get, for more people must be seen to secure it. The larger amounts were subscribed first.

"Every farmer should consider himself a committee of one to come and see that his neighbors come to talk the proposition over with the committee and sign up."

Committee Is Sacrificing Business.

Mr. Perry has been untiring in his efforts to get Hale County to the front in the race for the location of the new school. He has given his time, practically entirely for the past six weeks, on this proposition. With Chas. Reinken, and other members of the subscription committee, personal business sacrifices have been made.

JUDGES AND COMMISSIONERS TO MEET IN AMARILLO MAY 9-10.

The Panhandle County Judges and Commissioners' Association will meet in Amarillo May 9-10. Topics of special interest to the members, such as delinquent taxes, county school fairs, etc., will be discussed.

TO SILVERTON IN INTEREST OF WEST TEXAS A. & M. COLLEGE.

Chas. Reinken, chairman of the subscription committee of the West Texas A. & M. local association, and E. B. Miller, of The Herald, went to Silverton Wednesday in the interest of the movement.

Canyon City business men and young men have formed a home guard of more than a hundred members. Daily drills are held.

SENATE KILLS RESOLUTION ON EDUCATIONAL INSTITUTIONS

Special to The Herald.

AUSTIN, Texas, April 26.—A resolution in the Texas Senate, concurrent with the Dunnam resolution, passed by the House of Representatives on last Friday, was defeated today by a vote of 18 to 7. The resolution was introduced by Senators Dayton and McNealus, and provided that the Governor be requested and all persons to whom have been entrusted the expenditure of State money in the building of additional buildings of new State institutions expend only such portions of the appropriations allowed them as will be absolutely necessary for the efficient carrying on of the work of such institutions. Senator Dayton defended the resolutions because of present war conditions. The West Texas A. & M. and the new normal schools and junior agricultural colleges were considered targets of this resolution.

Opportunity

Today there is offered to the citizens of Hale County an opportunity which will never come again—that of securing the West Texas A. & M. College, which was created by the Thirty-Fifth Legislature. For a time some thought that the Dunnam resolution, which was passed by the House of Representatives, asking the Governor to re-submit the educational bills, would be effective. A similar resolution has been voted down in the Senate, and the Governor is personally inclined to be liberal with educational institutions. There is little probability that the school will not be established during the year. The citizens of the South Plains will do well to dismiss any idea or notion that the school will not be established.

In distinction, the South Plains of Texas stands out as a premier agricultural and stock-farming section. Practically every known crop can be grown here. Irrigated and dry-farming are practiced with success. Justice will be done the people of all the area to be served by the new school by locating it in Hale County. There's not a rational man who will consider the proposition for a few minutes who will not say that this great school is an institution which will be an honor to West Texas, to the State of Texas, and especially to the section in which it is located.

This is a time for action. The thing for us to do is to give whatever assistance is demanded of us to the committee which has the work in charge. It's a move for the public good, and every man should feel his duty and act. Thinking that the proposition is of such magnitude that surely it will be carried through by someone may cost Hale County and the South Plains this great institution. It's up to YOU. It's highly personal. The other fellow may act; he may not!

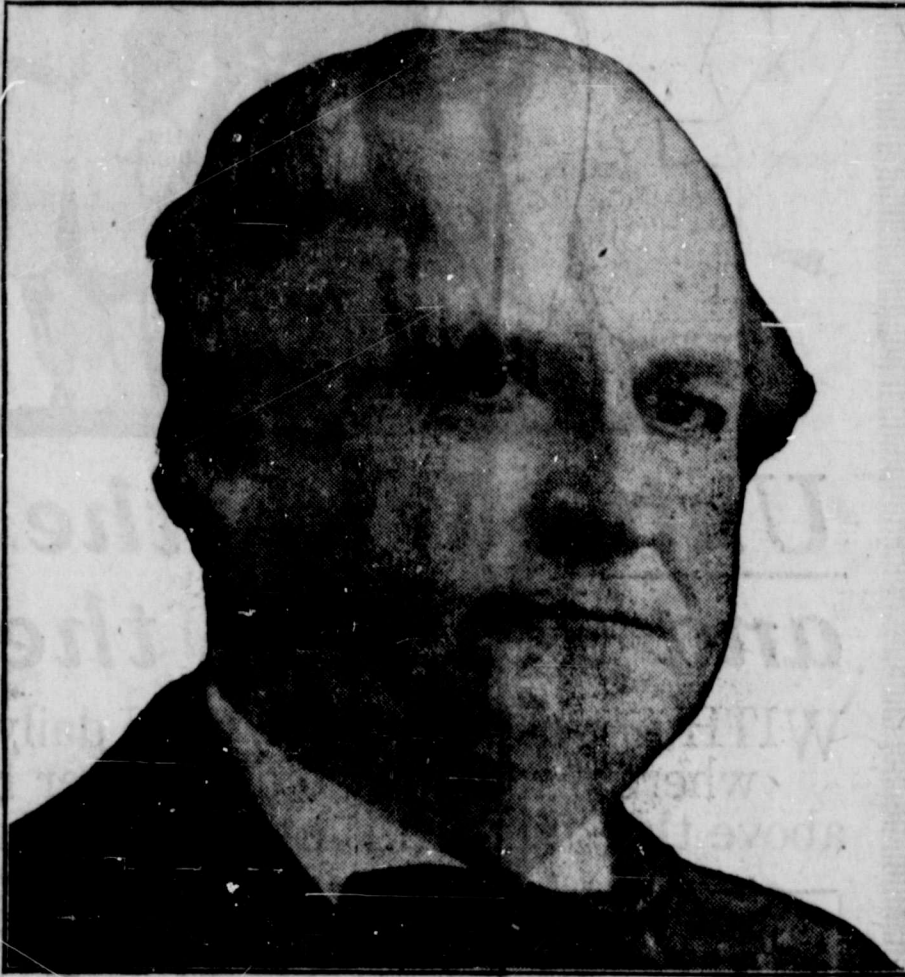
The A. & M. College of Texas, to which the new school is a companion in every respect, enrolled last year more than 1,200 students. It has a faculty of more than a hundred trained men and women. It offers courses in agriculture, agronomy, horticulture, civil engineering, animal husbandry, architecture. Its student body and faculty annually expend more than \$400,000. It has a State appropriation of about a million dollars for its maintenance, equipment and operation.

Is it worth working for?

In the estimation of thoughtful plainview men and farmers, this is a golden opportunity for the South Plains.

Mr. and Mrs. Harry Davis and Miss Cecelia Barnhart, of Childress, Texas, are visiting here at the Dr. C. C. Gidney home.

Great Commoner Will Lecture In Plainview May Thirtieth



WILLIAM JENNINGS BRYAN.

Special to The Herald.

KANSAS CITY, Mo., April 27.—William Jennings Bryan will be in Plainview Wednesday evening, May 30, as a number of the Chautauqua. Mr. Bryan, when interviewed here on his way to commence his Chautauqua engagements, stated that the subject of his lecture is "Fundamentals." It deals with relations of individuals to Government, society and the Creator. He declared that he is absolutely back of the Government and is not discussing questions undecided by the Government, but will support issues however they may be decided. His lecture also discusses the problem of increasing food supplies.

Loved, hated, abused, lionized, William Jennings Bryan is one of America's and the world's leading men before the public eye. Last year Mr. Bryan, as an extra number on the Chautauqua, lectured in Plainview to the largest crowd ever assembled here for a similar event. This year Mr. Bryan will be a number on the Chautauqua, appearing here, as mentioned above, on Wednesday evening, May 30.

William Jennings Bryan, who speaks here on the Chautauqua program, Wednesday night, May 30th, brings to Chautauqua audiences what might be termed a semi-official message from the Government of the United States, according to recent press reports. Upon the declaration of the United States Congress that a state of war exists between this country and Germany, Mr. Bryan immediately wired the President that he stood ready to enlist as a private or to serve the Government in whatever capacity he was needed.

A few days later he had a conference with President Wilson, and the President authorized him to confer with the heads of the various departments of the Government and ascertain from them the message they wished delivered to the people of the country as to plans, methods and means by which everybody could help in the war, even though they were not able to shoulder arms for their Nation's defense, says the Associated Press.

Military authorities are agreed that never before has there been a war (Continued on Page Six.)

T. P. Whitis is Appraiser of Farm Loans for Texas

T. P. Whitis, formerly County Surveyor for Hale County, has been appointed as one of the appraisers for the Federal Farm-Loan Banks for Texas. There are eight members of the board. Mr. Whitis has not yet received official notification of his appointment, but the press of the State carries the information of the appointments.

The local farm-loan association, of which P. B. Snyder is president and H. V. Tull secretary, has received applications for loans, and will fill these out in the near future. Their charter is expected soon.

Mrs. E. Mazingo, who lives west of Plainview, was operated on early in the week at a local hospital. Her condition is satisfactory at this time.

Amarillo High's Scalp Now Dangles on P. H. S.'s Belt

This afternoon, on the local high-school grounds, Plainview High School defeated Amarillo High at baseball by the substantial score of 12 to 5. Graham, the brainy twirler for the locals, was in good form. It may be said that he won his own game, taking the Amarillo pitcher in tow for a home run when the bases were full, giving Plainview four of her twelve scores. His pitching was excellent. McDaniels used his stick to good advantage for the locals, having two home runs to his credit at the end of the game.

Plainview High School has played eight games with high schools this season and lost one, an enviable high-school record.

J. M. Goodlett and J. E. Cox, of Hale Center, were here Tuesday.

FUNERAL OF W. A. MILLER HELD YESTERDAY AFTERNOON

Former Plainview Business Man Dies at Sanitarium in Abilene.

Yesterday afternoon at five o'clock the funeral of W. A. Miller was held in the Plainview Cemetery. The service was conducted by Dr. E. E. Robinson, pastor of the First Methodist Church. The burial was under direction of A. A. Hatchell. Friends of the deceased, R. A. Long, W. J. Mitchell, Dan Ansley, Tell Nix, Bert Broyles and E. C. Hunter, were pall bearers.

Mr. Miller died Wednesday evening at four-thirty, in an Abilene sanitarium, where he had been for the past two months for his health. He had been in very poor health for several years. Until recently Mr. Miller was active in business in Plainview, being a partner in the Plainview Buggy Company and interested in The Ruby Theatre.

He leaves a wife, a son and three daughters, one of his daughters having died a month ago at Granger, Texas.

To Organize National League For Women's Service Local

Sunday afternoon at four o'clock, in the Presbyterian Church, a unit of the National League for Women's Service will be organized. The meeting has been called by the Home Economics Club, through its president and secretary, Mrs. A. M. McMillan and Mrs. Geo. Saigling, respectively.

The following program is announced:

Prayer—"Mother" Jones.
"America"—By All.
"America's Call to Woman"—Mrs. Thos. Abraham.
"God Leading Us"—Mrs. H. W. Welford.
"Battle Hymn of the Republic"—By All.

Reading of the President's Appeal—Miss Lena Williams.

"The Flag"—Miss Edna Mayhugh.
"Red Cross Work"—Miss Dolan.
"War-Time Gardens"—Mrs. D. F. Morgan.

"Woman's Part in Food Conservation"—Mrs. Geo. Saigling.

"Star-Spangled Banner"—Quartette, Mesdames J. J. Clark, Grady Pipkin, Bob Meyers and Miss Nelle Sansom.
Organization of unit of National League for Women's Service.
Benediction.

HALE COUNTY IRRIGATION WILL INCREASE CROP YIELDS.

Persons who have been in the country around Plainview, in Hale County, in the past few weeks say that plans for irrigating large bodies of land have been made and that production in that region probably will be many times what it was five years ago. Irrigation is provided by means of shallow water in wells which are found under every farm, and latest-model pumps are used in getting the water out. The area of land under irrigation in this section of the Plains country rapidly is increasing, so it is stated.—Waco News.

STAKED PLAINS BAPTIST ASSOCIATION IN SESSION.

The Staked Plains Baptist Association is holding a three-day session at Olton. Among the Plainview people on the program are Rev. G. I. Britain, who is host to the association; Rev. W. C. Carver, of Wayland College; Revs. R. E. L. Farmer, president of Wayland College; J. M. Harder, W. B. Davis, and I. E. Gates.

SUGAR BEET TESTS ARE NOW ARRANGED

REPORT TO Y. M. B. L. SHOWS THAT 125 POUNDS SEED HAVE BEEN GIVEN FARMERS.

BARBER HAS CHARGE OF WORK

Acreeage of Various Planters Is From One-Third to One Acre—Seed Furnished by Santa Fe.

Of most interest was the report last night to the Young Men's Business League by P. B. Barber, farm advisor for the Texas Land and Development Company, on the work of the committee from the League on sugar-beet production. Mr. Barber has taken the work in hand, supervising it, his company having consented to allow him whatever time will be required to carry out the experiment in the South Plains district.

One hundred twenty-five pounds of seed, furnished by C. L. Seabreaves, of the Santa Fe system, have been distributed to men who have agreed to plant and care for the beets. Those who will carry out the experiments in the Plainview district are A. M. Kruger, at Garwood Farm; Geo. R. Quesberry, at Helen-Temple; Lamb & Hutchinson's farm; John Ryden; Robert Alley, of Hale Center; Jos. C. Sander; Dr. R. W. Sanders, Hale Center; Col. R. P. Smyth; M. D. Henderson (dry farming); H. Feltnagle, on the E. H. Perry farm; Chas. Wilkins; Grisco Bettle; Mr. Vance; Charles Zimmermann, and the Texas Land and Development Company.

These gentlemen will plant from one-third to one acre. The total acreage will be ten acres, Colonel Smyth, M. D. Henderson and E. H. Perry having secured seed for the experiments from sources other than the Santa Fe.

The seed furnished are of German growth. Among other things, Mr. Barber said in his report that the beet acreage at Rocky Ford increased from 5,000 acres in 1904, to 44,000 acres in 1916. The Longmont, Colorado, factory last year paid farmers for beets \$1,316,250.00. Paid employees \$195,000; consumed 32,000 tons of coal, 14,000 tons lime, 1,400 tons coke. Good farmers average 22 to 25 tons per acre of beets and the general average is 15 tons. In 1909 the acre value of sugar beets was exceeded only by nohs, tobacco, sugar cane and sweet potatoes. Sugar beets had four times the acre value of corn or wheat and more than four times the average acre value of all cereals.

MRS. C. C. COWDEN DEAD.

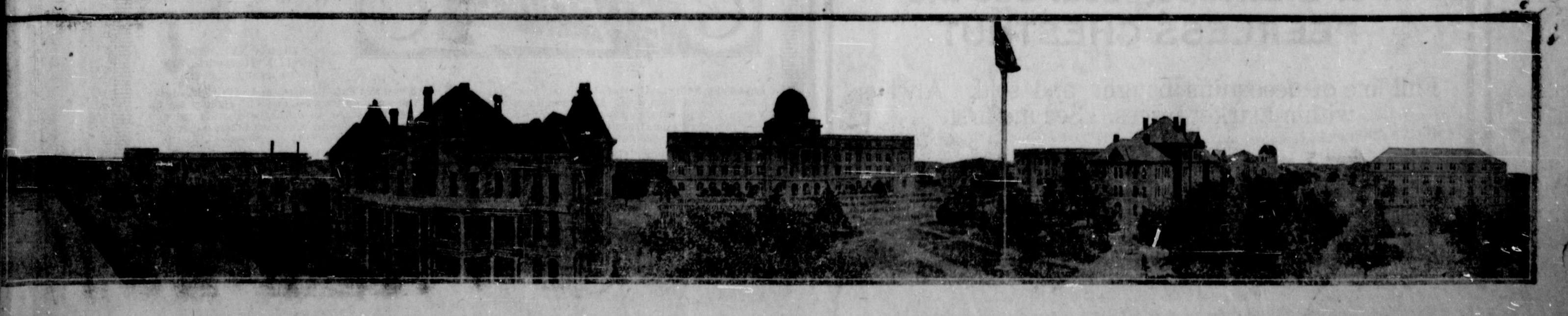
Following an operation at a sanitarium in Temple, Texas, Mrs. C. C. Cowden, of Abilene, daughter of Mr. and Mrs. J. J. Rushing, of this city, died yesterday. The funeral will be held in Abilene Sunday, and the family leave Saturday for that point.

Mrs. Cowden is survived by her husband and two children, a small son and daughter.

Prof. H. P. Webb Elected Superintendent of Schools

At a special meeting of the board of trustees of the Plainview Independent School District tonight Professor H. P. Webb was elected superintendent of the city schools. For the past three years Professor Webb has been principal of the Plainview High School.

The board will meet again Monday evening, at which time teachers will be elected.



Community Correspondence

RUNNINGWATER BALL TEAM WINS FIVE STRAIGHT GAMES.

RUNNINGWATER, Tex., April 24.—Brother Longstreet filled his regular appointment in the Baptist Church Sunday.

There is a good deal of sickness in the country at present.

The boys here seem to have the baseball fever this year. The Kress team came here last Saturday and lost a 3-to-1 game, and our boys went to Plainview and won a game, 7 to 1, today, this making a stretch of five straight games for Runningwater.

Mrs. Fannie McKinley is sick at this writing.

Charley Phillips is going to build on his farm east of here soon.

PROVIDENCE NEWS ITEMS.

PROVIDENCE, April 24.—Mesdames Riley Edwards and Jones, of Lockney, visited Mrs. Ooley Friday.

Mrs. E. C. Dodson is on the sick list this week.

Veigel's new house is near completion.

Mr. and Mrs. E. C. Dodson were Plainview callers Tuesday of this week.

A fine shower fell here Tuesday night.

Messrs. Veigel and Ooley sold some hogs this week in Plainview.

Miss Florida Pullen and Mrs. M. E. Palmer were guests of fl. C. Nations and wife over Sunday.

Harris Nations left Monday for Clarendon.

The young son of Will Kramer is some better at this writing.

LIBERTY NEWS.

LIBERTY, April 24.—Rev. W. M. P. Rippey, of Plainview, delivered an excellent message at this place Sunday, at the morning hour.

Rev. S. J. Upton, wife and son attended church at this place Sunday morning.

Clifford and Dorothy Wheeler spent Sunday with Van and Alice Boston.

There was a large crowd in attendance at Sunday School at this place Sunday. We welcome you back next Sunday at ten o'clock a. m.

J. J. Groff and family, Mrs. Dianna Wells, Miss Grace Stein, and Messrs. Harold Johnson, Frank Lundgren and Cellie Seipp dined Sunday with Mr. and Mrs. C. C. Alexander and family.

John Garstaag and family and L. L. Wheeler and family called on Mr. Maxicum and family Sunday afternoon.

A. E. Tumberg and family called on friends Sunday afternoon.

A number of our people attended church at the Methodist church in Plainview Sunday evening.

THE SPRING LAKE TOWNSHIP IS BOUGHT BY M. E. CLEAVENGER.

SPRING LAKE, April 25.—M. E. Cleavenger has bought and fenced the Spring Lake township.

O. C. Axtell motored to Hereford Friday.

Mr. and Mrs. J. W. Houston were shopping in Dimmitt Friday.

Mrs. Yelton is entertaining two brothers this week. Their home is in Missouri.

The stork visited Mr. and Mrs. Dean Colony on April 14 and left a fine boy.

Arthur Yelton and family are enjoying a new Overland car.

Leroy Harris, M. E. Cleavenger, Rev. McRoy and Mr. and Mrs. W. S.

Hall were Plainview visitors Friday.

Ralph Packard went to Post City Monday and returned Saturday with a Hart-Parr engine, which will be put in operation on the Packard farm to produce a big crop for 1917.

The Panhandle Association of the Congregational Church will be held at Spring Lake May 1-2. Everybody is invited. The delegates elected to represent Spring Lake Church are Leroy Harris, M. E. Cleavenger, Mrs. Ott, Mrs. Packard, Mrs. Cleavenger and P. D. Vore.

Sunny Side school came to Spring Lake Saturday afternoon and played Spring Lake school. Sunny Side was victorious, the score being 2 to 3. This was the third game.

Friday was the closing day of our two schools, Sunny Side and Spring Lake. Sunny Side put in the day with a "biko" in the morning, a big dinner at noon, and games in the afternoon. This school has been very ably conducted by Prof. J. L. Hinsen and Miss Johnston. Friday night Spring Lake school rendered a splendid entertainment to a full house. The pupils did credit to their teacher, Miss Beatrice Vore. A large number of Dimmitt and Big Square people were present.

ANCHOR AND NORFLEET TO HOLD JOINT FIELD DAY.

NORFLEET, April 25.—Mr. J. F. Norfleet and Mr. Fritz Hudgins went to Olton on business Saturday.

The patrons of Norfleet school met Saturday, at the school house, and greatly improved the school-yard fence. The ladies served dinner.

Tom Norfleet and family, accompanied by Mrs. Norfleet's father, visited J. F. Norfleet last week.

Jack Barton and Miss Josephine Waddell at birthday dinner with Miss Corrah Lee Oatis Sunday.

J. F. Norfleet was in Hale Center Friday.

Norfleet young people will give a play, "The Face at the Window," Friday night, April 28. Everybody invited.

Jim Wade has sold his farm to Moody Brothers.

The program committee met at Mr. Feasel's Friday night and made out a program for the Anchor-Norfleet field day, which will be at Norfleet on May 30th.

Mr. and Mrs. J. F. Norfleet and daughter, Ruth, accompanied by Miss Corrah Lee Oatis, visited Mr. and Mrs. J. J. Barton Sunday evening.

LIBERTY SOCIAL CLUB.

The Liberty Social Club met Thursday, with Mrs. C. C. Alexander. Owing to the disagreeable day, there were only nine present.

The hostess served pressed chicken sandwiches, lemonade and cake.

We urge our members to be with us at our next meeting, the first Thursday in May. SECRETARY.



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THE ONE PRICE CASH STORE

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THE INDIANA SILO
ACT NOW
J. C. GOODWIN Phone 249

Burn Simon Pure Nigger Head Nut Coal

for summer use. Especially prepared coal for summer use. A hot quick fire with a very little coal.

For a Cheaper Coal Use the **PEERLESS CHESTNUT**

Full line of feedstuffs bought and sold. Always within market prices. See me first.

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PHONE 176 COAL and GRAIN DEALER Between Depots



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Or it may be that your tastes run to instrumental solos—the exquisite renditions of Elman or Kreisler or Paderewski. Then again, perhaps, you would rather hear Sousa's Band play some of his own stirring marches, or enjoy Harry Lauder's inimitable witticisms.

No matter—you can hear them all on the Victrola. It is supreme in all fields of musical endeavor. It is the instrument for every home.

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Victrola XVII, \$250
Victrola XVII, electric, \$300
Mahogany or oak.



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Victrola

By GEO. E. FARRELL,
Assistant in Club Work, Northern
and Western States.

1. A loose, rich, gravelly or sandy loam is desirable in the production of potatoes.
2. Manure should be applied to crop that precedes rather than to the potato crop.
3. A clover, alfalfa, or soy-bean sod, plowed under in the fall, will make a good potato seed bed. Measure depth of furrow to see that it is 8 inches or more deep.
4. Like produces like. Hill-selected seed potatoes should be more productive than those from unselected plants.
5. If potatoes are sprouted in the light before planting it will hasten growth. Sprouts should be one-fourth inch long.
6. Treat all seed potatoes with formalin for scab before planting. If you do not know how to give this treatment, write for instructions. See Bureau of Plant Industry Document 884.
7. Do not plant late potatoes; too early. Late potatoes planted early are checked during the dry weather and fail to mature a full crop. As a rule, the yield is light and the tubers small.
8. Never follow potatoes with potatoes. Rotate crops. Plan a three or four year rotation.
9. A well prepared seed bed is firm and in good tilth. Preparation before planting is half the battle.
10. Spray with Bordeaux mixture at least four times at two-week intervals after the potatoes are up.
11. Arsenate of lead added to the above mixture will destroy bugs.
12. Don't wait until the bugs begin

Paris green on the plants first.

13. A crop of 200 bushels of potatoes requires 650 tons of water—equivalent to 6 inches of rainfall. Destroy the weeds. Keep a dust mulch on your field to save moisture.
14. Harrow the soil before the plants appear above ground, and cultivate six or seven times during the season.
15. Make it a business to push the potatoes. Do not allow the potatoes to push you.
16. When growing potatoes on irrigated land the following things are essential: A carefully leveled piece of ground with a fall of not more than 1½ feet to the hundred, plenty of water, good drainage for surplus water, and a careful study of methods suggested by the State College of Agriculture.
17. In growing potatoes in the Great Plains or dry-land section every method should be used to store up moisture and conserve the supply. Cultivation and early planting are essential.
18. Write to the agricultural college of your State for information on potato culture especially adapted to your State and locality.

When you have enrolled as a member of the Potato Club, begin at once to keep an accurate record of everything that is done and that happens in your plot. Make a study of page 2 of the crop report blank and fill in the information as you gather it. A small, convenient notebook to carry in the pocket or keep on your desk, to make notes on the ground, is a necessary part of the equipment of a club member. The following will suggest a method of keeping the daily record of your activities. It is not a complete record for the year, but shows how to

Record of John Brown, Member of
Potato Club.
1914.

October 20.—Measured off a piece of clover sod 4 rods by 5 rods and placed stakes in the corner. One-half hour, 5 cents.

October 21.—Plowed the above plot to a depth of 6 inches with a team and riding plow. Time required to do the work, 1 hour for self and team, 20 cents.

1915.

March 20.—Purchased from P. Smith 2 bushels of Rural New Yorker No. 2, hill selected seed potatoes, at \$2.50 per bushel. Mr. Smith agreed to store potatoes until I called for them, \$5.

May 15.—Plowed plot to a depth of 8 inches with team and riding plow. Time required, 1 hour for self and team, 20 cents. Disk harrowed twice and dragged with a smoothing harrow twice. Time required, 1½ hours, self and team, 30 cents.

May 22.—Smooth harrowed twice. Time, 30 minutes, self and team, 10 cents.

May 29.—Smooth harrowed twice. Time, 30 minutes, man at 20 cents.

(Continued on Page Four.)

We Are Selling
Plants Every Week

To folks who demand quality plants, strong, hardy, well rooted plants—no hot house weaklings. Come where quality reigns supreme, and prices please.

C. E. WHITE SEED CO.

East of Court House

Plainview, Texas

Many New Buicks Coming

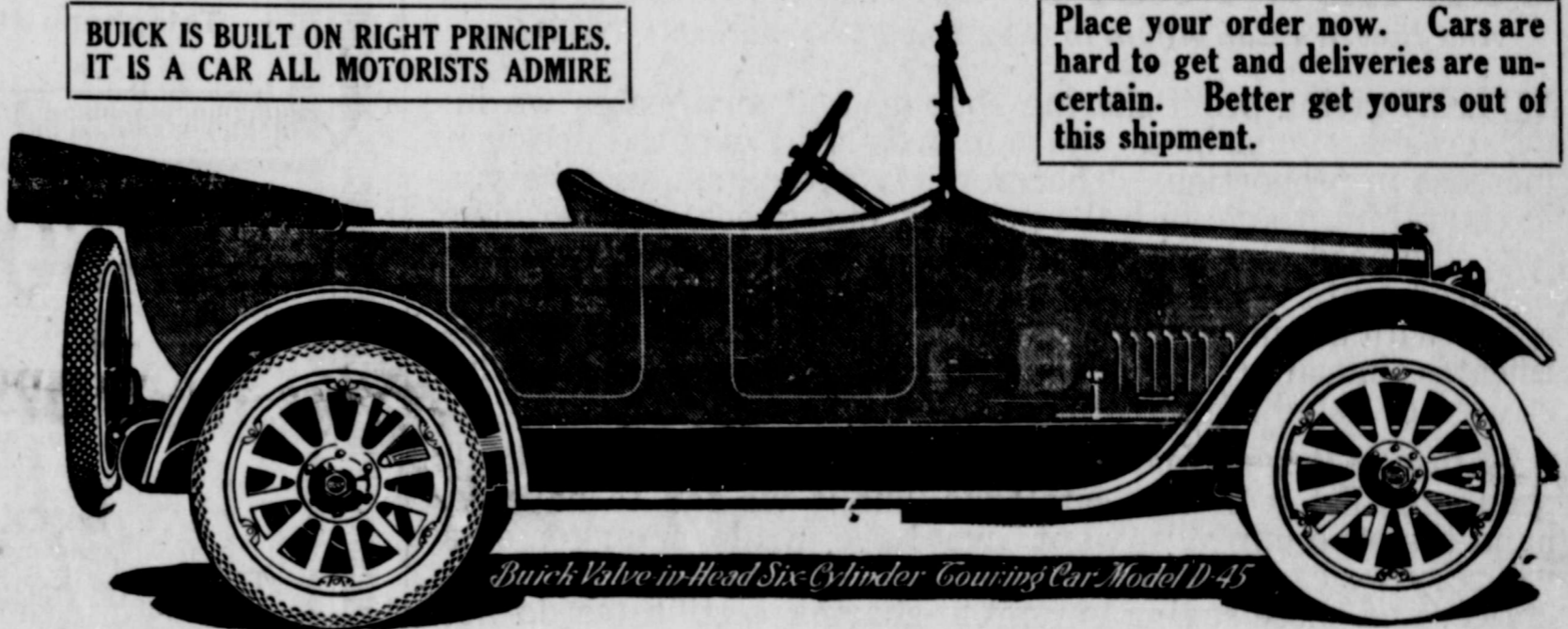
I have just returned from the Buick factory where I was able to make purchases and get freight cars enough to ship out two carloads of Buicks which will reach here by week.

Following these two carloads are fifteen carloads on the way which will reach here sometime next Monday.

These big shipments give this territory a magnificent showing of the various Buick models. There are cars to suit every taste. You will get prompt delivery by buying now, a thing that it is going to be hard to promise later.

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Buick Valve-in-Head Six-Cylinder Touring Car Model D-45

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Complete Line



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With a BUICK you get service that is built into the car at the great BUICK FACTORIES, where the best material is accurately made into parts carefully assembled into the complete car, assuring a minimum amount of attention to keep your BUICK in condition to at all times give complete motoring pleasure and satisfaction.

E. E. ROOS, Buick Distributor

PHONE 17

In the Heart of Automobile Row

EXCURSION RATES



First Interscholastic meet, Dallas, Texas, April 20th and 21st. Round trip \$17.70. On sale April 18th and 19th, limit April 23rd.

Scottish Rite Reunion, Galveston, April 22nd to 29th. Round trip \$29.60. On sale April 21st, 24th and 29th, final limit May 1st.

Annual convention First District Texas Federation Women's Clubs at Clarendon, May 3rd to 5th. Round trip \$6.90. Date of sale May 2nd and 3rd, limit May 7th.

University Interscholastic League at Austin, May 3rd to 5th. Round trip \$19.20. Date of sale May 2nd and 3rd, limit May 17th.

Retail Merchants meeting, Fort Worth, May 7th to 10th. Round trip \$13.50. Date of sale May 6th and 7th, limit May 12th.

Texas Christian Missionary Society, Austin, Texas, May 7th to 10th. Round trip \$23.05. Date of sale May 6th, limit May 12th.

Convention Grand Lodge Knights of Pythias, Waco, Texas, May 8th to 10th. Rate \$16.35. On sale May 6th and 7th, limit May 12th.

For other excursions and information call or phone 224.
JOHN LUCAS, Agent.

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TWO-ROW CULTIVATORS

The P. & O. Two-Row Cultivator

covers every essential feature for perfect work, ease of adjustment and adaptability of all conditions of soils. The simplest and strongest Two-Row Cultivator made. "It's the way we build them." Frame as strong as a bridge. Axles of improved construction prevents wheel widening in front; make light draft, fine depth adjustment; each gang controlled independently. Four levers do the work of six on other styles, as the inside levers control the inside gangs independently, and also raise or lower the gangs in pairs. Easy working adjustable foot levers. The wheels can be pivoted alone or in connection with the lateral gang movement. The pressure springs are center hung, insuring proper tension in all conditions of the ground and in any position of gangs. The parallel movement of gangs insures each shovel cutting the proper width and depth. Furnished with any style gang.

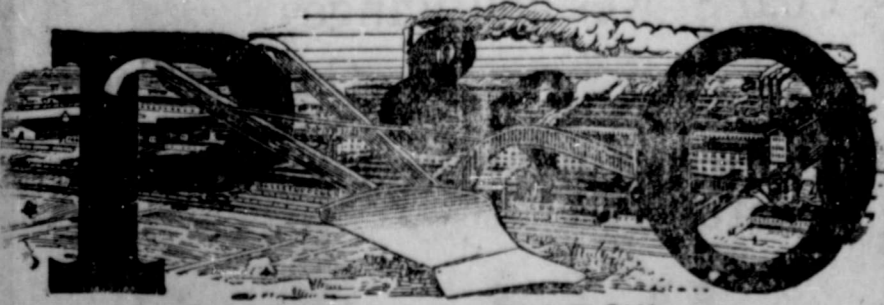


No. 27 2-Row Lister Cultivator



We make a complete line of DRY-FARMING tools, prominent among which is the No. 27 Lister-Cultivator, which has many superior features, consisting of two sets of gangs mounted slidingly on a trussed spreader pipe. Turn table construction evenly distributes weight on the gangs, holding them level and preventing one side from going in deeper. Each gang follows its own row. Roller connection between the gangs and spreader pipe. Gangs can be raised as a unit or shovels can be raised separately. Frame balances with tongue when raising gangs. Easy to change from first to second cultivation. Extra high clearance for large corn, with

long shield for small corn. Eight shovel attachments can be furnished when ordered. If your dealer will not supply you it ONLY TAKES A POSTAL to get our new 1917 catalog and special introductory prices.



THE FACTORY BEHIND THE PLOW

PARLIN & ORENDORFF IMPLEMENT CO.
DALLAS, TEXAS.

team at 20 cents per hour, 20 cents.

June 5.—Smooth harrowed twice. Time, 30 minutes, self and team, 10 cents.

June 12.—Smooth harrowed twice. Time, 30 minutes. Got on the ground a little too early after rain. Self and team, 10 cents.

June 15.—Secured my potatoes from Mr. Smith and placed them on the hay-barn floor to sprout. Treated seed with formalin for scab. One hour, self, 10 cents.

June 19.—Cut seed, leaving 4 eyes on each piece, and planted 4 inches deep, 12 inches apart in the row, and the rows 26 inches apart. Work done by hand. Time, 5 hours for self, 50 cents.

October 15.—Went over row No. 1 and dug by hand the hills that had strong plants. Picked hills that were free from disease and had from 4 to 8 medium large, uniform, smooth, shallow-eyed potatoes. Gathered 3 bushels of good seed. Dried, sacked and stored. Time required to do the work, 5 hours, 50 cents. Eighty pounds of marketable potatoes were gathered and 30 pounds of culls.

October 20.—Dug row No. 2. Gathered and weighted after potatoes were thoroughly dried. Four hundred and eighty pounds of marketable potatoes were gathered and 80 pounds of culls. Cleaned, crated, and packed in cellar. Time, 5 hours, 50 cents.

October 22.—Used 160 pounds of culls. Washed, ground, etc., as directed in Form O-4. Time, 4 hours, at 10 cents, 40 cents.

October 23.—Washed starch as directed, one-half hour, 5 cents.

October 24.—Washed starch and dried as directed, 1 hour, 10 cents.

October 25.—Weighed starch and packed in fruit jars. Made 16 pounds. Time, one-half hour, 5 cents.

November 1.—Yield figured 24 bushels marketable potatoes.

November 2.—Sold to John Brown,

24 bushels potatoes at 75 cents \$18.00
 32 pounds of starch at 8 cents 2.56
 Expenses: \$20.56
 Rent \$0.50
 Labor, seed, etc. 6.90*
 \$7.40 7.40
 Net profit \$13.16
Grading, Crating, Culls.
 After you have grown a good crop of potatoes, you may lose all of your profits by careless handling. A light box, 12½ inches deep, 13½ inches wide, and 16 inches long, filled level full, will hold about a bushel. This size has been found to be the most convenient to handle and haul.
 Pick all sound, smooth, marketable potatoes into these boxes, removing soil while picking. Allow the culls to remain on the ground to be picked later. As soon as a load is prepared, haul to storage or market. These neat boxes are a good advertisement and secure customers where the products of the scoop-shovel, loose-load salesman will receive no consideration.
 If it is necessary to wash the potatoes, dry them well before packing in crates for storage or shipment. A well ripened tuber is not affected by washing if it is properly dried. Washed potatoes secure the highest market price, on account of their appearance and keeping qualities.
 The culls should be gathered and may be used for making starch for human food. See Form O-4 or U. S. Department of Agriculture, Bureau of Plant Industry Doc. 884.
When and How to Select Seed Potatoes.
 When the time for digging arrives, take a potato fork and throw out each

the greatest number of large, smooth, shallow-eyed potatoes, which are true to type. Reject all hills that are diseased, that contain a large number of culls, or are large but not true to the type planted. The potato reproduces the hill; therefore use practically all potatoes found in the selected hills as seed. The seed should be sacked and the bag closed with a strong string tied with a hard knot. Members of the family will not make a mistake and use the seed for food if the hard knot is tied.
Digging and Measuring.
 If your plot is square or rectangular and contains one-eighth of an acre, the length in feet multiplied by the width in feet will produce 5,445 square feet. Make sure of the size of your plot before beginning the digging. If it is too large, stake off the excess. Number the rows, one, two, three; one, two, three, etc., across the field. Dig all rows numbered 1 for seed as directed above. Dig all rows numbered 2 for measurement, and multiply the yield by three to estimate the yield for your plot. Notify the State agent and the county agent or leader by letter of the estimate you have made of your yield, and that if you do not hear from them in 10 days you will select two judges and dig row No. 3. Invite all club members in your vicinity to attend the digging, and ask to neighbors (not relatives) to act as witnesses. Have a tapeline and scales ready for the work. Have the witnesses measure the plot and insert the measurements in the proper place on the report. Dig row No. 3, and after the soil has dried (two to four hours) have the witnesses weight the potatoes. If you have a camera, get several good pictures of the measuring, digging, and weighing, with some showing yourself in action or sitting by pile of potatoes from row or plot.
 Estimate the yield for the plot by
 (Continued on Page Ten.)

THE TIME FOR Serious Thought

Has crept in upon us and now is the time for all of us to show our colors and do our best to co-operate with one another. Merchandise is CONTINUALLY ADVANCING, but WE QUOTE you the FOLLOWING PRICES for Saturday and Monday.

Best Plainview Flour per sack \$3.45 Not over 100 lbs. to a customer	17 1-2 lb. Cream Meal, special Saturday and Monday only 70c
3 lb. Wapco Tomatoes, per case \$3.60, per can 16c	35 lb. Cream Meal, special Saturday and Monday, only \$1.40
2 lb. Wapco Tomatoes, per case \$3.25, per can 13c	Fancy Peaberry Coffee, regular 25c per lb. for 22 1-2c
2 lb. Concho Corn, per case \$3.25, per can 13c	3 lb. can White Swan Coffee \$1.20

We also have a nice line of Millinery, Shoes and Notions that we are able to save you nearly fifty per cent on, so it will pay you to call on us before buying. Save our premium tickets, they will meet with your approval. Watch our windows for Special Prices.

We Do Not Deliver Less Than a Nickle's Worth

G. E. LEWIS

Telephone 116 Wayland Bldg.

FOR CASH ONLY OUR NEW PROFIT-SHARING SYSTEM And How We Can Afford to Give You These Valuable Premiums

WHEN giving profit-sharing coupons and certificates we increase our business and our over-head expense does not increase in proportion. Therefore the premiums we give you have nothing to do with the price of our goods, for we have not advanced our prices, and will continue to give you one hundred cents worth of our merchandise for every dollar you spend with us, in addition to profit-sharing coupons and certificates that are redeemable at our store for any article illustrated or listed in this catalogue.

Naturally it would be impossible for us to carry in stock all premiums listed in this catalogue, but if we fail to have on hand the premium you want, we have made arrangements whereby we can secure the desired article for you on short notice, and those saving our profit-sharing certificates do not have to pay transportation charges on any article in this catalogue.

We solicit and aim to merit your valued trade with the understanding that in return you get full value for your money. Consequently, save your coupons and certificates. The more you buy of us, the more you get back in valuable premiums. Do not leave our store without securing coupons or certificates equivalent in value to your purchase. If our salesman fails to give them to you, ask for them—they belong to you as much as your change.

Allow us to help furnish your home and supply you with the most useful articles obtainable, without additional cost to you.

Begin today to save your coupons and certificates, and in a very short time you will possess a sufficient number to entitle you to one or more of our valuable premiums.

A TWENTY-FIVE-CENT certificate is the unit of value in our Profit Sharing Catalog and the number of certificates required for each premium is estimated on a basis of a 25c purchase.

We issue 5c coupons with each 5c purchase.	We issue 25c certificates with each 25c purchase.
We issue 10c coupons with each 10c purchase.	We issue 50c certificates with each 50c purchase.
Either may be exchanged any time for certificates.	We issue \$1.00 certificates with each \$1.00 purchase.
We issue 25c certificates with each	We issue \$5.00 certificates with each \$5.00 purchase.

OUR NEW SANITARY FOUNTAIN has just been installed and we are ready to serve all of your cold drink wants. Just try the new service that we are prepared to offer and you will be a confirmed patron of this fountain.

LONG-HARP DRUG COMPANY
Phone 161 "Progressive and Progressing" Phone 161

SEASONABLE SUGGESTIONS For Our Farmer Friends

Buckeye Incubators "The Best Made"

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

The New Sharples Suction-Feed Separator

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

Then Let Us Suggest Some Other Leaders

- John Deere Farm Implements
- Martin Graders and Ditchers
- Well Outfits
- Pipes and Casing
- Wire Fence
- Builder's Hardware
- Oil Stoves, Coal Stoves and Ranges
- Washing Machines
- Garden Tools

Our stocks are complete—our quality and prices are guaranteed.

R. C. Ware Hardware Co.
Telephone 178

HOW TRAINING CAMP AT LEON SPRINGS WILL BE CONDUCTED.

Many have been interested in the plans for the training camp for the "first ten thousand" officers for the U. S. Army. The following circular, recently issued, is explanatory:

The camp will be conducted at San Antonio, Leon Springs, beginning May 8 and lasting three months.

Each applicant will be examined personally, the circular stated, with reference to the following points: Character and sobriety; personality; address and force; reputation and standing in the community; whether he is likely to command the respect of officers and enlisted men, and whether he has adequate education.

"There will be no mental examination, but simply an inquiry into the applicant's educational attainments," the letter stated. "If he has attended a military school or college he should submit diploma or certificate of graduation, if he graduated, or (if he did not

graduate) a certificate of the amount and character of training satisfactorily completed thereat. If the applicant has served in the regular army or National Guard he shall submit his discharge papers when he applies."

Get Physician's Report.

The circular stated that applicants should have themselves examined by a reputable physician as soon as possible and present the physician's report with other documents at the examination. They should also have ready their letters of recommendation.

Transportation, subsistence and clothing is now the only pay available. However, emphasis is laid on the fact that "the passage of a war appropriation measure may improve this condition any day."

Boards will visit the following points: (The stations are grouped according to assignment of existing officers and in order in which they will be visited.)

Greenville, Paris, Texarkana, Sherman, Denison, Gainesville, Wich-

ita Falls, Palestine, Marshall, Tyler, Lufkin, San Antonio, Yoakum, Uvalde, Corpus Christi, Beaumont, Port Arthur, Orange, Houston, Galveston, Dallas, Waxahachie, Corsicana, Fort Worth, Weatherford, Cleburne, Austin, Temple, Waco, Hillsboro, Brownwood, Abilene, Sweetwater, San Angelo, Lubbock, Farwell, Amarillo, Dalhart, New Mexico points are Roswell and Portales, Pecos, Texas, is also on the list of this examining board.

The circular states that the sole object of the camps is to instruct and train selected citizens to become officers of the citizen armies to be created for use in the present war with Germany.

Three Obligations.

Those who undertake the camps must undertake three obligations: (1) To attend for the full period of three months; (2) to accept in the Officers'

Reserve Corps any commissioned tendered at the close of instruction; (3) to take an oath of enlistment for the three months of the camp, unless sooner discharged by proper authority, in which they swear or affirm to bear true faith and allegiance to the United States and to obey the orders of the President and the officers placed over them during the period of the camp.

Transportation from the attendant's home to the camp and return will be furnished by the United States. Subsistence at the camp will be furnished without cost to the attendant.

The applicant is urged to furnish his own uniform in advance. After being accepted he has the privilege of purchasing this uniform from the Government at cost, plus 10 per cent, which will amount to about \$15. A pending law provides for reimbursing those who have purchased their uniforms in advance. If the uniform is not furnished, one will be furnished the attendant upon reporting at the camp and depositing \$10, to be returned in

full or in part, according to loss or damage of the uniform. Cots, bedding and arms and equipment will be furnished by the United States.

Those Who Are Eligible.

The following may attend the camps: (1) Those who are members of the Officers' Reserve Corps in infantry, cavalry, field artillery, coast artillery or engineers, or have taken the examination for such, but have not yet received their commission. (2) Any white male citizen of the United States who on May 8, 1917, is over 20 years and 9 months and not yet 44 years old, and who is of sound physical condition, of good moral character and of good education—a college graduate or a senior in college or clearly a well educated man.

Members of the regular army or of the National Guard in Federal service may apply through regimental commanders to the department commander.

The circular states that "all those

who have heretofore applied for examination for the Officers' Reserve Corps, including those who have not actually received their commissions as officers from the Adjutant General of the army, should disregard all previous action and at once take steps to attend the training camps. Those who have been examined and recommended by examining boards will be 'certified' without further examination, if they will address a letter to the officer in charge, Officers' Reserve Corps, Fort Sam Houston, Texas, and request a certificate. They also will be commissioned as fast as possible."

The course of instruction at the camps will be for the division of engineers, cavalry, field artillery and infantry.

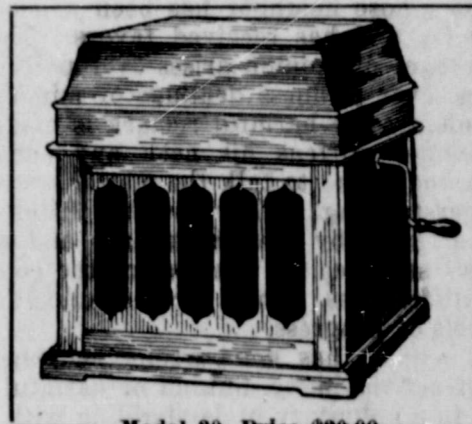
F. L. Brown, of Plainview, was made a director of the Panhandle Hardware Dealers' Association, which recently closed its annual session at Amarillo. George Yates, of Hale Center, is retiring president of the association.



Model 30, Price \$80.00.

ANNOUNCING

The NEW EDISON



Model 30, Price \$80.00.

"THE Phonograph With a Soul" has come to Plainview. That is what the New York Globe called the New Edison, the wonderful musical instrument for which we have just become licensed dealers in the Plainview trade territory. We want every music lover of this territory to know this, we want them, every one, to come to our store Tuesday, May 1, to attend our opening, or any other day convenient. We want you to come even if you haven't the slightest idea that you will ever purchase a New Edison. We shall see to it that you do not feel any more obligated or embarrassed than you would if listening to your own instrument in your own home.

THE NEW EDISON

is not a talking machine. It is the only instrument ever invented that re-creates the human voice and the music of human-played instruments. Thomas A. Edison has perfected this medium of his new art—music's re-creation, and has submitted it to the most exacting test possible for such an invention, that of direct comparison with the original. Great singers have stood beside the New Edison in Carnegie Hall, New York; Symphony Hall, Boston; the Astor Gallery and other shrines of music. They have sung note for note with the New Edison's re-creation of their voices before more than 300,000 music lovers and critics, who marvelled at their utter inability to distinguish the original from the re-creation.

SOME EDISON ARTISTS

Among the artists who have sung, or

played, in direct comparison with the New Edison are: Marie Rappold, soprano; Anna Case, soprano; Margaret Matzenauer, mezzo-soprano; Jacques Ulrus, tenor; Otto Goritz, baritone; and Arthur Middleton, basso, all of the Metropolitan Opera Company; Julia Heinrich, late of the Metropolitan Opera Company; Albert Spalding, America's greatest violinist; Giovanni Zenatello, tenor; and Thomas Chalmers, baritone, of the Boston-National Grand Opera Company; Alice Verlet, soprano, of the Paris Opera; Guido Ciccolini, celebrated Italian tenor; Hardy Williamson, tenor, late of Century Opera Company; Elizabeth Spencer, soprano; Marie Kaiser, soprano; Betsy Lane Shepherd, soprano; Christine Miller, contralto; Ida Gardner, contralto; Helen Clark, contralto; and other noted concert artists.

What the Papers Say

Reviews of these astounding tests are chronicled in the columns of nearly 300 of America's leading newspapers.

The Boston Herald said:

"Impossible to distinguish between singer's voice and its re-creation by the musical instrument that bears the stamp of Edison's genius."

The New York Tribune said:

"Edison snares soul of music."

The New York Mail said:

"The ear could not tell when it was listening to the phonograph—only the eye could discover the truth by noting when the singers mouth was opened or closed."

The Brooklyn Daily Eagle said:

"No one could tell which was the real and which the reproduced."

The Philadelphia Evening Telegraph said:

"As if there were two Marie Rappolds, one within the cabinet and one without."

The verdict of the American music loving public and the American press prove conclusively that the New Edison is incomparably superior to any and all sound-reproducing devices, whatever name they may be called.

We Want YOUR Opinion

As a lover of some kind of music, we value your opinion. Won't you come to our store, listen to a re-creation concert, then tell us what you think about Mr. Edison's new invention.



Official Laboratory Model
Price \$250.00

RYDEN & SON

621 Ash Street—Old Chamber of Commerce Bldg.—Telephone 67

The Plainview Evening Herald

TWICE-A-WEEK

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

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

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

PRACTICAL PATRIOTISM.

"Patriotism does not consist merely in waving of flags and singing of songs," says The Kansas City Star. "It means hard work and sacrifice. In this crisis of world economics, when every pound of food counts, one of the most effective acts of patriotism will be the planting of food crops. Every green spear and leaf waving in the breezes of 1917 will be a flag of patriotism. Let's get the little green flags to waving."

And the South Plains of Texas can be counted on to do its part.

QUESTIONS OF EXPEDIENCY LEFT TO ADMINISTRATION.

"I have confidence in the Administration and will discount my judgment, being unwilling to pit it against that of the Chief Executive and his Cabinet, when my information is incomplete," is the substance of an expression of a good citizen of Plainview and one of the most highly esteemed intellectually. "Studying precedent, knowing world conditions, having the complete evidence before them, I am willing to abide by their decision on questions of mere expediency. That's one reason why I signed a telegram to our representative in Congress to stand by the Administration."

WHEN BIG MEN GET LITTLE.

Slander, hasty speech and regret are complementary. Here is a man whose neighbor has been a good friend to him. He has given service and has received favors. Their interests are identical. A difference of opinion arises over politics, over religion, over school affairs, over business dealings of minor importance. In an unguarded moment some harmful remark is made. The friend is wounded, the offender stiffens his neck and adds to one wrong another. They are too proud to talk the matter over with each other and have an understanding. They are too little to see that the common good is suffering by their bickerings and smallness.

Men oftentimes sacrifice the interest of the community because of small personal differences. They become colloquial in their views and block the wheels of progress.

When a man sees he has gone wrong he generally regrets it. Often he would retract the hasty, unkind or harmful word, but he is too proud to come to a voluntary understanding with the one injured.

When a man feels that he is right he likes to carry his point and stand up for his convictions, but often it is that there is not enough involved to warrant contention. To carry his point is no credit to a man if in so doing he is unjust, unkind or inconsiderate of his fellows.

There are little men and little women everywhere. It's a deplorable state of affairs when the supposedly big men—the leaders—in a community become little in their views and actions.

WHAT CAN THE WOMEN DO?

What the women can do to help in the Nation's preparedness for the war it has entered, is the theme of the meeting to be held at the Presbyterian Church Sunday afternoon.

"What can the women do?" you ask.

"What have the women done in all wars?" comes the reply.

Not every war will develop or have need of a Joan of Arc. Not every war will call for the heroic sacrifice of the women of Civil War times. Not every struggle for national supremacy will draw the women of a land into economic pursuits as has the European war the wives of German peasantry. Not every step in civilization will demand the fortitude and bravery which marked the women of American pioneer days. But should any war demand it, the world will find that the American woman is capable.

"What hearts have men! they never mount

As high as woman in her selfless mood."

At this stage of the conflict the typical American woman is needed. That she be just American—all of loyalty, devotion, fortitude that the term American implies; that she be the considerate maternal companion or helpful associate that she has always been; that she grace her place in the household with the wise, economical supervision that has been hers as a class—this where the women can help. Professionally trained nurses there may be need for; and when that need presents itself the ranks will not be unfilled.

She may raise her small garden; she may have her flock of chickens or turkeys; she may in these small ways be a producer—but the real demand on her is the helpful office she fills in everyday life, to be her natural self.

The reason firm, the temperate will,
Endurance, foresight, strength, and skill.
A perfect woman, nobly planned,
To warn, to comfort and command;
And yet a spirit still, and bright
With something of angelic light.

A creature not too bright or good
For human nature's daily food:
For transient sorrows, simple wiles,
Praise, blame, love, kisses, tears and smiles."

Food For Thought

"The wisdom of the wise and experience of the ages may be preserved by quotation."—Benjamin Disraeli.

Was it Artemus Ward who said that the men who bragged about what they would have done if they had been there, never got there?

"Some people have the hoof and mouth disease—they run around and talk about their neighbors."—Billy Sunday.

God offers to every mind its choice between truth and repose.—Emerson.

It takes two to tell the truth.—Thoreau.

He is happy whose circumstances suit his temper; but he is more excellent who can suit his temper to any circumstances.—Hume.

HALE COUNTY LIVESTOCK AGAIN SETS RECORD PRICE.

The Wichita, Kansas, yard record for butcher cows was raised twenty-five cents Monday, when a load of cows from Hale County, shipped by T. H. Brown, sold for \$9.75 per hundredweight. Concerning the shipment, the Wichita Daily Stockman states:

"Two yard records were broken yesterday. T. H. Brown, of Hale County, Texas received \$9.75 for a carload of 1,028-pound butcher cows. The shipment was quite good in quality and carried good flesh. Besides the cows, Mr. Brown had three cars of steers on

the market. The previous record for cows was \$9.50.

"I. B. Hughey, of Gray County, Tex., received \$11 per hundred pounds for a 560-pound heifer. This made a new figure for butcher heifers, as the former record price for this class was \$10.50."

Fred Bartsch returned yesterday morning from a visit in Oklahoma City.

A. F. Quisenberry, of Hale Center, was a visitor in Plainview Wednesday.

Mrs. Albert Hinn left yesterday for Dallas, where she will visit friends. She will also visit different places in Oklahoma and Missouri.

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.

First Christian Church.

Bible School, 9:45 a. m. J. F. Garrison, superintendent.

Preaching, 11 a. m. and 8 p. m., by the pastor. Morning theme, "The Omnipresent God"; evening theme, "Paul's Sermon to Felix and Drusilla." Prayer meeting and study class at 8 p. m. Wednesday.

Choir practice Thursday at 8 p. m. The public is invited to all services. HENRY HAGEMER, Pastor.

First Methodist Church.

Sunday School at 9:45 a. m. The teachers want all their pupils present Sunday.

Preaching at 11 a. m. and 8 p. m. Morning subject, "Three Great Things to Do"; 8 p. m. subject, "The World War: France and What We Owe Her." Get ready for church. Give your soul a chance. Special music and a welcome for all.

Leagues at 3 p. m. and 7 p. m. Let everybody worship in some church next Sunday. Make it a habit with you that each Sunday is "Church-Going Day."

A cordial invitation to the public. ERNEST E. ROBINSON, Pastor.

ELKS STATE CONVENTION WILL BE PATRIOTIC.

Quite a number of Plainview Elks will attend the State B. P. O. E. Convention, in San Antonio, May 9-10-11. Among the leaders of the order who will be present will be Edward Rider, of New Orleans, grand exalted ruler, and Bruce Campbell, of St. Louis, chairman of the committee on laws.

The trend of the convention will be patriotic, instead of fraternal.

M. D. Henderson, of Plainview, one of the promoters of the State association, is working up a party from Plainview. Some will go in the trains, special rates being granted, and others will go through the country in cars, the auto train leaving Plainview on the morning of May 6. E. H. Perry, H. Y. Hughes, M. D. Henderson, E. B. Miller, Buster Armstrong, Exalted Ruler T. C. Shepard and Secretary W. A. Todd are delegates from the Plainview Lodge B. P. O. E., No. 1175.

F. F. Hardin has returned from Houston and Austin, where he has been on business. His daughter, Miss Dorothy, accompanied him home from Austin, where she has been attending school.

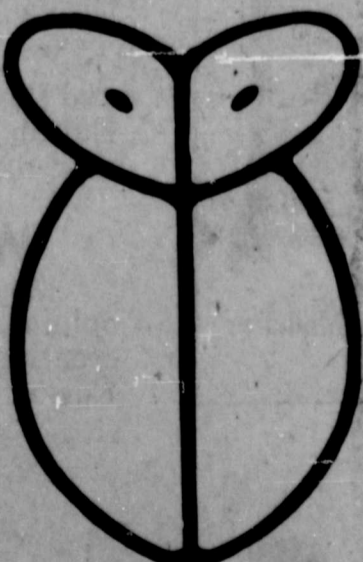
GREAT COMMONER WILL LECTURE IN PLAINVIEW MAY THIRTIETH.

(Continued from Page One.)

where the victories were to be won just as decidedly on the grain fields, in the factories, and through the efforts of chemists, inventors and financiers as in this struggle with Germany.

Mr. Bryan, in his zeal to serve his country where he may do the greatest good, will thus tell the people, in his vigorous and striking manner, how each person may do the task most needed for his country in these trying times.

While Mr. Bryan's contract demands that he be released from his speaking engagement at any time he is needed in other lines of work for his country, President Wilson evidently believes that Mr. Bryan's greatest mission right now is to appeal to the country for its greatest patriotism and its greatest effort to succeed in the war, both by training its soldiers and by supply food and ammunition to a great part of the entire world.



WHAT IS IT?

REV. J. T. BURNETT WOULD BUILD CHURCH AT LOCKNEY.

Rev. J. T. Burnett, formerly financial agent of Wayland College, has accepted a call to the pastorate of the Lockney Baptist Church. Rev. Burnett is now in a campaign to build a new brick church for his congregation.

Nearby Nash has returned from Kansas City, where he has been attending an electrical school.

FOUR-ROOM HOUSE and lot in Spur; 6 lots with two houses, one 3 rooms, the other 4, in Lamesa. Will trade for Plainview acreage, close-in residence property or merchandise. Call phone 77 or write box 134, Plainview, Texas.

THE FOUNTAIN

AT THE REXALL STORE

Finest in Drug Store Merchandise

Finest in Drug Store Service

Like all Rexall stores

WE NEED YOUR BUSINESS

DYE DRUG CO.

West Side Square

Phone 23

USE HERALD WANT ADS. FOR RESULTS.

Stamped Good by "Old Man Average"

—Just as you are most likely to be stamped good for a long life by an insurance company, if you have good antecedents and respectable habits.

By the same token, "Old Man Average" and I have looked behind the scenes and are convinced that Diamonds are bound to have respectable habits—and long life.

I know that 5000 miles per Diamond tire is common—more times than not a good deal more. Yet their price is low.

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

Get the habit of stopping at our store for free air, gasoline, accessories and tire advice.

C. G. Electric Co., Plainview, Texas

Diamond Tires

Trust us with your family prescriptions and receipts. Only the purest drugs used and most skilled labor employed.

McMILLAN DRUG COMPANY

FREE DELIVERY
PHONE 62-62

The Latest Styles in Shoes

For Men, Women and Children

We get new shoes every day and can show you a variety of styles to correspond with your dresses. If its white, gray, ivory or champagne boots you want we have them in all widths. Or if its a pretty oxford or pump you want let us show you our complete stock of styles and widths.

Yours for Style, Service and Comfort

Carter-Houston's

"Goods That Speak for Themselves"

SOCIETY

Telephone Number 72

WEBB-YEARWOOD.

Wednesday afternoon, at the Court House, County Judge Charles Clements performed the marriage ceremony for Hainey Yearwood and Miss Daliah Webb, of Floydada. The license was issued by County Clerk Jo W. Wayland. The couple will make their home in Floydada.

HOME ECONOMICS CLUB DISCUSSES USES OF SALADS.

The Home Economics Club met Tuesday afternoon, at the home of Mrs. A. M. McMillan.

Mrs. J. Patton was leader. The subject, "The Different Uses of Salads," was well discussed. A round-table discussion of great interest followed.

A mas smetting to be held Sunday, in the Presbyterian Church, was also planned.

WEDNESDAY BRIDGE WITH THE MISSES GIDNEY.

The Wednesday Bridge Club met Wednesday afternoon with the Misses Marie and Daisy Gidney. Confections were served.

Mrs. Harry Davis won high score for the guests and Mrs. Wallace Settoon for the club members.

Those present besides club members were: Mrs. Harry Davis and Miss Cecelia Barnhart, of Childress; Mrs. W. W. Connell, Mrs. Everett Dye, Miss Madge May and Miss Alice Howell.

AUCTION BRIDGE CLUB.

The Auction Bridge Club met Tuesday afternoon, at the home of Mrs. P. J. Woodriddle.

Mrs. J. O. Wyckoff won high score for the club members and Mrs. Chas. Saigling for the guests.

The guests of the club members were Mrs. Bob Malone, Mrs. Chas. Saigling and Miss Alice Harrel.

Miss Harrel assisted Mrs. Woodriddle in serving a salad course.

MISS LOUISE STOCKTON WINNER FIFTY DOLLARS.

An oratorical contest was conducted by the Expression Department of the College Saturday night, April 7. The participants had been previously selected from the various classes of Expression taught by Misses Speer, Sigworth and Graf.

The prizes were awarded to the winners by the judges, Mrs. R. H. Garrison, Mr. Alvin Owsley and Mr. Potter. The prizes offered were: Fifty dollars, first prize; twenty-five dollars, second prize; twenty-five dollars, third prize. Miss Louise Stockton gaining first place, won the fifty Miss Ruth Allen won twenty-five dollars each.

Miss Louise Stockton, of Plainview, the winner of the fifty-dollar prize, charmingly gave an arrangement of "Nance Oldfield," by M. A. Miss Stockton is a West Texas girl, and she displayed the fascinating vivacity so characteristic of the people in the western part of our State. She showed absolute ease of expression and lived the part of her characters, thereby gaining the admiration and attention of her audience. Miss Stockton is a pupil of Miss Alice Sigworth.—The Lass-O.

Mrs. I. E. Barr, of Lubbock, has returned to her home, after a visit with the family of Dr. C. B. Barr.

BOY SCOUTS WILL OFFER THE WAGNER-WRIGHT DUO.

The Wagner-Wright Duo, a musical attraction, will be presented in Plainview soon by the local troop of Boy Scouts of America. The proceeds will go to the fund for purchasing troop equipment.

COUNTRY'S CALL TO WOMEN MRS. PENNYBACKER'S SUBJECT.

At the district conference of Federated women's clubs, which is being held in Cleburne, Mrs. Percy V. Pennybacker, ex-president of the National Federation of Women's Clubs, delivered an address on "Our Country's Call to Women." The general trend of the meeting was patriotic.

MYSTIC CLUB.

The Mystic Club held a very interesting meeting Saturday afternoon, with Mrs. Robt. Tudor leading. The lesson was on the Philippine Islands. Much interest was manifested by those present.

The club had no business of particular importance, but one item to which they wish attention called is this: An outspoken sentiment against the class of vaudeville shows that our town is having at present. REPORTER.

B. Y. P. U. ENJOY OUTING.

Some forty members of the B. Y. P. U., chaperoned by Mr. and Mrs. Ponder, enjoyed a delightful moonlight picnic given last night at the Four-Mile Grove. We all met at the church at 7:30, and at 8 o'clock departed on hay wagons for the grove. It is needless to say that we had plenty of sandwiches.

After enjoying the delicious lunches and exploring the grove, we started on our homeward journey, every one declaring that they had had the best time ever.

The following members and visitors composed our delightful party: Messrs. David Burnett, L. O. Engleman, Carter Matthews, K. C. Lea, Gus Neil, David Covington, Horace Boyd, Earl Miller, Brown, H. L. Beauchamp, Rufus Brazil, H. A. and J. A. Covington, Wimberly, Will McHann, Elbert Evans, Ponder, Marvin Terry, Stuart Goodwin, and Climes; Misses Clara Turner, Lula Mae Rankin, Laura Hagood, Aletha Beauchamp, Frances Stovall, Susie Fullingim, Almina Strange, Claudia Quisenberry, Ruby Overall, Mabel and Willie Tye, Minnie and Ethel Covington, Mabel Bohner, Kathleen Beauchamp, Janie Warren, Beulah Elliott, Gladys Stovall, Helen Barnett and Mattie Cook, and Mrs. Ponder. A MEMBER.

The Sansom-Doland Concert Co. will give a recital in Lockney May 3.

Mrs. Farris Frye is visiting her mother, in Hale Center.

Mrs. J. D. Haaby, of Long Beach, California, formerly of Plainview, is unimproved after an illness of more than five weeks.

B. F. Smith, of Ruston La., who has property interest in the Plainview country, is here on business.

Horace Lindsay spent Saturday and Sunday with his parents, Dr. and Mrs. A. H. Lindsay.

Misses Willie Slaughter and Bessie Thompson, of Floydada, were here yesterday, having accompanied Rainey Yearwood and Miss Daliah Webb, who were married here by County Judge Charles Clements.

L. B. Sweeney, of Lubbock, and Chihuahua Reid, of Silverton, were visitors in Plainview Wednesday.

Walter Darlington, of Kansas City, is the guest of his relative here, J. C. Rawlings.

J. W. McDaniel, of Petersburg was here Wednesday.

Lee Montague, Roy K. Bruner and John Young, of Floydada, were here yesterday.

P. B. Ralls, of Ralls, was a visitor in Plainview yesterday.

J. P. Healey, of Wichita, Kansas, was a business visitor in Plainview yesterday.

Mr. and Mrs. W. R. McCluskey, of Spring Lake Ranch, are in Plainview today.

Harold Knupp, of Lubbock, spent the week end with his parents, Mr. and Mrs. H. W. Knupp.

Miss Vera Porter, of Tulla, is recovering rapidly from an operation which she underwent at a local sanitarium.

Mr. and Mrs. W. P. Lash are en route to Colorado in their car. They will visit in Pennsylvania before returning home.

Paul Bartsch, a Plainview boy, has enlisted in the navy, having made application through the recruiting office in Amarillo.

Glenn Smith, of Amarillo, spent the week end in Plainview.

"Uncle Joe" Foster, of Hereford, was a visitor in Plainview yesterday.

G. D. May left Wednesday for New Mexico, after a visit with his son-in-law, P. B. Randolph.

A. F. Quisenberry, of Hale Center, was here this week on business.

Paul Frye left Wednesday for New Mexico.

D. T. Wren left Wednesday for Amarillo, after a business visit here.

Mrs. Jewell Patton is visiting relatives in Sweetwater.

Mr. and Mrs. B. F. Smith, of Lockney, were visitors in Plainview today.

NAVASOTA BANK PRESIDENT PRAISES THE PLAINS COUNTRY.

From W. S. Craig, president of the Citizens' National Bank of Navasota, Texas, the following letter has been received:


"I cut the following article out of the Wall Street Journal, and cannot help but draw comparisons between the smiling green of your section and the snows of other sections; and yet the other sections would appear to compete against your section in the stock and farming industry. It seems ridiculous to me! There is no comparison.

"Numbers of cattle and sheep are starving to death in Wyoming, Montana, Idaho, Utah and Nevada, as unusually deep snows have made it impossible to get food to the animals. Loss of sheep, it is estimated, will be 20 per cent of the entire flocks."

MOVING TO PLAINVIEW.

H. F. Meadows and family, with the exception of Miss Flora, left last Friday for Plainview, where they will make their home. Their inducement to move was for school advantages. Even though Mr. Meadows purchased a residence there and will make it his home for some time, his interests are still linked to Dawson County and Lamesa, as he retains his extensive property holdings here. The Meadows family are among the foremost in the county, and their addition to the citizenship of any community is an advantage to its social and religious life. We highly commend them to the people of Plainview, and wish them well.—Dawson County News.

D. C. Lowe, of Lockney, was here today on business.




The Voice of the People

The majority rules, and when a thing is done which meets their approval the people are not slow in raising their voice in praise for the things which are right and just.

Advertising is an invaluable asset to a store, but there is one kind of advertising that only the standing of a test will get and that is the "word of the mouth kind."

People voice their praise for this store because it does things that merit the voice of the majority, and that is

- SELLING GOOD MERCHANDISE
- CHARGING A SMALL PROFIT
- GIVING THE BEST SERVICE





Graduation Clothes for Young Men

Blue Serges, Worsteds and Mixtures Plain and Pinch or Belt Back

Very Strong Values at \$15 and up for perfect fitting, hand-made suits

REINKEN'S Clothing and Shoe Store

Dr. Price's CREAM BAKING POWDER Saves Eggs

In recipes for cake, muffins, corn bread, etc., fewer eggs may be used and excellent results and healthful, appetizing food obtained by using an additional quantity of Dr. Price's Cream Baking Powder, about a teaspoon, in place of each egg omitted.

EGGLESS MUFFINS

2 cups flour
1 cup milk
4 teaspoons Dr. Price's Cream Baking Powder
2 tablespoons sugar
1 teaspoon salt
2 tablespoons shortening

DIRECTIONS:—Mix and sift dry ingredients. Add milk, stirring until all lumps are out; add melted shortening. Beat well and bake in greased muffin tins in hot oven from 20 to 25 minutes.

The old method called for 2 eggs. Makes 18 Muffins

Booklet of recipes which economize in eggs and other expensive ingredients mailed free. Address 1001 Independence Boulevard, Chicago, Ill.

Dr. Price's Cream Baking Powder is made from Cream of Tartar derived from grapes, and makes wholesome food.

No Alum

No Phosphate

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS.
April 23.—Cattle receipts were 10,500, and the market was slow and barely steady, top \$12.25. Hog receipts were \$12,000, market 15 to 20 cents lower, top \$15.80. Sheep and lambs today 3,100, market 10 cents higher, woolled lambs \$15.85, a new high record, clipped lambs \$12.60.

Beef Cattle.

Receipts were rather liberal at all markets, due to alarm over the position of the Government with respect to price fixing, coupled with the high cost of feed. Packers had a slight advantage, the market 25 to 50 cents under a week ago even on good to choice steers. Some natives weighing 1,100 pounds sold at \$12.05, but twenty or thirty loads of pulp-fed steers sold at \$12.00 to \$12.25. Middle-class steers sold at \$10.50 to \$11.50, and light-weight common steers to killers at \$8.50 to \$9.75. Five loads of Utah pulp-fed steers sold at \$11, Utah cows \$9.35. About 60 loads of Colorado and Nebraska pulp-fed steers sold at \$11.25 to \$12.25, pulp cows and bulls each up to \$10.00. Five cars of mixed quarantine cattle included cows up to \$9.50, steers \$7.50 to \$9.75, calves \$7.50 to \$11.00, bulls \$7.50 to \$8.25, everything light weight and only fair to good. Best native cows went up to \$10.50, veals \$13.25, bulls \$10.25.

Stockers and Feeders.

Sales today were steady with the decline of 15 to 35 cents effective the last half of last week. Stock steers sold at \$8.00 to \$10.75, and feeding steers at \$9.50 to \$11.40, a four-car drove bringing the latter price, highest on record, to an Illinois man. Stock steers at \$8.35 on Saturday, 700 pounds average, were an attractive purchase by an Iowa man. Breeding heifers and cows sell at \$7.00 to \$10.50, about \$1.00 lower than 10 days ago.

Hogs.

Continued liberal receipts at Chicago spread weakness around the market circle, although prices here on best hogs are practically as high as in Chicago, top here today \$15.80, being only a nickel under Chicago. Best medium weights sell 10 cents under best heavy weights, and lights are 25 cents farther down the line, \$15.70 and \$15.45, respectively, today. A large number of middle- and low-class light hogs sell down around \$15.00, some a quarter more, some a quarter less. This item causes a rather wide spread in the range of bulk of sales here, as compared with markets where the hogs received are more even, of

heavier weights and better average finish.

Sheep and Lambs.

The only department of the livestock trade to show firm prices is the sheep house, where light receipts keep buyers on the defensive. Sales were 10 cents higher today, yearling lambs from Northern Colorado at \$15.85, a new high record, bulk of lambs \$15.50 to \$15.75, clipped lambs up to \$12.60, ewes worth \$13.00, some 40-pound brusher Angoras today at \$9.00, a new

high price in that class. Light receipts and higher prices are forecasted.

J. A. RICKART,
Market Correspondent.

Tom Kincannon was in Amarillo Thursday on business.

Miss Rebecca Ansley
SPIRELLA CORSETIER
Telephone Number 304

**Special
this Week**

**Riteheat Electric
Irons now selling
for \$4.75—this
week only for
\$3.75**

The cost of operation of one of these 10 year guaranteed irons is very small. It will take lots of trouble out of your ironing—eliminate the hot stove this summer.

Let Us Show You



**Here Comes a Car of
Heliotrope Flour**

Just when there is so much uncertainty about the ability of the retailer to get flour, just when flour is starting on a sky-high raise in price, just when every news column speaks of preparing to combat a food shortage, comes this carload of superior Heliotrope flour from our mills. This flour order was placed at a time when it was possible to get delivery at an increased price, but at a price which will seem low before long.

Don't miss the opportunity now to buy a good stock of flour. You will need it and if you wait longer you will pay much more for it without a doubt. Get all that you can care for in your pantry and get it quick.

In deciding upon stocking up you can make no mistake in the quality of Heliotrope. It is in every sense a quality product, a flour that will produce every desired result in your baking.

Phone us to send you your supply of flour. We are ready to deliver.

PIERSON & SMITH

Phone 348

Protect Your Credit

TO OUR CUSTOMERS—We Are Facing the Greatest Shortage of Food Supplies Ever Known

WE, the Credit Grocerymen of Plainview, will have to use our best efforts to keep our stocks up to the usual standard and be able to furnish the people of Plainview and country with the necessary supplies they will need. Goods cost us about twice as much as they did when conditions were normal and, therefore, require double the capital to do business than in the past, the per cent of profit is much less and expenses are more than ever before. Paper bags, wrapping paper, twine, etc., costs from three to four times as much as one year ago.

The cold facts are staring us in the face, if we sell on credit, we must collect promptly to keep up our stocks. We feel that everyone should appreciate our position and we do not intend this as any reflection upon the honesty of anyone. We, therefore ask our customers to be prompt in paying their bills when due, either on the first of each month, each Saturday or on dates that have been agreed upon.

Beginning May 1st, we will expect and insist on every monthly account being paid in full not later than the 5th. This rule will not affect those who have been paying promptly and we again wish to thank them for their promptness.

To those who have not been paying promptly, we ask that you arrange to pay in full, whether the amount you owe be large or small, before May 1st, in order that there will be no embarrassment on your part or ours, for the time has come when it is not advisable nor profitable for merchants to extend credit beyond the terms named above.

Banks have money to lend (sell on credit), we have merchandise. If you borrow money from the bank, you are expected to pay when due and if you fail to pay banks when due, it hurts your credit with them. Merchants are usually more lenient in extending credit, but under present conditions we must collect when due.

We are all members of the Retail Merchants Association and keep a close record on who pays and who doesn't pay.

Sewell Grocery Company
Mrs. J. M. Sanderson

Boyd Grocery Company
L. J. Warren

Pierson & Smith
Bennett Grocery Company

HIGH COST OF GASOLINE IS ATTRIBUTED TO STANDARD OIL.

WASHINGTON, April 24.—Domination of the gasoline industry by Standard Oil interests, the Federal Trade Commission reported to the Senate today, has been largely responsible for high gasoline prices the last two years.

The report, written after an exhaustive investigation into the entire petroleum industry, declares interlocking stock ownership prevents any real competition among the various Standard Oil companies, and the commission recommends legislation to permit re-opening of the oil-trust case to obtain modifications of the Supreme Court's dissolution decree.

No conclusive evidence was found, it is stated, that collusion exists among the Standard companies in violation of the decree, but the commission's findings have been transmitted to the Attorney General.

Prices are declared to have been raised arbitrarily, although natural causes contributed. Pronounced inequalities were found in different parts of the country.

The principal findings of the commission are:

That in most marketing territories the Standard companies are dominant.

That the Standard companies have maintained a distribution of territory in marketing gasoline and that no substantial competition in the chief petroleum products exists among the Standard companies.

That the absence of competition is due to a community of stock ownership.

That the facts disclose advances in prices of gasoline and differences which could not be explained except under the conditions charged.

That the combination of pipe lines with other branches of the industry has tended to establish and perpetuate monopoly.

That there is no conclusive evidence of collusion among the Standard companies in violation of the dissolution decree.

Conditions in the gasoline industry, as uncovered by the investigation, are declared to be:

Gasoline marketing is divided into eleven territorial divisions, at least nine of which are said to be under

Standard Oil domination.

Stockholders of the Standard companies to a great degree are the same individuals or interests, with more than half of the stock of the various companies in their hands.

Leading officers of the Standard companies hold considerable in two or more companies.

CARD OF THANKS.

We wish to thank the many friends and neighbors who were so kind to us during the recent illness of Mrs. Eammann, and Dr. Pickett, who administered faithfully.

MR. AND MRS. H. HENRY SAMMANN AND CHILDREN.

THE LAYING KIND of Buff Leghorns, Eggs, \$1.00 for fifteen. SLONKER FARM, Plainview, Tex. Fri.-fr.

CLERK'S NOTICE OF ESTRAY TO NEWSPAPERS.

THE STATE OF TEXAS, County of Hale.

TAKEN UP by W. M. Barrett and Estrayed before Earle C. Keck, Justice of the Peace, Precinct No. One, Hale County: One red white-face cow about ten years old, branded on left side H; branded on left hip with cross; branded on left leg F E. Appraised at Fourteen (\$14.00) Dollars.

The owner of said stock is requested to come forward, prove property, pay charges, and take the same away, or it will be dealt with as the law directs.

GIVEN UNDER MY HAND AND OFFICIAL SEAL this 25th day of April, A. D. 1917.

JO W. WAYLAND, County Clerk, Hale County, Texas.

If you are wanting Feed for the cow or horse, ring 176. We are at the other end of the line. E. T. COLEMAN, Coal and Grain Dealer. 4t.

LIVED ON MILK AND BREAD FOUR YEARS.

Mrs. Barrett Spent Over \$1,000 Trying to Get Relief From Chronic Dyspepsia.

"I told my husband that my Tanlac was out and that I just had to go to Birmingham to get another bottle, as

I wouldn't be without it for any amount of money, and that is why I am here today," said Mrs. H. B. Barrett when she called at Jacobs' Drug Store, in Birmingham, recently to get her second bottle. Mrs. Barrett resides at Republic, Ala., a suburb of Birmingham, and is well known.

"I have taken only one bottle of Tanlac and have gained nine pounds. Yes, sir, this Tanlac has done me more good than all the medicines I have ever taken. During the past fourteen years I have spent more than \$1,000 trying to get well of a complaint that was gradually sapping my strength.

"For the past four years I have lived almost entirely on milk and bread, and finally that got so it went against me. I dared not eat meat or vegetables of any kind, and if I did I would suffer for hours afterwards. "I had chronic dyspepsia, so I was told, and nothing prescribed for me brought any relief. I rarely ever went to the table, because even the sight of food or to smell it cooking would nauseate me. I had a bad taste in my mouth and nothing I ate tasted right. I had always been healthy and a woman who looked after her household duties, but since having this trouble I got so weak I could not do my housework and had to have help.

"I would have awful pains in my back and was nervous and could not sleep well. When I heard of this Tanlac it sounded so good I thought I would try it, because I was ready to try anything that I thought would help me. I was never so surprised in my life. It helped me right from the start. The medicine seemed to take hold right at once, and I could feel myself getting better from day to day. Before I had finished my first bottle I got so I could eat anything put on the table, and could hardly wait for meal time to come. I certainly bless the day I got this medicine, for I believe it has added years to my life. Oh! I feel so much better and sleep so much better and am not nervous like I was. Just think! I have actually gained nine pounds and feel strong in every way.

"My neighbors were as much surprised as I was, and they are at my house every day, telling me how well I look. I counted up yesterday, and fourteen of them are either taking Tanlac or will commence taking it as soon as they can go to Birmingham

and get it. Tanlac is certainly a wonderful medicine, and everybody out our way is talking about it. You can

put this in the papers if you want to because I know there are thousands of women in the same bad fix that I

had been for so many years." Tanlac is sold in Plainview by Long-Harp Drug Co.—Advertisement.

AMERICAS BEST LOOKING CARS



Highway Six \$1750
Highway Twelve \$2150

National HIGHWAY
Six or Twelve Cylinder Models

THIS distinctive National radiator design is the sign of authority and leadership in mechanical perfection. The world over it distinguishes America's best looking and best bred from the mob of cars. It reflects seventeen years' success. It is the trade mark of the originators of motor styles and luxuries.

National Motor Car & Vehicle Corporation, Indianapolis.
Seventeenth Successful Year.

CONNELL MOTOR COMPANY
W. W. CONNELL, MANAGER
PHONE 113

Bargains In Used Cars

We have a number of used cars we are going to sell at ridiculously low prices:

- One Model 29 Buick touring car
- Two six-cylinder five-passenger Chalmers
- One four-cylinder Imperial roadster
- One six-cylinder seven-passenger Flanders
- One four-cylinder five-passenger Mitchell
- One four-cylinder Vulcan roadster
- One four-cylinder five-passenger Studebaker
- One four-cylinder five-passenger Overland sedan, with detachable winter top.
- One Cadillac five-passenger touring car

The above cars are in perfect condition and of good appearance.

It will be a pleasure to answer any inquiries.

AMARILLO
Scripps-Booth Agency
Phone 1717—516 Taylor St.

J. J. LASH'S Real Estate Corner

719 BROADWAY. PHONE 652. PLAINVIEW, TEXAS.

Best improved 160 acres in Hale County owner will exchange for unimproved 160 acres.

Have well improved 160 acres in Shallow Water Belt will trade for whole section and pay difference.

Have 320 acres in Iowa owner wants to trade for land any place on South Plains.

Have several buyers for four- and five-room houses, small payment cash, balance twenty to thirty dollars monthly.

Have vacant lot close in will put in with balance cash on five- or six-room house. Must be close in.

Have residence lot four blocks from square, east front, corner lot, will sell ten dollars down, balance five dollars monthly.

Have some desirable five-, ten-, twenty- and forty-acre tracts for sale, easy terms.

Have good, improved farm in Crawford County, Missouri, will trade for land in Hale or adjoining counties.

Have three-room house and one acre of land, well and windmill, will rent for ten dollars monthly. Fine place for garden.

J. J. LASH

Willys-Overland Motor Cars

Experience

Overland
TRADE MARK REG.

Big Four \$850
Light Six \$985

Prices Effective April 1st, 1917

Light Fours	Touring . . . \$559
	Roadster . . . \$559
	Country Club . \$793
Big Fours	Touring . . . \$850
	Roadster . . . \$850
	Coupe . . . \$1250
	Sedan . . . \$1450
Light Sixes	Touring . . . \$985
	Roadster . . . \$970
	Coupe . . . \$1385
	Sedan . . . \$1585
Willys Six	Touring . . \$1425
Willys-Knights	Four Touring \$1305
	Four Coupe . \$1650
	Four Sedan . \$1950
	Four Limousine \$1950
	Eight Touring \$1950

Advanced in price Big Four and Light Six models, May 1st next—deferred until that date account too late to correct advertisements appearing in magazines circulating throughout the month of April.

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

Back of this season's new Overland Big Fours and Light Sixes are a direct line of nine preceding models from which they were developed.

They directly continue the line of models that made the Overland name stand in the public mind for integrity of value.

Overland policy has steadfastly sustained that integrity of value in the car throughout its entire service in the hands of owners.

Over three hundred thousand of these cars are now in use and the helpful suggestions of their owners and of the more than four thousand dealer and factory-branch organizations that sold and served them, are largely responsible for the balanced greatness of this season's Big Fours and Light Sixes.

Their new beauty, their perfected easy riding qualities, their proven sturdiness and mechanical excellence, their admitted tire, fuel and oil economy make them worthy of the confidence we enjoy, that they will still further enhance Overland prestige.

They embody the wisdom of the unmatched Overland experience in building cars of this type.

They are dominant values, cars of proven dependability and sterling worth.

As long as we have them for delivery before May 1st, the prices are \$850 for the Big Four, \$985 for the Light Six—thereafter \$895 and \$1025.

KNIGHT AUTO CO.
Corner 5th and Austin Streets
Phone 237



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

**BOYS' AND GIRLS' CLUB WORK;
HINTS TO POTATO GROWERS.**

(Continued from Page Four.)

adding the yield or rows 2 and 3 and dividing by two and multiplying by three. Insert the yield in the proper place in the report and have the witnesses sign. Make a copy of your report and mail the original story "How I Made My Crop" to the county agent, leader, or to the State agent in charge of club work, college of agriculture, or, if your State has no leader, to Farmers' Co-operative Demonstrations, Northern and Western States, Washington, D. C.

Preparing the Exhibit.

Make a study of pictures showing the type of potatoes that you are growing. Go through the field and select the hills that have vigorous, medium-growth plants, and turn these hills out, very carefully, with a fork. Select all potatoes that appear true to type and take them home for study. Do not allow them to sunburn. Place the potatoes on a table and select one that you believe true to type. Weigh it and measure it both ways, and then proceed to select, weighing and measuring each potato selected, to be sure that it is a near duplicate of the first one selected. You have now selected for size and shape. Remove every particle of dirt from each potato and reject all that show injuries, bruises, or diseased skin. Then reject all that are darker or lighter in color than the type potato. Select from the remaining potatoes those that have a medium number of well distributed, shallow eyes.

Secure a box that will hold the exhibit in a single layer. Pad the bottom with soft paper and wrap the lower half of each potato in tissue paper, and pack this carefully away from the light. Deliver your exhibit early and secure for it a place that will show it to advantage.

Marketing Hill-Selected Seed.

Write to the State agent in charge of club work and ask for seed potato 4-H brand labels. Store your seed potatoes in a cool, dark place that is frost proof. The seed may be stored with other potatoes in the bags are securely tied. Cover the potatoes with an old rug or bag to keep them from sunburning. Potatoes will sunburn in a cellar with a small window, even though the sun does not strike them. Exhibit your potatoes at the fair and other events, and be on the spot with pad and pencil to take the names of interested growers or to take orders for spring delivery of your seed as well as market grade. Ship the potatoes in boxes. Attach to each box a 4-H brand label, with all blanks properly

filled and signed.
A study of the market will tell you when to sell. Unless you have a suitable place to store, it is wise to market direct from the field. Put down winter supply as suggested for seed.

NEWS FROM MOUNT VERNON.

MOUNT VERNON, April 26.—The Sunday School Rally held here Sunday was well attended. A number of people from Plainview were present and made short but interesting talks. Also beautiful vocal music was rendered by local talent assisted by specialists in their line from Plainview.

Tom Abney and family were pleasant callers at J. K. Range's Sunday afternoon.

We are anxious for our Sunday School to grow, and invite everybody to be present next Sunday at 3 o'clock. Little Mildred Dunman is sick with the measles, but we hope she soon will be better.

Misses Glenna and Clyde Thomas took Sunday dinner with Miss Roxie Range.

K. D. Thomas and J. M. Brazeal expect to sell a number of fat hogs this week.

Judge John M. Duncan, an honored member of the San Antonio Bar Association, died Tuesday, at San Antonio. Judge Duncan grew up in Tyler, Texas, with James Stephen Hogg, and helped to elect him Governor. He was a member of the Legislature in 1905 and 1907. He was county judge of Smith County prior to his election to the Legislature.

**BORDER GUARD FOR TEXAS
IS URGED BY THE SENATE.**

Governor Ferguson Is Asked to Submit Legislation Calling for \$1,000,000 Appropriation.

The Texas Senate has adopted a resolution asking the Governor to submit legislation providing providing \$1,000,000 for defense of the border. The resolution follows, verbatim:

"WHEREAS, the Nation is now at war and all its available military force will probably be called out of Texas for the purpose of reorganizing new armies, and,

"WHEREAS, because of the geographical location as a border it will be necessary for us to defend our border and State by our military forces, and,

"WHEREAS, it will be necessary for us to organize and augment the National Guard of Texas three-fold, as early as possible, and to expend large sums of money in doing so;

"THEREFORE, be it resolved by the Senate, that we respectfully request the Governor to submit as a matter of legislation an appropriation of not less than \$1,000,000 for the purpose above set forth."

Carter Matthews returned yesterday from Amarillo, where he transacted business.

FOR SALE—White Plymouth Rock setting eggs. 56 cents for 15 eggs. Also can fill incubators. MRS. D. H. SPENCE, Runningwater Route. 4t-pd.

When you are wanting a hot, quick fire, get there and get away, use a little Simon-Pure Nigger Head Nut. E. T. COLEMAN, Coal and Grain Dealer, has it. 4t.

FIVE PASSENGER BUICK to trade or team. One Jersey cow for sale. JAS. W. SKIPWORTH. 1t-pd.

If you are in a hurry and want a quick meal, and over with quickly, make the fire with Simon-Pure Nigger-

Head Nut Coal. E. T. COLEMAN, Coal and Grain Dealer. 4t.

**CLERK'S NOTICE OF
ESTRAY TO NEWSPAPERS.**

THE STATE OF TEXAS,
County of Hale.
TAKEN UP by W. R. Norfleet and Estrayed before Earle C. Keck, Justice of the Peace, Precinct No. One, Hale County: One red bald-face cow; branded Tail of Hearts, with crop and

under cro pon left ear. The brand is on the left hip. Appraised at Thirty-five (\$35.00) Dollars.

The owner of said stock is requested to come forward, prove property, pay charges, and take the same away, or it will be dealt with as the law directs. GIVEN UNDER MY HAND AND OFFICIAL SEAL this 25th day of April, A. D. 1917.

(SEAL) JO W. WAYLAND,
County Clerk,
Hale County, Texas.

WE HAVE NEVER ADVISED YOU WRONG

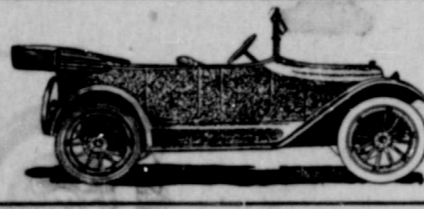
Ever since we opened this cash grocery store we have endeavored to advise you how to take advantage of the grocery market. We believe that we have been successful in keeping our customers advised in such a manner that we have saved them many dollars.

We can do as much for others who will give our prices and our service a trial. Here are a few more special prices, all subject to change without notice. Better hurry to the 'phone with this list before there are changes.

DRIED FRUITS.	DRIED BEANS.
Extra Choice Evaporated Peaches, per pound 12½c	Lima Beans, per pound 15c
Extra Fancy California Ring Apples, per pound 14c	Navy Beans, per pound 15c
Extra Choice California Apricots, per pound 21c	Speckled Mexican Beans, per pound 14c
Extra Choice California Apricots, 10-lb. boxes \$2.00	Pink Beans, per pound 14c
	Black-Eyed Peas, per pound 12½c
SHORTENING.	CANNED GOODS.
10-pound pail of Compound, for one week only, for \$1.85	Better Buy by the Case. They Will Be Higher.
10-pound pail of Cottolene, for one week only, for \$2.25	Corn, 2 cans for 25c; per dozen, \$1.50; per case \$3.00
Large Crisco \$1.50	Tomatoes, No. 2, 2 cans for 25c; per dozen, \$1.40; per case \$2.80
Large Crusto \$1.50	Tomatoes, No. 3, per can, 15c; per dozen, \$1.75; per case \$3.35
GALLON GOODS.	Van Camp's Hominy, 2 cans for 25c; per dozen, \$1.25; per case \$2.40
Gallon Peaches, per can 45c	Van Camp's Peas, 2 cans for 25c; per dozen, \$1.50; per case \$2.90
Gallon Pears, per can 50c	Justice Sweet Potatoes, per can, 15c; per dozen, \$1.65; per case \$3.15
Gallon Grapes, per can 40c	Luxury Sliced Pineapple, 2 cans for 35c; per dozen, \$1.90; per case \$3.65
Gallon Loganberries, per can 50c	String Beans, 2 cans for 25c; per dozen, \$1.35; per case \$2.60
Gallon Blackberries, Capital Brand, per can 50c	Red Kidney Beans, 2 cans for 25c; per dozen, \$1.40; per case \$2.75
Gallon Blackberries, Solid Pack, per can 60c	Pie Peaches, in 3-lb. cans, 2 cans for 25c; per dozen, \$1.35; per case \$2.70
Gallon Sliced Pineapple, per can 70c	California Club Peaches, in heavy syrup, per can, 25c; per dozen, \$2.35; per case \$4.65
Gallon Grated Pineapple, per can 65c	California Club Apricots, in heavy syrup, per can, 25c; per dozen, \$2.25; per case \$4.50
Gallon Apples, per can 40c	California Club Grapes, in heavy syrup, per can, 20c; per dozen, \$1.90; per case \$3.80
Gallon Cherries, per can 90c	California Luxury Blackberries, in heavy syrup, per can, 25c; per dozen, \$2.40; per case \$4.75
FLOUR.	
Our car of Flour has arrived and is nearly all gone, but we will have another the last of next week. Better buy now. It look like it will be higher. See us for prices on Flour.	
We want your Produce.	

FARMERS EXCHANGE

"THE STORE WITH A HART." Four deliveries a day. Phone 674.



TRUTH

As its advertisement—so the car. An honest announcement goes with an honest car.

Truth is the eternal test.

You will never read a Chevrolet statement making any extravagant claim.



True, we have claimed certain qualities for our car—superior motor-power, easy riding comfort, low cost of upkeep—but we have always been prepared to support our statement with the proof.

We claim that the Chevrolet model—now as always—stands for the highest motor value in its price class.

Test our statement—see the Chevrolet car, ride in it.

You will find—as thousands of others have—that we have spoken the truth.

E. N. Egge Auto Co.

"Oh Look!
I can eat 'em all—they won't hurt me! That's because they're made with Calumet—and that's why they're pure, tempting, tasty, wholesome—that's why they won't hurt any kid."
Received Highest Awards
New Cook Book Free—See Slip in Food Can.



NOT MADE BY THE TRUST
CALUMET
BAKING POWDER
CALUMET BAKING POWDER CO.
CHICAGO

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

Nothing High—But the Quality

—After Housecleaning What Are Your Plans?

You'll be rushing about during housecleaning, moving the furniture around, taking up the carpets, getting into the corners and there will be no time for planning just what the changed conditions will demand.

Look around now—plan now—just what you will want out of the way. We will take it. Plan just what you will want in its place. We will sell it to you. Your old furniture is good for cash here. Your new furniture can be bought just a little cheaper here.

W. E. WINFIELD

"IF IT ISN'T GOOD WE MAKE IT GOOD"

PHONE 95

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

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

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.

Be sure to see those beautiful, upholstered Porch Swings and Lawn 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. tf.

WANTED—A second-hand washing machine and wringer. Write G. H., care of The Herald. 1t.

WANTED—We will pay highest prices cash or trade for eggs. Want all of the eggs in Hale and adjoining counties. L. J. WARREN GROCERY CO. Phone 234. 4t.

WANTED—Work at house. 25 cents per hour. MRS. J. K. GALLUP. 2t.

FOR RENT—Rooms for light house-keeping. Phone 416.

GRAVEL AND SAND FOR SALE.—Pits at Justiceburg. For further information, address T. S. JACKSON, successor after May 1 to J. B. Pryor, Lubbock, Texas. 8t-Fri-pd.

FOR SALE—Five Jersey cows, one Durham heifer, one Jersey-Durham heifer. Both heifers two years old. D. F. DON, 4 miles east on north Lockney Road. 4t-pd.

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

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

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

YOUR ALFALFA SEED is ready for you at PLAINVIEW PRODUCE CO. Phone 366. tf.

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

ARTHUR L. TALLEY, JEWELER AND OPTICIAN. tf.

Notice is hereby given that the Board of Trustees of the Plainview Independent School District will receive sealed proposals to purchase the Four-Room Frame School Building located on the High School Campus just west of the new building, until 8 o'clock p. m., Monday, May 7th, 1917. By order of the Board of Trustees, R. A. LONG, President.

WANTED—Work on an irrigated farm by an experienced irrigator and gas engine man. Address W. J. McHAN, Plainview, Texas. Phone 116. 3t-pd.

LOST OR STOLEN — Black-and-white airdale dog; bob tailed, ears been trimmed, black collar with brass lock. Liberal reward. E. W. BYARS, 2 miles northwest of town. Phone 22. 1t.

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. tf.

FOR SALE—Jersey cow, 3 years old, with heifer calf. Also good buggy for sale. Terms. M. C. HANCOCK, Seth Ward. 5t.

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. tf.

FOR SALE—200 acres raw land three miles from Olton, at \$16. Patented title. \$150 house. GARTIN & DEAN, Petersburg, Texas. tf.

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.

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

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

YOUR ALFALFA SEED is ready for you at PLAINVIEW PRODUCE CO. Phone 366. tf.

JOIN THE ARMY of Agriculture. Buy sows, gilts or pigs (Duroc-Jerseys) from L. B. HENDRICK, Plainview. Phone Glover's Ranch. 6t-pd.

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

FOR SALE. Good full-blooded Jersey milch cows, fresh in milk; perfectly gentle. Also 5 young Jersey bulls. S. S. DANIEL, "Farmdale." Phone 390. tf.

FOR SALE—Five-months-old high-grade Holstein heifer. Imported by South Plains Dairy Association from Wisconsin. CHAS. W. WILKINS, Plainview, Texas. tf.

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

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. tf.

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

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

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

We have a full assortment of Vegetable Plants ready for planting in your garden. PLAINVIEW PRODUCE CO. tf.

THRESHING MACHINE or separator work a specialty. All work guaranteed. Will work by the day or the job. Phone or see MIKE, at the Rock Hotel, Plainview, Texas. 4t-pd.

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

MONEY TO LOAN. Scott & Blackmer.

Farm, Ranch and City Loans. The Inspector lives in Plainview. All loans will be handled promptly. Room 22 over First National Bank. Office Phone 544. Residence Phone, 665. tf. ELMORE BARKER, Mgr.

LOST: Somewhere in Plainview, 34x4 auto casing, inflated on rim. Return to Herald Office. 2t.

The Tale of the Homeless Spider. A man ran into the editor's office and showed him a spider crawling over his newspaper. "Don't be alarmed," said the editor; "That spider had his web in our office until we contracted for BONNET-BROWN SALES SERVICE and got so busy he couldn't get any rest. Now he's looking over the paper to see what merchant does not advertise. He wants to spin his web where he'll seldom be disturbed."

We have a full assortment of Vegetable Plants ready for planting in your garden. PLAINVIEW PRODUCE CO. tf.

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

LOST—Automobile crank, in or around Plainview. Finder please return to Herald office. 4t-pd.

We have a full assortment of Vegetable Plants ready for planting in your garden. PLAINVIEW PRODUCE CO. tf.

WANTED—Bronze Turkey eggs. H. E. LANDIS, Phone 9010, R31. Six miles southeast of Plainview. 3t-pd.

YOUR ALFALFA SEED is ready for you at PLAINVIEW PRODUCE CO. Phone 366. tf.

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.

Insure Against Weather

Paint That Won't Go Back On You

There's a big difference in paints. They may look alike at first, but their "wear" depends on how they are made. You can be safe.

"All that's Best in a Paint"

prevents all danger of paint failure. It proves its quality by long years of service. O. V. B. paint is pure—contains no cheapeners. That is why it costs less in the end and saves trouble meanwhile. Come in today. Ask for our color cards and suggestions.

MOON & SNYDER, Petersburg, Texas.

Geo. Allen The House Reliable. Oldest and Largest Piano and Music House in Western Texas. Latest Sheet Music, MUSIC TEACHER'S Supplies, etc., etc. Catalogue and BOOK OF OLD TIME SONGS FREE for the asking. Established 1890. SAN ANGELO

CLERK'S NOTICE OF ESTRAY TO NEWSPAPER.

THE STATE OF TEXAS, County of Hale.

TAKEN UP by B. F. Hudgins and Estrayed before Earle C. Keck, Justice of the Peace, Precinct No. 1, Hale County: One bald-faced heifer, about 18 months old, marked with an under bit in each ear. One mottled-faced steer, about ten months old; no marks. Appraised at \$24.00 for heifer and \$18.00 for the steer (\$42.00).

The owner of said stock is requested to come forward, prove property, pay charges, and take the same away, or it will be dealt with as the law directs. GIVEN UNDER MY HAND AND OFFICIAL SEAL this 12th day of April, A. D. 1917.

JO W. WAYLAND, County Clerk, Hale County, Texas.

Piles Cured in 6 to 14 Days

Your druggist will refund money if FAZO OINTMENT fails to cure any case of Itching, Blind, Bleeding or Protruding Piles in 6 to 14 days. The first application gives Ease and Rest. 50c.

BUNT'S ROBENT EXTERMINATOR. KILL YOUR PRAIRIE DOGS with our safety gas ball; simple to use, and cheaper than poisons. Largest percentage of kills. Price, one gross, \$3.00; one case (1,728 exterminators), \$25.50; one-half case, \$13.50; ten cases, \$20.50 per case. JOHN BUNT, Pres., CALIFORNIA CHEMICAL CO., 340 Sansome St., San Francisco, Cal. (May 17.)

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

LIFT YOUR CORNS OFF WITH FINGERS. Tells How to Loosen a Tender Corn or Callus So It Lifts Out Without Pain.

You reckless men and women who are pestered with corns and who have at least once a week invited an awful death from lockjaw or blood poison are now told by a Cincinnati authority to use a drug called freezone, which the moment a few drops are applied to any corn or callus the soreness is relieved and soon the entire corn or

callus, root and all, lifts off with the fingers.

Freezone dries the moment it is applied, and simply shrivels the corn or callus without inflaming or even irritating the surrounding tissue or skin. A small bottle of freezone will cost very little at any of the drug stores, but will positively rid one's feet of every hard or soft corn or hardened callus. If your druggist hasn't any freezone, he can get it at any wholesale drug house for you.—Adv.

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

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

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

Get Work by Telephone

The workman who has a Bell Telephone in his home greatly increases his chances for employment.

Men who hire workmen usually have telephones.

The man who can be reached on the telephone gets the first chance.

Bell Telephone Service means Opportunity.

THE SOUTHWESTERN TELEGRAPH & TELEPHONE COMPANY. B-17

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

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

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

DAWSON & BATES. Physicians and Surgeons, New Donohoo Building. Office Phone 158. All Calls, Day or Night, Answered Promptly. Office Hours: 9-12 a. m.; 1-5, 7-9 p. m.

Nassau Tires are almighty tough. T. B. CARTER. Phone 564. HARRISON & KERR CO., General Contractors. Office at Fulton Lumber Co. Phone 107. House Phones, 328 and 423. L. A. KERR, Architect. Office at Fulton Lumber Co. Phone 107. House Phone, 423.

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

Will You Let Us Give You \$30?

ACT AT ONCE IF YOU WANT A

At midnight, April 30, the present low price on the world's record non-stop champion touring car goes up to \$665, f. o. b. factory

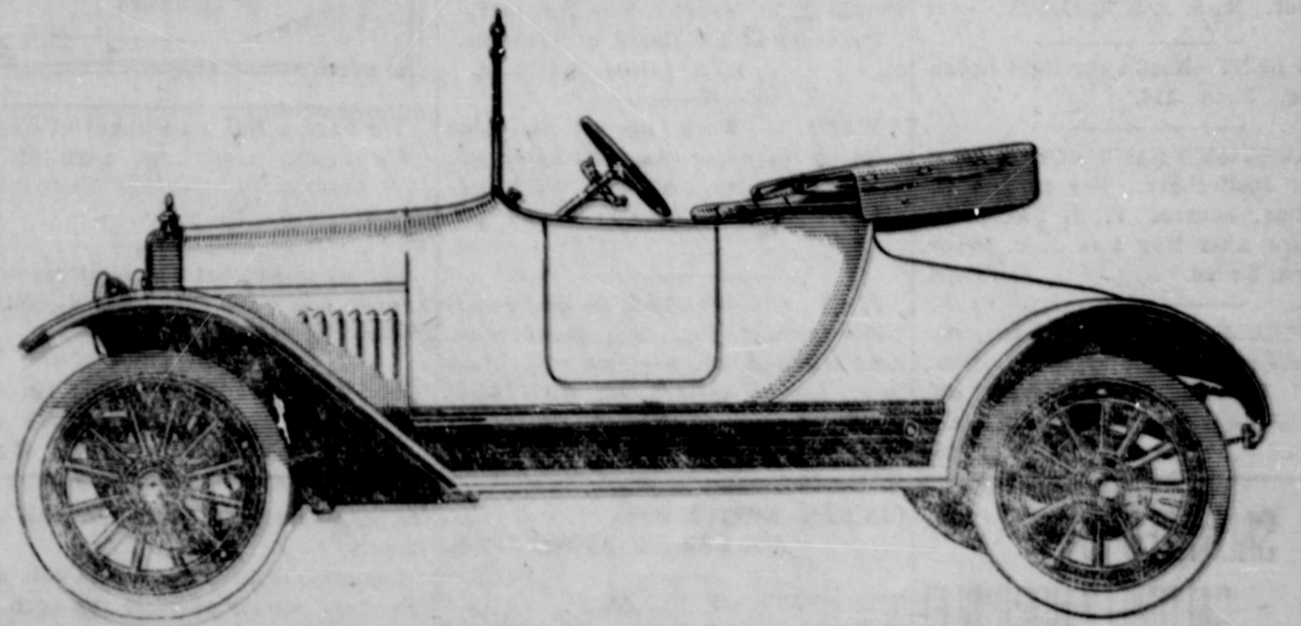
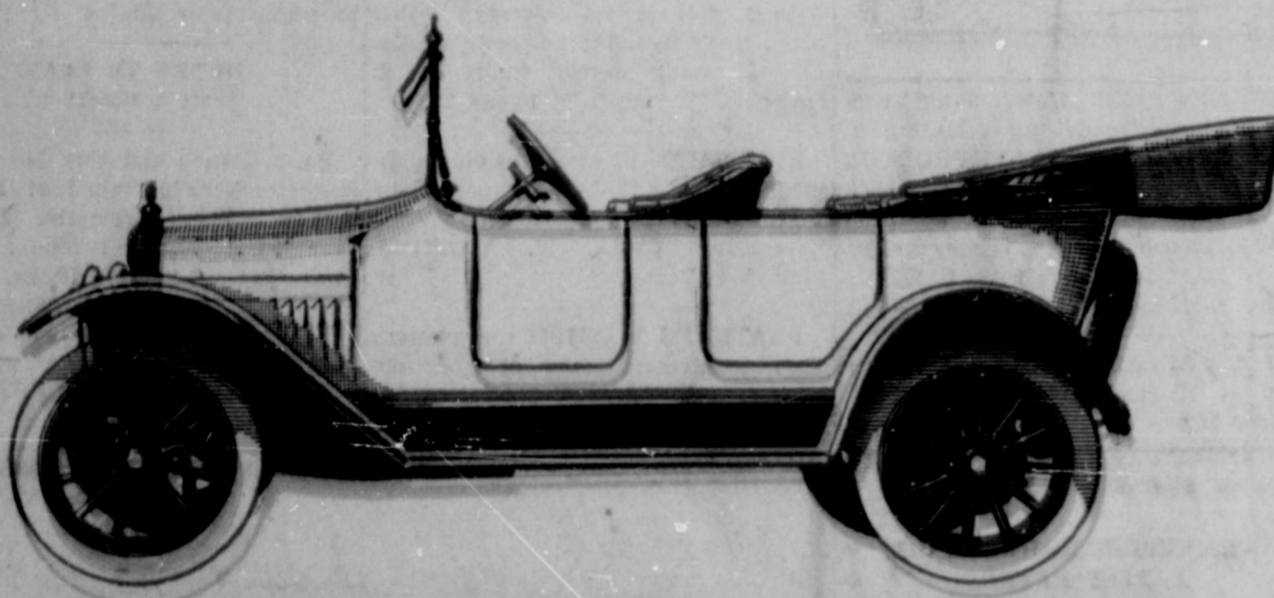
Maxwell

Quick action will save you money on the price of your Maxwell—until May 1st the price remains at \$635.00, f. o. b. factory

at the Present Price

April Allotment AT OLD PRICE—After May 1st, ALL CARS NEW PRICE

LAST CHANCE FOR YOU TO OWN A "WORLD'S NON-STOP RECORD CHAMPION CAR" AT THE OLD PRICE
 This April allotment consists of: a carload of Maxwell Trucks; one ton chassis with your selection of any type of body, until May 1, \$795; a carload of Maxwell Sedans and Cabriolets, until May 1, \$985; a carload of Maxwell Touring Cars and Roadsters, until May 1, \$635 and \$620, all f. o. b. factory



High-grade steel and other raw materials used in the Maxwell have been steadily costing the Maxwell Company more and more until at last the factory reluctantly has been forced to increase the price in order to maintain Maxwell quality; for, it is the fixed policy of the Maxwell Company never, by a hair's breadth, to change the sterling quality of the materials, parts, accessories and refinements of the Maxwell car—except, if it were possible, to change for the better.

The present low price of the Maxwell has been the wonder of the automobile industry. The amazing thing is—even before the cost of the best automobile materials began going up by leaps and bounds—how the Maxwell was built to sell for so little as it has.

Of course the reasons are:—a magnificent factory organization of men and machinery, the result of many years' experience and development—and a vast quantity production, now at the rate of over 100,000 cars yearly.

MAXWELL LEADERSHIP UNCHALLENGED

In the Maxwell you have an automobile which, for results, is the equivalent of far higher priced cars.

Here is a car of the very finest materials,—with all the accessories and refinements of costlier cars,—with all the comforts and luxuries that you expect to pay a great deal more for,—with the record-making Maxwell motor that has power and speed to spare,—with an economy of gasoline consumption that is more than amazing,—all these master qualities in the Maxwell at a price which is within the reach of every family.

MASTER MOTOR OF THE MAXWELL CAR

The marvelous Maxwell engine has earned for the Maxwell car its enviable reputation for fuel economy,—this notwithstanding the fact that it has as much, or more, power than the majority of much heavier and costlier cars.

1 1-2 CENTS A MILE

One example of Maxwell fuel economy is the recent trip made by Prof. (Mrs.) Miriam Seeley of the Oregon Agricultural College, from Portland to Boston and back to Portland, a distance of 9,700 miles,—and this racking tour

over mountains and under every road condition was made at the amazingly low running cost of 1 1-2c per mile for gasoline and repairs,—far lower than the rate per mile for passenger railway travel. This is but one example among thousands which are on record in the Maxwell factory office.

AMAZING MAXWELL ENDURANCE

Never before has any other automobile than the Maxwell accomplished such a marvelous feat of endurance as this world's record.

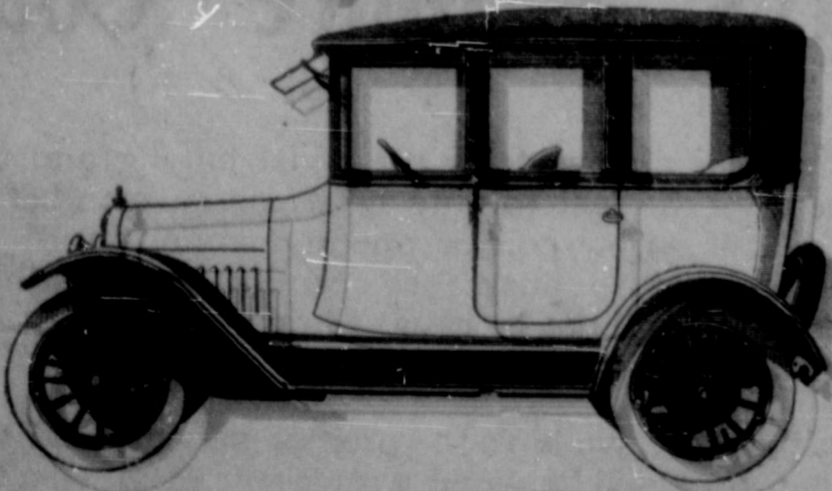
A five-passenger Maxwell stock touring car was run 22,022 miles under the auspices of the American Automobile Association without a motor stop or a stop for any repairs. This in itself is an amazing thing, but on top of that, this car, under the most trying circumstances of endurance test, averaged 22 miles per gallon of gasoline. Think that over, and what it means to you in running cost.

ACT NOW, IF YOU WANT A MAXWELL

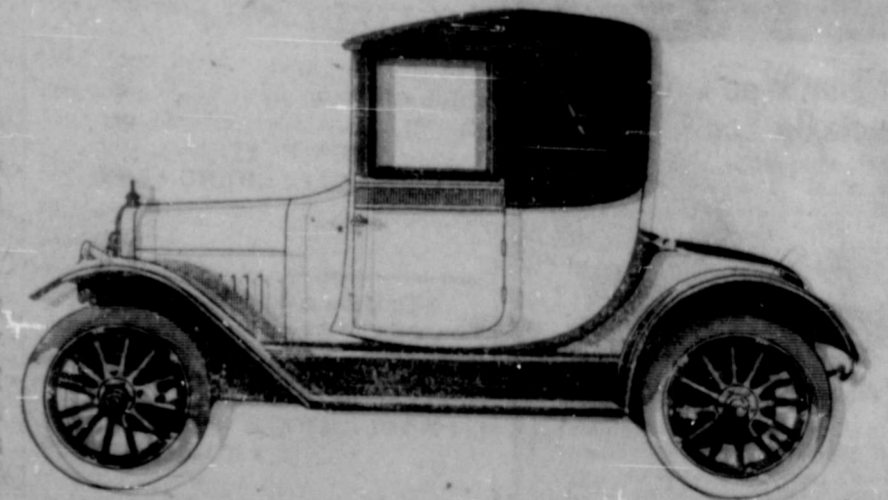
We offer you, at this present amazingly low price—\$635—a car which is a marvel of endurance and economy. Bear in mind that our April allotment of Maxwells is nearly all sold—and the price on our April allotment only is the old price, \$635.

On and after May 1st we cannot sell a Maxwell Touring Car for one cent under \$665, f. o. b. factory. The difference will go a long way toward paying for your summer vacation in a Maxwell. Come in quick and get any form of demonstration you want.

After May 1st, Identically the Same Cars, But at New Advanced Prices



Not a particle of difference in the car itself, the same model and design in every detail, the same super-product of the best automobile experience, the finest engineering skill and craftsmanship, backed by one of the largest factories in the world—the same speedy five-passenger, roomy, comfortable, easy-riding, beautiful automobile—the same famous record-making Maxwell motor—the same powerful motor that "laughs at hills"—the same Maxwell car that by its many records of 150,000 miles actual running (which equals 20 years' regular service) has earned for itself everywhere the proud title, "The World's Greatest Motor Car Value."



The First Carload of VELIES Are Here For Delivery

This is our new line of famous Velie "Sixes". Velie 5-passenger touring car, \$1185; Velie 4-passenger roadster, \$1185, both f. o. b. factory (Without wire wheels)

Our Supply and Accessories Department has been made more complete in its stock until now we are able to offer you practically every automobile need. Included in our line are the U. S. and Goodyear Tires and Tubes.

SOUTH PLAINS MOTOR CO.

J. M. Lipscomb

Old Vickery-Hancock Building. Phone 677

T. D. Lipscomb