



# FREE! VALUABLE PRIZES

## FIRST GRAND PRIZE

### FAMOUS BUNGALOW PLAYER PIANO

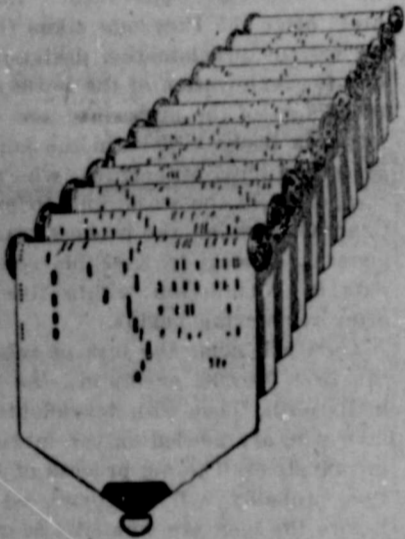
*Noted for its clear, rich and melodious tone it is a very superior instrument in mechanism and finish.*

*A Player Piano Bench of the latest model and design.*



## Great Profit-Sharing Prize Campaign

We will issue Profit-Sharing Certificates in roll ticket form consecutively numbered with every purchase. These Profit-Sharing Certificates are good for their face value in votes at the rate of one vote for every cent of purchase. The person or organization securing the largest number of votes at the close of this great Profit-Sharing Prize Campaign, will receive the famous Bungalow Player Piano, player bench, and rolls of music especially selected, the next largest, the Talking Machine, late model, and selections of double-disc records; the next largest the lady's gold watch; the next largest the gentlemen's gold watch; and the next largest, a 26 piece set of Wm. Rogers & Sons silverware (fully warranted.) All of these valuable prizes are absolutely free.



largest the gentlemen's gold watch; and the next largest, a 26 piece set of Wm. Rogers & Sons silverware (fully warranted.) All of these valuable prizes are absolutely free.

### ALSO—ROLLS OF MUSIC

Especially selected, given away free with the elegant Bungalow Player Piano.

*All you need to enroll as a candidate in this contest is a pair of scissors and a lead pencil.*

### These Regulations and Rules will Govern Our Great Profit-Sharing Prize Campaign.

- Each candidate will be given a number, and will be known by number instead of name, when lists are posted or published.
- On entering the great Profit-Sharing Prize Campaign, each candidate will be given free one certificate good for 2,000 votes, and all certificates will have to be used and conform with instructions in this announcement.
- The standing of the candidates will be posted on Friday evening of each week, using the number of each candidate only.
- All certificates for votes are to be brought in and recorded on Wednesday of each week.
- Tie certificates in packages with the number of your favorite candidate and the amount of total votes written on the top certificate only.
- Certificates for votes are transferable only before being recorded.
- Candidates will be given credit for their total votes weekly.
- No employee of the firm, members of the firm's families or relatives of the members of the firm will be permitted to enter the campaign.
- The persons or organizations having deposited the largest number of votes on the closing date of this Profit-Sharing Prize Campaign will be awarded the gifts given away in this great Profit Sharing Campaign.
- At the close of the campaign the votes will be counted by a committee of three disinterested persons, and the awards of the prizes made according to the finding of this committee, in total votes.

- The campaign manager reserves the right to reject any nomination.
- In case any question may arise it will be determined by the campaign manager, and his decision will be final and conclusive.
- Any boy or girl is eligible to compete provided the consent of parents is obtained.
- All certificates or tickets for votes shall be issued in roll ticket form, and are numbered consecutively from the opening number to the closing number on each roll of tickets.
- Candidate's certificates (roll-ticket form) are not transferable after they have been cast in the ballot box and recorded.
- You can nominate yourself or some friend as a candidate.
- In case of a tie vote, a prize identical with that tied for will be given to each tying candidate.
- This campaign positively closes on the closing date announced in this announcement.
- The beginning and closing dates of this campaign, as announced in this announcement, will be the authorized dates that shall govern all matters pertaining to dates during the operation of this campaign.
- This campaign is open for individuals, lodges, schools, societies and organizations.

In addition to the prizes offered there will be given certificates awarded good for cash value on the purchase of a piano. The contestant standing 6th at the close of the contest will receive a certificate good for \$300 on his or her selection of a piano. The contestant in 7th place will receive a certificate for \$295 and so on down the list—each certificate being \$5.00 less value until the sum of \$100 is reached. Balance on the piano can be arranged on easy terms.

## SECOND GRAND PRIZE

Talking Machine—A late model, superior quality of tone, mechanism and finish. Also selections of latest double-disc records given free with the grafonola.

### Save Your Certificates

The Profit-Sharing Prize Certificates are transferable, so if you are not interested in securing a prize for yourself, you can make some relative, friend or acquaintance happy by saving your Profit Sharing Certificates (votes) for them.

In case of a tie a prize identical with that tied for will be given to each tying candidate.

Candidate's certificates are not transferrable after they have been cast in the ballot box.



### 3rd Grand Prize Lady's Thin Model Gold Watch

Superior quality as a timepiece, Jeweled and adjusted, warranted accurate. Finest gold open face case. Guaranteed for 20 years.



### 4th Grand Prize Gentleman's Gold Watch

Gentleman's thin model watch, superior quality as a time-piece. Jeweled and adjusted, warranted accurate. Finest gold-filled open face case. Guaranteed for 20 years.



### 5th Grand Prize Silverware Set

A twenty-six piece set of Wm. Rogers & Son silverware in a handsome case, consisting of six forks, six knives, six teaspoons, six tablespoons, one sugar shell and one butterknife fully warranted.



*Call and ask us about our new plan of appreciating your patronage. An opportunity for all to win a valuable prize.*

### Getting Acquainted With New Customers

We do not expect to recover the expense of this campaign through a greater per cent of profits, but through a greater volume of business. We expect the larger volume of business to more than offset the cost, and it will be our earnest endeavor to give you even more for your money in the future than we have in the past. If you are not a candidate in the Campaign, make some relative, friend or acquaintance happy by saving your Profit-Sharing Prize Certificates for them.

### Equal Chance for All

No lucky number will win these prizes—Simply sign a nomination blank and have a particular number assigned to you, and then boost for your number among your friends and acquaintances. Have them patronize our place of business and save their Profit-Sharing Certificates for you.

The rules are simple—The opportunity costs you nothing. It is an opportunity for any hustling man, woman, or child to secure a prize that will give lifelong joy and pleasure—Obey the impulse.

No member of the firm, employe or close relative can be a candidate.

### No Publicity

Upon receipt of your nomination, you will have a particular number assigned to you—The published bulletins of all contestants will be by number only, thus avoiding any publicity of your name. All votes received will be entered and registered in your favor at once—each week there will be a bulletin issued showing the standing of candidates, and immediately after the close of the campaign, the winners will be announced and the prizes awarded.—Sign blank—get particulars.

### NOMINATION BLANK

GOOD FOR TWO THOUSAND VOTES

Place to my credit 2,000 votes and notify me what my number will be.

Name \_\_\_\_\_

Address \_\_\_\_\_

This nomination blank is good for nomination only and votes obtained from the use of this nomination blank are not transferrable.

Cut out and bring to our place of business—do it at once and get an early start!

*This great event will start June 1st.* Clip the nomination blank and get ready to enter the contest.

*Do not confuse this contest* with our Profit Sharing Plan. This is an additional opportunity for our patrons.

# LONG-HARP DRUG COMPANY

Telephone 161

"Progressive and Progressing"

Plainview, Texas

**THE MUSICAL MARVELS OF THE CHAUTAUQUA.**

The Althea players comprise the greatest sextette of lady musicians and entertainers ever brought together. For several years The Beasey Sisters alone have been charming and thoroughly delighting Lyceum audiences, and their numbers alone are worthy a prominent place on any Chautauqua program.

The unanimous praise of the critics and a succession of artistic triumphs have placed Mavflower and Violet Beasey in the foremost ranks of concert artists. The New Orleans Daily Picayune recently said of them: "The tumultuous applause bestowed upon the Beasey Sisters after their singing and magnetic violin playing was acknowledged with a simplicity that was charming." The Misses Beasey are marvels in versatility. Blessed with magnetic personality and with exuberance of youthful enthusiasm, they captivate the hearts of their audiences with original and thrilling numbers of music, song and story.

The New York Sun said "Mavflower Beasey's impassioned violin playing stirred and swayed the emotions of her audience." The New York Globe said "The quaint stories and pianofortes of Violet Beasey made a great hit."

Helen Peck has been giving entertainments and concerts through the Central States for several years, and is a violinist of much ability and a reader and singer of magnetic personality and superb endowments.

Grace Temple Wheeler, of New York, plays the violin in artistic manner, and is a young lady of superior attainments. Ruth Freeman has the happy faculty of winning her audiences at her first appearance, and her winsome manner are both striking and pleasing.

Enid Alexander is another of the sextette of violinists and singers who comprise the Althea Players. She has a pleasing personality and is a talented musician. The musical programs will contain nothing more charming, more varied, more novel and more delightful than the concert by The Althea Players.

**PLAYED VIOLIN FOR LILLIAN RUSSELL.**

In their selection of a baritone for the part of "Captain" in Pinafore, Charles F. Horner was especially fortunate. Harry Luckstone will take the part in the production of that great

play at the local Chautauqua. When but a boy he had a beautiful soprano voice, and was a member of the famous Young Apollo Club, which toured the country giving "Pinafore." He sang the female role of Josephine. Later he sang the same opera in the Madison Square Garden, New York. At that time it was the largest production ever given in America.

When his voice changed he took up the study of the violin, practicing eight hours a day, and in one year and a half he was playing in a New York theater where Lillian Russell was appearing in an opera. She was supposed to appear as an automaton that played the violin, and when the company went on tour Mr. Luckstone was engaged to play behind the scenes, as Miss Russell could not play the violin at that time.

Lillian Russell's husband, Mr. Solomon, was musical director, and when he became ill one evening Luckstone was asked to direct the orchestra. He did it with such success that they retained him in that capacity, so that at nineteen Mr. Luckstone was the youngest musical director in America.

It was quite by accident that Mr. Luckstone went back to the stage in the capacity of an actor. One evening one of the members of the Hoyt Company met with an accident and could not appear. The management were at their wits' end to know what to do when Luckstone offered his services. Though they had no idea he could fill the bill, they were forced to accept, as no one else was available. Mr. Luckstone never played his violin professionally after that night. He was so successful that he was kept with the Hoyt plays for several seasons as baritone, after which he left to study voice in New York.

Later he went with Mr. Savidge in the Metropolitan English Grand Opera Company, playing such operas as "Faust," "Lohengrin," "Il Trovatore," "Der Meistersingers," "Lucia," "Aida," "Carmen" and several others. He was then called the great American Torreador, as the part suited him to perfection.

He later appeared at the New York Hippodrome in "Pinafore," playing the Captain, the same part which he will play in the Redpath-Horner production of "H. M. S. Pinafore" this Chautauqua season.

LOST—Kit of tools, near Mr. Speed's Auto Co. Finder please notify MR. SPEED.

**TEXAS GEOLOGIST TO AID U. S. MILITARY HIGHWAYS.**

AUSTIN, Texas, April 29.—Dr. J. A. Udden, director of the Bureau of Economic Geology in the University of Texas, has been appointed a member of the sub-committee of the National Research Council, which has been detailed to prepare reports of military highways and railroads, behind the front. The work in this State, which Dr. Udden has in charge, will relate particularly to those materials at hand along the Mexican border, and on the Gulf Coast. All reports are to be in the hands of the National Research Council by the first of July. Dr. Udden has put his plans into immediate operation, and hopes to have his report ready by the 15th of June, through the efforts of both the Geology and engineering divisions of the Bureau.

The report will cover such items as the known deposits of limestone, conglomerates, gravels, clays, etc.; the present operating stone quarries, and gravel pits and their calculated output; recommendations as to the best locations for new quarries and pits; shipping facilities, etc. Mr. J. P. Nash and Prof. R. G. Tyler, of the Engineer-

ing Division of the Bureau, have been detailed by Professor Giesecke to aid in the preparation of this report. The recommendations of the Army Engineers will be used as the basis for the work to be done.

Considerable work has already been done by the Bureau on the road materials of this State, and it is hoped that with the further work possible in the short period allowed for the completion of this report, that it will be possible to submit to the Council a very satisfactory statement of the resources Texas has to offer for this purpose, in the preparations for war. This statement will include tabulations also of climatic conditions in the regions investigated.

Parties owning gravel pits, sand pits, stone-crushing plants, etc., in the southern half of our State especially, can aid in this undertaking by furnishing as full data as possible on their properties without delay. All such communications should be sent to Dr. J. A. Udden, University Station, Austin, Texas.

FOR SALE—Full-blooded Rhode Island Red Rooster. Price, \$1.00. Phone 511. 2t.

**CONSISTENT.**

"I amassed by industry the fortune which you squander in idleness," said the reproachful father.

**HE MUST BE.**

"Is he fond of children?" "I should say so! Why, he's actually disappointed when he calls at his sister's and finds that her baby has just got to sleep."—Buffalo Express.

KEEP YOUR SHOES NEAT

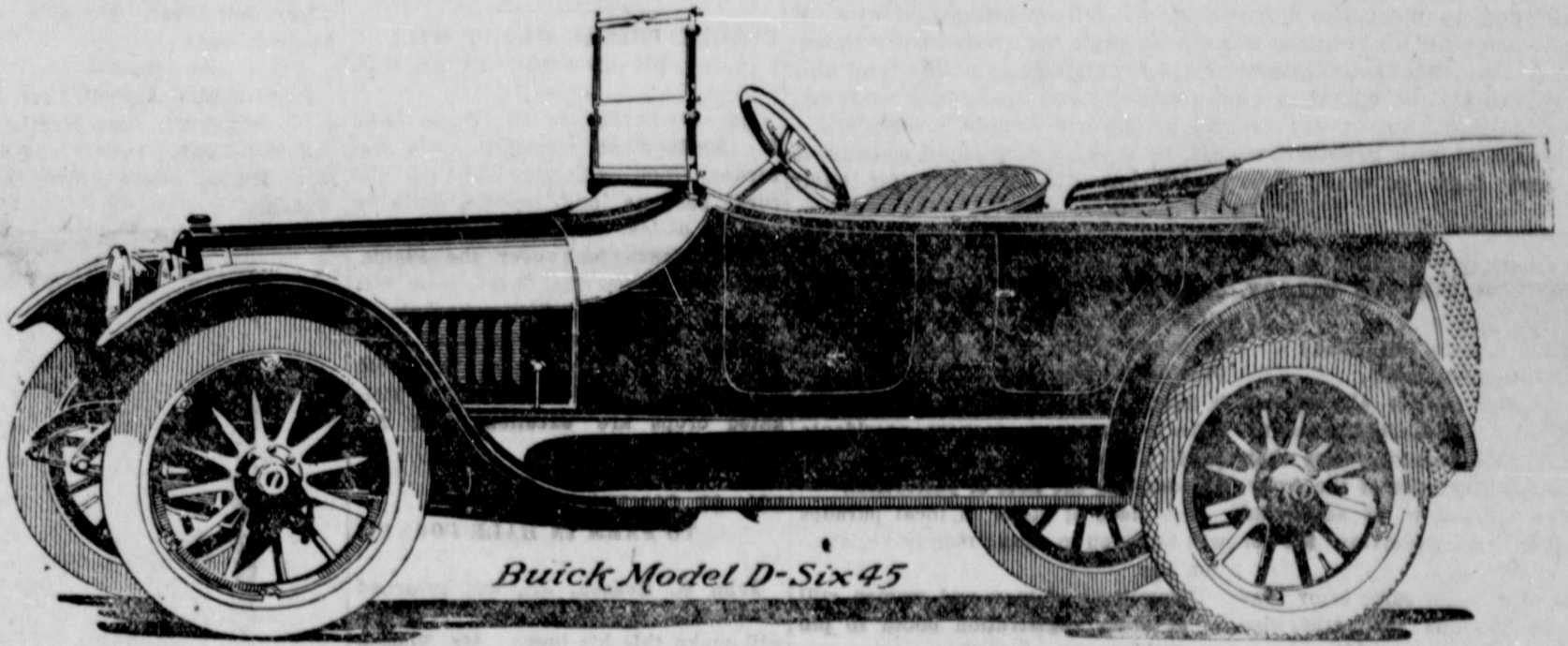
# 2 in 1 White Shoe Dressing

For Mens, Womens, and Childrens Shoes

Liquid 10c Cake 10c

## For Accommodation of Our Patrons

During the last week we have made unusual effort to accommodate those who have been waiting for Buick automobiles. We have driven from Oklahoma City and Amarillo overland, enough cars to help out a few who were waiting. We also managed to get two carloads thru to Plainview, two to Lubbock, and two other carloads to other dealers. We are doing our utmost to have prospective Buick owners enjoy the pleasures of their cars and will continue to give just this kind of service so far as possible. While you are here next week and the following, visiting the Chautauqua let us talk over this matter of you being a Buick owner.

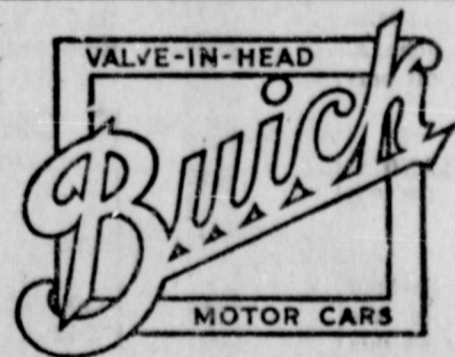


**BUILT ON RIGHT PRINCIPLE**

Buick builders have won today's undisputed leadership on a right principle, rightly applied, the famous **Buick valve-in-head** motor.

During the past sixteen years numerous changes have been made in types of design, but fortunately the designers of the **Buick** motor first sought and found the truth about gasoline motor construction, and perfection of this correct principle is all that has been required.

In the **Buick valve-in-head** efficiency has been carried to all branches of car making. The **Buick** throughout shows the effect of **valve-in-head** initiative inventiveness, pride and workmanship.



**Everybody Knows "Valve-in-Head" Means the Buick**

Performance is the salient feature of the **Buick valve-in-head**. It elevates it far above the rank and file of automobiles, and places it in a dominating position in the motor world. It conquers hills speedily, or snails along with equal facility, quietly and economically wringing power from gasoline at any and all speeds.

It is particularly satisfying to the purchaser of a **Buick** car to find, as he does, that his choice is everywhere admired and approved.

# E. E. ROOS

BUICK DISTRIBUTOR

Phone 17

In the Heart of Automobile Row

## MONEY TO LOAN

8 PER CENT SIMPLE INTEREST

I have the cheapest and best loan proposition on South Plains lands. See me and I will explain to your satisfaction.

### J. F. GARRISON

PLAINVIEW TEXAS

## Hupmobile

You want beauty in your car; the Hupmobile gives you beauty that is twelve months ahead.

You want performance; the Hupmobile gives you performance that not even sixes, eights and twelves excel.

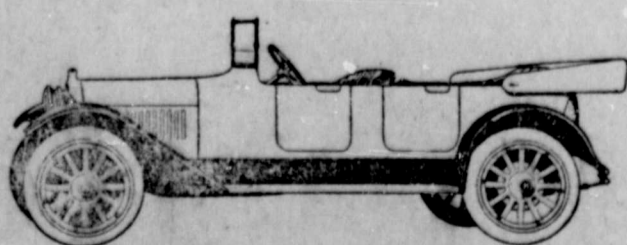
You want quality and value; the Hupmobile gives them in full measure.

Come see the car. Ride in it. Check its good points for yourself.



- Five-passenger Touring Car . . . \$1285
  - Seven-passenger Touring Car . . . 1440
  - Two-passenger Roadster . . . 1285
  - Five-passenger Sedan . . . 1735
- Prices F. O. B. Detroit

CONNELL MOTOR CO.  
Plainview-Amarillo



Five-Passenger Touring Car—Wheelbase 119 inches

# The Plainview Evening Herald

—PUBLISHED EVERY TUESDAY AND FRIDAY EVENING BY—

THE HERALD PUBLISHING COMPANY,  
Corner Broadway and Second Sts.

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

Entered as second class mail matter July 1, 1914, at the Post Office at Plainview, Texas, under the act of March 3, 1879.

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

### BETTER BABIES NEEDED.

This is Better Babies' Week. Never before since the movement was started to interest the people of this country in better babies has the effort been of such significance as it is today. At a time when the best of the country's manhood is being taken from the usual walks of life, leaving those who are even in the slightest degree imperfect, there is surely food for thought in a marked insistence for better babies.

Heritage is not all, although those studied in eugenics have convinced most of us that it is paramount to be well born. Care and attention to reduce by all known methods infant mortality presents a problem for those who would be patriotic and serve the Nation in other ways than by shouldering arms.

A trying summer season is close at hand, with shortages of some foods and high food prices in general. Summer heat multiplies the dangers of infant illnesses. It behooves every agency interested in a citizenship of as high a physical standard after the war as before it to give the babies a proper start. They will have to take the places made vacant by the killed and crippled who have served their country before them.

Observe Better Babies' Week with a resolve to give the little ones as much care and attention as is usually given to worth-while livestock.

### THERE CAN'T BE OVERPRODUCTION.

Says The Alfalfa Journal: "We presume the word 'overproduction' can be found in the dictionary. But all the dictionaries were printed before things got to be as they are now. Marvelous as is the power of the printing press, it cannot be operated fast enough to remake the map of Europe—or to note the passing of words of common usage to the scrap heap of obsolescence."

"There isn't any such thing as overproduction of foodstuffs. 'Overproduction' is the great big, overpowering word that occupies a prominent place in the modern dictionary—if not in the printed book, then in the dictionary of human thought. It is not possible to imagine the overproduction of any article of human food, from crab apples to a ton-weight meat animal, in this crisis of human affairs. Everybody everywhere is crying for something to eat. And the cry is a big per cent in vain.

"All of which is of vast interest to the American farmer. Now is the time to prepare to meet this demand for the products of the farm—a demand the like of which the world has never experienced before. It is time when the farmer can be humane, patriotic and thrifty—all in one. The intelligent and businesslike husbandman will take a survey of his resources, and then bend his every energy to the production of as much as possible of that particular crop, or kind of livestock or of the food periodically yielded by livestock, for which his farm is best adapted. His reward will be the satisfaction of having helped to meet the hunger-cry of fellow human beings, in making it easier for his country to pass through the crisis of the times, and in receiving most satisfactory prices for the fruits of his land and labor. Whether it be wheat or corn or barley, or beef stock or pork, or eggs or milk or butter—or several of these different necessities—that he produces with greatest success, he will be sure of an unlimited market and high prices. Overproduction—there ain't no such word."

### SELECTIVE-DRAFT BILL PASSED TO WILSON.

(Continued from Page One.) (The Roosevelt amendment.)

Increasing the pay of all enlisted men as follows: \$15 additional monthly for those now receiving less than \$21, comprising the bulk of the army, graduated downward to \$6 additional monthly for those receiving \$45 or more.

Prohibition of liquor sales at or near army training camps and otherwise protecting morals of the soldiers.

The conscription age limits were agreed upon with much difficulty, the ages of 21 to 31 being the resulting compromise.

Registration day for service under

the war army bill will be made the occasion for patriotic demonstrations all over the country. The date soon will be made by a proclamation by the President. There will be celebrations in honor of the men who register, with talks by Governors, mayors, presidents of chambers of commerce, and others, all sounding the note of patriotism.

The place of honor in local parades will be given to young men of registration age.

Committees of men and women will be at every registration booth to pin an emblem on each man who registers. This may be a red, white and blue ribbon drawn through the button hole or possibly a button bearing the words "I am registered—are you?"

### HARRIET VANDERPOEL AND MAURINE MATHES WIN MEDALS.

Wednesday night, at the High School auditorium, the younger pupils of Mrs. Eva L. Barnes presented their annual recital. For seven years Mrs. Barnes has given the class recitals and medal contests. Each year more interest is manifest and the entertainment more charming.

Among the class of the "finest" tot, little Harriet Vanderpoel won the medal. In the next class the medal was awarded to Maurine Mathes. Those

competing for the medal in the first class were Paul Knupp, A. B. Rosser, Jr., Lawrence Bellis, Lucile Wren, Ethel Ogg, Helen Ruth Reeves and Harriet Vanderpoel. In the second class were Texas Garrett, Annie Jo Gates, Helen Jackson, Maurine Mathes and Alline Boswell. Others having musical numbers were Juanita Largent, Margaret Rosser, Marguerite Dorsett and Adelbert Williams.

The judges were Mrs. T. B. Carter, Miss Vera Newton and Miss Ruby Hatcher.

The operetta "There Was a Little Girl and She Had a Little Curl," was very beautiful and delightfully entertaining. Each pupil played his part well, and each number was universally good.

The advanced class will present their program one evening next week. The exact date will be announced in Tuesday's edition of The Herald.

### Texas League Drops Beaumont and Galveston

Special to The Herald.

FORT WORTH, Texas, May 18.—Officers of the Texas League today dropped Beaumont and Galveston from the league. No other cities will be given their places. The league will become a six-club circuit for the rest of the season.

### BUICK DEALER SELLS SIXTEEN CARS IN WEEK.

During the past week E. E. Roos, Buick distributor, has sold sixteen Buick "fours" and "sixes." Those who have purchased are: W. F. Cunningham, Olton, Buick six; Jess Elrod, Muleshoe, Buick six; J. N. Askey, Silvertown, Buick four; S. K. James, Lockney, Buick six; W. B. Martin, Flomont, Buick six; J. Conway, Lockney, Buick four; J. L. Ely, Littlefield, Buick six; and the following from Plainview: R. G. Smith, Buick four; A. G. Davis, Buick four; E. H. Humphreys, Buick six; Ben O. Sanford, Buick six; R. B. Mitchell, Buick six; Lee Shropshire, Buick four; R. C. James, Buick six; Jim Montgomery, Buick six; and C. Smith, Buick four.

### PERDUE THINKS WHEAT WILL BE AS GOOD AS IN 1916.

Geo. T. Perdue, of the Texas Land & Development Company, has returned from extensive visits in the rural sections, and reports that the rainfall of last week will average one and one-tenth inch over the Plains. It is his opinion that late wheat will yield an average of fifteen bushels to the acre, and that with additional rainfall within the next week the yield will equal that of last year. The irrigated crops are excellent and far above the average.

### SON OF COMMISSION MAN TO FARM IN HALE COUNTY.

John K. Rosson, Jr., has returned to Plainview, from Fort Worth, and will make this his home. Mr. Rosson will purchase a farm in the Plainview country and assume the active management of it. He is a son of John K. Rosson, of Fort Worth, a member of the livestock commission firm of Campbell & Rosson.

### MANY FROM PLAINVIEW TO SEE LOCAL CARS IN TEXICO RACES.

Among those from Plainview who went to Texico to attend the races there today and tomorrow were: H. W. Nichols, Don Wallen, G. S. Matthews, H. E. Wagner, John Ogg, Jewell Patton, Earl Gray Owens, Buster and Stewart Fluke, Bert Pritchett, Lonnie Sewell, A. C. Bayly and wife, and Miss Bettie Bryant. Mr. and Mrs. John A. Mais and the Hubbard Bros. will participate in the racing.

### REV. BURNETT FROM WAYLAND COLLEGE TO LOCKNEY PASTORATE.

Rev. J. T. Burnett, who for the past year has been field agent for Wayland College and Plains Evangelist for the Baptist State Board, has resigned this post and moved to Lockney, where he has accepted the pastorate of the First Baptist Church of that place.

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

THE STATE OF TEXAS, County of Hale.

TAKEN UP by V. M. Barrett and Estrayed before Earle C. Keek, 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.

### With the Churches

Cobbs Bros., of the Quartette Music Company, of Fort Worth, will sing at the Church of Christ Sunday night, May 20. Everyone is invited.

#### Baptist Church.

Teachers' conference and prayer service, 9:30 a. m. Sunday School at 9:45 a. m. T. E. Richards, superintendent.

On account of the High-School services, there will be no 11-o'clock sermon.

Laymen's meeting at 3 p. m. Subject: "What Was the Most Important Event in Your Life, and What Brought It About?" Open discussion.

Subject for evening sermon: "Why Are So Many Brilliant Men Not Christians?" I. E. GATES, Pastor.

#### Monthly Bible Study.

The Woman's Missionary Auxiliary of the Methodist Church will meet Monday afternoon at 3 o'clock, at the church, in their regular monthly Bible study. The following assignments have been made:

"Review of Prophets During the Assyrian Period, 900-700 B. C. Assyrian People"—Mrs. Harrison.

"Chaldean Period—628-586 B. C. Chaldean People"—Mrs. A. L. Moore.

"Nineveh"—Mrs. Lee Shropshire.

"Naham"—Mrs. Blocksom.

"Zephaniah"—Mrs. T. E. Richards.

"Jeremiah"—Mrs. E. E. Robinson.

"Habakkuk"—Mrs. E. F. McClendon.

#### Presbyterian Church.

Sunday School at 9:45 a. m. H. V. Tull, superintendent.

At 11 a. m. Dr. E. E. Robinson will preach the baccalaureate sermon to the High-School students.

Knights Templar Ascension service at 8:30 p. m.

REV. T. E. HAYNIE, Pastor.

#### REV. W. B. DAVIS RESIGNS.

Rev. W. B. Davis, who for the past two years has been General Baptist Missionary for the Plains, has resigned that position, his resignation to take effect July first. He will return to pastoral work.

Prof. J. W. Campbell, Prof. and Mrs. S. C. Woodruff, Miss Myrtle Jackson and Mrs. Minnie Reeves and daughter, Miss Thelma, were Floydada visitors Sunday.

Mr. and Mrs. E. E. Smith, of Lockney, are here on business.

Mrs. G. C. Keek returned Monday from a stay of several weeks in Mineral Wells.

WANTED—Teams for plowing; seven miles north of Plainview. Phone 67. RYDEN MUSIC STORE, Plainview, Texas.

FOR SALE—Half dozen White Leghorn hens and cockerel. Phone 301. MRS. D. H. STOVALL.

## Remember June 2nd will be Special Day with

# Dye Drug Co.

### We offer you drugs of Quality, and service is our hobby.

Visit at the Fount

## 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

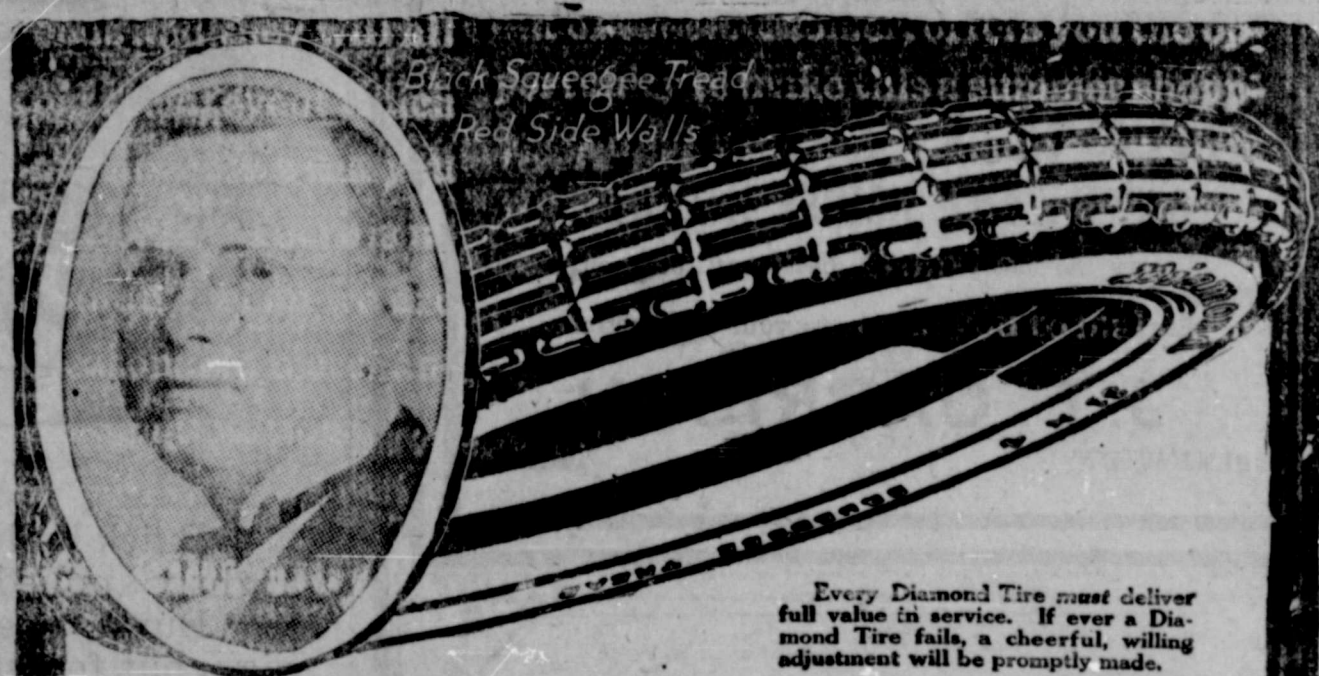
Phone 646 Plainview, Texas

## 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 baler, been used two seasons. Milwaukee sulky, buck-rake and mower, used only part of last season.

APPLY AT

### G. E. LEWIS' STORE



J. F. Garrison

## "I am running a Front Door Business"

Orders and troubles alike, all come in the front way to my store—and get the same courteous attention.

But the notable fact in selling Diamonds is that there have been mighty few kicks.

I thought you would like to know that.

Fact is, no matter how particular you are about the kind of tires on your car, I am far more particular about the kind of tires I sell.

Diamonds had to prove themselves to me before I'd trust my business reputation to them.

So, in answering my rigid requirements, and your big question, "how far will they go?" Diamonds are right to the front with an answer of "5000 miles usually, and frequently better than that."

We can put your size on your car as soon as you drive up to our front door.

### C. G. Electric Co.

Plainview, Texas

# Diamond Tires

## ATTEND Reinken's Suit Sale

### To Late May and Early June Brides, Their Friends and Relatives

There is nothing more appropriate than selections from our

### DIXIE SILVERWARE

Your friends will be pleased to have their selections work out to complete a set if you will only suggest it. The entire silver service can be found here in this beautiful pattern.

### WILBERT PETERSON

HALLMARK JEWELER

# SOCIETY

Telephone Number 72

## ANNOUNCEMENTS.

The Woman's Missionary Society of the Presbyterian Church will meet Monday afternoon at 4 o'clock, at the home of Mrs. E. B. Hughes, 809 Austin Street. Everyone is cordially invited to come.

## CIRCLE C OF BAPTIST CHURCH.

Circle C of the Baptist Church met Wednesday evening with Mrs. Warren and helped to piece a quilt for the Buckner Orphans' Home, at Dallas.

## MISS SAWYER MARRIED.

Miss Hazel Sawyer, daughter of Mr. and Mrs. T. W. Sawyer, and George I. Goodwin, son of Judge and Mrs. J. C. Goodwin, of Brownwood, were married, in Detroit, Michigan, Wednesday morning at 10 o'clock.

## WICKER-BRASK.

Thursday morning at 10 o'clock Rev. T. B. Haynie united in marriage Carl Brask and Mrs. M. E. Wicker. The couple will make their home here.

## HIGHLAND CLUB.

The Highland Forty-Two Club met Thursday afternoon, with Mrs. D. F. Sansom. Light refreshments were served.

Mrs. Elmer Sansom and children have gone to Hillsboro for a visit.

Mrs. A. J. Crager and daughter, Miss Lola, of Lockney, have been visiting here.

Mrs. Emily Phillips was called to Carlton this week by the illness of her daughter.

Mrs. R. O. Hatchell and Mrs. H. E. Hagood went to Crockett, Texas, to visit.

Roy Hancock, who as been attending school at the Texas University, returned home last week.

Mrs. P. M. Bowen went to Abernathy Wednesday to visit her sister, who will leave Sunday for the Temple Sanitarium.

Mrs. Ben Ansley and son went to Amarillo Wednesday.

## WAYLAND FACULTY AND STUDENTS HONOR ANNIVERSARY OF PRESIDENT FARMER.

A delightful luncheon was served on the roof garden of Wayland College Administration Building Thursday afternoon, by the students and faculty of that institution, honoring the seventeenth wedding anniversary of President and Mrs. R. E. L. Farmer.

Those of the faculty present were: Prof. and Mrs. J. E. Watson, T. L. Girault, Prof. and Mrs. R. M. Crabb, Miss Bessie Ziegler, Mr. and Mrs. T. A. Miller. Those of the student body present were: K. C. Lea, David Covington, David Burnett, Houston Shepard and Geo. Miller. Misses Louise Miller and Mildred Farmer, daughter of the honoree, were present.

Delightful refreshments of four courses were served, and the happy young couple of seventeen summers, with their host of friends, relived anew the happy event of May 17 1900.

After refreshments were served, Mr. Farmer, in his genial way, entertained those present by relating to them his many happy experiences as a pastor, teacher and husband.

Fred Peace left this afternoon for Amarillo on business. He was accompanied by his wife.

J. M. Adams, editor of the Plainview News, left for Amarillo this afternoon to attend the Panhandle Press Association meeting.

Miss Iva Cole, of Hale Center, visited friends in Plainview this week. She was accompanied home by Miss Ruby Miller.

J. E. Conner went to Lubbock Wednesday on business. He will be gone until Sunday.

Mrs. Albert Hinn and son, Harold, returned yesterday from a visit with friends and relatives in Oklahoma and Kansas.

Mrs. C. E. Bruce and daughter, of Amarillo, who have been visiting here, returned home yesterday.

Messrs. Boyd Rhea and Ray Stearns, of Lamesa, are visiting Miss Flora Meadows.

Mrs. S. J. Lindsey left Sunday for Altus, Okla., to visit her daughter, Mrs. C. C. Goodwin.

# May Days of Value

## A Springtime Festival of Low Prices in Ready-to-Wear An Opportunity to Purchase Fresh, New, Desirable Garments for Much Less Than Real Values

This event is important to you because it offers the late exclusive styles in suits, coats and dresses, which fashion has ordained correct for wear throughout the season, at greatly reduced prices.

Important to us because we need the room these garments occupy and we expect these reductions to clear our racks in short order.

One of a kind models, most of them, but well assorted sizes.

### SUITS

\$27.50 to \$40.00 suits reduced to.....\$18.95  
\$20.00 to \$22.50 suits reduced to.....\$12.50  
\$13.50 to \$17.50 suits reduced to.....\$9.35

### SILK DRESSES

\$26.00 to \$37.50 dresses reduced to.....\$18.50  
\$17.50 dresses reduced to.....\$10.50  
\$13.50 to \$15.50 dresses reduced to.....\$8.25

Our small stock of spring coats are now being priced far less than their worth.

*Richards Bros. & Collier*

WHERE PEOPLE WHO DRESS BEST TRADE

### RECITALS OF PUPILS OF MRS. MEWSHAW AND MISS SANSOM PLEASE.

The pupils of Mrs. Mewshaw's High School class in expression and physical education, and the High School pupils of Miss Nelle Sansom's music class gave a joint recital in the High School auditorium Friday evening, May 11.

#### Program.

#### PART I.

"La Chasae Aux Gazelles" (Calvini)—Willena Winfield and Gladys Speer.  
"Burglars" (a comedy)—Thelma McLean, Ruth Towery, Hugh Tull and Edgar McClendon.

"The Ship of Faith"—Edgar McClendon.  
"Good Night" (Nevin)—Electra Anderson.

"The Gondoliers" (Nevin)—Electra Anderson.  
"Fifth Nocturne" (Leyback)—Gladys Speer.

"A Mother's Matrimonial Anxieties"—Annie Lowe.  
"The Challenge" (from "The Rivals") (Sheridan)—Marcus Gist, Edmund Bain, Alpha Rosser and Edgar McClendon.

#### PART II.

"La Gazelle" (Wollenhaupt)—Willena Winfield.  
"Berceuse" (from "Jocelyn") (Godard)—Lecna McKinney.

"Nina's Last Lover"—Aleta Woodward.  
Dutch Folk Dance—Ruth Towery, Gladys Speer, Irene Thomas and Eva May Merrill.

"Impromptu in C-sharp Minor (Reinhold)—Margaret Harp.  
"Higher Culture in Dixie" (Dorothy Dix)—Beulah Lowe.

"Pierrette" (Chaminade); "Scherzo" (Mendelssohn); "Tarantelle" (Heller)—Manora Mewshaw.

"An Interrupted Proposal"—Annie Lowe, Beulah Lowe, Bettie Merrill, Aleta Woodward, Thomas Brahan and Leslie Randolph.

Those taking part in the short plays and giving readings showed marked ability for having been in Mrs. Mewshaw's class such a short time. The Dutch Folk Dance, which was novel, took especially well.

The program was greatly enjoyed by those who braved the mud and rain. Monday evening, May 14, a similar program was given by the junior pupils of Mrs. Mewshaw and Miss Sansom.

#### Program.

#### PART I.

"Flying Doves Galop" (Heins)—George Barton Doubleday and Howard Towery.  
"May Day Waltz" (Rugbee)—Eugene Warren (pupil of two months).

Readings—Howard Towery.  
"Rock-a-Dye Baby"; "Dance Lightly" (Gaynor); "Cradle Song"—Katharine Reinken (pupil of five months).

"A Backward Child" (comedy sketch)—Madeline and Josephine Abraham.  
"Dance Around the Snow Man" (Lyons); "Waltz of the Flower Fairies" (Crosby)—Elizabeth Williams.

"Merry Kate" (Eldenberg); "The Jolly Blacksmith" (Harris)—Dealva Miller.  
"The Hen"—Dimer Reeves.

"Rustic Dance" (Schnecker)—Madeline Abraham and Ruth Hooper.

"The Happy Shepherd" (Ashford); "Song of the Jolly Trooper" (Burdett)—Howard Towery (pupil of eight months).

"Oaten Cakes" (play in two scenes)—Meredith Baker, J. M. Connor, Emmett White, Cecil Richards and Milton Lipscomb.

Reading (between acts)—E. M. Carter.

#### PART II.

"Dance of the Fairies"—Solo by Manora Mewshaw and others; Teresa Stockton, Janice Stockton, Vernie Thompson, Helen Ruth Reeves, Margaret Winn and Katherine Woodbridge.

"Serenade" (Gaynor); "Little Maud Ganotte" (Forest)—Madeline Abraham (pupil of four months).

"Good Intentions"—Mildred Duncan.  
"Elfman's Serenade" (Gaynor); "Round Dance" (Dutton)—Ruth Hooper (pupil of four months).

"Dance of the Black Birds"—Physical Education Class.  
"Lollita—Spanish Dance" (Engel)—Minnie Quisenberry and Madeline Abraham.

"The Marriage of Prince Fluttherby" (a play in two scenes)—Roberta Tudor, Vaneta Cox, Marie Cox, Opal Sewell, Mary Jo Burton, Avis Allen, Ruth Hamilton, Ione Broyles, Elbert Boyd and C. B. Reeves.

"Rowing Song" (Dutton); "The Music Box" (Gaynor); "Morning Prayer" (Streabog)—Minnie Quisenberry (pupil of eight months).

"Terrible Tommy"—Florice Hammer.  
"Etude" (Streabog); "Lilliputian Parade" (Ducelle); "Dance of the Midgets" (Cadham)—George Barton Doubleday.

"Sailor Sketch"—Twelve Little Girls.

Mrs. N. J. Stewart went to Lubbock Monday on a visit.

Jeff Williams left this afternoon on business for Oklahoma City.

Mr. and Mrs. R. E. Burch returned Monday from a visit in Mineral Wells.

Miss Grace Ferguson visited her parents, in Hale Center, Sunday.

Rev. R. E. L. Farmer, president of Wayland College, returned to this city Tuesday morning, from Oklahoma, where he has been on account of the recent illness and death of his father, Rev. R. A. Farmer. The latter was a Baptist minister of some prominence in Oklahoma and Arkansas.

Are you wearing the "Red Badge of Honor"? Sign up on the A. & M. Fund.

Prof. J. E. Willis, who is a former druggist of Fort Worth, is supplying the McMillan Drug Co. in that capacity during the absence of Mr. McMillan, who is away visiting his parents, in Franklin, Texas. The latter will return Saturday.

Mrs. R. D. Hatchell and little daughter and Mrs. H. E. Hagood left this morning for Crockett, Texas, where they will visit with relatives. They will also visit at Burk, Texas.

Jack Harrison returned from Canyon Tuesday. He has been a student in the Normal this year.

FOR SALE—Two young Jersey cows; both giving milk. See them at OVERALL'S BARN. 3t.

## Special Suit Sale

100 Men's Suits 100 Boys' Suits

Going at Sharp Reductions

Some as much as \$10.00 a suit  
Get Your Pick Early

# REINKEN'S

Clothing and Shoe Store

ATTEND  
Reinken's  
Suit Sale

## J. J. LASH'S Real Estate Corner

712 BROADWAY. PHONE 658. PLAINVIEW, TEXAS.

Eight-hundred-and-eighty-acre fine improved farm one mile from railroad, in Shallow Water Belt, owner will trade for land in Central Iowa.

Have 100 acres northwest from Plainview, near Finney Switch, owner wants money to make other investment; will sell for half price.

Have \$12,000 worth of Vendor's Lien Notes on irrigated farm in Hale County owner wishes to exchange for irrigated farm near Roswell, New Mexico. Must be irrigated by artesian well.

Three-hundred-and-twenty-acre improved farm located ten miles from railroad owner will take in town property to the amount of twenty-five hundred dollars and give one to six years time on the balance. No cash required.

Have 320 acres land sixteen miles Northwest of Elida, New Mexico, patented land, clear, owner will exchange for house and lot in Plainview.

Have hotel and residence property rented for forty-five dollars monthly owner will trade for land a distance from Plainview.

Have Ford car, good as new, will sell for cash.

Have furnished room, also sleeping porch; will rent both to two young men.

Have seven-room house, two lots, on Postoffice Street, will sell for five hundred dollars cash; balance monthly, like rent.

J. J. LASH



Beasey Sisters

Plainview Chautauqua, May 26, 27, 28, 29, 30, 31 and June 1.

RAISE MORE HOGS.

Meat by the Hog Route.

The meat supply of the country can be increased more quickly by the "hog route" than by any other. The country's need to augment its supply is great, but prevailing high prices alone should be sufficient inducement to farmers to raise more hogs. The prospect of success never was brighter. The high prices ruling in all markets show that the demand for pork is in excess of the supply.—U. S. Department of Agriculture.

No branch of live-stock farming is more productive of satisfactory results than the raising of well bred swine, if conducted with a reasonable care, according to the specialists of the Bureau of Animal Industry, U. S. Department of Agriculture. Hogs fit into the modern scheme of farming on nearly every farm, and are one of the most important animals to raise both for meat and for money. They require less labor, less equipment, and less capital, make greater gains per hundred pounds of concentrates fed, reproduce themselves faster and in greater numbers, and give a quicker "turn-over" of money than any other animal except poultry. Farmers of the South and West particularly have awakened to the merits of the hog, and are rapidly increasing their output of pork and their bank accounts.

The hog has no rival as a consumer of by-products and numerous unmarketable materials which but for him might be wasted. Kitchen refuse, not only from farms, but also from hotels and restaurants, when cooked before being used makes an excellent feed.

The value of skim milk as a hog feed is known on every farm, though not always fully appreciated. In the neighborhood of many large dairies pork production is a very prominent and lucrative supplement to the dairy industry.

To prevent tuberculosis, all milk and milk products should be cooked before being fed to hogs. To control hog cholera, use sanitary precautions and anti-hog-cholera serum treatment.

Give your hog every chance to become meat.

The hog is also a large factor in cheapening the production of beef. Hogs are placed in the cattle feed lots to utilize the corn and other feeds the cattle have failed to digest and which otherwise would be wasted. Hogs following steers in many cases have increased the profit per steer from \$6 to \$9. Hogs should not be allowed to follow dairy cattle unless the cattle are tuberculin tested.

Demand Is Keen.

Disease, such as cholera, has been taking a smaller toll the past season than in recent years; more pure-bred and high-grade hogs are available than ever before; prices of hogs are now past the 16-cent level; demand for pork for home consumption and for export is keen. All of which means that the farmer who does not raise hogs is losing a chance to increase the supply of pork and thus serve the country and at the same time expand a profitable phase of farming.—U. S. Department of Agriculture.

"THE PREVENTION OF DISEASE" SUBJECT OF STATE ESSAY CONTEST.

Under the direction of Mrs. J. T. Landrum, in charge of the girls' club work of the Texas State Department of Agriculture, a contest was held among the girls of the State on the writing of essays on the subject of "The Prevention of Disease." The essays were graded by a corps of trained nurses.

Mrs. Landrum has sent The Herald the essay of Mizza Ethridge, of the Frisco High School, Frisco, Texas. We are pleased to reproduce it here for the information of the club girls of Hale and other South Plains counties.

"The Prevention of Disease."

"Many contagious disease epidemics are very bad mosquito netting should be avoided by caution. Sanita-

tion also is of vital importance. "Typhoid fever, one of the most fatal diseases of the South, is carried by the common housefly. Malaria and yellow fever are carried by the mosquito. The fly lays its eggs in damp, filthy stables, in uncovered garbage cans, in hog pens, etc. The mosquito breeds in ponds, cesspools, watering troughs, water standing in tin cans, etc. The fly comes from the stable and wipes his feet on your food. He visits the typhoid patient and then flies to your bed room, bringing the dangerous germs with him. Often the bits of a mosquito is more dangerous than that of a rattlesnake.

"Flies and mosquitoes can be kept out of the house only by the use of well fitting screens, and if mosquitoes are very bad mosquito netting should be used in bed rooms.

"Stables and barnyards should be dry and should receive as much sunshine as possible. Hog pens should be dry and should be placed far from the house. All garbage should be buried or burned. If it is impossible to drain ponds, etc., oil poured on the surface forms a film which causes the death of the mosquito larvae.

"Cellars and closets should receive sunshine, but if this is impossible, they should at least be kept dry and free from dust. Dry sweeping and dusting should be avoided, for it is by means of dust that the germs of consumption, diphtheria and whooping cough enter the throat and lungs.

"Consumption, sometimes called the

great white plague, is a very contagious disease, about which we can not be too cautious. A consumptive (or anyone else) should not spit on the floor, in a waste-paper basket or on a sidewalk. A consumptive should not use a common drinking cup or be kissed.

"Impure milk and water supplies are sources of great danger. Wells should not be near the house nor where water can be drained into them. It is not safe to use water from a river or lake without first boiling it. In a city, where one cannot know about the source of drinking water, it is safer to use distilled water. We should be sure that the milk we use comes from

healthy cows and that it is kept in a sanitary condition. All milk vessels should be washed, rinsed with boiling water and kept in the open air. Milk and all perishable foods should be kept in the refrigerator in the summer time. The refrigerator should be aired once a week. MIZZA ETHRIDGE, Frisco High School, Frisco, Texas. "April 2, 1917."

THE BELL'S FAULT.

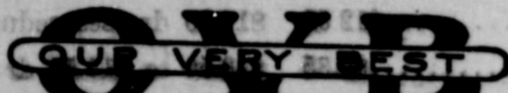
"Why were you late at school this morning, Tom?" asked the teacher. "Why, the bell rang before I got here," the little fellow explained.—The Christian Herald.



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 fastest 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



"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



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

**National**  
HIGHWAY  
6 Cylinder  
12 Cylinder

When National Speaks, the World Listens!  
Because It Is The Voice Of Authority

THE marvelous success of the National Twelve is the greatest boom for the National Six. On the face of it, this looks like a paradox. But isn't it logical that a builder who masters multi-cylinder problems to the unprecedented extent of perfecting this Twelve, is best qualified to produce the most efficient Six.

If National Sixes had been any less meritorious, the Twelve would not today be in vogue.

When one prophesies and subsequent events prove he was right, that one is looked up to as an authority, but when one not only prophesies but actually does it as well, such a one is an even greater authority.

National Predicted, National Produced

America's first sixes were built by National and they were good sixes. With this start and advantage over all others, National has kept up ceaseless work to develop and perfect its multi-cylinder motors. The highest pitch of six-cylinder efficiency is today found in the National.

No greater proof of the superiority of the National Six can be found than the unparalleled success of the National Twelve which is born of the Six.

CONNELL MOTOR COMPANY  
W. W. Connell, Manager  
Phone 112

NATIONAL MOTOR VEHICLE CO. INDIANAPOLIS

THE MOTOR CAR IN DEFENSE OF THE NATION

MAE I. THEATRE  
Saturday, May 19th  
In connection with the regular program.  
T. B. CARTER  
Dodge Distributor

SEWER PIPE—SEWER PIPE—SEWER PIPE

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**HARRISON KELLER AND STEWART WILLE.**

Two lads from small towns in Kansas determined, a few short years ago, to develop their musical talent. Their success should be an inspiration to all who have ability but have felt discouraged because of lack of opportunity. The critical world of music has been compelled to recognize Harrison Keller and Stewart Wille until now their talent is acknowledged not alone in one State, but throughout the Nation and in the capitals of Europe. These men appear at the local Chautauqua.

No less recognized an authority than the Musical Courier, on November 23, 1916, said of these artists:

"Seldom have two artists of such promise as Harrison Keller and Stewart Wille combined their talents and energies in perfecting the art of interpreting violin and piano ensemble works, the beauties of which are little known to music lovers.

"These young men spent several years together in Russia and Germany preparing for this field of activity, and their art is destined to become known to the musical world. They have developed an extensive repertoire, including well chosen examples of the old classics and the great romantic and modern work, as well as many interesting novelties.

"Mr. Keller completed the violin course at the famous Sterns Conservatory, Berlin, under Gustav Hollaender, and afterward became a pupil of Anton Witek, then concertmaster of the Berlin Philharmonic Orchestra and is now filling a like position under the Boston Symphony. Mr. Keller remained under Mr. Witek for three years, when he entered the class of the celebrated Leopold von Auer, director of the Royal Conservatory at Petrograd. After completing his work with Auer, he returned to America.

"Careful training in America prepared Mr. Wille for work abroad, where he studied with the late Annette Essipoff, then head of the piano department of the Royal Conservatory,

**HARRISON KELLER and STEWART WILLE**



Petrograd. Since returning to America he has had the good fortune to be associated with Heinrich Gobhard, the noted Boston pianist, composer and teacher.

"Both Mr. Keller and Mr. Wille are splendid artists, and their excellent ensemble work is winning general recognition."

**NO CONSIDERATION AT ALL.**

They had just finished their first quarrel, subsequent to the honey-

moon, and she was in tears. "If," she sobbed, "if you had had the tiniest spark of love for me you would never have married me!"—New York Times.

**MATTER OF MIND.**

"Do you think Miss Oldgirl will ever change her mind and marry?"

"No. If she marries it will be because some man of her acquaintance changes his mind."—Richmond Times-Dispatch.



**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.

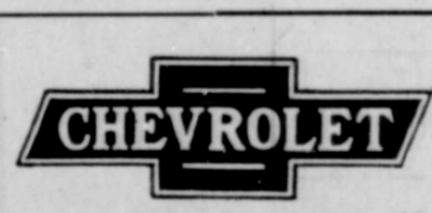
True, we have claimed certain qualities for our car—superior motor-power, easy riding comfort, low cost of upkeep—but we have always been prepared to support our statement with the proof.

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.**



**Keep the Happy Memory of School Days for All Time**

Your graduation portraits, and those of your school mates—precious to you now—will be priceless in years to come.

We are exhibiting new and attractive styles of school pictures that will make most appropriate class gifts and which are priced consistently.

We would be pleased to have you make a visit to our studio.

**COCHRANE'S Ground Floor Studio**

**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 **COAL and GRAIN DEALER** Between Depots



**A Special Exhibition of the New Mechanical Bookkeeper at THE THIRD NATIONAL BANK**

A cordial invitation is extended to you to come into this bank and inspect the wonderful Burroughs Bookkeeping Machine which we have just installed. This "bookkeeper with brains of steel" that cannot make a mistake is on exhibition in our banking room.

We want you to see just how this machine operates—how it adds, subtracts and figures balances without an error. Our bookkeepers will show you exactly how our books are posted by machinery. The demonstration will be both interesting and instructive. Samples of the work will be distributed to everyone present.

This machine has been installed for the purpose of giving added protection to our depositors. We urge you to call and become acquainted with this improved method of handling your account.

**Third National Bank**

**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.

**New Sharples Suction-Feed Separator**

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

**Then Let Us Suggest Some Other Leaders**

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

Our Stocks Are Complete—Our QUALITY and PRICES Are Guaranteed

**R.C. WARE HARDWARE CO.**

Plainview, Texas

Telephone 178

# A Page of Practical Economy From the Store of Values

The vital problem of the American people today is to learn economy. We have construed the term "economy" to mean "making every dollar go as far as possible" and in line with this interpretation we are making our store the logical store to do your shopping. Our experienced buyers anticipated this unprecedented condition and bought heavy, and early, and we are therefore in position to sell our goods in many instances without advance. This careful buying coupled with our modern cash methods enables us to sell much lower than other stores.



## LET US TEACH YOU HOW TO PRACTICE TRUE ECONOMY

You can do it by paying cash at our store. Economy prices on our exclusive ready-to-wear. In President Wilson's message to the American merchants he advises quick sales and small profits. This has been Jacobs Bros Co. platform for years, and is our guide to an ever increasing business. Hundreds of customers are realizing daily that our store always has the newest styles, and they not only admire the pretty articles, but BUY, because our prices are always so reasonable.

### New Spring and Summer Dresses at Economy Prices

The very newest creations in Taffetas, Georgettes, Silk Jerseys, Voiles, Nets, Organdies, etc., at most reasonable prices. See the wonderful values at \$3.50 and up. Every dress new and everyone different.

### Big Reductions in Silk and Wool Suits

We have reduced every suit in stock to the minimum, including all the new arrivals. When you consider that our styles are so different and our prices are so low, it will certainly pay you to see our line before you buy. Economy prices begin at \$11.50.

### New Spring Coats at Economy Prices

Every coat we have in stock is this year's style, and we have put a very radical reduction on every coat. Our reduction prices range from \$5.95 to \$19.50.

### New Sport Suits

The very newest in Summer Sport Suits in all the popular styles and materials. Our prices will please. \$3.95 and up.

### An Extensive Assortment of New Wash Skirts

Depicting the newest innovations and other novelties. Prices \$1.45 and up.

### Our New Silks and Woolens at Economy Prices

Practice true economy by buying the same goods at a lower price. We save you money on your dress goods.

Standard Taffetas	.....	\$1.50
Crepe De chine, all shades	.....	\$1.50
Georgette	.....	\$1.75

EXTRA SPECIAL PRICES ON ALL NOVELTY SILKS.



### Extra Special Prices on Our Famous Michaels-Stern Clothes for Men (For Chautauqua Week)

We want you to get acquainted with Michaels-Stern clothes and we will do our part by allowing an EXTRA SPECIAL DISCOUNT off on any all-wool suit in the store. You will appreciate our excellent designs, tailoring and most reasonable prices. Suits \$8.50 and up to ..... \$24.50

### Men's Shirts, Ties, Hats, etc., at Attractive Prices

We carry a complete assortment of all the prevailing styles in Men's Furnishings and always at prices that are consistently low.

### Novelty and Conservative Slippers at Economy Prices

Our Ladies Shoe Department is gaining in popularity every day. We offer only the newest at all times, and always at prices that are much lower than you can get elsewhere.

White Oxfords ..... \$2.50 and up  
Exclusive Black Kid Pumps ..... \$3.00 to \$5.00

Also a very wide assortment of the newest Spring Boots in White, Champagne, Silver Gray and Black at prices that are from \$2.00 to \$3.00 cheaper.



### Typical Boy's Clothes for Young America

Our pretty selections in boys' clothes have been commended by both boys and mothers and in addition to our regular low prices, we are giving away a Ty Cobb baseball bat with every suit. Prices \$3.50 and up.

### Economy Prices at the One Price Cash Store

French Finish Muslin, yard wide	.....	12 1/2c
Percales	.....	10c and up
Ginghams	.....	11c and up
Best Oil Cloth	.....	20c
Tennis Shoes	.....	65c
O. N. T. Thread, 6 for	.....	25c
Unionsuits	.....	50c and up
Turkish Towels, good quality	.....	25c and up

Many other articles too numerous to mention on which you can save money.



### The newest innovations in Spring Blouses at reduced Prices

We are showing a large assortment of new Spring Blouses in elaborate Georgettes, Crepe de Chine, Voiles and Organdies. You will admire our selections and appreciate our low prices.

### Men's Oxfords

You will find the prevailing styles in low cuts in our Men's Shoe Department in all the new shades and at prices that are much lower in comparison at \$3.50 and up.

### Children's Spring Shoes

Our stock represents all the novelties in Roman Sandles, Patents and Gun Metals, and you will find our prices exceedingly reasonable.



### For the Little Tots

We are showing a very complete assortment of kiddies wash suits and rompers at economy prices. 65c and up.

Also all the newest styles in headwear including the detachable wash hats, 50c and up.

Let us not retard the wonderful prosperity that this country is enjoying. In advocating economy the president does not mean to convey that we must stop buying but that we must eliminate waste. Buy judiciously. Buy for Cash and make your dollar do its full duty. We sell for Cash only and one price to all.

## Black Cat Reinforced HOSIERY

### Black Cat Hose are Synomous for Economy

They are cheaper because they wear longer. Our early purchases in quantities for two stores enables us to sell for only a very slight advance over last year. A very large stock in black, white and colors.

Silk Hose at ..... 65c and up

### Men's Work Clothes

You will find exactly what you need in work clothes, such as Overalls, Work Shirts, Unionalls, Khaki Pants, etc. here at prices that are reasonably low, considering the present market price.

Overalls ..... \$1.10 and up  
Work Shirts ..... 55c



### MAIL ORDERS

Send us your mail orders. Our merchandise and service are superior, our prices are lower, our guarantee stronger than any mail order house in the country. WE PAY POSTAGE and also send goods subject to your approval.

The newest always on display. We advocate quick sales and small profits

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

The newest always on display. We advocate quick sales and small profits





**CROWD INTERRUPTS PLAYING OF "LITTLE WOMEN"**

**At El Paso, Texas, People Insist That Extra Performance of Play Be Given—Demand Heeded.**

The same company—without a single exception—that will play "Little Women" at the Redpath-Horner Chautauqua, played at El Paso the last of April, and one of the El Paso papers tells the following unusual story about an event which occurred during the play:

"Little Women"—a book dear to the heart of every school girl and grown-up—was presented last evening. People went with a certain diffidence, fearing that the remembrance of the most charming story might be marred by an imperfect stage version, but they were happily surprised, for the drama was quite delightful and wholesome, and just as superior as a play as "Little Women" is to all other books of its kind.

"An unprecedented thing happened during the evening. Between acts, Manager Brandon received calls from men and women in the audience requesting a matinee performance. So insistent were they in their claims for the girls and boys of the city to be given opportunity to see this classic that Mr. Brandon was finally prevailed upon to make the arrangement. As the company is leaving town tonight, only the one performance this afternoon will be possible. It was without was like Louisa M. Alcott's book—time year.

"After a series of plays dealing with sex problems, with the war situation and other sordid questions of the day, the human interest play of real life and real people made a marked impression. Although it dated back in the '60's, it was like Louise M. Alcott's book—time having no meaning. It was a tale of today, and will be one year hence.

"Entirely without action, the dialogue alone held the keen and never-falling interest. It required acting. The quality of work was far superior to that of any road show of the year. It was artistic to the point of a loving portrayal given by Miss Jane Marbury, who was an excellent 'Jo'; Miss Henrietta McDaniel was a sweet and flower-like 'Beth'; Miss Elaine Benton, a dainty and fascinating 'Amy,' and Miss

Jean Brae was a satisfactory 'Meg.' Every part, in fact, was well played. Charles Hanna knew his 'Laurie,' and Herman Gerrold was a splendid 'Professor Bhaer.' Not a character but was well given, and among those deserving praise was Miss Julia Varney, who fitted into the picture as 'Mrs. March.'

"Every one who was present last night will agree that no one can afford to miss the matinee."

**JUST TO SHOW HER.**

"How did Jones happen to fall down stairs?"

"Why, his wife said, 'Now, Henry, be careful,' and, as he is not the man to be dictated to by any woman, down he went."—Chicago Herald.

**NO DOUBT THERE.**

"Hello, Bub," said the Stranger to the small boy sitting on the steps of the house. "Is the boss home?"

"Yes," replied the small boy. "She's in the back yard."—Cincinnati Enquirer.

In nearly all cases, manures are most economically used when applied to the soil as fast as collected.

**DRIVEAWAY SHIPMENTS PROVE MORE PRACTICABLE THAN FREIGHT DELIVERY.**

The 4,103 driveaway shipments of motor cars made from the factory of The Willys-Overland Company, at Toledo, in the early months of this year furnished convincing evidence of advantages of that method of automobile delivery from factory to dealer, according to Robert Malone, local Willys-Overland representative.

In January, 993 Willys-Overland cars were driven overland to the dealers; in February, 1,058 were transported in this way, and the driveaway shipments increased to 2,142 in March.

With reasonably good roads on which to deliver the new cars, it is said that the driveaway method is a most desirable substitute for freight delivery, and that it will be a common practice in the future, irrespective of freight conditions.

"Up to a few weeks ago, the drive-

away method of delivering automobiles was regarded as simply the only alternative in getting the cars to the dealers when freight cars were not available," said Mr. Malone. "Today leading manufacturers have awakened to the fact that there is often a distinct advantage in the overland system of delivery, and many of them will continue to adhere to it long after the freight-car shortage is relieved.

"In the first place, the overland delivery of a new car furnishes an ideal warming-up process for the new motor. Actual service on country roads, in the hands of experienced drivers, is the best sort of treatment for the motor fresh from the factory. All of the working parts thereby are fitted for the task which they are to perform, and when the car is delivered to the buyer they work more smoothly, if possible, than on the day they left the factory.

"In the second place, overland delivery is much quicker than shipping by freight. When the car leaves the factory you know approximately just when it will reach its destination. There will be no annoying delay in congested freight yards and, furthermore, there is no danger of rough handling of the car in loading and unloading.

"Poor roads alone stand in the way of overland delivery of automobiles. With good-roads campaigns assuming greater proportions each year, it is reasonable to hope that the time soon will come when the road situation no longer will be an obstacle in the direction. Besides the State and county good-roads support, there is the ever-increasing aid given the movement by the Federal Government.

"In 1916 there were built under the supervision of Federal authorities approximately 561 miles of road 15 feet in width, according to the annual report of the office of public roads in the Department of Agriculture. The roads included in the total are experimental roads, county roads and roads in national parks and forests.

"This is more than double the work of any previous year, and still greater progress is expected in 1917.

"With good roads on every hand, the drive away will no longer be an unusual feature of motor-car delivery. It probably will be the ordinary thing."

**Special Prices This Week and Next on Many Articles**

In making this announcement we want you to know that our stocks are complete in every detail and that our prices are set to meet any competition.

That means that here you will find a wonderful array of just the furnishings you most need at just the prices you are willing and ready to pay.

**CHAUTAUQUA BEGINS NEXT WEEK**

Those of you who will be Chautauqua visitors should seize this opportunity to combine business with pleasure and make your visits to Plainview profitable in more ways than one. Among the many interesting things you will find here are:

**HOOSIER KITCHEN CABINETS**



When we claim the Hoosier to be the best kitchen cabinet in the world there is no disputing it. The cabinets themselves prove it and our customers who are using Hoosiers will back it up.

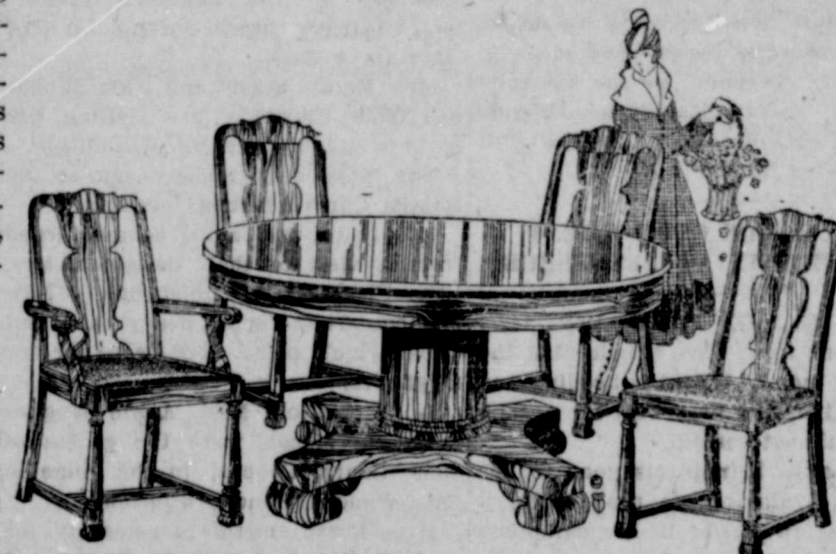
We are showing seven different models from the Hoosier line. In these days of economy and attention to waste the Hoosier comes into its own. The Hoosier is economy itself—economy of time, materials and effort. The waste in the kitchen can be minimized with the proper use of a Hoosier.

**OIL STOVES**

We have just stocked a fine line of Clark Jewell oil stoves in many patterns. These stoves work into the economy plan by saving time, fuel and waste. The mere satisfaction of having the heat concentrated under the cooking food and not throughout the kitchen on hot summer days justifies the modest prices we have set on these stoves.

**GLOBE-WERNICKE BOOKCASES**

There is now enroute to our showroom a big shipment of the famous Globe-Wernicke bookcases. Everyone who has a library or is ready to start one knows how essential the Globe-Wernicke is in the arrangement. There are many styles, sizes, and finishes in the shipment.



**Refrigerators**

Our new line of Gurney refrigerators is in thorough keeping with the high standard of our other lines. It is a refrigerator that is absolutely sanitary and is an ice saver. A refrigerator should be bought with care. In offering you the Gurney we are willing that you should put it to every test. Ask to see the Gurney.

**BEAUTIFUL AND USEFUL FLOOR COVERINGS**

Do you know of a better linoleum than the Armstrong? We do not, that is the reason that we urge you to purchase from the Armstrong showings we are making. Then there are the beautiful and durable summer rugs in a wide variety of patterns and especially designed for making the summer home appear cool. There are Axminsters, Congoleums, Deltex, Corkoline and others of service. Our stock is big—our prices are within the reach of every pocketbook.

**There Are Summer Furnishings Galore**



There are summer furnishings for every room in the house, for the porch and the lawn. No matter what you have in mind now that the dust is over and housecleaning is in full swing and the rains have cheered us and assured good crops we are in a position to quote you most attractive prices. If its anything we don't have we will get it for you mighty quick.

Always learn to see us before you buy—it will be to your advantage.

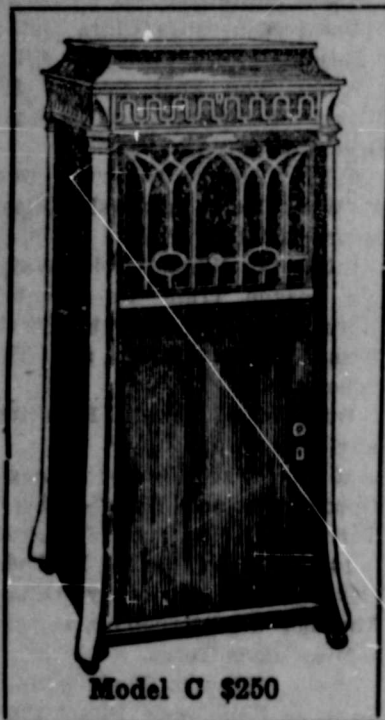
**Garner Bros.**

*Furniture and Undertaking*

Phone 105

"Marvin & Flake"

**What Does Music Mean to You?**



Do you struggle into your dress clothes occasionally for an hour or so of temporary exaltation? Do you merely get an occasional morsel of good music.

Music is a necessity to your spiritual and mental development. You are doing yourself a grave injustice if you do not have good music in your home. Particularly, you are doing your children an unforgivable injustice if you do not fairly saturate their souls with noble music.

**The NEW EDISON**

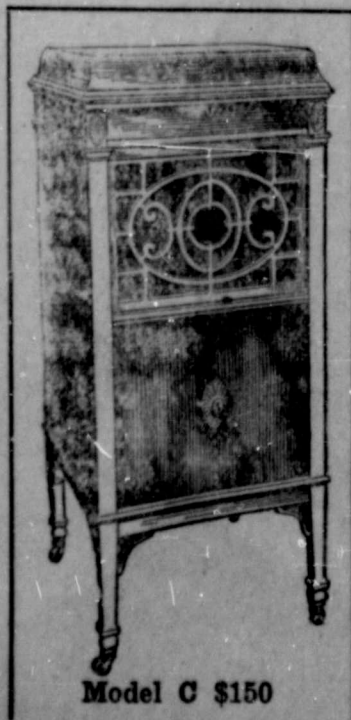
*"The Phonograph with a Soul"*

solves the problem. It doesn't give you the travesty on music which is characteristic of the ordinary talking machine. Instead, it gives you the literal Re-Creation of music, meaning that it Re-Creates the human voice and other forms of music with such literal fidelity that if a living artist sang or played in comparison with the New Edison's Re-Creation of such artist's performance you could not tell one from the other, if you closed your eyes. The truth of this statement has been demonstrated in public before more than half a million people and these demonstrations are chronicled in nearly five hundred of America's principle newspapers.

**We want you to hear**

this wonderful new invention. We invite you and your friends to come to our store. We want to be your hosts at a complimentary musicale. You will not be urged to buy. You will not even be asked to buy. We are perfectly satisfied if you will come and listen.

NOTICE: Please do not ask us to sell you Edison Re-Creations if you intend to attempt to play them on any other instrument than the New Edison. No other instrument can bring out the true musical quality of Edison Re-Creations. Furthermore, injury to the records is likely to result if you attempt to play them on an ordinary phonograph or talking machine.



**RYDEN & SON**

621 Ash Street

Phone 67

**THE KANSAS CITY STOCK MARKET IN DETAIL.**

**KANSAS CITY STOCK YARDS.** May 14.—Cattle receipts of 13,000 head sold at steady prices on an average, though steers were weak in spots, but there was evidence of need of cattle on all sides, top steers \$12.60. Hog receipts were 1,000, market 10 to 15 cents higher, top \$16.45. Sheep today

7,000, unevenly higher, top lambs \$19.35, unheard of previously.  
**Beef Cattle.** The market would have ruled stronger today, but action of the Government in restricting grain-option trading had a weakening effect. However, killers need cattle, and buyers were all out in good season. Receipts included some near-prime natives at \$12.60, real choice steers quotable at

\$13.00 or better, some good pulp steers at \$12.25 to \$12.50, and some good quarantine steers from Furbieux Brothers, Trinity Mills, Texas, at \$11.40. These prices show an advance of 25 to 50 cents over sales of same cattle a week ago. Plain native cattle without much merit as killers sold at \$9.50 to \$10.75. Fills were good today, some cattle showing gains over home weights. A train of California steers sold at \$11.25, four loads of light steers out at \$10.60. Butcher cattle are firm today, best cows up to \$10.75, bulls \$10.25, Colorado pulp bulls \$9.75, quarantine bulls \$9.00. Veal calves sold up to \$13.25.

**CALL ISSUED FOR BOY-SCOUT LEADERS.**

National Office Tells of Need of 19,000 Men of Good Character.

The National Council of the Boy Scouts of America has issued an appeal for 100,000 volunteers, eighteen years old and over, to take care of the new recruits which are pouring in. For the last two months Headquarters has enrolled an average of over 1,000 boys a day.

The Scout Movement at this time is utilizing all the power of a well-organized force of 291,033 men and boys to increase the food production in the United States. The Movement is represented in every city and town of 1,000 population and over, and as a consequence the work of the organization will be a big factor in the 1917 crop, but the needs of America and her Allies at this time are enormous, and the leaders of the Scout Movement are determined to secure leaders to take care of every boy who volunteers.

Officers of the Scout Movement point out that there are many patriotic men who want to do their "bit" but who cannot be accepted for active service at the front because of physical disability or because they have dependents. Many of these men have the necessary qualifications to serve as scoutmasters. All such are requested to give their names and addresses at once to the representative of the Boy Scouts of America in their neighborhood.

It is also explained that a number of the Scout officials are volunteering for active service, and this increases the immediate need for men to take up Scouting in order that all troops may have adequate competent leadership. The enrollment of the Boy Scouts of America today is 224,331 boys and 66,702 men, making a grand total of 291,033.

The Boy Scouts of America are working under the slogan "Every Scout to Feed a Soldier" and in other ways are definitely co-operating with the U. S. Government. The program for the summer is full of activity and opportunity for real patriotic service.

The money value of rich food as compared with poor is largely increased when fed to rich cows instead of to poor cows. It is a waste of money to use poor food, and it does not pay to keep poor cows.

The loss of weight of live stock is a dead loss. It costs once to make the weight; if lost, it has to be replaced before marketing the animal, hence the feed required to make the weight a second time is totally wasted.

**MINISTERS OF GOSPEL PUT TANLAC TO TEST**

*Well-Known Ministers of the South Come Out Openly and Fearlessly and Tell What They Know to Be the Truth About the Medicine That Has Helped Them.*

Rarely will a minister of the Gospel indorse a proprietary medicine. The preacher's high calling, the influence he commands puts a grave responsibility on his every word. He will not jeopardize his reputation by commending a thing without first assuring himself it is all right. His word carries as much weight in the home, on the street, or in the public prints as in the pulpit.

When ministers of some of the greatest communions in the land indorse Tanlac, their words carry conviction. They say what they know to be the truth. They have put Tanlac to the test of personal service and have not found it wanting.

The proprietors of Tanlac have received countless testimonials from people in every walk of life, earnestly commending it. Among them are a number from prominent ministers of various churches. A few of these are printed below:

Rev. W. C. Norton is pastor of the Wesley Memorial Church of Jacksonville, Fla. He says:—"I suffered from chronic indigestion for years. I seldom slept well and had severe headaches. Since taking Tanlac I feel as well as ever I did—sleep splendidly, and eat anything I want. Tanlac has restored my health, and I feel it my duty to recommend it."

Rev. A. H. Sykes, pastor of Watkins Park Presbyterian Church, Nashville, Tenn., says:—"Mrs. Sykes suffered from stomach and kidney troubles and a nervous breakdown. Tanlac restored her health—she is gaining strength and flesh rapidly—her full restoration is but a question of time."

Rev. E. G. Butler, pastor of Central "I had no appetite—suffered from weak Baptist Church, Muckogee, Oklahoma, says:—"I had attacks of acute indigestion. Results from taking Tanlac have been most satisfactory—am glad to recommend it as the best medicine I have ever tried."

Rev. F. M. Winburn, Methodist, San Antonio, Texas, says:—"I had no appetite—suffered from weakness and general debility—could not work without quickly tiring. Found Tanlac just what my system needed. I consider Tanlac a good medicine to build up run-down systems."

Rev. R. J. Taylor, pastor St. Pleasant Baptist Church, Franklin, Texas, says:—"Grippe left me in a very bad

shape—had indigestion, nervous headaches—could not sleep well. Tanlac gave me a good appetite, strengthened my nerves, I sleep well as ever—have gained five pounds."

Rev. A. L. Tull, Methodist, Atlanta, Ga., says:—"My granddaughter was a nervous wreck from indigestion. Tanlac gave her an appetite—she can eat anything. She is on the road to recovery."

Rev. Jas. H. New, Baptist, Clarkston, Ga., says:—"My wife ad severe cramps, headaches, was very nervous, badly run down, weak and thin. Tanlac caused her troubles to disappear—she never complains now."

Rev. A. J. Vallery, former superintendent Bethany Home, Monroe, La., now of Memphis, Tenn., says:—"Three years ago I had a general beakdown with indigestion—had rheumatic pains in legs. Since taking Tanlac am relieved of indigestion—rheumatic pains have stopped—feel like a new man. I give Tanlac my unqualified indorsement."

Rev. John M. Sims, Baptist, Atlanta, Ga., says:—"My wife had severe cramps, indigestion and inactive liver—digestion badly impaired. Tanlac corrected these troubles entirely—gained ten pounds taking two bottles."

Rev. W. T. Roby, Pastor West Lonsdale Methodist Church, Knoxville, Tenn., testifies from personal experience as to the great benefit he derived from taking Tanlac for disordered stomach.

No greater praise can be given a remedy than the unsolicited testimony of men whose lives are devoted to the betterment of their fellow men. Their integrity cannot be doubted. They serve their calling often at great personal sacrifice. Tanlac has helped them—they say so because they want to do you good.

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

**STOCKERS AND FEEDERS.**

Country buyers are confident with respect to futures, and stockers and feeders are firm at the highest prices yet paid, stock steers \$8.25 to \$10.50, feeders around \$10.00, a few fleshy feeders up to \$11.00 or better. Stock cows and heifers are much wanted, and bring \$7.25 upwards, choice heifers around \$11.00.

**Hogs.**

Receipts overran estimates today, but buyers were keen competitors, sales 10 to 15 cents higher. Some weakness developed, but the top, \$16.45, was paid near the close, three or four loads at that figure. Medium weights bring up to \$16.35 today, and lights \$16.25. Apparently the buying side has no difficulty in moving the product at a profit, and stands ready to take everything that comes at strong prices. Shipments from distant Western points continue to be a feature, two loads of California pigs today, among other shipments from intermediate range states. Pigs bring \$12.50 to \$14.75.

**Sheep and Lambs.**

There was a wide variety in the supply today, ranging from choice winter-fed lambs, 66 pounds, at \$19.35, downwards to New Mexico goats, at 10 cents a pound, the latter to both killers and country buyers, record prices all along the route. Texas fall-clipped yearlings, fed a few weeks in Kansas, sold at \$14.40 an d \$14.75, clipped Western lambs worth up to \$15.50, second-grade woolled lambs today at \$18.50.

J. A. RICKART, Market Correspondent.



ETHEL GARRYMORE AND ROBERT WHITTIER, IN 'THE CALL OF HER PEOPLE'

**The Wonderful Metro Release**  
Wednesday, May 23  
**OLYMPIC**  
"Quality Did It"  
Afternoon 5c and 10c. Evening 10c and 15c.

**Maxwell**  
**Fuel Economy Test**  
Wednesday, May 23rd

Stock touring cars will be used in this nation-wide test of mileage on a gallon of gasoline.

\$5,000 in Prizes

Open to every Maxwell touring car owner.

Get particulars from

**South Plains Motor Co.**

Old Vickery-Hancock Bldg.  
J. M. Lipscomb T. D. Lipscomb  
Phone 677

**Sells it for Less Hamner's Dry Goods Store Sells it for Less**

Many new arrivals in canvass shoes and slippers, ladies' and children's slippers. Complete line of tennis shoes in stock. Also shoes priced much below the market value on today's wholesale cost.

**LADIES' FINE WASH WAISTS**

We are showing a large line of ladies' fine wash waists at \$1.00. Many are worth more. Our line of \$1.00 ladies' middies is larger than usual and the complete line at value today would sell at \$1.25 to \$1.50 each.

**LADIES', MEN'S AND CHILDREN'S HOSE**

We are showing the largest line we have ever carried. Hose are hard to get—all mills behind on shipments, but we have a good assortment at practically old prices. You will pay more elsewhere for these goods.

**We advise you to buy shoes and hose now.**

**Special Round Trip Excursion Rates**

**FORT WORTH, TEXAS,** account Texas State Federation of Labor. Date of sale May 20th. Limit May 28th. Fare \$13.50.

**CHILLICOTHE, TEXAS,** account Woman's Missionary Society of Northwest Texas Conference, 26th to 30th. Date of sale May 25th-26th. Final limit June 1st. Fare \$11.60.

Special round trip excursion rate Oklahoma City, account annual meet National Oil Mill Superintendents and Oil Mill Manufacturers Association, May 30-June 1. Date of sale May 27, 28, 29. Final return limit June 2nd. Fare \$16.25.

For further information call or phone 224.  
**JOHN LUCAS, Agent.**

**CLEAN UP FOR CHAUTAUQUA**

Just one more week then the big entertainment feature of the year will start, the 1917 Chautauqua. Of course you will be there and so will all your friends. You will want to appear as well as they. Perhaps it would embarrass you to purchase an entire new outfit of Summer clothes right now—**BUT**—there is a way

**The Waller Tailoring Company Way**

to help you out of your trouble, and it will do so effectively. Get that last summer's suit out and see if it can't be made to serve. Many a suit you think ready for the rag bag will be wonderfully restored if you will permit us to work on it.

**TAILORS DRY CLEANERS**  
Phone 188

**THE KANSAS CITY STOCK MARKET IN DETAIL.**

**KANSAS CITY STOCK YARDS, May 11.**—Cattle receipts this week were 35,000, 6,000 more than last week, and 8,000 more than same week last year. Prices were lower Monday, but started upward Wednesday, and close 40 to 75 cents above the low time on steers, other cattle strong. Hogs this week 54,000, 3,000 more than last week and 5,000 more than same week last year, market working upwards fast, top today \$16.25. Sheep and lambs this week 19,000 head, about like last week, but less than half as many as a year ago, market sharply higher, choice lambs worth \$19.00.

**Beef Cattle.**  
The sudden ending of the run of pulp cattle this week was a shock to buyers, and anything in the steer line with quality is at the highest point yet reached. Prime steers are worth up to \$13.00. Kansas steers wintered on alfalfa and silage, with never a taste of corn, sold at \$11.15 this week, 1,250 pounds. Nine loads of South Texas steers weighing 865 pounds excited spirited bidding today, and finally sold at \$11.20. These were in the \$10.20 grade first of the week. A large number of middle- and low-class steers were here this week, at \$9.25 to \$10.75. Cows and bulls frequently sell above \$10.00, heifers up to \$11.75, veals \$13.25.

**Stockers and Feeders.**  
Two hundred cars went out the first three days this week at strong prices, an increase over both last week and the same week last year, but there is a rather liberal accumulation in the yards. Feeders sell at \$9.40 to \$9.85, stock steers \$8.50 to \$9.50, exceptions one dollar or more above these quotations.

**Hogs.**  
Light hogs sold 25 cents higher today, and few brought less than \$15.50, best lights \$16.00, medium weights \$16.15, heavy \$16.25. Order buyers are taking a good many hogs, and all the packer buyers have urgent orders, resulting in stronger competition among the buyers than any time recently. Prices are 50 cents above Monday on heavy hogs, and more on light weights, and there has been no effort from anyone to stop the advance. Shipments from the range states continue to be a prominent feature, distant shippers now placing a home-made watering trough in cars, together with a sack of corn, and sending hogs through without unloading en route. California and Arizona hogs came through that way recently, train crews taking care of the hogs on the way.

**Sheep and Lambs.**  
Choice wool lambs are worth \$19.00 today, and will shortly go to \$20.00. Spring lambs from Arizona sold at \$16.85 today, clipped Arizona ewes \$11.75, some pretty common California spring lambs today at \$16.25. Arizona brusher goats brought \$9.50 this week, mixed nannies and kids, 48 pounds average. Thousands of brusher goats are wanted here, as well as fat goats and all grades of killing sheep and lambs.  
J. A. RICKART,  
Market Correspondent.

Good digestion is one of the indispensable requisites of a really good horse. No matter how well formed or how intelligent a horse may be, if his digestion is poor he will be an expensive animal to keep and he cannot be nearly so serviceable as he otherwise would be. Health, strength, and efficiency, are each and all largely dependent upon digestion.  
The price received for any product

is not the only matter that should be taken into consideration; but too often it is the only one that is considered at all. The cost of production is quite as important as the value of the product, and in reckoning this cost one of the principal items is sometimes the effect upon the land.

The more time taken to put on flesh, the more it costs, while animals fattened quickly have sweeter and tenderer meat. The secret of quick fattening is never to overload the stomach and to give as good a variety of food as possible. Feed liberally and regularly, giving all the animals will eat up clean. Make as comfortable as possible, and a quick gain can readily be

**BREED YOUR SOWS NOW.**

**Fall Litters of Pigs Are Desirable—A Step to Increase the Meat Supply.**

Every breedable sow should be bred to bring a fall litter. It is important that all sows be used to increase the food supply, and no sow should be carried over the summer unbred. Fall litters under common-sense management are profitable. The pigs should come in early fall—September and October—so that they may be weaned and have attained sufficient growth to shift for themselves before cold weather arrives. The earlier the pigs come in the fall the cheaper their growth will be made on available pastures and the stronger they will be to withstand the winter. The period of gestation for a sow is approximately 112 days, so that a sow bred on May 15 would farrow about September 5. This means the sow must be bred for fall litters during the months of May and June.

All sows should be bred. Scruples over breeding immature sows should be forgotten. While in normal times most hog raisers do not breed the gilts earlier than eight months of age, sows will breed as early as five to six months of age. There are thousands of young gilts farrowed last fall and winter which will take the boar and should be bred this spring. By breeding them this spring the feed given them through the summer will have been more completely devoted toward food production. It will help to produce a greater meat supply and a supply ready for market six months earlier than if they were not bred until fall. Breeding young gilts will have no bad effects on the farm herd. Results at the Missouri Experiment Station show that the young pregnant sow continues to grow under proper feeding and that the size of the litter is not appreciably reduced. Suckling the pigs retards the growth of the young sow, but this permanent retardation of growth is small and of minor importance when the sow will produce a good litter of pigs.

Larger litters are obtained by flushing sows before breeding. This is done by feeding in such a way as to have the sows putting on weight at the time of breeding. The suckling sow should have her pigs weaned shortly before being bred. Her udder should be dried up by a reduction of feed. She should then be flushed, and in a few days can usually be bred. After breeding, the sow should be watched to be sure she has caught. If she has not, twenty-one days later she will again show indications of heat and can again be bred.

A good, pure-bred boar should be used, preferably of the same breed as the sow or of that bred which predominates in the sow. This will result in

a more uniform lot of pigs and an upgrading of the breeding herd. For the young gilts and small sows a breeding crate may be necessary if the boar be large.

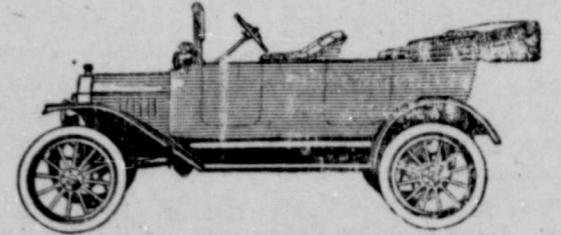
The pregnant sow should be fed a

ration consisting of bone-making and muscle-making feeds. She should gain weight, but not be made fat. Pasture with a small grain ration proves excellent for carrying the pregnant sow until she is almost ready to farrow.

**Ford**  
THE UNIVERSAL CAR

Owners of Ford cars are advised to beware of "counterfeit parts." If your car needs adjustment bring it here where you will find reliable service with the complete mechanical equipment to give you the highest quality of Ford service obtainable. All the Ford parts used are supplied by the Ford Motor Company. You can not expect your Ford car to give the service and endurance you demand unless you have it cared for by men experienced in Ford methods. Runabout \$345, Touring Car \$360, Sedan \$645, Coupelet \$505, Town Car \$595—all f. o. b. Detroit. On display and for sale by

**BARKER & WINN**



# Next Week Is Dress-Up Week for Chautauqua



Copyright Hart Schaffner & Marx

Of course you will be preparing to look as well as your friends and they will all be there. At this big social event which lasts not one day but a whole week you will want to look your best. There is no reason why you shouldn't when we are offering you such seasonable merchandise at such interesting quotations.

## For the Men and Boys

There have just come in a fine showing of summer suits. Do you remember how hot it was last Chautauqua? Well it comes a week later this year and it bids fair to be even hotter, so you will be right in line among the comfortable ones if you will make a selection from this showing.

There are suits from the famous Hart Schaffner & Marx line, the Style-Plus line, and other lines that we handle regularly and can vouch for their goodness. Prices are moderate—comfort supreme.

Everything else you need to dress up is here. There is one of the "niftiest" line-ups on straw hats and Palmers we have ever shown, and its about that time don't you think? Better get ready to be wearing the proper thing when Chautauqua comes.

Then there are the delightfully cool summer shirts, silks, madras, and shirts of every style and material, and the appealing neckwear. Every item in the men's department is just the thing for Chautauqua or any other summer event.

We expect to have you call to see these special seasonable items for we know that you must be interested and will be more so when you see them.

**CARTER-HOUSTON'S**

"Goods That Speak for Themselves"

Your trip to Plainview, if you are an out of town customer, offers you the opportunity to make this a summer shopping tour as well as a pleasure excursion. We can thoroughly outfit every member of your family from head to foot on this occasion and invite you to make this headquarters during the big event and inspect our full stocks.

## For the Ladies and Girls

Just because we know that the ladies are going to need but little urging to prepare for the demands of Chautauqua we thought it right and proper to offer you some of the things you will need at a different price.

We have arranged a special sale all during Chautauqua on a beautiful assortment of dresses.

You know what the quality is behind Carter-Houston dress offerings. You will be delighted at the special prices.

There are no more than eight or ten suits and coats left in the house. These await you marked at one-half original prices. You couldn't possibly have them made for what we offer them to you.

Comfortable, dressy footwear for ladies and children is here in abundance. Your selections will be a pleasure for there will be so many to your liking.

See our big line of children's ready-to-wear.

**BANKERS ASKED TO ASSIST IN PORK PRODUCTION.**

WASHINGTON, D. C., May 9.—Since hogs afford the quickest means of increasing our meat supply, continued and extended efforts of public-spirited bankers in furthering the organization of pig clubs by advancing to club members the money needed for the purchase of pure-bred sow pigs is doubly desirable at this time, according to the United States Department of Agriculture.

Pig clubs have increased very rapidly during the past seven years, the specialists point out. In 1910 there were 59 members in the United States; today the number exceeds 30,000, found principally in Arkansas, Alabama, California, North Carolina, Louisiana, Georgia, Texas, Oregon, Oklahoma, Nebraska, Kentucky, Indiana, and Massachusetts. These States contained 21,673 members last year, but pig clubs are being formed rapidly in other States. The demand for gilts and bred gilts by club members is unprecedented, even at the high prices at which they are held.

Financial assistance to the pig-club members has been the means of introducing pure-bred hogs in places where otherwise this might have been impossible, and has helped to build up the agriculture of the communities which the banks serve. These clubs stand not alone for greater-pork production. By increasing the amount of live stock, they encourage the production of much of the feed on farms, and as their activities are co-incident with or follow club work in the growing of corn and forage crops, they are part of a system that favors a sound diversity in agriculture and a rotation of crops that will maintain the fertility of the soil.

Two plans have been followed by bankers in providing the sow pigs necessary to enable the boys and girls to engage in pig-club work. One method is the so-called promissory-note plan. The banker makes individual contracts with the pig-club members. In each

case he agrees to lend them a certain sum of money at 6 per cent interest for one year, or longer if necessary. The member agrees to keep up a membership in a pig club, to invest the loan under the direction of the county agent or county club representative, and to repay it at maturity out of the proceeds of the sale of the original stock or the increase. As security for the loan, the banker takes the member's promissory note. The member's parent consents to the contract, in writing, and agrees not to claim any right in the pigs purchased or their proceeds.

The other method is called the "endless chain" plan. This also involves individual contracts. The banker agrees to furnish a registered sow pig. The boy or girl agrees to join a local pig club, obey its rules, care for the sow according to instructions, breed her at not less than eight months of age to a registered boar of the same breed, raise the litter according to the rules of the club, and deliver to the banker two choice gilts (not less than eight weeks old) from the first litter. The member agrees also to take out registration papers for all the first-litter pigs not sold for immediate slaughter. When these agreements are met, the original sow and the remaining pigs become the member's property. If the member is unable to return two sow pigs out of the first litter, the agreement continues until this is possible. If the original sow dies before farrowing a healthy litter, the banker bears the loss. If the member does not fulfill all agreements, rights to the sow and her progeny are forfeited. The parent agrees to the contract, in writing, and acknowledges that the sow and increase shall belong to the boy or girl.

When the banker receives the two sow pigs from the member and puts them out with other boys or girls under the same agreement, the endless-chain feature of the activities is set in motion. This plan may be varied in details to suit conditions. For in-

stance, the banker may require the return of only one sow pig, and stipulate that the boy or girl must join a corn or peanut club, raise at least half an acre of green feed, and exhibit the sow and her offspring at the county fair or live-stock show.

Under similar arrangements, boys have received calves to raise, and both boys and girls have received eggs of pure-bred chickens for hatching.

It is urged that bankers in the South who have taken part in these projects heretofore continue their aid, and others, both in the North and in the South, take up the work, as it is a patriotic duty at this time to increase the Nation's supply of food. County agents, State agricultural colleges, and the Department of Agriculture will answer gladly any questions regarding details of these activities.

**HALE COUNTY SINGING CONVENTION SET FOR 27TH.**

The Hale County Singing Convention will meet with the Prairieview class on the fourth Sunday in this month, the 27th, and the following program will be carried out:

Song by all.  
Prayer, by the chaplain.  
Two songs by the President.

Two songs by Grover Lemaster.  
Two songs by Chas. Wilson.  
Two songs by Clay Williams.  
Duet arranged by W. H. Hand.  
Two songs by Grover Burt.  
Two songs by C. E. Slaughter.  
Two songs by J. W. Gibson.  
Quartet arranged by Carl Wells.  
Two songs by L. D. Griffin.  
Two songs by Gordon Hanson.  
Two songs by W. Jeff Williams.  
Solo by Jake Burkett.  
Two songs by Hubert Henderson.  
Two songs by John Burt.

Business Session.  
DINNER.  
Two songs by L. W. Sloneker.  
Two songs by Earl Raper.  
Quartet arranged by Jim Rawlings.  
Two songs by Foster Henderson.  
Two songs by Mr. Henshaw (Kress).  
Two songs by Chas. Smith.  
Solo by Mrs. Beulah Kier.  
Quartet arranged by R. M. Peace.  
Two songs by A. W. Waddill.  
Two songs by J. J. Nell.  
Quartet arranged by Mrs. Grover Lemaster.

Two songs by Miss Helen Groff.  
One song by Judge Clements.  
There will be special music by some whose names do not appear on the program. It will pay you to hear this, as it will be a treat indeed. Every one is invited to come, and remember the motion we adopted at Halfway, to make this convention everybody's convention, and bring a cake and a pie to help out and make you feel at home.  
Yours in song,  
L. W. SLONEKER,  
President.

**CHAUTAUQUA VISITORS**

Are invited to make our sanitary fountain headquarters during the Chautauqua. We will be located nearer to the tent than any other fountain and can give you service unexcelled.

You may be interested too in our fresh shipment of Whitman's chocolates—one of the best made.

F. E. BLASINGAME, at McMillan Drug Company

**\$1150 F. o. b. Racine**  
Mitchell Junior—a 40 h. p. Six  
120-inch Wheelbase



**\$1460 F. o. b. Racine**  
7-Passenger—48 Horsepower  
127-inch Wheelbase

**Now a Lifetime Car**

**BUILT AND TESTED FOR 200,000 MILES WITH 100 PER CENT OVER-STRENGTH**

*We now show Mitchells in two sizes and both designed, in every vital part, for twice the needed strength. And both with many extras.*

Three years ago, after one year in Europe, John W. Bate resolved to double Mitchell strength. Our standard then was 50 per cent over-strength. He decided to make it 100 per cent over-strength. In this year's cars, for the first time, we announce that new attainment.

**Every Part Studied**

He has made a study of every part. He has worn out fifty cars in learning needed over-strength. He has devised radical tests to prove at least double-strength.

Over 440 parts are built of toughened steel. Safety parts are vastly oversized. All parts which get a major strain are built of Chrome-Vanadium.

Gears are tested for 50,000 pounds per tooth. He perfected his springs—Bate cantilever—until in two years not a single one has broken.

He subjects his engine to 10,000-mile tests, then takes it apart and inspects it.

The result, we believe, is a lifetime car. Several Mitchells have survived 200,000 miles of hard driving—about 40 years of ordinary service.

**No Added Cost**

This over-strength has been accomplished without factory cost. It is one of the Mitchell extras, paid for by factory savings.

This entire plant has been built and equipped to build this one type economically. Millions have been spent under John W. Bate, to this single end.

The result is a saving, on this year's output, of at least \$4,000,000. And that whole sum is spent on Mitchell extras, including this over-strength.

**Unique Attractions**

This year's Mitchells have 31 features which nearly all cars omit. Things like a tire pump, dashboard engine primer, reversible head lights, etc. All things which you will want.

And on this year's cars we add 24 per cent to the cost of finish, upholstery, and trimming. The result is marvels of beauty and luxury, with a finish that endures.

holstery, and trimming. The result is marvels of beauty and luxury, with a finish that endures.

Savings made in our new body plant pay for all this added luxury.

**What Would You Omit?**

Come see these new cars and tell us what you would omit. Would you have a car less durable, less complete, less attractive?

If not, you must choose Mitchell. It has hundreds of extras which others do not offer. And they never can, at Mitchell prices, until they attain Mitchell factory efficiency.

**TWO SIZES**

**MITCHELL**—a roomy, 7-passenger Six, with 127-inch wheelbase and a highly-developed 48-horsepower motor.

Price \$1460, f. o. b. Racine  
**MITCHELL JUNIOR**—a 5-passenger Six on similar lines, with 120-inch wheelbase, and a 40-horsepower motor—1-4 inch smaller bore.

Price \$1150 f. o. b. Racine  
Also six styles of enclosed and convertible bodies. Also new Club Roadster.

**One Size is Now \$1150**

This year the Mitchell comes in two sizes. The smaller is Mitchell Junior. It is a roomy and powerful Six—120-inch wheelbase, 40-horsepower motor. Large enough and powerful enough for a 5-passenger car.

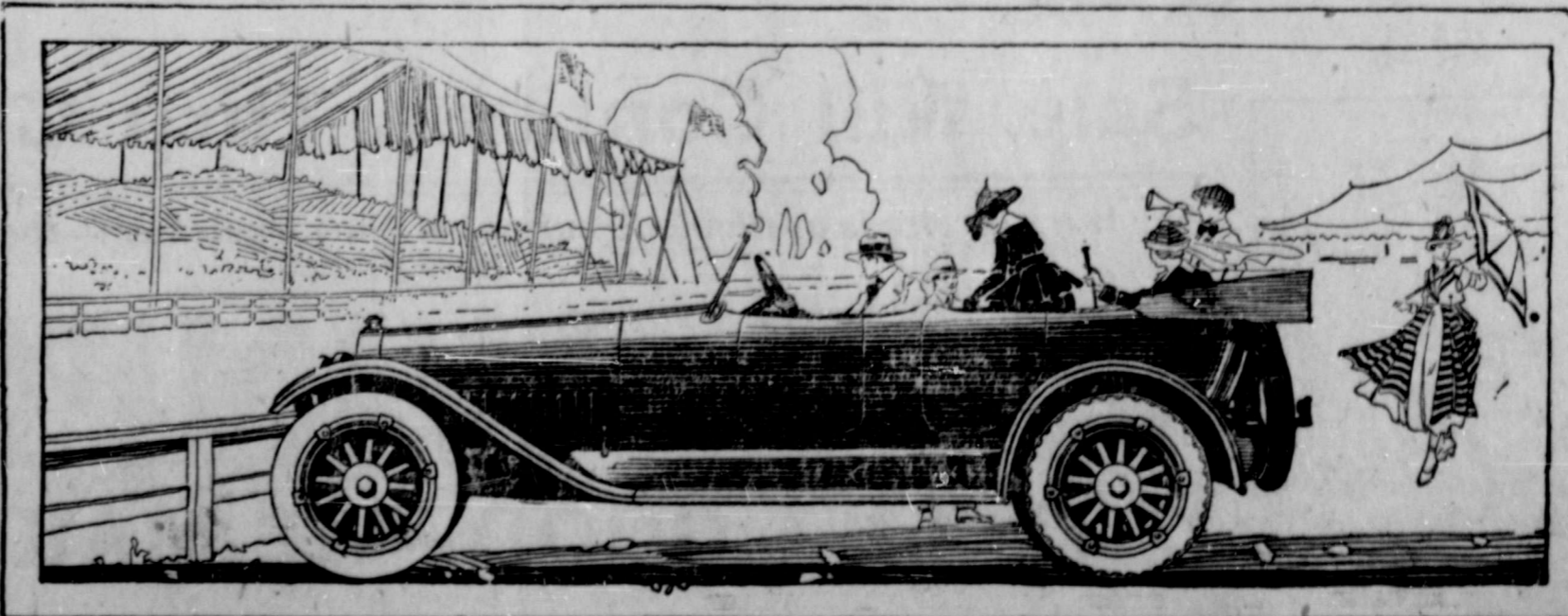
So now you can get the size you want, and the price you want. And any style of body. And all are Mitchells, built to Mitchell standards, with the Mitchell extras and the Mitchell over-strength.

Come and see these latest models. They embody over 700 improvements which Mr. Bate has made.

**Plainview Machine & Auto Co.**

Phone 16

D. Brown, Proprietor



**Locke & Rushing**

Room 23, First National Bank Bldg.  
Telephone 567

All kinds of Insurance. We write Hail Insurance on crops in the old reliable

**SAINT PAUL COMPANY**

**THE WORLD'S TWO BEST TWO-ROW CULTIVATORS**

**The P. & O. Two-Row Cultivator**

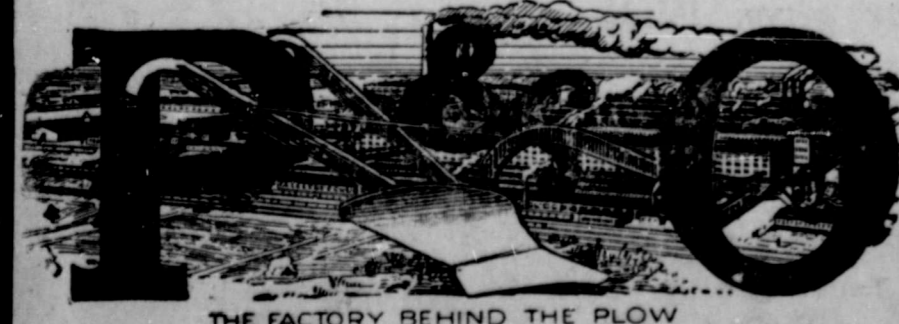
covers every essential feature for perfect work, ease of adjustment and adaptability of all conditions of soils. The simplest and strongest Two-Row Cultivator made. "It's the way we build them." Frame as strong as a bridge. Axels of improved construction prevents wheel widening in front; make light draft.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



**No. 27 2-Row Lister Cultivator**



We make a complete line of DRY-FARMING tools, prominent among which is the No. 27 Lister-Cultivator, which has many superior features, consisting of two sets of gangs mounted slidingly on a trussed spreader pipe. Turn table construction evenly distributes weight on the gangs, holding them level and preventing one side from going in deeper. Each gang follows its own row. Roller connection between the gangs and spreader pipe. Gangs can be raised as a unit or shovels can be raised separately. Frame balances with tongue when raising gangs. Easy to change from first to second cultivation. Extra high clearance for large corn, with long shield for small corn. Eight shovel attachments can be furnished when ordered. If your dealer will not supply you it ONLY TAKES A POSTAL to get our new 1917 catalog and special introductory prices.



**PARLIN & ORENDORFF IMPLEMENT CO**  
DALLAS, TEXAS.

**AUDIENCE FORGETS THE FOOTLIGHTS.**  
**So Says El Paso Morning Times About Production of Opera "Pinafore."**

The first production of the opera "H. M. S. Pinafore" for this season by the company presenting it at the Redpath-Horner Chautauqua, was at El Paso, Texas. Concerning it The Morning Times says:

"Gilbert and Sullivan's classic comic opera, presented last night by the New York Light Opera Company, held the attention of the audience every minute through the two acts. At the close there was an outburst of pent-up enthusiasm, and the curtain rose again long enough for 'his sizers and his cousins and his aunts,' to say nothing of Jack Tars, encore with a repetition of the closing stanza.

"If 'H. M. S. Pinafore' ever grows old and thence it will be when troops like the New York Light Opera Company cease to carry it around the country in their repertoire, if one may take the effect produced last night as a criterion. The scenery is good and the singers, including the chorus, have good voices and put a delightful inter-

pretation upon the lines. "Majorie Pringle, in the role of Josephine, made friends with the audience from the start. Alice McComb, as Hebe, is also good, while Marie Horgan, as Little Buttercup, is simply charming.

"Arthur Pacie Ripple, as Sir Joseph, is a typical Englishman. Two particularly strong and well trained voices are those of Harry Luckstone, who sings the lines of Captain Coran and J. Humbird Duffy, who sings those of Ralph Rackstraw, the "top man." William Sellery, as Dick Deadeye, puts a breeze of genuine sea salt into the atmosphere, and all but rocks the ship as he rolls sailor-like along the ropes and rigging.

"The company presents the opera in a thoroughly refreshing manner, and puts human interest in new phases into the lines in a way that one almost forgets that there are footlights between the players and the audience."

In the growing of farm staples, profit lies mainly in economy of production. This is the only item of cost we can control, and the most should be made of it. The control of the market is beyond our reach.

**MARIE HORGAN WAS YOUNGEST "BUTTERCUP."**

The production of "Pinafore" to be given on the Redpath-Horner Chautauqua is the greatest attraction that has ever been presented on any Chautauqua. It is a bigger and more important undertaking than the "Melting Pot," which was so successful last year. The attraction is a full and complete presentation of the Gilbert and Sullivan opera which has made a distinct and tremendous "hit" wherever produced. It is because of the immensity of this play that the Chautauqua management was compelled to get new tents for their entire Premier circuit, with large and specially equipped stages.

In this mammoth production there is a real orchestra, a musical director of fame, principals and chorus, everything exactly as given in New York City. The names of the principals will be recognized immediately. There are Miss Marie Horgan, who will take the part of Buttercup; Harry Luckstone, J. Humbird Duffey, William Sellery, Majorie Pringle and Arthur Pacie Ripple, and others as famous, in their respective roles.

Every member of the cast is a real

artist. It will be produced according to Chautauqua standards. The members of the chorus will be fine, clean young ladies and gentlemen. This opera will be produced completely and entirely, with proper costumes, lighting effects, stage settings, even including the ship itself, which will be built on the stage.

While Miss Horgan was with "Madam Sherry" a theatrical critic made the following comments on her work: "Miss Horgan is one of those extremely fortunate persons, endowed with a charming personality. This is by no means confined to her work on the stage, and personally she is as pleasant and interesting as one would imagine from seeing her upon the boards. Miss Horgan has had an extremely successful career, and since her debut as one of the original 'Buttercups,' at which time she was but 13 years of age, and bore the distinction of being the youngest 'Buttercup' that ever charmed an audience, she has been associated with a number of the most brilliant stars of the theatrical world."

Winter dairying affords a good opportunity to market all kinds of grain and roughness to a good advantage by feeding it out to the cows.

**I Am Still Here and Looking for Your Junk**

*Northwestern Junk Company*

We buy all kinds of junk, papers, iron, bones, rags, all kinds of rubber, all kinds of metals, and bottles, also broken auto parts.

We pay highest market prices for your stuff. Bring your stuff to Northcutt's warehouse, next to Plainview hotel. We want your business. Call phone No. 150.

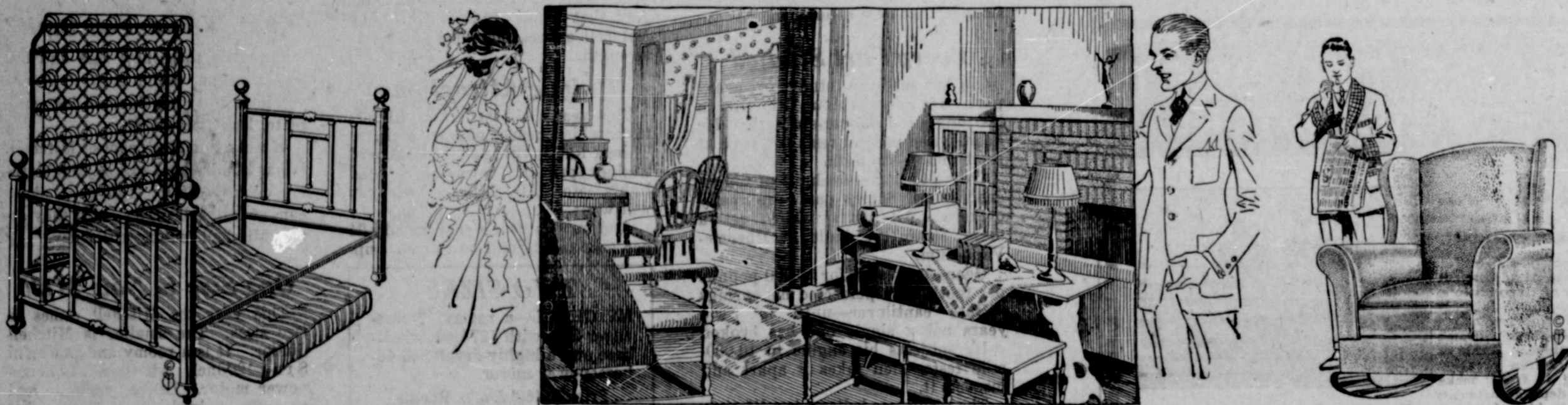
**Northwestern Junk Co.**

W. Kipper and I. Ostropsky, Props.

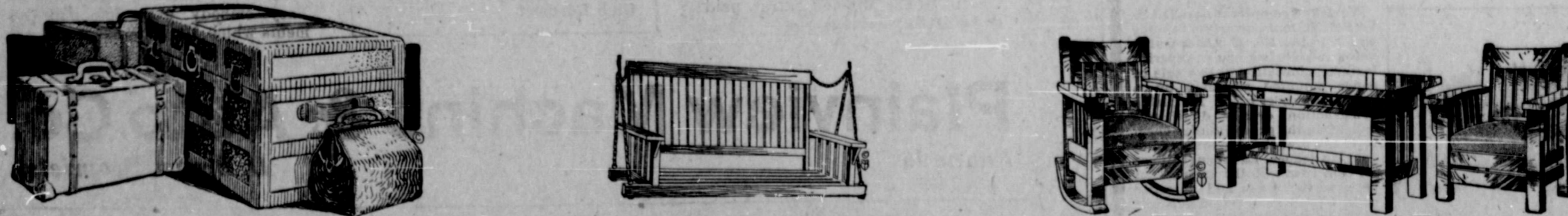
**THIS GREAT SALE IS OF VITAL IMPORTANCE TO YOU**

**It Carries a Message of Thrift, Economy and Wise Buying**

and is a shining light in the face of the high costs, bringing savings of many hundreds of dollars to our loyal customers who have honored us with their confidence. There is not a need that cannot be supplied from these sensational values. Everything is so amazingly low priced, you will be astonished by the size of your savings



**Take early advantage of these BIG BARGAINS, for when these lots are sold, they will be impossible to duplicate.**

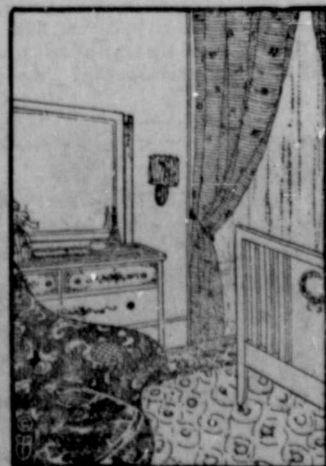


**Sale Will Continue Thru Chautauqua**

*Our truck service is available to our out of town customers—the same as given Plainview Patrons*

**W. E. WINFIELD**

**IF IT ISN'T GOOD—WE MAKE IT GOOD**





**THE ALTHEA PLAYERS, One of the Big Musical Companies at Chautauqua**



**SWEET POTATOES NEGLECTED SOURCE OF FOOD.**

Sweet potatoes can be made an important and cheap source of food, say specialists in the U. S. Department of Agriculture. It is quite easy to increase the acreage enormously, and the adoption of better methods of handling and storing would improve the product to such an extent that the demand would be greatly stimulated.

Storing sweet potatoes has always been a more difficult problem than producing them. A large part of the Southern crop is kept in pits and banks, with the result that probably thirty per cent of the potatoes decay, and even those which are fit to put on the market do not keep well. Moreover the pits and banks can not be opened during wet weather or rainy weather without risk of injuring all the stock in them, so that it is not uncommon for growers to be unable, because of weather conditions, to get out their potatoes at the very time that the market demand for them is greatest.

These difficulties can be done away with to a great extent by the use of sweet potato storage houses, the management and construction of which are discussed in detail in Farmers' Bulletin 548 of the Department of Agriculture. Records covering the storage in such buildings of 228,318 bushels of potatoes for an average period of 124 days show the average decay to be only 2.45 per cent. If they were to be adopted generally by growers in the South, it is estimated that at least ten million dollars would be added to the value of the crop each year.

The sweet potato is, however, like practically all other crops, subject to disease in the field as well as to decay in storage. Black rot, scurf and soft rot are found wherever the crop is grown. Stem rot, foot rot and other diseases of minor importance are severe only in isolated centers and, with the exception of foot rot, all the diseases do more damage in the North, where the crop is grown intensively,

than in the South. In the North the loss from disease is estimated at from ten to forty per cent of the annual crop; in the South, including storage disease, at from ten to twenty per cent. The best methods for the control of the various diseases are discussed in Farmers' Bulletin 714.

Partly because of the difference in their ability to resist disease and partly because of market demands, more attention should be paid to the variety of sweet potatoes grown. For example, Yellow Jerseys, Big-Stem Jerseys, Nancy Halls and Early Carolinas are particularly susceptible to stem-rot, whereas most of the other commercial varieties are more or less resistant. On the other hand, the Yellow and the Big-Stem Jerseys, which are dry and mealy when cooked, suit the Northern consumer, and are the varieties commonly sold to him. However, the markets of the Central West and West will take the semi-moist varieties, such as Nancy Hall and Dooley, if they are properly graded and packed. The highest price paid for carload lots of sweet potatoes on the Chicago market in two successive seasons was for Southern-grown Nancy Hall. In the South, a moist-fleshed potato is preferred. A knowledge of such facts is essential to profitable marketing of the crop, but at the present time most producers, especially in the South, grow a number of different varieties in the same field and store them miscellaneously together. The result is unprofitable confusion.

Even as it is, sweet potatoes are, in point of value, the second most important truck crop in the United States, being exceeded only by Irish potatoes. The production, however, can be increased almost indefinitely, for there are millions of acres of cheap, cut-over lands in the South well adapted to the crop. By adopting the improvements suggested, the demand can be increased proportionately, for an attractive product can then be placed on the market throughout the year, instead of for a short season only, as is now the

case in many sections. It must be remembered, too, that the value of sweet potatoes as feed for live stock is not yet generally understood. Three to four bushels are the equivalent of a bushel of corn for hogs, and in connection with rich concentrates the potatoes are a good feed for cattle. On light soils that produce from 20 to 25 bushels of corn, the same care and attention will return 100 to 200 bushels of sweet potatoes. Finally, it is not unlikely that by artificial drying a product may be obtained which will keep as long as is desired and, because of its reduced bulk, may be shipped long distances at a comparatively low cost. Government experiments along this line, however, have not been carried far enough yet to recommend drying on a commercial scale.

**PRACTICAL PREFERENCE.**

"We're starting a circulating library for the use of the inmates," said the prison visitor. "Is there any particular book you'd like to make use of?" "Why, yes," replied the convict. "If I could only use it right away I'd like to have a railroad guide."—Puck.

Any ration that a cow will thrive on is a milk ration.

In dairying, feed is not everything, neither is breed.



**KILL YOUR PRAIRIE DOGS**

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; five cases, \$20.50 per case. JOHN BUNT, Pres., CALIFORNIA CHEMICAL CO., 340 Sansome St., San Francisco, Cal. (May 17.)

**ONLY PLAUSIBLE THEORY.**

"I wonder how the idea originated that two can live as cheaply as one?" "I suppose that came about through the reckless expenditures connected with the average courtship."—Kansas City Journal.

**WHAT'S A MERE CAR!**

"They own a limousine." "That's nothing. I know people who eat potatoes twice every day."—Detroit Free Press.

Any cow, in order to be a prolific yielder of milk, must be a hearty eater, with good digestive powers. It is an important part of successful dairying to select for raising heifer calves with vigorous physical characteristics as well as of reputable pedigree.

If you have a cow that keeps fat and sleek on little feed, don't save her calf for a dairy cow.

**EXACTLY LIKE HIM.**

"Did Fussleigh take his misfortune like a man?" "Precisely. He blamed it on his wife."—London Tit-Bits.

**Miss Rebecca Ansley**  
SPIRELLA CORSETIER  
Telephone Number 304

**WAYLAND BUSINESS SCHOOL GOES ON Summer Term Begins May 21**

Greatly increased demands for stenographers and typewriters in the United States Government service at Washington, D. C., owing to the present emergency. The entrance salary ranges from \$900 to \$1200 a year. Advancement of capable employees is reasonably rapid.

All branches are taught during the summer. Bookkeeping, banking, shorthand, typewriting, business arithmetic, grammar, spelling, commercial law, rapid calculation and business letter writing.

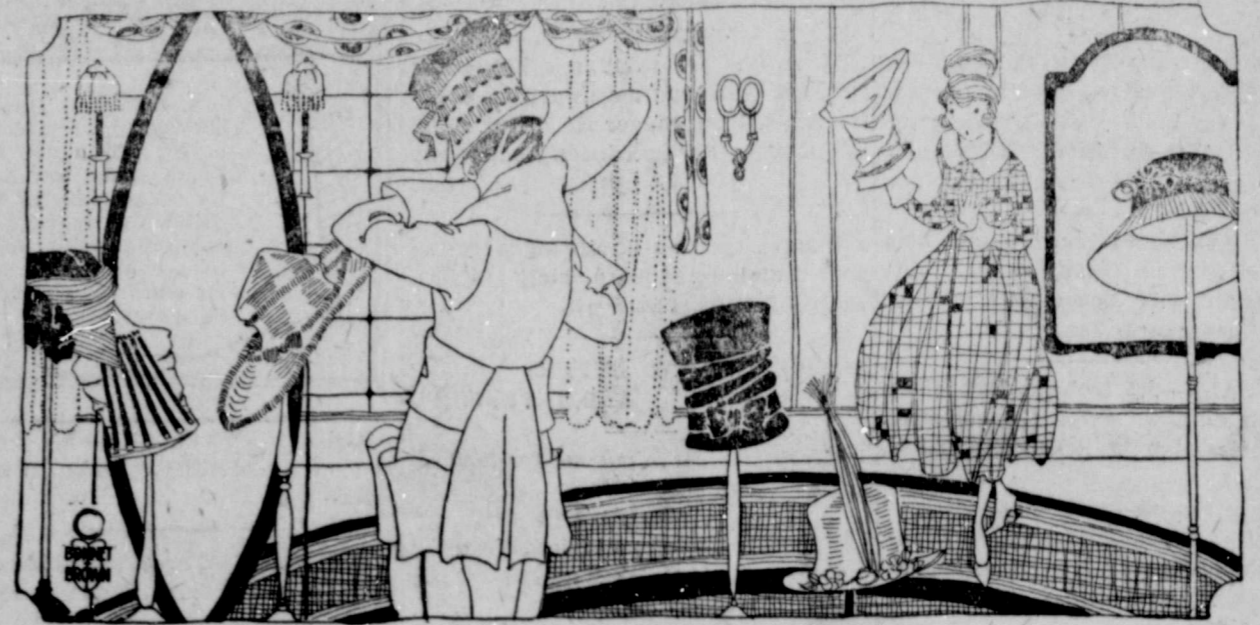
Six-weeks course in penmanship, \$6.00.

Rapid classes starting Monday in all departments. Get information and begin at once.

Address **J. E. WATSON, Manager**

Phone 223

Plainview, Texas



**WE EXTEND A CORDIAL INVITATION TO EVERY LADY WHO ATTENDS THE CHAUTAUQUA TO VISIT OUR SHOP AND INSPECT OUR LINE OF MIDSUMMER MILLINERY**

You may be sure of finding anything that is correct and we are always glad to show the new modes and materials. Panamas, Milans, Leghorns, bleached and unblocked.

**R. & H. Millinery Co.**

Individual Hat Shop

Call Telephone No. 73

—for—

**FREE**

**QUICK TIRE SERVICE**

**Poland China Males for Sale**

I have sixteen choice Big Bone Poland China males, four to eight months old, for sale. The price is right and each animal is guaranteed in every respect. See me or call at the farm two miles south of Hale Center.

**J. J. ELLERD**

Plainview, Texas

Phone 60

**W. O. BOBBITT, Breeder**

THE OLD ORIGINAL BIG BONE SPOTTED POLAND CHINA FIRST BREEDER TO ESTABLISH SPOTTED POLANDS IN TEXAS Visitors always welcome. Inquiries and correspondence appreciated Reference: First State Bank White Deer, Texas, Panhandle Bank Panhandle, Texas



Quantity and Quality. The Hog with Lard, size and action. Broken orders for Pigs farrowed in March, 1917. "TEXAS MORTGAGE LIFTERS" When Bigger and Better Hogs Are Raised, Bobbitt Will Raise Them WHITE DEER, TEXAS

Phone 116

**G. E. LEWIS**

Wayland Bldg.

We will give to the lady that brings or sends us the greatest number of eggs by June the 10th her choice of any ladies' hat in the house absolutely free. We will pay top market price for your eggs.

We are going to save you some money (buy now.) This is your last chance. Merchandise is scarce and hard to buy.

**ORDER NO. 1**

17 pounds cream meal	75
5 pounds Irish potatoes	35
2 cans No. 3 sweet potatoes	40
2 cans No. 3 Wapeo kraut	40
2 cans No. 3 Wapeo tomatoes	40
2 boxes Post Toasties	30
2 boxes Grape-nuts	30
1 gallon White Swan pure syrup	\$1.00
3 pounds rice, whole head	35
One dozen lemons	25
1 package Alamo tea	35
12 pounds sugar	\$1.25
	\$6.05

All for \$5.00

**ORDER NO. 2**

2 pounds lima beans	35
2 pounds navy beans	35
1 pound B. E. peas	15
3 cans No. 3 Wapeo tomatoes	55
4 cans No. 2 corn	60
1 gallon can White Swan pure syrup	\$1.00
35 pounds Slumaker cream meal	\$1.50
12 pounds sugar	\$1.25
	\$5.75

All for \$5.00

**ORDER NO. 3**

25 pound sack sugar	\$2.75
1 dozen No. 2 Wapeo tomatoes	\$1.80
1 dozen No. 2 Concho corn	\$1.80
1 can No. 3 White Swan coffee	\$1.40
1 bucket, 10 pound size, White Cloud lard	\$2.10
1 bottle White Swan catsup	.30
1 jar best strained honey	.40
1 K. C. baking powder	.25
4 pounds best Peaberry coffee	\$1.00
	\$11.80

All for \$10.00

**ORDER NO. 4**

1 case No. 3 Wapeo tomatoes	\$3.60
1 case No. 2 Concho corn	\$3.60
1 case No. 3 Wapeo hominy	\$3.60
1 case No. 2 Wapeo tomatoes	\$3.60
1 case No. 3 Wapeo kraut	\$3.60
1 dozen No. 2 pink salmon	\$1.80
5 pounds best Peaberry coffee	\$1.25
25 pound sack sugar	\$2.75
1 dozen W. S. pork and beans	\$2.10
35 pounds cream meal	\$1.50
	\$24.80

All for \$20.00

The above orders are not broken but sold only as they are listed and only one order to a customer. This is a saving of from 17 1-2 to 20 per cent. Phone us your orders early so we can give you good service.