

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

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PLAINVIEW, TEXAS, FRIDAY, MAY 4, 1917

EXPERT WILL DEVOTE ALL HIS TIME TO SUGAR BEETS

BUSINESS MEN PROVIDE MEANS TO PAY EXPERIENCED MAN; MORE EXPERIMENT PLATS WANTED.

SANTA FE SENDS MORE SEED

Officers of Santa Fe Would Make Plainview Center of Great Industry for Irrigation Belt.

Last night an impetus was given the movement to conduct sugar-beet experiments extensively in the Plainview Shallow Water Belt. L. L. Johnson, agricultural agent for the Panhandle and Santa Fe Railway Company, appeared before the executive committee of the Young Men's Business League and other representative citizens of the town and laid before them anew the Santa Fe's proposition to furnish seed and to assist in interesting capital in the proposition. He urged that the experiments be put under way immediately. He also stated that the thirteen plats as now outlined would be insufficient, the territory covered by them being too small. A territory within a radius of one hundred miles of Plainview is desirable for experimentation. Mr. Johnson stated that C. L. Seagraves, industrial commissioner for the Santa Fe, has advised from his Chicago office of the shipment of an additional quantity of seed, which will be here within two days.

Mr. Johnson read communications from Mr. Seagraves conveying the purpose of officials of the company to urge planting of sugar beets in the Pecos Valley and throughout the area of the Plains adapted to their growth, this output to be supplied to the sugar mill contemplated for Plainview.

When it was made known that the entire time of a sugar-beet expert was needed, the few present decided to meet the demand, and in a short time the following subscriptions were taken:

Third National Bank	\$100.00
Citizens' National Bank	100.00
W. E. Risser	25.00
Woodbridge Lumber Co.	25.00
T. L. & D. Co.	100.00
Dr. J. C. Anderson	25.00
A. G. Hinn	25.00
E. H. Perry	25.00
R. E. Cochrane	10.00
J. M. Waller	10.00
L. R. Pearson	10.00
J. M. Adams	5.00
P. B. Barber	10.00
Dr. C. C. Gidney	15.00
Z. E. Black	5.00
C. E. Craig	10.00

To raise the required fifteen hundred dollars a committee was appointed. Mayor Risser, who presided, named Z. E. Black, R. E. Cochrane, H. S. Hillburn, L. A. Knight, P. J. Woodbridge and R. A. Underwood.

The committee met this morning at nine o'clock and has been at work during the day. Late this afternoon it was announced that \$1,090 has been secured on the fund.

P. B. Barber, farm demonstrator for the Texas Land and Development Company, talked interestingly about the achievements of the Las Cruces, N. M., district. He told how the sugar interests had been induced to come into that territory, where, by reason of the changing channel of the river, there are several kinds of soil, and how the

(Continued on Page Ten.)



Marie Horgan as Buttercup in Pinetore PLAINVIEW CHAUTAUQUA MAY 26.

CITY'S POLICY IS TO GIVE LOW WATER RATE FOR LAWNS

Dr. O. E. Nichols Is Allowed Residence-Lawn Rate for Premises of Plainview Sanitarium.

To increase the number and beauty of lawns and gardens in Plainview, the City Council several months ago adopted a policy of granting low rates for water where contracted for and paid in full a quarter in advance. At the meeting of the council Tuesday night the body voted to allow Dr. O. E. Nichols the low rate for his lawn and garden at the Plainview Sanitarium, the rates previously having been in effect only with regard to residences. By paying two dollars a month in advance quarterly, a special rate is granted by the Council. The regular rate for water service is \$1.00 per month, which permits the use of 3,000 gallons and excess at the rate of fifteen cents per thousand gallons for the first ten thousand. The quarterly rate permits the use of all over the minimum at ten cents per thousand gallons, allowing a consumer to use 60,000 gallons each quarter for \$6.

The Council took action to give the members of the local fire company immediately available funds for their trip to the State Convention, which will be held in San Angelo, beginning May 8th and continuing until the 10th.

Hereafter the salaries of regular employees of the city will be paid on the first of the month. Heretofore payment has been made following the first meeting of the Council each month.

PLAINVIEW BANKS WILL HELP PLACE LIBERTY LOAN BONDS.

Wires to the National banks of Plainview received this morning authorize acceptance of subscriptions to the two-billion-dollar Liberty Loan bond issue until June 15. The bonds bear three and one-half per cent annual interest. Request has been made by Secretary of the Treasury Wm. McAdoo that the local banks, Citizens' National, Third National and First National Banks, notify the approximate amounts that Plainview patrons will subscribe.

The rate of interest is low, especially in comparison with Western rates of interest. However, the response of banks and individuals from a viewpoint of patriotism is pleasing Secretary McAdoo, it is stated. The Citizens' National Bank of Plainview has subscribed for \$5,000 worth of the bonds. R. A. Underwood, cashier of the Citizens' National Bank, has just received a telegram from the Treasury Department, at Washington, which authorizes the sale to the bank of \$5,000 of the "Liberty Loan" bonds.

THREE TO ATTEND MISSIONARY CONFERENCE AT CHILICOTHE.

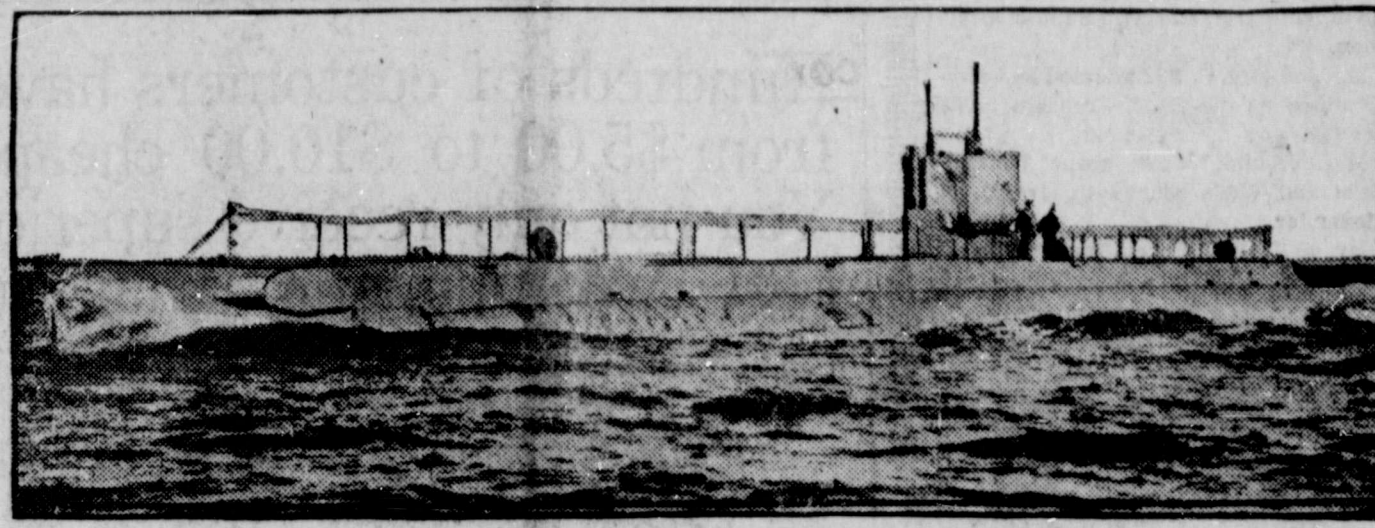
The Woman's Missionary Auxiliary of the Methodist Church will meet in regular business session next Monday afternoon at 3 o'clock, at the church. The president, Mrs. O. B. Jackson, urges a full attendance of the membership, as business of importance will come before the society for consideration. Among the items of interest will be the report of the officers for the year. The annual meeting of the Woman's Missionary Society of the Northwest Texas Conference will convene at Chillicothe May 26-30. Mesdames Clark, Jackson and Lucas will represent the local auxiliary at that meeting.

"AS YOU LIKE IT" CLUB STUDIES CENTRAL AMERICA.

Question for the "As You Like It" Club, which studies at its next meeting "Central America," follows:

1. When and by whom was the country conquered?
2. How long did it exist as a single state under Spanish rule?
3. What was the plan proposed in 1893?
4. (a) What is the area and population? (b) What population is it able to support?
5. What are the industries and products?
6. Of what descent are the inhabitants?
7. Which republic is the most densely populated? Why?
8. (a) Which republic is considered the most important from a standpoint of development? (b) Give a brief sketch of its history.
9. In which republic are national conditions best?
10. Discuss religion and education.

UNITED STATES SUBMARINE M-1



PAVING BOND RECORD IS APPROVED BY THE STATE

Engineer Henry E. Elrod Has Been Commissioned in Officers' Reserve Corps—Will Not Delay Paving.

The bond record in the recent issue of the City of Plainview for street paving has been approved by the Attorney General of Texas, B. F. Looney. The bonds themselves, however, have not been approved.

Paving Contract Signed.

The contractors, J. N. Jordan and Company, have signed the contract and Mayor W. E. Risser, for the city, has affixed his signature also. The bond of the contractors has been agreed upon. It will amount to \$60,000. It has not yet arrived, but is expected daily.

Engineer Is Commissioned.

Henry E. Elrod, of Dallas, engineer for the city on the paving project, has written Mayor Risser that he has been commissioned as a captain in the engineering section of the Officers' Reserve Corps by President Wilson. He assures the Mayor, however, that the paving work will not suffer even in the event that he should be called to the colors. For Mr. Drennan, chief of his staff, will take charge of the work in case Mr. Elrod should go.

C. I. A. STUDENTS WILL HELP CONSERVE TEXAS' FOOD SUPPLY.

Among the thousand students at the College of Industrial Arts, at Denton, this year are Misses Alma Armstrong, Eleanor Fairris, Elzela Perdue and Margaret Powell, of Plainview.

At the close of school the College of Industrial Arts will send out one thousand young women equipped to take the lead or assist in community work for the conservation of food and clothing in Texas.

This is in recognition of the present war crisis, it is said, and in strong cooperation with the State's proposed conservation campaign. The splendidly equipped laboratories of the C. I. A. have been turned over to the emergency classes until the close of school, and every student in the college has been required to take one or more emergency courses, dropping one regular course. These courses are provided in four departments, and the young women will be prepared by summer to give practical instruction in the preparation of cheap and nutritive foods, meat substitutes, for which there is expected to be a great need, war breads, using a minimum of wheat flour (of which there will be a minimum available), the case and repair of clothing, dyeing and remaking garments, canning fruits, meats and vegetables, raising summer gardens and summer poultry, care of the sick, and the preparation of relief boxes for the American Red Cross.

THE LITTLE TOTS BEGIN PUBLIC-SCHOOL COMMENCEMENT.

On next Tuesday evening, May 8, at the new High School auditorium, the pupils of Mrs. Eva L. Barnes will give a free recital. This is the first program of the public-school commencement. It will consist of music by the youngest pupils, supplemented by a small operetta. The public is invited.

REV. T. B. HAYNIE WILL PREACH SERMON TO HALE CENTER CLASS.

Sunday morning Rev. T. B. Haynie, pastor of the First Presbyterian Church, will preach the baccalaureate sermon for the graduating class of the Hale Center school. There will be no morning service at his church.

WHAT THE CHAUTAUQUA PROGRAM CONSISTS OF FOR THIS YEAR.

Interest is growing in Plainview's Chautauqua. Today W. E. Welch, representing the Redpath-Horner Company, was in Plainview and tonight will confer with members of the Chautauqua Association.

The program for the Chautauqua week follows:

First Day. AFTERNOON.

Concert by the Althea Players. EVENING.

Prelude, the Althea Players.

Second Day. AFTERNOON.

Concert, the Metropolitan Men Singers and Ada Roach. EVENING.

Entertainment, the Metropolitan Men Singers and Ada Roach.

Lecture by Brooks Fletcher.

Third Day. AFTERNOON.

Concert, Ellis' Hawaiian Singers. EVENING.

Prelude, Ellis' Hawaiian Singers. Lecture by William Rainey Bennett.

Fourth Day. AFTERNOON.

Short Recital, Walter Jenkins, baritone, accompanied by Miss Madeline Archinard.

Lecture, Alexander Irvine, direct from the trenches. EVENING.

The incomparable American drama "Little Women," presented by fourteen players direct from New York.

Fifth Day. MORNING.

An entertainment for children (from 1 to 100 years), Frank Ducrot and Company.

AFTERNOON.

Entertainment, Peggy Hill and Ruby Norman.

America's vital lecturer, Edward Amherst Ott.

EVENING.

Lecture, Honorable William Jennings Bryan.

Sixth Day. AFTERNOON.

Recital, Harrison Keller and Stewart Wille.

EVENING.

Short recital, Harrison Keller and Stewart Wille.

Lecture by Ex-Governor M. R. Patterson.

Seventh Day. AFTERNOON.

Concert by members of Pinafore Company.

Entertainment recital, Miss Jane Dillon.

EVENING.

Gilbert & Sullivan's Opera, "H. M. S. Pinafore."

Season tickets are sold for \$2.50 if bought from the Chautauqua committee, \$3.00 if bought at the gate. Children's tickets are sold for \$1.00. The tickets are now on sale at all the drug stores.

WAYLAND COLLEGE NOTES.

Examinations are in full sway.

Coach B. J. Thomas, Hardie Hay and Bill Rumble left Wednesday for Amarillo to enlist.

James Willis is visiting his parents, Prof. J. E. and Mrs. Willis. He leaves Saturday for Amarillo, where he, too, will enlist.

The joint society program given last Tuesday night was quite a success.

We held our last chapel service for this year Wednesday.

Paul Flake won first place and R. M. Miller second in the declamation contest given last night. The winner of first place won a beautiful medal, presented by J. O. Wyckoff, of this city.

All societies will hold their regular meetings this afternoon.

REPORTER.

Hale County Buys Motor Cars Despite the Talk of Economy

Despite the war conditions, the sale of automobiles in Hale County continues. This week has been a good one for dealers. Since the first, County Clerk Jo W. Wayland has issued motor licenses to eleven citizens of the county, as follows: No. 1312, John C. Jones, Ford; No. 1313, W. F. Cunningham, Hale Center, Buick; No. 1314, McAdams Lumber Co., Ford; No. 1315, H. C. Barrow, Ford; No. 1316, T. L. Gordon, Maxwell truck; No. 1317, K. I. Moon, Petersburg, Studebaker; No. 1318, W. A. Jones, Hale Center, Maxwell; No. 1319, J. E. Potts, Kress, Ford; No. 1320, W. B. Jones, Hale Center, Hupmobile; No. 1321, J. T. Eller, Maxwell; No. 1322, J. D. Harrison, Ford.

MRS. FRED COUSINEAU QUEEN STATE FIREMEN'S CONVENTION.

Mr. and Mrs. Fred Cousineau will leave Monday morning for the State Firemen's Convention, to be held at San Angelo May 8, 9, and 10. Mrs. Cousineau is queen of the convention. Chief Wiley Brashear, Roy Bryan, foreman of hose company No. 1; Ted Vance, foreman of chemical company No. 1, and Roy Bryant will also attend the convention.

ILLINOIS BANKER VISITS.

H. S. Cable, prominent in Rock Island, Ill., banking circles, is in Plainview on business, the guest of his friend, C. E. Craig, general manager of the Texas Land and Development Company.

R. N. White, of Los Angeles, Calif., an experienced land and immigration man, is here visiting his friend, C. E. Craig, general manager of the Texas Land and Development Co. Mr. White will probably locate in Plainview. He is associated with the Patterson interests of California.

PAYNE IS AGAIN IN JAIL.

Accused of Theft of Feed, He is Bound Over to Await Action of Grand Jury Under Bond.

Bob Payne, who was released last week, having made bond in the sum of \$750 to appear before the grand jury at the August term of court, was given an examining trial this morning and bound over to await the action of the grand jury on a charge of theft of feed. His bond was fixed at one thousand dollars, and he has failed to present same.

MISS PATTY DALTON'S ESSAY ON A. & M. COLLEGE WAS BEST.

The first award, \$30 in cash, for the best essay or brief setting forth reasons why the West Texas A. & M. College should be located on the Plains was given to Miss Patty Dalton by the committee appointed to judge the articles submitted to the local West Texas A. & M. Committee. The second prize, twenty-dollars cash, was awarded Miss Rebecca Longmire, a teacher in the public schools of Plainview. Z. E. Black and Thos. J. Duncan were given honorable mention, being awarded third and fourth places, respectively.

MARRIAGE LICENSES ISSUED.

County Clerk Jo W. Wayland has issued marriage licenses to: Frank M. Eiring and Miss Beulah Echols.

R. D. Gibbs and Miss Mary Ida Hill.

Oliver Allen and Miss Ethie Thagard.

Willis Burgis and Miss Mildred Cox. PLAINVIEW CHAUTAUQUA MAY 26.

BUSINESS MEN TO SEE NORTH'S DAIRY FARMS

SANTA FE WILL OPERATE SPECIAL TRAIN TO MADISON, WISC., ABOUT JUNE 15.

WILL ORGANIZE CALF CLUBS

Big Show and Auction Sale to Be Held During Fair—Club Idea Enthusiastically Received in Illinois.

The dairying possibilities of West Texas have attracted the attention of the Santa Fe system, and the officials are interesting themselves in its promotion. How the first grade Holstein cattle were brought into Hale County through the efforts of L. L. Johnson, of the Santa Fe system, and C. O. Moser, of the Extension Service, is known throughout the Southwest. Having just recently returned from a purchasing trip in the Northern States, Mr. Johnson is in Plainview this week. His work as outlined for the next several months is relative to the dairy industry.

"An educational train will be operated over the Panhandle and Santa Fe lines about the fifteenth of June," said Mr. Johnson to a representative of The Herald this morning. "It is designed especially for the benefit of the bankers and business men. Special summer excursion rates will be arranged to Madison, Wisc., and return. After the party reaches Madison it will be piloted and entertained by the University of Wisconsin. Trips into the dairy section of the North will be made, and it will be shown how men are making a comfortable living and are laying aside from their earnings in the dairy business on small tracts of high-priced land. The Chamber of Commerce of Madison will co-operate in entertaining the visitors.

"Special Pullman accommodations will be provided. Already merchants, business men and bankers of Lubbock, Sweetwater, Amarillo, Hereford and Plainview have signified their desire to go in this party," continued Mr. Johnson. "The train will probably consist of four or five Pullman cars."

The organization in this section of boys' and girls' calf clubs is contemplated by Mr. Johnson. He has spoken to various bankers and has found them eager to co-operate in the movement. The three banks of Plainview have signified their willingness to help. Money will be loaned members of the clubs at a low rate of interest. Business men may furnish the capital for some particular boy or girl in whom they are interested. The calves will be purchased at a cost, estimated, of between \$70 and \$80. Only high-grade Holstein heifers are to be purchased. The calf may be procured by the applicant's signing a note for the amount, in conjunction with his or her parents or guardian. The calf will be insured, so that all concerned are protected from loss. Each one who takes a calf obligates himself to bring that calf to the annual fair for exhibition. There it will be sold at public auction. The person who raises the calf is to receive whatever the calf brings above the principal and interest. Those of the cows which have calves will be sold at auction and the calves will be distributed among boys and girls who join the clubs. Prizes will be offered for best essays on the care

(Continued on Page Six.)



William Rainey Bennett PLAINVIEW CHAUTAUQUA MAY 26.

Community Correspondence

IT'S A BUSY TIME WITH THE FARMERS.

Lack of Rain Little Perturbs Men Who Have Irrigation Wells.

IRICK, May 1.—Farmers are busy planting, irrigating, etc. A good rain would be appreciated.

Rev. Clyde M. Haddick will preach at Irick Sunday night. Let's have a good crowd.

Rev. Hagemeyer, of Plainview, failed to fill his appointment here the fourth Sunday.

Oliver Smith visited the Stevenson home Sunday.

Miss Marie Bullock arrived Monday for a visit with Mr. and Mrs. George Bullock.

Misses Edith, Ethel and Myrtle Smith and Everette Smith were Sunday visitors of Mr. and Mrs. Vance.

Mr. and Mrs. George Bullock visited at the Jackson home Sunday afternoon.

Misses Eunice Davis, Alline Terrell, and Mattie McLarty were Friday afternoon callers of Mrs. Geo. Bullock.

The young folks enjoyed a dance at the home of Mr. and Mrs. Ed Shelton Saturday evening.

Little Miss Faye Johnson visited with her grandparents, Mr. and Mrs. G. S. Potts, last week.

Mr. and Mrs. George Bullock entertained a number of friends to a party Friday evening. The guests departed at a late hour, after having spent a very pleasant evening.

WILL ERECT NEW WINDMILL AT THE WESTSIDE SCHOOL.

WEST SIDE, May 1.—The men of this community will put a windmill at the school house this week. They also are building other improvements.

Several from this community attended the Singing Convention at Halfway the 29th of April.

Mr. and Mrs. J. C. Homan and family and Mrs. Ira Hammer and family attended the funeral of Dorothy Vanderpool, of Plainview, Monday.

Herbert Douthit, who has had the measles for the past two weeks, seems to be improving very fast.

Miss Eva McDaniel, of Plainview, is teaching music in West Side and the surrounding communities, and will remain at R. R. Clark's for the summer.

Billy McComas, of Halfway, visited D. H. Spence, of this community, Sunday.

The school children are looking forward to a picnic the fourth of this month, which will be at the old north camp grounds.

Our school will be out the 18th of this month.

The Mothers' Club of this community will meet the 4th of this month. Every member is requested to be present.

Mrs. R. W. Rueter, who had an operation performed about two months ago, is in bed again. Also her daughter, Pauline, is very ill at this writing.

LIBERTY NEWS.

LIBERTY, May 4.—Rev. Holland, of Plainview, will preach at this place Sunday after Sunday School.

Miss Alma and Alice Boston spent Sunday with Hazel and Dorothy Wheeler.

J. J. Groff and family and Mrs. Dianna Wells, spent Sunday with Mr. and Mrs. M. J. Melseheimer and family, of Runningwater.

J. G. Seipp and wife and friend spent Saturday night and Sunday in Amarillo.

Miss Geneva Seip, who has been attending school in Amarillo, is spending a while with home folks.

The Liberty Social Club meets Thursday, with Mrs. H. J. Fair.

Misses Dora and Frances Seipp entertained friends from Plainview Saturday night and Sunday.

Sunday School Sunday at 10 o'clock. H. G. Tumberg and family called on Alvin Holmgren and wife Sunday afternoon.

Mr. and Mrs. C. B. Anderson and family dined at the E. E. Freeman home Sunday.

Mrs. Dianna Wells spent Tuesday night and Wednesday with Mrs. C. C. Alexander.

Mr. and Mrs. Derrel are rejoicing over the arrival of a baby boy.

Willie Helton, of Lubbock, was visiting in Plainview Wednesday.

J. E. Conner was in Lockney Wednesday.

HAS NOW LAID HIS CRUTCHES ASIDE.

Rheumatism and Kidney Trouble of Eight Years' Standing Have Disappeared, He Says.

"Yes, sir, it's a fact; this time last month I was one of the sickest men you ever saw," said Frank Jinks, who lives on the Martin Mill pike, South Knoxville, Tennessee, and today I feel as well and strong as I ever felt in my life.

"I have been suffering from kidney troubles for the past eight years, and the pains in my back at times would almost kill me. When I had these spells, I would have to quit work. I have lost as high as three weeks at a time. I also suffered a great deal with rheumatism. About six weeks ago I had it so bad I couldn't even put on my shoes. My suffering was terrible, and once or twice it got so bad I cried.

"The doctor seemed unable to give me any relief, and his medicine seemed to tear my stomach all to pieces. You do not have to take my word for what I'm telling you. There are twenty people who knew of my condition who will tell you the same thing. My case has been the talk of the neighborhood, and everybody is praising the medicine.

"Tanlac has done me so much good I hardly know how to praise it. Only two weeks after I began taking it I was able to lay my crutches aside, and I can now walk as good as anybody. Only a few days ago I walked from the race track to South Knoxville Macadam Company, a distance of about four miles. I am now back at work again, and can go about as good as anybody. It has not only driven away the pains in my back and the rheumatism, but I feel well in every way. I simply can't get enough to eat, and everything seems to agree with me. My strength has returned also, and I have gained

ten pounds in weight. When I go to bed at night I sleep like a child—something I haven't done for months.

"If anybody doubts what you tell them about my case, just tell them to call new phone 1923-B, and I will be more than glad to tell them about the wonderful benefit I have received from it. Tanlac is worth its weight in gold, and I will always feel grateful for what it has done for me."

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

Let Us Save You From \$5 to \$10 on a Suit

Sounds good doesn't it during these times of abnormal conditions when you must make every dollar count?

Hundreds of customers have told us we are from \$5.00 to \$10.00 cheaper on our suits. You not only receive superior values, but the best workmanship that human ingenuity can devise.



MAKE OUR STORE YOUR STORE

Come in today and we will be pleased to show you through whether you buy or not.

OUR FURNISHING DEPARTMENT

If you want correct styles in shirts, collars, hats, etc., you will find them here in abundance at economy prices.



Men's Oxfords and Shoes

You will find our prices in many instances same as last year. Let us save you from \$2.00 to \$3.00 on any one pair of shoes.

Jacobs Bros. Co
THE ONE PRICE CASH STORE



WE APPRECIATE YOUR PATRONAGE

Specials for Saturday and Monday

We have just purchased the B. F. Landers' Right Price store and have put an archway between our grocery store and our new business.

We always have led in price and are going to continue to strive to save you money.

Shirts! Shirts! Shirts! Shirts!

Would you wear a shirt in time of war? If so, **Buy Now.**

For Saturday and Monday only.

Regular price \$1.25.....	\$1.00	Regular price .85.....	.65
Regular price \$1.00.....	.75	Regular price .75.....	.50

Just received, a complete line of Champion Tennis Shoes in all sizes. Regular \$1.50 values for, a pair, 90c and . . \$1.00
Fancy assortment of Candies only, per pound 15c

In Our Groceries We Offer

Best can Tomatoes, 3 lb. size, per case \$3.60, per can	15c
Best can Corn, 2 lb. size, per case \$3.60, per can	15c
Best can Hominy, 3 lb. size, per case \$3.00, per can	13c
Best grade Plainview Flour, per sack	\$3.65

We have a complete line of Groceries and Fresh Meats and will be glad to figure with you on any size order.

We do not deliver less than a nickle's worth.

G. E. LEWIS

TELEPHONE 116

WAYLAND BUILDING



A Picture of Father and Mother

How it would delight your children, how it would please your friends.

Cochrane's
Ground Floor Studio



For Dancing And Home Entertainment

No instrument brings the satisfaction of master compositions beautifully rendered more clearly than

THE NEW EDISON

VARIOUS MODELS—VARIOUS PRICES

Hear all of the new disc and amberole records at your leisure in our recital room.

Ryden & Son

621 Ash Street

Phone 67

PRESERVE SOWS FOR BREEDING.
Potential Pork Possibilities Are Great;
There Is Big Demand
for Pigs.

WASHINGTON, D. C., May 3.—A sow is a good investment. This is true even in these strenuous times of high prices of food concentrates, say specialists of the U. S. Department of Agriculture. The quotations on these feeds are controlled to a considerable extent by the price at which meat animals sell. Hence concentrates usually command a high figure when hogs on the hoof at large packing centers sell at more than 16 cents per pound. However, record prices for swine as well as feed concentrates have been a great incentive to farmers to "cash in" all the hogs available. That many sows have been included is evident from the fact that on April 1 the correspondents of the Bureau of Crop Estimates reported approximately three per cent fewer sows on farms in the United States than a year before. Further, this is the first year that the supply has not increased since 1913.

At this time the marketing of a sow that can be or has been bred is fairly comparable to "killing the goose that laid the golden egg." Although the fecundity of swine is well appreciated by farmers, at times sows are sacrificed when a little forethought would cause them to be retained. Breeding sows multiply five or six times as rapidly as other meat animals. They have an average litter of five or six pigs and may be bred twice a year, although three times in two years accords more with current farm practice. The litters increase in size, on the average, until sows are five or six years old. However, a large proportion of the sows are sold after producing one or two litters and before they have reached the period of greatest usefulness. Occasionally sows are unsuitable for breeding, because of their clumsiness, "high" condition, inactivity or barrenness, and these, of course, go to market when of proper weight, but the total sows of this class is a mere bagatelle.

In these days, when labor is high and also scarce on many farms, the hog may afford "a way out." Hogs utilize refuse and waste grains, damaged grains, and garbage; garnering grain behind cattle or shattered grain in harvest fields; and utilizing slaughter-house and dairy by-products in center-house by-products, and dairy by-products. They are also largely self-feeders. The modern farm "cafeteria" gives a pig a change to make a hog of himself more quickly than he can by the hand-fed route, and it has the added merit of being the cheapest way of producing pork. A sow when she is not developing a litter or nursing pigs can in summer time be placed in a pasture and given very little grain. In winter, possibly the cheapest maintenance ration is a combination of grain and hay, such as corn, wheat, rye, or barley, and alfalfa, clover, cowpeas or soy-bean hay. The grain should be limited to one or two pounds per hundred pounds live weight per day. Sows should be given all the hay they will clean up. Sows which show exceptionally run-down condition from suckling their pigs should be separated from the herd and fed grain until they regain breeding condition. Where pastures are very luxuriant, it is possible to carry breeding sows on pasture alone, but the most palatable hay will not keep sows in good breeding condition if fed alone.

Breeding sows are at a premium, and the demand for young stock is un-

precedented. The hog buyers state in their reports that they are compelled to take anything that looks like a hog. The fluctuation in the large number of hogs in the United States is subject largely to the fluctuations in the financial condition of the country. The high prices paid for hogs are a big inducement to farmers to market their hogs, and, as stated before, the high prices of corn caused them to cut loose during the latter part of the year. The high prices paid for hogs and an increasing export trade are the two main factors which make the hog business exceptionally attractive at the present time. Millions of farmers would purchase sows to farrow this coming spring if they could, but this is almost an impossibility. Those farmers who are fortunate enough to have retained their breeding sows will play an important role in placing spring pigs on the market. The spring gilts from these litters should not be sent to market for meat purposes, but should be retained and sold only for breeding purposes in order to augment the pig crop next year.

NO AGENCY CAN FIX PRICE
OF ANY OF THE FOOD PRODUCTS.

WASHINGTON, D. C., April 29.—The Secretary of Agriculture, in response to a telegram regarding the fixing of prices of food products, made the following reply:

"Your telegram received. No agency now has power to fix prices of food products. Have suggested that Congress confer power on the Government to fix minimum and maximum prices if the emergency requires them. The object of a minimum price to producers would be to stimulate production of certain staple products by assuring farmers that these products would not

be disposed of below a certain level which would give them a reasonable return and would not cause them to suffer loss in any event. This would have to be done under proper regulation. The shortage of important crops in this Nation, the greatly depleted resources abroad, and the waste and destruction in Europe should cause a continuance of remunerative prices, but as an additional assurance to farmers the power indicated ought to be vested in the Government. It is not suggested that maximum prices be fixed to producers, but that power to fix prices governing the distribution of products be given to the Government to be used, if necessary, to control uneconomic speculation and manipulation in the handling of food products. It is of the first importance that no steps be omitted to increase the supply especially of the great staple food products of the United States in every direction."



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.)

Just Received a Large Shipment of
Toliver Puncture Proof Inner Tubes
Guaranteed for 5000 miles without
a puncture
 Come in and get what extra tubes you need at once as they are going fast.
E. N. EGGE AUTO COMPANY
 Phone 646 Plainview, Texas

Don't Put Off
Painting!
We Make It Easy

THE average house will require but 5 gallons of O. V. B. Paint for two coats. Your painter will say it's not only the farthest spreading, but the easiest working paint he ever used. And how it sticks! You can depend on it. It's the right paint for "wear" as well as "spread."

Fine color effects in your house painting. You can get color combination ideas at a glance—suggestions that show how attractive your own house will look painted with

OUR VERY BEST
"All That is Best in a Paint"

Come in today. See how easy it is to choose your color combination with the help of our color cards and colored photographs of painted houses.

MOON & SNYDER
 Petersburg, Texas

Masterpieces of Opera by the
World's Greatest Artists

The mere mention of opera suggests Caruso, Alda, Brasula, Calve, Destinn, Farrar, Gadski, Galli-Curci, Garrison, Gluck, Hempel, Homer, Journet, Martinelli, McCormack, Melba, Ruffo, Schumann-Heink, Scotti-Sembrich, Tetrizzini, Whitehill—the commanding personalities who dominate the operatic stage.

At the opera or listening to the magnificent airais of opera in your own home, you naturally want to hear these artists—the world's greatest artists whose master interpretations are brought to you only on Victor Records.

These renowned artists in full realization and acknowledgment that the Victor alone reproduces their art with absolute fidelity, make records for the Victor exclusively.

We will gladly play any music from our record room, and give you a copy of the Victor Record catalog—the most complete catalog of music in all the world.



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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
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 - 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

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.

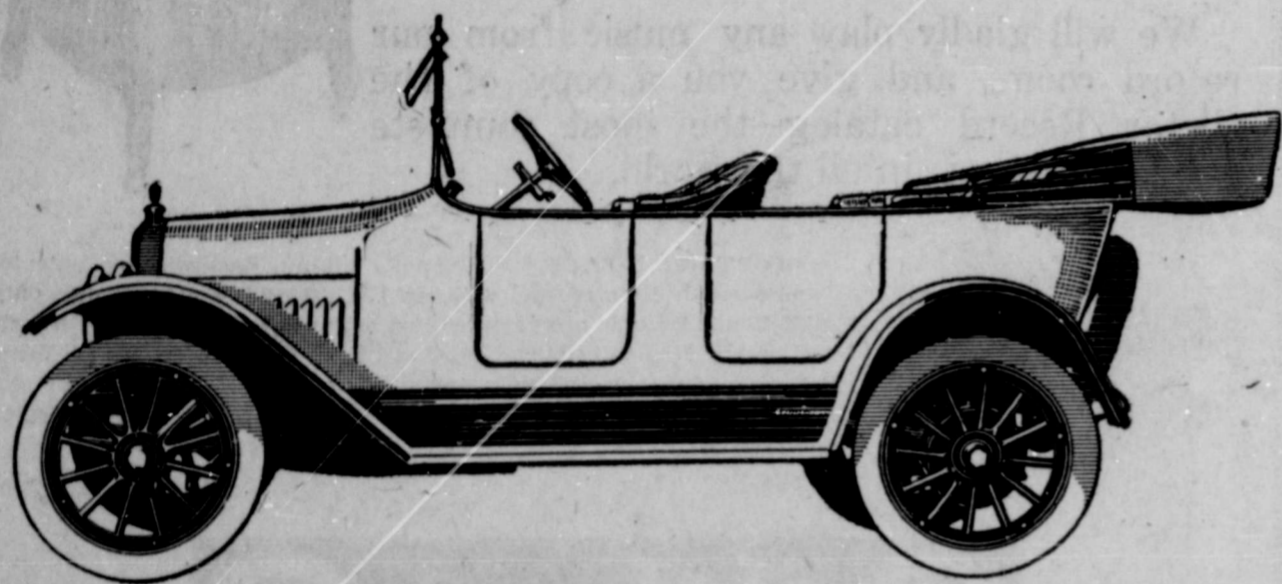
E. T. COLEMAN
 PHONE 176 **GOAL and GRAIN DEALER** Between Depots

Maxwell Leadership Is Unchallenged

In proof of this, the Maxwell Motor Company has offered \$5000 in cash prizes to Maxwell owners for performance tests on May 23. Ask us for Particulars.

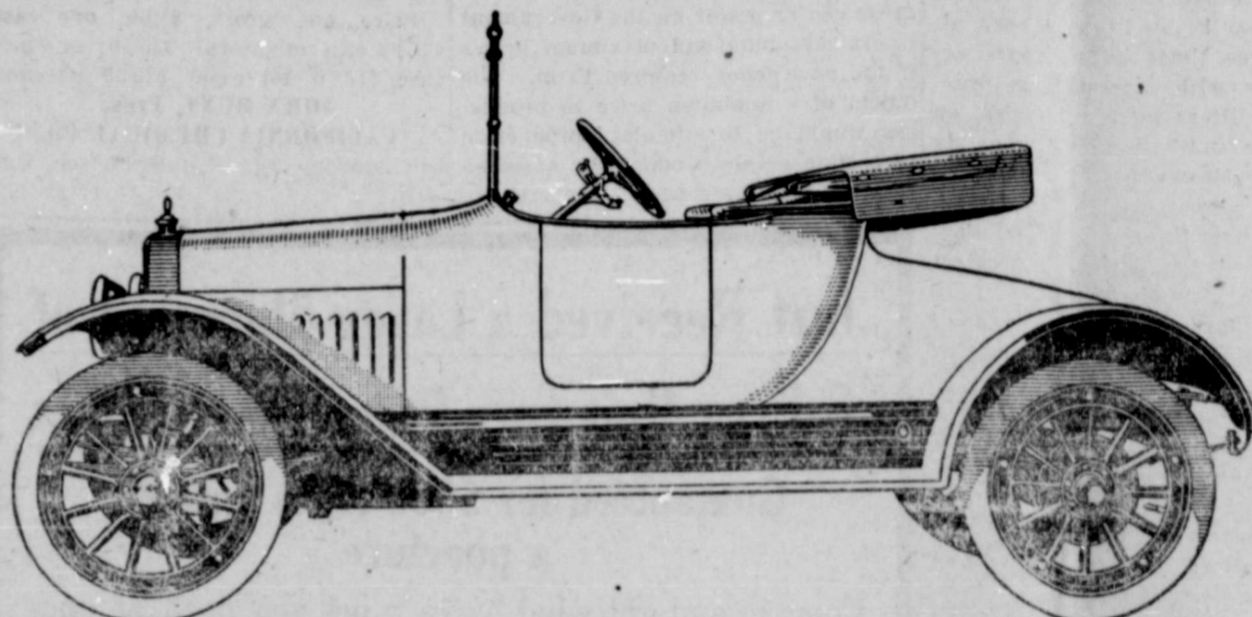
The Great Maxwell One-Ton Truck

IS A SUPERIOR value in Motor Trucks. A carload of these master workers are here. T. L. Gordon bought the first truck in the carload. The first use that was given it Mr. Gordon loaded 3640 pounds on it, drove to Lockney, unloaded and returned to Plainview in four hours after starting to load. A Maxwell Truck will serve you as well. You may select the type of body you want—the chassis is **\$795.00** f. o. b. factory



The Maxwell Touring Car \$665.00

The most popular Maxwell model—a complete, high quality car. There is an abundance of comfort and seating space for five passengers. The illustration shows the attractive appearance. Fully equipped—including electric starter and electric lights.



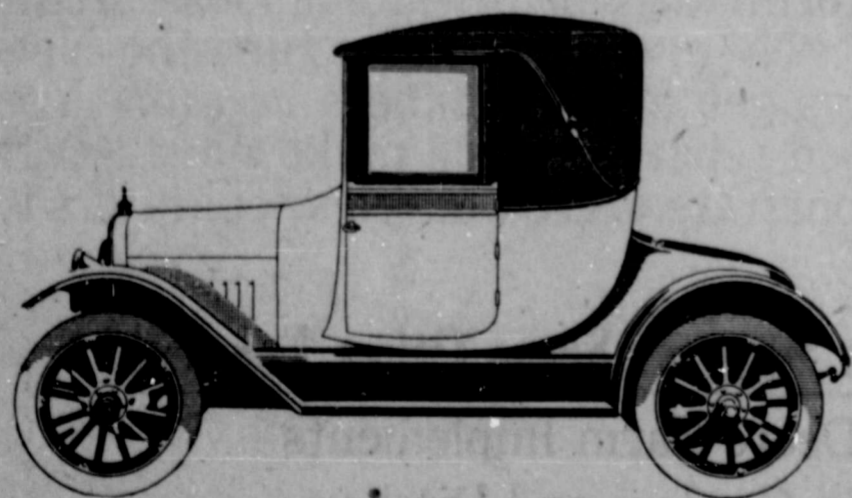
The Maxwell Roadster at \$650.00

The two-passenger Maxwell Roadster. Ideal for the service of business and professional men. A smart, comfort giving, easily handled car for women. Fully equipped—including electric starter and electric lights

TWO—BIG SPECIAL BARGAIN DAYS—TWO MONDAY AND TUESDAY, MAY 7th AND 8th

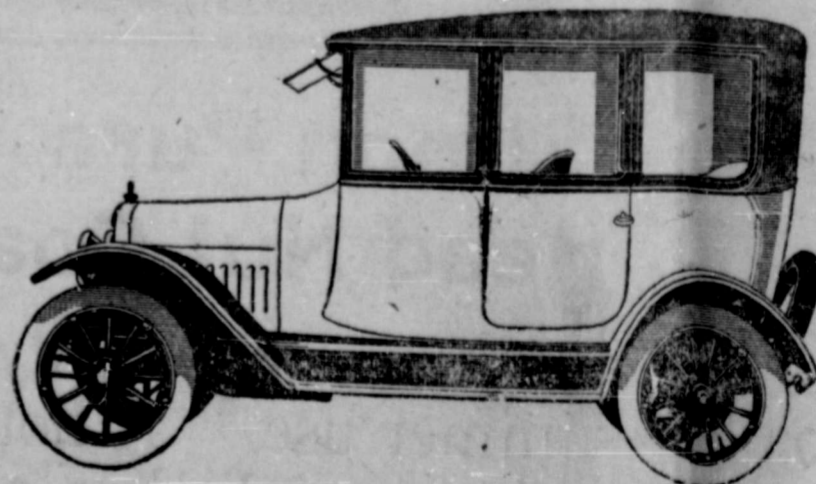
We have just been advised that the Maxwell factory is sending us nine carloads of Maxwell cars. Two carloads of touring cars and roadsters were not expected, so we have decided to offer these cars at the special before May 1st price on the two above dates only. **On Monday and Tuesday, \$635, f. o. b., will buy a \$665, f. o. b., Touring Car; and \$620, f. o. b., will buy a \$650, f. o. b., Roadster.**

This offer is not a price cutting deal—it is simply put on by this agency because we have received more cars than were expected. The prices quoted will positively not be offered on any other days than May 7th and 8th



Maxwell Cabriolet, For \$865.00

The two-passenger Maxwell Cabriolet is an ideal combination of closed car elegance and roadster utility. Roomy, refined and exclusive. Fully equipped—including electric starter and electric lights.



Maxwell Sedan, For \$985.00

A perfect family car—in every line and in every detail of finish it is exactly as you would like it. We are extremely proud to be able to offer this fine, convertible car fully equipped—including electric starter and electric lights. This Sedan caters to the man who can afford a car for his wife and would take pleasure in having her drive a safe and beautiful car.

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

HALE COUNTY FEDERATION OF WOMEN'S CLUBS.

The regular semi-annual meeting was held in Hale Center Saturday, April 28, in the Presbyterian Church. At 10:45 a. m. the business session was opened, Mrs. B. M. Johnson, president, presiding.

When the secretary called the roll, twenty delegates responded "present."

On suggestion of Mrs. J. W. Wayland, vice president, that we elect a parliamentarian, Mrs. O. B. Jackson made a motion to that effect. This motion being carried, Mesdames D. F. Morgan and R. W. Sanders and Miss Amy Glenn were nominated for the place. The election resulted in favor of Mrs. D. F. Morgan.

The next matter to receive attention was the sending of delegates to the First District meeting, to be held in Clarendon, May 3, 4, and 5. A motion was carried that the Federation provide transportation for at least one delegate. It also voted to assess each club in the Federation 75 cents to raise funds for this purpose.

The noon hour having arrived, the meeting was adjourned until 1:30 p. m. The delegates and visitors to the number of thirty-six were taken to the two hotels, Haven and Webb, where they, in company with several Hale Center ladies, were served a bountiful dinner.

The ladies reassembled at the church at 1:30 p. m. for the afternoon session. The representatives from the Aftermath Club of Littlefield were introduced and that club enrolled as a unit of the Federation.

Beginning at 2 p. m., the following program was given, which was very much enjoyed by all:

Invocation—Rev. J. H. Bone, Hale Center.

Welcome Address—Mrs. Clyde Phillips, President Hale Center Needle Club.

Response—Mrs. J. W. Wayland, Plainview, Travel Study Club.

Vocal Solo—Mrs. J. J. Roberts, Jr., Hale Center Needle Club.

Talk—"Advantage of Rural Clubs"—Mrs. Nne McComas, President Halfway Mothers' Club.

Reading—Mrs. J. O. Jones, President Abernathy Mothers' Club.

Vocal Solo—Mrs. W. N. Claxton, Hale Center Mothers' Club.

Mrs. McComas is a very enthusiastic club woman, and her talk on "Rural Clubs" was very interesting and to the point. After listening to her, one felt that every rural community without a club was indeed losing one of the very good things.

Next in order was the report from each unit.

Hale Center Needle Club.
Mrs. R. W. Sanders reported this club has for its object "Welcome the stranger." They send flowers to the sick and to those in trouble, and gave premiums in the interscholastic Meet. They do some literary work.

Halfway Mothers' Club.
Mrs. McComas reported: Do some literary work; object, better schools. They are furnishing a teacherage for the district.

Woodrow Mothers' Club.
Mrs. Hammond: Slogan, "Better schools." All their work is to that end. **Travel Study Club, Plainview.**
Mrs. E. F. Sansom: Strictly literary. Use State Library course.

Hale Center Mothers' Club.
Mrs. S. J. Underwood: Co-operates with the teachers for better schools. Furnished playground equipment and meet premiums.

Mystic Club, Plainview.
Mrs. Dye: Oldest club of Plainview. Working to secure McKenzie Battle Ground and Narrows for a National preserve. Also instrumental in securing the City Library.

"As You Like It" Club, Plainview.
Mrs. J. Fowler: Organized as a Shakespeare club; now doing historical work, studying Mexico and South and Central America. Also working for Plainview parks. Slogan, "Others."

Browning Club, Plainview.
Mrs. E. F. Sansom: Literary. Studying modern drama.

Woodrow Priscilla Club.
Mrs. Marshall: Social. Slogan, "Welcome the stranger."

Civic League, Plainview.
Mrs. D. F. Sansom: Organized for "A Better Plainview." Superintended fly campaign, "clean-up" day, city rest room.

Central Mothers' Club, Plainview.
Mrs. Jackson: Beautify the school grounds and buildings.

Abernathy Mothers' Club.
Mrs. Jones: Hearty co-operation between parents and teachers. Provide better equipment.

Lamar Mothers' Club, Plainview.
Mrs. Martine: Beautify school grounds and buildings.

Home Economics Club, Plainview.
Mrs. Saigling: Bride's club. Study methods of home making. Use University Extension Course.

Aftermath Club, Littlefield.
Mrs. Cooper: Literary. Have started library. Use University Extension Course.

The chairmen of the several committees next reported.

Home Economics.

Provided for each unit to receive the Government bulletins. Now working to learn just what we women can do to best serve our country.

The following resolution was presented by the committee and adopted by the Federation:

"RESOLVED, That we, the women of the Hale County Federation of Women's Clubs, do hereby endorse the war policy of our President; that we realize the necessity of providing food for our own and allied forces, and the women and children as well, and do resolve to, in every possible manner, conserve the food supply over which we have individual control. And be it furthermore

"RESOLVED, That we economize in every way possible.

"Let our slogan be, 'Save to Win.'"
"MRS. GEO. SAIGLING,
"MRS. T. P. WHITIS,
"MRS. CLYDE PHILLIPS,
"Committee."

A motion was carried at this time that we co-operate with the National Housewives' League.

Educational Committee had no report.

Library Extension: Discussed and explained bill on County Libraries. A motion was carried to let this matter rest until the present stressing times have passed.

Good Roads: Had co-operated with others in this matter.

Club Extension: No new clubs organized, but interest increased.

A committee, as follows, was named to interview the County Commissioners regarding the Rest Room: Hale Center, Mrs. R. W. Sanders and C. Phillips; Abernathy, Mrs. DeWald; Petersburg, Mrs. Claitor and Mrs. McCabe; Plainview, Mrs. Dye and Mrs. D. F. Sansom; Runningwater, Mrs. McComas and Mrs. Smith; Littlefield, Mrs. Cooper.

The Federation instructed the secretary to communicate with our Congressman regarding the National Preserve.

Time had now arrived to decide a meeting place for the fall meeting. Mrs. E. F. Sansom extended a cordial invitation in behalf of the Plainview clubs for the next meeting. Mrs. McComas spoke in behalf of the Halfway Mothers' Club, and urged that they have the next meeting. Mrs. Sansom withdrew in favor of Halfway, whose invitation was accepted.

All present felt this to be a profitable meeting, and will return to their clubs with greater enthusiasm. The Federation has grown from

twelve units to fifteen, and a more hearty co-operation is manifested. May the next six months be a time of growth and profit, and let every unit send delegates to the meeting at Halfway, October 27.

MRS. O. C. SANDERS,
Secretary-Treasurer.

HIS STRONG POINT.

"Is your husband much of a provider, Malindy?"
"He jes' ain't nothin' else, ma'am. He gwine to git some new furniture providin' he gits de money; he gwine to git de money providin' he go to work; he go to work providin' de job suits him. I never see such a providin' man in al mah days."—San Francisco Chronicle.

FORD STEERING Guaranteed STEADIER SAFER and SILENT!

If you own a Ford you should own a "Weaver's Steering Aid and Silencer"! attached in a moment without tools! absolutely guaranteed to lessen the work at the wheel, to help through sand, mud and rough places! to stop wear on bushings and take rattle out of gear. W. P. Wiggins, auto salesman for the Taft Packing Co., says: "Your device is all you claim, and I heartily recommend it to every driver of a Ford car; makes them drive like a worm gear." All users recommend them. Mail us \$1 today for a pair with a guarantee of money back if you want it. Town and county agents wanted: live wires make money fast. Write today.

COLLINS & BRANCH
Exclusive Agents in Texas
SEADRIET, TEXAS

Livestock and Implements FOR SALE

Two mares and colts, one three and one five. Three coming two-year-olds. One five-year-old horse, gentle to ride and drive single or double. One stallion, gentle to ride or drive single or double, weight about 1400 pounds. Cow and heifer calf four months old; cow gives four gallons daily. Admiral hay baller, been used two seasons. Milwaukee sulkey, buck-rake and mower, used only part of last season.

APPLY AT
G. E. LEWIS' STORE

Texas Bankers Convention EL PASO

May 15-17. Tickets on sale May 12, 13 and 14. Final limit May 22. Fare \$22.60.

DALLAS
ACCOUNT RETAIL JEWELERS' ASSOCIATION
Tickets on sale May 13. Limit May 17. Fare, \$17.70.

GALVESTON
ACCOUNT MASTER PLUMBERS' ASSOCIATION OF TEXAS
May 14-16. Tickets on sale May 13. Limit May 18. Fare \$29.60.

SAN ANTONIO
TEXAS STATE PHARMACEUTICAL ASSOCIATION
May 15-17. Tickets on sale May 14. Limit, May 19. \$26.80.

WASHINGTON, D. C.
ANNUAL REUNION UNITED CONFEDERATE VETERANS
June 4-8. Tickets on sale May 31 and June 1. Limit June 21. Fare \$47.55.

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

National HIGHWAY CARS

Two Big Luxurious Models
Identical Except Motors
SIX OR TWELVE CYLINDER



6 AMERICAS BEST LOOKING CARS 12
SIX OR TWELVE CYLINDER

LIKE two railroad trains, both all-steel, modern, all-Pullman, running over the same roadbed, the same rails, under the same safety and efficiency, the National Twelve is an extra fare train with slight advantage in speed. A difference in power is there, but not enough to affect the popularity of either.

National Highway Sixes and Twelves will out-perform and out-demonstrate any other team of motors on the market today.

NATIONAL MOTOR CAR & VEHICLE CORPORATION, INDIANAPOLIS, U. S. A.
Seventeenth Successful Year

CONNELL MOTOR COMPANY
W. W. CONNELL, Manager Phone 113

ANNOUNCEMENT

THE NEW HOTEL BROADWAY is now complete and ready for occupancy. This hotel is new throughout and is fitted with everything new. It is now and will be kept strictly clean and sanitary. There is a sanitary drinking fountain, all new furniture, all new bedding, everything new.

The rate will be \$2.00 a day and the proposed service is worth every nickle of it. There are special rates for room with board and another for meal tickets. This hotel is convenient for both the business district and the Santa Fe depot. It faces east on Broadway, just north of The Herald office.

Mrs. Mollie Hill will have active management of Hotel Broadway. She has had four years experience in the hotel business in Plainview and will endeavor to make every patron a satisfied customer. Your patronage will be appreciated and carefully taken care of.

Eat a Meal With Us—Try Our Service—Special Sunday Dinner

New Broadway Hotel

We Are Selling Over 150,000 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

SEWER PIPE—SEWER PIPE—SEWER PIPE

PHONE 286 :-: **H. D. HYDE, Plumber** :-: PHONE 286

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.

OPPORTUNITY IS KNOCKING.

Of the many good things which have been offered to Plainview there is nothing which will compare with the sugar-beet-factory proposition now before our people. The industrial advantages of such an institution are too evident to warrant enumeration.

Plainview or any other town or city would consider itself fortunate to be able to "line up" any great business corporation like the Santa Fe system's officials in its behalf. The merits of the Plainview irrigation district as a beet-sugar-producing section are such that without their solicitation the Santa Fe has stepped in and offered its assistance, first in lending its officials for the preliminary movement of the proposition and Mr. Johnson's time and valuable assistance now, second in furnishing the seed, and third in volunteering its good offices in interesting capital in putting in a plant in Plainview.

The community which could by its own efforts get such valuable assistance as this would be fortunate; doubly fortunate is Plainview in having such assistance tendered it.

It's an opportunity of which we should make the very best.

SHOULD WE PAVE IN WAR TIME?

The policy of keeping the Plainview dollar circulating has been adopted by the City Council of Plainview, despite the war, despite the talk of hard times which are afloat—incidentally, with some it's an every-day complaint—Plainview is going ahead with its street paving. The work will commence within the next few days.

Plainview is doing the sensible thing in carrying out her original plans of paving. In many sections of the country business in general is being slowed down by the emotional response of the trading public to misleading conditions of economy.

If public improvements, building activity, development work stopped, the condition of the business of the United States would be ruinous.

Elimination of waste, increasing production are the two great elements of economy which the Nation should practice. Let the man who can afford to buy the things he ordinarily buys in times of peace and the greatest plenty continue buying them. Let him put a stop to waste. Let him produce as much as he and his wealth can.

America needs full steam ahead in her industries and in her business.

Significant is the statement in the St. Louis Post-Dispatch of recent date from Howard E. Coffin, member of the advisory commission of the Council for National Defense, who has just returned from a trip through the West. The official censorship board has presented this statement from Mr. Coffin:

"Because of an impending and possible shortage of foodstuffs, we have hysterical demands for economy in every line of human endeavor. Waste is bad, but an indiscriminating economy is worse.

"Unemployment and closed factories, brought about through fitful and ill-advised campaigns for public and private economy, will prove a veritable foundation of quicksand for the serious work we have at hand.

"It is true that the President has said that this is a time to correct our habits of wastefulness. Certainly; but the keynote of his message to the people was this paragraph:

"It is evident to every thinking man that our industries, on the farm, in the ship yard, in the mines, in the factories must be made more prolific and more efficient."

"We need prosperity in war time even more than when we are at peace. Business depressions are always bad, but doubly so when we have a fight on our hands. The declaration of war can have no real evil effect on business. What bad effects are apparent are purely psychological and largely of our own foolish making. For our markets are the same in April that they were in March. We need more business, not less. There is real danger in hysteria. Indiscriminate economy would be ruinous. Now is the time to open the throttle.

"Every day the advisory commission of the Council of National Defense receives offers of service from business firms and individuals with requests for immediate information as to how this service may best be rendered. Now and then great dissatisfaction with the governmental departments is expressed because instant advantage is not taken of such offers. Many firms are hesitating to close ordinary business contracts because of a desire to hold capacity open to meet possible Government need.

"This spirit and this willingness to meet sacrifice and even financial loss in the Government service is a most encouraging tribute to American patriotism. But we must remember that in the great struggle in which we have now become a part, there is much to consider besides munitions, troops and battleships.

"Few of us can serve in any heroic role, or even in the supply of munitions to the military arms of the service.

"In this country of vast resources we already have a tremendous equipment for munitions making, built up on foreign orders, and now immediately available through expiration of these orders. Except in limited cases, there is little need for the development of new sources of supply. The dictates of common business sense require the utilization, as far as possible, of existing machinery."

Let's keep the Plainview dollar circulating. Let's make South Plains soil produce all it is capable of producing. Let's eliminate waste, but keep sane business heads.

This is a time for sensible economy, and it's utterly foolish to stop municipal improvement, county or State road construction. Keep the citizenry employed. Cut the cost of living by increasing the production.

THE FIRST WAR-LOAN PAYMENT WILL AMOUNT TO \$200,000,000.

WASHINGTON, D. C., April 24.—The United States will lend Britain \$200,000,000, probably tomorrow, as the first loan to any of the belligerent Governments under the \$7,000,000 finance law signed by President Wilson today. The money for this loan will be available out of the proceeds of the \$250,000,000 of Treasury certificates of indebtedness, due June 30, and just placed with the banks of the country through the Federal Reserve Board.

Secretary McAdoo will call for the proceeds of this issue tomorrow morning, and as soon as the money is deposited in the various Federal Reserve Banks it will be available for the Government's purposes.

The British loan will be made soon thereafter as the necessary formalities of transfer can be completed.

There is no disposition on the part of the American Government to insist upon the formal observance of technicalities which would tend to delay negotiations. So-called red tape will be eliminated wherever possible, and the money will be placed to the British

Government's credit speedily, probably without waiting for the arrival here from London of British bonds to be deposited in the American Treasury as security.

In that event the United States probably will take some other temporary form of security, pending the arrival of the bonds.

Loan May Be Made to Italy.

Final negotiations for the loans were completed today at conferences participated in by Secretary McAdoo, Lord Cunliffe, governor of the Bank of England; Pierre Jay, of the New York Federal Bank; Treasury Department, Reserve Board and British Embassy officials. Official announcement of the loan is expected within twenty-four hours.

The loan is not intended to cover Great Britain's full share of the \$3,500,000,000 intended for the allies, but is designed to meet England's immediate and pressing financial needs. A somewhat similar loan soon may be made to Italy.

Gradual Payments Suggested. The proposal to permit subscribers to pay for their bonds in installments covering a period of four months has been suggested by banking interests

and others to Secretary McAdoo with strong endorsement. Gradual payment for the bonds, proponents of the plan declare, will result in minimum disturbance to present financial conditions and would tend to prevent de- rangement of the money markets.

These and other suggestions will be discussed at conferences tomorrow among Secretary McAdoo and Federal Reserve Board officials and Lord Cunliffe, of the British commission. Lord Cunliffe will be the guest of the board tomorrow at a luncheon.

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 Presbyterian Church.

The regular Sunday School exercises will be held at 9:45 o'clock Sunday morning.

There will be no preaching service at eleven o'clock Sunday morning.

The official board will meet, at the church, at 4:30 Sunday afternoon.

Regular preaching service will be held in the evening at eight o'clock.

T. B. HAYNIE, Pastor.

First Methodist Church.

Sunday School at 9:45 a. m. "Decision Day" in the school. Baptism of children will take place Sunday morning. Let every lover of the Sunday School be present.

Preaching at 11 a. m. and 8:15 p. m. Morning subject, "Love in Search of Souls"; 8:15 p. m. subject, "The World War: Our Country—Why We Love Our Native Land."

Leagues at 3 and 7 p. m.

A cordial invitation to all.

ERNEST E. ROBINSON, Pastor.

The Wesley Philathea Class of the Methodist Sunday School met Wednesday evening, in business session.

Reports from the different committees were read.

Plans and means for the uplifting of the moral development of the town was discussed. The following was adopted, "Remember the Sabbath day to keep it holy"—Ex. 20-8.

JOHN TARLETON APPROPRIATION IS REDUCED BY LEGISLATURE.

AUSTIN, Texas, April 24.—The Senate finance committee today inserted in the general appropriation bill for educational institutions the item for the support and maintenance of the John Tarleton Agricultural College, at Stephenville.

The appropriation asked for was, however, materially reduced. The advocates of this institution asked for a total of \$328,370 for the next two years. The committee reduced the amount approximately \$200,000, eliminating the item of \$112,500 for a new agricultural building.

MILLION-DOLLAR RURAL SCHOOL APPROPRIATION IS ENDORSED.

AUSTIN, Texas, April 24.—The house finance committee passed favorably the bill appropriating \$999,000 for each of the next two fiscal years for the rural-school bill, which by error of the regular session carried only \$1,000 instead of \$1,000,000.

The committee heard today representatives of the industrial accident board, department of public buildings and grounds, and the State librarian. C. W. Woodman, appointed commissioner of labor by Governor Ferguson, whom the Senate refused to confirm, but who has been holding the office regardless of that fact, appeared before the committee. The State Library requested \$40,468 for the first year and \$41,468 for the second year; industrial accident board, \$36,507 for the first year and \$36,357 second year, and the department of public buildings and grounds \$8,718 and \$67,830.

Reinken's

has a special deal on

Men's Shirts

Saturday, May 5

to

Saturday, May 12

BETTER BUY NOW

Reinken's

Clothing and Shoe Store

BUSINESS MEN TO SEE NORTH'S DAIRY FARMS.

(Continued from Page One.)

of the calf and on raising calf with least cost.

This plan is working successfully in the Northern States, especially in Illinois. The purpose of the plan is educational and developmental. It has been found that it interests the boys and girls (future farmers and heads of farm households) and the parents and helps stock the country with high-grade dairy cattle.

An example, significant of the possibilities of the plan, is that of Brighton, Ill. Eighty-four Holstein heifers were purchased there for members of the first calf club of this kind in America. In December of the past year the calves were sold at a profit of \$4,137, which went to the members of the club. Not only has this profit accrued, but there are now in that community eighty-four more grade Holstein cows. Those who participated in the clubs know how to care for their cows. They have an interest which will hold them to the farm. When the show was held, Carl Vrooman, Assistant Secretary of Agriculture, made a special trip from Washington to address the club members.

It is stated that there are 6,000,000 less cows in the United States today than there were fifteen years ago. There are 15,000,000 more people. Then seventy-five per cent of the people lived on the farms. Now fifty per cent are on farms. One of the economic problems is to maintain production, and the farm must be made attractive as a living place and as a business if the young people are to be kept there. The calf clubs are an impetus to the "back to the soil" movement. There are now 325 calf clubs in the United States. Twenty-five or thirty will be organized in the Plains and Panhandle section.

HIGH SCHOOL PLAY, "THE LITTLE HERALD OF THE REVOLUTION."

A thrilling Revolutionary drama. Comedy throughout, with special music between acts.

Given in the High School Auditorium Wednesday, May 9th, at 8 p. m.

Admission, 15 cents and 25 cent. It.

ALARM CLOCKS

GOOD MORNING KIND

and

GUARANTEED

All styles. Prices from \$1.25 to \$2.75

DYE DRUG CO.

THE REXALL STORE

West Side Square

Phone 23



DOUGLAS FAIRBANKS in "AGAIN-OUT AGAIN" ARTCRAFT PICTURES

THE OLYMPIC

WEDNESDAY, MAY 9th

AFTERNOON 5c-10c EVENING 10c-15c

Special Offerings

We are offering you the largest and most complete stock of Shoes ever shown in this city, at prices that, in many instances, are less than wholesale today.



NOW IS YOUR TIME TO SAVE MONEY

HOWARD & FOSTER SHOES

Shoes and Oxfords, \$5.00 to\$7.50
Whites and Palm Beach, \$2.00 to.....\$5.00
One lot Oxfords at.....\$1.50

MISSES' AND LADIES' SPORT OXFORDS

Kid leathers, \$3.50 to.....\$5.00
Novelty styles in pumps, kid and patent, \$3.00 to \$5.00
Ladies' comfort Oxfords.....\$1.50 up
Ladies' white and gray Wash Kid Boots, \$9.00 to \$11.00
One lot of ladies' pumps and oxfords, 50c to...\$1.00

It will surely be a long time before you will be able to purchase such values again. Better take advantage of these bargains without delay.

Carter-Houston's

"Goods That Speak For Themselves"

SOCIETY

Telephone Number 72

THE HALCYON CLUB.

The Halcyon Forty-Two Club met Wednesday afternoon, at the home of Mrs. L. G. Wilson. The house was decorated with roses and honeysuckle.

A salad and ice course was served. Mrs. Chas. McCormack and Mrs. Worth, of San Antonio, were guests of the club.

FIVE HUNDRED CLUB WITH MRS. BUCHHEIMER.

The Five Hundred Club met Tuesday with Mrs. Joseph Buchheimer. Patriotic score cards were used.

The substitutes were Mrs. H. M. Burch, Mrs. Wallace Settoon, Miss Alice Harrel and Mrs. J. C. Anderson, Jr.

EPWORTH LEAGUE PROGRAM FOR SUNDAY, MAY 6.

Following is the order of the program arranged for the meeting of the Epworth League on Sunday evening, May 6, at the Methodist Church:

- Song—"Love Divine."
- Subject—"Love." (Consecration meeting.)
- Scripture Lesson—1 Cor. 13:1, 13.
- Song.
- 1. "The Love of God"—Harvey Allison.
- Song.
- 2. "The Love of the Brethren"—Miss Nora White.
- Song.
- League Benediction.
- Leader—Miss Willie Young.

HILL-GIBBS.

The springtime of youth, beauty, love and life is a period of interest always; and the ripening season of maturity and the consummation of youthful hopes and dreams is a beautiful climax to the period, the gateway into the higher, broader, real life. Such was the climax when, on Wednesday evening, R. D. Gibbs led to the marriage altar Miss Mary Ida Hill, eldest daughter of Mrs. R. E. Hill.

The marriage was a quiet one, witnessed only by the relatives of the popular young couple and a few intimate friends. The rooms en suite were beautifully decorated with growing ferns and blooming pot plants, the color scheme of pink and white being carried out in sweet peas and carnations.

Promptly at 8:45 o'clock, Ernest Fowler, accompanied by Miss Raye Fowler, softly, sweetly sang "I Love You Truly." Miss Fowler immediately followed this with the beautiful strains of Mendelssohn's wedding march, to which the happy pair came into the living room and stood before a bank of green and white, where Dr. E. E. Robinson pronounced the words of the solemn, sweet ring ceremony, that made the two lives one.

The bride, in a dainty white organdie gown, with accessories to match, and carrying an arm cluster of white carnations, was beautiful in her girlish simplicity. The only jewels worn by the bride were a cameo brooch and a lavalier, the gift of the groom.

The groom is one of Plainview's worthy, substantial and prominent young business men. The many friends of both wish and expect for them a happy and prosperous life.

After the ceremony and congratulations, the cutting of the bride's cake was a feature of considerable interest, as all were anxious to know who would marry next. Miss Raye Fowler was successful in cutting the ring.

For the present Mr. and Mrs. Gibbs are at home at 1305 Houston Street. A GUEST.

J. P. Davis returned yesterday morning from a business visit in Sweetwater.

Reinken's

has a special deal on

Men's Shirts

Saturday, May 5 to Saturday, May 12

BETTER BUY NOW

Reinken's Clothing and Shoe Store

COX-BURGESS.

Miss Mildred Cox and Willis E. Burgess were married at noon Thursday, May 3rd, at the residence of the bride's parents, at Hale Center.

The bride is the accomplished daughter of Mr. and Mrs. J. E. Cox, and the groom is the eldest son of Mr. and Mrs. C. E. Burgess, of Plainview.

Mr. Burgess is at present engaged in farming on the Burgess farm, nine miles northeast of town, where the young people will take up their residence in the near future.

The best wishes of many friends is extended to them.

PHILHARMONIC CLUB ENTERTAINS PROF. R. M. CRABB AT WAYSIDE.

Dr. J. H. Wayland's residence on last Monday evening was made into a place of perfect merriment by the Philharmonic Club of Wayland Baptist College, when an entertainment was given in honor of Prof. Rupert M. Crabb.

The house was very elaborately decorated in the club's colors, with ferns, carnations, sweet peas, and other pretty pot flowers, which were placed in such manner as to lend it the effect of a flower garden.

There were many good selections on the piano and violin, which were rendered as follows:

- Piano Duet—Misses Ethel and Minnie Covington.
- Violin Solo—Miss Sarah Wayland.
- Piano Solo—Miss Virgie Dodson.
- Violin duo—Professor R. M. Crabb and Miss Louise Lamm.
- Violin Solo—Miss Elouise Willis.
- Piano Selection—Miss Mary Wayland.
- Violin Solo—Miss Agnes Sewell.
- Violin Solo—Mr. Garnett Reeves.
- Piano Solo—Professor R. M. Crabb.
- Talk—"What It Means to Have Professor R. M. Crabb at the Head of Our Music Department"—Rev. I. E. Gates.

Throughout the evening punch was served, and everybody declared that they had enjoyed the evening very much. About fifty guests were present.

PLAINVIEW GIRL POPULAR PLAYER IN EVANSVILLE, ILL.

Miss Celestine Harp, of Plainview, Texas, who is visiting Miss Grace Kiechle, 1017 Riverside Avenue, is considered one of the most expert broncho-busting women in America. She will not admit it, but her reputation finally overtook her in Evansville.

Miss Harp was a schoolmate of Miss Kiechle's at National Park Seminary, Washington. Since then the two young women have been exchanging visits. When the People's Players needed a French maid in their first set of plays, Miss Kiechle impressed her visitor. The next day's papers spoke of the "petite and charming maid."

Miss Harp is small and lithe and quiet. "Yes," she confessed, "I suppose I am a broncho-buster. My father and my brothers are cattlemen in West Texas. My brothers were taught to shoot when they were three years old. I was a little older—being a girl. Before I went to college, I begged for permission to accompany the boys on a corraling trip. I was taken. We traveled several hundred miles in two weeks. Sometimes we even traveled at night. I cooked the meals and roped a few cattle and ponies myself. It was great sport. Then I went East to be 'polished.' I studied literature and dramatics; but I can still 'broncho bust' and shoot a bit with my rifle."

Gun Over the Bed.

"I hear," the reporter said, "that each one of your family has a gun hanging over his bed, for immediate use."

"Oh," she laughed, "just a small six-shooter. It's a family habit. You see, my father was a pioneer. He went to Oklahoma when only the good shot survived."

Miss Harp will appear in the Red Cross benefit performance, May 3, as Jane, in "Our Critics"; and in the soldiers' benefit performance on May 10 as the French maid in the travesty, "Behind the Beyond." On the same night she will take the part, also, of the dancing, tripping Columbine in the costume play, "The Shoes That Danced."

Miss Harp is rehearsing three hours a day. "But Evansville life is very tame. I long for the cattle country."—Evansville (Ill.) Courier.

FOUNDATION FOR PETERSBURG SCHOOL BUILDING IS LAID.

PETERSBURG, Texas, May 1.—Spring has come on the Plains at last.

Out in the orchard a mocking-bird is singing his lay, and the lovely trees are waving their boughs while the sun shines through them, making lovely shadows. Days like these appeal to everything that is true and noble within us.

Miss Maude Pinson spent a few days here recently, much to the delight of her many friends. She leaves Friday for her claim, in New Mexico, in company with Miss Florence Smith, who also has a claim out there.

Quite a few of our people attended the Fifth Sunday meeting of the Cumberland Presbyterian Church which convened with the Ralls Church.

Miss Laura Cooper spent the week end with Miss Annie Hughes, and a certain young man was very happy.

L. C. Claitor's new house is nearing completion. It will be quite an addition to East Petersburg.

C. D. Hughes was called to Stephenville Sunday, owing to the serious illness of his sister.

Misses Comer and Wilman, of McCoy, were pleasant visitors to our town this week.

The foundation for the new school building is laid, and now the work will be pushed, and before long we can boast of a nice school building.

Mrs. C. D. Hughes has been entertaining her relatives from Yoakum and Wheeler counties the past week.

Wheat is looking fine, but it will need rain in a few days.

Letters from our young men that enlisted in the army recently report good health. E. C. Dean is at Fort Bliss and Joe Jay and Freeman Hilderbrand are in San Antonio.

LONE STAR ITEMS.

LONE STAR, May 3.—On account of illness in the family, Lone Star items were not sent in last week.

We had a busy day last Sunday here. Rev. Haddock preached at eleven, Rev. Isbell, of Central Texas, preached in the afternoon, and Sunday School and singing were the rest of the day's program.

Little Oleta Hartman is improving now. The nurse has returned to her home, in Plainview.

Our farmers are getting anxious to get a good rain, as planting time is here now.

Mrs. Chas. Merrick is able to be up, after her attack of measles. There is a number of cases in our community now, but all are doing nicely.

Mr. Williams, of Hale County, is in our midst this week doing some surveying.

R. W. Smith and daughters were in Canyon last Saturday on business. They were accompanied by Marie Dodson.

Mrs. McLaughlin has been quite sick, but we are glad to know that she is up again.

Our singing class is now ready for the Singing Convention, which will meet at Sunset next Sunday.

A number of our young people attended services at Whitfield last Sunday.

Leslie Hutchinson and family, of Meteor, spent Saturday night and Sunday at the home of Mrs. Hutchinson's uncle, E. C. Dodson.

Mr. Guy Ramsey and wife, of Meteor, were visiting Chas. Merrick's last week.

Miss Rankin is home from Silvertown, where she has been teaching school this winter.

A number of our young people attended the fruit supper at C. A. Wolford's, near Lockney, Saturday night, and all report a splendid time.

Rev. Isbell, of Oglesby, Texas, is visiting his brother here, and is highly pleased with the Plains country.

Mrs. Phillips returned home Saturday from Central Texas, where she was called to see her sister who was ill. Her sister was dead and buried when she reached her old home.

ABERNATHY NEWS.

ABERNATHY, Texas, May 3.—A rain would be appreciated just now. The wheat is beginning to suffer.

T. J. Fletcher and Doc Stratton were Amarillo visitors last Friday.

Mrs. M. Z. Holland has been on the sick list for the past few days.

Mrs. J. C. Arnett was a delegate to the Hale County Federated Clubs meeting, at Hale Center, last Saturday, and reports a very profitable and enjoyable time.

Mr. Matejowsky, of west of Abernathy, is having a porch built to his residence, and Ed Jones is completing a new residence in Southwest Abernathy.

Last Saturday, at this place, Abernathy and Petersburg baseball teams played their third game of the season. Petersburg had defeated Abernathy twice before this, and the Abernathy boys were "loaded" with the best they had. So with an excellent line-up for this game the Abernathy boys were victorious to the score of 13 to 3.

Fitzgerald, of Abernathy, pitched excellent ball, and was for the most part invincible. The Abernathy boys pounded two Petersburg pitchers for a number of hits and about a half dozen home runs. With the line-up they had Saturday and with some practice the



Charming Modes For Spring and Summer NOTABLE PRICE REDUCTIONS

Here is opportunity unsurpassed, because of the excellent selection that may be had at these remarkably low prices. Dozens of garments portraying the recent style tendencies, materials and colors from which to select just the suit, dress or coat that will be most becoming.

SUITS	SILK DRESSES	COATS
Made of silk, silk and wool jersey, velour, poire twill, etc.	Dozens of taffeta, crepe de chine and Georgette dresses go at these reduced prices.	These coats are suitable for wear almost every day during the summer.
\$45.00 to \$65.00 Suits...\$27.50	\$13.50 to \$15.50 Dresses...\$8.25	\$22.50 to \$25.00 Coats...\$13.50
\$30.00 to \$40.00 Suits...\$21.85	\$17.50 to \$25.00 Dresses...\$11.75	\$10.00 to \$13.50 Coats...\$7.50
\$22.50 to \$27.50 Suits...\$14.75		\$7.50 to \$9.00 Coats...\$4.85
\$15.50 to \$21.50 Suits...\$10.50		

These prices will be effective next week.

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE

Abernathy boys can meet all comers.

On Sunday, April 29, there was held at Abernathy a Laymen's Rally. Mr. J. E. Swepton, of Tulla, who is District Lay Leader of Plainview District, Methodist Church, was on hand and delivered two splendid addresses. There were also a number of talks by the local laymen. A complete program follows:

Program of Laymen's Rally Held at Abernathy, Sunday, April 29.

11 a. m.

Special Music—Abernathy Male Quartet.
Address, "Christian Stewardship"—J. E. Swepton, District Lay Leader.

3 p. m.

Special Laymen's Service, conducted by J. H. Lutrick, lay leader, Abernathy Circuit.
1. "Missions"—J. H. Lutrick.
2. "Our Financial Duty to Pastor and Missions"—W. H. Ragland.

3. "The Laymen's Sunday School Duties"—I. C. Houston, Superintendent at Pearce's Chapel.

4. "Should Laymen Attend Conferences, Associations, Etc., and Why?"—P. L. Wimberley.

5. "The Place of Sacrifice in Laymen's Life"—J. A. Darden.

6. General Discussion.

8:30 p. m.

Address, "The Tithe"—J. E. Swepton.

OUR ECONOMY SALE



of Ladies' Suits, Coats Waists, Skirts, Dresses and Children's Dresses Represents the maximum of style and quality at the minimum of cost



ONE PRICE CASH STORE

Jacobs Bros. Co.

ONE PRICE CASH STORE

THE KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, April 30.—Cattle receipts were 19,000 today, steers weak in spots, otherwise the market was strong, top \$12.40. Hog supply was 10,000, market steady to 10 cents lower, top \$15.85. Sheep and lambs sold 25 to 40 cents higher, lambs with wet fleeces at \$16.90, receipts 5,000.

Beef Cattle.

The supply of pulp-fed steers was only one-half as heavy today as on recent Mondays, and there will be few of that class after this week. Best natives here sold at \$12.40, prime steers worth up to \$12.75, short-fed steers \$10.25 to \$11.75, a certain kind of steers to killers down to \$9.00. Pulp steers did not average as good quality as usual today, sales mostly at \$11.65 to \$12.25. A few advance shipments from North Texas sold in the quarantine division at \$10.00 to \$10.40, weights around 1,300 pounds, some 500-pound Oklahoma steers in that division today at \$8.90. Bulls sell up to \$10.25, quarantine bulls \$9.00, cows \$10.50, weans \$13.00. April receipts show a good increase over last April at all markets, due to forced marketing, and receipts are expected to drop off in May.

Stockers and Feeders.

The war situation gives all futures a bullish stimulus, but not many cattle are wanted for immediate feeding, a few sales at \$9.60 to \$10.00, some near-fat steers around \$11.00, stock steers \$8.00 to \$10.00, stock cows and heifers \$7.25 to \$10.00, fancy-bred heifers and calves up to \$11.50.

Hogs.

Receipts are insufficient for the demand, but packers are determined to keep some sort of control over the market, and fight for concessions every day. A good order demand makes their task hard. Shippers paid \$15.85 early today, packers' top \$15.80, medium weights mostly \$15.30 to \$15.65, light weights \$14.80 to \$15.40, pigs \$12.00 to \$14.00. Receipts today include two carloads from California, a few shipments each from Colorado, Arizona, New Mexico, and Texas, besides shipments from nearby states. Missouri hogs brought the top price. Packers will be unable to accumulate any considerable stock of provisions in May and June, as is their custom, which apparently means that they will have to operate on a hand-to-mouth basis during the summer and fall months, putting the situation almost completely into the hands of sellers.

Sheep and Lambs.

The law of supply and demand is operating without restriction in the sheep house, prices 25 to 40 cents higher today, and nearly a dollar above a week ago. A drizzling rain added weight to pelts, yet woolled lambs sold at \$16.60 to \$16.90, ewes worth \$13.00 to \$13.75, clipped ewes around \$11.50, clipped lambs today \$13.40, spring lambs recently at \$15.75 to \$16.00. Goats sold to killers today at \$8.60. Texas is shipping nothing, and the feed lots are about emptied in every section.

J. A. RICKART,
Market Correspondent.

TEXAS LEADS U. S. IN APPLICATION OF CITY-MANAGER PLAN.

AUSTIN, Texas, April 27.—Of the 81 cities in the United States that have adopted the city-manager plan, or some modification of it, Texas leads, with twelve cities. Texas was father of the commission form of government idea, and seems destined also to lead in the movement to adopt the city-

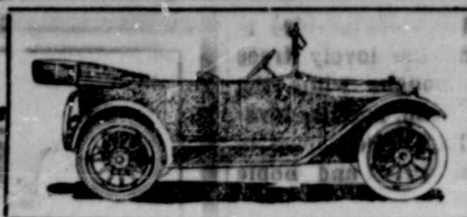
manager plan. The following Texas cities have adopted the plan outright: Amarillo, Brownsville, Denton, San Angelo, Taylor, Tyler, Bryan, Sherman, and Yoakum. Brownwood, Teague and Terrell have adopted modified forms of the city-manager plan. Salaries are paid Texas city managers ranging from \$1,200 to \$3,000 per year. Salaries outside of Texas for the same work run much higher. For example, the city manager of San Diego, California, receives \$6,000 per year; of San Jose, California, \$6,000; Phoenix, Arizona, \$5,000; and of Dayton, Ohio, \$12,500.

A recent bulletin issued by the Bureau of Municipal Research and Reference of the University of Texas contains detailed information about the spread of the city-manager idea, as well as a discussion of its development out of the commission form of government, with a clear exposition of what the plan really is. In addition, a complete bibliography of articles that have been written on this new way of governing American cities is given. Free copies may be had by addressing Dr. H. G. James, Bureau of Municipal Research and Reference, University of Texas, Austin, Texas.

TEXAS BERMUDA ONION CROP 67.8 PER CENT NORMAL.

The condition of the Texas Bermuda onion crop is estimated by the Truck Crop Specialist of the Bureau of Crop Estimates in a report issued at Laredo, Texas, on April 4, 1917, at 67.8 per cent of normal, forecasting a yield of about 246 crates per acre, or a total production of 2,964,300 crates, the equivalent of 6,388 cars of 464 crates each, and forecasting the production for Webb County at 2,520 cars.

From a large number of reports received from all parts of the Bermuda-onion district, it appears that the condition of the crop on April 15 was 67.8 per cent of a normal crop, a decrease of less than one point as compared with April 1, and the estimate of that date is, therefore, reaffirmed.



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.



Six Reasons for Avery Kerosene Tractor Success

The design and construction of a tractor is mighty important. Study these special features in the design and construction of Avery Kerosene Tractors and you will understand why they are making good on any size farm—large, medium or small.

First—Avery Tractors have a special sliding frame which makes possible the elimination of the intermediate gear, shaft and boxings. An Avery Tractor has the least gears, the least shafting and the least bearings of any two-speed, double drive tractor built—which means more power and longer life.

Second—Avery Tractors have two rear drive wheels and two speeds—a big advantage over single-drive and one-speed tractors.

Third—Avery Tractors have slow-speed, heavy duty opposed motors—not high-speed, light automobile motors.

Fourth—Avery crankshafts are one-half the diameter of the cylinder or more. There has never been a broken Avery crankshaft.

Fifth—Avery motors have renewable inner cylinder walls. These wearing parts can be replaced without buying an entirely new cylinder.

Sixth—Avery Tractors are entirely free from all pumps and fans. All such easily broken and troublesome parts are done away with in the construction of an Avery Tractor.

All these features are fully described and illustrated in the 1917 Avery Catalog. The valuable information which it contains will make it well worth your time to read over.

C. E. BURGESS



The Hallmark Bracelet Watch

You should wear a dainty Hallmark Bracelet Watch.

Thousands of these little watches are being worn throughout the country and they are delighting their owners with their accuracy and dependability as well as their appearance.

Gold-filled, 25-year, 15-jewel, \$15
14K solid gold, 15-jewel... \$25

Engraved patterns and octagon shape at all prices ranging up to \$55.

WILBERT PETERSON
Jeweler & Optician
THE HALLMARK STORE

ANNOUNCEMENT EXTRAORDINARY

In the coming season it behooves all of us to can and preserve everything possible. We have contracted for a large amount of fruit jars and canning sundries which we will sell at the following prices as long as our stock lasts.

- Half gallon plain Mason jars, dozen... 85c
- Quart plain Mason jars, dozen... 75c
- Pint plain Mason jars, dozen... 65c
- Quart wide mouth self-sealing Mason jars, dozen... \$1.00
- Pint wide mouth self-sealing Mason jars, dozen... 90c

In addition to the above, we have a complete line of jelly glasses, caps, rubbers, self-sealing caps, etc.

CASH GROCERY CO.

\$1150 F. o. b. Racine **Mitchell** **\$1460 F. o. b. Racine**
Mitchell Junior—a 40 h. p. Six 120-inch Wheelbase **SIXES** 7-Passenger—48 Horsepower 127-inch Wheelbase

THE WANTED EXTRAS WHICH MOST CARS STILL OMIT COME SEE IF YOU WANT THEM

SEE HOW MITCHELLS DIFFER FROM OTHER CARS YOU SEE. SEE THE EXTRAS IN EQUIPMENT, IN STRENGTH AND BEAUTY WHICH OUR METHODS OFFER

There are many, many ways in which Mitchells differ from other cars

They have many features which other cars omit. All are paid for by factory savings, due to John W. Bate.

They have bodies built in our own plant, from our own exclusive models.

They have luxuries and beauties which are rare. We have lately added 24 per cent to the cost of finish, upholstery and trimming. And the savings made in this new body plant pay it all.

THEY COST \$4,000,000.

These Mitchell extras, on this year's output, will cost us \$4,000,000. Just for features which others go without.

They would be impossible, at Mitchell prices, without our factory efficiency. This whole plant has been built and equipped to build this one type economically. Millions have been spent, under John W. Bate, to cut our factory cost in two.

The result is, fine cars built for less than anyone else could build them. See how much less. The Mitchell extras show you.

UNIQUE FEATURES.

There are 31 distinct extra features in the Mitchells of this year.

That is, things like a power tire pump, a dashboard engine primer, reversible headlights, a locked compartment. Things you want, but which most cars don't include.

There is a heat-fixed finish this year—deep, lustrous and enduring. There is rare-grade leather upholstery. There are wide seats, deep springs, and countless dainty touches. If we bought our bodies, the Mitchell prices could not include these things.

100 PER CENT OVER-STRENGTH.

But the greatest Mitchell extra is the double strength in every vital part. We have doubled our margins of safety in three years.

Over 440 parts are built of toughened steel. Safety parts are vastly

oversize. Parts which get a major strain are built of Chrome-Vanadium.

Gears are tested for 50,000 pounds per tooth. Engines for 10,000 miles without visible wear. Springs for indefinite service. Not one Bate cantilever spring has broken in two years.

The object of this extra strength is a lifetime car. Also safety, low upkeep and small repairs.

NOW IN TWO SIZES.

This year we bring out Mitchell Junior. So you can get the Mitchell standards in two sizes, at two prices.

Mitchell Junior is a 5-passenger car. Yet it has a 120-inch wheelbase and a 40-horsepower motor. All the room and power you need in a car for five. And more than most such cars.

See these two sizes with all their new improvements, their various styles of bodies. See the extra features, extra strength and beauty. You will want these things in your car.

Please come now if you want spring delivery. The Mitchell factory is already far behind.

MITCHELL MOTORS COMPANY, Inc.

Racine, Wis., U. S. A.

Plainview Machine & Auto Co.

Telephone 16

MITCHELL DISTRIBUTORS

D. BROWN, Prop.

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.

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

NOTICE.

Strayed or stolen, one four-year-old horse mule, very dark brown, almost black, light sprinkling of gray; wire scarce on inside of hock joint. One dark brown mare mule 10 years old; 12 hands high. One coming-three-year-old red mare mule, no marks. One bay pony mare; right hip knocked down.

\$25 reward for return. P. B. SNYDER. 3t-pd.

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.

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.

LOST—Goodrich tire and rim, 34x4. Finder notify J. N. DONOHOO, Citizens National Bank. 4t.

FOR SALE—200 acres raw land three miles from Olton, at \$16. Patented title. \$150 house. GARTIN & DEAN, Petersburg, Texas. 1t.

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

Don't forget we do all kinds of In-door Staining and Varnishing. HANDY MAN'S SHOP. Phone 475. 1t.

We have a full assortment of Vegetable Plants ready for planting in your garden. PLAINVIEW PRODUCE CO. 1t.

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.

ARTHUR L. TALLEY, JEWELER AND OPTICIAN. 1t.

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. 5t.

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.

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.

FOR RENT—Five-room house. Phone 341. 1t-pd.

WANTED, TO BUY—A good second-hand showcase. See BARKER & WINN. 2t.

FOR SALE—Choice Prairie Hay at \$20 per ton, at OVERALL'S BARN. 2t.

We handle absolutely the BEST Furniture Polish. Phone and let us come out and demonstrate it to you. HANDY MAN'S SHOP. Phone 475. 1t.

WANTED, TO SELL—A good, vigorous White Wyandotte cockrel and a limited number of White Wyandotte eggs for setting. Will exchange cockrel for setting hens, any breed. See E. B. MILLER, Herald Office. 2t.

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.

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

We are in the market for Dry and Green Hides. Highest prices. ALLEN & BONNER, Coal and Grain Dealers. —Adv. 1t.

WANTED—Furnished cottage or three or four furnished rooms. Phone 705 after 7 p. m. 1t.

YOUR ALFALFA SEED is ready for you at PLAINVIEW PRODUCE CO. Phone 366. 1t.

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. 1t.

FOR SALE.

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

FOR SALE—Five-months-old high-grade Holstein heifer. Imported by South Plains Dairy Association from Wisconsin. CHAS. W. WILKINS, Plainview, Texas. 1t.

FOR RENT—Furnished front room to young man. Phone F. L. STOVALL, at 233. 1t-pd.

FOR SALE—A McCaskey Accounting Register, a National Cash Register, counters and shelving, large coffee mill, two show cases, and one large cigar show case, tobacco cutter, and one Dayton computing scale. These articles were in the stock bought from the O. K. Grocery Co. We don't need them, and will sell them right. O. M. BAYER & SON, next door west of City Bakery. 1t.

Circle C of the Baptist Church will serve lunches Monday, May 6, at Bennett's Grocery Store. 1t.

We have a full assortment of Vegetable Plants ready for planting in your garden. PLAINVIEW PRODUCE CO. 1t.

WANTED—To buy one hundred old Wooden Beds. HANDY MAN'S SHOP. Phone 475. 1t.

FOR SALE—One good 1916 second-hand 5-passenger Saxon automobile. E. E. ROOS. Phone 17. 1t.

We are in the market for Dry and Green Hides. Highest prices. ALLEN & BONNER, Coal and Grain Dealers. —Adv. 1t.

We have a full assortment of Vegetable Plants ready for planting in your garden. PLAINVIEW PRODUCE CO. 1t.

MONEY TO LOAN.

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, 565. ELMORE BARKER, Mgr. 1t.

FOR SALE—White Plymouth Rock setting eggs. 50 cents for 15 eggs. Also can fill incubators. MRS. D. H. SPENCE, Runningwater Route. 4t-pd.

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

FOUND—Bunch of keys. Owner may obtain same at The Herald office by payment for this ad. 1t.

FOR RENT—New six-room house. Phone 157. JOHNNIE JOHNSON. 1t.

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."

YOUR ALFALFA SEED is ready for you at PLAINVIEW PRODUCE CO. Phone 366. 1t.

Let us make that Old Mattress into a new one. HANDY MAN'S SHOP. Phone 475. 1t.

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

FOR SALE—Completely furnished up-to-date Cafe. Saving. (Price reasonable for cash.) Good business. Reason for selling, other business interests. Address Box 54, Tulla, Texas. 3t.

WE WANT TO REPAIR and Revarnish that damaged piece of Furniture. HANDY MAN'S SHOP. Phone 475. 1t.

YOUR ALFALFA SEED is ready for you at PLAINVIEW PRODUCE CO. Phone 366. 1t.

WASHING WANTED—First house north of Plainview Lumber Co., south-side entrance. 2t-pd.

FOR RENT—Light housekeeping rooms. Phone 416. 1t.

WHAT HAVE YOU to trade for a Chalmers thirty-six? No better car made. See CARL ROSSER quick. 1t.

TRY IT! SUBSTITUTE FOR NASTY CALOMEL

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

You're bilious, sluggish, constipated and everybody's druggist—has noticed a great falling off in the sale of calomel. They all give the same reason. Dodson's Liver Tone is taking its place.

"Calomel is dangerous and people know it, while Dodson's Liver Tone is perfectly safe and gives better results," said a prominent local druggist. Dodson's Liver Tone is personally guaranteed by every druggist who sells it. A large bottle costs 50 cents, and if it fails to give easy relief in every case of liver sluggishness and constipation, you have only to ask for your money back.

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

If you take calomel today you'll be sick and nauseated tomorrow; besides, it may salivate you, while if you take Dodson's Liver Tone you will wake up feeling great, full of ambition and ready for work or play. It's harmless, pleasant and safe to give to children; they like it. —Adv.

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 crop on 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.

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

FOR RENT—Wagon yard. WYLIE Johnson. Phone 300. 1t.

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.

CLIP THIS AND PIN ON WIFE'S DRESSER.

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

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

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

SOME MEN ARE LUCKY.

Wife (at breakfast)—"Oh, John, I'll bet I know whom you gave your seat to coming home in the car last night." Hub (who has been having a quiet little game)—"Nonsense, my dear! How could you ever guess? How do you know I gave up my seat to any one?"

Wife—"Yes, you did. You dear, kind, old boy, you let a poor old Irishman have it, for I distinctly heard you say in your sleep, 'Oh, that's all right. I'll stand pat.'"—Boston Transcript.

FOR RENT.

My nine-room residence; modern; electric lights, city water, nice yard, barn; close in; best part of town and best neighbors. Will give year's lease. See or phone DAN ANSLEY. 1t.

Piles Cured in 6 to 14 Days Your druggist will refund money if PAZO 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.

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

GEORGE 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

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.

L. A. KERR, Architect. Office at Fulton Lumber Co. Phone 107. House Phone, 428.

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 Donebo Building. Office Phone 158. All Calls, Day or Night, Answered Promptly. Office Hours: 9-12 a. m.; 1-5, 7-9 p. m.

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

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

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

HARRISON & KERR CO., General Contractors. Office at Fulton Lumber Co. Phone 107. House Phones, 398 and 428.

Nassau Tires are almighty tough T. B. CARTER Phone 564 USE HERALD WANT ADS. FOR RESULTS.

THE LAYING KIND of Buff Leg-horns. Eggs, \$1.00 for fifteen. STAN-LEKER FARM, Plainview, Tex. Fri.-1t.

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.

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

Scene from "Little Women", At Chautauque



With The Home Economics Club

Dear Club Girls:

We enjoyed so much and found so beneficial Mrs. Kate B. Vaughn's "First Steps in Bread Making" that it will be an added pleasure to have her "First Steps in Cake Making," which are as follows:

Cake Making.

Having decided upon a recipe, the first step is to prepare upon the work table all ingredients, accurately measured, to insure against the possibility of leaving out some important factor of success. Sugar is sifted, to insure even grain to the cake, as it is more difficult to cream coarse sugar than fine granulated. Flour should be sifted before being measured, and replaced in sifter along with the required amount of baking powder. Eggs should be separated and whites placed in cool, dry vessel, and if not used immediately, placed in a cool place.

Shortening and sugar are thoroughly creamed until you have a soft, fluffy mass free from grains. One-half the liquid should be added before sifting in any of the dry ingredients, care being taken, however, that not enough liquid is put in at any one time to cause separation of the creamy mass. Alternate the flour and the balance of the liquid until all have been incorporated in the batter. Add flavoring. Beat the whites of eggs well with a wire whisk; when stiff, but not dry, fold into the batter, place immediately in well floured aluminum, or heavy tin cake pans, and bake at once.

The baking of a cake is quite important. Layer cakes should go into a quick oven, so that they may rise and set immediately before forming a hard crust on the outside. Loaf cakes should be baked in a very moderate oven, so that they will rise well before being baked, keeping the oven heat steady though slow. Open the oven door as little as possible, lest the small bubbles formed by action of the baking powder break and allow the gas to escape. Place a heavy paper over loaf cake until well risen.

The following recipes are designed to reduce the cost of cakes made at home. Eggs have been purposely omitted, and baking powder added to give lightness and texture. In many recipes requiring eggs the number may be reduced and excellent results obtained, and considerable saving made, by using an additional amount of baking powder.

Emily's White Cake.

- 4 cup shortening.
- 1 1/2 cups sugar.
- 3 cups flour.
- 3 teaspoonfuls baking powder.
- 1 teaspoonful salt.
- 1 cup milk or water.
- 1 teaspoonful orange extract.
- Whites of 3 eggs.
- Cream shortening and sugar. Sift

dry ingredients and add alternately with liquid. Add orange extract, beat mixture thoroughly, and, last, fold in stiffly beaten whites of eggs. Flour layer-cake tins, pour in cake mixture, and bake in quick oven for twenty minutes.

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

LOYALTY PLEDGE FOR MEMBERS OF THE HOME ECONOMICS CLUBS.

Dearest Club Girls:

I am preparing a Loyalty Pledge, that will be mailed to you in the near future, and will ask that you give it the same serious consideration the rest of the Nation is doing. You are going to play a very important part in this plan of production and conservation that the world is expecting of our Nation.

Let us begin our gardens right now. Plant every inch of ground that you can. Give over the culture of flowers to the culture of vegetables this year, for foodstuffs will be of more importance.

Plant squash, cucumbers, beans, peas of various varieties, okra, sweet corn, beets, sweet potatoes and pumpkins. These vegetables will conform to the drying processes and canning of the less expensive methods. We will give you instructions on how to conserve them when they are ready. Let's look more towards the drying processes this year than canning, as sugar and jars are going to be an item to consider. Information comes to us that the demand for cans and jars will be far in excess of the supply, and very naturally Government demands will be met first.

I will expect every club girl to do her part towards making this the greatest agricultural year Texas has ever had, despite the drought and other drawbacks we have encountered. Our country needs your assistance.

Cordially,
MRS. J. L. LANDRUM.

FOR SALE—Two males and two female thoroughbred Duroc-Jersey pigs. Extra fine. Inquire of A. H. MORRISON, Home Restaurant. 3t.

Three yearling Jersey heifers for sale. J. C. GOODWIN, Phone No. 249. 1t.

Mrs. Hugh Bryson, of Tyler, Texas, is here visiting her parents, Mr. and Mrs. Satterwhite.

Miss Rebecca Ansley
SPIRELLA CORSETIER
Telephone Number 304

EXPERT WILL DEVOTE ALL HIS TIME TO SUGAR BEETS.

(Continued from Page One.)

proposition has been made a success. How the business men of Rocky Ford, Colo., look upon their sugar-beet industry was an interesting part of his talk. "The value of land has increased one hundred dollars an acre and the soil is in much better condition through better cultivation," he said. "The Longmont, Colo., factory paid in one year to the farmers for their beets \$1,316,250. The beet tops were valued at \$6 per acre for feed. In that section cash land rent is \$12 to \$30 per acre. To its 500 employees the factory last year paid \$195,000 in wages.

"Beets are a cash crop. The hardware and implement dealers, who largely benefit from this industry, use the beet crop of an applicant for credit as a gauge. The man with beets can get the money or credit he needs. If he has a crop well under way and finds that he does not have money to complete the crop the company operating the factory has one of its agricultural agents to look his crop over, see what it needs, and an order is given on the bank for the amount, which is deducted from the price paid the farmer for his beets when all have been marketed."

R. N. White, who is here on business, is with the Patterson Ranch, in California. Many thousand acres of this ranch are planted each year to sugar beets. Mr. White gave some interesting figures on the profit derived from sugar beets in that section. It is understood that Mr. White contemplates making his home in Plainview. His residence is now Los Angeles, Calif.

Mr. Barber, who is in touch with parties who are in position to handle the experiments in this section, has been requested to communicate immediately with a competent sugar-beet man, that the experiments may go on. The time is short and the co-operation of men in every section of the South Plains irrigation district is desired. The seed and supervision of cultivation will be furnished absolutely free, the Santa Fe system and factories with whom Col. R. P. Smyth is in correspondence having given the seed, and the business men and bankers of Plainview having provided funds for employing an expert. Those who are interested in the experiments or who desire information should apply to the secretary of the Young Men's Business League, at the City Hall.

Mrs. M. F. Gardner is visiting with relatives in Fort Worth.

A Particularly Worthy Sale of Women's and Young Women's Suits and Coats—Your Choice, ONE-HALF Regular Price

\$20, \$25.00, \$27.50, \$30 and \$35.00, SPRING SUITS
\$10, \$12.50, \$13.75, \$15 and \$17.50, HALF PRICE
"THIS MEANS THEY WON'T LAST LONG"—SEE THEM TODAY

They include street and sport models with every late effect in collars, belts and pockets, which are the chief features of all the suits this spring; also some very good models for extra full figures in this collection. Serge, poplin, wool jersey and taffeta. Black, Belgium blue, gray, gold, green and citron are the colors.

MID-SUMMER COATS AT ONE-HALF REGULAR PRICE
\$15.75, \$18.75, \$20, \$27.50 and \$32.50 Spring Coats
\$ 7.90, \$9.40, \$10, \$13.75 and \$16.50, HALF PRICE

Dress Coats of Silk and Soft Wool Cloth and Chin Chilla
A LONG PLANNED SELLING EVENT
Save and "save safely." The styles are the latest and close to Paris. Fabrics and tailoring are Palmers and others of the best standard makes and every color in this spring's wonderful color list is represented. In plain rose, green, blue, gray, mustard, gold and black and white checks.

Plainview Mercantile Co.
The Store With the Goods

J. J. LASH'S
Real Estate Corner

712 BROADWAY. PHONE 658. PLAINVIEW, TEXAS.

Six and one-half section ranch for sale. Ten miles from railroad; well improved, all level land and all fine wheat land. Price under the market; terms easy.

Have seven room house, two lots, located on Restriction street. Five hundred cash, balance monthly like rent.

Have six room house, two lots, five blocks square, west part Plainview. Six hundred cash, balance ore, two, three years.

Have well improved 160-acre tract near Plainview will exchange in small farm in Central Texas, or would accept good town property as first payment.

Have well improved 160 acre tract near Plainview, will exchange for raw section out a distance or would accept 160 acres unimproved land as first payment.

Have 160 acres of land in Castro county, six miles south of Nazareth, a perfect quarter. Price \$2,000.00, bonus \$800.00 cash, balance on or before five years, all in one note, six per cent interest.

Have well improved six acre tract, west edge of Plainview, owner will exchange for half section of land, pay the difference in cash.

We need someone to build forty rent houses, also have buyers for ten or fifteen four and five room houses close in, with two and three hundred cash and balance twenty and twenty-five dollar monthly like rent.

J. J. LASH

"A run for your money"

"I have used up two hours time and a good disposition selling a man his first Diamond tire. He didn't know the tire very well and wasn't quite sure of me. But there is no money in that kind of business—unless they come back for more.

"There's the point. I can sell almost any make of tire once.

"But what's the use?"

"I want to be your regular tire dealer now and for a long time to come.

"I have the tires, I have the prices, I have the inclination, too."

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

C. G. Electric Co.
Plainview, Texas

Diamond TIRES

Mrs. Harry Bucks, of Abernathy, has been visiting Mrs. F. W. Vanderpool. J. Walter Day came to town Thursday morning, from Chicago, and will be here a few days on business.

Kearby Nash and A. L. Mitchell were in Amarillo Wednesday.

WANTED—To buy a baby calf at once. Phone 160. 1t.

THE WORLD'S TWO BEST 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 if ONLY TAKES A POSTAL to get our new 1917 catalog and special introductory prices.

PARLIN & ORENDORFF IMPLEMENT CO.
DALLAS, TEXAS