Quality Job Printing; Book and Pamphlet Designing.

The Twice-a-Week

Hale County Herald

PUBLISHED IN THE HEART OF THE IRRIGATION BELT OF THE SOUTH PLAINS

If You See It in The Herald It's So.

VOLUME TWENTY-FOUR | PLAINVIEW, TEXAS, TUESDAY, DECEMBER 23, 1913 | NUMBER EIGHTY-ONE

BUSINESS MEN ARE ENTHUSIASTIC

Evening Herald Will Be Great Factor in Building Up of Plainview, They Say.

A TRADE DEVELOPER

With Live Telegraphic News Service, Boosters Say Evening Herald Can Render Invaluable Service.

When such representative men as Judge J. E. Lancaster, A. E. Harp, J. W. Willis, W. A. Shofner, J. F. Duncan and R. A. Long unqualifiedly pronounce the advent of The Evening Herald as one of the greatest things which could possibly come to Plainview, and these men, together with most of the enterprising, progressive men and women on the South Plains have announced that they would spare no effort in helping The Evening Herald along the highway of SUCCESS, it is only natural to presume that with such united co-operation Plainview's great daily newspaper—The Evening Herald—is bound to succeed.

Here are a few more statements from worth-while men:

A. E. Harp, one of Plainview's foremost real estate owners and boosters, said in a recent interview:

"Plainview will have two more railroads in the next year, and The Evening Herald can be of great help in bringing them in. It is my opinion that we will have them before the first of 1915.

"It will boost all enterpr—the smallest merchant and the biggest store.

A financial success it is bound to be, and Plainview people will make it so. With the spirit of the people here, they will get behind any movement that they know is right and will give it their hearty co-operation.

"I think that you are on the right track, and you can put me down right on your subscription list for two copies of The Evening Herald."

"I am with you as strong as I can be," said J. W. Willis, enthusiastically. "When I came here, six years ago," he continued," we had nothing as compared to what we have now. The prospects ahead are brilliant. We have built up this city steadily in the face of a financial strain that has been the undoing of many a larger city. We have constantly added new enterprises as we needed them. Now we need a good daily paper, and I know we will get it.

"I think that in the course of five years we will grow to be a town of ten thousand population or more. The country will grow proportionately, and we need a medium with which the town merchants can keep in touch with the farmer.

"I have the greatest confidence in the men behind The Evening Herald. They have made a success here and elsewhere, and understand the business of putting out a good, live daily newspaper.

"You may be sure that you will have my hearty co-operation, and as a Plainview booster I wish you the best of success."

"What will The Evening Herald do for me?" asked R. A. Long.

"Well," he said, after a pause, "it will be a big profit to me, in that I can tell the countryman what I have in my store. This will also be more marked during sales Mondays and the holidays."

"Stock reports are what the farmer wants, and I understand that you are going to have them from Kansas City, Fort Worth, Chicago and Oklahoma City.

"The farmer also wants to know what is going on in his trading center. The sales are of special interest to him, and it is through the medium of the daily paper that he can keep best informed concerning them.

"There are real newspaper men be-

(Continued on Page Twelve.)

HEAVY SNOW AT LITTLEIELD.

Littlefield, Lamb County, Texas, Dec. 23.—It began snowing here Saturday night and continued without ceasing for about twenty-four hours. The ground is covered on the level about six inches. The weather has not been so cold and cattle will not suffer if it clears off at once. This is a "wet" snow, and will add much moisture to the splendid season already in the ground.

MORNING FIRE ENDANGERS PROPERTY AND LIFE.

Blaze Started When Mrs. H. H. Roger's Gasoline Stove Explodes Threatens Serious Damage.

What threatened to be a serious blaze this morning was admirably handled by the prompt action of the volunteer fire department. The blaze started from the overflowing of a gasoline stove when Mrs. H. H. Rogers, of 212 North Covington Street, started to light a fire.

For a few minutes it was feared that the Rogers home would be completely destroyed. Mrs. Rogers did not once lose her nerve, and before the fire was extinguished she proved herself a heroine. It was all that Mrs. Rogers could do to get out of the way of the flames which leaped from the stove, igniting the furniture and wall paper.

Mrs. Rogers called for help. A. M. Hickman, who happened to be passing, rushed into the house and did much to assist in checking the flames. Just then the firemen arrived. For some minutes the fire fighters were unable to reach the source of the flames, because of blinding smoke.

H. M. Burch, owner of the property, carried insurance to the amount of $700 with the Reliance Insurance Company, whose agent here is H. W. Harrel. A rough estimate of the damage to the house was given as about $150. The kitchen furniture was destroyed and the wall paper and walls badly burned. The fire entered the living room, burning the woodwork and ceiling. The beautiful curtains of that room were ruined, the whole contents of the room being blackened with smoke.

Mr. Burch, the owner, states that he will begin repairing the damage immediately, replacing new doors, woodwork and paper.

Mr. Rogers wishes to extend his thanks to the firemen and those assisting in any way for their brave work.

An unfortunate incident o— one of the firemen who responded to the alarm. Mr. Gus Otto lost a valuable scarf pin, which he values at $60. Anyone finding same will please return to The Herald office or to Mr. Otto. A horseshoe set with diamonds was the description given.

DEATH RATE OF JACK RABBITS AND RELATIVES ASTOUNDING.

Eight thousand, eight hundred and ninety-eight deaths have occurred in Mr. Jack Rabbit's family since December 1 up to 2 o'clock this afternoon. More fatalities are expected before January 1.

This astonishing number multiplied by 3 cents gives the total of $266.94, which Hale County has paid out as compensation to sore shoulders and time lost in destroying the pests.

Sam Nations has brought in one Lobo pelt this month and has collected his $5 bounty, besides other private bounties offered by big ranchers.

"IMMIGRATION" QUESTION FOR SETH WARD-WAYLAND DEBATE.

Seth Ward will choose sides for their debate with Wayland College early in January. Wayland presented the question last week. It is, "Resolved, that foreign imigration is inimical to American institutions, and should be further restricted by the imposition of an educational test on all persons seeking admittance over 14 years old."

12,923,000 BALES GINNED FOR 1913

Census Bureau Figures Cause Break of $2 a Bale in Price at New Orleans.

TEXAS HAS 3,627,000

Figures Nearly a Quarter of a Million Larger Than Bears Had Predicted.

The cotton of the growth of 1913 ginned prior to December 13 amounted to 12,923,606 bales, according to announcement of the Census Bureau made in Washington yesterday. Round bales included numbered 91,683; sea island, 69,312.

Ginnings by states:

Alabama, 1,444,603 bales; Arkansas, 884,702; Florida, 63,032; Georgia, 2,213,426; Louisiana, 391,266; Mississippi, 1,084,584; North Carolina, 706,252; Oklahoma, 791,623; South Carolina, 1,276,402; Tennessee, 340,541; Texas, 3,627,410; all other states, 99,760.

Sea island cotton ginnings by states:

Florida, 24,126; Georgia, 38,806; South Carolina, 6,380.

The price of cotton at New Orleans was depresed nearly $2 a bale by the Census Bureau report. This report was 200,000 bales larger than had been generally expected, even on the bear side.

KRESS CITIZENS DRIVE RABBITS AND FEAST.

Captains Sjogren and Bagley with 32 Men Kill 458 "Bunnies" in One Day.

Four hundred and fifty-eight rabbits in one day is a record set by the citizens of Kress Saturday. C. F. Sjogren brought 423 of the animals to Plainview yesterday and sold them to the Rucker Produce Co. at 5c each.

Mr. Sjogren and J. C. Bagley each chose 16 men for the drive. They started out at 9 o'clock Saturday morning. The men were divided into squads and agreed to report at 4 o'clock. The ladies of the community arranged to serve the hunters with dinner, it being understood that the losing side would pay for the turkeys eaten.

At 4 o'clock Mr. Sjogren's men turned in 227 rabbits; Mr. Bagley's, 203. One man on each side was missing. These men turned up about 5:30 o'clock with 27 rabbits. They had hunted together.

A compromise was agreed upon, each side paying its proportionate part of the cost of turkeys consumed. The drive will be made again Friday. It will cover a radius of about 5 miles around Kress, Mr. Sjogren says.

The money received for the rabbits was distributed among the hunters to pay for ammunition.

RED CROSS SEALS ARE MOVING SLOWLY.

Red Cross Seals are on sale in the dry goods and drug stores and in one Plainview grocery store, according to Mrs. L. Lee Dye, President of the Civic League. The seals are moving slowly, Mrs. Dye says. They were received late, and it seems that few people have gotten the habit of sending these "little messengers with their Christmas packages.

MERCURY LOWEST THIS MORNING

Temperature of 3 Above Is 11 Degrees Colder Than Last December; 6 Inches of Snow.

SNOW GENERAL OVER PLAINS

Wheat Will Be Greatly Benefited and Much Moisture Stored in Ground; Stock Suffers but Little.

The mercury was only 3 degrees above zero this morning. Yesterday it was 5 above; the highest the thermometer rose all day was 32 degrees. A year ago to-day the minimum temperature was 14 above.

This morning was the coldest of the fall. However, there were several days in January when the mercury went a little below zero.

A little more than 6 inches of snow fell Sunday and early Monday morning. The fall seems to have been general.

This fall of snow over the Plains and Panhandle country will be of inestimable benefit to agricultural interests of this section, since it will not only greatly benefit wheat now growing, but almost its entire moisture will be absorbed by the soil and stored for use of next year's crops.

Reports are that live stock has suffered but little from the storm.

OLD-TIME PLAINSMAN ANSWERS "LAST CALL."

Funeral services of I. B. Shelton will be held at 2 o'clock to-morrow (Wednesday) afternoon from the family residence. Rev. J. W. Winn will conduct the funeral. Mr. Shelton died this morning just after 6 o'clock. He was paralyped several days ago.

Mr. Shelton was 71 years and 16 days old. He leaves a widow and five sons: C. K., of Plainview; Andrew, of Abernathy; Tom, who lives about 10 m— northeast; Jim, who lives in Titus County; John and L. A., who live in Oklahoma.

A host of friends mourn this pioneer's departure to the "great beyond."

WILL SPEND CHRISTMAS WITH MOTHER, IN DALLAS.

G. W. Graves leaves to-day for Dallas, Texas, to spend Christmas with his family. Mr. Graves' mother is 94 years of age, and has been a member of the Texas Methodist Conference sisterhood thirty years. Mr. Graves' father was a Methodist minister. He died in Bryan, Texas, in the year 1884. G. W. Graves is the youngest member of his family.

Mr. Graves will take with him to Dallas one of his famous Plainview saddles. This saddle will be on exhibit at Padgett Bros. Co., 1012 to 1020 Commerce Street, Dallas.

GOLDING TO WIFE'S BEDSIDE.

Mrs. Ben Golding is very ill at her father's home, in Burleson, Texas. Mr. Golding left Friday for his wife's bedside. A report was circulated in Plainview that Mrs. Golding had died; it was not true.

FIRTH TO DIG DEEP WELL.

Green Machinery Company has contracted wtih J. L. Firth, late of Athelston, Iowa, to put in a complete irrigating plant. Mr. Firth's property is 3½ miles northeast of Plainview.

CHURCHES PLANNING "KIDDIES'" CHRISTMAS.

Seven of Plainview's Houses of Worship Will Have Entertainments Tomorrow Night.

Five of the local churches will have Christmas trees to-morrow night; Calvary Baptist Church will have a Fire Place and the Methodist Church will have a Cross and Star. A real, live Santa Claus will visit all seven of the churches.

Presents for the little folks are being provided, and special programs have been arranged.

Churches planning entertainment for Christmas Eve are the Methodist, Christian, First Baptist, Calvary Baptist, Episcopal, Pentecostal Mission and Presbyterian Churches. The program for the Presbyterian Church is as follows:

Song—By the Sunday School--Hymn No. 280.
Prayer.
Song—By the Children.
Recitations—
(a) "Three Little Children."
(b) "Why the Bells of Christmas Ring."
(c) "The Christmas Wish."
Duet—"Do You Know the Reason Why We Keep the Christmas Time?"
Recitation—"Annie's and Willie's Prayer."
Solo—"Song of the Angels" (Porter)—Mr. Bannister.
Tree.
"Joy to the World."
Benediction.

CHANNING MAN SAYS WATER MEANS WEALTH.

Our Shallow Water Is Our Most Valuable Asset; Soil Fertile, Too.

Amarillo, Texas, Dec. 22.—A prominent man from Channing, whose name can not be disclosed, in talking of the South Plains and the Panhandle, said:

"I tell you what, I certainly wish we had shallow water at Channing like they have around Plainview. We would make the Channing district one of the richest in the entire West. Unfortunately, water is from 175 to 225 feet deep near Channing, while in Hale and Swisher and one or two other counties near there water is had at from 40 to 60 feet.

"The people in those counties can certainly congratulate themselves, for they have a gold mine wherever there is a big well. The soil around Channing is as fertile as it is in Swisher, Hale or Floyd Counties, but the rub is, we haven't the water."

CHORAL CLUB TO GIVE "HOLY CITY" JANUARY 6.

Well-Known Local Singers to Give Solos; Instrumental Parts by Miss Newton.

"The Holy City," Gaul's soulful and inspiring oratorio, will be sung by the Choral Club of Plainview at the Opera House on Thursday evening, January 6, 1914, at 8 o'clock. This music once heard canot be forgotten. Its beautiful melodies appeal strongly to all.

Under the direction of Mrs. Cora E. Pritchett, the chorus has attained a high degree of efficiency and spirit. The many solos will be sung by well-known local singers of real merit. Miss Vera Newton will accompany at the piano and will render the instrumental numbers of this great musical work.

EVENING HERALD "FOR ALL FAMILY"

Associated and United Press Will Be Supplemented by Special Correspondents in Leading Cities.

SPECIAL FEATURES, TOO

Pictorial Specialties, Market Reports, Agricultural and Financial Departments in Charge of Experts.

The Evening Herald, which will be published every afternoon commencing January first, has closed contracts with the Associated and United Press services, the two most reliable news associations, for their daily telegraphic services. These two big news-gathering organizations will supply The Evening Herald with all the important news of the United States and foreign countries.

Both of these have branch bureaus at Washington, D. C., so that The Evening Herald will always have the latest news from the Nation's capital.

Staff correspondents will wire The Evening Herald the important news from San Antonio, Dallas, Fort Worth, Oklahoma City, Kansas City, St. Louis, Denver, Houston, Amarillo, Galveston and other important cities in Texas, New Mexico, Oklahoma and Kansas.

Exclusive contracts have been closed by The Evening Herald with some of the biggest pictorial news companies. Pictures covering all the foreign and National news will be published as soon as the pictures can be taken and expressed to The Evening Herald.

Several of the country's most famous cartoonists and caricaturists have agreed to draw regularly for The Evening Herald.

Their work will be found in each issue of The Evening Herald. All of it will be timely, forceful; most of it amusing.

Community and town news will be featured in The Evening Herald. All of the local gossip and news will be found each day in its pages.

The market reports—cattle, grain, produce—will be accurate and comprehensive. It will come hot off the wire from the big centers—Chicago, Kansas City, Oklahoma City and Fort Worth.

The weather report will give the weather news of the day; also the local and regional forecast.

There will be many regular departments of special interest to every reader. Several of the most talented and best informed local men and women will write and edit regular departments for The Evening Herald.

J. W. Longstreth, agricultural expert, will write daily a series of farm talks.

Judge L. S. Kinder, a brilliant lawyer, who has endeared himself to nearly everyone over the South Plains and enjoys a wide circle of friends, will from day to day contribute an intensely interesting story, in part consisting of his reminescences. Everyone who knows Judge Kinder knows he has in his experiences as District Judge gathered a wealth of rattling good stories full of human interest about men and women and places that you know. Thousands of readers will enjoy Judge Kinder's good stories.

Nearly all of the bankers of Plainview, Tulia and Lubbock will contribute articles under different departments that will have a special appeal to everyone in the South Plains.

If you are a woman, you can not afford to miss reading the household and fashion departments.

Mr. Farmer, you will be interested in The Evening Herald's Farm, Orchard and Garden, Poultry, Road Improvements, Grain, Live Stock and Dairy departments.

There will be humorous pictures and articles for "Bud" and "Sis" and splendid fireside short stories.

AMARILLO MAN LIKES PLAINVIEW IRRIGATION.

Edward O'Brien, of Amarillo, was here last week looking at our irrigation plants. He has been interested in irrigation projects in many places in the West, and said that this was far ahead of any proposition he has yet seen. To begin with, he said that this country has more natural rainfall and richer soil than in other irrigation districts and that the method of irrigation was far cheaper.

Mr. O'Brien will move here the first of the year and invest his money in an irrigation project.

J. H. SLATON L. A. KNIGHT J. N. DONOHOO

The Pioneer Bankers of the South Plains Have Become Regular Contributing Editors to

The Evening Herald

¶ Each of These Financial Experts Will Write Two Instructive, Gripping Articles Every Week. What These Empire Builders Are Going to Say Will Be Read Eagerly by the Large Family of The Evening Herald Readers.

"MAKING FACES" AS AN AID TO HEALTH.

Massage and exercise, at various times, have been advocated as a panacea for many and divers ills. Fernet now proposes that by exercise we may be able to influence favorably the encroaching deafness of the elderly, or that following inflammation of the middle ear. He remarks that children can often move the ears and part of the scalp voluntarily, and some may become quite exceptional in this faculty. He believes that, through exercise, adults will be able to produce such movements. He has devised three series of exercises, as follows: The first consists of grimaces of the face, contracting in turn the muscles of the lips, nostrils and eyelids, aiming ultimately to reach the ear; next the frontal and occipital muscles are contracted alternately and then the muscles above and behind and in front of the ear. The muscles of the eustachian tube are then exercised by directions which he gives fully. He says, "Medical men, knowing the anatomy of the parts, can train their muscles very effectually in this way; others need an instructor to show them." Just what the ultimate outcome of this proposal will be is questionable, says The Journal of the American Medical Association. We may picture to ourselves tentatively a future period when all around us will be visible a series of grimacing, ear-wiggling elderly men and women in the act of improving their ears and warding off the encroaching deafness of old age. "Physicians, particularly," says Fernet, "need good hearing, and, rather than accepting deafness with the fatalism of the Oriental, they should rise up and fight it." If it is to be combatted by this method, the word "fight" is a very appropriate one.

JAPAN IS SHAKEN BY QUAKE.

Houses Rocked and Windows Broken by a Slight Jar.

The strongest earthquake in several years occurred in Tokio, Japan, Monday, says a cable report. Houses in Tokio and Yokohama were violently rocked and the people were greatly alarmed. So far as can be learned there were no casualties, and the damage was confined to windows and bric-a-brac.

The yearly average earthquake record for Tokio is 96, according to the result of observations extending over twenty-six years. In the last fifty years only two severe shocks have been experienced, one in 1884 and the other ten years later.

In other parts of Japan, however, heavy earthquakes are common. In June, 1896, in the Senriku districts (North Japan) twenty-seven thousand persons were killed; in Formosa, in February, 1906, 1,228, and an earthquake which occurred August 14, 1909, at Mino-Omi, destroyed nearly ten thousand houses and killed fifty people.

M. W. Nettle, who is attending Seth Ward College, went to Lubbock Thursday, where he will spend Christmas with his parents.

JOHNNY'S CHRISTMAS GIFT

by Harold Carter

(Copyright, by W. G. Chapman.)



"TWO bats, six Teddy bears, three balloons six boxes of lead soldiers," the head nurse counted. "And a football. Who wants the football?"

"Johnny Ward," answered Nurse Blair, half crying and half laughing. "Isn't it pitiful, Miss Gough?"

Nurse Gough set down her pencil and the memorandum and looked at the other wonderingly. "A football!" she reiterated. "Then he doesn't realize?"

"No, poor little fellow. Would you give it to him, Miss Gough?"

"What would the mother think?" the head nurse asked, and then Nurse Blair ceased all pretense and dabbed her handkerchief against her eyes openly.

"Let's ask Dr. Keith," she answered, and that solved the difficulty for the time being.

Johnny Ward was eight years old and had been in the hospital for nearly five weeks, ever since he was knocked down by the baker's wagon while playing upon the street almost in front of the hospital entrance. He was quite helpless below the waist, and would always be so, said Dr. Keith, after the operation, unless—well, miracles had happened and such cases had got well before. So he said nothing to the pretty young mother who came day after day, wistful and patient and always hopeful. Of late she had begun to suspect that her only boy, her stay that was to be in her later widowhood, would never leave the building save in a wheeled chair. But she kept her fears to herself, and nobody had had the heart to tell her.



"I've Bought him This and These"

And Johnny wanted a football for his Christmas present!

"Well," said Dr. Keith gruffly, "why shouldn't he have one if he wants it? Isn't there enough money to buy a football? Why, I'll buy him one myself. What sort should he have? What are they made of? It's a long time since I was a boy myself," he added, in self-excuse.

"Why, they're made of pigskin, aren't they, doctor?" answered the nurse. "But you don't understand. How can we let him have a football and let his mother see him with it, and him lying there so helpless? It would be inhuman, doctor."

"Hum! I'll take the matter under consideration," the doctor answered. But a few minutes later he was asking the head interne, "Where would you go to buy a football?" He put down the address in his memorandum book, and the interne looked at him in wonder, for football and Dr. Keith seemed somehow unassociable.

"Well, here's the football, nurse," he said that evening, coming into the ward. It was Christmas eve. All the children were supposed to be asleep. Here and there an eye drowsily unclosed to see if Santa Claus had really come, but sleep was stronger than expectation, and Nurse Blair would see to it that no gifts went to the sleepless. Dr. Keith held out the paper-wrapped globe. The clerk had blown it up for him, and, not thinking of having it deflated again, he had carried it thus for half a dozen blocks. "If you think it best for him not to have it, give it to someone else. Give him a Teddy bear," he said.

CIVIC LEAGUE NOTES.

Every one interested seems pleased that Plainview stood as well as it did in the "Cleanest-Town Contest," although it is possible that a few persons had a wrong idea of what it would mean to be clean enough to stand at the head, as we might easily do in another contest. Mrs. Dye was very much surprised on receiving notice that she had been appointed Deputy Inspector for Plainview. The papers, which came a few days ago, confirmed what the League already knew, that, so far from having exceeded legal bounds in the work of inspection, there had been only the few who cannot help in one of these ways, many who can help in two or all of them, and every one doing something, even speaking the timely word, would mean a much greater work accomplished.

I am asked to say again: Please do not throw out paper or other trash. It will add so much work to the next "clean-up" and gives the streets a very bad appearance. Can we not keep what we have gained and improve instead of going back? A clean town does not mean clean up and then relax all effort, but clean up and keep clean. Like most things, it is a matter of habit, and forming a new habit is a matter of perseverance.

SECRETARY.

The Christmas Story

Yes, it is true—historically true. Santa Claus did exist, and does exist. He was a bishop, St. Nicholas. And he became the patron saint of little children, maids and men and, although his mysterious gifts came some time after the birth of Christ, the association of them with the birthday of Jesus is a fitting and beautiful one.

The spirit of this kindly saint hovers every day about the children, and when his special visit is made once a year he is a very real presence. He is real and he lives in the hearts of millions of children. He is as real as faith and fancy and love and romance can make him. Of what more lasting stuff could he be made?

Santa Claus not been seen? Yes, but he has. There is testimony. Ask most any grown-up and he will tell you of his vision. Ask any tiny girl or boy who looks for him to come and jumps for joy on Christmas Day when all thought is of Santa Claus.

Perhaps you think it was a dream; perhaps—if you are skeptical.—Kansas City Star.

Co-operation--the Modern Dynamo

Co-operation does not mean letting the other fellow do all the work.

It means pulling together.

In your case, Mr. Dealer, it means joining with the advertisers of national products in the intelligent sale of their goods.

Have the goods on hand. Show them. Talk about them. Push them. Advertise them in The Herald.

It is wonderful how fast the chariot of trade will move them when both of you are pulling in the same direction.

And the going will be pleasant because it will be along the scenic highway of prosperity.

A REINDEER FROLIC.

Guests are invited to meet "Dasher, Dancer, Prancer and Vixen, Comet, Cupid, Donder and Blitzen," the immortal reindeer.

The parlor is decorated to represent Santa's northern home. At one end of the room, where all entering can see it at once, is hung a large reindeer-head made of hairy, brown cotton goods (unless some worn-out brown fur is available) and having large buttons for eyes, and nose and mouth indicated with paint. The important feature of the beast is, of course, his branching horns, and where a set of antlers can be obtained these are highly effective. However, a rough imitation shaped from thin board and stained to a dark color will be sufficiently realistic, and will serve every purpose of the game. Surround the deer with a bower of Christmas greens.

To begin the fun the hostess produces half a dozen little hoop shapes (embroidery hoops are just the thing) covered with raw cotton set off with silver tinsel. These circlets are given to each player in turn, the player endeavoring with them to "ring" the horns as often as possible. All those who place three out of six are conducted to a table on which is arranged a heap of white cotton snowballs containing gifts, and are invited to take one.

In another game icicles figure prominently. These icicles are represented by spiral-shaped barley-sugar candies, which are sold everywhere in bottles. Attach the sticks in rows to a silver cord or ribbon which is stretched across the room at the far end, and the object is for each player, blindfolded, to reach it and clip an icicle for himself.

BIRDS PLOT AGAINST MEN.

English Hunters Find That Partridges Gather in Packs to Avoid Them.

Experience at many partridge shoots this season suggest that the partridge has now devloped a special instinct for avoiding man. The coveys or family parties have this year merged themselves into great associations for defense.

Fifty or sixty birds may commonly be seen in packs, and it is unusual for hunters to get even a single shot at them. They have so many pairs of eyes and ears that the glint of a barrel or the sound of a word can scarcely pass undetected; and it is an astounding fact that the whole pack will respond instantly to the signal or movement of one bird.

These packs also fly much farther than the coveys or pairs or single birds, and they are rather less local or parochial. They are harder to find and keep less narrow bounds. In one district at least "packing" was begun early in the season, and is this autumn, almost for the first time, absolutely successful as a device for avoiding the enemy. Fields thick with partridges will yield a blank drive.

The time has come when partridge shooters will have to resort to some counter device by which the pack can be broken up. One sportsman proposed mounting the beaters in order to follow up the birds, which tire very soon.—London Mail.

Testimonial From High Authority

Mrs. Betty Lyler Wilson (of Nashville, Tenn.)

Famous For Her Cakes Recommends

Mrs. Wilson of Nashville, Tenn., is famed the world over for her wonderfully delicious cakes. They are shipped to all parts of the Globe for special affairs where the best of Cakes are demanded.

This year, as in former years, Mrs. Wilson enjoys the distinction of making the President's Christmas Cake, using Calumet Baking Powder.

Mrs. Wilson's Baking Motto is:

"To have complete success with no failures, care should be used in selection of Baking Powder."

CALUMET BAKING POWDER

Some little time ago I made a careful study and investigation of the baking powder subject and I feel fully repaid. I am firmly convinced from the results I have received that there is no baking powder to equal Calumet for wholesomeness and economy, and I also recommend Calumet Baking Powder for its never failing results.

December 9, 1913. Mrs. Betty Lyler Wilson.

Calumet also received the Highest Awards at the World's Pure Food Exposition, Chicago and Paris, France, 1912.

Buy a can of Calumet Baking Powder at once, and use it in your Holiday Bakings, making your Christmas Cakes as good as the President's.

LOCAL DRUGGIST MAKES STATEMENT.

Says Dodson's Liver Tone Is the Best Remedy for Constipation and Shirking Liver He Has Ever Sold.

Every person who has tried Dodson's Liver Tone and knows how surely and gently it starts the liver to working and relieves biliousness will bear out the R. A. Long Drug Co. drug store in this statement about Dodson's Liver Tone:

"It is a purely vegetable liquid, that entirely takes the place of calomel, harmless and pleasant to the taste, that has proven itself the most satisfactory remedy for a slow-working liver that most of our customers have ever tried. A large bottle sells for fifty cents, and we do not hesitate to give the money back to any person who tries a bottle on the strength of this statement and is not satisfied with the result."

In thes days of doubtful medicines and dangerous drugs, a statement like the above is a pleasant assurance that Dodson's Liver Tone is a reliable remedy for both children and grown-ups. In buying a bottle for immediate or future use it is well to make sure you are getting the genuine Dodson's Liver tone, and not some spurious imitation that has copied our claims, but do not stand back of their guarantee. You may be certain of getting the genuine if you go to R. A. Long Drug Co.'s for it. —Adv. tf

PAIN IN BACK AND RHEUMATISM

Torment thousands of people daily. Don't be one of these sufferers when for so little cost you can get rid of the cause. Foley Kidney Pills begin their good work from the very first dose. They exert so direct an action on the kidneys and bladder that the pain and torment of backache, rheumatism and kidney trouble is soon dispelled. They are worthy a trial, as a trial is the only sure test. They contain no habit-forming drugs. R. A. Long's Drug Store —Adv. 88

WILLIAMSON HAFFNER CO. ENGRAVERS-PRINTERS

"OUR CUTS TALK"

DENVER, COLO.



DRAW A CHECK

A Check account is a tremendous convenience—one that saves both time and money.

It enables you to make payments of debts in just the amounts you wish right down to the odd cents, and it is a perfect receipt in itself, when you pay a bill with a check.

Open an account today. No waiting to get bills changed or going to a bank to draw out the money.

Third National Bank

ICE CREAM

For Christmas and New Year Dinners and other Holiday functions.

All flavors and colors in fancy individual moulds or in table service brick moulds can be furnished on special order.

PLAINVIEW CREAMERY

Phone 361

Christmas

With all its joys of giving is only four days off. Gladden their hearts with practical and appropriate gifts from our holiday stock.

Cutlery, including Carving Sets, Razors and Safety Razors.

Shot Guns and Rifles.

Percolators, Baking Dishes, Casseroles, Chafing Dishes, China, Queensware.

Etc., Etc.

Boys' Wagons, Velocipedes, Bicycles, Mechanical Toys, Air Rifles

Everything in heavy and shelf HARDWARE

Plainview Hdw. Co.

Phone 293

SUMMARY OF REPORT OF THE SECRETARY OF AGRICULTURE.

Marketing, Farm Credits, Good Roads and Other Economic Rural Problems Discussed.

The Secretary of Agriculture published his annual report for the year 1913 on December 8. The report differs in many essentials from those usually sent out from the Department of Agriculture. Instead of merely reviewing the agricultural situation, many broad economic questions are presented. The Secretary calls attention to the facts that heretofore the Department of Agriculture has of necessity concerned itself mainly with the problems of production. He points out that these problems will be most urgent for a long time. Increased tenancy, absentee ownership, soil still depleted and exploited, inadequate business methods, the relative failure to induce a great majority of farmers to apply existing agricultural knowledge, and the suggestions of dependence on foreign nations for food supplies warn us of our shortcomings and incite us to additional efforts to increase production.

The Secretary says there is no ground for thinking we have yet approximated the limit of our output from the soil. As a matter of fact, we have just begun to attack the problem. We have not even reached the end of the pioneering stage, and have only in a few localities developed conditions where reasonably full returns are secured. We have, however, unmistakably reached the period where we must think and plan. He says that as a Nation we are suffering the penalty of too great ease of living and of making a living. It is not singular, therefore, that we should find ourselves in our present plight. Recklessness and waste have been incident to our breathless conquest, and we have had our minds too exclusively directed to the establishment of industrial supremacy in the keen race for competition with foreign nations. We have been so bent on building up great industrial centers by every natural and artificial device that we have had little thought for the very foundations of our industrial existence.

Marketing.

One chapter of the report is devoted to the subject of marketing. The Secretary points out that it is now becoming clear that we must definitely and aggressively approach these newer and, relatively speaking, urgent questions, and must direct our attention to the broader economic problems of rural life. We have suddenly been brought face to face with the fact that in many directions further production waits on better methods of distribution, but that the field of distribution presents problems which raise in very grave ways the simple issue of justice. That under existing conditions the farmer does not get what he should for his product; that the consumer is required to pay an unfair price; and that unnecessary burdens are imposed under existing systems of distribution, there can be no question. The various marketing projects are outlined. These cover marketing surveys, methods and costs of marketing, including available market supplies in given areas; demand at consuming centers; cold and other storage systems; marketing systems and prices; and costs of wholesale and retail distribution of farm products. There are studies in transportation problems and the elimination of waste in transportation to be prosecuted; a study of city marketing and distribution, a study of grades, and finally cooperative production and marketing must be investigated. Special emphasis is laid on the necessity for standardizing agricultural products as a prerequisite to proper marketing.

Speaking of cotton and the necessity for uniform standards, it is stated that the adoption and application of one uniform standard would result in great simplification of all cotton transactions, doing away with the complex method of figuring buyer's limits. It would not be sufficient to have uniform grades, but the grade selected as the basis grade should be the same in all markets.

The point is made and emphasized that in this work of co-operative effort equity and justice must be kept in mind. Co-operation does not mean an organization which shall attempt to establish a closed market and to fix prices. We should condemn this as strictly in one field of industry as in any other. The aim should be an economic arrangement which shall facilitate production and lead the producer to standardize and to prepare his product for the market, and to find the readiest and best market for his product. Such actions will result in gain to the producer, as well as to the consumer.

Rural Credits.

As a feature of co-operative effort, attention is called to rural credits. There is a general impression that our financial arrangements do not satisfactorily cover rural communities and there is need of better credit arrangements for farmers. The interest is widespread. It is manifested by many letters received at the department, by articles in periodicals, by the action of various States, and by the thought of Congress in providing for a commission of inquiry abroad. It is clear, says the Secretary, that conditions vary widely in the United States, that farmers do not equally need better credit arrangements, and that all sections are not similarly circumstanced. In fact, from some sections comes the request not so much for capital at lower rates, but for information as to how to invest capital. The Secretary shows that in taking action in the field of rural credits it would seem desirable that we bear certain guiding principles in mind. There does not seem to be any real demand or need for any action that would do more than provide as adequate financial machinery for the rural districts within practicable limits as are provided for other sections. There does not appear to be need for unique or special legislation, or for legislation which shall aim to give the farmer credit on easier terms than other members of society. What is needed, he feels, is the creation of conditions and machinery which will enable the farmer, on similar credit foundations, to secure money at the same rates as those that prevail for other classes and for other sections. Present conditions do not seem to justify proposals to give any class of people capital provided by all the people through any device at lower rates of interest than economic conditions normally require or than those at which other classes secure it under similar conditions.

The broad questions of rural organization are briefly discussed. Before rural life can be made fully efficient, profitable, healthful, pleasurable, and attractive, and before a larger disposition to remain on the farm develops, many types of organization must have consideration.

Helping the Farm Woman.

Attention is called to recent investigations of the department to determine the status of the woman on the farm. The Secretary states that the woman on the farm is a most important economic factor in agriculture; that on her rests largely the moral and mental development of the children, and on her attitude depends, in great measure, the important question of whether the second generation will continue to farm or will seek an easier life in cities. To ascertain the fields in which farm women desire specific assistance, a letter of inquiry was addressed to the housewives of 55,000 farmers in all the counties of the United States. This letter asked no questions and left every woman free to discuss any need which occurred to her. Analyses of these letters, as far as time has permitted, already show that women want help in practically every phase of home management. Many express fear of the results of overwork on their children and themselves. The difficulties of securing domestic help are emphasized. Many ask the department to prove to the man that their work is worth something in dollars and cents. These letters have been extremely valuable in suggesting constructive methods of aiding the women on the farm. Analysis of the letters will be completed and effort made to satisfy requests for assistance which lie properly within the department's province.

Popularizing the Department's Work.

Important steps have been taken, it would seem, in the direction of popularizing the department's work. Changes have been made in the bulletins and a system adopted whereby the public is quickly informed as to new facts devloped within the department. Information and material prepared and sent out may take the form of timely warnings against fraud in seeds and foods, notices of quarantine against plants and animals, advice as to means of combating crop and animal pests, or general information as to the handling of various crops.

Relations with State Agricultural Institutions.

Running through the Secretary's report is constant argument for closer co-operation and co-ordination with institutions within the States conducting agricultural work. It is argued that this is especially necessary in connection with the extension service; that is, the carrying of information to the people on the land. It is pointed out that the Federal Government is concerned with research problems, with regulatory problems, and with extension work; that is, carrying the discovered facts to the people. In the carrying of the facts to the people, the Secretary proposes to use the agricultural colleges within the States, believing that they are the proper agencies for reaching the people directly. The machinery for the conduct of this work and the bringing about of co-ordination and closer relationships is to be provided in an extension bill introduced by Hon. Hoke Smith, of Georgia, in the Senate, and Hon. Asbury F. Lever, of South Carolina, in the House.

Review of the Department's Activities.

In a short general review of the department's activities, special emphasis is laid on the work of the Forest Service in administering the national forests. It is pointed out that the primary objects of the national forests are to protect the public timber, to produce a continuous supply of timber on land not required for agriculture, and to protect the sources of water used for navigation, irrigation, water power, domestic supplies, etc. The department is endeavoring to classify the national-forest lands and to segregate those valuable for agriculture. Every consideration, not only for the development of the States, but for protecting and increasing the use of the resources of the forests, makes it desirable to further the agricultural development of land in the forests suited to farming. The administration of the national forests is a large business enterprise. The earnings last year were increased about $300,000, or approximately 15 per cent. Many forests now return more than their operating cost. The grazing policy and the water-power policy, in so far as affecting the national forests, are set forth. There are great possibilities wtihin the national forests. Already there are 76 developed projects and 30 under consideration. As the market for power increases there will be a much greater demand than at present, and the Government should make the power sites available under terms which will not only encourage the investment of capital, but fully insure the interests of the public.

Good Roads.

A special chapter is devoted to good roads. For 20 years, it is stated, there has been a steady growth in the good-roads movement, so that to-day about 34 States have highway commissions or some other form of highway agency. State appropriations for road work have increased from two million 10 years ago to forty-three million in 1912. The relation of the Federal Government to road construction and road management is pointed out. The Federal Government should take the lead in investigational and experimental work and should develop principles of co-operation with the States in matters of educational and demonstrational work. It seems desirable that the Federal Government should deal with the State as the lowest unit, through an expert highway commission as its agency. This policy would eliminate the difficulty of the Federal Government's determining local issues as well as the danger of undue centralized Federal control. In order to stimulate this policy and to prevent undue inroads on the Federal Treasury, Federal aid, whenever extended for construction and maintenance, should be furnished on condition that the States provide an appropriation at least double that voted by the Federal Government. This would furnish an automatic check. The plan should provide for maintenance as well as construction, in order to prevent the possibility of the construction of roads many of which may wear out before the bonds placed upon them are paid. The secretary raises the question as to what roads should be improved. He says that the roads of greatest economic and social importance are those over which the products of the farm can be taken to the nearest railway station and which minister to the other social and economic needs of the community. It is pointed out that no Federal funds should be expended on any project until a scheme of road construction and maintenance within a State has been agreed upon by the proper representatives of the State and of the Federal Government.

Brief reference is made to the legal work of the department; to the Federal law protecting migratory birds, which passed Congress March 4, 1913; to the Federal quarantine act empowering the Secretary of Agriculture

(Continued on Page Four.)



THE FARMER'S FIRST AID IN SICKNESS.

WHEN there is sickness or an accident on the farm, haste in calling the doctor is vital.
Life may rest on minutes—/
Dont wait until sickness occurs, and THEN wish you had a telephone.
Order it NOW from our nearest manager, or write.

THE SOUTHWESTERN TELEGRAPH AND TELEPHONE CO.

DALLAS, TEXAS



Christmas Seals may be obtained at many of the stores in Plainview.



The Silent Partner

Money at interest is a good silent partner that will work night and day, unflagging in its zeal; and, if left alone, the better work it will do.

No better protection could be offered for old age.

Citizens National Bank

Capital $100,000

We Are Ready to Serve You

In Our New Mirror Front Up-to-the-Minute Store Room

Features of Our New Equipment to Which We Invite Your Attention Are:

New 20 foot Sanitary Fountain, finished in white Italian marble and in charge of P. C. Young, expert dispenser.

Eleven Tables in Specially Constructed Parlor.

All cold drins served in polis hed glasses.

Two double section wall cases and three large show cases filled with bu l and package candies.

Complete news and magazine Depot.

Complete line of smo e r's supplies.

Distributing Agency for latest model Edison Phonogrphs.

Let us take you thru on a visit of inspection.

The B. & K.

Say Friend, Did You Know That

J. W. LONGSTRETH

one of the country's greatest agricultural experts is to conduct a department in every issue of the

The Evening Herald?

Mr. Longstreth has won an enviable reputation as a practical farming demonstrator. He is in charge of one of the biggest agricultural development projects in the United States.

His first-hand, accurate knowledge of farming conditions in the Plains Country will be of inestimable value to everyone.

Mr. Longstreth believes that this Shallow Water Country will unquestionably develop into the richest and most fertile farming district to be found anywhere between the Atlantic and Pacific.

If you want to learn how to make one acre produce as much as five acres ordinarily do and many other invaluable things having to do with your success as a farmer---read Mr. Longstreth's Farm Talks every day in the

The Evening Herald

January the First Remember the Day

HUSBAND RESCUED DESPAIRING WIFE

After Four Years of Discouraging Conditions, Mrs. Bullock Gave Up in Despair. Husband Came to Rescue.

Catron, Ky.—In an interesting letter from this place, Mrs. Bettie Bullock writes as follows: "I suffered for four years, with womanly troubles, and during this time, I could only sit up for a little while, and could not walk anywhere at all. At times, I would have severe pains in my left side.

The doctor was called in, and his treatment relieved me for a while, but I was soon confined to my bed again. After that, nothing seemed to do me any good. I had gotten so weak I could not stand, and I gave up in despair.

At last, my husband got me a bottle of Cardui, the woman's tonic, and I commenced taking it. From the very first dose, I could tell it was helping me. I can now walk two miles without its tiring me, and am doing all my work."

If you are all run down from womanly troubles, don't give up in despair. Try Cardui, the woman's tonic. It has helped more than a million women, in its 50 years of continuous success, and should surely help you, too. Your druggist has sold Cardui for years. He knows what it will do. Ask him. He will recommend it. Begin taking Cardui today.

Write to: Chattanooga Medicine Co., Ladies' Advisory Dept., Chattanooga, Tenn., for Special *Instructions* on your case and 64-page book, "Home Treatment for Women," sent in plain wrapper. E-85

For Pies, Biscuits, Cakes, Waffles or Muffins



Or anything else that is generally difficult to bake with economy and success — you'll find *one heaping teaspoonful of*

HEALTH CLUB

more efficient, purer and easier to use than any other Baking Power obtainable at any price.



In 10¢ 15¢ & 25¢ Cans
At all Good Grocers



Make Your Old Furniture Look Like New

PEE GEE RE-NU-LAC "WORKS WONDERS"

IT's an easy and inexpensive matter. Simply apply a coat of Pee Gee RE-NU-LAC and you'll be delighted with its fine results and your own work. Pee Gee RE-NU-LAC makes old furniture, worn floors and woodwork look like new again. Try it.

Pee Gee RE-NU-LAC is a Stain and Varnish combined. Comes in 11 Natural Wood colors, White, Gold and Silver Enamel. All sizes.



PEASLEE-GAULBERT CO., Incorporated
Manufacturers : : : : Louisville, Ky.

J. W. WILLIS DRUG CO.
Plainview, Texas

WHENEVER YOU NEED A GENERAL TONIC - TAKE GROVE'S

The Old Standard Grove's Tasteless chill Tonic is Equally Valuable as a General Tonic because it Acts on the Liver, Drives Out Malaria, Enriches the Blood and Builds up the Whole System. For Grown People and Children.

You know what you are taking when you take Grove's Tasteless chill Tonic as the formula is printed on every label showing that it contains the well known tonic properties of QUININE and IRON. It is as strong as the strongest bitter tonic and is in Tasteless Form. It has no equal for Malaria, Chills and Fever, Weakness, general debility and loss of appetite. Gives life and vigor to Nursing Mothers and Pale, Sickly Children. Removes Biliousness without purging. Relieves nervous depression and low spirits. Arouses the liver to action and purifies the blood. A True Tonic and Sure Appetizer. A Complete Strengthener. No family should be without it. Guaranteed by your Druggist. We mean it. 50c.

SUMMARY OF REPORT OF THE SECRETARY OF AGRICULTURE.

(Continued from Page Three.)

to regulate the importation of nursery stock; and to various other regulatory matters affecting foods and food products.

Work in Crop Production.

Speaking of the constructive research and demonstration work in crop production, the Secretary calls attention to the various plant diseases, the work of the department in establishing standards in connection with cotton and corn, farm-management investigations, and the farm demonstration work in the South. In the matter of animal diseases and dairying, the department is working in various way to foster and promote stock raising. Good progress has been made in the eradication of the cattle tick from the South. The territory released now amounts to 196,395 square miles, being greater than the combined areas of South Carolina, Georgia, Alabama, and Mississippi. In anticipation of the increased entry of foreign meat, the department has had two of its experts, one in Argentina and the other in Australia, ascertain whether these Governments maintained adequate supervision of their meat industries. The purpose of these investigations was to safeguard the American people from foreign meat which might be carriers of disease of which was slaughtered under conditions which would not be permitted in establishments within the United States. It was found that the inspection in those countries is quite competent.

The Crop Outlook.

Very brief space is allotted this year to a discussion of the crops in the United States. Special emphasis is laid on the fact that the figures quoted are estimates, and it is pointed out that this fact should be constantly kept in mind. From the estimates at hand it appears that the production of crops in 1913 was materially below the average, the yield per acre of all crops combined being smaller than in any year in the past decade, with the exception of 1911. The corn crop, the most valuable product of this country, according to the estimates, fell below 2,500,000,000 bushels, which is smaller than any crop since 1903. Wheat production, with an estimated total of 753,000,0000 bushels, is the largest ever recorded in this country. This crop was matured before the drouth became effective. Brief mention is made as to crop conditions throughout the world. From the estimates, it appears that there were increased areas sown to wheat, oats, barley, rye, and corn, and that the wheat acreage has probably yielded a record outturn. Barley, oats, and rye are bountiful crops, but corn will probably give the poorest result in 20 years.

Recommendations.

The Secretary concludes his report with the following specific recommendations:

That authority be given to codify existing legislation affecting the department, in order to more clearly define its duties and functions, and to prepare and submit to the next Congress a plan for reorganization with a view to broadening the work, unifying its efforts, promoting harmony and economy, and adjusting its relations with the States.

That legislation be enacted for effectively conveying existing agricultural information to the farmer. The methods recommended are embodied in a bill submitted simultaneously in the two Houses of Congress by Hon. Hoke Smith and Hon. A. F. Lever.

That the food and drugs act be amended to permit the establishment of legal standards for judging foods and for a broader definition of a "drug."

That if Federal aid is to be further extended in the construction and maintenance of highways, any legislation to that end should incorporate the principle of co-operation with the States on the condition that the States provide an appropriation at least double that provided by the Federal Government; that no Federal funds should be expended until a scheme of road construction and maintenance within a State has been developed and agreed upon; and that any money appropriated by the Federal Government should be apportioned on the basis of a number of factors.

That the name of the Bureau of Statistics be changed to the Bureau of Agricultural Forecasts, as indicating more clearly the nature of its work.

That the present broad authority for investigating the market and distribution of farm products be continued without change and that additional funds be provided.

That provision be made for the establishment of grading standards for various farm products and for the promulgation of the standards already established by the department for cotton and corn grades.

That special consideration be given to the problem of devising better rural credit facilities.

That the law be changed to permit the granting of term licenses on the national forests for the construction of hotels and summer cottages, and for similar purposes, with a view of promoting the recreational use of the forests.

That authority be given the department to co-operate with cities and towns in the safeguarding of the public health through sanitary regulations of the use of national forest watersheds.

That authority be given for the classification and addition to the national forests of public lands valuable only for forest purposes which are now exposed to fire and trespass and which often endanger the forests under protection.

That the law governing the development of water power within the national forests be modified to permit development under terms which will not only encourage the investment of capital, but will fully insure the interests of the public.

That means and authority be granted to make more complete studies of domestic conditions on the farm, including the question of practical sanitation and hygienic protection for the farm home as well as labor-saving devices.

TIGHTENING IMMIGRANT GATES TO AMERICA.

Bill Much Similar to One Vetoed by Taft Is Favored by House Committee.

With an overwhelming majority in its favor, the Burnett Immigration Bill, including a literacy test, such as was vetoed by President Taft, was ordered reported Monday by the House Immigration Committee, says a Washington advice.

The committee cleared up its differences relating to militant suffragists, advocates of "sabotage" and forms of violence, by adopting an amendment which provides for the deportation of "any alien who at any time within three years after entry, shall be found in the United States advocating or teaching the unlawful destruction of property or advocating or teaching the overthrow of organized government or the assassination of any public official."

That, it was agreed, would include advocates of sabotage, Anarchists or militant suffragettes who might advocate destruction of property.

The committee did not adopt any special amendment relating to the exclusion of Asiatics, leaving that to the general provisions of the bill relating to the requirements for naturalization. It was stated, however, that questions relating to Asiatic immigration will be taken up by the State Department.

Ladies:--

The gift for a man--be he young, very young, old, or very old--is to be found right here. And it will please him, because it will be practical.

Gentlemen:--

The gift for a lady--be she young, very young, old or very old--is to be found right here. And it will please her, because it will be practical.

Look over our list so you will be sure not to forget any friend or relative. Today's the day, so don't delay.

R. A. Long Drug Co.

PHONE 327

1913 MISSOURI CROPS, $175,787,126.

Total Is $12,000,000 Less Than Value of Last Year's Produce.

The total value of Missouri farm crops for 1913 is $175,787,126. This is according to the estimates based upon reports made to the State Board of Agriculture by its more than 600 correspondents. In this estimate only the ordinary field crops and vegetables are included. No account is taken of live stock, wool, dairy products, poultry, orchard products and many other items that go to make up the wealth of the Missouri farmer.

The value of the 1913 crop is only about $12,000,000 less than 1912. The loss would be greater but for the high prices now prevailing. The yield of all crops except wheat and rye was lower this year. However, much of the field crops of Missouri is fed to live stock, and the final value can only be determined by the returns from live stock.

Mr. and Mrs. Walter Sullivan, from near Olton, passed through here Wednesday, on their way to San Antonio to spend the holidays.

FLOODS HIT RAILROADS HARD.

Loss in Southern Texas Estimated at 5 Million—150 Miles Track.

The recent floods in Southeastern Texas have cost our railroads approximately 5 millions of dollars in damage to tracks and right of way. That estimate was made Monday by Warren V. Galbraith, of Fort Worth, live stock superintendent of the Missouri, Kansas & Texas Railway. Mr. Galbraith's road just opened its line into Houston this week; neither it nor the Santa Fe had obtained connection into Galveston Wednesday.

"About 150 miles of track have been destroyed on our road, the Santa Fe, the International & Great Northern and the Texas & Pacific," he said at the Hotel Baltimore. "At least a third of the bridges on our line between Waco and Houston have been destroyed. The other roads have suffered as severely. All the lines will not be opened for at least a week yet, although the worst of the floods were two weeks ago."

Get Stationery at The Herald.

SLEEVES LONG OR SHORT.

There Is Great Latitude Allowed, and One Can Choose Either Length.

It must not be inferred because all the talk and discussion is of extremely long sleeves that they only are to be countenanced. They are the novelty of the season, and from that point of view perhaps most fashionable, but much that is interesting is being done with shorter sleeves.

The most abbreviated lengths are more capable of diversity in treatment, and the dressmakers are not slow to take advantage of the fact to give their imagination free play. In many of the gowns the sleeves are depended upon to give the one note of unusualness, or even of eccentricity.

The very long sleeves are attractive, but it must be remembered they do not suit everyone, since, as almost no other feature of dress, they increase the effect of slenderness and accentuate any teudency to angularity.

Miss Attie Stephens, former teacher of Wayland College, left Friday for Cisco, Texas, where she will spend the holidays with her mother.

At Christmas Time

By S. E. KISER



Along the road to Bethlehem
Three weary wise men slowly faced,
And wondering shepherds gazed at them
And bowed the heads which they had bared—
Three wise men who had journeyed far
Rode slowly o'er the hills that night,
Still following their guiding star
Whose constant beams were broad and bright.

At Christmas time they heard a voice
That sweetly sounded far on high;
"Rejoice, ye sons of men, rejoice!"
The words rang clearly from the sky.
The trembling wise men paused to hear
The song that angels sang to them,
And ceased to doubt and turned from fear,
That Christmas night in Bethlehem.



We hurry through the busy days
And in the market-place contend;
We strive to win in shameful ways,
Forsaking brother, wronging friend;
We foster greed and cling to pride,
We have no time for being kind,
We rudely push the lame aside,
And give no guidance to the blind.

We madly struggle after gain,
Forgetting all the Master taught;
We worship riches, and disdain
To heed the message that He brought—
Yet, even so, at Christmas, love
Assails our hearts and chastens them
And brings us glad remembrance of
That holy night in Bethlehem.



We cease a little while to hate,
We turn a little while from sin;
We greet the stranger at the gate,
And reaching forth we lead him in,
And, happily remembering
The babe that in the manger lay,
We still acknowledge Him our King,
As they did, that first Christmas day.

Three shadowy wise men slowly fare
Along the shadowy highway still,
And shadowy shepherds watch them there
And see the star blaze o'er the hill,
And men, wherever men may dwell,
Still hear the message borne to them;
That God still reigns and all is well,
The star shines on o'er Bethlehem.



UNCLAIMED LETTERS IN PLAINVIEW POST OFFICE.

The letters listed below remain in the Plainview post office uncalled for for the week ending December 14, 1913:

Anderson, B. F.
Burkhead, Miss Eunice.
Danell, Miss Cora.
Daniel, Miss Mabel.
Duncan, A. G.
Freeman, Mr. and Mrs. Steve.
Hudson, Ed.
Jackson, C. W.
Little, Robert.
Martin, W. N.
McGough, Jewel.
McMary, Miss Essie.
McKnaught, G. W.
Needham, Mrs. S. N.
Nickolson, Bob.
Philpot, W. B.
Priest, Dreabon.
Rogers, J. B.
Shaw, Mrs. C. I.
Yancy, G. W.

The above-described mail will be sent out to the Dead Letter Office on the 28th day of December, 1913, unless called for before that date. When calling for this mail say ADVERTISED, and give date of list.

POSTMASTER.

WHY IT SUCCEEDS.

Because It's for One Thing Only, and Plainview People Appreciate This.

Nothing can be good for everything.

Doing one thing well brings success.

Doan's Kidney Pills are for one thing only.

For weak or disordered kidneys.

Here is Plainview evidence to prove their worth:

Mrs. E. Valentine, 200 Jones St., Plainview, Texas, says: "One of our family suffered terribly from kidney trouble and he tried all kinds of remedies without benefit. He doctored steadily for a year, but got no better. As soon as he heard of Doan's Kidney Pills, he discontinued the doctors' medicines and used this remedy according to directions. The first dose made him fel better, and after using sevral boxes he was cured. I also took Doan's Kidney Pills for backacre and was cured."

For sale by all dealers. Price, 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other. —Adv. 80

BUSY BEE CAFE

Christmas Dinner
Thursday, December 25

Relishes
Oyster Cocktail, Celery Hearts, Cold Slaw

Soup
Cream of Celery

Meats
Young Pig with Apple Sauce
Young Turkey—Cranberry Sauce
Loin of Beef au jus.
Saddle of Veal—Sage Dressing

Salads
Potato Lobster

Entrees
Mutton Cutlets—Potatoes Parisienne
Macaroni and Cheese—Tomato Sauce

Vegetables
Sugar Corn, Stewed Tomatoes, Lima Beans
Steamed and Mashed Potatoes

Dessert
Cream Pie Pumpkin Pie Mince Pie
Steamed Raisin Pudding
Hard Sauce

Drinks
Coffee Tea Milk

Cheese
Swiss Edam American

50 Cents Per Cover

TO BE A TIME OF JOY FOR HIM

This Little Story Shows Just What a Lot of Good Things the Bachelor Misses at Merry Christmas Time

"My wife has been questioning me for the past three weeks about what I would like for Christmas."

"Well, I suppose you told her?"

"Yes. The first thing I thought of was an umbrella. I really need an umbrella, because it is quite a distance from my house to the train, and I have to walk it. A nice umbrella would come in handy on rainy days. Then there are some books I would like very much. I gave her a list of them as nearly as I could at the start, and have been adding to it day by day as I happened to think of something else in that line. I mentioned cuff-buttons and studs for full-dress occasions, and I gave her to understand that if she didn't feel like troubling herself over the matter I would be glad to take the money she had set aside for me and buy myself some cigars. Last night I had occasion to look into a closet we don't use much, and there I found my present, all ready to be placed before me on Christmas morning."

"Of course, then, she hadn't adopted your suggestion as to the cigars."

"No. I'm going to be made glad with a beautifully worked sofa pillow."

New York, Dec. 12.—Discussion of the new Democratic tariff was expected to be the important topic today when the National Association of Brass Manufacturers opened their annual convention here.

Call The Herald for Business Cards.

A POSTAGE STAMP.

"What does a postage stamp mean?" you may ask.

"To carry a letter to its destination—nothing more," you answer.

But what does it mean to Plainview? It spells its progress as plainly as the many new houses that spot the Plains. It is Government proof and, unlike the census, it gives the increase up to the month.

Five months in the fiscal year of 1912 show the stamp sales to have been $4,594.88. The same five months of the year of 1913 show the sales to be $5,218.61, leaving the increase over last year's sales $623.73.

These figures are, of course, only a very small part of what is taken in by the post office of Plainview, but its seeming unimportance indicates development.

December is the biggest sales month for stamps in the year. This December already shows a decided increase over the sales for the entire month of the year of 1912.

A READING LAMP.

Booklovers and great readers like a light which can be directed in many ways to suit them. For this particular purpose a brass extension lamp is made to set on a stand. This is fitted with eight feet of cord and a Tungsten burner. Four sixty-five is the price.

26,000 MOTORCYCLES TO SOUTH AFRICA.

Rand officials have announced that there were 26,000 "sput-sput" machines imported into Witwatersrand, South Africa, last year. This census was concluded last week.

"What Shall I Give?"

You hear the question in one form or another a dozen times a day. It is coincident with Christmas time and holly wreaths and mistletoe. No one is immune from its influence. Whoever has a home, or a father, or a mother, or a son, or a daughter, or a friend to love, finds himself confronted with this self-same problem. It is the issue of the hour. The Mexican situation and the Currency Bill are forgotten, just as they should be. What are they in comparison with the all-absorbing joy of Christmas and Christmas giving? "What Shall I Give?" is just a little question--but certain satisfaction awaits you if you answer it today by buying from my stock of appreciated gifts.

Wilbert Peterson

The Time to Buy a Victrola or Victor for Christmas

Now

The Place to Buy a Victrola or Victor for Christmas

J. W. WILLIS DRUG COMPANY

Phone 44

The Twice-a-Week
Hale County Herald
Issued on Tuesday and Friday.

BROWN & MILLER, Publishers

BUFORD O. BROWN, Editor
B. B. MILLER, Business Manager

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NOTICE.

All announcements of any church pertaining to services are welcome to the columns of The Herald FREE; but any announcement of a bazaar, ice cream supper, or any plan to get money, is looked upon as a business proposition, and will be charged for accordingly.

Subscription Price .... $1.50 per year
(Invariably in advance)

While you are about it—make yours an EARLY "Merry Christmas."

A good many people are wondering if in the Mexican scuffle General Villa hasn't lost two letters from his name.

THE CHRISTMAS SPIRIT.

The Christmas spirit of "Peace on earth, good will to men," is exemplified most largely by the pasting of Red Cros Seals to your gift packages. It means more than dinners and toys and tokens of esteem and friendship.

The use of Red Cross Seals is that same Christmas spirit spreading itself out through all the year in the increasing effort to give all men a chance.

Every penny realized from the sale of Red Cross Seals goes in the fight against the "White Plague." Every seal you send out is a challenge for able-bodied men and women, it is a cheer of definance for the enemy; a call of triumph to the stricken.

Red Cross Seals cost only a penny!

"KEEPING IT FROM MOTHER."

Police Lieutenant Becker's mother died last week in the belief that her son was in a sanitarium. She never knew that her son was in the death house at Sing Sing, awaiting execution for his part in the Rosenthal murder.

There is pathos in this deception of mother. It was becoming of Becker to deny himself the comfort of weeping on his mother's breast. Perhaps such a lie is justifiable; it is merciful.

Yet the danger signal hoists when a boy desires to conceal his shame from mother. "Keeping it from mother" is the beginning of moral ruin. Mother is the safest counsellor; the truest friend.

The dreariest tragedy of motherhood is not the empty Christmas stocking; it is the tragedy of a wayward son who is "keeping it from mother"—keeping his life, his honor (or dishonor), his love from mother.

Young man, when you find it necessary to "keep your acts from mother," look well to your way. Your dishonor is rather in the act which you must keep from mother; that overshadows whatever honor would later spare her the knowledge of your paying the forfeit of a felon's death.

A strong guarantee of manhood for you would be to resolve with this new year to do nothing which you must keep from mother.

AMERICA AND EUROPE.

President Elliott of the New Haven Railroad has given out an interesting comparison between Connecticut and Denmark. The former produces for each person 3 bushels of cereal, 4 gallons of milk, 3 pounds of butter and a minute fraction of 1 pound of cheese. Denmark produces for each individual 38 bushels of cereals, 336 gallons of milk, 81 pounds of butter and 13 pound of cheese.

Connecticut produces about one-fourth of what her population eats. Denmark feeds her own people and makes large exports of agricultural products. Connecticut's cultivated area has decreased during 50 years, and nine-tenths of her people now live in towns of more than 2,500 population.

In 1910 Connecticut manufactures produced $233,000,000 and Connecticut agriculture—including some duplications—only $37,000,000. That seems to prove that manufacturing is more profitable than agriculture—but to whom? Probably it is not to a great majority of the two hundred and odd thousand wage earners who, with their families, make up the larger part of Connecticut's population.

Connecticut offers opportunity for thousands of those wage earners on her uncultivated and half-cultivated farms; and we venture to predict that many of them would be on the land if half the organizing talent directed to Connecticut factories had been directed to the farms.

"There are at least two reasons for the success of Danish agriculture," says Mr. Elliott: "One is the intensity of agricultural effort; the other is the resort to co-operation among the farmers. In Denmark the farmers have co-operative dairies, co-operative slaughter houses and co-operative societies to export live stock and eggs. Of the total milk production, seventy-seven per-cent comes from co-operative dairies."

Denmark offers the Shallow Water Belt an illustrated lesson of large opportunity.

NEW MERCHANT TAILOR SHOP OPENED BY GARRISON.

A. Garrison has opened a merchant-tailor shop in the Ellerd Building. So far as the writer knows, this is the only shop in Plainview where cloth is cut and made to fit right in the shop. Mr. Garrison handles the celebrated Detmer Woolens. He is also an expert hatter.

T. O. COLLIER IS BOOKKEEPER FOR RICHARDS BROTHERS.

T. O. Collier, of Corpus Christi, is now bookkeeper for the firm of Richards Bros. & Collier. Mr. Collier is a brother of D. H. Collier, junior member of the firm.

IF IT'S FROM The Rich-lier Store It's Full of QUALITY

We Wish YOU A Hale Hearty Appetite For Good Things

CHRISTMAS

And All the Good Things That It Takes To Satisfy

Richards Bros. & Collier
WHERE PEOPLE WHO DRESS BEST TRADE

102 N. Pacific St. 107 West Main St.

Get Stationery at The He ald.

EVENING HERALD GREAT, HE SAYS

J. W. Norfleet Thinks New Daily Will Be of Much Benefit to All of Plains.

BELIEVES IN PLAINVIEW

Pioneer Stockman and Farmer Says Hale County Metropolis Will Be Large as Dallas.

J. W. Norfleet, widely and popularly known as a substantial and enterprising cattle and land owner, in an interview yesterday, while en route from Roswell, N. M., to Hale Center, concerning The Evening Herald, said:

"You have no notion of how glad we all are to learn that Plainview and its contigious country are to have a first-class daily newspaper.

"I am not much at prophesying, but I tell you I believe that The Evening Herald will benefit this country more than anything else. Aside from helping us in a thousand and one ways here at home, The Evening Herald will unquestionably prove a great factor in advertising this country.

"I am confident that every man and woman throughout this country will appreciate and support The Evening Herald. I, for one, will do everything I possibly can to boost it along, but I don't think it will need much boosting, for I feel certain that the paper will jump into success right off the bat."

Mr. Norfleet is a great believer in this part of the country. He is familiar with local conditions. His experience on the Plains has been extensive. He came here in the summer time a couple of decades ago with a saddle, pony, a dog and a blanket. To-day he can buy several thousand horses, all the fullbloods that ever won a place in a dog show, and more blankets than the Government ever thought of giving or selling to all of its Indian tribes—and then his bank account would run into five, probably six, figures.

So Mr. Norfleet's judgment and opinions regarding the Shallow Water country are valuable.

"I am one of the many Texans who feel certain that Plainview is destined to become a city—a real, big city—in the immediate future," continued Mr. Norfleet.

"I expect to see the day when Plainview is as big as Dallas is now. Don't smile when I say this. I mean it. If you are alive and kicking, just drift into Plainview in five or six years from now and see if I am far off."

Mr. Norfleet thinks the most valuable thing in this country is land. In this connection, he said: "When I came here, when there wasn't anything much in the country except barbed wire fences, cattle and cow punchers, land was valueless. You could get all you wanted nearly for the asking. But things have changed. It seems as though there is just as much land here now as before, but there isn't as much for each person. It is all taken up and it is being settled fast. Those parts that are not now improved soon will be thickly populated.

"Recently I was offered $35 an acre for a considerable part of my land, but I refused it, simply because I think the day is soon coming when I will realize a great deal more than $35 an acre.

"Once I thought of selling out and quitting the country. Before I could make up my mind definitely, I took a long trip through Mexico, California and another state or two. Before I got back I had made up my mind that it was to be the South Plains for me first, last and all the time.

"In the early cow-punching days, like other cattlemen, I did my best to keep settlers from coming into the country, but they came to be too strong for us and crowded the cattleman out. So I did the natural thing, and became a farmer, too, and determined to help settle the country. I am still in the cattle business, but I am going in for farming strong. This year I will put in between 700 and 1,000 acres, depending upon the season."

Mr. Norfleet believes in the silo, too.

OH, LITTLE TOWN OF BETHLEHEM

By PHILLIP BROOKS.

Oh, little town of Bethlehem!
How still we see thee lie;
Above thy deep and dreamless sleep
The silent stars go by;
Yet in thy dark streets shineth
The everlasting Light;
The hopes and fears of all the years
Are met in thee tonight.

For Christ is born of Mary,
And gathered all above,
While mortals sleep, the angels keep
Their watch of wondrous love.
Oh, morning stars, together,
Proclaim the holy birth,
And praises sing to God, the King,
And peace to men on earth.

How silently, how silently,
The wondrous gift is given!
So God imparts to human hearts
The blessings of His heaven.
No ear may hear His coming,
But in this world of sin,
Where meek souls will receive Him still,
The dear Christ enters in.

Oh, holy Child of Bethlehem,
Descend on us, we pray;
Cast out our sin, and enter in,
Be born in us today.
We hear the Christmas angels
The great, glad tiding tell;
Oh, come to us, abide with us,
Our Lord Emmanuel!

YOUNG PEOPLE COME TO PLAINVIEW ON HONEYMOON

John Wilkins and bride came to Plainview yesterday on a short honeymon trip, and to do some Christmas shopping. They returned to their home, near Bartonsite, this morning. Mr. Wilkins' bride was Miss Nancy D. Carr. They were married early Monday morning. Mr. Wilkins is a prosperous young ranchman.

TO THE CITIZENS AND TAX PAYERS OF HALE COUNTY.

I desire to make the announcement that I will make the race for re-election for the office of County Surveyor of Hale County at the next election, and will abide by the Primary Election in July.

I furthermore desire to thank all citizens of this county who have heretofore been kind enough to give me their support, and again ask that they stand by me at the coming election, for I am in the race to the end.

—Adv. tf. THOS. P. WHITIS.

BOARD AND ROOMS—Rooms newly furnished; first-class board. Call at first house north of Christian Church. —Adv. tf.

E. T. Coleman is giving away a nice present, with every purchase of coal, in the shape of a magazine match safe—quite a novelty and a useful household article. —Adv. tf

Get Stationery at The Herald.

Announcements

For County and District Clerk—
B. H. TOWERY.
S. S. SLONEKER.
W. H. BOX.
For City Marshal—
JOHN VAUGHN.

ANNOUNCEMENT

I have established the only Merchant Tailor Shop in Plainview and as a *special introductory offer* to show the class of work I do I will give you

Until January First, Your Choice of Any Style Suit or Overcoat for $27.50

selections to be made from 1000 samples of Detmer Woolens or other lines handled. Also agent for United American Tailors line.

Cleaning and Pressing carefully handled, called for and delivered. No more slick or shiny blue serges when pressed by me.

Hats Cleaned and Blocked

A. Garrison

Ellerd Building, Next Door to Malone Light & Ice Co.

Merchant Tailor *Expert Hatter*

ONLY FRIENDS WITNESS NOON-DAY WEDDING.

Popular Seth Ward Faculty Members Left on Honeymoon Trip Immediately After Ceremony.

Miss Nora Betts and J. E. Crouch were married at 12:30 o'clock to-day, by Rev. S. A. Barnes. The ceremony was performed at the Methodist Church, and witnessed only by close friends of the young people.

The church altar was prettily decorated with ferns, narcissus and lilies. Miss Hattie Workman and Mrs. Grady Pipkin played Mendelssohn's Wedding March. Bride and groom came to the altar unattended. The ring ceremony was used.

During the ceremony, Miss Workman and Mrs. Pipkin played "Longing," and the young couple left the chancel to the strains of Lonengrin.

The bride was beautifully gowned in a stylish traveling suit; the groom was dressed in conventional black. After receiving congratulations of their friends, Mr. and Mrs. Crouch left for Hereford, Mrs. Crouch's former home.

Mr. Crouch came to Seth Ward in September, from Saluda, South Carolina. His manly spirit on the athletic field, and his ability in the class room, has won the admiration of students and friends of the College. Miss Betts was at Seth Ward last year. Her friends numbered all who met her.

Mr. and Mrs. Crouch have a host of well-wishers in Plainview.

MARRIAGE LICENSES ISSUED.

Dec. 22.—John Wilkins to Mary Carr, both of Bartonsite.

Dec. 22.—R. J. Hall to Grace Davis, both of Petersburg.

Dec. 22.—D. M. Green to Ethel Douthet, Hale County.

Ford THE UNIVERSAL CAR

Buy It Because It's a Better Car

Model T Touring Car f.o.b. Detroit $550

Five hundred dollars is the new price of the Ford runabout; the touring car is five fifty; the town car seven fifty—all f. o. b. Detroit, complete with equipment. $45 frieght to Plainview. Get catalog and particulars from Barker & Winn, Plainview, Texas.

MAJESTIC BULLETIN

FEATURE PRODUCTIONS COMING

Wed. Dec. 24
"The Dead Secret"
In Three Parts
Matinee and Night
10 Cents to All

Thurs. Dec. 25
"A Mexican Conspiracy Outgeneraled"
In Three Parts
Matinee and Night
10 Cents to All

Friday Dec. 26
LITTLE MARY PICKFORD
in
"The Bishop's Carriage"
In Six Parts
Matinee and Night
10 and 20 Cents

Majestic
The Photo Play House Ahead
ROSS D. ROGERS, Proprietor

ASK YOUR DRUGGIST ABOUT IT.

There Is a New Remedy That Takes the Place of Calomel; Recommended and Guaranteed by Druggists.

R. A. Long Drug Co.'s drug store never sold a remedy that gave more complete satisfaction than Dodson's Liver Tone—a mild vegetable remedy for constipation, sour stomach and lazy liver.

Folks who have suffered for years rather than resort to dangerous calomel have found after one trial that this pleasant-tasting vegetable liquid gives them the long-sought relief without bad after effects.

Dodson's Liver Tone is guaranteed by R. A. Long Drug Co. to be a safe liver stimulant and to be absolutely harmless—without bad after-effects. You will find many persons in this locality who have tried it and every user will speak a good word for Dodson's Liver Tone. It livens up a torpid liver and makes you feel fresh, healthy and clean.

The price of a large bottle is 50 cents—money back if not pleased. The success of Dodson's Liver Tone has brought many medicines into the field that imitate its claims, and some have name very similar and package same color, but remember Dodson's Liver Tone is guaranteed by R. A. Long Drug Co., who will give you back your money if you want it. —Adv. 79

LOCAL AND PERSONAL

T. W. Sawyer went to Post City on business yesterday.

C. S. Bass, of Abilene, was here Monday, on business.

Wallace Jenkins, of Dallas, was here last week, on business.

B. N. Graham, of Kress, was in the city to-day, on business.

Miss Lessie Shook went to Tahoka Saturday, to visit friends.

J. T. Shipp left Saturday for Muche, Okla., to visit a daughter.

M. P. Beck went to Kress to-day to spend Christmas with relatives.

Joe Hess returned to-day from a business trip to Oklahoma City.

Rev. S. J. Upton filled an appointment at Estacado Sunday night.

Ben Rigdon and John Broyles were in the city Saturday, on business.

B. D. Spearey left today for Portland, Oregon, where he has work.

W. A. Cockrell, of Lockney, went to Amarillo yesterday, to spend Christmas.

Judge J. E. Lancaster left to-day on a business trip to Sweetwater and Dallas.

W. L. Williamson went to Amarillo Saturday, to spend Christmas with relatives.

Miss Ethel Williams came in to-day from Silverton to spend the Christmas holidays.

C. S. Williams and family left today for Childress, where they will spend Christmas.

R. E. Rampy and wife left yesterday for Greenville, Texas, to visit Mr. Rampy's parents.

J. C. Garrison, cashier of the Lockney State Bank, went to Fort Worth on business yesterday.

Miss May Long left yesterday for Taiban, New Mexico, to spend the holidays with relatives.

Mrs. Trent Alexander and children left Saturday for Ava, Ill., to spend the holidays with relatives.

Jno. G. Hamilton left to-day for Clarendon, to spend Christmas with his daughter, Mrs. A. M. Long.

R. S. Otto left Sunday for Bridgeport, Okla., in response to a telegram stating that his father had died.

Miss Christine Swan returned Saturday to her home, in Tahoka, after a visit here with her friend Miss Lessie Shook.

Miss Ruby Walker left to-day for her home, in Chattanooga, Tenn., after visiting here with her father, L. D. Walker.

Will Dowden came in to-day from Augusta, Georgia, to spend the holidays with his parents, Mr. and Mrs. E. Dowden.

Miss Clara Hooper returned home Sunday from Denton, Texas, where she has been attending the College of Industrial Arts.

Mrs. J. M. Adams and daughter, Miss Sadie Erle, left Saturday for Coleman to spend the holidays with Mrs. Adam's parents.

Mrs. J. B. Nance and children returned yesterday from Paris, Texas, where they have been visiting Mrs. Nance's parents.

Nat Skein and sister, Miss Vera, who have ben here visiting A. G. Harrison and family, returned to-day to their home, at Silverton.

Professor L. F. Sheffy and Mrs. Sheffy, of Matador, are visiting Professor Sheffy's parents, Mr. and Mrs. W. B. Sheffy, 6 miles south of Plainview.

George Wyckoff came in yesterday from Waxahachie, Texas, where he has been attending Trinity University, to spend Christmas with his parents, Mr. and Mrs. J. O. Wyckoff.

Wash Bangle, of Tulia, was here last week, visiting friends.

P. S. Pearson, of Amarillo, was here last Saturday, on business.

Rev. S. W. Smith preached at Slaton Sunday, morning and night.

Capt. T. P. Barry, of Dallas, was here on business last week.

V. G. Wright left Sunday on a business trip to Post City, Texas.

Mrs. Dr. L. N. Pennock went to Tulia to-day to treat some patients.

Osborn McCollum, of Lockney, was in Plainview on business yesterday.

W. E. Nelson left to-day for Crosbyton, where he will spend Christmas.

Jesse Delaho left Saturday for Abilene, where he will spend Christmas.

Jester Honea and family left Saturday for Cleburne, to spend Christmas.

Miss Fannie Sheffy, who was attending Clarendon College, is home for the holidays.

M. P. Gregg left Saturday for Dublin, Texas, to spend Christmas with relatives.

Mrs. J. P. Howard went to Kress today to visit her parents, Dr. R. L. Helm and wife.

Bob Malone went to Abilene yesterday, where he will spend Christmas with his parents.

Roy Maxey and family left yesterday for Carrolton, Texas, to spend Christmas with relatives.

A. J. Post and wife left to-day for Grand Rapids, Michigan, after visiting relatives at Lockney.

D. H. Dunn, of Coleman, Texas, who has been here on business, left yesterday for Marshall, Texas.

Miss Dora Shepherd, student at Wayland, left Saturday for her home, in Hereford, to spend the holidays.

Roy Terrell, who has been working for the Plainview Nursery, left Saturday for his home, in Lorenzo, Texas.

Mrs. Willie Helm and Miss Hattie Whitacre, of Hale Center, are the guests of Mrs. John Oswald this week.

—o—

C. E. Lockridge, who is attending Wayland College, left Saturday for his home, in Iowa Park, to spend the holidays.

Mrs. Fred Gromer, who spent the past week with Mrs. T. M. Shafer, in this city, returned Sunday to her home, in Tulia.

Mrs. N. J. Humphrey and daughter, Miss Magdalene, are here visiting Mrs. Humphrey's daughter, Mrs. W. B. Knight.

G. S. Upton came in yesterday from Clarendon, where he has been attending college. He will enter Seth Ward after Christmas.

Edward Perry came in to-day from Manhattan, Kansas, where he has been attending the Kansas State Agricultural College.

Ethelbert Dowden came in yesterday from Golden, Colo., where he has been attending school, to spend the holidays with his parents.

Ural Armstrong came in yesterday from College Station, where he has been attending A. and M. College, to spend Christmas with his parents.

Grady Vaughn came in Saturday from Canyon, where he has been attending the Normal School, to spend Christmas with relatives and friends.

Burke Mathes and Clarence Bell came in Saturday from Canyon, where they have been attending the Normal, to spend the holidays with home folks.

Mr. and Mrs. L. A. Knight and daughter, Miss Betty Knight, left Friday for Canyon City, where Mrs. Knight and Miss Betty will visit with Mrs. Knight's parents, Mr. and Mrs. Lester. Mr. Knight will continue to Fort Worth, on business.

Mr. Ethelbert Dowden arrived home Saturday from the Colorado School of Mines, at Golden, where he has been attending school. His parents, Mr. and Mrs. E. Dowden, of this city, are also expecting their other son, Will Dowden, to spend the holidays here.

Mr. and Mrs. J. W. Longstreth left Sunday for Garden City, Kansas, where they will spend the Christmas holidays with relatives of Mrs. Longstreth. Mrs. Longstreth will then go to Colorado, where she expects to spend two months. Mr. Longstreth will return to this city.

Z. P. Scott, a former resident of this city, left Tuesday afternoon for his home, in Tina, Missouri. Mr. Scott was here on business, having rented his half section two miles south of the city. Mr. Scott refers to Plainview as "home," and hopes to establish his residence here again within the next year.

Mr. and Mrs. Otus Reeves will leave soon for their ranch on the Tule Canyon, about thirty miles from Plainview. They will spend a merry Christmas there, being joined by Mrs. Reeves' parents, Mr. and Mrs. Bradefoot, of Silverton, Texas, and her sister and her husband, Mr. and Mrs. John Arnold, also of Silverton.

E. O. Sinnard and wife arrived in the city Thursday, having driven through from their home, in Fort Collins, Colorado, in an automobile. "I like this country very much and may locate here" he said to a Herald reporter. "Your irrigation system certainly looks good to me." Mr. Sinnard stated that he expected to remain over for three or four days, when he will continue south to San Antonio.

What is the Associated Press?

The Associated Press is one of the two strongest telegraphic news services in the world.

What is the United Press?

The United Press is one of the two greatest news gathering organizations in the world.

The Evening Herald has been elected a member of The Associated Press and The United Press.

The Evening Herald commencing January 1st will receive and publish every day the wire reports of both The Associated Press and The United Press.

Born—to Mr. and Mrs. C. V. Ray, Monday, December 22, a boy.

Bowman Garrot, claim agent for the Santa Fe, came in to-day, from Amarillo, on business.

Ruth Helm returned to-day to her home, in Kress, after a visit here with her sister, Mrs. J. P. Howard.

Mrs. K. Elrod returned to-day to her home, in Hooker, Okla., after a visit here with her brother-in-law, Owen Elrod.

C. F. Sjogren, of Kress, was in Plainview yesterday. Mr. Sjogren is enthusiastic over The Evening Herald. He will read the first issue.

W. M. Martin, of Matador, passed through here to-day on his way to Roswell, New Mexico, where he will engage in the cattle business.

LETTERS TO SANTA CLAUS

Dallas, Texas, Dec. 19, 1913.
Dear Santa Claus:

I am a little boy 12 years old. My left leg was taken off 4 weeks ago next Monday. It is doing nicely. I want a few presents if you will bring them to me. I want an air rifle, a story book and some nuts and candy.

Good-bye.
HENRY HUBBARD.

Lubbock, Texas, Dec. 22, 1913.
Herald Publishing Co.,
Plainview, Texas.
Dear Sirs:

My little sisters wanted me to write you to tell old Santa Claus that they lived in Lubbock, Texas, now—just came lately. They wrote letters to Santa to bring them something. He can leave it with their uncle, Mr. J. B. Johnson, at Largent's Barber Shop, and he will send them to them.

Hoping you will tell him, as they are very anxious to get something and will not get anything here, as they are strangers here, and thanking you in advance for my sisters, I am,

Respectfully,
MRS. A. N. DICKSON.

Plainview, Texas, Dec. 22, 1913.

What I most want is a kodak and a ticket puncher, and I don't care how many other things.

Your friend,
ADELBERT WILLIAMS.

Plainview, Texas, Dec. 20, 1913.
Mr. Santa Claus—Dear Santa:

I am a little girl 6 years old. Please bring me a doll go-cart, a set of dishes, a little bed, a table and a stove, and please bring my little sister a doll, some dishes, some A. B. C. blocks, a wagon and a little tub. My sister is 4 years old. We want some candy and nuts and fruit, too, please.

We are your little girls,
THELMA KINCANNON,
NAOMI KINCANNON.

Plainview, Texas, Dec. 20, 1913.
Dear Santa Claus:

I want a doll and some dominoes and a story book called Peter Rabbit.

LEOLA SEWELL.

(Thought maybe you could not read this, so I wrote it on the typewriter.)

Plainview, Texas, Dec. 22, 1913.
Dear Santa Claus:

I am a little girl five years old. I want a doll bed and a doll and a doll buggy and a little set of dishes and a doll table and a suit of doll furniture.

And do not forget my little baby sister, three months old. Little sister wants a rubber doll and a rattler.

From your little friend,
VIVIAN SEWELL.

Plainview, Texas, Dec. 20, 1913.
Dear Santa:

Please bring me a doll buggy and a pair of shoes; also some candy, fruit and nuts. Santa, don't forget my baby sister. She is not quite two years old. From your friend,

IONE VICKERY.

Plainview, Texas, Dec. 20, 1913.
Dear Santa Claus:

Please bring me a pair of shoes and a pencil box; also some candy, nuts and fruit.

From your little friend,
LILLIAN VICKERY.

Plainview, Texas, Dec. 20, 1913.
Dear Santa Claus:

Please bring me a rocking horse and some candy, nuts and fruit.

From your little friend,
F. C. VICKERY, JR.

Mr. Belated Shopper

¶You can't think of letting *her* Christmas being a disappointment just because you forgot to take her a box of the best candy you can buy.

¶*Norris* and *Guth* are the are the best—you'll say so yourself.

¶Just come in and put a package of either in your pocket now and avoid disappointment.

J. W. Willis Drug Co.
Phone 44

Christmas Trees
Evergreen Wreathes
and
Fancy Evergreen Ropes
at
Sewell's
Phones 8 and 139

ALFALFA LUMBER COMPANY

Handles the genuine Rockvale Coal! We stored 25 cars in July and still have some left for you.

PHONE 163 PHONE 163 PHONE 163

TOWNS IN AMBRIM ISLAND BURIED IN LAVA.

Hundreds Rescued by Ships After They Had Taken Refuge in Canoes and Small Boats.

Dispatches from Noumea, capital of the French Colony of New Caledonia, via Melbourne, Australia, this week, report that great destruction has been wrought by a volcanic eruption in Ambrim Island, of the New Hebrides group. Six new craters were formed on the west coast December 6. The following day Mount Minnie collapsed, and many villages were overwhelmed by streams of molten lava. The majority of the inhabitants sought refuge in canoes and boats, and a steamer rescued five hundred of them.

No casualties are reported among the white population, whose numbers are small, but it is feared that many natives in the interior perished.

Ambrim Island is about fifty miles in circumference and is somewhat sparsely inhabited.

"THE YOUNG LADY ACROSS THE WAY."

We asked the young lady across the way what she thought of the Hetch Hetchy proposition, and she said that for her part she liked the old-fashioned two-step better than any of the new dances.—Kansas City Star.

ONLY ONE CHANCE.

They were walking in the moonlight on a romantic country road.

"Nothing could ever come between us, could it, dearest?" asked Claude, pensively.

"I can't think of a single thing," replied Elsie, "unless I should become engaged to some other man."—New York Times.

THOS. W. LAWSON SENDING REAL ARK FOR CHRISTMAS.

Boston's Spectacular Trust Fighter Shipping Mammoth "Noah's Ark" to Grandchildren.

Thomas W. Lawson, famous speculator and "system" fighter, of Boston, has sent a freight car containing a mammoth "Noah's Ark" filled with live animals to his grandchildren, Henry McCall, Jr., and Thomas Lawson McCall, sons of Mr. and Mrs. Henry McCall, at the McCall ranch, Crooked River, Ore. The "ark" is to arrive Christmas morning.

On its trip from Dreamwold, the Lawson farms at Scituate, it is guarded by two men. This is what it contains: One hundred and fifty Plymouth Rock and Rhode Island Red hens, with two roosters, two Siamese cats, two English bulldog pups, five Jersey and Holstein cows, two sons of the mare Flying Fox, a Dreamwold prize winner, and two pigs.

The McCalls have a 400-acre ranch in Oregon. Mrs. McCall was Miss Dorothy Lawson.

COTTON MILLS ARE ACTIVE.

Nearly 900,000 More Spindles Now in Use Than Year Ago.

Active cotton spindles in the United States last month numbered 30,947,731, compared with 30,072,579 spindles a year ago, the Census Bureau announced from Washington this week.

Consumption was 482,594 bales last month and 475,511 bales a year ago.

Because he delayed the wedding a little to buy a new pair of shoes, a Columbus, Ind., man found his bride wedded to another man when he arrived. Christmas shopping isn't the only kind to do early.

BETTER FIRE PROTECTION FOR PLAINVIEW SOON.

Irick and Knupp Have Contract; Will Work Small Force; Fire Department Pleased.

Work will commence on the extension of the water mains of Plainview in the next week or ten days. It would have already been under way had it not been for a mistake in the shipping of a car of pipe from the factory. This car is expected at once.

Irick and Knupp, who have the contract, at $7,000, will begin work upon receipt of supplies.

The Iowa Valve Company, of Oskaloosa, Iowa, has the contract to furnish the entire supply of iron work to go into the system. They have already shipped the fire plugs, which have been placed on the corners at which they are to be installed. One will be located on each of the following corners:

Southeast corner of block 46, Main and Prairie Streets.

Northeast corner of block 47, California and Prairie Streets.

Northeast corner of block 38, California and Eureka Streets.

Northwest corner of block 17, Covington and Third Streets.

Northwest corner of block 16, Covington and Second Streets.

Northeast corner of block 42, First and Eureka Streets.

Northeast corner of block 43, First and Prairie Streets.

Northeast corner of block 56, First and Grover Streets.

Northeast corner of block 66, First and Archer Streets.

Northeast corner of block 75, First and White Streets.

Northeast corner of block 86, Second and Alexander Streets.

Northeast corner of block 91, Second and West Moreland Streets.

Northeast corner of block 90, First and West Moreland Streets.

Northeast corner of block 89, Slaton and West Moreland Streets.

Northeast corner of block 6, Restriction and West Moreland Streets.

Northeast corner of block 5, Restriction and Alexander Streets.

The fire boys are very much pleased with the new help given them in the residence section, as they think that it will aid in adding to their efficiency.

That Plainview has a most efficient fire service is shown by the fact that little damage from fire is sustained in the city.

The volunteer company, which consists of eight members, is beginning preparations for the contests at the State Association meet, which is to be held at Victoria, Texas, in 1914.

A HALF DOZEN GOOD RECIPES.

Sausage Croquettes.—One cup of highly seasoned sausage meat, one cup of hot riced potatoes, two hard-boiled eggs finely chopped, one-half of a tablespoonful of finely-chopped parsley, salt and pepper to taste. Bind together with one-half of an egg, slightly beaten. Mold into cork-shaped croquettes, roll in bread crumbs and dip in egg slightly beaten.

Southern Seed Cake.—Two cups granulated sugar, one small cup butter. Mix to a cream. Two eggs, one scant cup buttermilk, one level teaspoon soda. Thicken with unsifted graham flour to make a nice soft dough. Sprinkle fine white flour on kneading board and rolling pin, roll out and cut, place in pan, then sprinkle wtih granulated sugar, being careful not to get any on the pan. Wholesome, cheap and delicious.

Widow's Bread.—Mix two cupfuls of flour, one cupful of meal, one teaspoonful of baking powder, one cupful of molasses, two eggs, salt. Mix these ingredients together with warm milk and bake in a quick oven.

Braised Turkey.—Truss and stuff a turkey, the same as for roasting, using a forcemeat made of minced chicken, mushrooms and sweetbreads, in addition to the bread; lard the breast with fine square shreds of fat salt pork; place the turkey in a stewpan, with sliced vegetables and sufficient broth to cover. Set it on top of the stove, and as soon as it begins to simmer put it into the oven and cook slowly for an hour and a half. Baste occasionally with the gravy. Garnish the turkey with stoned olives and serve with the gravy, whihc should be slightly thickened.

New York, Dec. 12.—If the immigration officials follow their policy of holding up militant suffragist agitators until officials at Washington pass upon their cases, George E. Lansbury, ex-member of Parliament, who was jailed at Pentonville, England, last August and released under the cat-and mouse act after the first and only hunger strike by a male suffragist, is scheduled for a week-end wait at Ellis Island today, similar to that inflicted upon Mrs. Emmeline Pankhurst. Lansbury arrives today on board the Kaiser Wilhelm. He is coming to America to lecture on Syndicalism and to study conditions here. He will be the guest of the Intercollegiate Socialist Society. Besides being the only male militant who has hunger-struck in jail, Lansbury also is the only public man who has come out openly for the militant cause. He resigned his seat in Parliament, to which he was elected by the Labor and British Socialist Parties, because of their attitude toward the suffrage and Irish Home Rule bills.

Philadelphia, Penn., Dec. 12.—"The Relation to Each Other of the Contractor, Engineer and Inspector" was one of today's important topics discussed at the second day's sessions of the joint sessions of the American Good Roads Congress, the American Road Builders' Association, and the Good Roads Exhibition. F. L. Cranford, of Brooklyn, led the discussion, which was participated in by Major W. W. Crosby, chief engineer of the Maryland Geological and Economic Survey; H. W. Durham, chief engineer of the Bureau of Highways, Borough of Manhattan, and Fred E. Ellis, of Peabody, Mass.

"Details of Arrangements for the Use of Convict Labor" was another topic discussed by the following: Joseph Hyde Pratt, state geologist of North Carolina; P. St. J. Wilson, state highway commissioner of Virginia; C. M. Kerr, assistant engineer, state highway department of Louisiana; Dr. Frank Moore, superintendent of the state reformatory at Rahway, N. J.

Another important topic discussed was "Determination of the Amount of Re-alignment, Grading and Drainage to Be Done in Connection with Road Improvement."

DELICATE STIMULANT.

Every invalid sooner or later becomes tired of raw eggs in the usual manner in which they are served. The following will be found very tempting and new:

Beat the yolk of one egg until quite thick. Then beat in thoroughly one tablespoonful each of powdered sugar and brandy. Whip the white of the egg to a froth, with a pinch of salt, and stir into the first mixture. The whole should be quite thick when ready to be eaten.—Philadelphia Public Ledger.

DANGEROUS CALOMEL GOING OUT O FUSE.

A Safer, More Reliable Remedy Has Taken Its Place in the Drug Store and in the Home.

A few years ago, men, women and children took colamel for a sluggish livere and for constipation. They took risks when they did so, for calomel is a dangerous drug. Your family doctor will be the first to tell you this if he discovers you dosing yourself with calomel.

But the drug trade has found a safer, more pleasoant re meydhtannoT safer, more pleasant remedy than calomel in Dodson's Liver Tone.

R. A. Long Drug Co. tells us that their drug store sells Dodson's Liver Tone in practically every case of biliousness and liver trouble where calomel used to be taken.

Dodson's Liver Tone is a vegetable liver tonic that is absolutely harmless for children and grown people. It sells for 50 cents a bottle and is guaranteed to be entirely satisfactory by R. A. Long Drug Co., who will refund your money with a smile if it does not give quick, gentle relief with out any of calomel's unpleasant after-effects. —Adv. 80



Roof Troubles

NO matter what your roof troubles may be we can relieve you of them. We are specialists on roof ailments.

Good roofs require painting some time, and the repairing of a small hole *now* may save the roof.

Experience has taught us that Target and Arrow roofs last longer and need less attention than any others.

If you need a new roof this is worth remembering. We know of houses where this tin is still in good condition after 60 years.

A. M. HAMILTON

Telephone Number 84



KEEP YOUR LARDER FILLED

Mrs. Housewife, for the treacherous weather is coming on when it is not always convenient to get out and do your shopping. Order in a good supply of such necessities as will always keep well, and you cannot regret the foresight in the wintry days, when blizzards are raging. We have a fine new stock of staple groceries, the best in quality and the lowest in market prices.

WRIGHT & DUNAWAY

PHONES 35 and 355

It's Not Too Late

You Can Do a Lot of Shopping in a Day

In fact you can spend the day---Wednesday---in our store and complete the list.

There are always some you forget until the last moment---let us solve the last nervous moment problem with a Conklin Fountain Pen or an Eastman Kodak.

J. W. Willis Drug Co.

PHONE 44

Are You Glad Christmas Comes Only Once a Year?

Makes no difference if you are or not, it comes just the same, but if children had their way Xmas would come every month, so old Santa Claus could climb down the chimney with such nice things.

We have a big assortment of Candy, Fruit and Nuts for Santa Claus to get--he will read this paper and know where they are--for the children. Besides this we have a complete list of all fruits and vegetables that can be had. Some came from Europe, Cuba, Central America, California, Louisiana, Kansas and Texas, but most of the vegetables are raised on irrigated farms around Plainview.

While we are not knocking on anv other country, the best vegetables we can get now are raised on Plainview's Irrigated Farms. Plainview has them all skinned when it comes to Good Vegetables.

Read This List and See if We Are Right

Plainview Celery	Texas Squash	California Lemons
" Beets	" English Peas	" Oranges
" Head Lettuce	" New Potatoes	" Pears
Plainview Spanish Onions	California Egg Plant	Central America Cocoanuts
Plainview Green Onions	" Tomatoes	Central America Bananas
Plainview Turnips	" Rhubarb	Kansas Persimmons
" Cabbage	" Cauliflower	Washington Apples
" Sweet Potatoes	Florida Cucumbers	Plainview Apples
Plainview Parsley	Kansas Celery	New Jersey Cranberries
" Spinach	Florida Grape Fruit	Nuts of all kinds
" Carrots	" Tangerines	Fruit Cakes cheaper than you can make them. All sizes. They are good—prices right.
" Parsnips	" Kumquats	
Texas Sweet Peppers	" Oranges	
	Louisiana Madarines	
	Cuba Pineapple	
	Spain Grapes	
	California Grapes	

You can get up a pretty fair dinner from this list with the Turkey and other trimmings we have for you. Just phone us and we will do the rest.

We want your trade,

Sewell Grocery Company

PHONES 139 and 8

The City Bakery

We bake practically everything obtainable in the bakery line. Any Special Order will be baked for you on a day's notice.

Our Shop is Strictly Sanitary, We Invite Your Inspection at Any Time

We will have many Special Cakes and Goodies for Christmas and will be glad to make anything else you may order.

The City Bakery

J. T. Van Arsdell, Proprietor Telephone Number 170

"BIDDY" HAD SMALL BEGINNINGS.

The Hen Laid Only Twenty Eggs a Year When She Began.

When chanticler saluted the visitor to his poultry show in Plainview this week, one would imagine he had forgotten his humble beginning, he was so proud.

About that humble beginning. The first chicken of which there is any knowledged was found, several thousand years ago, by some hungry descendants of Adam and Eve, who had wandered over the mountains to the east. It was in the jungles of India—a nameless little yellow hen. The fowl laid about twenty eggs a year, the flavor of which was highly esteemed. So the first chicken fanciers came into being. And so, too, the little jungle hen became the Eve of the chicken tribe.

There are today as many branches of the hen's offspring, as many breeds, as there are races among Eve's descendants. Representatives of many breeds are on display in the big hall. From that mother who laid only twenty eggs a year, hens have been developed until today some of them lay almost three hundred eggs a year. With so many chickens in the world, and the price of eggs so high, that is hard to believe.

Egg productiveness is the keystone of chicken class today. Take the Buff Cochins, big, splendid birds. But quite passe now. Yes,indeed. Why? Because the number of eggs they lay is steadily declining. At former poultry shows there were long alleys of Buff Cochins; at the present show there are only a few cages.

Here are the game cocks, just a few of them—pets, all. They recall the stories of the old Romans. When battle was imminent, two game cocks would be set out between the opposing forces and told to go to it, an injunction they were not at all backward about fulfilling. Then the leaders of those ancient, good, two-fisted fighting men would disclaim thus:

"See these little devils, men. They have no home, no country, but watch 'em fight. Now, you fellows, who have homes and a country to fight for, jump in and clean up."

The little game cock, penned up in the Finnie Building, must be dreaming of those old fighting days. He jumps at the bars and screams defiance:

"Cock-a-doodle-doo!"

JACK TARS ARE HOME FOR CHRISTMAS HOLIDAY.

End of Mediterranean Cruise of U. S. Fleet Give Men Chance to Spend Yuletide with Families.

The end of the Mediterranean cruise of United States battleships brought to New York Monday nearly five thousand officers and men glad to be home again and with a chance to spend the Christmas holidays ashore.

The super-dreadnaught Wyoming, flagship of Rear Admiral Charles J. Badger, the commander-in-chief of the Atlantic fleet, and the battleships Arkansas, Utah and Florida were the returning ships which were awaited here by the dreadnaught North Dakota, also of the first division.

The arrival of the Wyoming attracted more than ordinary interest among naval men, as it may be the last time that the super-dreadnaught will fly the flag of Admiral Badger as commander-in-chief. He is to retire early in the coming year, and the navy is already speculating as to his successor in the most important command in the Navy Department.

The returning ships will probably remain at New York until after New Year's, unless the Mexican situation should become so acute as to necessitate their going to Mexican waters to re-enforce the fleet now there under command of Rear Admiral Fletcher.

New York, Dec. 10.—Father Knickerbocker is wholly to blame for his delinquent children and the youngsters are not at fault for their sins, in the opinion of Ernest K. Coulter, founder of the Big Brother movement in New York, and who had a great deal to do with the establishment of the Children's Court.

"It is the sins of the city against the children that stand out most startlingly in the Children's Court," Coulter said. "The community robs the child in the congested district of everything a growing human being needs for health of mind and body, and then it would punish him if his efforts to win those chances for himself brings him in sharp contact with the law of the grown-up world. Were there anything like a rational distribution of population, were the dwellers in the tenements not deprived of light and space, were the tenement children not desperately put to it for anything like normal play, there would be small work indeed for children's courts, charitable and reformatory institutions.

"Arraigned in the Children's Court recently for the heinous crime of playing ball in the street, a half-clad little fellow was asked by the magistrate: 'What are the streets for?' The culprit, whose head barely reached the bench, thought hard and earnestly, his face white from starvation and fear. 'Automobiles, sir,' he finally faltered, and the magistrate straightway sent him home.

"In one of the most crowded districts last summer I saw a little girl cry and flee in terror from a fluttering butterfly that by some strange chance had been blown across the Hudson from the Jersey meadows. The only fields she had ever known were the asphalt and cobbles; the only insects within her knowledge had been roaches and spiders, and her only brooks were the gutter floods when the sweepers occasionally turned on the fire hydrant to flush the dirty pavements in her block."

IMPROVEMENT IN KANSAS CITY MARKET; RECEIPTS HEAVY.

Kansas City Stock Yards, Dec. 18.—The beef market took a turn for the better last week, and all kinds of cattle sold a shade higher. There was no marked advance, but the feeling was more settled, and buyers' actions denoted a broader beef outlet. Increased imports from Argentina were reported with the first direct ship-load consignments, but as the stuff belonged to the packers of this country, it was handled in such a manner as not to injure the beef market any more than necessary. Receipts to-day are extra heavy at most markets, and part of the gain noted last week has been dissipated.

The market is steady to fifteen cents lower, plain middle grade killing steers receiving least support. Some fancy mixed yearlings sold at $9.25, straight yearling steers at $9.00, and heavy steers at $8.75. Steers selling at $7.50 to $8.25 move slowly tow ing at $7.50 to $8.25 move slowest today. Cows and heifers are largely steady, and this class of cattle has been the best sellers for two weeks or more.

Good choice cows bring $6.25 to $7.00, and veal calves reached $11 again to-day, the same as last week. Forty-three cars of quarantine cattle came in to-day, made up largely of two- to four-car shipments of mealfed steers of middle class, selling at $6.00 to $6.75. Stockers and feeders sold strong last week, and they are in fair demand to-day at prices about like last Monday. Top cattle for the country sell at $7.00 to $7.50, serviceable animals at $6.25 to $6.75, which prices are about a quarter lower than a year ago.

Hogs did not change much in price last week. Packers had to disclose the fact that they need material, and closing markets were the strongest most days.

Receipts for the week were 60,000 head, and run to-day is 10,000 head. Chicago has a big run to-day, with lower prices, and the market opened 10 cents lower here, but improved before the close, top $7.70, bulk $7.35 to $7.65, pigs $6.50 to $7.25. Hogs are cutting up for the fresh pork trade at a good profit, a condition that will prevent material losses while it lasts.

Sheep and lambs advanced 10 to 25 cents last week, lambs selling around $8 for best. The market is 10 to 20 cents lower to-day, pea-fed lambs from Monte Vista selling at the top, $7.85, other lambs at $7.55 and $7.65. Mexican yearlings fed in Missouri at $7.00, ewes $4.75. A shipment from Fort Collins sold at $4.75 for ewes and $7.55 for lambs. Dealers expect the market to hold up well.

J. A. RICKART,
Market Correspondent.

GOOSE STUFFING.

Four cups hot mashed potatoes, two teaspoons onion juice, half teaspoon pepper, two teaspoons salt, two tablespoons butter, yolks of two eggs, quarter cup cream, one tablespoon of parsley. Mix the onion juice, pepper, salt and butter wtih the potato; add the cream to the beaten yolks, and mix them with the potato; add chopped parsley last.—Woman's World.

KILLED 10,000 DEER AND 17 MEN.

Maine's Hunting Season Ends with the Usual Death List.

Maine's big-game season ended Monday night. The estimated number of deer killed was ten thousand, says a dispatch from the Pine Tree State capital.

Seventeen persons were killed in the woods. Of these, four were shot through being mistaken for deer.

The American Adding Machine

The Latest Adder

Costs But $35

See our exhibit—ask for 10 day's trial



Here is a new price on a competent Adder. On a machine that is rapid, full-size and infallible.

The very latest machine, built by men who know, in one of the largest metal-working shops.

It is an individual Adder, to be placed on one's desk, close to one's books and papers. To take the place of the central machine requiring skilled operators.

It is also intended for offices and stores where costly machines are a luxury.

The price is due to utter simplicity, and to our enormous output. Seven keys do all the work.

Each copied number is shown up for checking before the addition is made.

The machine will add, subtract and multiply. With very slight practice anyone can compute a hundred figures a minute. And the machine never makes mistakes.

Countless offices large and small, are getting from these machines the highest class of service.

Now we make this offer so that ofifces everywhere may learn what this machine means to them.

Ten Day's Test

We will gladly place in any office one American Adder for a ten days' test.

There will be no obligation, and charges will be prepaid.

Compare it with any nonlister—even the costliest. Let anyone use it. See if any machine can serve better than this.

Just send us this coupon and we'll send the machine.

Herald Publishing Co.,
Plainview, Texas.

Please send us an American Adding Machine for ten days' free trial.

Name .....

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Manufactured and Guaranteed by
American Can Co., Chicago
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With Santa Claus on Your Hands

One has to be careful this festal season in the LAYING OUT OF MONEY. So much more is needed for different festive purposes than is usual. Whatever you want in our line, bring your money here and you will find it to go farther in the purchases of reliable and satisfactory goods than it would in some other store of a similar character. Don't forget our pure food candies at 15c a pound.

The Necessity Store
North Side Square

Santa Fe

Holiday Excursions

To all the Principal Points in the **SOUTH and EAST** on **Sale December 20, 21 and 22,** good for return limit, **January 18th.** Round trip **Excursion Tickets** to all Points within the **State** on sale from **December 20th to January 1st,** good for return limit **January 6th.**

Phone 224 For further information apply to **R. F. BAYLESS, Agent**

COCHRANE'S STUDIO



A Photo of yourself for a holiday gift. Cochrane has received some new style mountings and is making some special style portraits for this purpose. Ask about it.

Where they make High Grade Photos



FOR THE BEST SERVICE AND HIGHEST SALES

Ship Your Cattle, Hogs and Sheep to

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Fort Worth, Texas

See our Market Letter in this paper



PHONES

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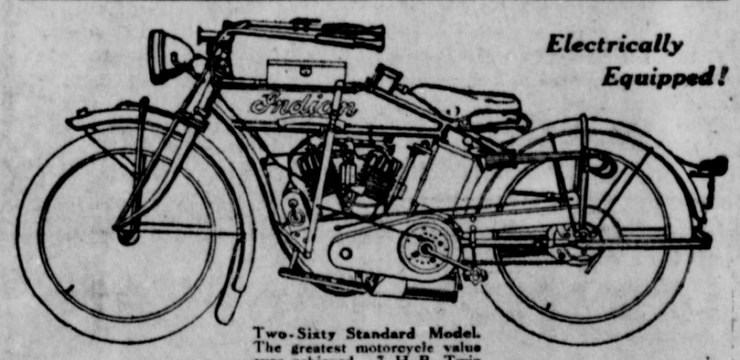
The First National Bank

Plainview, Texas

CAPITAL STOCK $100,000.00
SURPLUS AND UNDIVIDED PROFITS 170,000.00

SAFE DEPOSIT BOXES FOR RENT
Your business solicited, appreciated and protected.

Electrically Equipped!



Two-Sixty Standard Model. The greatest motorcycle value ever achieved. 7 H.P. Twin equipped with Electric Head Light, Electric Tail Light, Electric Signal, Two Sets Storage Batteries and Corbin-Brown Rear-Drive Speedometer. Price $260.00. See Catalog for detailed description.

Indian MOTOCYCLES FOR 1914

60,000 brand-new red machines will go out over the Indian trails during the coming year—the greatest motorcycle production in the history of the industry.

They will flash forth fully armed with "Thirty-Eight Betterments for 1914!" Armed with powerful and beautiful Electrical Equipment! Armed with a New Standard of Value which must completely overturn all existing ideas of motorcycle worth.

All standard Indian models for 1914 come equipped with electric head light, electric tail light, two sets high amperage storage batteries, electric signal, Corbin-Brown rear-drive speedometer.

You cannot fully realize the 1914 Indian without a thorough study of the 1914 Indian Catalog. It makes plain a host of compelling Indian facts that all motorcycle-interested men can consider to their real profit. Send for the 1914 Indian Catalog—the most interesting volume of motorcycle literature you've ever read.

The 1914 line of Indian Motocycles consists of:

4 H.P. Single Service Model	$200.00
7 H.P. Twin Two-Twenty-Five, Regular Model	225.00
7 H.P. Twin Two-Sixty, Standard Model	260.00
7 H.P. Twin Light Roadster Model	260.00
7 H.P. Twin Two Speed, Regular Model	275.00
7 H.P. Twin Two Speed, Tourist Standard Model	300.00
7 H.P. Twin Hendee Special Model (with Electric Starter)	325.00

Prices F.O.B. Factory

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Plainview
Agent for Hale and Floyd Counties

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Rooms 14-16, Ware Hotel Bldg.
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Are You Bald Headed?
Or does Dandruff, falling hair or itching scalp bother you? If so, our wonderful FERTILINE is what you want. It has grown hair on hundreds of bald heads. Money back if not satisfied.
If your druggist hasn't it send us one dollar and we will send you a bottle by Parcel Post. FREE booklet explaining baldness.
Lightfoot Chemical Co., SanAntonio, Texas

WE WANT YOUR
CREAM
We offer you a steady market and the best price
PLAINVIEW
CREAMERY CO.

BRONCHITIS CONQUERED

Royersford, Pa., Man Tells How.

At this season of year with such sudden changes, it is so easy to take cold, and almost before one is aware there is inflammation in the bronchial tubes—a hard cough and unless checked in time chronic pulmonary troubles may result.

Townsend Young of Royersford, Pa., says: "A severe bronchial trouble contracted caused me much difficulty about breathing. My chest felt clogged up and there was considerable soreness. I tried different remedies without help; but I am glad to say that Vinol cured my bronchial trouble which had lasted for three months. My breathing is all right and the soreness entirely gone from my chest."

Vinol contains the curative, healing principles of fresh cods' livers (without oil) and tonic iron. We guarantee it to be delicious in taste and to satisfy you with its medicinal effects.

P. S. If you have any skin trouble try Saxo Salve. We guarantee it.

J. W. WILLIS DRUG CO.,
Plainview, Texas.

Baking Powder Biscuits

Light as a Feather

By Mrs. Janet McKenzie Hill, Editor of the Boston Cooking School Magazine

Baking Powder Biscuits made by this recipe are so far ahead of ordinary baking powder biscuits that, if once tried, you will never use any other recipe. Try it the next time you run short of bread. Save this recipe. 29



K C Baking Powder Biscuits

Three cups flour; ¼ to ½ cup shortening; 3 level teaspoonfuls K C Baking Powder; about 1 cup milk or water; 1 teaspoonful salt.

Sift three times, the flour, salt and baking powder. Work into the flour the shortening, using lard or butter for shortening. Then mix to a very soft dough with the milk. The softer the biscuit enters the oven, the lighter it comes out. Never knead baking powder biscuits; press the dough into shape and roll lightly. Cut in small shapes and bake on a sheet or very shallow pan in a hot oven. In placing biscuits in the pans place well apart, not allowing edges to touch. Small biscuits are better than large ones. Large biscuits do not have the proper amount of time to raise and bake.

Have you seen the new K C Cook's Book? Brimful of appetizing recipes that simply must be successful every time if the few simple directions are carefully followed. You would gladly pay 50 cents for this valuable book, yet we *send it absolutely free* upon receipt of the colored certificate packed in every 25-cent can of K C Baking Powder. JAQUES MFG. CO., Chicago. Small cans do not have Cook's Book certificates.

CHRISTMAS SURPRISE

By THOMAS L. MASSON.



"I WANT you to promise me that you won't give me any Christmas present this year," Mrs. Whittler looked at her husband emphatically. "I mean it," she asserted. "Absolutely."

"And you won't give me any?" replied Whittler experimentally.

"Positively. Now is it understood?" Whittler, who was just going out, shut the door, came back, and sat down in front of his wife.

"My dear girl," he said, "I am glad that you have brought this up, because we may as well settle it now as at any other time. You know that for years we have been doing this sort of thing every Christmas. About this time we both declare that we won't give each other anything; then, just before Christmas, we sneak out, and each of us buys the other a present. This year it will be the same. We will promise faithfully not to do it; but, just as sure as fate, we shall break our word."

"In view of this alarming fact, that we are apparently the slaves of a yearly habit, what have you to suggest?"

"Simply this—that we each of us agree now to buy the other a present."

"I know that you will get me something I don't want!"

"And I know that you will do the same; but isn't that what we have been doing all along?"

"Then I don't see that we have gained anything."

"Haven't we? Why not? Aren't we doing it openly? Think of the moral uplift!"

Mrs. Whittler shook her head.

"I don't agree with you," she said. "I think it would be much better for us to select ourselves the presents we want. If you like, you can come with me while I get mine."

"Nonsense! That won't do at all. It is absolutely necessary for us to carry out the element of surprise. There is some sneaking, contemptible trait in human nature which makes us want, once a year, to surprise others. That is at the basis of all Christmas giving. It's a kind of impulsive, irresponsible attitude which impels us to buy something that we delude ourselves into believing the recipient is crazy for; while all the time we ought to know that it's probably the last thing on earth he or she wants. Would you rob us both of this fiendish pleasure? Never! The only thing to do is to be natural. I therefore announce to you that I am going to surprise you with a present; and you must promise to do the same with me."



Mrs. Whittler considered.

"Well," she said at last, "I suppose that is really the best thing for us to do, and I hereby agree to do it." When Christmas eve came, therefore—the time when the Whittlers were accustomed to "spring" their annual surprises—each of them bore that perfectly confident and identically joyful air which usually preceded the presentation of something we think the other person has been longing for.

Whittler advanced with a smile.

"My dear," he said, "I have the surprise of a lifetime for you."

"Oh, do tell me!" said Mrs. Whittler, with a hypocritical air of gaiety and anticipation, although inwardly she shrank from the ordeal. "I know it is something that I want!"

"What do you suppose it is?" her husband cheerfully inquired.

"Haven't the least idea."

"Well—it is—it is—guess!"

"Oh, I couldn't! Tell me, quick!"

"Well, it's absolutely nothing. Now, isn't that a surprise?"

Mrs. Whittler burst into tears.

"You horrid thing!" she exclaimed. "I shall never forgive you!"

"But—"

"Don't you know that it isn't the value of the thing. I might not have liked it; but the thought that you had tried to please me would have been everything. I didn't do that to you!"

Whittler, beside himself with sudden remorse, sprang to her side.

"I was only joking," he exclaimed breathlessly. "Honest, I was only joking. What have you got for me?"

She drew from a neighboring closet a dressing-sack, over which Whittler went into raptures, all the time feeling like a criminal. Then, with a solemn air, he drew from his pocket a twenty-dollar bill.

"If you don't like it," he said, "you can exchange it for something else."

Mrs. Whittler shook her head.

"You didn't intend to give it to me, and I'm not going to take it now," she said. "It was an afterthought."

"But—"

She folded it up and put it back into his waistcoat pocket.

"I'll forgive you this time," she smiled; "but remember, my dear, that it is very much better to go on year after year giving each other things that we don't want than to attempt to break up an old habit; which, after all, foolish as it seems, is founded upon a genuine human sentiment."

(Copyright, by the Frank A. Munsey Co.)

GIFTS FOR TWO

By Katherine Hopson

(Copyright, 1913.)

ALL the stores along Main street were gay with Christmas decoration. Even the window of Scarvin's curio shop bravely flaunted some brilliant holly wreaths.

Edwin Lander paused before this window and stood for a long time apparently lost in contemplation of the filigree bracelets displayed there. At last he roused himself with an effort and opened the door. At his entrance, old Scarvin, the dealer, came smilingly forward rubbing his wrinkled hands.

"What may I do for you this afternoon?" he suavely asked, while his shrewd, beady eyes noted every detail of his customer's tall, well-dressed figure.

"I should like to look at something that would be suitable as a Christmas present for a lady," Lander answered briskly, but a keen observer would have noticed that his cheerfulness was forced, and in his eyes was a look of utter weariness.

"Certainly, certainly, right over here," said Scarvin, leading the way to a case where some quaint necklaces were displayed. "This amethyst one



Spread Open the Book Enticingly.

has the antique setting that is so much in vogue."

Lander gravely touched the silver links and thought: "My affair with Marguerite is what Aunt Collins would call 'between grass and hay.' It is past the candy-and-flower stage; but has hardly arrived at jewels—"

Then aloud he said: "No, I had in mind something different—a book perhaps."

"Ah, the very thing!" Scarvin dived into a dusty corner and brought forth a foreign-looking volume, whose brown leather binding was curiously inlaid with pearl.

"Early English poems, after the old missal style, and hand illuminated," the dealer spread open the book enticingly.

Lander turned over the leaves with interest. "Yes, I believe this is unique and costly enough to please even the fastidious Marguerite," his thin lips curved in a cynical smile. "I'll take it," he remarked with the brevity of the average masculine shopper when he finds something which strikes his fancy.

As he threw down a bill he was annoyed to see how his hands shook. "Burning the candle at both ends has had an effect," he thought, and as he left the shop, added: "This mixing of business and society is the pace that kills. I suppose stimulants will be the next resort."

He recalled last Christmas at his former boarding place, and of the friends there—especially Alice Gleason. Whenever he thought of her now, it was with a sense of remorse. They had been very warm friends, but since his sudden advancement in business had necessitated more commodious surroundings, he had seen little of her. He had really not meant to neglect the old friends when he began to go more into society and make new ones, but unconsciously he had drifted away from the little circle on Fleet street.

"The shabby old place seemed far more like home than my new quarters ever will," he muttered, and a realization came to him that it was Alice with her sympathetic voice and restful ways who had made it seem so. No matter how tired she might be with her day in the schoolroom, she was always ready to rejoice or sympathize.

"I'll send her some roses—the finest I can find," he declared with a sudden rush of remorseful tenderness. He entered a flower shop and bought a huge bunch of velvety American Beauties. "Send them to this address," he told the dealer and gave him a card.

Next door was the establishment of an expensive furrier, and a Lander passed the window, he saw Marguerite Fenton looking at a set of brown lynx. The rich tones went well with her brown eyes and tawny hair. As she stood there with the soft furs about her, she reminded him of some barbaric princess. Ever since he had first met her at a dinner given at the home of the senior member of the firm, Lander had been greatly fascinated, and felt that her beauty and position fitted in with his ambitious dreams. Yet, strangely enough, today her beauty did not make its usual appeal to him that mingled with her sinuous grace, was also something of feline cruelty.

"Those furs probably cost more than my month's salary," he muttered. "Her insatiable craving for luxury would fasten itself, vampire like, on the life blood of the man who marries her!"

He strode down the street, feeling that the crowded cars would stifle him, and longing for the sense of physical motion and the stinging air against his face. When he reached his rooms he found on the table an invitation from Mrs. Dane, a prominent society hostess, inviting him to attend a dinner she was giving that night.

"That doesn't fit in with the load of work I must get through with before office hours tomorrow." Wearily he laid a package of business papers on the table and rested his read in his hands. "What does it all amount to—what does life amount to?" he questioned despondently. "These people who invite me do not really care for me. It is merely because I fill in and make an agreeable dinner guest, and for that I have practically given up my old friends."

He realized that his present mood was the reaction from exhilaration of conquest which the past year of almost spectacular success had given him.

"I'd like to chuck the whole thing and go back. If only I could have a talk with Alice in the old way, I'd feel myself again." He sat up with new energy. "I wonder if she'd let me come?"

There was need to look in the telephone book for the familiar number. With breathless suspense he waited while the landlady called Miss Gleason to the 'phone, and at the sound of her voice his heart began to pound boyishly. She was serenely gracious, yet he detected a note of surprise as he asked permission to call. Then she spoke of the roses, and added:

"I can't begin to describe my delight over that quaint old English book. It filled a long-felt want for the possession of a real first edition." Mechanically he responded, questioning himself the while: "What book? Did I make a mistake and send Miss Fenton's Christmas gift to Alice? In my dogged weariness I must have given the dealer the wrong address." He thought of Marguerite's demand of the best as her due, and a sense of impish joy swept over him at the mistake which had defeated the usual order.

He sent a messenger boy with a note to Mrs. Dane containing regrets for the dinner, then dressed and hurried to the lodging house on Fleet street.

"Shurre, and you're a stranger these days, Mr. Landers," remarked the maid who opened the door. As she went upstairs to call Miss Gleason her round Irish face reminded him of a cheery full moon. He glanced at the worn old haircloth sofa, and center table strewn with magazines, the familiar shabbiness of the little parlor made the past year seem as unreal as a feverish dream.

When Alice entered she seemed to bring with her an atmosphere of serenity and peace. Eagerly he rose, then sank back on the sofa, his face went white and everything blurred before him.

"What is it, Edwin, are you ill?" she cried, in her alarm the old name slipped out unconsciously.

He passed his hand over his eyes in a dazed fashion. "No—it is nothing," he muttered. Then, earnestly, "I am tired—weary with life as it is. It is you only I want, Alice, you, alone in the wide world that I love. Is there any hope?"

His voice sank almost to a whisper, and for one tense moment there was silence in the little room. Then, by way of answer, she drew the poor, tired face against her breast with a gesture of ineffable tenderness.

In that moment, Lander felt that to his weary questionings as to what was worth while, the answer was not material success, but love which means life in its fullness.

Curious Christmas Superstition.

On Christmas eve, at midnight, country people in England believe that the Christ child revisits the earth. Sometimes, therefore, if there is a sick child in the house, the mother will take the little one to the door, just before midnight, and wait till the hour strikes. If the child recovers, it is because the Babe of Bethlehem has touched it with healing fingers during the earthward journey. But if the child sickens and dies, all is well, for the mother heart is comforted by the thought that the little one was called by the Christ child to be his "playmate" in heaven.

HER CHRISTMAS GIFT

By DOROTHY DIX

(Copyright, by Daily Story Pub. Co.)

IT was Christmas eve, and Alice Maitland sat alone in her luxuriously furnished boudoir, putting the finishing touches on the gifts she was to bestow on the morrow. She tied the last bit of scarlet ribbon about a jewel box with mathematical precision, tucked a bit of holly under the bow, and pushed it away from her with impatient weariness.

"There," she exclaimed, surveying the heap of packages that littered the table and the couch; "there, thank goodness, that's done! I've done my duty by my family and remembered every one that is likely to remember me, and I have worn myself to a frazzle, and brought on paresis trying to find things for people who already have everything there is. Let me see," she continued, taking up the packages one by one and checking them off with a smile that was half sad, and half cynical.

"Let me see—here is a silk smoking jacket for Uncle Joseph, that he will never wear, and the Sevres cups that Aunt Maud coyly hinted would be an



"I Don't Believe I Have Forgotten Anybody I Love."

acceptable reminder of the blessed season to her; the string of pearls that Adele has been openly admiring for months, and a check for Jack for his college larks—one's relatives aren't bashful about letting one know what they want, and that is a comfort, at any rate, at Christmas.

"Then, um-um-um, a gold bangle for Mayme Winslow that she will take right down to the jeweler's to appraise, and a tortoise shell and ostrich feather fan for Sally Stinton; she'll be sure to send me something, though she hates me, the little cat, and a couple of bronzes for dear old Mrs. Bullion, though where she'll put them in that overcrowded house of hers I'm sure I don't know, and—oh, things for the servants, and steins and etchings for the men who have been nice to me—and—er—I don't believe I have forgotten anybody I love, or who holds a kindly thought for me."

She paused abruptly, pushed the gay litter of costly trinkets away from her with disdainful hands, and with a sudden rush of tears, buried her face in her arms on the table.

"Yes," she murmured brokenly to herself, "there is one that I have forgotten, and he is the one in all the world that I have remembered most, and to whom I would give all if I dared," and then she sat still.

"Why do you not send him some little trifle, just a token that you have not forgotten the old days?" suggested her heart.

"Never," said Pride.

"Even casual acquaintances may exchange gifts at Christmas," urged her Heart, speciously.

"He would cast my gift back at my feet," said Pride.

"Christmas," said her Heart, "is the time of peace on earth and good will towards men. It is a time when old wrongs should be forgotten, when old wounds should be healed, when broken ties should be mended, and hearts estranged should be reunited. Why do you not kiss and make up, as children do?"

"What!" cried Pride, "and be flouted once more?"

"You were very tired of the old, empty life, with its monotonous rounds of insipid gayety," went on her Heart. "You were that loneliest and most forlorn of human beings, a great heiress and an orphan. All your life you had had everything you wanted, except the thing you wanted most of all—sincere and disinterested love. Your father and mother had died before you could remember them, and you had been left to the care of a cold uncle and aunt, who thought that they had done their entire duty towards you by seeing that you were properly fed, clothed and educated, and implanting in you a distrust of every human being who came about you.

"You never knew the joy that other girls had of being liked for themselves. When suitors came you were told they were fortune hunters. People, in speaking of you, never praised you for any charm of your own, or any grace, or accomplishment. They always said that you were rich, and you wondered sometimes if they knew how their words hurt, or how it must seem to a girl to come to believe that there was nothing about her that could win love—that she must buy it with the money she hated.

"Finally you began to realize that your whole nature was being warped by your environment, that your soul was being atrophied, and so you ran away from it all. You persuaded dear old Mrs. Bullion to take you away as her hired companion to a little quiet place, where no one would recognize you. You wore plain little cotton gowns, and snobs who would have flunkied before the rich Miss Maitland snubbed and ignored you, but there was a man who saw the woman's heart under the shabby gown, and the woman's brain under the common hat, and he loved you, and asked you to be his wife. "We shall be very poor," he said, "for I have my way yet to make in the world, but, please God, we shall fight the battle out shoulder to shoulder."

"You remember," went on her Heart, "how, with your head upon his breast, and his arms around you, you planned out the future—the little house, with the rose above the door, the dear little economies, the struggles, and the final success, and you drank deep of the cup of joy, for you knew life had made you rich at last, for you were loved for yourself alone—loved as a woman would be when a strong man trembles at her touch, and his smile grows soft and tender only for you. Then, at last came the time when you had to tell him that you were none other than the rich Miss Maitland—"

"And he went white as death while he listened, and said that had he known it he would never have asked you to be his wife," interrupted Pride.

"But it was then too late," triumphantly cried her Heart; "he loved you and nothing—not money, nor position nor anything, could change that. You came home," continued her Heart, "and your worldy wise uncle and aunt called him a fortune hunter, and said that he was going to marry you for your money. You did not believe them but, by and by, as you plunged into the old life, with its sordid strivings and selfishness, and disbelief in all that is high and true, the old distrust began to creep up and poison life again."

"He should have trusted your love," said Pride; "he should have known that you were merely playing."

"His life," said her Heart, sadly, "had not taught him how to play. It had all been hard, bitter seriousness, and so when he saw you smiling into this other man's eyes with the counterfeit of the look you had worn when your head lay upon his breast, he thought that you were faithless and loveless, and that you—you who had so much—had come down out of your high estate to rob him of the little he had, and to make life worthless."

"Then," said Pride, desperately, "he came and flung back your promise in your face and told you that he was ashamed to have loved so poor a thing."

"Love does not go at any man's bidding," sighed her Heart; "you saw him the other day. He looked ill, and worn and poor. Tomorrow will be Christmas day—"

"Think—" began Pride; but Miss Maitland had risen up with a look on her face of great and exceeding joy.

"Think, I can think of nothing but my love!" she cried.

The next morning Miss Maitland arose early, and spent much time at her desk printing a large placard in bold and unmistakable letters. This done, she donned a simple little gray gown, much affected by her the summer before, and over this she threw a long cloak. An hour later she directed her astonished coachman to drive her to a certain building on one of whose upper floors a struggling young lawyer was, at the moment, engaged in devouring with his eye the photograph of a comely young woman. As she reached his office door Miss Maitland's courage wavered and sank, but taking a death grip upon it, she hurriedly passed the office boy, and before she knew it was in his presence.

"Alice!" he cried, starting to his feet; but she did not wait for him to speak.

"Tom," she said, hurriedly, "I—I—I have come to bring you a little Christmas present," and with that she dropped the enveloping cloak aside, and pinned upon her breast was a large placard with the inscription:

FOR TOM.
WITH ALICE'S LOVE.

"You darling," he murmured, folding her in his hungry arms.

"It's so hard to know what to get for a man, so I just thought I'd bring myself," she said, hypocritically; "but oh, Tom, please don't send this present back, and change it." But he stopped her mouth with kisses.

The Herald's Classified Want Ad Section

LIVESTOCK

Let L. D. RUCKER PRODUCE CO. handle your GREEN and DRY HIDES. —Adv. tf.

REWARD—$2.50 for cow strayed Sept. 18; red, white-faced, long-horned, branded H. O. T. on side, and Y-H connected. Bought from C. M. Munson, near Lockney. W. M. BRYSON, Plainview, Texas. —Adv. tf.

FOR SALE—A buggy and good gentle horse, city broke; any child or lady can drive. See E. E. WINN REALTY COMPANY. —Adv. 81

CHRISTMAS SUPPLIES

If you are looking for something for your "HUBBY" or "INTENDED" for Christmas, come to our store and get a Griffon Desk Set. They are guaranteed to please. We have them in all sizes and prices. R. A. LONG DRUG CO. Phone 327. —Adv. tf.

If you are looking for Cheap Coal, we have it—$6.50 per ton and up. E. T. COLEMAN, Coal and Grain Dealer. 'Phone 176. —Adv. 81

The Demonstration Farm has excellent Celery and Lettuce for the holiday week—better than has ever been on the market before. You can also get Parsnips, Turnips, Cabbage, Sweet Potatoes, Green Young Onions, Spinach and Parsley. Ask your grocer for them. If he can not supply you, 'phone 66, and you will get what you want delivered to your door. —Adv. 82

REAL ESTATE

FOR SALE OR RENT: On easy terms, 11-room house, with fine young orchard; 3½ lots. Phone DR. GUYTON. —Adv. tf.

FOR SALE.

Eight-room residence, besides pantry and closets; good well and windmill; lots, sheds and grain house; poultry house and other out-buildings; shade and fruit trees; three good lots, located near Seth Ward College. This property is being offered at a bargain and on good terms. Also a splendid Shetland pony, buggy and harness; also a Jersey cow that will be fresh in January. See me at once, at S. S. Sloneker's residence.

MRS. JOSIE HARMON.

—Adv. Fri. only-tf.

¶ Hundreds of sensible, well-to-do people are waiting to co-operate with you through Herald want ads. Advertise your needs--look for your wants.

MISCELLANEOUS

When in the market for any kind of Feedstuff, remember I handle everything in the Feed Line—Bran, Oats, Corn, Corn Chops, Maize, Maize Chops, Alfalfa, Millet and Prairie Hay—at prices and quality the BEST. 'Phone 176. E. T. COLEMAN, Coal and Grain Dealer. —Adv. 81

TYPEWRITER WANTED.

Underwood or Oliver Typewriter to rent for a few months, with the view of purchasing later. Apply at Herald Office. —Adv. tf.

WATCH REPAIRING.

I am holding to my Old Prices.

Watch Mainsprings made for your Watch and guaranteed for one year for $1.00

Watch Cleaning, and best of oil used, for $1.00

Optical Work of all kinds. Guaranteed Brands and best of Lens.

Gold Soldering of all kinds done neatly.

See my "Shure-On" Glasses.

Rings, Bracelets and Lockets, and all goods sold by me, Engraved Free.

Remember the place and watch for my Complete Stock for Christmas.

BOWRON,
The Pioneer Jeweler.
Next to Busy Bee Cafe. —Adv. tf.

Ten-cent, 15-cent and 25-cent bundles of old papers at Herald office, to put under your carpets.

HOUSEHOLD NECESSITIES

ALFALFA LUMBER CO. handles best Rockvale Coal and Niggerhead Coal. —Adv. tf.

Since the Colorado Coal Strike, and Simon-Pure Niggerhead Coal cannot be had, I am offering the trade McAllister Lump and Nut, the best Coal to be had. E. T. COLEMAN, Coal and Grain Dealer. 'Phone 176. Ad. 81

NO BETTER FLOUR SOLD IN PLAINVIEW THAN WE SELL AT $2.75 PER CWT. EVERY SACK GUARANTEED. USE IT AND SAVE MONEY FOR CHRISTMAS. BRAN, SHORTS, MEAL, CAKE AT LOW PRICES. C. E. WHITE SEED CO. —Adv. tf.

Call The Herald for Business Cards

GOOD COAL AT BARGAIN PRICES.

I will have a car load of good coal on the track Monday. Can be delivered at $7.50 a ton from the car. Phone 219. C. A. GILBERT. Adv. tf.

For Weakness and Loss of Appetite

The Old Standard general strengthening tonic, GROVE'S TASTELESS chill TONIC, drives out Malaria and builds up the system. A true tonic and sure Appetizer. For adults and children. 50c.

IMPLEMENTS AND VEHICLES

Ford Car for sale or trade. T. W. SAWYER. —Adv. tf.

COAL AND GRAIN

ALFALFA LUMBER CO. handles best Rockvale Coal and Niggerhead Coal. —Adv. tf.

GOOD COAL AT BARGAIN PRICES.

I will have a car load of good coal on the track Monday. Can be delivered at $7.50 a ton from the car. Phone 219. C. A. GILBERT. Ad. tf.

We buy the Threshed Grain and do our own grinding, which insures sound Grain and no screened Chops. E. T. COLEMAN, Coal and Grain Dealer. 'Phone 176. —Adv. 81

Call The Herald for job printing.

SILAGE FOR SALE—60 tons good Silage at a bargain. See or write J. M. TURNER, Abernathy, Texas. —Adv. 1

ALFALFA LUMBER CO. handles best Rockvale Coal and Niggerhead Coal. —Adv. tf.

LOST AND FOUND

LOST—Between Halfway, Texas, and Plainview, on Olton road, one bulldog pup; black, with white points; answers to name of "Bobby." Will pay one dollar reward to any one returning him to ALFALFA LUMBER CO. —Adv. tf.

Call The Herald for job printing

LOST—Black Fur Scarf. Taken by mistake at Elk Lodge Thanksgiving night. Please return to MISS MAY KINDER. —Adv. tf.

ROOMS

FOR RENT: Furnished rooms, close in. Electric lights and bath. Inquire at Herald office. —Adv. tf.

Nice furnished rooms. Phone 336. —Adv. tf.

WANTED.

Four- or five-room, unfurnished house close in, or four rooms in apartment, also unfurnished. MRS. E. E. ROOS. —Adv. tf.

WANTED—Furnished or unfurnished house by month or by year. Notify Herald. —Adv. tf.

See The Herald for Book Work.

TRUE RECREATION.

We hear much of the need of relaxation for the "tired business man" and the "jaded society woman." Their needs are supposed to be met, in the first place, by amusements devised for inert and vacant minds, observes The Journal of the American Medical Association, and, in the last resort, by the "rest-cure." Meanwhile, our octogenarian colleague whose name is so frequently associated with this method of treatment is demonstrating in his own person the fact that one may fill well-ordered days with steady accomplishment and find recreation, not in passivity, but in a complete change of mental occupation. Thirty years ago Dr. S. Weir Mitchell undertook to write a novel as a vacation pastime, after his winter practice. The result was "In War Time," which had a large and immediate success. The effect on Dr. Mitchell himself, even before the success of his novel came to corroborate it, was a thorough recreation, a veritable refreshment of faculties that sent him back to his work reinvigorated and satisfied. He has continued since to take up some serious literary labor every summer. His vigor of mind and body now, when well past four score years of age, attest the healthfulness of this practice begun in middle life. Doubtless Dr. Mitchell's health and long life are due in large measure to his habit of changing his environment as well as his occupation every summer. At all events, his example is instructive. It is well to remember that many persons whose nervous condition is on the downgrade toward nervous exhaustion need, not rest or frivolous amusement, but a new and absorbing mental occupation that will take their minds entirely out of the beaten track of their previous interests.

Thursday evening Vertreece Barnes, the chauffeur of the Egge-Corlett garage, rode his Excelsior motorcycle from Runningwater to Plainview in eighteen minutes.

Mrs. L. H. Bagby and children, who have been visiting Mr. and Mrs. G. F. J. Stephens, left Wednesday for their home, in Chattanooga, Tenn.

Mrs. J. W. Webb, who has been here for several months visiting her daughter, Mrs. Jas. R DeLay, left Thursday for her home, in San Marcos.

Mr. and Mrs. O. A. Layne left Friday for Houston, to spend Christmas with Mr. Layne's father, M. E. Layne, president of the Layne & Bowler Co.

THIS IS CERTAIN.

The Proof That Plainview Readers Cannot Deny.

What could furnish stronger evidence of the efficiency of any remedy than the test of time? Thousands of people testify that Doan's Kidney Pills have brought lasting results.

Home endorsement should prove undoubtedly the merit of this remedy. Years ago your friends and neighbors testified the rerelief theyw neighbors testified to the relief they have derived from the use of Doan's Kidney Pills. They now confirm their testimonials. They say time has completed the test.

V. C. Canon, California Ave., Plainview, Texas, says: "I can recommend Doan's Kidney Pills, as I have used them for lumbago and kidney trouble and have found greate relief. They are unequaled for lameness, sharp twinges through the loins and pains in the back. I procured Doan's Kidney Pills at the Long Drug Co.'s, and I have seldom had need of them now. You are at liberty to continue the publication of my former testimonial."

For sale by all dealers. Price, 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other. —Adv. 82

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Reach for Your Telephone, Call 35 or 355
and Order a Sack of

WHITE CREST FLOUR

For your holiday baking you must have the best flour for the best baking so don't hesitate to Call for White Crest.

Wright & Dunaway

CHRISTMAS FOR TWO

By THOMAS L. MASSON



IT IS a common mistake to suppose that we are creatures controlled by reason. In reality, we are the children of impulse. Our environment often forces us to conclusions which seem to be based upon reason, but are due to a multiplicity of outward sensations impinging upon our minds.

If I had been a reasonable being, I should never have fallen in love with Miss Galbraith. It was an illogical proceeding, because it made my presidency of the Bachelors' club, which I had formed three years before, extremely uncertain—or, at least, it seemed to make it uncertain.

Nothing was more desirable than my club. We had every comfort, in addition to good fellowship; and the fact that we were all members did not preclude us from the society of women. Indeed, it gave a zest to that society, for it seemed to surround us with an additional safeguard.

Miss Galbraith's father had left her several millions. She owned the building in which our club was quartered. The agent had called on me only three weeks before Christmas to tell me that we must either sign another three years' lease, or vacate on the 1st of January. There were twenty-two of us, and we had already agreed—it was in the constitution—that the club should be immediately disbanded if any member got married. We all knew Miss Galbraith, and we were all in love with her; but as yet no man had been sufficiently disloyal—or successful—to break the spell.

I caught Fenson, our vice-president, calling on Miss Galbraith one night; and afterward, in the club rooms, we had it out.

"Look here, old man," I said, "it seems to me that you are taking chances. Of course, you don't care about the money; but you can't play around fire. Why, the future of this club depends on your keeping away from that girl!"

"You're a nice man to talk," said Fenson. "What in the world are you doing around there? You ought to set a better example."

"Of course, you ought," repeated Van Olcott, coming up. "Why, I had some sense of honor about it myself; but when I saw you going, I made up my mind that I might as well go, too."



"That's the way you fellows all reason," I said hotly. "Why, during the week, the entire club is around at Miss Galbraith's! The other night we couldn't get a quorum to discuss the renewal of our lease. At any moment some member may get her."

I said this without much fear. I had reason to believe that if the club was disbanded, it wouldn't be anybody's fault but my own.

"She's bothered to death," I added. "It's a shame, fellows, for able-bodied men like you to annoy a young girl like that!"

I felt so sympathetic about it, indeed, that the next afternoon I called on Miss Galbraith to learn the facts.

"Is it true," I asked, "that the fellows in my crowd come around here constantly? I suppose it must be so, as I meet them here all the time. That's the reason why I came this afternoon," I added softly. "The evenings are too crowded."

The dear girl looked tired.

"Yes, it is true," she replied. "You know that twenty-two young men, constantly succeeding one another, are rather trying."

"It's wearing on you, isn't it?" I said.

"Dreadfully. I am going away."

I experienced a sudden shock of pain.

"Oh, don't say that!" I exclaimed. "I'll do something about it. I'll make them pass a resolution that they aren't to call so often—say, one man a week during the year. Anything to keep you here!"

"Oh, I'm only going away for Christmas!" she said, "just for a rest. Dear old New York! I hate to leave it at this season, but I know how it will be. They never could keep away, and I shall break down if I don't get a few days off."

The thought made me boil.

"By Jove!" I exclaimed. "This is a pretty mess, isn't it? Here's a bachelors' club, sworn to remain single, and all of us working nights to go back on ourselves and to bother the life out of you. We're actually driving you away from town at the best time of the year. It's a shame!"

"Never mind," she said softly. "I need a change, anyway. I am going to open up my country place, and have a real country Christmas." She looked at me appealingly. "How would you like to run down there for the holidays?"

Her words went through me like an electric shock. So I was the chosen one! I had suspected it for some time.

"Do you really mean it?" I asked.

I could see even then the magnificent stretches of country surrounding her beautiful estate, and the stately mansion in the center. Everything was there that the mind or heart could wish, and I was to be lord of it all. Not that I cared for the money—I felt that she knew that.

"Certainly I mean it. You can run down the day before and stay over for a few days. My aunt will chaperon us. Now, you must go, as I have some business to attend to."

It seemed too good to be true. For the next week I went about as one in a dream. Luck was with me, even to the elements, for the day before Christmas dawned unclouded, and gave me the opportunity to run my car down to Miss Galbraith's instead of taking the train, which I detest.

It was only a seventy-mile run. I arrived at six o'clock. As I stepped into the hall, I noticed an unusual commotion. Suddenly, from behind a pillar, a form sprang forth. It was that of Fenson.



"Hello, old man! All the boys are here!"

"The boys!" I exclaimed. "What the deuce do you mean?"

At that instant I gazed around me. The hall was piled with merchandise, like a warehouse. Boxes of candy of every conceivable shape mounted to the ceiling like a pyramid. A mass of the latest holiday books towered aloft on the other side, and in the center were flowers, ranged in geometrical masses. Her Christmas gifts.

"Good heavens!" I cried again, as, from all the four corners of the establishment there issued, one by one, the twenty-two members of my club. "Can it be?"

They sorrowfully grouped themselves about me, and Fenson, burying his head on my shoulder, almost wept as he replied:

"Yes, old fellow, it is too true. She has invited every man Jack down here to spend Christmas with her, and an hour ago she skipped back to town all by herself!"

There was a solemn pause. The truth was painful, but we felt that we must meet it like men.

"Boys," I whispered, "we could follow her back; but, inasmuch as we are all in the same boat, I move that we stay here for the holiday and have a ripping old time, and that the secretary be immediately empowered to telephone her agent that we will take another three years' lease."

"Second the motion," said Fenson. And it was carried unanimously.

(Copyright, Frank A. Munsey Co.)

LOOKED THE PART.



Stranger (in the wild west)—Who acted as Santa Claus in your camp last Christmas?

Alkali Ike—Cherokee Charley. We tarred and feathered him fer hoss stealin'.

Christmas Proverbs.

Santa Claus makes the heart grow fonder.

A fair exchange is no Christmas gift.

The kissed girl doesn't dread the mistletoe.

One-half the world doesn't know how the other half spends Christmas.

A pretty girl needs no mistletoe.

A Christmas present in the stocking is worth two in the store window.—Woman's Home Companion.

Great Mystery Solved.

"Papa, what does Santa Claus do between Christmases?"

"Hides from his creditors."

It's Never Too Late to Buy Something Useful

Act today and be sure that your gifts will have a lasting value; or, as a mere suggestion, wait until after all the gifts have been received and supplement the list with something for the home from our big stock of labor and time saving articles.

Percolators Lap Robes Majestic Ranges
Chafing Dishes Shot Guns Oil Stoves
Baking Dishes Rifles Vacuum Cleaners
Casseroles Chinaware Sewing Machines
Ramikins Artist's China Baking Crockery
Silverware Cut Glass Safety Razors
Grape Fruit Sets Queensware Vehicles
Carving Sets Aluminum Ware Velocipedes

Consider ours a gift store for everyday buying

Donohoo-Ware Hardware Comp'y

Phone Number 80

BUSINESS MEN ARE ENTHUSIASTIC.

(Continued from Page One.)

hind The Evening Herald, and it is bound to grown and help the community to grow. I am sure that you can do better at the start than most of the earlier daily papers of the Plains.

"I am with The Evening Herald from the start," Mr. Long added, "and though my line of business requires little advertising except on special occasions, as, for instance, the holidays, I will give The Evening Herald all that a Plainview booster can give a daily newspaper."

—

"I think that a good paper, such as The Evening Herald promises to be, will undoubtedly meet with success in Plainview," said J. F. Duncan this afternoon.

"This city needs a daily paper," said Mr. Duncan, "for the chief objection of the newcomer into this country is that he has no real up-to-date method of keeping up with the doings of the East and West.

"By your system of having a corking good telegraphic service, The Evening Herald can give the people what they want.

"Besides, it will add prestige to the community in such a manner that it will give us a standing all over the country."

—

"This city," said Judge J. E. Lancaster, "needs one really good, wide-awake daily newspaper. It would be what I would call a general good thing, and, properly managed, as I am sure The Evening Herald will be, it is bound to be a big success.

"The Evening Herald will be largely instrumental in bringing new enterprises and building up the town and country generally.

"It shows thrift and enterprise for you to put in this daily, and I am in hearty accord with you and your purposes and will do all within my power to help The Evening Herald make the success it so richly deserves."

—

"One good, live, snappy newspaper in this city is what we need," said W. A. Shofner, of one of the most up-to-date stores in this city, the Plainview Mercantile Company.

"Yes," he continued, "a good paper here in the center of the Plains, with a circulation all over the Plains, is bound to make Plainview the metropolis of North Texas.

"The Evening Herald will be one of the biggest enterprises in the city. It can do more to build up the country generally than any other one firm.

"To bring in the farmers from all over the Plains to this city, that is what every merchant wishes. The Evening Herald, with its circulation, will be the means whereby this can be accomplished.

"I am sure it will be a success, for you are going about putting in this daily in the right way."

—

"I am for The Evening Herald first, last and all the time," said R. H. Weis, Manager of the Hotel Ware, last night. "I do not believe that all of us appreciate what a tremendous boon The Evening Herald is going to be to this country. Everybody has been talking about it and all are looking forward eagerly to getting it. Like everyone else, I am going to help the paper make the success it should and I believe it will have. I am anxious to help the paper keep in touch with all the news happenings around here, and there will be a lot of it from time to time. Naturally, I will be glad to serve the paper in every way I can, and will answer inquiries at any hour of day or night."

—

"Have I enjoyed my four months' stay here?" exclaimed Charles J. Deem as he was swinging aboard the northbound Santa Fe train preparatory to returning to the headquarters of the Tipps Foundry and Machine Company, at Austin, Texas. "Well, I should guess I have.

Since coming to this country I have installed for the company four irrigation outfits. Prospects for the future are very bright here, and I am sure that in the next two years new irrigation plants will be installed at a rate far exceeding anything in the past.

"The people throughout this section are the finest that it has ever been my pleasure to meet, and I have made many friends among them. Congeniality and jolliness are among the essentials of a good townspeople, and, believe me, the Plainview folks certainly have these requisites.

"No, sir; our company is not quitting this field by my going away. Far from it. My successor, Mr. F. L. Fisher, of Amarillo, will be here shortly to take my place. I am to be transferred to a new field, but this country is going to build, as I have remarked before, and thousands of dollars are to be spent here in the next few years in its development.

"Mr. Fisher, my successor, is a most capable man for the place, and I am sure that he will make many friends among you and I am also sure that you will do all in your power to make things pleasant for him, as you have for me.

"What is that?" asked Mr. Deem—"what do I think of the new paper that you are going to start? It is great. It will be as great a success as this great irrigation project. I have heard much about The Evening Herald, that you are putting out on January 1st. It is my opinion that within the next two years it will be one of the largest, if not the largest, papers in West Texas.

"Here comes my train now," he said, "but let me say again that I think your country a fine one and that such a section needs a good live daily paper to make it complete."

"Judging from its past, I think that in the next five years we should have a population of fifteen thousand," said Judge H. C. Randolph. "Twelve and one-half years in this country," he continued, "has shown a great increase in population, and during that time I have carefully watched its growth.

"A daily paper such as The Evening Herald will do well here. There is positively no reason that it should not. With the two lines of news service that The Evening Herald will have, a big circulation is assured, for good, live news of the world, coupled with interesting local news, is what the people want. A big circulation is what the advertiser wants. That spells success, as all merchants will back it.

"The Evening Herald, I am sure, will be accepted in surrounding cities with the same enthusiasm as at Plainview, for reasons that I have given above.

"I am anxiously awaiting the first copy of this daily, and I will lend my hearty co-operation to its advancement."

"A daily paper in this city would be 'the thing,'" was the way J. N. Donohoo expressed himself this morning.

"The Evening Herald should be a success. There is a demand for it here.

"I have been in this country since 1890, and since then there has been a steady growth. Judging from the growth of this city during the past five years, it will double in population in the five years to come. This, I think, is a very conservative estimate.

"The Evening Herald, I understand, is to carry several lines of news especially adapted to this community, such as stock reports and agricultural reports. The banking reports will be of special interest to me, and up-to-the-minute financial conditions of the East will be to all banking interests over this section.

"A big out-of-town circulation in the country and in nearby towns will be essential, and a little daily story giving the conditions of this country will do wonders in bringing in outside people. Boosting stories are the kind I refer to, giving the facts as they stand out plainly.

"I am with The Evening Herald first, last and always, and am only too glad to offer any services that may in any way be of benefit to it."

The Well-Dressed Man and Woman

will be the popular ones at the many holiday social functions.

Let us make your evening clothes look like new in the

Waller Tailoring Company Way

PHONE 188

We Call for and Deliver Promptly

POULTRY

Hens! Hens!! Hens!!!

We have sold a car of poultry to Boring-Kim Produce Company at Amarillo and will pay the following prices on

Wednesday, Thursday and Friday, January 7, 8, and 9, 1914

Hens and Pullets 8c per pound
Spring Chickens 8c per pound
Staggy Young Roosters 5c per lb.
Old Roosters 3c per pound
Ducks, Full Feathered, 8c per lb.
Geese, Full Feathered, 5c per lb.
Turkeys, No. 1, 9 cents per pound

Poor and sick poultry not wanted. This is a good time to clean up your surplus stock at good prices. Remember the dates.

January 7th, 8th and 9th, 1914

Car will be at or near freight depot

YOURS FOR POULTRY,

L. D. Rucker Produce Co.