

THE PLAINVIEW EVENING HERALD

TWICE-A-WEEK

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PLAINVIEW, TEXAS, TUESDAY, MAY 8, 1917

RECIPROCAL DONATIONS FOR A. & M. PROPOSED

MANY TOWNS SEND REPRESENTATIVES TO ALL-PLAINS CONVENTION.

TO GIVE PLANS PUBLICITY

Every Community on Itinerary of Locating Committee Asked to Show Courtesies as They Pass.

Plainview has made a proposition for Hale County to the other communities who are applicants for the West Texas A. & M. College to subscribe to the lists of these towns if they in turn will subscribe to the Hale County list. This was the greatest development of the meeting held here Saturday, at which representatives from Post City, Amarillo, Lubbock, Hale Center, Littlefield, Pampa, Tulla, Lockney, and other towns were present. For the local committee, E. H. Perry stated that to assist in the work of getting the school on the Plains this town would agree to sign the subscription list of each town contesting for reciprocal action. Thus Plainview would agree to sign the list of Lubbock, of Amarillo, of Post City or of any other Plains community for \$5,000, which would be collectable in case the school were located at either of these towns. In case Hale County gets the school the other towns will assist her in the same manner. Thus, regardless of where the school goes, if on the Plains, each applicant will help bear the expense of buying a site. The plan was favorably received by the convention.

The report of the executive committee, composed of Porter A. Whaley, of Amarillo; H. S. Hilburn, of Plainview, and Geo. W. Briggs, of Lubbock, was received. It provided for wide publicity through metropolitan newspapers of Central Texas and through personal letters and organization for the Plains movement. It also carried with it the subscription to an all-Plains fund of \$1,000 to defray the expense of this plan. To carry out the provisions of the report, which was unanimously adopted, chairman D. C. Lowe appointed a finance committee composed of Porter A. Whaley, of Amarillo; Judge H. D. Durst, of Post City, and A. P. Duggan, of Littlefield. A committee to compile the material to be used in the brief and in advertisements was appointed. E. H. Perry, of Plainview, is chairman of the committee and W. F. Schenck, of Lubbock, and Judge C. H. Curl, of Littlefield, are members. At the request of Mr. Perry, who is attending the State Elk Convention, at San Antonio, Z. E. Black was appointed to serve in his absence.

Interesting talks were made by Judge Schenck, of Lubbock; Judge Curl, of Littlefield, and Judge Durst, of Post City. Judge Durst's talk was especially good. He insisted upon the location of the school on the Plains as a matter of sound judgment and justice, and advised the Plains to stay clear of petty political schemes to get the school just to satisfy the whims or ambitions of a particular section and to urge their case on its merits strictly.

President Lowe made a strong, patriotic talk in favor of the Plains. He pointed out that exceeding \$250,000,000 worth of Plains land had been given to build the Texas State Capitol, for the construction of East and South Texas railroads, the State University and many of the present State eleemosynary institutions.

"We ask for only our part of the inheritance in this great fund, and but for recognition as a part of Texas annually giving to the State an immense tax return in Statewide institutional patronage. No part of Texas is more deserving, none will appreciate more, nor support better, the great Agricultural College for West Texas than the Plains region," said the speaker, in concluding.

Talks were made also by Joe Lee Ferguson, of Hale Center, and A. F. Hansford, of Pampa.

When the routing of the inspection trip by the locating committee shall have been announced, another meeting of the association will be held in Plainview and plans will be laid for the entertainment of the committee while in this section. Every town along the route will be asked to give a demonstration honoring the committee, whether it makes an inspection at

MANY CERTIFIED TO CAMP HAVE BEEN TURNED AWAY

Civilians Passed to the Training Camps Rejected to Make Places for Guardsmen and Regulars.

Four hundred sixty-four Texans who had been enrolled for the officers' reserve camp to be held at Leon Springs have been notified by Lieutenant-Colonel L. J. Fleming, of the Seventh Cavalry, in charge of the Reserve Corps Office, not to report at the camp. It is understood that this action has been taken to reduce the number of civilians attending and to make place for members of the regular army and privates in the National Guard who desired to enter the camp and who have been designated to training by the War Department.

Four applicants from Plainview, Professor Ralph Porter, Liston Dunaway, J. C. Bell and Robert Brahan, have been notified not to report.

Grady Vaughn and Clarence Bell left yesterday morning for the camp. Harold and Casey Hughes, A. F. Anderson, Gabriel Upton and Ernest Fowler left this morning. H. S. Hilburn will report Wednesday, and others from this vicinity will report by the fourteenth.

Lieutenant Carl Brown, son of Mr. and Mrs. F. L. Brown, has been assigned to the camp and will assist in drilling the recruits and given an opportunity to get a higher commission by taking examination at the end of the camp.

"Hogopolis" Is Name Given Plainview by Bobbitt of White Deer

Plainview has a new name. W. O. Bobbitt, of White Deer, Texas, a breeder of thoroughbred hogs, calls this "The Hogopolis of the Southwest."

It will be remembered by many that Mr. Bobbitt was very much impressed with the South Plains country when he visited Plainview during the Panhandle Swine Breeders' Convention, and that he introduced a resolution before the convention favoring Hale County for the location of the new State school.

In a letter to The Herald, Mr. Bobbitt says:

"During my stay in Plainview, I was among the many visitors shown your great hog country at the meeting meeting there of the Panhandle Swine Breeders' Association, March 30-31. 'I have thought over and over the wonderful opportunity of coining money around Plainview in the hog business, 'at the ratio of 16 to 1,'—\$16.00 profit to \$1.00 invested in the right kind of hogs—thoroughbred Texas 'mortgage lifters.'

"I can frankly and candidly say, as I have told many, that Plainview is the 'Hogopolis of the Southwest,' and that she should place in a conspicuous location, near the depot, a large board with the picture of a hog on it and 'Hogopolis of the Southwest.'

"I expect to be in your city the first of June, when I shall call on you in the interest of hog growers."

EXHIBIT ASSOCIATION WILL MEET HERE MAY FOURTEENTH.

Dr. O. H. Lloyd, of Vega, president of the Panhandle and Plains Exhibit Association, has summoned a meeting of this organization to be held in Plainview May 14. Dr. Lloyd has recently contracted, through Secretary Stratton of the Texas State Fair, at Dallas, for two exhibit spaces, and expects to contract for more in the near future. Many counties not heretofore exhibiting have expressed intention of entering exhibits this year.

ARE ATTENDING STATE MEDICAL ASSOCIATION.

Drs. C. C. Gidney and E. O. Nichols, of Plainview, are attending the State Medical Association's annual convention, in Dallas. Dr. J. C. Guest, of Lockney, was here yesterday en route to the convention.

that point or not. This is a part of the plan outlined in the report of the executive committee. It is especially desired that the mothers and children join in the demonstrations. When the committee shall have arrived at the first town of the itinerary other communities will be notified by telephone, so that the demonstrations can be arranged with the least inconvenience to the people.

American Genius Who Is Said To Have Solved U-Boat Problem



Johnson Says Plains Will Be Best Dairy Section of the World

L. L. Johnson, agricultural demonstrator for the Panhandle and Santa Fe Railway Company, returned to Amarillo Saturday, after a short business visit in Plainview. Mr. Johnson is very enthusiastic over the prospect of securing a sugar mill for Plainview. He states that whatever of his time is required to complete the work is at the disposal of the committee here having the work in charge.

"I am expecting great things of the boys' and girls' calf clubs," he said as he was leaving Plainview. "In the North these organizations have been enthusiastically received. This section has premier advantages as a dairying country, and the Santa Fe system is anxious to do all in its power to help develop the industry. We expect to make the Kansas, Oklahoma and Texas Plains region traversed by our lines the greatest dairying country in the world."

Ornamental Fence Is Bought by Plainview Cemetery Association

A new, ornamental fence will be placed around the Plainview Cemetery, as a result of the activity of the Cemetery Association, of which Mrs. L. Lee Dye is chairman.

J. F. Shelton, of the Anchor Fence Company, was here Saturday and closed arrangements for the fence. The name of the cemetery, laid in pure gold leaf, will be put over the entrances. The job will be under the supervision of an expert from the factory, and construction will begin within the next thirty days.

Mr. Shelton was here en route to Wichita Falls, where he is now attending the "Buy It Made in Texas" Convention, of which he is president.

The fence and all details of the plan are designed by Mrs. Dye.

Submarine Dangers Are Eliminated By Thos. A. Edison

A plan for aggressive operation against submarines has been announced in New York by William L. Saunders, chairman of the naval consulting board. It is stated that experiments being conducted by Thos. A. Edison, in conjunction with the naval authorities of the United States, have proven that the German submarines can be bottled up in the North Sea. Except stating that electricity is employed by the American wizard, no statement as to the nature of the devices to be used is made, reticence being the policy adopted by the naval board, that no secret of the Navy should be communicated to hostile powers.

Secretary of the Navy Daniels, while making no information public regarding plans of the Navy, said that he is confident that American ingenuity eventually would check the undersea boats.

SUPERINTENDENT CAMPBELL MAY ENTER BUSINESS.

When asked as to his plans for the future, Superintendent of Public Schools J. W. Campbell stated today that he will probably enter business, leaving for the time his profession. He states that on account of his wife's health he will probably go to Colorado in the summer.

Wilson Will Proclaim A Registration Day For Military Census

Announcement has been made as to the method of procedure in taking a military census of the Nation. On election and other officials will devolve the duty of enumeration. Voting places will be designated as enrollment places, and the burden of coming voluntarily to these places and registering is placed on all males of the ages which will be designated. The Governor of each State will be the chief of registration therein.

Blanks will be furnished the election judges, and each applicant for enrollment will be placed on oath. The services of officials and clerks of registration will be voluntary, if the wishes of the War Department are carried out.

Persons absent from their home counties may register by mail. Absentees and the sick must apply to the clerk to have their registration papers filled out.

Rains and Snows Are General Over West Texas; Heavy Frost

General rains and snow throughout the Panhandle and Plains territory are reported in Plainview. Here the snow amounted to 1.40 inches and the moisture content was .30 inch. The rain of Saturday amounted to .10 inch.

J. B. Maxey, who drove Sunday afternoon in his car from Clovis, N. M., states that heavy snow amounting to probably three or four inches, fell in that vicinity. The amount of snow and rain diminished as he approached the South Plains.

Nine inches of snow is reported from Amarillo.

Frost yesterday morning is one of the latest frosts in years in this section. Many young gardens were damaged and the fruit crop will be cut short by reason of the late frost. This condition is almost unprecedented in this section, according to many who have lived here for a number of years.

The local seed houses report an unusual demand yesterday, First Monday, for garden seed, practically everyone planning to replant damaged gardens. It is probable that there are more family gardens in the Plainview country this year than ever before, due to activity of the Government agencies in stressing the necessity of living at home and of conserving the food supply.

Volunteer Firemen Send Four Delegates To State Convention

On leave of absence, Chief Wiley Brashear, Fred Cousineau and Ray and Roy Bryant left yesterday morning for San Angelo, where they will represent the local firemen's association at the State convention. Mrs. Cousineau, who is queen of the convention, accompanied Mr. Cousineau.

DR. S. Q. FORD DEAD.

Dr. S. Q. Ford died Saturday morning at nine o'clock, of cancer. Funeral services were held at the home Saturday morning by Dr. E. E. Robinson, pastor of the Methodist Church, at eleven o'clock. Interment was made in Plainview Cemetery.

Dr. Ford was sixty-two years of age. He leaves his wife, two sons and two daughters.

FIRE LIMITS OF CITY WILL BE INCREASED BY COUNCIL

Farris Frye Is Appointed Chief, at a Salary of Forty Dollars Per Month.

An ordinance is being drafted for the City Council providing for the extension of the fire limits of the city of Plainview. The additional territory includes the east halves of the blocks in which are located the Baptist Church, Roos' Garage, and Knight Auto Company. The quarter-block immediately north of the City Hall is also included, as well as half the area of each block facing on Broadway from The Herald office to the depot and the east half of the block on which the Green Machinery Co. is located. This territory is prescribed for buildings of absolutely fireproof material.

To Have Paid Chief.

Farris Frye, fire marshal, was elected chief of the fire department, and will be retained on a salary of forty dollars per month, to be paid by the city. He will assume his duties as soon as the tenure of office of Wiley Brashear, volunteer chief, closes, approximately two weeks. The appointment of a paid chief will reduce the key rate of insurance somewhat, it is thought by members of the Council. E. H. Humphreys at the meeting last night volunteered his services as secretary of the local fire company. Mr. Frye will provide a car and be ready at all times of the day or night to respond to alarms, the alarm being turned in at his residence simultaneously with the alarm at the station.

Herald Official Organ.

The Council let the contract for the city printing to The Plainview Evening Herald, at a rate of fifty cents per inch for the first insertion and thirty cents for each subsequent insertion. The contract is for two years.

Demand Maintenance Bond.

The contractor for the city paving, J. N. Jordan & Co., made the execution of a five-year maintenance bond optional with the city. For an additional price of one cent per yard they agreed to give maintenance bond good for five years. The Council last night demanded that the bond be executed.

FIRST CALL FOR SERVICE IN FRANCE FOR ENGINEERS

Nine Regiments, 12,000 Men, Will Be Asked to Volunteer for Duty With Allies.

WASHINGTON, D. C., May 7.—The first overseas offering of the United States will consist of nine new regiments of army engineers, to be composed exclusively of highly trained railway men.

The War Department has announced that they would go at "the earliest possible moment," for work on communication lines, but speculation as to the exact time when or to what points they will be sent is forbidden, because of submarine menace.

The new forces will be volunteers raised at the great railway centers of the country. Each regiment will be commanded by an engineer colonel of the regular army, aided by an adjutant. All other officers will be railway engineers or officials.

The expedition will have a total strength of between 11,000 and 12,000 men, each regiment being composed of two battalions of three companies each.

Every branch of railway workers necessary to the building or operation of lines will be represented, and the War Department expects a response to the call that will insure a force already trained to the minute, an army of experts in railway operation.

DISTRICT COURT IN SESSION NOW FOR CASTRO COUNTY.

Judge R. C. Joiner, District Attorney A. C. Hatchell and Court Stenographer W. N. Baker are in Dimmitt, where Judge Joiner is holding district court for Castro County.

HALE CENTER PATRIOTIC.

A municipal National flag is to be raised in Hale Center with public ceremonies this afternoon.

BANK DEPOSITS SHOW WE ARE PROSPEROUS

PLAINVIEW BANKS SUBSCRIBED FIFTEEN THOUSAND DOLLARS TO "LIBERTY LOAN."

INCREASE OF FIFTY PER CENT

Third National Gains 83 Per Cent, Citizens' National 68 Per Cent, and First National 35 Per Cent.

Plainview's banking institutions reflect a solid condition of business in this community. There has never been a time when the three banks of this city were not expanding their business. With the call of May 1 the First National Bank of Plainview shows deposits in excess of a million dollars—to be exact, \$1,084,331.27—and the younger banks, the Citizens' National and the Third National, show increases which would be considered abnormal unless the business conditions of the South Plains were taken into consideration. Bankers account for the increase of fifty-four per cent in deposits over deposits a year ago by the increase in acreage due to the development work in the Plainview district. Many new farms have been put in operation during the year, and the prices received for products, though the yield was under normal, has been in favor of the farmers' bank accounts.

No Hard Times Here.

Yes, thank you, the Plainview country is in good shape! Never before was so much money of the people on deposit, and times are good.

On May 1, 1916, there was deposited in the Plainview banks, which have a combined capital of \$300,000 and surplus and undivided profits of \$201,344.58, the sum of \$1,424,052.26. At the May 1 call, 1917, these banks had on deposit \$2,189,614.62, an increase of \$765,561.76, or more than 54 per cent.

Banks Are Growing.

The condition of the banks with reference to deposits on the two occasions follows:

First National Bank.	
1916	\$ 800,926.78
1917	\$1,084,331.27

Third National Bank.	
1916	\$375,042.99
1917	\$685,465.86

Citizens National Bank.	
1916	\$248,082.49
1917	\$419,936.89

Increase 83 per cent ... \$179,854.40	
Combined resources of the three banks of Plainview on May 1, 1917, was \$2,915,158.60.	

Subscribe to "Liberty Loan."

The First National Bank of Plainview subscribed \$10,000 and the Citizens National \$5,000 to the "Liberty Loan." Texas so far has subscribed \$3,526,000 to the loan. Grouped by States, the totals Saturday for the loan of \$2,000,000,000 follows:

Arizona	\$200,000
Arkansas	\$336,000
Illinois	\$26,292,000
Iowa	\$2,372,000
Kansas	\$2,481,000
Missouri	\$3,276,000
Nebraska	\$1,274,000
New Mexico	\$198,000
New York	\$132,631,000
Oklahoma	\$827,000
Texas	\$3,526,000

Subscriptions received during the two days from some of the chief cities of the country include: Chicago \$21,565,000, Cleveland \$11,130,000, Denver \$1,125,000, Kansas City \$635,000, New York \$116,890,000, Philadelphia \$14,795,000, St. Louis \$120,000, San Francisco \$5,650,000.

M. E. DISTRICT CONFERENCE MEETS AT SILVERTON.

Attending the district conference for the Plainview District, Methodist Church, at Silverton today and tomorrow are Dr. E. E. Robinson, pastor of the First Methodist Church; Rev. J. W. Story, of Clarendon; Rev. M. D. Hill, Dr. C. D. Woford and Presiding Elder A. L. Moore.

COLEMAN COUNTY JURY GIVES SPANNELL FIVE-YEAR SENTENCE.

Harry J. Spannell has been given a sentence of five years in the State penitentiary for the murder of Col. M. C. Butler, at Alpine, last July. The case was tried in Coleman County. Motion for a new trial has been overruled, and Spannell has been released on a \$5,000 bond, pending appeal to the State Court of Criminal Appeals.

WHIRLWIND SELLING SENSATION

Starting Friday, May 11, and Lasting 15 Days

**Will You Grasp This Opportunity
to Buy Better Furniture For Less?**

McCrary---the great Sale Expert of McCrary's Guarantee Sales Co., of Amarillo, Texas, will be here opening morning and at 10 a. m. will throw six chickens from the roof; each chicken will have \$1 bill tied to it. Catch it on the fly or on the ground---keep both the chicken and the \$1 bill.

We don't expect your business just because we want it. There is no more reason why you should give us preference over any other store, unless we can show some advantage to be gained thereby. We honestly believe that the good values that we are going to offer you on all *rugs, chairs, dining room*

Free! Free!!

The first 100 people in the store opening morning will be given tickets, **5** of which will draw valuable prizes---ones that will please you.

suites, bedroom suites, refrigerators, wall paper, floor coverings, mattresses, beds, etc., are reasons why you should at least see us first.

The whole store is crowded and jammed with up-to-date, dependable merchandise. Our \$30,000 stock will go like wild fire, get in the crowd and push, if you want yours
Remember the Opening Date, Friday, 10 a. m., May 11

Assisted By McCrary's Guarantee Sales Company, of Amarillo, Texas

If It Isn't Good,
WE MAKE
IT GOOD

W. E. WINFIELD

If It Isn't Good,
WE MAKE
IT GOOD

TELEPHONE 95

PLAINVIEW, TEXAS

WOMEN OF TEXAS URGED TO HELP IN CONSERVATION OF FOOD.

AUSTIN, Texas, May 7.—Miss Mary Gearing, at the Head of the School of Home Economics in the University of Texas and Publicity Chairman of the Texas Division of the United States Army Food Service, addresses the following appeal to the people of Texas:

The women of Texas are being called upon to do the first great service in the world-wide war into which this country has been forced. Upon them will rest the responsibility for conserving the food supply of the State with a view of assisting in the preservation of the lives of the people of this and other nations. It is now conceded that food has become the most vital factor in the winning of the war, and that Germany's only hope of success is in starving the nations that are fighting it. Upon America largely devolves the task of feeding not only its own soldiers and civilians, but the soldiers and civilians of the nations engaged with this country in the great struggle, as well as the unfortunate people of Belgium who continue to look to us for the food with which to sustain their lives.

Realizing the present shortage of the world's food supply, and that millions of field laborers have gone into the service of their countries to fight their battles, the United States Government is putting forth every effort to stimulate the production of crops and to see that it does not go to waste. Every pound of food that can be grown will be needed somewhere, and not an ounce should be wasted. The women can do much to prevent hunger and starvation by the exercise of the strictest economy and by helping to conserve the food supply in every possible way.

"The United States Department of Agriculture, through its State agent, Mr. Clarence Ousley, has called upon the county judge of every county in Texas to assemble the women's organizations and all other patriotic women some day during the week beginning May 7, to secure their co-operation and pledges to do the utmost to serve the country and the world in its greatest hour of need. May every loyal woman of Texas respond and volunteer at once in this service to avert hunger. It is the first call of the country to the women to service, and by their responses will their patriotism and devotion to country be measured.

"Let me urge you to attend this meeting in your county when it is called, and help to make it a great

demonstration of the loyalty of Texas women. In addition to doing the things embraced in Mr. Ousley's call, let me urge that those attending the meetings pledge themselves individually and collectively:

"First, to eliminate all waste from the household by using the most abundant foodstuffs as far as possible, by preparing only such quantities of food as may be necessary for consumption, and by serving simply refreshments at all entertainments.

"Second, to begin the serving of war portions at all meals, serving no more upon the plate than will be eaten.

"Third, to make or purchase war bread, bread which has other cereals or foodstuffs substituted as far as feasible for wheat flour.

"Fourth, to reduce the amount of fresh meat consumed in the home at least one-third, and not to purchase or use veal in any form, as the slaughter of the immature animal will further reduce the beef supply.

"Fifth, not to purchase foods in large quantities with a view of holding them for future use in anticipation of scarcity or high prices, as such hoardings will reduce the available food supply, and make prices highest for those who can least afford to pay them.

"Sixth, to urge national prohibition of the manufacture of alcoholic liquors during the war, in order that the 600,000,000 bushels of grain used annually for this purpose may be available for food.

"Seventh, to further the conservation of all perishable food products, (1) by home preservation, (2) by co-operation with qualified agencies working in the field for this purpose.

"Eighth, by co-operating with those engaged in the teaching of the practical selection, preparation and serv-

ing of foods.

"One of the most successful ways in which the women of the State may render service in food conservation is by helping the farmers find markets for the perishable food products which are maturing so rapidly. Reports are being received from the southern part of the State that an over-supply of such perishable vegetables as turnips, beets, carrots, greens, etc. is being fed to the stock, for want of a market.

"Organizations of women in the cities should be formed at once to get in touch with the farmers of their vicinities for the purpose of eliminating such waste. If there is a greater supply than is needed for immediate local consumption, community centers should be formed at school houses or other convenient places, and the surplus foods sent to these headquarters, and canned or otherwise preserved. Where there is a county home demonstration agent she should be called upon to supervise this work, or local home economics teachers should be asked to give their assistance. It is most essential that there should be no waste of foods in the State. By proper co-operation at once the women can prevent it."

SHE WAS ALL RIGHT.

There lives in Providence a very matter-of-fact man whose wife is, and always has been, a bit sentimental and fond of trying to draw from husband those little endearments he has ever failed to furnish.

"I suppose," said she, on one occasion, "if you should meet some pretty girl you would cease to care for me."

"What nonsense you talk," said husband. "What do I care for youth or beauty? You suit me all right."—New York Times.

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

CONDENSED STATEMENT OF THE CONDITION OF THE

Third National Bank

PLAINVIEW, TEXAS,

At the Close of Business May 1, 1917.



RESOURCES.

Loans and Discounts	\$538,596.42
U. S. Bonds and Other Securities	100,465.02
Real Estate, Furniture and Fixtures	9,328.02
Federal Reserve Bank Stock	3,600.00
Cash and Exchange	271,173.80
Overdrafts	10,698.11
TOTAL	\$934,261.37

LIABILITIES.

Capital Stock	\$100,000.00
Surplus	20,000.00
Undivided Profits	29,415.51
Circulation	99,200.00
DEPOSITS	685,645.86
TOTAL	\$934,261.37

I certify that the above statement is true and correct.

T. STOCKTON, Cashier.

Comparative Statement of Deposits Since Organization

May 1, 1911	\$ 57,642.78
May 1, 1912	72,971.28
May 1, 1913	96,005.76
May 1, 1914	162,557.99
May 1, 1915	169,996.49
May 1, 1916	375,042.99
May 1, 1917	685,645.86

6 AMERICAS BEST LOOKING CARS **12**
Cylinder Cylinder

National HIGHWAY
Six or Twelve Cylinder Models

SEE—
the last word in motor fashions that are originated by National's designers.
The newest and finest in body design are found at National's exhibit.

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

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

ANNOUNCEMENT

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

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

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

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

New Broadway Hotel

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 G^{resent} DEALER Between Depots

TEXAS SHIPS 179 CARS OF ONIONS IN ONE DAY.

On April 19, 179 cars of onions were shipped from Texas, the largest shipment of Texas onions that has ever been made on one day, as far as known. The largest number shipped on any one day last year was 119 cars, or 69 cars less than the new record.

The above information is contained in data compiled by the Office of Markets of the Department of Agriculture, showing the carlot movement of some of the more important vegetable and berry crops shipped during the first 20 days of the month of April, 1917. The information is based on daily telegraphic reports of shipments by railroad superintendents.

The data collected also shows that altogether 1,367 cars of onions have been shipped from Texas during the present season. Compared with shipments to the same date last year, this is a decrease of 670 cars. However, shipments during the six days of April 15 to 20, 1916, amounted to only 433 cars, whereas 713 cars were shipped on the same six days in 1917.

During the past week shipments of new potatoes from Florida have increased from 15 or 20 cars per day to 53 cars shipped on April 18; 73 cars on the 19th, and 96 cars on the 20th. It is believed that the rapidly increasing shipments from Florida will help to relieve the shortage of the 1916 potato crop. The total shipments of both old and new potatoes from April 1 to April 20 this year totaled 5,072 cars.

Compared with 1916, tomato shipments from Florida for the period April 1 to 20, 1917, were 225 cars, or less than one-sixth of the number of cars shipped in 1916. The total shipments from Florida for the same period in 1916 were 1,457 cars.

Shipments of strawberries from Florida, Louisiana and other Southern States for the period April 1 to 20, 1917, compare favorably with the shipments of strawberries during the same period of 1916, the total shipments being 680 cars and 688 cars, respectively. Of the total number, Louisiana shipped 437 cars in 1916 and 423 cars in 1917; and Florida shipped 113 cars in 1917 as compared with 145 cars in 1916, during the same 20-day period.

MAKES APPEAL TO WOMEN.

Sir George Paish, English Economist, Tells How Economy in America May Be Encouraged.

An appeal to the women of America to start an economy campaign is made in a letter received by an official of the National City Bank of New York from Sir George Paish, editor of the London Statist and one of the best known English economists. The fol-

lowing is an excerpt from the letter: "I have been endeavoring to form some sort of notion of the world's supplies of food, both this season and next, and I have come to the conclusion that if the American people will continue to help the world to get through this time of great stress and strain by (1) growing as much food as possible and (2) by themselves consuming no more than absolutely essential, the world will weather through, although the margin of safety will be very slender.

"Would it be possible for the ladies of America to start an economy campaign for the benefit of the women and children, not of Belgium only, but practically of the entire world? For it is evident that many a poor family will not be able to buy food in the coming twelve or eighteen months in consequence of its dearth and scarcity unless those women who can afford to pay high prices voluntarily deny themselves and share the food which Providence provides with their poorer sisters.

"If they do this, then the heart of the world will beat with that mother love which is all powerful for good

and which will prevent the recurrence of such a disaster as that now threatening the human race.

"The need of humanity is great. The heart of America is also great."

ONTARIO TO PROVIDE FARMERS WITH TRACTORS.

The Provincial Government of Ontario contemplates placing tractors at the disposal of farmers as a means of

greater production. The Government has about 35 district representatives in the more important agricultural counties of the Province, and apparently intends to place a tractor at the disposal of each of these representatives, to be used in assisting the farmer to plow and prepare his land for the planting of crops. It is proposed to make a nominal charge per day or per acre and to keep the tractors going day and night.

CORPORAL PUNISHMENT.

Corporal (instructing awkward squad in rifle practice)—"I told you to

take a fine sight, you dub. Don't you know what a fine sight is?" Rookie—"Sure; a boat full of corporals sinking."—Judge.



Texas Bankers Convention EL PASO

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

DALLAS

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

GALVESTON

ACCOUNT MASTER PLUMBERS' ASSOCIATION OF TEXAS May 14-16. Tickets on sale May 13. Limit May 18. Fare \$23.60.

SAN ANTONIO

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

WASHINGTON, D. C.

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

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

Livestock and Implements FOR SALE

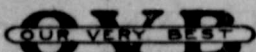
Two mares and colts, one three and one five. Three coming two-year-olds. One five-year-old horse, gentle to ride and drive single or double. One stallion, gentle to ride or drive single or double, weight about 1400 pounds. Cow and heifer calf four months old; cow gives four gallons daily. Admiral hay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

APPLY AT

G. E. LEWIS' STORE



It takes about 5 gallons of O. V. B. Paint for two coats on the average 7-room house. This spread value is due to careful selection and fine grinding of pigment. It makes your cost very reasonable. Besides, you'll find the paint wear you want in



"All That's Best in a Paint"

Whatever the age or condition of your house, O. V. B. Paint doesn't take long to pay for itself several times over because of its durability. It increases the value of the house with its fresh, bright, protective coat of metal. No adulterants—no cheap ingredients—but a firm weather-resisting surface that's possible only with pure lead and zinc, uniformly mixed by machinery.

Come in today. Let's figure together. Let our color suggestions and cards help you plan your color combinations.

MOON & SNYDER, Petersburg, Texas.

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

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

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

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

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

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

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

THEY COST \$4,000,000.

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

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

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

UNIQUE FEATURES.

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

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

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

100 PER CENT OVER-STRENGTH.

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

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

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

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

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

NOW IN TWO SIZES.

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

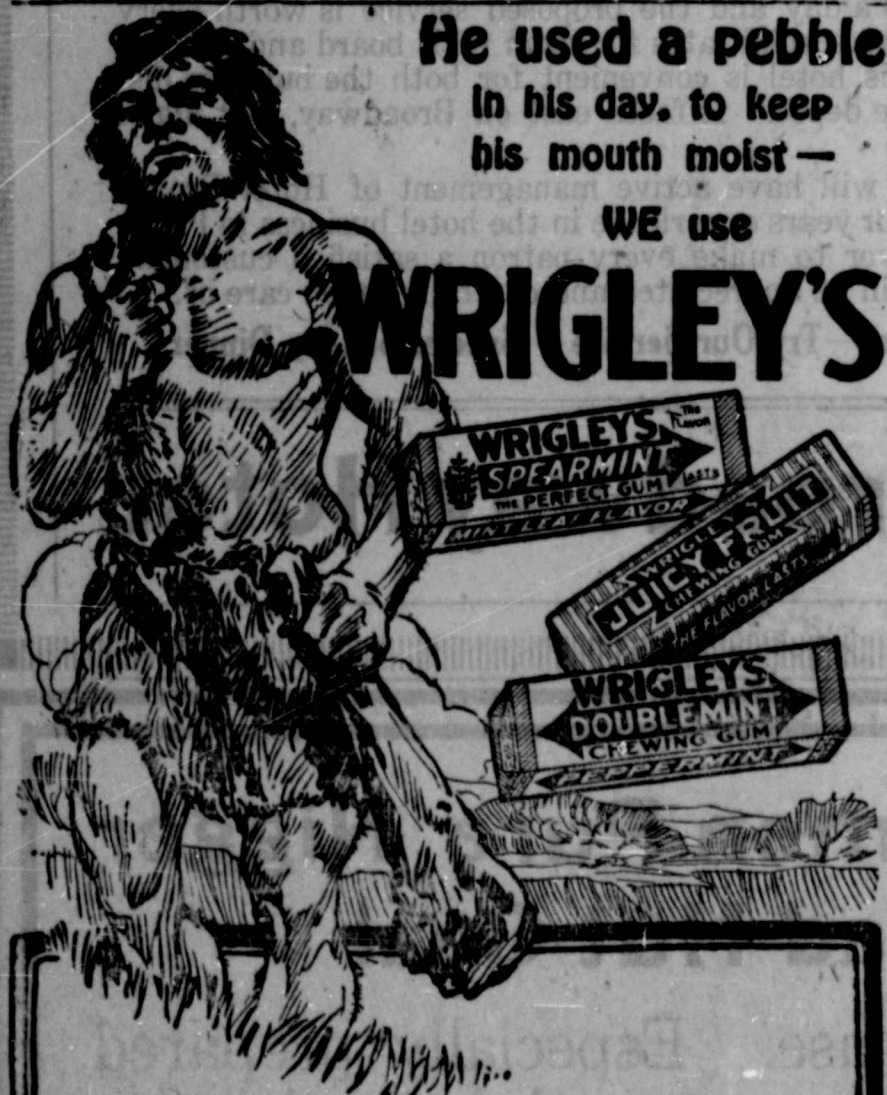
Mitchell Junior is a 5-passenger car. Yet it has a 120-inch wheelbase and a 40-horsepower motor. All the room and power you need in a car for five. And more than most such cars.

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

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

MITCHELL MOTORS COMPANY, Inc. Racine, Wis., U. S. A.

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.



He used a pebble in his day, to keep his mouth moist— WE use

WRIGLEY'S

WRIGLEY'S gives us a wholesome, antiseptic, refreshing confection to take the place of the cave man's pebble.

We help teeth, breath, appetite, digestion and deliciously soothe mouth and throat with this welcome sweetmeat.

The Wrigley Spearman want to send you their Book of Gum-ption. Send a postal for it today. Wm. Wrigley Jr. Co., 1732 Kessler Building, Chicago.

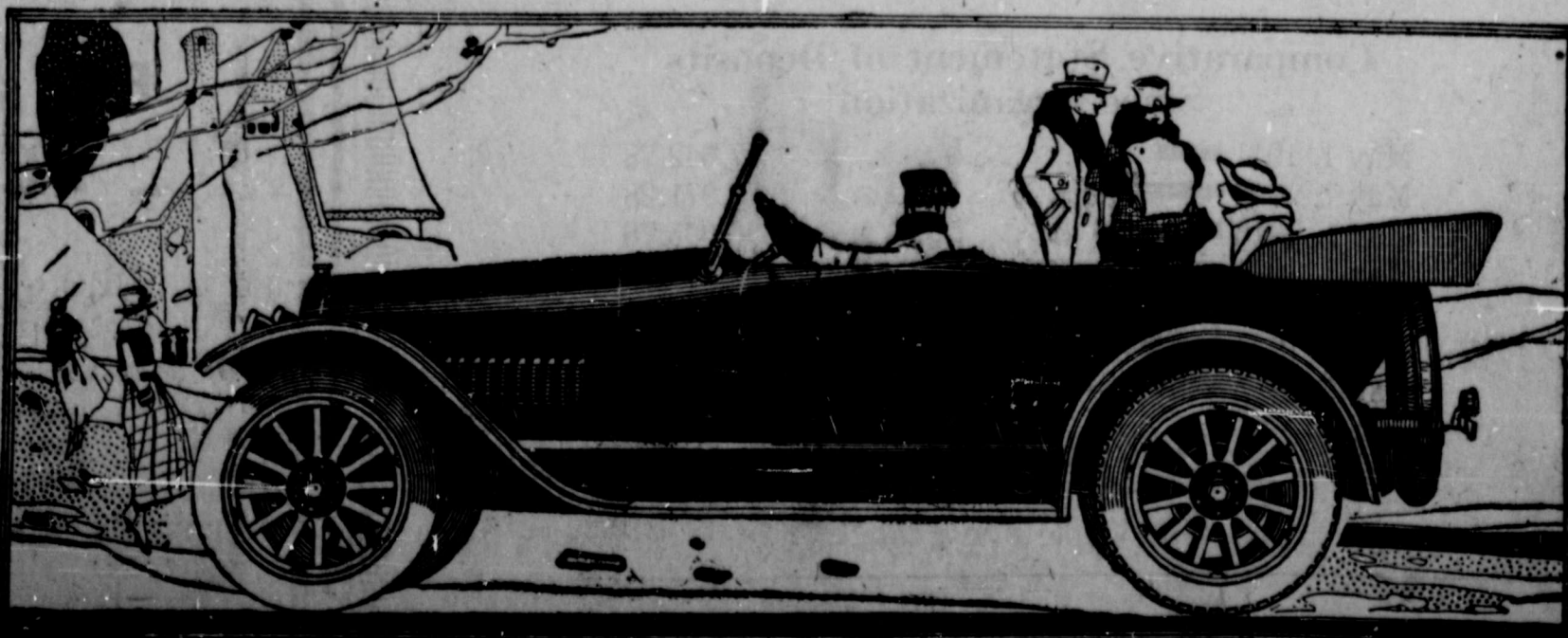
The Flavor La

Plainview Machine & Auto Co.

Telephone 16

MITCHELL DISTRIBUTORS

D. BROWN, Prop.



SECTION LINES SETTLED BY A RECENT SURVEY.

LONE STAR, May 6.—The light showers and snow which have fallen the past few days will greatly benefit the growing crops. A little more than one inch of snow fell here Sunday morning.

Messrs. Williams, of Hale County, and Lyder, of this county, finished surveying twenty sections in Block D-2 Saturday, to the satisfaction of all. This establishes our lines, gives each one his full number of acres, and does not damage any one in the way of their improvements, by them having to move their houses.

Our school closed a week ago last Friday.

Our singing school begins May 14 and continues 20 days. Mr. Estes will be principal of this normal, and will have as many assistants as is needed. There will be arrangements made to board all who wish to take advantage of this normal singing school. Those wishing to attend should be on hand Monday, May 14, at our school house, 11 miles north of Lockney.

On account of threatening weather, our district singing convention at Sunset was called off last Sunday.

Pauline Stevenson has been nursing a case of measles the past few days.

Mrs. C. H. Huffman, of Babbitt community, is in the Plainview Sanitarium, and is doing nicely after an operation.

On May 2, at the home of the bride's parents, Mr. and Mrs. Lee Reeves,

their daughter Annie was married to Rob Smith, in the presence of their relatives and a few close friends. These young people are well known here, and have many friends, who wish them an unclouded life and much happiness. Mr. and Mrs. Smith will move onto his quarter section as soon as he can get his house built.

Miss Trillie Woodward, of Henrietta, Texas, is spending a few days with her aunt, Mrs. E. C. Dodson, and family.

There has been a good deal of complaint with colds the last few days.

The social at the home of E. C. Dodson Friday night was largely attended, and all reported a good time.

Mr. Livesay and sons, Norman and Johnny, are now on their sections 14 miles west of Kress to put in their crops. Mr. Livesay intends to move on his land this fall.

Auby Stark and Earl Edwards, of Whitfield, were visiting in our community last Sunday.

PROVIDENCE ITEMS.

PROVIDENCE, May 7.—Born, to Mr. and Mrs. Clayton Williams, May 4th, a boy.

Jeff Williams and a party from Floydada did some surveying work in this locality a few days last week.

Mrs. E. C. Dodson has been on the sick list the past few days.

Little Oleta Hartman is gaining slowly, after a long siege of the fever.

Miss Morrison, the Price school teacher, was thrown from her horse

Wednesday night and sustained a broken arm, which was broken in two places.

The singing at I. C. Nations' Sunday night was well attended.

The dance at Mr. Dutret's Friday night was a success in every way.

Miss Florida Pullen visited home folks from Friday until Sunday.

W. G. Williams and son, Steve, went to Dimmitt last week to look after their farm there.

Mrs. Geo. Dieter is gaining again.

Clinton Real was on the sick list this week.

Mrs. Street is able to be out again.

Miss Ruth Tabor is visiting friends at Runningwater.

LITTLEFIELD SCHOOLS CLOSE.

LITTLEFIELD, Texas, May 5.—The public school here closed a very successful term last night. The entertainment was interesting to the public and reflected credit on both teachers and pupils. The scholastic census shows more than two hundred pupils for another term, which is quite an increase, there having been none three years ago.

S. P. Dickson, of Olton, was a visitor in Plainview yesterday.



WHERE HAVE YOU SEEN THIS?



KILL YOUR PRAIRIE DOGS

with our safety gas ball; simple to use, and cheaper than poisons. Largest percentage of kills.

Price, one gross, \$3.00; one case (1,728 exterminators), \$25.50; one-half case, \$13.50; five cases, \$20.50 per case.

JOHN BUNT, Pres., CALIFORNIA CHEMICAL CO., 340 Sansome St., San Francisco, Cal. (May 17.)

N. T. Orr, now with the Santa Fe as timekeeper, formerly with the Hotel Ware, was here this morning on business.

J. P. Healy, of Wichita, Kansas, was here Saturday on business.

FOR SALE BY OWNER: IMMEDIATE POSSESSION.

2,080 acres patented land 7 miles north of Dawn and 9 miles south of Wildorado, in Deaf Smith County, on

public road, with 1,600 acres leased land; 200 acres being planted to row crops. Good school on adjoining land. Four good wells, 4 pastures, shallow water, good fences, good corrals and sheds, 2-room house.

This pasture is stocked with 325 native Deaf Smith County yearling steers, which goes with place; price right.

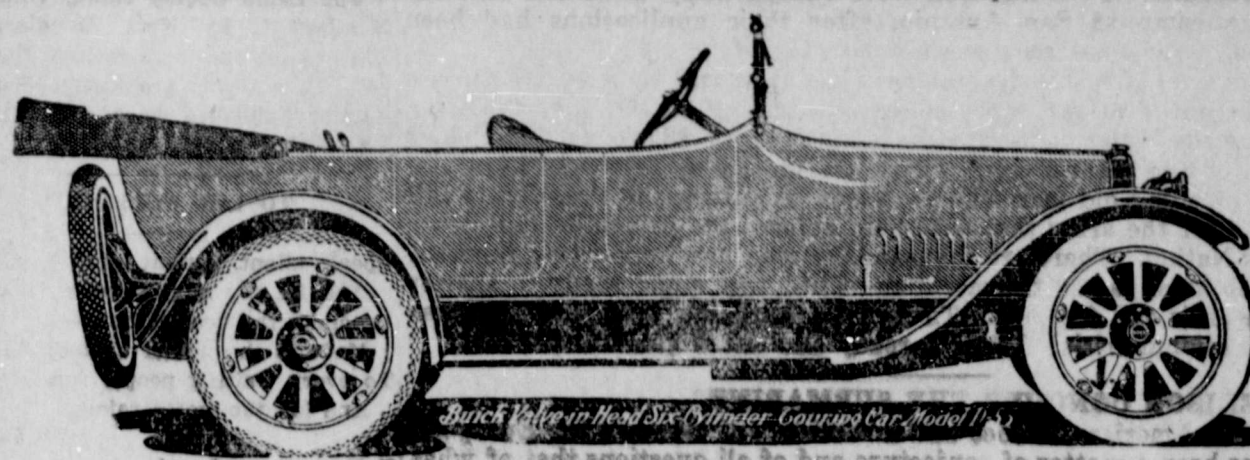
Small amount cash from right party will handle deal, balance long time at 6 and 7 per cent interest.

Write or phone me quick for complete description and price with terms. Don't write unless meaning business. No commissions. No trades.

2t-pd. Hereford, Texas.

A. O. THOMPSON, County Clerk.

Miss Rebecca Ansley SPIRELLA CORSETIER Telephone Number 304



The Car Everybody Admires

EVERYBODY KNOWS VALVE-IN-HEAD MEANS BUICK

Buick owners appreciate the fact that they never have to apologize for lack of harmony of appearance, of consistency, of performance in their car.

Symmetrical body lines, excellence of genuine leather upholstery, completeness of detail and finish, with a general air of refined elegance, commanded favorable comment and admiration.

The quiet simply controlled Buick Valve-in-Head motor commands respect for its never failing ability to furnish power for every emergency. To know that they have at all times a surplus of power under their control for mountainous country or hard going, gives the driver of a Buick Valve-in-Head complete motoring satisfaction and affords genuine pleasure.

E. E. ROOS

BUICK DISTRIBUTOR

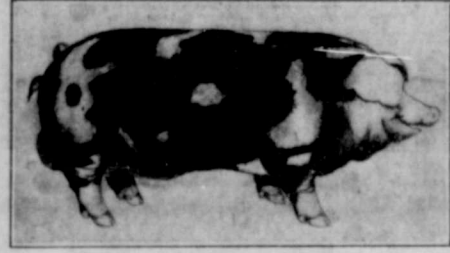
Phone 17

In the Heart of Auto Row

Call Telephone No. 73
—for—
FREE
QUICK TIRE SERVICE

Jack Frost Baking Powder
"Have you considered what you've lost—
Through never having used Jack Frost?"

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, Robbitt Will Raise Them
WHITE DEER, TEXAS

Chautauqua and Home Coming Week

PLAINVIEW, MAY 26, 27, 28, 29, 30, 31 and June 1

Althea Players

Six charming girls who play and sing comprise the Althea Players. One of the novel features of their program is a violin sextette. There is a variety and vivacity in their program. Artists, everyone.

Ada Roach

"That's the funniest program I ever heard in my life," said a boy to Miss Ada Roach after she had completed her program in Kansas City a few weeks ago. You will agree thoroughly with that sentiment after you have heard and seen her. Her smile is sufficient to make everyone in the audience smile. Her funny stories, told in perfect dialect, will make you laugh and laugh and laugh.

The Hawaiians

Nearly everyone likes good Hawaiian music. The Chautauqua is bringing you the best company that can be secured. There is spice and variety to the selections.

"Peggy" Hill

"Peggy" Hill is another girl who brings sunshine to the Chautauqua program. She is extremely versatile and gives a merry, musical program.

Ada Roach and Her Smile at Chautauqua



The above are some of the musical companies and entertainers on the seven-day Chautauqua program to be seen for a few cents for each program by buying a season ticket. See booklets for particulars of the great lecturers who are coming and of "Pinafore" and "Little Women," the greatest productions ever presented from a Chautauqua platform.

Metropolitan Men Singers

Weighing approximately 900 pounds is not the only claim to distinction held by the Metropolitan Men Singers, four talented men with great voices. There is lots of humor in the program as well as plenty of the classical and the "old home songs" and patriotic melodies.

Keller-Wille Co.

Harrison Keller's work is vital, sensitive and expressive of the best in music. Stewart Wille as a pianist ranks among the highest. These artists have spent several years together in preparatory and concert work and their sympathy and understanding of musical art have done wonders in making one of the big programs of the musical world.

Ducrot

Ducrot's program will be different from any other on the Chautauqua. He will amuse, astound and astonish you with his wonderful feats of magic.

Jane Dillon

Jane Dillon is an interpreter of the world's masterpieces of literature. She has a personality and a versatility that make you admire her and appreciate her program.

Hupmobile

More than the Year-Ahead Beauty-Car.

A four-cylinder car that consistently out-performs sixes, eights and twelves, as well as other fours.

A car whose value is apparent at first glance, even to one who judges solely by appearance.

Beauty, performance and value will be made conclusive by a demonstration ride.

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—Wheel Base 119 inches

The Plainview Evening Herald
TWICE-A-WEEK

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

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

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

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

SHE'S GAME TO THE CORE.

Texas has raised her quota of National Guard and of army and navy recruits. Five hundred were turned away from the citizens' training camp at San Antonio, after their applications had been received. She's behind the Administration.

She's loyal to the Nation with her men and with her resources. Of the States so far reported as subscribing to the Liberty Loan, Texas leads. Her subscriptions amounted to \$3,526,000, and she's ready for the second call. There are thousands of Texas boys and young men and old men who are ready to answer the President's call for men for the army that is to help enforce the principles laid down by this Nation. There are thousands of men now supporting families, and who have passed the meridian of life, who stand ready to answer the Nation's call for men. There's no mistaking the stand of Texas in the national crisis. Texas is ready and she is game to the core.

CAN EDISON CONQUER THE SUBMARINE?

What American science and invention will effect in the European War has been a matter of conjecture and of all questions that of what Edison would bring out to combat the submarine has been uppermost in the minds of the people. Edison has made the statement that he could destroy submarines by pressing a button. Edison is not a man who seeks the plaudits of the people. He has made good, and as a scientist and inventor is peerless in the Western Hemisphere. He is not man given to idle talk. His statements are to be relied upon.

Now comes the announcement by the chairman of the naval consulting board that there is in the possession of that board a device, and plan, the work of Edison, which can be used to reduce to a minimum and probably exterminate the danger from submarines.

Developments of the war alone will show the efficacy of Edison's invention.

PANICS ARE PSYCHOLOGICAL.

The man who said panics are psychological, not logical, spoke an economic truth. When people begin to talk hard times, save their pennies, stop spending—when they get "scared"—panics come.

The United States is not bankrupt, and is not going to be. It has enjoyed in the past two years the greatest prosperity it ever enjoyed. It has liquidated its debts to foreign nations. Its exports were never greater in its history. It has the balance of trade in its favor.

It can be placed in an embarrassing position if officials and individuals join in the chorus: "Save your pennies; don't spend a cent; hoard your money."

Knott, in The Dallas Morning News, usually hits straight home in his cartoons on public questions. His man who joined the overall club, wearing overalls to business as a means of displaying patriotism and of economizing, was made a goat by his associates.

The man who demoralizes business by stopping his legitimate and customary expenditures for the common things of life is inviting panic. The man who pursues his every-day routine, with economy in the form of elimination of waste, but careful to keep legitimate business going, is a beacon invitation to prosperity.

Panics are never logical; always psychological. Our banking system is sound. It has been wonderfully strengthened by the Federal Reserve Banks, and within the past few days this mainstay of our banking institutions has been made more sound to meet war-time conditions.

Conserve the food; but don't misapply economy. Use common sense.

Let business, the normal buying and selling, continue, and there will be no real trouble, financial or otherwise, for the Nation.

BREAD WASTE THROUGHOUT THE NATION IS ENORMOUS.

Conservation of Food Supply Means Utilization of Every Piece of Food Prepared.

A single slice of bread seems an unimportant thing. In many households one or more slices of bread are thrown away and not used for human food. Sometimes stale quarter—or half—loaves are thrown out.

Yet one good-sized slice of bread—such as a child likes to cut—weighs an ounce. It contains almost three-fourths of an ounce of flour.

If every one of the country's 20,000,000 homes wastes on the average only one such slice of bread a day, the country is throwing away daily over 14,000,000 ounces of flour—over 875,000 pounds, or enough flour for over a million 1-pound loaves a day. For a full year at this rate there would be a waste of over 319,000,000 pounds of flour—1,500,000 barrels of flour—enough to make 365,000,000 loaves.

As it takes 4½ bushels of wheat to make a barrel of ordinary flour, this waste represents the flour from over 7,000,000 bushels of wheat.

Fourteen and nine-tenths bushels of wheat on an average are raised per acre. It would take the fruit of some 470,000 acres just to provide a single slice of bread to be wasted daily in every home.

To produce this much flour calls for an army of farmers, railway men, flour-mill people. To get the flour to the consumer calls for many freight cars and the use of many tons of coal.

But, says one, a full slice of bread is not wasted in every home. Very well; make it a daily slice for every four or every ten or every thirty homes—make it a weekly or a monthly slice in every home—or make the wasted slice thinner. The waste of flour involved is still appalling—altogether too great to be tolerated when wheat is scarce.

Any waste of bread is inexcusable when there are so many ways of using stale bread to cook delicious dishes.

The U. S. Department of Agriculture, Washington, D. C., or your State Agricultural College will tell you how to use stale bread in many ways.

DRIVE TRAIN LOAD OF BUICKS OVERLAND FROM OKLAHOMA CITY

E. E. Roos arrived Sunday afternoon with a train load of Buick cars, which he brought overland from Oklahoma City, Okla., via Clarendon.

The Exchanges

Since Harry N. Stone, formerly of Plainview, has taken charge of the Seminole Sentinel, there has been a wonderful improvement in the appearance and subject matter of the paper. It is bright, clean and newsy—a credit to its maker and to the enterprising little community in which it is published. Seminole is hoping to have railway service by the first of July.

The Lamb County News, Volume 1, Number 1, by Neal Douglas, has reached the exchange desk of The Herald. It is a very creditable paper. It will be published weekly hereafter at Littlefield.

TO THE FIRST GUN.

Speak, silent, patient gun!
And let thy mighty voice
Proclaim the deed is done—
Made in the nobler choice;
To every waiting people run
And bid the world rejoice.

Tell them our heaving heart
Has found its smiting hand,
That craves to be a part
Of the divine command.
Speak! Prove us more than ease or
mart,
And vindicate the land.

Thine shall the glory be
To mark the sacred hour
That testifies the free
Will neither cringe nor cower.
God give thy voice divinity,
That Right be armed with Power.

Thou art not lifeless steel
With but a number given,
But messenger of weal,
Hot with the wrath of Heaven.
Go earn the right to Honor's seal—
To have for Honor driven.

Lead us in holy ire
The path our fathers trod;
The music of thy fire
Shall thrill them through the sod;
The smoke of all thy righteous choir
Is incense unto God.

And when long Peace is found
And thou hast earned thy rest,
And in thy cave of sound
The sparrow builds her nest,
By liberty shalt thou be crowned
Of all thy comrades, best.

—New York Times.

HE WON.

An Irishman, passing a shop where a notice was displayed saying that everything was sold by the yard, thought he would play a joke on the shopman, so he entered the shop and asked for a yard of milk. The shopman, not in the least taken aback, dipped his fingers in a bowl of milk and drew a line a yard long on the counter. Pat, not wishing to be caught in his own trap, asked the price. "Sixpence," said the shopman. "Al right, sorr," said Pat. "Rol it up; I'll take it."—Tit-Bits.

Personal News

Mrs. Lee Shropshire has returned from Floydada, where she has been visiting with her daughter.

L. W. Althen, representing the National Protective Agency of Los Angeles, Calif., was a business visitor in Plainview this week.

J. E. Majure left today for Meridian, Miss., where he will visit for several days.

Mr. and Mrs. J. M. Youngwood, of Weatherford, have been guests in the home of Mr. and Mrs. T. Stockton for the past several days. Mr. Youngwood, who is superintendent of the Pythian Orphan's Home at Weatherford, has returned, but Mrs. Youngwood will remain for a visit of a few days.

Chas. Saigling left yesterday for a visit with relatives in Dallas and Plano.

J. O. Crockett, of El Paso, is a visitor in Plainview.

G. V. Russell, of Belton, is visiting his brother, P. C. Russell.

Mr. and Mrs. E. Dowden have returned from a visit in Oklahoma City, Okla.

Mrs. Lyman McDonald and children, who have been visiting the family of A. E. Harp, have returned to their home, in Channing.

Miss Alice Harrel has returned to her duties as stenographer in the offices of The Texas Company, at Houston, after a visit with her parents, Mr. and Mrs. H. W. Harrel.

Toilet Articles

Almost all the standard makes. We have complete lines and would appreciate your business.

DYE DRUG COMPANY
"THE REXALL STORE"
West Side Square Phone 23

W. W. Underwood is in Dallas on business and visiting relatives.

L. L. Johnson, agricultural demonstrator for the P. & S. F. Railway Co., was here this morning en route to Post City.

Otis Trulove, of Amarillo, is here today on business, and will inspect his farm and ranch property in the lower end of the county before returning to his home.

C. A. Malone left today in his car for a business visit in Abilene. He will be the guest of relatives there.

Rev. T. B. Haynie will preach the annual commencement sermon for the senior class of Floydada High School Sunday morning.

Barnett O'Bryan, of Hale Center, was here yesterday en route to Tulla on business.

P. B. Randolph will leave tonight for Sweetwater, where he will meet Mrs. Randolph and the baby, who have been visiting relatives in Dallas and Mexia. C. V. Bryson has returned from a visit in Kansas City on business.

Special sale of Dress Shirts
this week only
Get your summer's supply
now

REINKEN'S

Clothing and Shoe Store

The Wagner-Wright Duo

High School Auditorium

Saturday Night,
May 12

Benefit of
Boy Scouts
Troop 1



PETTICOATS

In white and colors in
tub silk, double panel back
and front also lace and ribbon
trimmed crepe de chine
From \$3.50 to \$12.50



SILK UNDERWEAR

For Bride and Sweet Girl Graduate

in Niagara Maid Glove Silk and Crepe de Chine, flesh and white Camisoles

- Priced at from \$1.00 to.....\$3.00
- Nighties from \$3.50 to.....\$8.50
- Vests from \$1.50 to.....\$3.00
- Teddies form \$2.50 to.....\$7.50

A wide selection of dainty under and outer garments. Price range moderate.



Carter-Houston's

"Goods That Speak For Themselves"

SOCIETY

Telephone Number 72

ANNOUNCEMENTS.

The Lamar Mothers' Club will meet Friday, May 11, at 3:30 p. m. There will be election of officers and a social hour. Every one is cordially invited.

The Executive Committee of the Benevolent League will meet Friday afternoon in the southwest upstairs room in the City Hall. Following this meeting, the Working Women's Club will meet at four o'clock.

MESDAMES SANSOM ENTERTAIN.

Mrs. Elmer Sansom entertained the Travel Study Club at The Mae I. Theatre Monday afternoon. At the same time Mrs. D. F. Sansom entertained the Forty-Two Club.

EPISCOPAL GUILD PREPARE FOR ANNUAL CONVOCATION.

The Episcopal Guild of St. Mark's Church met Saturday to make plans for the convocation to be held here May 20, 21 and 22. It is expected that between forty and fifty delegates will attend from the North Texas District.

MYSTIC CLUB HEARS TALK ON GRAND CANYON.

The Mystic Club met Saturday afternoon, in the club room. Mrs. J. J. Bromley was leader. "The Grand Canyon of Arizona" was discussed by Mrs. E. Graham in a most interesting way.

RECEPTION HONORING MISSES JOSIE ROSSON AND DORA BELL.

Last Friday evening a reception for Miss Josie Rosson and Miss Dora Bell was given at the home of Mr. and Mrs. J. W. Johnson.

The house was beautifully decorated in patriotic effect. On entering, the flag was saluted by all.

Forty-two was played during the evening. Red, white and blue brick cream and cake were served.

Those present were Misses Mozelle Treadway, Elsie Ogden, Beulah Posten, Adelaide Donnelly, Betty Clements, Joe Rosson and Dora Bell, and Messrs. Guy Rosson, W. F. Nix, Gabriel Upton, Walter Longmire, Ralph Porter and H. A. Tansil.

MISS DELLA BROWN MAY GO TO FRANCE WITH HOSPITAL CORPS.

In a letter to friends here, Miss Della Brown, of Philadelphia, Penn., informs them that she has volunteered with her hospital unit from the University of Pennsylvania for service with the U. S. Hospital Corps in France and that she is expecting to leave within the next few weeks. Miss Brown visited the family of G. C. Keck this summer.

PRESBYTERIAN GENERAL ASSEMBLY AT DALLAS.

The General Assembly of the Presbyterian Church will meet in Dallas beginning May 18. Rev. T. B. Haynie, pastor of the First Presbyterian Church, contemplates attending the meeting. There are some eight hundred delegates from all parts of the United States.

WOODROW SCHOOL WILL CLOSE FRIDAY NIGHT.

WOODROW, May 4.—The Woodrow school will give their closing entertainment Friday night, May 11. Everybody is invited.

HALE CENTER SCHOOL CLOSSES.

The Hale Center Public School has closed for the year. Rev. T. B. Haynie, pastor of the First Presbyterian Church of Plainview, preached the baccalaureate sermon Sunday morning. Professor D. H. Stovall, the superintendent, is here visiting with his family, who are guests of Mrs. Stovall's parents, Mr. and Mrs. W. L. Harrington.

DISTRICT FEDERATION MET AT CLARENDON.

The District Federation of Womans' Clubs met May 3rd, 4th and 5th, at Clarendon.

The keynote of the whole meeting was the war situation and the conservation and production of foodstuffs. A number of very interesting talks on "What Women Can Do for the Government" were given.

Favorable reports from the different clubs were given.

The first evening the Federation was entertained at the McClelland home.

The eight Federated Missionary Clubs of Plainview will meet at 4:30 o'clock Sunday afternoon at the Methodist Church to hear the report of Mrs. Jo W. Wayland, who was a delegate at the Hale County meeting of Federated Clubs at Clarendon. Much interest was shown in Hale County by those attending the district convention, according to Mrs. Wayland, who returned Saturday.

BIRTHS.

Born, to Mr. and Mrs. C. C. Powell, of Hale Center, April 6, a boy.

Born, to Mr. and Mrs. G. R. Fletcher, of Hale Center, April 13, a boy.

Born, to Mr. and Mrs. W. C. Threadgill, April 27, a boy.

Born, to Mr. and Mrs. W. H. Darrow, nine miles northwest of Plainview, May 1, a boy.

J. C. Stephens, of Austin, formerly dean of Wayland Baptist College, at Plainview, has enlisted in the training camp for the officers' reserve corps at Leon Springs.

Mr. and Mrs. J. W. Wescoat returned last week from a visit of nearly six months in South and Central Texas.

J. B. Bradley has returned from Littlefield, where he went in the interest of the B. & B. Sign Service.

The Hale Center Elevator, owned by Roberts & Lemond, is practically completed. The B. & B. Sign Service has the contract for the signs for the building.

Edgar Ramey and Joe Elliot, of Castro County, were here yesterday to buy mules.

R. L. Grimes, formerly a resident of Plainview, is here for a few days on business and visiting with friends.

Joe Lee Ferguson, of Hale Center, was a visitor in Plainview Saturday.

Joseph and Robert Patterson, of DeLeon, Texas, arrived Saturday for a visit with their sister, Mrs. Roger Mayhugh.

Dr. E. Lee Dye went to Amarillo Saturday on business.

Sam Goslee, member of Company L, Fourth Texas Infantry, returned to Plainview from San Antonio Saturday, having received his discharge.

W. J. Dunlap, of near Petersburg, was here Saturday en route to Melrose, N. M., on a short business visit.

Paul Frye has returned from Roswell, where he visited a few days.

A. B. Brown, of Lockney, was a visitor here Saturday.

W. H. Holt, of Floydada, was here Sunday.

With the Churches

Nazarene Church.

Beginning May 11 and continuing until the 21st, Rev. C. W. Ruth, of Indianapolis, Ind., will be in Plainview to conduct a series of meetings at the Nazarene Church. Everyone is welcome. W. H. PHILLIPS, Pastor.

First Presbyterian Church.

There will be no preaching services Sunday morning or evening. The regular Sunday School service will begin at 9:45 o'clock. T. B. HAYNIE, Pastor.

First Methodist Sunday School.

Do you remember how it was snowing last Sunday during the Sunday school hour? Perhaps you thought there would be no Sunday School; but there was. There were 137 who showed their loyalty to the Sunday School by braving the snow storm to get there.

We missed you who were not present very much, and hope you will be with us again next Sunday.

SECRETARY.

Baptist Church.

Teachers' prayer and conference service at 9:30 Sunday morning.

Sunday-School at 9:45 a. m.; T. E. Richards, superintendent.

Preaching service at 11 a. m. and 8:30 p. m.

Prayer meeting Wednesday evening at 8:30 o'clock.

Laymen's meeting Sunday at 3 p. m. Subject for discussion, "Salvation as Planned by God." Leaders in discussion will be W. A. Donaldson, J. D. McGown and I. E. Gates.

The public is invited to all services. I. E. GATES, Pastor.

First Methodist Church.

Preaching at eleven o'clock a. m. The subject will be "Love-Seeking Souls." Consecration service at the close of sermon. Sunday is Decision Day in the Sunday School. Parents are urged to attend the services with their children. Baptism of infants at the close of the Sunday morning service.

At eight o'clock in the evening the subject will be "The World War—Future of the Republic."

Rev. W. M. P. Rippey will preach at East Mound Sunday afternoon at 3:30 o'clock.

Dibs Haynie and A. B. Brown are now employed at the Citizens National Bank, taking the places of H. Y. and Casey Hughes, who have gone to the training camp at Leon Springs.

I. N. McCrary, of the McCrary Guarantee Sales Co., of Amarillo, is here arranging a big furniture sale for W. E. Winfield.

M. K. Brown, J. R. Henry, L. C. McMurry and Chas. Clark, of Pampa, were visitors in Plainview Saturday attending the Plains West Texas A. & M. College meeting.

Mayor W. F. Schenck and Geo. M. Boles, of Lubbock, attended the Plains West Texas A. & M. meeting here Saturday.

H. E. Smith, J. F. Hartford and Judge H. D. Durst, of Post City, attended the A. & M. College meeting here Saturday.

J. M. Wilson, of Floydada, attended the West Texas A. & M. College meeting here Saturday.

Judge C. H. Curl and A. P. Duggan, of Littlefield, were in Plainview Saturday.

J. B. Maxey and T. O. Collier returned Sunday from a short visit in Clovis.

Mr. and Mrs. Robt. Ehcolds, of Mador, were visitors here Monday.

The infant son of Mr. and Mrs. P. H. Scott, of Hart, Castro County, was buried yesterday afternoon at 4 o'clock, in the Plainview Cemetery.

This Store Makes a Specialty of Ready-to-Wear garments and doesn't stop with selling the "grown-ups". There's clothes here for every age, infancy to old age, all the way.



MOTHERS, DO YOUR CHILDREN NEED DRESSES?

If they do, here is a timely opportunity to buy them a supply of stylish dresses to last through the entire summer at a total cost of a very few dollars. Your choice is not confined to one or two models either, for in this collection there is a variety of dainty dresses for school, play and dress occasions. Prices for sizes 3 to 5, 75c to \$2.75. Prices for sizes 6 to 20, \$1.00 to \$21.50.



Smart Summer Suits For Boys

Mothers will find in our wide assortment a suit in style and fabric that her young son will be glad to wear. The garments possess a young American style and fit that will strike a responsive cord into the clothes ideas of every youngster.

Wash Suits.....\$1.50 to \$3.00
Tropical and Woolen Suits..\$4.00 to \$14.50



New Clothes For the Tiny Tots

This store is now featuring the dainty wearables for the comfort and happiness of toddlers during the summer months. Young mothers especially will be interested in these garments for baby.

Tiny frocks, undermuslin, stockings, booties, wee coats, creepers, etc.

Dresses.....75c to \$2.75
Margurites.....75c to \$1.25

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE

Nelse Fitzgerald and Henry Jones, of Abernathy, were business visitors to Plainview Monday.

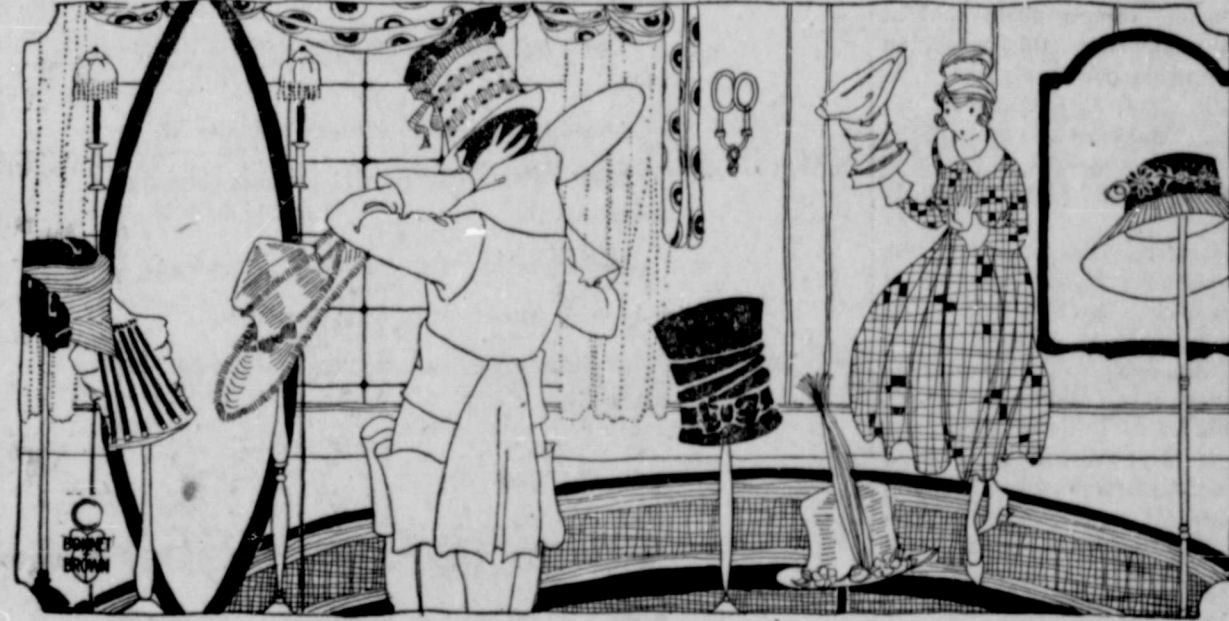
Mr. and Mrs. J. E. Conner and children went to Littlefield Monday on business.

Miss Ethel Thomas has returned home from Scranton Academy, where she has been teaching English.

Professor Ralph Porter has been in Tulia this week visiting with his parents.

Miss Jessie Head, of Brawley, Calif., is visiting friends here.

WANTED—Sixty acres of sod broken with a sod tractor. DR. O. I. COOK, Hale Center, Texas. It-pd.



In a short time Spring will usher in Summer with the demand that all millinery be dainty and beautiful.

We are fully prepared in all lines to answer this demand. We have Milans, Hems, Panamas, Leghorns and materials for the transparent hats, all in the best qualities and newest styles. If we don't have what you want we are glad to get it for you.

We have twenty dark hats that we will sell at a big reduction.

R. & H. Millinery Co.
INDIVIDUAL STYLE SHOP



No High Prices On Clothing at Reinken's

We are still selling Kirschbaum's all-wool Guaranteed Suits at

\$15.00

Others at \$20.00 to \$30.00

See our Special Value worsted suits priced \$11.95 and \$12.95

REINKEN'S
Clothing and Shoe Store

KANSAS CITY STOCK MARKET IN DETAIL.

KANSAS CITY STOCK YARDS, May 4.—Cattle receipts this week fell off 3,000 head from last week, but were 2,000 more than same week last year at that, beef steers a little lower for the week, butcher grades strong, stockers and feeders 25 to 50 cents higher. Hog receipts increased 6,000 head over last week, 2,000 less than same week last year, about steady for the week, 5 cents lower today, top today \$15.90. Sheep and lamb receipts were 2,000 less than last week, and 18,000 less than same week last year, market 75 cents to \$1.00 higher for the week.

Beef Cattle.

Handy weight steers of first grade sold at \$12.50 to \$12.65 this week, good to choice steers of all weights \$12.00 to \$12.40, a single load of pulp steers at \$12.60, bulk of the good pulp steers \$11.75 to \$12.30, most of the short-fed steers \$11.25 to \$11.90, light-weight steers with little flesh \$9.00 to \$10.50. The week's supply contained good-weight Montana steers at \$11.25, Western Colorado hay-fed steers around \$10.55, quarantine fed steers \$10.00 to \$11.90. Good steers of all kinds are getting scarce, and an advance on the good ones is in order. Butcher cattle sold strong and higher all week.

Stockers and Feeders.

A train of two-year-old Panhandle White Faces sold at \$10.25 Monday, same as two that brought \$10.00 previous week, and \$9.75 two weeks previously. Sales of stock steers range from \$8.00 to \$10.50, feeders \$9.50 to \$10.50, with a fair number of fleshy feeders at \$10.75 to \$11.30, stock cows and heifers \$7.25 to \$9.50. All kinds of cattle look like sure money for a long time to come, hence the scramble for young stock.

Hogs.

There is less spread in prices this week, light weights getting good action on various days. Choice heavy hogs sold at \$15.90 today, best medium weights \$15.80, top on light weights \$15.60, bulk of sales \$15.20 to \$15.80. A fair number of choice heavy hogs out of cattle feed lots are coming, but most of the hogs lack weight, average weight around 190 pounds, about 12 pounds lighter than a year ago. We are getting consignments of hogs daily from nearly every Western range state, two loads here yesterday from California. Wet weather has kept owners out of fields for a week or more, giving opportunity to market hogs, but with clear weather the run will drop off, and prices will work higher.

Sheep and Lambs.

Arizona and California contributed spring lambs this week and finishing shipments arrived from Colorado, but the total showed the effect of short supplies from Texas this year. Prices jumped up about one cent a pound, best fed lambs going to \$17.60, Arizona and California spring lambs \$16.50, never before equalled. One load of Texas brusher Angora goats sold at 9 cents a pound here this week, an unheard of price previously.

J. A. RICKART,
Market Correspondent.

MUCH FOOD FROM SMALL AREAS.

The best methods to follow and the best crops to grow in order to make a small area like a back yard produce the maximum amount of food for the family are discussed in a new publication of the U. S. Department of Agriculture, Farmers' Bulletin 818, "The Small Vegetable Garden." In addition to furnishing information in regard to the fundamental principles of gardening, this bulletin describes in detail the culture of all of the common garden plants, and also furnishes a table showing in a concise form the quantity of seed needed for each kind of vegetable, the proper way and times to plant, and the materials required to produce the crop.

To make a small area produce a large amount of food, the bulletin points out that not only every foot of available space must be utilized, but that late or successive crops must be planted as soon as the earlier plants have been removed. To carry on gardening in this intensive way requires careful planning in advance, and it is recommended that a detailed diagram of the garden be drawn up and the various uses that it is planned to put each portion to, throughout the grow-

ing season, be clearly indicated. On this plan the success or failure of the various enterprises should be noted and the plan itself kept as a guide for the following year.

L. E. Gallagher and F. H. Omerthier, Jr. of Hereford, were here Friday on business. Harry Snodgrass, of Floydada, was a visitor in Plainview Friday.



Order this 15-Gallon Drum of Texaco Motor Oil

It Saves You Money, and It's Mighty Convenient

YOU have oil when you need it, in a leak-proof, dust-proof container.

No cans to spill, no oil wasted and you get a quantity price—that's a real saving.

With the Texaco drum in your garage you start the trip right—with the right oil.

Of course, you know that Texaco Motor Oil cuts down your motor expenses. It keeps the motor running smoothly on less power—meaning lower "gas" bills. It does not leave hard carbon deposits, saves carbon scraping, saves repairs.

Get this 15-gallon drum from The Texas Company agent in your town, or write our nearest office.



THE TEXAS COMPANY
HOUSTON, TEXAS
Dealers Everywhere



Maxwell

Costs Little to Run

Thousands of Maxwell owners run their cars on \$6 to \$8 a month.

—because the Maxwell is mechanically right.

The real automobile is the mechanism,

—inside, where you can't see it.

And the Maxwell excels as a machine,

—is world endurance champion,

—the most efficient car made

—and the most inexpensive to operate.

**Touring Car \$665
Roadster - - 650**

All prices f. o. b. Detroit.

Whether for town or country use the Maxwell logically is your car.

South Plains Motor Co.
Vickery-Hancock Bldg.
Telephone 677

Attention! BOYS

Last season we gave a Foot Ball with your suit. To show our appreciation of your good will and patronage we now offer with suits at \$7.50 and up.



A REACH AMERICAN LEAGUE JUNIOR BALL

Perfection Garments of Quality

We heartily recommend to our patrons this well known make of Boys' Clothing. You can surely find your choice among the many new styles—the many smart models in our assortment. Many suits have two pair of trousers making them double value suits, price at.....\$15.00

Spring Assortment Now on Display

CARTER-HOUSTON'S

"GOODS THAT SPEAK FOR THEMSELVES"



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

Every day our stock of drugs and sundries is growing larger and most every day you need something in our line. Won't you let us serve you? We guarantee.

SERVICE QUALITY RELIABILITY
MCMILLAN DRUG CO.
FREE DELIVERY TELEPHONE 62

RATES
ONE CENT PER WORD
EACH INSERTION

THE EVENING HERALD'S
LIVE WANT AD PAGE
TELEPHONE No. 72

THE MARKET PLACE
OF THE
SOUTH PLAINS

Let us make your Auto Number.
B. & B. SIGN SERVICE. 2t.

WE HAVE JUST RECEIVED a large
opening stock of Kirsch Curtains Rods
adjustable to fit any window or
portier opening. See them at GARNER
BROS. Phone 105. 1t.

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

NOTICE.

Strayed or stolen, one four-year-old
horse mule, very dark brown, almost
black, light sprinkling of gray; wire
scar on inside of hock joint. One
dark brown mare mule 10 years old;
12 hands high. One coming-three-
year-old red mare mule, no marks.
One bay pony mare; right hip knocked
down.
\$25 reward for return.
3t-pd. P. B. SNYDER.

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

OUR FLOURS cost you just a little
less and are just a little better than
other brands. HARVEST QUEEN
MILLS. 1t.

STRAYED STOCK.

I have taken up at Garwood Farm,
two and one-half miles northwest of
Plainview, three Jersey heifers about
six months old. Owner may have
same by paying charges for care and
for this ad. A. M. KRUGER. 1t.

FOR SALE.

Registered Big-Type Poland-China
Pigs. The big-bone, smooth, prolific,
easy-feeding kind. Satisfaction guar-
anteed; papers furnished; \$25.00 each.
RAY KUTCH, Rogertown, Texas. 4t.

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

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

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

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

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

If you are in a hurry and want a
quick meal, and over with quickly,
make the fire with Simon-Pure Nigger-
Head Nut Coal. E. T. COLEMAN, Coal
and Grain Dealer. 4t.

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

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

FOR RENT.

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

Small herd Jersey cows with regis-
tered bull for sale cheap. R. F. DON,
4 miles east. 1t-pd.

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

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

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

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

LOST OR STRAYED—Coming two-
year-old black mare mule. Raised at
Holman's, nine miles northeast. Has
been out three or four weeks. Please
leave information at KNIGHT AUTO
CO.'S. 1t.

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

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

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

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

We are prepared to do all kinds of
Woodwork. HANDY MAN'S SHOP.
Phone 475. 1t.

FOR SALE.

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

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

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

STRAYED—Three yearling Jersey
heifers. Phone J. C. GOODWIN, No.
249. 1t.

FOUND—A place to get SIGNS
painted immediately. B. & B. SIGN
SERVICE. 2t.

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

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

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

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

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

MONEY TO LOAN.
Scott & Blackmer.

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

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

FEATHERS WASHED the sanitary
way. Mattresses made of your old
Feather Bed. HANDY MAN'S SHOP.
Phone 475. 1t.

Be sure to see those beautiful, up-
holstered Porch Swings and Lawn
Furniture. HANDY MAN'S SHOP.
Phone 475. 1t.

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

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

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

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

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

FOR SALE—Three splendid, regis-
tered Hereford bulls, Illinois bred; in
good condition, and may be seen at my
residence in Plainview. Will give
terms or will exchange for stock cat-
tle. For particulars see or address
OTUS REEVES REALTY CO., Plain-
view, Texas. 1t.

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

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

FOR RENT—Light housekeeping
rooms. Phone 416.

Out-of-town sign work solicited.
B. & B. SIGN SERVICE. 2t.

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

FOUND—A place to get SIGNS
painted immediately. B. & B. SIGN
SERVICE. 2t.

BREAD IN THE HOME.
Government Specialists Test Its
Value and the Best Way of
Preparing It.

WASHINGTON, D. C., April 30.—
If home-made bread were uniformly
well made it would be used more ex-
tensively than at present in place of
more expensive foods, say specialists
in the U. S. Department of Agricul-
ture, and this would be a distinct
economy. From the standpoint of nu-
trition it makes very little difference
whether breadstuffs are served in the
form of bread or in the form of break-
fast cereals, side dishes with meat, or
desserts. A man engaged in moderate
muscular work can profitably consume
about three-fourth of a pound a day
of breadstuffs in any one of these

forms. As a matter of fact, however,
it is not probable that in the average
family this quantity is consumed, and
the deficiency is made up by the use
of more expensive substances. Of
course, bread alone is not sufficient
for the maintenance of health, but
from an economical and a hygienic
point of view should be used more ex-
tensively than it usually is.

In a new publication of the Depart-
ment, Farmers' Bulletin 807, detailed
directions for the making of bread in
the home are given, together with a
number of convenient recipes for
home-made biscuit, rolls and bread in
which rice or potatoes are used with
flour. The bulletin also gives a score
card by means of which it is suggested
the housewife can estimate the merit
of her product.

CLERK'S NOTICE OF
ESTRAY TO NEWSPAPER.

THE STATE OF TEXAS,
County of Hale.

TAKEN UP by Louis Brosch and Es-
trayed before Earle C. Keck, Justice
of the Peace, Precinct No. 1, Hale
County: One red cow about four years
old, with left ear cropped, and one red
calf with same, with white spots on
head, left ear cropped. No brands dis-
covered. Appraised at Fifty (\$50.00)
Dollars.

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

GIVEN UNDER MY HAND AND
OFFICIAL SEAL this 2nd day of
April, A. D. 1917.

JO W. WAYLAND,
County Clerk,
3t-Tues. only. Hale County, Texas.

Again Below Par

If your health is below par, you
need building up with HEMO, the
food for "Above Par" Health.

HEMO is a delicious Malted
Food, containing all the elements of
Malted Milk and more—the juice of
beef and natural iron to aid in mak-
ing rich, red blood. HEMO has
great nutritive force.

Especially for nervous women,
rickety children, over-worked busi-
ness men, convalescents and the
aged. A delicious food beverage for
everyone.

Makes a delicious food drink by
simply adding water.

We suggest that you try a 50c
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satisfaction.
Long-Harp Drug Co.

WHAT IS
LAX-FOS

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

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

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

In LAX-Fos the CASCARA is improved by
the addition of these digestive ingredi-
ents making it better than ordinary CAS-
CARA, and thus the combination acts not
only as a stimulating laxative and cathar-
tic but also as a digestive and liver tonic.
Syrup laxatives are weak, but LAX-Fos
combines strength with palatable, aroma-
tic taste and does not gripe or disturb
the stomach. One bottle will prove
LAX-Fos is invaluable for Constipation,
Indigestion or Torpid Liver. Price 50c.

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

Cold Days Require Coal
Why is it that some folks always delay their coal buying and the
installing of their stoves until the last minute when every member of
the family has run the risk of serious cold or pneumonia and until all
of the coal and stove dealers are so busy they cannot give the best
service? Surely the wise man will not be caught in a blizzard with his
coal supply not yet laid in.
We have the supply of coal, we have the prompt service, and the
prices are lower now than they will be when winter gets here. Isn't it
good health insurance, isn't it good business, isn't it the sensible thing
to do to place your order now?
Just phone us at 162 and we will do the rest.
ALLEN & BONNER

Its the Season for Cream Separators and Incubators. We have the famous
DeLaval Separator in all sizes, and Safety Hatch Incubators. Let us show them to you.
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Plainview Mercantile Co.

THE STORE WITH A "SMILE"

Plainview Mercantile Co.

Men Who Have Waited For the "Rain" to Buy Their SPRING SUITS Will Find Just What



A Woman Can Buy a Spring Suit for Little These Days

\$20.00 to \$35.00 Spring Suits, Now \$10.00 to \$17.50

and they are the latest Spring models. Materials are Taffeta, Gaberdine, Serge and Wool Poplin. Colors are gray, plum, gold, green, French plum and black and white. While they last at one-half the regular price.

Women's New Spring Coats

"Take a Tumble"

\$15.00 to \$40.00 Coats, Now \$7.50 to \$20.00

They are just the light, comfortable wraps you would like most to have these cool nights. There are close fitting and semi-fitting styles in Sports length and some reaching to the shoe tops. All the new Spring shades are represented. They won't stay with us long at **HALF PRICE**.

They Want at the Plainview Mercantile Co.---\$15 and Up

The Charming Hats of White
For Women, Young Women, Misses and Children

Young women have a fondness for hats of white—they are so useful and becoming. The new ones bring an air of summer with them, for one can fairly picture the frocks of airy voile with which they will be worn. Little hats and big ones—the latter particularly picturesque with their broad brims and flatly laid trimmings.

PRICES \$1.50, \$2.50, \$3.50, \$4.00, \$5.00, and \$6.00



Low Prices on Our Shoes

For Everybody

FOR WOMEN—Pumps and Colonials at \$4.00 upward, of kid, satin and patent, turn soles and leather heels.

FOR MEN—Shoes and oxford ties at \$4.00, \$4.50 and up, of black and tan calf skin and kid skin in several toe shapes, including the long English lasts that the young man likes.

FOR MISSES—Pumps and oxford ties of black and tan kid skin and calf skin and canvass and buck, just the ones for mid-summer wear.

FOR CHILDREN—Shoes and pumps of patent and kid with straps. Prices \$1.25 up to \$2.50. White canvass button shoes, wide roomy toes and springy heels, \$2.00 to \$2.25

YOU SAVE \$10



Men's and Young Men's Spring Suits \$15.00 AND UPWARD

Men's Suits to the Front

May is the month when everything blossoms out—except a very few men who don't need to care.

Perhaps, sir, you are one of these, but it is more likely you are not; it is more likely you must have a care for your appearance.

If so, you must know as well as we do that the time to show it is now, for the man who doesn't wear a new spring appearance by the first of May—well he is behind the times.

The line-up of the men's new suits in the Plainview Merc's men's clothing department is full, plentiful and fine.

The muster is complete in the three divisions.

The suits for youth's.

The suits for young men of various ages.

The suits for young men of various ages.

The standard suits for men of maturity and conservative tastes.

PRICES \$15.00 AND UPWARD

Men Can Find No Better Summer Shirts

than these \$1.50 shirts. Fine woven madras, plain negligee style, with soft cuffs and several weaves—plain and crepe like. Designs are stripes in beautiful colors.

Straw Hat Day Waits On No Thermometer

The wearing of straw hats in the first part of May is an unwritten law that is generally observed by the men of the city and vicinity.

The best dressed among them will wear the Mercantile's selected straws.

Prices \$2.00, \$3.50, \$4.00, \$5 and upward

Sorghum Grains to Play Very Important Part in Economy Plan

The grain sorghums, the principal crop of the Great Plains area, are receiving attention at the hands of the U. S. Department of Agriculture. These crops, including kaffir, milo, and fetrita, are drought resistant, and in most seasons produce profitable yields even though corn may be a failure in the same locality. Kansas, Oklahoma, Texas, New Mexico and California are the States which produce most of the sorghum grain of the United States. This is one of the staples in the Panhandle and Plains country, and is each year receiving greater attention from feeders and and from the Government.

Although the sorghum grains, when ground and used in making mushes, breads, and puddings, are comparable to corn in food value, they have not been used generally for human food in the United States. Their chief value, therefore, in the present emergency will be as feed for live stock and poultry. If used in this way they will release for use as human food large quantities of the more common grains now fed to animals.

Because the section in which grain sorghums may be grown to best advantage is also the most important cattle-raising section of the country, farmers growing the sorghums can combine profitably the growing of these grains and the feeding of live stock, the specialists point out. Most of the cattle now raised in the grain-sorghum-growing country are shipped to the corn belt for fattening on corn. The sorghum grains which, because of their newness, are more difficult to market than corn, therefore are left largely unused in the regions of production and must be held until the supplies of corn have been used up in large part, when the demand for feed grains draws them into the market. If the growers of grain sorghums will plan to carry more cattle this season and to fatten them in the home-grown grain instead of shipping them to the corn belt to be finished, no difficulty will be experienced in marketing the sorghum grains. A ready market for all the meat that can be produced this year is assured.

The sorghum grains make good stock feed, having about 90 per cent of the feeding value of corn. When those grains can be produced or bought for less than 90 per cent of the cost of corn, it is more profitable to feed them

than to feed corn. The fattening of cattle and other stock in the grain-sorghum belt is made the more profitable by the fact that this region is close to the source of cottonseed meal—one of the most nutritious protein concentrates for the feeding ration.

The third type of feed needed for the efficient fattening of stock—succulent material—may be procured by ensiling the grain sorghums when the grain is in the hard dough stage. This silage is as high in food value as corn silage.

Stock-raising farmers in the sorghum belt should plant a large acreage to supply an abundance of both grain and silage.

VETERAN OF CONFEDERATE ARMY WOULD JOIN UNION BLUE.

LITTLE ROCK, Ark., May 1.—Another gratifying example of loyalty was demonstrated at the U. S. Navy Recruiting Office, Little Rock, Arkansas, when Mr. J. L. Leigh, of 1511 West Second Street, applied for enlistment in the U. S. Navy.

Mr. Leigh requested that he be enlisted at once and sent to the largest battleship afloat for service on that vessel, and he was greatly disappointed when informed by the Recruiting Officer that he exceeded the required age limit by forty-some-odd years, he being sixty-nine years of age.

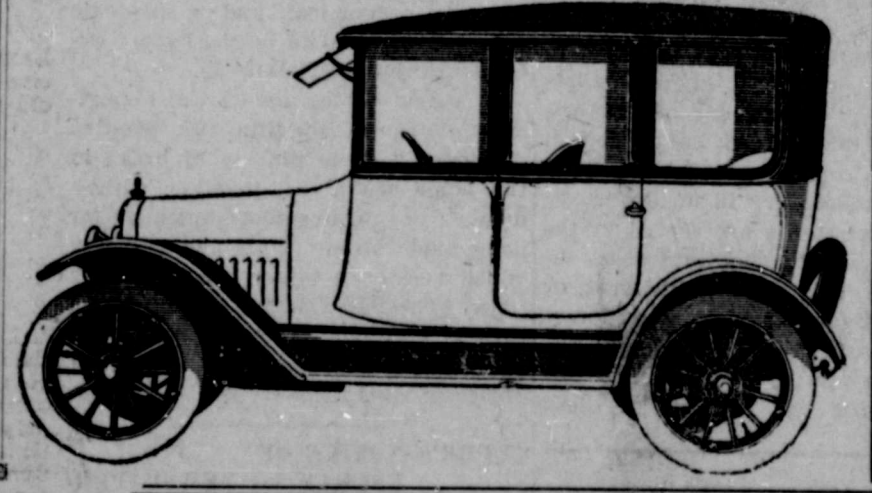
Mr. Leigh is a warrior of experience, having enlisted in the Confederate Army at the age of thirteen and having served for four years, which ended in April, 1865, under General Lee, at Appomatox.

It is most gratifying, in these times of need, to find such loyal spirit in the "Boys of 1861," and such an example as shown by our worthy veteran, Mr. Leigh, will no doubt find a like response by the "Boys of 1917."

IT'S WHAT THEY ALL SAY.

We are strictly in favor of the A. and M. College being located on the Plains, and think that, next to Silverton, Plainview should have it. We would like to see it located here, and think many things would be in favor of its location here, but would not be contentious about it. If Plainview gets it, then we want that interurban line and a boulevard built to that place, and Plainview needs it as badly as we do.—Silverton Star.

The Maxwell Sedan



THE Maxwell Sedan has been aptly termed the "Ideal Family Car". So great is the popularity of this model that we feel justified in claiming that it answers every requirement of the average owner who wants the extra refinements and satisfaction of a closed car, without sacrificing the utility of an open touring car. It is not cumbersome, yet the design of the interior is such that five passengers are accommodated with the utmost comfort. The seating arrangement is very convenient, the forward chairs having a passage-way between so that both are accessible from the door on either side of the car.

In every detail of construction and finish this car is complete. It is luxurious without being extravagant. Good taste is shown in the trimmings and the many details of the appointments which add to the convenience and general appearance of the car.

The convertible body is here developed to near the point of perfect design. Whether the car is open or closed, the appearance is one of permanence, of the single purpose body designed by the master artist.

Just a glance at the closed car will satisfy anyone regarding the comfort and pleasure of driving this car in the bad weather season. The easy operation and flexibility make it a familiar figure in the stream of traffic which fills city thoroughfares during the social season.

For driving in good weather the side posts are removable, and the glass lowers into padded compartments in the body. This makes a highly satisfactory touring car, but with the added protection against heat and dust afforded by the permanent top and the elevated side lines of the body enclosure.

The interior is especially pleasing. The top is lined with the same gray material as used for the seat cushions. The carpet also matches this cloth in color. The interior thus being finished entirely in a beautiful gray gives an appearance equal to that of the finest enclosed carriages.

The buyer who desires exclusiveness will find satisfaction in the Maxwell Sedan. And his ownership of the car will be made all the more agreeable because of the sensible economy in the first cost and in operation which he is able to effect. The noiseless, smooth-running motor affords an abundance of power, responsive to the touch of the driver.

Frankly, we are very proud of this car. We feel that it represents an unusual accomplishment in the production of enclosed automobiles. When you become familiar with the Maxwell Sedan we believe you will readily agree that it is the first really complete, high grade enclosed car to be sold anywhere near the price.

There is no car which offers you more personal satisfaction for the money than this Maxwell Sedan. It is an ideal car for the man who can afford a car of beauty and safety for his wife's use.

All the following prices f. o. b. factory.

Commercial Chassis, with cowl	\$575	Cabriolet	\$865
Truck Chassis	\$795	Sedan	\$985
Roadster	\$650	Taxi Cab	\$915
Touring Car	\$665		

SOUTH PLAINS MOTOR CO.

Old Vickery-Hancock Building

J. M. Lipscomb

T. D. Lipscomb