

## Donohoo-Ware Hardware Co.

(INCORPORATED)

WAGONS, BUGGIES, HARNESS, SADDLES, STOVES, RANGES, PIPE, CASING  
ECLIPSE, STAR AND LEADER WINDMILLS

WE APPRECIATE YOUR PATRONAGE

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### PLAINVIEW TAKES 16 RIBBONS.

Editor Tom Shafer, of Hale County Herald, Returns in Joyful Mood.

Tom Shafer, of The Hale County Herald, is in Amarillo, enroute home from the Dallas fair. He is enthusiastic over the showing made by Hale county, in the taking of sixteen ribbons in recognition of superiority of products. Of the total number of ribbons captured, nine were blue and seven were red.

Mr. Shafer declared that the exhibits were a great surprise to even those who believe they know the Panhandle country as a whole.

Mr. Shafer is heartily in favor of the erection of a permanent Panhandle building at the State fair grounds, and expresses the belief that with the matter of housing out of the way for all time the exhibits will increase in value and volume from year to year.—Daily Panhandle.

### HALLOWE'EN MARAUDERS.

Halloween marauders were to be arrested and imprisoned in Amarillo, so said the Daily Panhandle of last Saturday.

If all towns were to do likewise there would be less property injured every year and fewer boys would get into the idle and vicious habit of prowling around at night.

Halloween was originally the hallowed evening preceding All Saints' Day (Nov. 1.), one of the most sacred anniversaries in the Catholic church, and is not a day for prowling and prank playing.

Innocent amusement is all right, but when it comes to injuring property and disturbing the slumber of peaceful citizens it should have a limit, and it would be well for the town authorities to take it in hand every year.

### CIVIC LEAGUE.

On Wednesday afternoon of last week the members of the First Ward Civic League met with the president, Mrs. R. A. McWhorter.

This was the initial meeting of the season, and proved a most interesting one. Much enthusiasm was manifested and many plans were promulgated for the improvement and making beautiful that part of the town.

Regular meetings will be held during the winter on the first Wednesdays of each month, and each member present at the last meeting pledged herself to advance the Civic League cause in every possible way.

### SERVICES NEXT SUNDAY.

Rev. D. T. Somerville, of Fort Worth, a minister of the Methodist Episcopal church, North, will come in Saturday and preach at the Presbyterian church Saturday evening at 7:30 o'clock. Also at 2:30 on Sunday afternoon, Nov. 7, at the same church. Every one cordially invited.

Best line of cigars in town, and lots of them. Carroll wants your cigar trade.

## EXHIBIT FROM HALE CO.

### Is Now in Charge of the Agent of the Frisco and Rock Island Roads

### Dr. J. H. Hanby, Who Was With the Exhibit at Dallas, Made the Arrangements and Other Sections will See What We Can Do

The great State Fair is over, and is once more a thing of the past, but the Hale county exhibit still lives, and is making a tour of the far Northwest. At the close of the fair it was turned over to A. E. White, the agricultural and horticultural agent of the Frisco and Rock Island, who will take the display to St. Louis, Chicago, Tilden, Ill., Omaha, Wilcox, Neb., and several other county fairs in the North and West, as a demonstration of what can be raised in one county on the Texas Plains.

The display from Hale county was selected by Mr. White as being, above all others, the best on exhibition at the Dallas Fair, and is a seal of pre-eminence of which all loyal citizens of Hale county should feel justly proud.

It is the best advertisement this county can have, for it shows just what can be done by the farmers in this section. It is a traveling object-lesson, and is better than years of boasting, for it will show the people of the North and West that the facts published and sent out by the advertisers of Hale county are the truth—and nothing but the truth!

Much credit is due Dr. J. H. Hanby, who had charge of the exhibit while it was in Dallas. He made the neces-

sary arrangements with Mr. White for touring the display, and carefully packed the exhibits with his own hands. Dr. Hanby knows a good thing when he sees it, and wishes the outside world to see Hale county as she really is.

All of the best exhibits from the other Panhandle counties have been taken to the San Antonio Fair for exhibition.

The following is a complete and authentic list of the first and second prizes won at the State Fair by the exhibitors from Hale county:

#### First Prize.

Best celery ..... Ernest Spencer  
Best alfalfa hay ..... J. O. Brown  
Best pumpkins ..... Bob Mitchell  
Best garden seed .....  
.....Hale County Exchange  
Best garden products .....  
.....Hale County Exchange  
Best grape vine ..... T. B. Campbell  
Best carrots ..... J. O. Brown

#### Second Prize.

Winter squash ..... W. A. Lowe  
Alfalfa hay ..... L. A. Knight  
Alfalfa seed ..... J. O. Brown  
Dried beans ..... J. O. Brown  
Sweet potatoes ..... Z. P. Scott  
Rust-proof oats ..... H. H. Sammann  
Oats of any variety .....  
Campbell Demonstration Farm

### IMPROVEMENTS.

The old building on the corner of Covington and East Main is being pulled down this week, to be replaced by a modern structure. If a few other old houses were removed from the business section of the town it would vastly improve the appearance of our little city, and would be another step towards the newer, better and more beautiful Plainview, for which the citizens are working.

The building occupied by H. H. Stewart, which was considerably damaged by fire last week, is being repaired. A new iron awning has been added, and other improvements made, that will make it better than it was previous to the fire.

### VISITORS TO FAIR RETURN.

Dr. and Mrs. L. Lee Dye, Mr. and Mrs. E. R. Williams and Judge Lancaster came in Monday from Dallas.

### SUDDEN DEATH.

Last Sunday afternoon, about two o'clock, James Curtis, late of New Mexico, died suddenly. He had just come into the house, after walking about the premises, when he fell dead.

County Physician L. C. Wayland pronounced his death due to heart failure. He had been working in the sand pits for R. M. Irick, and was living on the old Lattimore place when his death occurred.

He leaves a wife, who has the sympathy of the whole community in her sad bereavement.

Mr. Curtis' remains were interred in the Plainview Cemetery last Monday afternoon.

### NIGHT POLICEMAN.

John Fawver has been appointed night policeman by the city council.

This is a wise precautionary step that the city fathers have taken, and one that is heartily approved by the business men, as it insures comparative safety for their property during the hours of darkness.

A night police force has long been needed in Plainview, and the people are glad that it has been installed.

### FIRE COMPANY REWARDED.

DeLay & Lancaster, L. W. Stonaker and J. F. Sanders have each given ten dollars to the Plainview Fire company as a reward for their gallant services during the fire last Thursday.

### PRESSED BRICK FACTORY.

Negotiations Under Way to Locate Plant at Floydada.

J. H. Tackett has just returned from Waurika, Oklahoma, where he had been to carry a goodly sample of Floyd county soil to have it examined by an expert to determine whether the soil was suitable for brick-making purposes.

Fred Plageman, the expert who examined the soil, stated that the sample was par excellence, and if Floyd county had a very large quantity of that kind of dirt he would locate a pressed brick factory here immediately. He asked for time to further examine the soil and to make the sample up into a brick, which he would ship to the commercial club here, and requested more dirt with which to experiment before he went to any great expense coming here to look the situation over.

Mr. Tackett states that dirt just like the sample he had analyzed can be had just north of town, adjoining the town section, in inexhaustible quantities. This being so, and the dirt proves out what it is thought to be, the city of Floydada will in the near future be the seat of much activity and fine brick business, and dwellings will spring up as if by magic.

Just at present nothing we could conceive of would be of greater benefit to Floydada than a good, strong brick factory, manufacturing cheap material with which to build substantial homes for the city's business institutions and her people. A reconstruction is due for Floydada soon, and the business men will hail this enterprise with enthusiasm, as it will save the people thousands of dollars in building material when contracts for new buildings now under consideration are let. Every inducement will be offered to cinch this deal, and then just watch Floydada grow.—Floyd County Hesperian.

### BAPTIST MISSIONARY LEAVES.

Rev. J. E. Bell, Baptist missionary for this part of the state, leaves for Austin next Monday. He has been here for the past eighteen months and has been actively engaged in preaching the gospel of Christ during that period.

He is forced to seek a lower altitude on account of his wife's health, and is returning to their old home in Austin for the winter.

Mr. Bell will preach his farewell sermon at the Baptist church next Sunday night.

### PLAINVIEW LADIES HONORED.

Mrs. Hugh Randolph Morrow entertained at Forty-Two this afternoon at her home, 1617 Tyler. The house was prettily decorated with pink carnations, pink dahlias and chrysanthemums, and refreshments were served. Mrs. Morrow had as her guests of honor Mrs. H. C. Randolph and Mrs. E. H. Humphreys, of Plainview. The guest prizes were a cut glass compote and a candelabrum.—Daily Panhandle.

### LUBBOCK HAS EXPRESS CO.

The Wells-Fargo Express Company went into operation in Lubbock last Tuesday. The city on the south is fast realizing the advantages of being a railroad town.

### RECOMMENDS HALE COUNTY.

The following is a letter from J. W. Briggs, of this county, to his old home in Pennsylvania, and shows what one man thinks of this section:

Plainview, Texas, Nov. 1, 1909.  
Editor "Mercersburg Journal,"  
Mercersburg, Pa.

Dear Sir:

You asked me for further information in regard to my watermelon crop. In reply I will state some facts regarding this country and the great possibilities it possesses for truck and other varieties of farming.

This is a great country, and is still a coming proposition. New developments of its vast resources are being made every season. For three years I traveled over the North and West, finding nothing to suit me, until last year I heard of the Texas Panhandle. I came to see it, and, as a result, bought 160 acres, seven and one-half miles from Plainview, the county seat of Hale county. I do not know that I ever made a better investment.

This year I had six acres of sod land planted in watermelons and four in cantaloupes, of four of five select varieties. Off this land, without irrigation, I averaged \$65.00 per acre. Am now erecting a windmill and elevated tank for the purpose of irrigating my truck patch of fifteen acres, the amount I intend to set aside next year for that purpose, from which I expect to realize at least \$2,000. I will also cultivate 115 acres for farming, and expect to make big money off of it—\$25.00 per acre without doubt.

One of my neighbors, Mr. D. R. Bass, who lives eight miles north of me, sold \$62.00 worth of onions from one acre. The same season on the same land he raised and sold \$200.00 worth of melons.

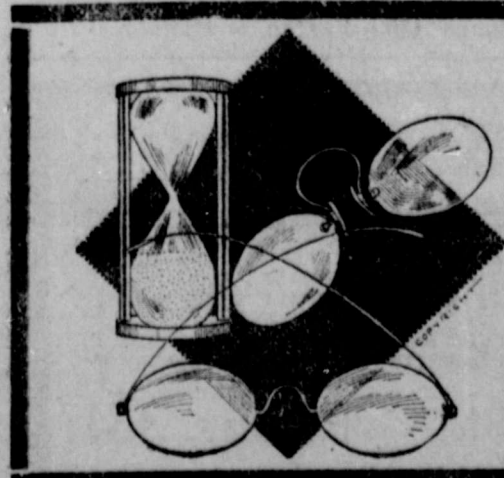
This is destined to be a great small grain country, as wheat and oats do well in this section. Kaffir corn, milo maize and sorghum are easily raised and prove profitable crops. This country is also a good hog country, the best there is, as feed is raised with little trouble, and they do well in the alfalfa fields.

The latter is another of Hale county's principal crops, as five cuttings are often cut from the same land in the same year. Each time an abundant yield is made.

Knowing that my friends and relatives back in old Pennsylvania are interested in these things, and hoping that these facts may induce some of them to come to this part of Texas, I am,  
Very respectfully,  
J. W. BRIGGS.

### PANHANDLE GETS PRIZE.

The third prize went to the Panhandle tent, and there were few points between the winner of first place and this. The collection came from Swisher, Hale, Floyd, Potter, Briscoe, Armstrong, Gray, McLean, Wheeler, Donley and Oldham counties, each arrayed by itself. Swisher was given the lead among them. All were good. With little rain, compared to some other parts of the state, this section has more, since they all practiced intensive farming. This was necessary, as the aim was to cultivate as little land as possible to get as great result as could be obtained. Every common garden product, all of the field productions, cotton to as high as a bale per acre, fruits, grapes, berries, sugar beets, melons, wheat and grasses were displayed. It was shown that the live stock flourish and that people are raising all of the things shown to an extent commercially valuable. This is a section whose population grows steadily and rapidly.—Dallas News.



### Our Glasses

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WHEREVER men of fashion are seen in the metropolitan center where style in dress is a matter of importance, you'll find

**Hart Schaffner & Marx**

clothes recognized as a standard of correct dress. Young men especially appreciate the smart models created by these greatest of style makers. We feel that we're doing you all a great service in bringing these clothes to you. The advantage of all-wool fabrics alone, in the midst of so much cheap cotton-mixed stuff, is enough to warrant us in claiming your attention.

But we'll show you some of the most stunning styles you've ever seen; and the finest fabrics. Ready now.

**Suits \$20 to \$30**

**Overcoats \$16.50 to \$35**

We have something in Shirts, Gloves, Hats, and other fixings that will please you. Drop in and see us. This store is the home of Hart Schaffner & Marx clothes.

**Carter Merc. Co.**

**SATISFIED.**

I'm glad I ain't Bill Taft, I am, by glory!  
I'm glad that I am just my humble self!  
Life is so short a way, so brief a story,  
Fate will so soon lay us up on the shelf.  
That I am glad the world's not always looking  
At me and keeping tab on all I do;  
I'm glad I'm me, I'm glad for good home-cooking,  
I crave no foreign mess or 'possum stew.

I'm glad I have the time to kick and scramble  
With my two babies on the parlor floor;  
Glad for the time to take them for a ramble,  
Glad for the time to hide behind the door,  
Glad for the time to yield me to their shoving  
Until they get me in my easy chair,  
Glad for their baby kisses and their loving,  
Glad for the time to tell them stories there.

I'm glad I have the time to hold them to me,  
To kiss their dimpled elbows and their hair,  
With no one to come in to interview me,  
With no one in the whole wide world to care  
A thing about my coming or my going,  
With no one wanting me to make a speech;  
Just my dear babies with their curls a-blowing,  
With their glad laughter, always in my reach.

I'm glad I am not Taft, glad I'm not faring  
Away from home and babes and love and rest;  
I'm glad I've got the things I love the best  
So always near me, always gathered round me,  
My babes to snuggle in my arms and sleep,  
Glad—glad no greatness has so hedged and bound me,  
Glad to hear babe's "Me Loves you dess a heap!"  
Me for my job and Bill Taft for the going  
About the country bowing here and there;  
This world has a glad corner of my knowing,  
A little bit of humble corner where  
My two wee babies nightly wait my coming,  
And laughing run to meet me down the street.

—J. M. LEWIS, in Houston Post.

**ALFALFA IN THE WEST.**

The alfalfa business promises to become one of the greatest industries of the West. It has already become one of the promising industries of this section from an entirely new point of view, viz., flour. The following dispatch comes from Pecos, and shows that those people are going in for the manufacture of alfalfa flour in grand shape:

"Pecos, Reeves County, Texas, October 15.—Plans have been proposed, and an organization effected, for the construction of an alfalfa meal mill in the Toyah Valley, south of Pecos. The company organized with a capital of \$50,000, and proposes to erect a building 60x160 feet, together with the necessary storage and warehouses. The mill is to have a capacity of fifty tons in twenty-four hours. There are already over 3,000 acres in alfalfa in this valley, and the acreage will perhaps be increased to twice the amount during the next year, owing to the great number of settlers who have come in to develop their purchases."—Lubbock Avalanche.

**CONSUMPTION STATISTICS**

prove that a neglected cold or cough puts the lungs in so bad a condition that consumption germs find a fertile field for fastening on one. Stop the cough just as soon as it appears with Ballard's Horehound Syrup. Soothes the torn and inflamed tissues and makes you well again. Sold by Wyckoff-Willis Drug Co.

There is precious little comfort in being meek after having been rich.

**Quitaque Stock Farm**  
JNO. T. HAYNES  
Horses, Mules and Cattle of every description  
Phone Connections Address Quitaque, Texas

**PLAIN TALK TO WOMEN. 2,591 KILLED; 63,920 INJURED.**

**Federal Judge Grosseup Speaks on Alleged Feminine Limitations.**

Chicago, Ill.—"You can't be theologians, because you haven't the power of analysis; you can't be lawyers, because you are devoid of the reasoning faculty; you are not successful scientists, because you can only handle one detail at once; you are only successful in business and you can succeed in those branches of medicine which call for the exercise of the nursing instinct."

Federal Judge Peter S. Grosseup told the women of the Ossoli club, the women's auxiliary of the Highland Park, all these things about women recently in an address at the first meeting of the club this season in the club house of men's organizations. But he escaped the vengeance that might otherwise have been wrought upon him by telling the women a lot of things they can do and must do if this old world is to roll on unchanged in the course mapped out for it.

"But," he said, "I wish to present an analysis of woman's work from my point of view. The woman lawyer I know who is a success in her profession began her career by being put in jail for contempt of court when she threw a pitcher of water at a judge who overruled her motion.

"I'll tell what a woman can do. The feminine mind is the complement of the masculine mind. With but one of them in existence the world would soon become a dreary place."

**GOOD MORNING.**

Good morning, Brother Sunshine;  
Good morning, Sister Song.  
I beg your humble pardon  
If you've waited very long.  
I thought I heard you rapping;  
To shut you out were sin.  
My heart is standing open;  
Won't you walk right in?

Good morning, Brother Gladness;  
Good morning, Sister Smile.  
They told me you were coming,  
So I waited on a while.  
I'm lonesome here without you;  
A weary while its been.  
My heart is standing open;  
Won't you walk right in?

Good morning, Brother Kindness;  
Good morning, Sister Cheer.  
I heard you were out calling,  
So I waited for you here.  
Some way I keep forgetting  
I have to toil and spin  
When you are my companions;  
Won't you walk right in?

—J. W. FOLEY, in New York Sun.

**PARTNERSHIP NOTICE.**

I take pleasure in announcing to my patrons, and the public generally, that I have sold half interest in my dental business to Dr. A. L. Hawkins, and in the future the office will be known as Drs. Hall & Hawkins, Dentists, and will be located in rooms 15 and 16, second floor of the First National Bank building.

We will have an up-to-date office, equipped with all modern advantages. We will be able to give first-class service and high-class work. Call and see us. Respectfully,  
DR. J. B. HALL.

**The Year's Casualty Record on Railroads in the United States.**

Washington, D. C.—In the matter of killing and wounding human beings, the Interstate Commerce Commission in its yearly accident bulletin shows that the railroads of the country have materially reduced the toll on life and limb.

As against the year ending June 30, 1908, the report for this year, shows a falling off of 975 killed and 5,069 injured.

The figures are: Killed, 2,591, as against 3,753, in 1908; wounded, 63,920, as against 72,753 in 1908. The number of employes killed in coupling and uncoupling cars and engines is 32 per cent less than last year.

**QUARTERLY CONFERENCE.**

The fourth quarterly conference of the Plainview Methodist church met in business session Tuesday night, reviewed the work of the year, transacted much business and elected the officers of the church for another year.

The report of the pastor showed that 162 had been received into the church this year, making a total for the past two years of 357. The present enrollment of the church is 520 members.

An invitation was extended to the next session of the Methodist Texas Annual Conference to meet in Plainview.

The new church is going up rapidly and will be ready for occupancy by early spring.

The conference indorsed the proposition of buying the Central Plains College, and will present the matter to the Board of Education, which meets in Stamford next week. If the Board of Education acts favorably on the proposition it will give the Methodists another splendid school in this section of the country.

The Sunday school reported an enrollment of 400.

There were also reports from the Junior and Senior Epworth Leagues, from the Woman's Home Mission Society and Woman's Foreign Missionary Society, showing the great work that is being done by these organizations of the church.

The following officers were elected for the new year:

Stewards—L. M. Faulkner, J. N. Jordan, T. B. Irwin, J. M. Graham, J. H. Bunton, J. N. Donohoo, W. W. Jones, J. Walter Day, A. E. Harp, Ben T. Ansley, Jr., Dr. G. M. Abney, E. T. Diggs, J. H. Leach, J. W. Wayland, J. B. Maxey, J. W. Robertson, Dr. J. F. Owens and J. L. Vaughn.

Trustees—J. M. Graham, J. L. Vaughn, J. N. Donohoo, W. B. Sheffey, Levi Schick, Dr. L. C. Wayland, M. D. Leach, Sam Ansley and G. C. Keck.

Sunday school superintendents—B. N. Graham and R. S. Griffin.

Class Leaders—G. F. Fair, B. T. Ansley, Sr., W. W. Jones, G. D. French, A. B. Roberts, E. H. Thompson, S. A. Waddill, R. T. Miller, A. C. Craiger, J. A. Johnson and S. S. Sloneker.

"The church was never in a more hopeful condition, and the future is as bright as the promises of God."

Mrs. E. B. Hocker, of Guthrie, Okla., is the guest of her father, L. F. Cobb, and sister, Miss Elsie Cobb.

Mrs. J. L. Valentine, of Waco, Texas, is visiting her sister, Mrs. O. H. Judkins.

We conduct funerals, do embalming and carry the largest line of caskets, robes and suits in Plainview. Calls answered at all hours. Phone 179.—Paxton & Oswald.

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All Kinds of Brick, Stone, and Cement Work  
CEMENT TRIMMINGS AND SIDEWALKS A SPECIALTY

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Special attention to diseases of the...  
EYE, EAR, NOSE and THROAT.

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Phones 161 and 264.

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Physician and Surgeon

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PLAINVIEW, TEXAS.

**WILLIS H. FLAMM**

Physician and Surgeon

Residence West 2nd and Jones Sts.  
Phone 34.

PLAINVIEW, TEXAS.

**JAMES PICKETT, M. D.**

Physician and Surgeon.

Office at Ansley Realty Company.

PLAINVIEW, TEXAS.

**DR. P. E. BERNT,**

Dentist.

Office in Stephens Building when completed, Northwest corner of square.

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ARCHITECT

Room 12, First National Bank Building

PLAINVIEW, TEXAS.

**Dr. J. B. HALL**

DENTIST

Office North Pacific Street.

PLAINVIEW, TEXAS.

**R. P. SMYTH**

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Abstracts to Lands in Hale County.  
Land Litigation a Specialty.

PLAINVIEW, TEXAS.

**L. C. WAYLAND**

PHYSICIAN AND SURGEON

Office over Citizens' State Bank.

PLAINVIEW, TEXAS.

**Dr. N. C. LETCHER**

DENTIST

Room 8, First National Bank Building.

**GEO. L. MAYFIELD**

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Examination of land title a specialty.  
Office in Court House.

PLAINVIEW, TEXAS.

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Small Tracts a Specialty.

KRESS, TEXAS

**A. H. LINDSEY, M. D.**

Office East Side Square.  
Residence Phone 283-3 rings  
Office Phone 283-2 rings

PLAINVIEW, TEXAS.

## A. D. Summerville

Makes

High Grade Stock Saddles and Harness, 2nd to none

### STUDY OF OLD TESTAMENT.

Teacher Training Opens Doors into the Majestic Temple.

"Why Make It Unanimous?" was the topic of Wm. Grant Smith, of Alexandria, Ind., at the Centennial Convention of the Christian church in Pittsburg, Pa., Monday afternoon, Oct. 18. He said:

"Each century has witnessed the birth of some mighty revolution. The opening year of the nineteenth century saw the beginning of the restoration movement. The first decade of the twentieth century marks a new era in the systematic study of the Word of God.

"When the organized adult Bible-class movement began to fill our schools with thousands of new recruits; when the church adopted the latest and greatest motto, 'The whole church and as many more in the Bible school,' the church felt the need of trained workers to take care of this growing host.

Organized teacher training began with the Illinois Sunday School association in 1890. What was once ignored has come to be in the hands of some young but wise and enthusiastic Sunday school leaders a God-inspired plan to supply a great need in the kingdom of God. The movement ought to be made unanimous, for it means an open Bible, trained teachers and workers, more intelligent pupils, a better knowledge of God's word and a more enthusiastic church.

"Make it unanimous, for this was the plea of the Campbells. They plead for an open Bible and a united church built on the Apostolic foundation. Above all else, Campbell and the pioneers plead for the study of the word of God, knowing that when the people understand its real teachings a united church would follow.

"Teacher training is Bible study; or, more properly speaking, it is putting the keys into the hands of the people to unlock the Word of God that they might study it more intelligently than ever before.

Teacher training has opened the door and led thousands into the majestic temple of the Old Testament. Here under its leadership the maze of mysterious men resolved themselves into 16 outstanding characters, and 48 of lesser importance, grouped in six great periods. Together we march through these epochs, pausing to worship with the people of God at altar, tabernacle, temple, synagogue, and later in the simple service of the Church of Christ. The books of the Bible, apparently jumbled together, are seen to be fitted into place like the stones of a palace, each accomplishing its purpose and adding to the beauty and utility of the Divine Book.

Bible study unseals and makes attractive the Old Testament, gives a clearer revelation of its purpose and place in God's plan of salvation and makes the New Testament far richer in its meaning because of the better understanding of the Old.

Make it unanimous because the work is so attractive and helpful that age and youth, side by side, in the same class, awakened to the value of a better knowledge of the scriptures, are led into the formation of valuable habits of study.

Make it unanimous because it fits the need of all our churches, the great city church and the small country congregation alike. Century classes are not confined to the city churches. Some of the biggest and best are in our country churches.

Classes need not be large to be helpful. A few miles from my home less than a dozen farmers and their wives toll all day, drill on teacher training questions at meal time, and drive several miles for recitation at night. The little church is getting something of their vision and is blessed as a result. Teacher training is a boon to some churches where the opportunities for organized church work and the development of workers are few."

### ROAD FOR TAHOKA.

Some parties, recently returned from Tahoka, report that Lynn county is to get a railroad. It is a branch of the Santa Fe, turning southwestward fifteen miles below Lubbock, going to Tahoka, and from there to Gomez.

The line is surveyed and grading already begun. We congratulate the towns in that section of the country upon having even the prospect of a road. Plainview knows what it is to be without one.

# BONES! BONES!

We buy bones and pay a good price for them. Remember when you have a load of bones bring them to us. We pay the highest market price for your hides, green or dry.

## WE ALSO HANDLE THE BEST GRADES OF Niggerhead Coal, Grain, Hay, and Seeds of all Kinds

And sell at the lowest market prices. Don't forget us when you want anything in our line. Deliveries made promptly.

**Crowdus Bros. & Hume**  
PHONE 162 NEAR DEPOT

### OU GHOSTS.

Last Friday night at the Baptist parsonage, the Baracas entertained the Philathians with a ghostly Hallowe'en entertainment of the most pronounced character. By a pre-concerted arrangement the guests of the masculine persuasion met at Mr. W. B. Joiner's, while the fair young maidens who style themselves Philathians met at Mr. H. J. Dillingham's.

About 8:30 o'clock two processions of stately figures, clad in the habiliments of a graveyard, were seen silently wending their way toward the personage, but, strange to say, they converged into one at Mr. Dillingham's. They were met at the door by a witch, a most bewitching witch, who numbered each guest as they arrived, for fear they might get lost, strayed or stolen in the murky darkness of the dimly lighted rooms. The presiding genius of the occasion spoke to the assembled spooks in low, guttural tones, telling them to do exactly as they were told. As they were not human beings, of course they obeyed.

One of the mandates was to go upstairs backwards. Being inhabitants of the silent land, they accomplished this feat with ease and grace. No noise or accident marred their ascension to a higher plane, no disturbing giggle echoed from the girlish spooks, nor hoarse laugh from those of the stronger variety. Everything was done decently and in order. When, lo! the order came to doff the snowy raiment of the grave, and, presto! the ghosts were changed into a bevy of happy, rollicking, twentieth century, grown up boys and girls.

The fun waxed fast and furious during the remainder of the evening. They bobbed for apples, and engaged in other appropriate devices for reading the unknown, mystic future. The witch told fortunes, good fortunes—

foretelling how each and every one should marry their own true love and live happily ever after.

After participating in the pleasures of the occult for some time, the would-be spooks suddenly developed a most normal appetite, which was immediately assuaged by a wholesome and healthy diet of pies, doughnuts and apples.

When the going-home hour arrived—by some strange and mysterious fate that presides over the fortunes of the young—these same boys and girls, who had started separately and in bunches, now demurely paired off and went quietly homeward, thanking their entertainers for a most delightful evening and wishing that Hallowe'en came every night.

### HOW'S THIS!

We offer One Hundred Dollars Reward for any case of Catarrh that can not be cured by Hall's Catarrh Cure. F. J. CHENEY & CO., Toledo, Ohio.

We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by his firm.

WALDING, KINNAN & MARVIN, Wholesale Druggists, Toledo, O. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price, 75c per bottle. Sold by all Druggists.

Take Hall's Family Pills for constipation.

Maybe the reason woman's work is never done is because she can't spare the time from other people's business.

After a woman gets into the swim it is hard for her husband to keep his head above the water.

# THEY KNOW

What Farming is, Having Followed it for Thirty Years. . . .

Jones lived on an Iowa farm and Murphy on an East Texas farm, and if any one knows what good land is they ought to know.

It is to their interest to show nothing but good lands, and knowing what is good, you can safely trust your business with them.

They have all sorts of bargains in Plains lands, in all sizes and to suit all pocket books.

## Jones & Murphy

THE FARMERS WHO SELL LAND



**J. H. HOLLAND**  
Contractor and Builder

Dwellings a Specialty

Estimates given on short notice

Phone - - - 91



# FOR SALE

Four Jacks all black with white points, age 6 months to 13 year old, including Blackstone No. 4843, 16 1-2 hands high, weighs 1,100 pounds. Also eight registered jennets and a coming four-year old black Percheron stallion weight 1,600 pounds, a good individual. If interested call on or write

**Chas. Schuler,** Petersburg, Texas

### ABANDON MARRIAGE NAMES.

#### Progressive Women Decide to Dispense with Husband's Title.

New York.—The New York Legislative league, composed of progressive women, has decided by resolutions that it is not incumbent on a married woman to use her husband's name. While this resolution was unanimously carried, many prominent speakers declared that at the present time with men in a more powerful political position it would be expedient for women to use some part of their husband's name.

"My husband objected to me using my own name," declared Mrs. Margaret Holmes Bates, "and it did not do him any good. I wrote and signed my writings with my own name. It is all very well in private and social life to use your husband's name if he is anybody. I don't see why anybody should use the name of a non-entity."

"It depends upon the man," said Mrs. Lillie Devereaux Blake from the chair. "I preferred my name because it is pretty."

### HER HEART WAS BROKEN

because her complexion was bad and she could find nothing to clear it up. Ladies: a bad complexion is caused by an inactive liver. An inactive liver will be put in perfect condition by taking Ballard's Herbine. The unequalled liver regulator. Sold by Wyckoff-Willis Drug Co.

The Herald for Job Printing.

## LYNN COUNTY LANDS

Seven sections of Fine Land in Lynn County for sale cheap. Address

**Jno. P. Marrs**  
Tahoka, Texas

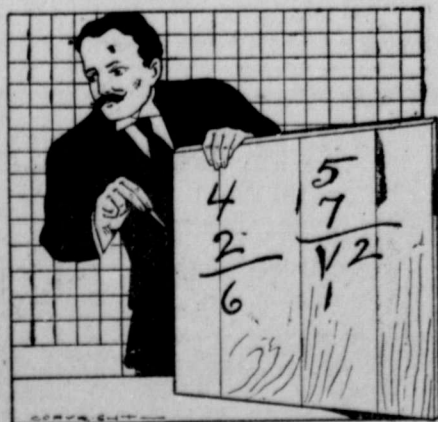
## Rectigraph Abstract Company

(INCORPORATED)

CAPITAL ————— \$15,000

We have a complete abstract of all lands and town lots in the following nine counties: Hale, Lamb, Lubbock, Floyd, Castro, Briscoe, Bailey, Hoekley, Cochran.

Work always attended to promptly. Notary in office. Room 27, First National Bank Plainview, Texas.



### A PROBLEM IN LUMBER.

faces the builder today. The price is high and quality is not always all it should be.

COME TO OUR LUMBER YARDS and we will guarantee to sell you at the lowest price, and assure you that every STICK we deliver will be PERFECT. Planed and matched boards, heavy beams, sidings, shingles, etc.

**A. G. McAdams Lumber Company**

### THE "HOLLOW NORTH POLE."

Theory of Dead Explorer Would Make Cook and Peary Liars.

Now that the North Pole has been discovered, once and perhaps twice, and it has become a topic of universal interest, it might be well to notice some of the ancient theories of this mysterious place.

There was a man by the name of Captain Symmes, who died long ago, but who, if he were now alive, would take a prominent part in the Cook and Peary controversy and call each a liar, and then would expound his ideas on the lecture stand. This man was a great explorer, or, at least, he thought he was. At any rate he sailed around in a ship called imagination, and discovered many wonderful things which made scientists sit up and take notice, but, somehow, failed to convince them of their reality.

"This world does not consist entirely of one sphere," he said. "There is another inside of that one, and another inside of that one, and so on." He believed that there were mid-plane spaces between these spheres, which were accessible at the two poles, which were widely opened. The spaces must be lighted by the sun, and so they must be opened at the north and south ends. If one should go far enough north or south he would come to this great opening, ridiculed as "Symmes Hole," and might sail in and take possession of the dominions beneath, which are inhabited by all kinds of wild animals.

Nothing could shake his belief, although people hooted at him. He did not write a book about it but he wrote many pamphlets and letters. He said that since animals migrated to and from the cold regions every year there must be another world beyond, where they live, and if we could follow them as they go north in the fall and return in the spring we would find this other warmer world. One arctic explorer, he said, came in contact with warm winds from the north, and another one reached a country where it was so warm that the tar on the seams of the ship was melted, and thus, he reasoned, there must be a warmer world beyond the north pole, and inside this sphere.

If Captain Symmes were alive today he would declare that neither Cook nor Peary reached the pole, for, if they had gone far enough north, they would have sailed into the big hole at the end of the earth and taken possession of the wonderful land beneath our feet, in which case they would have fought out their differences between themselves, unhindered by men and restricting laws.—Exchange.

### PROPOSED RAILROAD.

In regard to the new railroad mentioned in our last issue, we clip the following from a speech made by Ben B. Cain at Crosbyton last week. What Mr. Cain said of Crosby county applies to the whole South Plains country:

"The road is now in operation from Dallas, Texas, to Olney, and will be in operation as far as Seymour within sixty days. We are now putting down a mile of steel a day and are building as straight to your town and country as can be. Our line is one of the best in the state, and we will, when it is completed, be able to put your live stock to the best markets within twenty-four hours. You will have the best outlet of any part of Texas. This line will run from New Orleans, or Port Arthur, to this country, and then will turn westward into New Mexico. It can be seen that this will give you the very best outlets. This line will run through the best pine forests in the United States, and then it will enter the best fruit belts, and then on to the black land belts, or the finest cotton country in the world, and then up into the territory where we can safely say is the garden spot of the world. Here you have the finest prairie there is on earth, where the best wheats, the best grain, where the Kaffir and milo maize grow wild, so to speak, and I firmly believe, the finest cotton country that I have ever seen, where the land is smooth and level, where the sun shines and spreads its splendid rays over the land and where the happiest homes to be found are being built."

Chicago experts have discovered a disease called "mythomania." In other quarters it is called plain lying, but that does not sound half as interesting or scientific.

L. A. KNIGHT, Pres.  
L. G. WILSON, V. Pres.

J. H. SLATON, Cash.  
GUY JACOB, Asst. Cash.

## The First National Bank OF PLAINVIEW

Surplus and Undivided Profits \$115,000

We offer all accommodations consistent with prudent management.

## A. D. Summerville

Will exchange new saddles and harness for all kinds Second-hand leather goods, large stock on hand

### KILLS WIFE TO END PAIN.

#### Paris Man Who Killed Agonized Woman Is Acquitted in Court.

Paris, France.—A man whose wife is dying of an agonizing disease is justified in killing her to put an end to her suffering if she implores him to do so.

So a jury decided in the court of assizes here and acquitted Edmond Baudin, who, at her prayer, shot and killed his wife January 31, last.

Mme. Baudin had been afflicted with asthma for years. It gripped her throat; it stopped her breath. She begged her husband to aid her by killing her quickly, as the affection was slowly throttling her.

Baudin, a mechanic, 39 years old, a rough, plain-spoken man, sought to justify his act with words as straightforward as they were dramatic.

Tears streamed from his eyes while he testified. The jurors also wept, and the women in the court room were semi-hysterical.

The presiding judge, who disapproved of the jury's verdict, remarked:

"For the moment the bandage on the eyes of justice was a handkerchief."

"My wife, whom I loved dearly, had suffered fearfully from asthma," Baudin testified. "She could not sleep. If she laid her head on the pillow she would cry: 'I am choking. In the name of the good God end my misery. Let me die.'"

"On the night she died she was suffering intensely," Baudin went on. "The medicine she was taking was nearly exhausted. 'I will go and get you some more medicine,' I said. 'No,' she said, 'buy no more medicine. You know we are poor. I am gone. Medicine will do me no good. I suffer! Oh, how I suffer!'"

"But pay no more for medicine. I have cost you too much money already. If you love me put me out of my misery. Prove your love and let me leave you. Kill me. If you were a determined man you would not see me suffer as I do!"

"I was maddened by the sight of her agony," said Baudin. "I seized a revolver with which I intended to defend our home; shot her in the head. She died instantly."

"I determined then to kill myself, but I thought of my sister, the only other being who depends on me. I went to see my sister. She wept, but told me I should surrender to the police, which I did at once."



## Between You And the Fire

there should be some protection. Neglect to provide against contingencies may result in utter ruin.

## Fire Insurance

is not costly and as provided by the companies we represent is effectual. All claims are adjusted promptly and all payments made on a liberal and satisfactory basis. Ordering a policy today would be wisdom on your part.

## Hoyle & Malone

For all kinds of Fire Insurance.

Offices: Room 22, Wayland Building. Phone 231. Res. Phone 90-142.

### RAISES RHODE ISLAND REDS.

L. H. Liston, of Terrell, came in Monday. He expressed himself as being delighted with the Panhandle and with Plainview in particular—said it all looked good to him.

Mr. Liston raises Rhode Island Reds for breeding purposes, and may decide to locate here permanently.

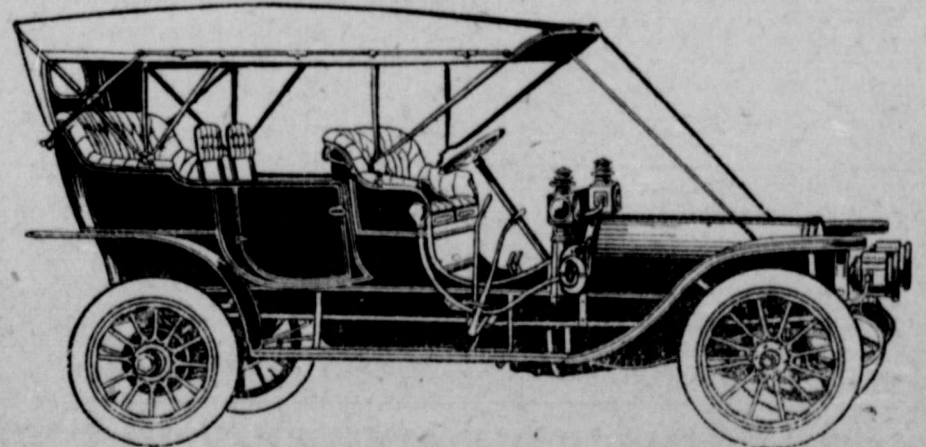
### A BROKEN BACK.

That pain in your back, caused by lumbago, stiff muscles or a strain, is an easy thing to get rid of. Ballard's Snow Liniment cures rheumatism, lumbago, sore and stiff muscles, strains, sprains, cuts, burns, bruises, scalds and all aches and pains. You need a bottle in your house. Sold by Wyckoff-Willis Drug Co.

**E. R. WILLIAMS HAS A LICENSED EMBALMER in his house and is ready at a moment's notice to answer all calls for EMBALMING AND UNDER-TAKING.**

# ...Franklin...

Air-cooled cars—cars that will take you where you want to go regardless of distance or weather. Now ready for Livery Service. See us or phone No. 60.



**Ellerd Bros. & Talbot**



A PRODUCT OF DIXIE

Cotton has always been one of the principal resources of the South. In former days, only the Cotton lint was valued and preserved. The seed was thrown away as worthless. In recent years, however, the skill and genius of experts have developed this waste product until now the Cotton Seed Oil adds millions of dollars each year to the wealth of the South.

Foremost in perfecting methods of refining and utilizing the oil have been The N. K. Fairbank Company. They first appreciated the need of a cooking fat more clean and wholesome than that made from the fat of the hog. In the manufacture of Cottolene they have changed Cotton Seed Oil into a cooking fat as wholesome as olive oil, yet so pure and neutral that many housewives use it in place of butter in making fine cake.

TIME TABLE, P. & N. T. Leaves.

Northbound: 28—Passenger.....1:30 p. m. daily 94—Local freight.....6 a. m. daily (except Sunday.) Arrives. Southbound: 27—Passenger.....12:40 p. m. daily 93—Local freight.....2 p. m. daily (except Sunday)

LOCAL AND PERSONAL

\$250,000.00 to Invest in Vendor's Lien notes. Channing M. Ward, Room 15, First National Bank Building, Plainview, Texas.

Mrs. E. H. Humphreys left for Amarillo last Friday.

John Liederbock, of Rock Island, N. M., was in Plainview this week.

Ernest Coan has accepted a position with the Plainview News.

The game season opened last Monday, and sportsmen are happy.

T. T. Jeffus came in last Tuesday from Spur.

Mr. and Mrs. J. N. Donohoo returned on Monday from St. Louis.

Mr. and Mrs. Wilbert Peterson are visiting in Hereford this week.

Hon. H. C. Randolph is attending court in Austin this week.

Charlie Mapes, of Dimmitt, was in Plainview on Tuesday.

C. C. Box and family leave this week for Yuma, Arizona.

R. Scott Cochrane and Mrs. D. H. Stovall went to Lubbock on Monday.

We carry a complete line of fruits.—Carroll's Confectionery.

Mrs. J. A. Pullen, The Herald correspondent at Whitfield, was in Plainview last Saturday.

Fred Krosinaw has accepted the position as solicitor for the Plainview Tailoring Company.

J. L. Powell, of Springfield, Mo., was prospecting in Plainview this week.

Zenas Black, editor of the Hale Center Live-Wire, was in Plainview on Tuesday.

Hal Wofford and Elmer Hoyle have been hunting in the sand hills this week.

J. R. Hamilton, of the R. C. Ware Hardware Co., was in Lubbock this week on business for the firm.

District Judge L. S. Kinder and R. C. Joiner came in from Brownfield last Saturday, returning on Monday.

County Attorney C. E. Clements attended justice court in Hale Center last Monday.

J. W. Briggs brought The Herald another fine watermelon last Monday.

Rev. Jewell Howard, pastor of the Christian church at this place, came in from Amarillo last Friday.

C. H. White and W. E. Armstrong made an auto trip to Tahoka last week.

We call attention to the ad of R. Scott Cochrane in another column. He has money to loan on easy terms.

John Sanders, J. M. Carter, J. T. Mayhugh, George Zwebel, F. W. Clinkscapes and C. L. Gilbert went down to Spur to attend the opening of the new town.

Miss Susie Glenn, of Floydada, visited her cousin, Mrs. J. M. Braselton, last Saturday.

Tom Shafer, proprietor and manager of The Herald, came in last Friday.

S. A. Greeves, of Amarillo, has accepted a position as printer in The Herald office.

W. T. Ashley returned last Friday from a trip to Portales, Texico, and other New Mexico towns.

Ben Hamilton, of Plainview, was in Lockney Monday on business.—Lockney Beacon.

C. H. White left for Kansas City last Friday on a business trip of some importance.

District Attorney L. C. Penry came in last Saturday to spend the Sabbath with his family, returning to Brownfield on Monday.

H. C. Wholinhaus, of Olton, was in Plainview on Monday, and had his name added to The Herald's subscription list.

Will Bates, of Clovis, N. M., left on Tuesday, after a visit of a few days with his brother, J. R. Bates, of this city.

Mr. and Mrs. Calvin Shelton and Mr. and Mrs. Tom Shelton, all of Tullia, came down Saturday on a visit to relatives.

Judge Mayfield returned on Monday from Hollis, Oklahoma, where he had accompanied his mother to her home in that city.

We are receiving New Goods almost every day, and in a short time will have a full and complete stock to select from.—Plainview Mer. Co.

R. N. Hamilton, of Amarillo, was in Plainview last week, closing up a deal with W. E. Armstrong for some land in Castro county.

Mr. and Mrs. M. G. Crawford, of Dallas, have come in to spend the winter with Mrs. Crawford's sister, Mrs. Chas. E. McClelland.

Fred Faulkner, of Plainview, spent Tuesday night at the home of his son, Paul Faulkner, of this city.—Tullia Standard.

Mr. and Mrs. J. M. Shafer returned last week from a three weeks' visit to Stephenville, Dallas and Fort Worth.

J. B. Gilland, of Plainview, was a visitor here Tuesday. He was accompanied by his son and daughter, Floyd County Hesperian.

S. G. Alexander, of Memphis, Texas, county clerk of Hall county, left last Friday, after a four days' visit to his father, D. H. Alexander, of this city.

Mr. and Mrs. J. L. Boswell left on Sunday to spend the winter with their daughter, Mrs. S. E. Silverton, near Del Rio.

Miss Cowart, of Tolar, N. M., who has been visiting Mrs. Oates, in Tullia, came down on Monday to visit Mrs. J. R. Bates, returning to Tullia on Tuesday.

W. J. Dunaway, of Plainview, came in the first of the week to spend a few days here, meeting friends and looking after his farming interests.—Italy News-Herald.

Olin Miller, of Plainview, was in Lockney Tuesday for a short while, and called at the Beacon office. He was enroute to Floydada to visit relatives.—Lockney Beacon.

Will and Ray Haines, of Plainview, were in Lockney Sunday visiting J. L. Norris and family, and their cousin, Miss Eva Parks.—Lockney Beacon.

Ralph Thatcher, manager of the Northwest Texas Telephone exchange, at Plainview, was in Lockney Sunday and Monday.—Lockney Beacon.

W. B. Lewis, an attorney of Plainview, was in Lockney Tuesday. He and his clients, C. A. Floyd and George Tierce, went down to Floydada in the right-of-way hearing before the county court.—Lockney Beacon.

NEW BAKERY BUILDING.

The new building into which Darst & Dillingham recently moved is the largest and best equipped bakery on the Plains.

It has just been finished at a cost of \$5,000 for the building alone. It is large, commodious, and has a capacity for turning out fifteen hundred loaves of bread a day.

The average baking amounts to one thousand loaves every twenty-four hours, in addition to quantities of pies, cakes, rolls and other toothsome viands.

The immense glass front for the building is still unfinished, owing to some delay in getting material. When completed, the building will present a most pleasing and attractive exterior.

In an interview with The Herald, Mr. Dillingham, the senior member of the firm said: "We not only expect, but intend, to make this the best bakery in this part of Texas. We have the means and know how to use it in producing good bread for the people of Plainview and vicinity."

A PICKUP.

One-quarter section (160 acres) of land, four miles west of Plainview; a fine location. For prices and terms apply on the place, or address,

J. M. BRAZELLE, Box 564, Plainview, Texas.

ICE BOOKS

All unused coupons of Plainview Ice Company will be redeemed in cash, if mailed in ORIGINAL COVERS to EARL COBB, Box 31, Amarillo, Texas.

IF YOU LOVE YOUR WIFE

and fourteen kids, buy your confectionery at Carroll's.

Ordinarily, the first thing a man does after his duty is pointed out to him is to postpone it.



COPYING is of various kinds. The tedious copying of a manuscript is one kind, and the "quick-as-a-flash" Instantaneous Photography is another kind. The last apply to what we do. We copy your features, dress and pose to a nicety, and do it rapidly. Modern methods of picture taking, as employed by us, win us lots of friends. luck buying here.

R. E. COCHRANE, Plainview, Texas.

ECHO SERVICES.

On next Sunday morning at the Odd Fellows' hall there will be echo services of the great centennial of the Christian church, held at Pittsburg, Pa., on October 11 to 19.

Rev. Jewell Howard, pastor of the local church, attended this great gathering, and gives a graphic account of some of the main features of the centennial. One was a communion service, in which thirty thousand persons participated. Mr. Howard brought back some of the bread used at this service, and will use it at the echo service next Sunday morning at eleven o'clock.

There will be good music, and a cordial welcome will be given to all who come.

This movement of current reformation was started by Thomas and Alexander Campbell and their co-laborers in 1809, and has grown in one hundred years from a membership of fifteen or twenty to a prosperous and far-reaching church of 1,250,000 members.

BAPTIST LADIES' BAZAAR.

The ladies of the Baptist church will give a bazaar on December 4th, place to be mentioned later. Fancy work, children's clothing, bonnets, aprons, candy, and all sorts of good things to eat will be for sale.

SAY:

Send me a list on the land you have to sell. Make the price and terms right, and you have a good show to sell.

If you have something you do not want and there are things you do want, what is the matter with exchanging?

Send me today a description of what you have, and tell me in the same letter what you want, and see how soon I can get you interested. Office: Hale County Exhibit building. S. W. MEHARG.

LADIES

We are offering everything in Millinery at Wholesale Cost. PLAINVIEW MERCANTILE CO.

TO SELL.

Northwest one-fourth Sec. 120 B-D2 10 miles Northeast of Plainview, no lake. Southeast corner, 106 2-3 acres, Sec. B-G, 5 miles south of Lockney, smooth land, one-fourth in cultivation.

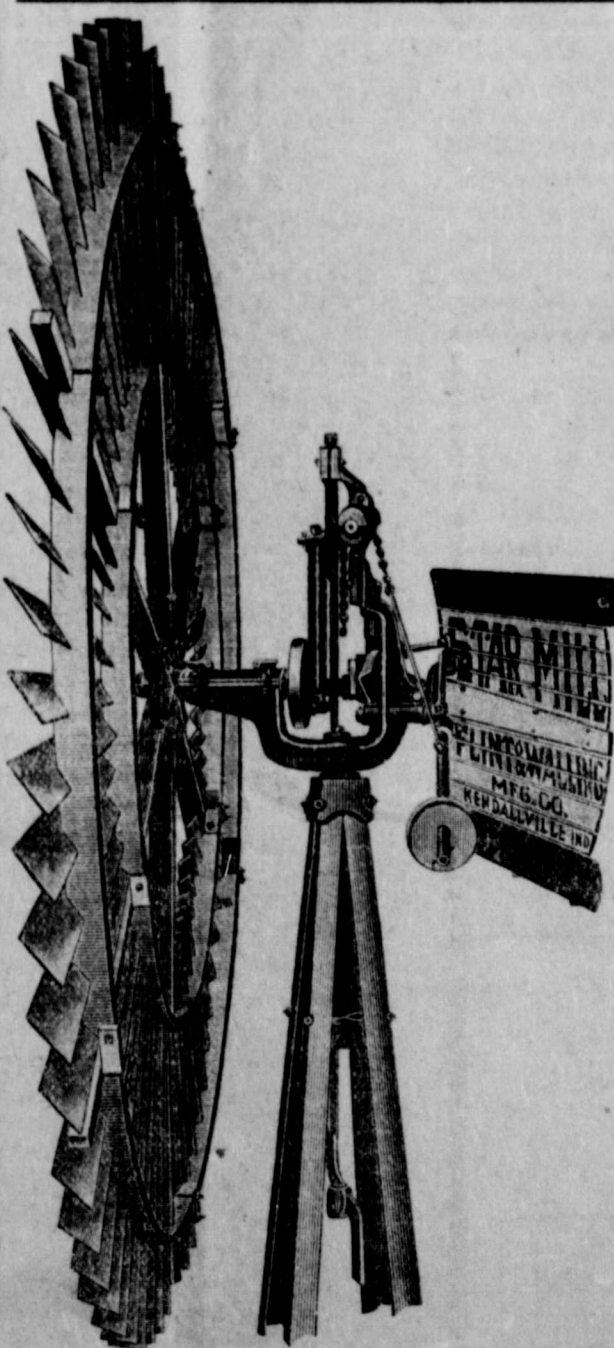
East one-half Sec., 2B-C2, 7 miles east of new railroad town of Abernathy, Hale Co.

For particulars address owner, J. R. Collier, Plainview, Texas.

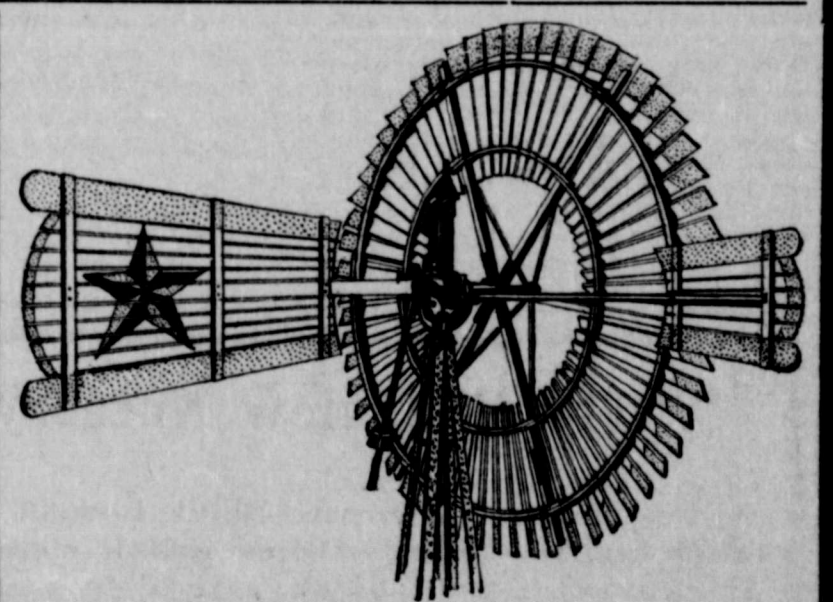
THE GENUINE STAR WOOD WINDMILLS

are built on principles that are absolutely correct, of the very best material obtainable, and are efficient, powerful and dependable. They have been on the market for over a third of a century, and are a success wherever used because they are capable of doing any amount of work, and keep on doing it satisfactorily for years after the cheaper mills are worn out and forgotten.

We are the Exclusive Manufacturers of the Genuine Star Windmills



STAR WOOD WINDMILL Showing name side of rudder



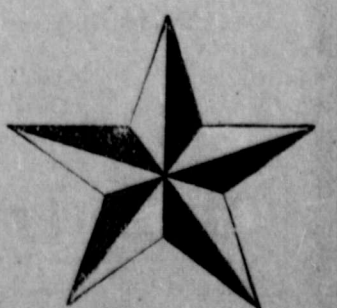
Star Wood Windmill, Showing star side of rudder

In the territory named, the GENUINE STAR WOOD WINDMILLS are sold only by the R. C. Ware Hardware Co., Plainview, Texas; C. R. McCullum Hardware & Furniture Co., Lockney, Texas; C. Surginer & Son, Floydada, Texas; Barton Supply Co., Abernathy, Tex; Hale Center Hardware Co., Hale Center, Texas. In buying a Windmill see that you get a GENUINE STAR and no other.

Every

Genuine Star Wood Windmill

has painted on one side of the rudder a "Star Trade Mark" as here shown, and on the other side the words STAR MILL with name and address.



Reg. U. S. Pat. Off.

FLINT & WALLING MFG. CO.

Kendallville,

Indiana



# Worn Women

Women, worn and tired from overwork, need a tonic. That feeling of weakness or helplessness will not leave you of itself. You should take Wine of Cardui, that effectual remedy for the ailments and weaknesses of women. Thousands of women have tried Cardui and write enthusiastically of the great benefit it has been to them. Try it—don't experiment—use this reliable, oft-tried medicine.

## TAKE CARDUI

The Woman's Tonic

Mrs. Rena Hare, of Pierce, Fla., tried Cardui and afterward wrote: "I was a sufferer from all sorts of female trouble, had pain in my side and legs, could not sleep, had shortness of breath. I suffered for years, until my husband insisted on my trying Cardui. The first bottle gave me relief and now I am almost well." Try Cardui. "Twill help you."

AT ALL DRUG STORES

### ABOUT ADVERTISING.

#### A Few Remarks and Suggestions That May Be Worth Considering.

By DON H. BIGGERS

(Secretary of the Plains and Panhandle Federation of Commercial Clubs and Newspapers.)

There is only one kind of advertising that is worth anything, and that is the kind that attracts attention and produces results, and to spend money for any other kind of advertising simply represents so much waste.

No kind of business proposition can succeed without some kind of advertising or publicity, but the purpose of this article is not so much for the purpose of telling how to advertise as it is to tell how and how not to

#### Care in Preparing Food.

In recent years scientists have proved that the value of food is measured largely by its purity; the result is the most stringent pure food laws that have ever been known.

One food that has stood out prominently as a perfectly clean and pure food and which was as pure before the enactment of these laws as it could possibly be is Quaker Scotch Oats; conceded by the experts to be the ideal food for making strength of muscle and brain. The best and cheapest of all foods. The Quaker Oats Company is the only manufacturer of oatmeal that has satisfactorily solved the problem of removing the husks and black specks which are so annoying when other brands are eaten. If you are convenient to the store buy the regular size packages; if not near the store, buy the large size family packages; if in a hot climate, the hermetically sealed tins.

advertise through certain sources. Advertising is a science, as much so as any other feature of business, and calls for the exercise of good judgment, and to the extent that the advertiser fails to exercise good judgment in advertising to that extent he is the victim of his own folly.

There is no occasion and little excuse for any man to waste money for advertising, and there is no limit to the benefits of the proper kind of advertising.

Fortunes have been made by advertising, and never was there a time when judicious advertising produced greater results than it does at present, yet the average advertiser doesn't make advertising the practical business proposition he should, and from this results the foolish expenditure of millions every week. Most of this money is thrown away by the advertisers in the small towns, and for that reason the trouble is of greater magnitude and brings about its worst results.

Fake advertising is the thing to be most studiously shunned, for it is the kind that catches most victims, and promises least results. Policy advertising is another bad business, and it is closely allied to fake advertising.

Fake advertising is usually done by an artist. His scheme is anything that will catch the easy mark, and his least concern is results to his victims. Hotel directories, desk blotters, advertising clocks—and all classes of dope laddled out by tourists—embraces the fake advertising list. Money spent for advertising in school catalogues, directories, programs, etc., gotten up by some church,

school or local concern, is a combination of policy, charity and diplomacy. In practically every instance the result would be the same if the money was contributed directly and the advertising omitted.

Perhaps the query will arise, and naturally it should: Of what concern is this to you? of what concern is it to the community? It is the individual advertiser's business, over which he certainly has the right of exclusive supervision.

To the extent that the whole community suffers by reason of these extravagances the community has a right to protest. Morally, at least, the individual has no right to indulge a folly to the extent that it becomes an imposition upon the community.

The writer recently had occasion to investigate as to the amount of money absolutely thrown away by a comparatively small town on the rankest kind of non-producing advertising. The result, only partly complete and covering a period of less than two years, was astonishing. It aggregated nearly ten thousand dollars. Think what this ten thousand dollars would have done spent in the proper way! Spent for the proper kind of advertising it would have resulted in profits many times greater than the expenditure. It would have gone a long way toward civic improvements. It would have been a mighty factor in bringing about proper agricultural development.

There is no need to further enumerate the great number of things it would have brought about to the general benefit of the community had it been properly spent. Spent as it was it brought no results except a considerable detriment. It simply impoverished the community to the extent of nearly ten thousand dollars. It brought discouragement and loss of faith. The men making the foolish expenditure charged it up as so much money spent for public purposes and deducted it from the expenditures they were from time to time asked to make for meritorious purposes. A business man will spend fifty dollars for fake or policy advertising, and will give ten dollars for road purposes or something that tends to the industrial benefit of his community—grudgingly giving as his reason for being niggardly in his contribution to material things that he has already been bled to the limit. And he has; but he should not take revenge on the community for his own folly. Suppose he had contributed sixty dollars to genuine, meritorious purposes, and nothing for fake advertising; his expenditure would have been the same and the benefits to himself and the community would have been many times greater. Or, suppose he had spent the fifty dollars for meritorious purposes instead of fake advertising. He would have gotten big direct returns. The profits from his judicious advertising would have enabled him to contribute the sixty dollars.

People will spend five hundred or a thousand dollars for fake advertising and charge the community up with five times the expenditure, just because they don't get results. No man has any right to amend his own mistakes in such an arbitrary manner. Besides, it doesn't amend.

And this doesn't apply exclusively to merchants. It applies with equal force to every person spending money for advertising or publicity purposes. It applies to whole towns, to counties and to states. Money is well spent when it brings wholesome results. It is doubly badly spent when it brings no good returns.

Advertising is business, strictly business. It is the foundation upon which all success rests; but advertising isn't advertising unless it attracts attention, interests, convinces and gets results. Effective advertising cannot be confined to any particular medium or method. The artistic show window is an advertisement. The elegantly displayed and properly arranged stock of goods is an advertisement. The satisfied customer is an advertisement. The growing of big crops is an advertisement for the country. Everything that goes to make a town or city beautiful and healthful is an advertisement. Money spent for such purposes is money well spent, because it brings results. Have something somebody wants and then use the proper methods of calling attention to it.

As a means of publicity there is but one best medium, and that is the newspaper, and it is good only to the extent that it reaches the people who would be interested in the thing advertised. A town wanting a factory

# COAL, COAL

Now is the time to buy your coal, while Jumbo is in the notion to sell cheaper than any one else. He has the celebrated NIGGERHEAD and the BLACK DIAMOND, both lump and nut. Give him a call.

## T. W. Canterberry,

Coal, Storage and Feed Co. Successor to McCray Coal Co.

would not advertise in a country newspaper, and a man wanting a load of wood would not advertise in a trade journal published in New York. The local newspaper is the best medium for advertising the town and the country. It comes directly from the source it represents. It can be sent to every class of people at the most nominal expense. It is the only medium for the local merchant, with the exception of circulars and personal letters. In so far as printer's ink is concerned, you can practically wipe everything else out of existence. Kick the fakir out! He deserves the dose. If you must contribute as a matter of charity or policy charge it up to that account and don't make advertising carry the burden and the community pay the penalty in the long run.

Every town and nearly every individual has suffered by reason of fake advertising and policy advertising. There is but one thing to do. Cut it out! As a general proposition, stick to the local newspaper. If it is a good paper and you don't like the editor, stick to it as a selfish business proposition. If the paper isn't what it ought to be, as a business proposition see that it is made such.

Thousands of dollars have been worse than wasted in so-called advertising of the country. The same is true with reference to individual business men; and, on the other hand, judicious advertising has been shamefully neglected.

This is about the tenth million sermon that has been preached on this subject. All of them have done a little good somewhere at some time. But it is a big business proposition, an absolutely necessary agent of success. It involves the expenditure of thousands of dollars. It results in total waste or great benefit. It is the biggest and most essential modern business proposition and it calls for the application of strict business methods.

Mr. Merchant, Mr. Land Agent, Mr. Advertiser of any line, think over this

proposition. Get down to business. Be liberal, but use sense!

Mr. Man, with the policy scheme or the charitable proposition, think to what extent you are—perhaps innocent of any wrong intent—imposing upon the business man and the whole community. As a moral duty, cut it out. No need appealing to the fakir! He'll drift around to see you as soon as he thinks you have forgotten the last skinning you got. It is up to you to attend to his case.

### RETURNED HOME.

Mr. and Mrs. G. W. and J. A. Thomas, after a two months' sojourn in Plainview, left in an auto Tuesday morning for their home in Haskell.

During their stay they made a number of friends, who will be glad when they return to this city. They are delighted with Hale county and expect to be back in a short time.

## Money! Money!

I have money to loan on Hale county farms. Long time; easy payments. Write or phone me at Plainview, Texas.

Inquire at First National Bank. R. SCOTT COCHRANE.

We are receiving New Goods almost every day, and in a short time will have a full and complete stock to select from.—Plainview Mer. Co.

## The Western Hotel

Board by the day or week.

RATES ..... \$1.00 per day  
BOARD AND LODGING by the week ..... \$5.00

JAMES YOUNG, Proprietor.

## The Plainview Nursery

Will be prepared to furnish Black Locusts and all other kinds of Shade Trees in all sizes. Also any kind of Nursery Stock. Send in your order now.

L. N. DALMONT, Proprietor

J. E. Cauthan and A. M. DeForest, Representatives

Horses boarded by day, week or month

Your patronage highly appreciated

Everything to be found in a first-class stable

## O. K. Transfer and Livery Co.

J. T. HARRIS, Proprietor

Cabs and Funeral Rigs on short notice

East Side Square Phone 188

## OUR NEW OFFICE

We have bought the business of the F. M. Richards Land Company and our Plainview office will be in charge of our Mr. J. B. Downs, formerly of Waco.

We desire every tract in Hale County for sale to be listed with us. We sell any size tract, from a town lot to 32 sections.

### HUGHES LAND COMPANY

Lockney - - - - Plainview

Any one wanting to buy or sell land or town property will do well to call or write to

## WILSON & GATLIN

ELLERD BUILDING

PLAINVIEW, TEXAS

Phone 150



# FURNITURE SATISFACTION

There is a satisfaction that cannot be expressed in dollars and cents in the possession of BEAUTIFUL FURNITURE. We are showing a splendid assortment of the Best Brands of Furniture for the bed room, dining room, library and parlor. Furniture pure in design to the period it represents, made from select stock.

Our lines were never more complete, our prices never more attractive  
**CALL AND SEE US**

PHONES 105-149 **E. R. WILLIAMS** House Furnisher

## SIMON PURE NIGGER-HEAD COAL

We have the real articles in Simon Pure Nigger-head Coal. Also Feed and Grain. Put up at our wagon yard when in Plainview.

Tandy-Coleman Co. PLAINVIEW, TEXAS

### TIME TRIED—FIRE TESTED

**McCLELLAND & HARRELL**  
 Insurance Agency

Twenty-three years in the business. Fire, Life, Tornado, Plate Glass, Steam Boiler, Accident, Burglary, and Casualty. Insurance written in the Strongest Old Line Companies.  
 Phone 129. Rooms 13 and 14. First National Bank Building.

**John Meisterhans**  
 Plainview's Boot and Shoe Maker.

I have made boots and shoes all my life, learning the trade in the old country. A specialty of fancy Riding Boots.

Shop in Ellerd Building  
 Repairing a Specialty



H. H. STEWART.

Maker of the celebrated Plainview Saddle. Special attention given to mail orders, write for Photos. We also make a complete line of Light and Heavy Harness, and carry a full stock of Navajo Blankets, Gloves and all goods found in a first class Saddlery House.

Respectfully,  
 H. H. STEWART  
 Phone 290. South Side.

### INCREASES NUMBER OF HOMES.

Prof. Harrington Points Out Effect of Intensive Farming.

Herewith are some reasons why, in my judgment, intensive farming, rather than extensive farming, should ultimately prevail:

First, I believe in country life. I believe that the country home is the safeguard of our liberty as a people, and of the stability of our government as a nation. Therefore, the increase of country homes means the increased strength of democracy, from a political and sociological standpoint. A larger number of small land holdings, farmed by the owner and not by the tenant, means increased social and intellectual privileges for the farmer himself. Multiply the farms and you lessen isolation of the farmer. Social contact helps to stimulate the intellectual activities, and more farms, which means more people, brings better post facilities, better churches and schools, better highways, and an increased number of villages that will add to the value of farm products.

The small farm requires less executive ability, though, perhaps, greater attention to detail, and less capital than the large farm; it will therefore lessen the percentage of failures on the farm by diminishing the requirements of success. The increased average success will mean a larger average of spare time for the individual farmer, and furnish an opportunity for more thought and study. The farmer will be justified in working less with his hands and more with his head. Greater time can be devoted to agricultural literature of every kind and to the methods of the most successful farmers within his range. He can attend the county and state fairs, and study such exhibits as relate in any way to his work.

Having less capital both as to first investment in the farm itself, and as to running expenses, it becomes easier to buy land and own a farm; while the farm itself under the intensive method will increase more rapidly in value.

Again, intensive farming inculcates and demands better farming methods. It discourages slovenliness and idleness. It means in this way less live stock, but of a better grade; it means fewer but better farm implements; better barns, sheds and dwellings. Neatness on the farm and of the farm is an important element of common education. Better sanitary conditions will prevail as a country becomes more settled by land owners, because the conditions themselves require it, and the intelligence of the people will demand it.

Again, the fertility of the soil will be much better maintained, and the

productive capacity of our people as a nation vastly increased. I do not mean that intensive farming should be carried to that degree that would absolve the farmer from raising live stock. On the contrary, I believe that stock raising is an essential element of success in the economy of farm life. Besides, it lends a charm to the daily routine that nothing else can replace. But the Southern farmer is inclined to cling with more sentiment than reason to the old idea of broad domains. He feels cramped if his wide acres do not protect him from the encroaching presence of his thrifty neighbor; that the dignity, if not the freedom, of his life is encroached upon when he measures his financial independence in dollars rather than in acres. But it is desirable that our land holdings should be much more commonly distributed in order that they may be brought to a greater fruition in the interest of our common welfare. The average farm should be adapted to a home, and capable of yielding the owner a competency. Our government has failed in its mission and its duty if it fails to make these conditions possible.

H. H. HARRINGTON.

Director of Texas Experiment Stations.—Dallas News.

### HALLOWE'EN AT HALE CENTER.

Miss Clara Lyons and Miss Belle Lyons spent Saturday and Sunday in Hale Center, as the guests of Mr. and Mrs. George Yates. While there they attended the Hallowe'en social given last Saturday night by the ladies of the Methodist church.

Miss Belle Lyons kindly gave The Herald reporter the following account of the affair:

"The social was given in the Odd Fellows' building, which was beautifully and appropriately decorated in honor of the night when the witches hold high carnival.

"Ghostly jack-o-lanterns, fashioned out of hugh pumpkins, afforded the necessary light, and threw a wierd glimmer over the scene.

"The room was divided into a number of pretty booths, in which the Hallowe'en idea was favored by the decorations. Coffee and sandwiches, hot chocolate, apples, lemonade, candy and a variety of pies were sold in the several booths by the gracious ladies in charge.

"One corner was specially set apart for the use of Dame Fortune, who added much to the enjoyment of the evening by her forecasts of the future.

"The entire function was profitable as well as pleasant, the proceeds amounting to \$35.00. The amount will be used for the benefit of the Methodist church at that place."

Large stock of Ladies' Skirts and Suits at Wholesale Cost.—Plainview Mercantile Co.

The Herald for Job Printing.

\*\*\*\*\*  
**FOR SALE.**  
 \*\*\*\*\*  
 Have a good Fort Worth Well Drill that I will sell at a BARGAIN. If interested, see or write me.  
 J. D. TROBAUGH,  
 Plainview, Texas.  
 \*\*\*\*\*

### HER AILMENTS.

By a spring of bubbling water a modest violet grew. It gathered the blue from the sky and held it captive in its heart. Above it in the leafy boughs of a bending tree a redbird sang to its mate. A maiden knelt at the spring to drink, and the blue of her eyes matched the blue in the skies and the blue on the leaf of the violet. Her cheeks were aglow with the bloom of health and her lips were as red as the wings of the bird that sang in the tree o'er head. The perfume of the violet swept up from its bed in the moss at her feet. Love had been born in her soul that day, and she and the flowers were fit companions to meet at the feet of nature.—Cleburne Enterprise.

Well, outside of that she was all right, wasn't she? A year or two of housekeeping and its concomitant struggles with butchers, bakers and other trouble-makers will take about all the wood-nymphishness out and bring her back to earth and its realities. After which she will doubtless be a more useful member of society.—State Press.

There's nothing like it.

### LADIES

We are offering everything in Millinery at Wholesale Cost.  
 PLAINVIEW MERCANTILE CO.

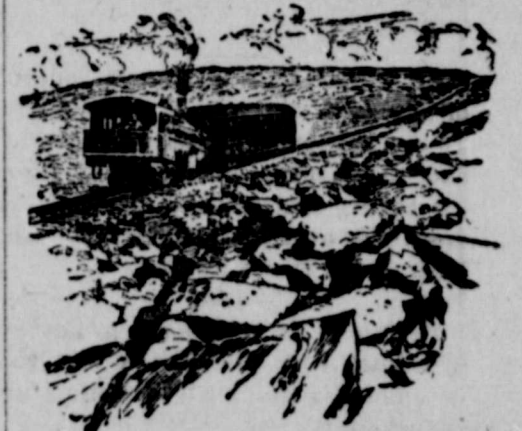
### GENTLEMEN

Don't buy a Suit of Clothes, a Hat or pair of Shoes until you see our stock and get our prices.  
 PLAINVIEW MERCANTILE CO.

We serve hot and cold drinks at any and all times.—Carroll's Confectionery.

It is probable that out of all the hundreds he was married to, Solomon preferred the wife who called him Solly and sneaked his crowns to do her hair up on.

## Proves By The Pikes Peak Test



No where else in all the world is there such a test of the time keeping quality of a watch as on the famous Pikes Peak Cog Railway in Colorado, where the steep grades of the mountain necessitate the use of cog wheels to control the train, and vibration often so injures ordinary watches that an expert repairman must readjust them.

A conductor on the Pike's Peak road made a ninety-day test of the South Bend Watch last Summer.

No adjustment of the watch was made for the whole period, but at the end of the test, examination showed a variation of less than one-half second per day. Do you think the watch you carry could stand a test like this?

We will be pleased to show you our line of these guaranteed accurate watches and explain to you how a South Bend Watch adjusts itself to every temperature automatically.

**WILBERT PETERSON**  
 JEWELER

## The S. BRUNER LUMBER CO.

DEALERS IN

Lath, Sash, Doors, Cement, Plaster, Post, Brick

Office One Block West of Wayland Building, California Street

# WANTED

Real Men And Women

Over 90 per cent of the business men today are looking for intelligent young men and women.

Are you one of them?

Do you want to become one of them?

Do you want to make more money than you are making now?

You can do it.

If you want to know how, write to

**PANHANDE COMMERCIAL COLLEGE**

Amarillo, Texas.



# Want Column

## LOCAL AND PERSONAL

Do not forget the old reliable disc sharpener at the Plainview Carriage and Wagon Shop. It has new rollers and does perfect work. 44

BOARD—I am now located on the first street, in the first house going north after you pass the old Methodist church going east. Meals, 25c; board and room, \$5.00 per week. Call and see me.—M. V. Hassell. 44

FOR RENT—Two nicely furnished front rooms. Apply to M. N. Twaddell, third door north of A. E. Harp's. 44.

SEWING WANTED—Good dress-making done by Mrs. H. A. Counts, on Prairie street, just north of new Methodist church. Prices reasonable. 43-tf.

FOR RENT—A nine-room house, one door north of Herald office.—Jones & Murphy. 44

FARM FOR RENT—Write to P. O. Box 52. Phone 397. Plainview, Tex.

FOR RENT—Modern 5-room house, with barn. Apply to Patton, north side square. 40-tf.

FOR RENT—Five furnished rooms; centrally located; terms reasonable. Apply at Herald office for further information. 47.

FOR SALE—The northeast quarter of section 1, Block O—2, Hale County, Texas. Located 18 miles of Plainview and three miles northeast of Olton, the county seat of Lamb county. Address the owner, Frank Hass, Lake Park, Iowa, Route No. 3. 1f

Paxton & Oswald have a licensed embalmer who is ready at any time to answer calls for embalming and undertaking.

Canterberry handles coal which burns up, all of it, without any clinkers at all, and but a small amount of ashes. You pay for a ton of coal and you have a ton of fire, not a lot of slakey refuse.

FOR SALE—Complete two-chair set of barber fixtures; new; for half price. See or write G. C. FAIREY, Floydada, Texas. 45

FOR SALE—Gentle buggy horse; surry and harness; cheap. Address, Box 551. 45

FOR RENT—Section in Hale county, Texas; block DT, 86, 445, 3. JOHN H. HILL, 433 North Third street, Grand Junction, Colorado. 44

Jumbo Canterberry is known by everyone on the Plains and they all know that he sells the best coal that comes to Plainview. If you don't know learn by trying a load, and you will have no other.

Remember that Paxton & Oswald are prepared to answer any call for embalming and undertaking at any hour. Phone 179.

FOR SALE OR TRADE for property close in, a five-acre improved tract on Boswell Heights. Inquire of T. E. Donnelly, on premises. 43.

REAL ESTATE MEN—I have taken my five-room house, on lot 3, block 79, off the market.—J. W. Wonder. 46.

LAND TURNING—If parties wanting land turned will write or come and see me, will begin at once.—J. J. Payne, Cone, Texas. 47.

When you request to have your address changed, NEVER FAIL to give your old address, as well as the new. Remember this. 1f.

Niggerhead, Black Diamond, both lump and nut, the finest coals coming out of the rockribbed hills of Colorado are handled by Jumbo Canterberry.

Should you discover that your name is incorrectly spelled on the address label of the copy of The Herald you receive, kindly notify us of such error, as it might be the cause of you failing to get your paper.

The Herald makes a specialty of book work.

If you have friends visiting you, be proud enough of them to telephone us. 1f.

Plainview is the metropolis of the South Plains country today. Why not keep it at its present high standing?

Mr. and Mrs. J. M. Shafer, accompanied by Miss Fannie Stout, went to Lockney yesterday.

Miss Rosa Stringfellow returned to Amarillo last Sunday, after a visit of several weeks to relatives in Plainview.

If you have the interests of Plainview at heart, be present at the Commercial Club meeting next Tuesday evening.

Plainview has the natural advantages. What it needs is united efforts among the business men to develop them.

The Ladies' Aid Society of the Christian church will have pies for sale next Saturday at Carroll's Confectionery. Come and lay in a supply for Sunday. 44.

The professional card of Dr. J. A. Witte appears in this issue. He has recently moved to Plainview from Iowa Park, and asks a share in the patronage of the people. His family will join him in the spring.

C. White and wife, of Plainview, visited the family of Dr. W. H. Freeman, in Lockney, Saturday evening and Sunday. Mrs. White is a niece of Dr. Freeman, and was formerly a resident of Lockney.—Lockney Beacon.

Mr. Business Man, what helps your town helps you. Then, why not put your shoulder to the wheel and work for its better interests. Begin by joining the Commercial Club. It meets next Tuesday evening, November 9th.

We call attention in this issue to the professional card of Dr. Willis Flamm, who has recently located in Plainview. Dr. Flamm is from Lincoln, Neb., and comes highly recommended. We bespeak for him a liberal patronage from the people of our town. 44.

The next meeting of the Commercial Club and business men of Plainview will take place next Tuesday evening, at the court house. All who are interested in the present and future prosperity of Plainview are urgently requested to be present. Ladies specially invited.

Mrs. H. C. Randolph, of Plainview, and Mrs. C. T. Hutchings, of Canyon City, were the guests of honor at a "progressive leaf" party this afternoon given by Mrs. Rector T. Roberts and Miss Jean Blackburn, at the home of Mrs. Roberts, 1209 Van Buren.—Daily Panhandle.

President Gates, of Wayland Institute, Plainview, reports \$25,000 subscribed by the citizens of that place in addition to the \$20,000 from the First Baptist church. These sums, added to the contributions of Dr. Wayland, make a magnificent beginning for that fine new institution. Work on its splendid building is now going forward rapidly.—Baptist Standard.

We were riding in an automobile the other day when the thing got out of breath and stopped still. Just as soon as it stopped we grabbed for the whip, thinking it might go to rearing and backing. It was a relief to sit there and never have it look around at you, like a balky horse under similar circumstances. Another thing we admired about it, it never got its tail over the lines.—Live-Wire.

### CORRECTION.

In the last issue of The Herald there appeared a clipping to the effect that Tom L. Miller, of Amarillo, had secured the contract for the electrical work in the new Donohoo bank building. We have been notified that this is a mistake, and therefore hasten to correct it.

L. D. Chapin, of California, is the guest this week of A. E. Harp and family.

## Nature's Gift from the Sunny South

# The Source of Cottolene Is Pleasing

From the snowy tufts of the cotton plant, the seed is removed, crushed, and the oil extracted. This in turn is refined by our own special process and the oil made odorless and neutral in taste.

Being a vegetable product, cottonseed oil is free from any possible taint of animal infection. You cannot be absolutely sure of this when buying hog lard, for fats of animal origin are, of necessity, not as healthful as fats obtained from vegetable sources. Right there is the difference between lard and Cottolene from the standpoint of health.

If every housewife would but stop to think of the difference in purity, cleanliness and healthfulness of hog lard and Cottolene, lard would never again be used in any home.

**COTTOLENE is Guaranteed** Your grocer is hereby authorized to refund your money in case you are not pleased, after having given Cottolene a fair test.

**Never Sold in Bulk** Cottolene is packed in pails with an air-tight top to keep it clean, fresh and wholesome, and prevent it from catching dust and absorbing disagreeable odors, such as fish, oil, etc.

Made only by THE N. K. FAIRBANK COMPANY



### MEETING OF MYSTIC CLUB.

The Mystic Club held an interesting and unique meeting last Saturday afternoon, with Mrs. R. W. Branhan as hostess.

The club members responded to roll call with an account of Halloween charms. Mrs. L. S. Kinder followed with an instructive and well-written paper concerning "The Origin and Celebration of Halloween." Mrs. J. O. Wyckoff read a historical paper, due at the preceding meeting, upon the "History of the Field of the Cloth of Gold."

Each member then related some Halloween story, either original or gleaned from other sources. All were told with humor, and proved a pleasant hour of social intercourse.

The last number on the program was the discussion of Halloween myths, with Mrs. E. Graham as leader.

One of the special features of the meeting was the reading of Burn's "Halloween," by Mrs. W. A. Todd, in the musical Scotch dialect. The poem was enjoyed by all who were fortunate enough to be present, as Mrs. Todd did full justice to the beauties of her mother tongue.

The idea of the season was carried out in the immense jack-o-lantern that formed the center piece for the dining table and cast weird shadows over the group of interested club members.

The next meeting will be held with Mrs. Tom Carter.

### ASSAULTED IN AMARILLO.

Bruised and bleeding, a stranger in Amarillo was found yesterday by Chief of Police Snyder, and a story of his wounding led to the arrest of two men, Roy Smith, a hack driver, known as "Smithy," and "Red" Porter. Against Porter Chief Snyder has lodged three complaints, one for aggravated assault and two for violating the local option law. Against Smith a single charge of aggravated assault has been registered. The accused were turned over to the county officers by Chief Snyder and his men late yesterday, and the two men are being held in jail pending development's in the case.

Near the scene of the trouble a piece of timber spattered with blood was found by Chief Snyder and his officers. Other evidences of an encounter have been furnished the department in the form of clothing and a couple of blood-saturated handkerchiefs. Both of the men held deny any knowledge of the affair. At first the man who was assaulted was reticent as to details, and shrank from the publicity. Other persons alleged to have been witnesses to the assault have rendered versions of the affair, and these, coupled with facts in possession of the officers, led to the arrests.—Daily Panhandle.

As a general thing, the public never recognizes a genius until he begins to make money.

### EPWORTH LEAGUE HALLOWE'EN.

One of the most enjoyable of the late social affairs was the gathering of the young people of the Epworth League and their friends for an evening of Halloween fun.

This was the regular monthly meeting of the social department of the League, and was given at the home of Mrs. C. A. Burton. The rooms were appropriately decorated—jack-o'-lanterns grinning from conspicuous places, black cats and witches' heads peeping everywhere, with moons and stars dimly shining in the subdued lights.

A couple of witches met the guests at the gate and conducted them to the hall door, where a substantial-looking "spook" extended to them a very ghostly hand in welcome. A long line of ghosts marched in together, from among whom the assembled gentlemen were allowed to choose partners by the matching of pictures. There was much guessing as to the identity of the "spooks," and the unmasking showed many surprises.

Fortunes were tried in many ways, and a couple of witches disclosed the past, present and future of the more curious ones. So much fun and laughter made us the more ready to enjoy the apples, peanuts and popcorn—one feature of the evening's entertainment which wasn't at all "ghostly."

After a most enjoyable evening, the guests expressed their appreciation of Mrs. Burton's hospitality and Miss Ansley's successful entertaining by wishing that there might "be another one soon."

The next social meeting will be held about Thanksgiving time, the exact date to be decided later.

These social gatherings provide a pleasant entertainment for the young people, and the League management hopes that they may lead to greater interest in all departments of League work.

We have a large stock of Boys' Clothing, which we must sell if prices will make them go.—Plainview Mercantile Co.

It has just about gotten so in this country that a woman can't turn green with jealousy without wanting a hat to match.

## Land For Sale

We are now offering for sale to the actual settler, one of the very choicest tracts of agricultural land to be found in Hale or Swisher counties, containing about 3,775 acres, some parts of which is improved, mostly in one solid body and located along the railroad, within a mile of a switch, 7 miles of Plainview, and going within 3 1/2 miles of Kress. Will sell in quarter sections or tracts to suit the purchaser on easy payments.

We also have other lands for sale in all parts of the country.

For prices, terms and descriptive literature, address.

## Reeves & SoRelle

PLAINVIEW, TEXAS.

## GENTLEMEN

Don't buy a Suit of Clothes, a Hat or pair of Shoes until you see our stock and get our prices.

PLAINVIEW MERCANTILE CO.

WE ARE PLEASED,

But not satisfied. We have a fine list of land and city property, but we want a better one. In fact, we want a whopper in size—and all bargains.

It will cost you two cents and five minutes' time, and may be the means of making a sale or trade.

S. W. MEHARG,

Hale County Exhibit Building.

### CITY PROPERTY.

I have several nice residence properties for sale. Call and let me convince you.

W. E. ARMSTRONG,

First National Bank Bldg.

REMEMBER THAT E. R. WILLIAMS is prepared to fill your wants in any emergency in **EMBALMING AND UNDERTAKING.**

WANTED—Nice clean rags—linen or calico—no heavy woolen rags wanted. We will pay 3 cents a pound for the right kind of rags. **HERALD PUBLISHING COMPANY.**

J. F. Sander, W. B. Joiner, Earnest Spencer, Pres. V.-Pres. & Mgr. Sec'y & Treas.

## HALE COUNTY ABSTRACT CO. (INCORPORATED)

Capital Stock - - - \$20,000

East Side of Square Plainview, Texas





## SANTA FE Excursions

PLAINVIEW, TEXAS, to LOS ANGELES or SAN DIEGO, CALIFORNIA, and return, \$80.20. November 1st to December 31st. Limit, six months.  
 SAN FRANCISCO, CALIFORNIA, and return, \$88.30. November 1st to December 31st, 1909. Limit, nine months from date of sale.  
 For further information, call on

JOHN KENDRICK, Agent.

### WHITFIELD.

Mr. Phillips and family have moved to Lockney to live.

Mrs. J. B. Wakefield returned home from Silvertown last Thursday.

Joe Nation, of Kress, was in this locality Saturday on business.

John Reed, of Plainview, was out in this country on Thursday, last, to look after his crops here.

H. L. King and wife returned from their visit in the South Monday evening.

S. M. Nations and wife were Lockney visitors Thursday and Friday.

Mrs. Frank Prouty, who was taken to Sedelain for an operation, is getting along fine.

R. C. Mercer, of Kress, came down Saturday to visit his son, Stanley, and also do some work here.

Miss Irma King did business in Plainview Saturday, last.

W. P. Seago and family will leave this week for their new home at Kirkland. Their many friends here regret to see them go, but our loss is Kirkland's gain. We wish them well in their new home.

### VICTIM OF FOOTBALL.

Cadet Eugene A. Byrne, of Buffalo, N. Y., a fourth year man at the United States Military Academy, died in the Cadet Hospital at 6:35 o'clock on the morning of October 31, a sacrifice to football.

The army is accustomed to death, but not in this deplorable form, and this tragedy of the gridiron has brought such poignant grief to officers and cadets alike that the end of football at West Point and Annapolis is predicted by many.—Dallas News.

Nine victims have been sacrificed in the United States this year to the insatiable lust for football. And yet we are an enlightened, civilized, Christian country!

### RUN OUT OF BIG SPRINGS.

As a result of the bitter feeling towards negroes in Big Springs since race riot of two years ago, Richards & Pringle's negro minstrels were run out of that town last Monday.

The members of the company took refuge in their private car to escape from injury by brickbats and other hostile missiles, and were only saved from the fury of the mob by a switch engine hurriedly pulling them out of town.

This minstrel show was in Plainview a short time ago. They gave good performances while here, and were quiet and orderly when on the streets.

### MARRIED.

Arthur Edwards and Miss Essie Pemberton were quietly married last Tuesday evening, County Judge Mayfield officiating.

### CEMETERY ASSOCIATION MEETS.

The Civic League met in regular session Wednesday afternoon at the Odd Fellows' hall, with Mrs. W. B. Joiner as chairman. As there was no important business to come before the League, the meeting was turned over to the Cemetery Association. Mrs. J. N. Donohoo in the chair. Dr. J. D. Hanby was present and made some valuable suggestions to the members. Mr. E. B. Hughes was called in and very kindly agreed to act as business manager and treasurer for the association.

City Attorney E. Graham and Mesdames L. S. Kinder and R. W. Brahan were appointed a committee on constitution and by-laws. Mrs. J. Buckheimer was elected vice president. Meeting adjourned to meet again on the first Wednesday in December.

### COMMERCIAL CLUB PROGRAM

on Tuesday, the 9th of November, at 7:30 p. m., at the opera house:

First address—"The Co-operation of the Educational and Business Interests of Plainview."—Dr. Cates and Ben Ansley.

Second address—"Co-operation of the Church and Business Interests of Plainview."—Revs. Howard and Abney.

Third address—"Co-operation of the Civic League and Business Interests of Plainview."—Mrs. W. B. Joiner.

Fourth address—"Should the Ladies Co-operate in the Upbuilding of the Commercial Interests of Plainview."—Mrs. L. A. Knight.

Fifth address—"Should the Moral Forces of the City Co-operate with the Commercial Interests."—Mrs. J. N. Donohoo.

### EXTENSION OF WATERWORKS.

The city council has let the contract with the American Light & Water Company for an extension of the waterworks. The mains are to be enlarged from six to eight inches, and as soon as the pipes come the system will be extended to correspond with the sewerage.

### RETURNED FROM DALLAS.

Mr. Boon came in from Dallas on Wednesday, and reported that Mrs. Boon and Miss Dovie Chumley were rapidly recovering from the operations which they had recently undergone, and would soon be able to return home.

### REMOVAL.

Webb & Blassengale and the J. W. Grant Real Estate Company have exchanged rooms, he moving into the smaller and they into the larger, thus affording them greater facilities for their increased business.

## COMMERCIAL CLUB MEETS

MUCH INTEREST DISPLAYED BY BUSINESS MEN

Of Plainview.—Plan for the Raising of Funds.—Next Meeting on Tuesday, November 9th.

One of the most interesting, profitable and enthusiastic meetings in the history of the Commercial Club was held at the court house in Plainview Wednesday evening.

After a temporary organization, presided over by A. E. Harp, and J. H. Foster, as secretary, interesting and instructive addresses were made by Mayor James R. DeLay, J. H. Foster, R. M. Eller, T. J. Tilson, E. Dowden, J. C. Perry and others.

The indispensable necessity and importance to the city of Plainview and county of Hale of thorough organization and hearty co-operation was impressed upon the large attendance of intelligent citizens, who seemed thoroughly imbued with the idea that something must be done, and done now, if Plainview maintains her present high standing and pre-eminence among the cities of the Plains.

Nearly one hundred new members were added to the Club, all with the single object in view of boosting and advancing the interests of our city and county.

A plan of action for the future was presented and adopted, which plan provides for the raising of funds to meet all current expenses by a pro rata assessment of small amounts upon the taxable values of the property of the city, as shown by the last assessment. By this plan those who own the most of the property pay most of the expenses, and as all will be benefited it is not doubted but that all will promptly respond to this wise and just arrangement, and we expect to have the pleasure of knowing that there is not a single knocker in the entire membership.

Another important action taken was, that in view of the fact that the whole county was vitally interested in the objects and purposes of this organization, the farmers and people of the county generally be invited to co-operate with the Commercial Club. After the appointment of several important committees, which are to report at the next regular meeting, the Club adjourned, to meet at the Court House next Tuesday evening, November 9th. It is expected and urged that each merchant, carpenter, mechanic, lawyer, preacher, real estate man, and as many of the enterprising and public-spirited women of the city be present as can possibly be there. Farmers are especially urged to be present.

Remember the prosperity of any town depends upon the enterprise of its business men and the push of its Commercial Club. The time is at hand when it is absolutely necessary for the business interests of the city to co-operate in order to make Plainview what it should be in the future. So, be present at the meeting next Tuesday night.

Even the most optimistic observer must admit that church attendance isn't what it used to be, when sleeping in the pews wasn't considered bad form.

## JUST ARRIVED !!

Several shipments of Ladies' and Misses' Suits and Cloaks. You get more style and better Garments at

**Richards Bros. & Collier**  
One Price Cash Store

### CASHING IN.

James J. Hill in his recent address before the American Bankers' Association, in which he discussed the declining position of American agriculture, sounded a note of warning which it would be well for the nation to heed.

We are deceiving ourselves when we conclude that during the past third of a century we have grown vastly stronger and vastly richer. In many important directions we have not progressed. Great cities have been built during that time, but what national strength has come through the process which has drawn millions of people engaged in producing food and clothing from that vocation, and from the green fields and pure air of the country, to the vocations which require that others produce food and clothing for them, and to the crowded streets and dust-laden, germ-laden, impoverished atmosphere of the cities?

Is it an evidence of increased strength that the proportion of population engaged in producing the elements required to sustain life, and who are surrounded by conditions most calculated to promote strong physical and moral men and women, is constantly decreasing? These are pertinent questions, and should not be lost sight of in the midst of our boastful elation over our achievements.

Where are our grand forests of poplar, pine, cypress and hard wood? Where is our rich virgin soil? What is becoming of our wealth of minerals? Have these been preserved and conserved, economically used to meet the demands of our people?

We have more millionaires, it is true, but have we more merchantable timber, more iron ore, more gold, more coal, more oil? These are the things which have in themselves the elements of national wealth, strength and independence. We have been considering only the profit account. It

is well to look at the loss account. It is a good thing to balance the books occasionally.

Is it a good trade when these things are exchanged for millionaires? Mr. Rockefeller is sometimes estimated to be worth one thousand million dollars, but is he a greater national asset than the oil which he bartered to other people for a considerable part of this fortune?

The fact is that in many respects we have grown poorer. We have made a great show, it is true, but we have been "cashing in" and splurging on the proceeds. Thirty years ago we had millions of acres of timber upon which the woodman's ax had never fallen, which has been slaughtered and partly "cashed in" and largely wasted. Charred, blackened runts of the forest mark the place where the giants grew. Within these thirty years the process of waste and "cashing in" has alarmingly depleted the fertility of the soil.

The process of taking—relentless, unceasing, wasteful taking—from the treasury of our great resources has gone on—taking and "cashing in;" making a great show; robbing the forest, robbing the fields, robbing the mineral storehouses, and exchanging our booty for millionaires—and their daughters, with their fortunes, for spavined plugs from the jockey-yards of European nobility.

Are we really richer than we were thirty years ago? Our forests are poorer, our mines are poorer and our soil is poorer—far out of proportion to the depletion which necessity and sane demands would have produced upon them. We have used too much—squandered too much. We have put back too little—we have conserved too poorly. This is said to be a commercial age. It is not. It is an age of robbery—robbery of nature; robbery of each other; robbery of nerve force; robbery of character. This is truly one side of the picture, it is true, but it is not amiss to look at it occasionally.—Farm and Ranch.

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We handle Shelf and Builders Hardware, Arcadian and Garland Stoves and Ranges Hercules Buggies, Mitchell and Leudinghaus Farm Wagons, John Deer Farm Implements, the GENUINE Star Windmills, Harness, Crockery, Queensware, Graniteware, Etc. Yours for right prices and courteous treatment.

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A cold, a strain, a sudden wrench. A little cause may hurt the kidneys. Spells of backache often follow. Or some irregularity of the urine. A certain remedy for such attacks. A medicine that answers every call. Is Doan's Kidney Pills, a true specific.

Thousands of people rely upon it. Here is one case:  
J. M. Cloud, grocer, 1307 Twelfth St., Wichita Falls, Texas, says: "Doan's Kidney Pills have proved so valuable in my family that I feel that I should let other people know of their merits. Several members of my family have used this remedy, and in every case it has given entire satisfaction. I, personally, took Doan's Kidney Pills and they soon stopped my suffering. I had been troubled for some time by a pain through the small of my back, and occasionally I could hardly walk. After using Doan's Kidney Pills my trouble quickly disappeared."

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.

**PUBLIC LIBRARY FOR CANYON.**

The Ladies' Book Club, of Canyon City, has established a public library for that city, to be opened every Saturday afternoon.

Canyon is to be congratulated on this step for the pleasure and improvement of her citizens.

We have a large stock of Boys' Clothing, which we must sell if prices will make them go.—Plainview Mercantile Co.

**HOOKWORM DISEASE IN TEXAS.**

The Texas State Health Department was very much interested in the press announcement that John D. Rockefeller had given \$1,000,000 for research work to fight the dreaded hookworm disease, scientifically called uncinariasis, and which is indigenous to the southern states. Cases have been reported from twelve Texas counties, and it is suspected to exist in other counties in South and Southeast Texas. It is found in Alabama, Georgia, Florida, also in Tennessee, the Carolinas, Virginia and West Virginia, Louisiana, Porto Rico and in England, Germany and France. Of 160 soldiers reported in good health at Fort Jackson, La., one-half were discovered to have the hookworm disease. One-third of all the deaths of Porto Rico are ascribed to the hookworm disease, and it is estimated 90 per cent of the people of the island have it at this time. While the Texas department believes it is prevalent to a limited extent, it does not subscribe to the proportions advanced by Dr. Stiles, an expert of the federal government. The Rockefeller bequest will probably enable some splendid work to be done, is the expressed opinion in Austin.—Dallas News.

**A HAIR'S BREADTH ESCAPE.**

Do you know that every time you have a cough or cold and let it run on, thinking it will just cure itself, you are inviting pneumonia, consumption, or some other pulmonary trouble? Don't risk it. Put your lungs back in perfect health and stop that cough with Ballard's Horehound Syrup.

Price, 25c, 50c and \$1.00 per bottle. Sold by Wyckoff-Willis Drug Co.

Carroll's Confectionery—the place to get good things to eat.

**TEXAS DEVELOPMENT CONGRESS**

General Committee Issues Call for Meeting in San Angelo.

The following communication should be read with especial interest by Herald readers, as it means much to this section of the state, and a strong delegation of progressive citizens should attend and participate in the forming of this organization:

San Angelo, Texas, Oct. 23, 1909. To the People of West Texas:

In order that the purposes of, and some of the ends to be accomplished by, those interested in the organization of the West Texas Development Congress at San Angelo, beginning at 3 p. m., Monday, December 6, next, may be understood, this, the general committee, having in charge the preliminary organization, deem it appropriate and necessary to make this statement for the information and consideration of those expected to become interested.

The promotion of this congress is born of no selfish or political purpose, for, if the judgment and desires of the committee obtain, the organization will abstain absolutely from personal and party politics, and will advance no special interest or locality to the detriment of any other interest or locality. The first meeting has been called for San Angelo, because those issuing the call reside in San Angelo, and it was proper that they should undertake the entertainment of the thousand delegates expected to attend in their home. If the first congress resolves itself into a permanent organization, thereafter the regular meetings will alternate, as we think they should, from place to place throughout the territory desiring them.

Neither is this organization being promoted to antagonize or to ask special favors over any other part of Texas, for this is both unnecessary and contrary to the desires of the West. On the other hand, one of its chief ends will be to disseminate such information concerning the resources, material conditions and economic needs of the West as will promote a thorough understanding among reading and thinking men everywhere, who must, in consequence, become friends of the West.

It is not within the province, nor is it the intention, of this committee to name all the subjects which will be considered by this congress—that the delegates will control, and properly so—but the subjects, the needed consideration of which prompted this movement, and of which the public is entitled to know, are, in part, as follows:

(1) The bringing of the west closer together in one general organization through which united effort can be systematically directed, taking the place of individual action.

(2) The promotion of a still more friendly feeling on the part of north, east and south Texas for the west.

(3) The more speedy importation of farmers and capital—farmers to convert our prairies and valleys into farms and dot them with church houses and school buildings, realizing that in the end the well being of our country must largely, if not entirely, depend on the agricultural class; and capital to assist in the installation of our much needed public utilities, and the building of needed public institutions.

(4) The encouragement of railroad building throughout West Texas.

(5) The improvement of our educational conditions.

(6) The necessity of co-operation in making better roads and public highways is general. While those we have are, perhaps, the best nature has given any country, yet, by concerted, well directed effort, they could be improved.

(7) The promotion of irrigation where needed.

These are some, but can not be all, of the questions which such a congress could well discuss and consider. Among others, not above mentioned, is the vital subject of general legislation. The economic conditions and needs of the west are universally misunderstood, which fact has and will continue as long as this misunderstanding exists to result, on the one hand, in needed legislation being denied, and, on the other, in the enactment of laws inimical to our interests. Therefore, the committee believes that this congress should address itself to the consideration of such measures as will affect the west,

**KEEN KUTTER TOOLS**  
At the North Pole



**Commander Peary**

IN OUTFITTING FOR HIS  
DASH TO THE NORTH POLE  
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IN PREFERENCE TO ALL OTHERS,  
BECAUSE OF THEIR PERFECT  
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or any part of it, and which has been, or should be, proposed for legislative enactment—believing that no right thinking man would gainsay our people the right to inform their legislature of their conditions and needs.

With this end in view, the committee indulges the hope that every county judge, mayor and head of every farming and commercial organization in the west will attend this meeting, and that each will appoint, as duly accredited delegates, five or more progressive citizens, who will attend.

It is further desired that the editors of the papers of the west come in person, and that, before coming, they will consider the wisdom of this move, believing that when the plan is understood they will encourage the attendance, as affording the means of accomplishing a public good.

**GENERAL COMMITTEE.**

In accordance with the request for county judges, mayors and other heads of organizations to appoint—Texas Development Congress—2 representatives to the above meeting. Mayor DeLay has made the following selections: E. Dowden, county commissioner; J. H. Foster, secretary commercial club; Tom Shafer, editor Hale County Herald, and E. B.

Hughes, cashier Citizens National Bank.

County Judge Mayfield has appointed the following representatives: J. W. Smylie, A. E. Harp, Wm. Britt, R. W. Lemond and J. V. Matlock.

The commercial club names the following delegates: L. G. Wilson, Dr. G. M. Abney, Ben T. Ansley, Jr., L. A. Knight and L. S. Kinder.

A. E. Harp, president of the Farmers County Institute, names representatives as follows: T. J. Tilson, W. P. Lash, R. P. Smythe, J. O. Brown and L. W. Dalmont.

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The kind that was in fashion during your grandmother's days. We are displaying it in our window this week; if you pass by stop in and let us show it to you.

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