

Donohoo-Ware Hardware Co.

(INCORPORATED)

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

WE APPRECIATE YOUR PATRONAGE

Our Prices Are the Lowest--Considering Quality

A GOOD RAIN COMES

THE HEAVIEST PRECIPITATION
OF THE SEASON.

Wheat and Other Small Grain Will
Yield Double the Average
of Last Year.

The heaviest rain of the season, and the one most calculated to benefit the farmers, commenced falling last Friday night about nine o'clock and continued until morning, greatly benefiting the soil for future crops. Reliable information has been gained that the acreage will be increased almost double over that of last year for wheat and other small grain.

Broom corn is attracting much attention in this section, and hundreds of acres will doubtless be planted with it next season, in addition to maize and kaffir. Wheat already planted looks fine, and the farmers expect to put in more.

The precipitation at Plainview last Friday night was 1.12 inches, followed by several days of damp, cloudy weather.

The rain was general all over the Plains country, bringing joy to all classes and vocations.

EXHIBITS LOST IN TRANSIT.

The following letter from Mayor Lon D. Marrs will be of interest to Amarillo and the entire Panhandle country:

San Antonio, Texas, Nov. 9, 1909.
Daily "Panhandle."

Amarillo, Texas:
The Panhandle exhibit did well at Dallas and would have done well, and may yet do well, at San Antonio, provided our car, No. 8128, ever reaches San Antonio.

We paid freight on this car November 2, 1909, \$67.30, and billed it to San Antonio. This was paid to the M. K. & T. railway as agricultural and horticultural products for fair exhibit, fair grounds. No trace of this car could be learned, no location of it could be made, until yesterday, when it was located on the T. P. tracks at the fair grounds, Dallas, Texas, where it was originally loaded and consigned to San Antonio on the 2nd day of November.

We have our space, 115 feet, well decorated with signs arranged for each county included in the Panhandle exhibit, as follows: Hale, Donley, Floyd, Armstrong, Carson, Briscoe, Randall, Gray, Swisher and Potter. This includes a sign 115 feet long, each county represented separately, and looks good to us Panhandle boys and a little exciting to the other competitors.

Now, if our car arrives tomorrow, as anticipated and expected by us, and promised by the railroad people, we will win. However, should we not receive the car, we are doomed, and will lose and will not compete for any prize whatever, although if the car does arrive, we will be winners of the sweepstake of \$200, and not less than \$100 and other premiums, provided our products have been pre-



"Stumped!"

because we took the precaution to secure a well ventilated refrigerator car.

Mr. Eugene Avery and myself have done all that could be done, and we have used every means possible to obtain this car, and the fair association has given us all the assistance possible and has shown us all the courtesies that could be requested at this end of the line.

Our car, containing the Panhandle exhibit products, weighs 24,000 pounds.

Hoping that the sun will rise tomorrow and that the Panhandle exhibit will come up in good shape, we beg to remain,

Yours most respectfully,
LON D. MARRS.

THANKSGIVING SERVICES.

Services will be held at the Presbyterian church Thanksgiving morning, Nov. 25. Rev. Jewell Howard, pastor of the Christian church, will preach, and special music will be provided.

At the close of the service a collection will be taken for the city charities.

When the sharpers go forth to rob the people they use the fools in their business.

ELECTRIC LIGHT POWER PLANT

ONE OF THE MOST COMPLETE IN
THE STATE.

In Connection Will Be Run a Day
Power Service and a Large
Ice Factory.

It is, perhaps, unknown to a majority of the inhabitants of Plainview, that their town has one of the most complete light and power plants to be found anywhere. Even towns much older and far larger are not up to Plainview on this line.

The reinforced concrete storage tank holds 150,000 gallons, is 40 feet in diameter and 12½ feet deep, with a concrete bottom. The water is obtained from two wells, one, a 14-inch well, 90 feet deep, and the other, an 8-inch well, 85 feet deep. The water can be pumped into the mains at a rate of 750 gallons per minute, by one of the best pumps made. A valve attached cuts off the water instantly from the stand-pipe into the storage tank, in case of a fire alarm, and fire is always bedded in the immense furnace in case of a like emergency. This pump has a pressure of 160 pounds, but 60 is the amount used on an average.

The boiler has a capacity of 300 horse power. All steam pipes from same are covered with asbestos insulation. The plant is run by a 300 horse power Corliss engine, bedded on a solid concrete foundation, and controls the entire electric light and water plant.

The water is heated before going into the boiler from the exhaust steam of the engine, which increases the efficiency of the boiler.

The stand-pipe is 120 feet high, with a reservoir of 4,000 gallons, and

can be seen for miles around Plainview.

A temporary, wooden switchboard was installed in the electric end of the plant so as to give service at the time the plant was installed (Sept. 15), but the lighting company has ordered, and are expecting, a marble switchboard to arrive at any time. This switchboard is arranged with automatic switches, to control the lights on different circuits over town. By this means the trouble on one line will not disturb the lighting service only on the particular circuit on which it occurs. Volt and ampere meters are arranged on the switchboard, so as to inform the plant of the number of lights burning on the different circuits, making a complete recording system.

The water mains coming from the storage tank will conduct the water over the greater part of the city. They are connected with forty-five hydrants in different parts of town, thus making ample provision for fire service, in addition to waterworks in connection with the sewerage system.

This light and power plant is complete and efficient in every way. It is a big thing for a new town like Plainview, as viewed by outsiders. A man from Oklahoma, upon seeing the immense tank and other things in connection, remarked to one of the city officials: "It is the most complete plant I ever saw in my life."

The mains have not yet arrived, but are expected by December 1. They will complete the system of waterworks in Plainview, and it is to be hoped that the combination of this plant will cover an ice plant before the ice season of 1910.

It does not matter who started the story about the sudden death of Col. Roosevelt; it got him back into the front column, which President Taft held the previous day.

FIRE ALARM SYSTEM

THE HERALD RECEIVES THANKS
FOR ADVOCATING.

One of the Fire Boys Says the Time
Has Come When the System
Is Absolutely Needed.

Plainview, Texas, Nov. 13, 1909.
Editor "Herald:"

I have just read your report of last Sunday's fire, and wish to thank you for agitating the necessity of a first-class fire alarm system for Plainview.

The day has come when it is absolutely necessary for the safety of our homes, and I assure you on behalf of the Fire Department that we are doing our very best with the material we have to work with, and we believe that you think we are.

Again thanking you, personally and for the Fire Department, for writing this little boost for us,

Very truly yours,
ONE OF THE FIRE BOYS.

ELKS TO ORGANIZE.

That Plainview is to have an Elks lodge is a grand and glorious fact, for it demonstrates the fact to the outside world that Plainview has over five thousand inhabitants; and, not only that, it follows as the night the day, that those inhabitants are progressive, and ready to take their share of the good things going.

It was mentioned in the last issue of The Herald that a lodge of B. P. O. Elks would be organized in Plainview on the 27th inst. Since then the local Elks have been busy. A meeting was held Wednesday morning in the Wayland building, and the following committees appointed:

Committee on Invitation—Dr. J. W. Grant and Will Dowden.

Committee on Decorations—Mont Carter and M. D. Henderson.

Committee to Secure Hall for Banquet and Installation—T. B. Irwin and L. W. Hardin.

Committee on Banquet—R. C. Ware, J. W. Grant and C. A. Malone. They to have full charge of arrangements.

Committee on Arrangements and Entertainment—Will Dowden, chairman; J. W. Grant, M. D. Henderson, J. W. Day, Bob Myers, R. C. Ware, J. E. Lancaster, George Slaughter, J. F. Garrison, J. R. DeLay, L. S. Kinder, E. B. Hughes, J. H. Siaton, R. M. Eller, J. L. Vaughn and Charles McCormack.

Judge L. S. Kinder was unanimously voted toastmaster for the banquet. This will be the baby lodge of Texas until another is instituted.

More than one hundred visitors are expected on the 27th, as invitations have been sent to lodges at Dallas, Fort Worth, Oklahoma City, Topeka, Kansas; Roswell, N. M.; Amarillo, Dalhart, Wichita Falls, Waxahachie, Childress and other towns, and all are expected to send representatives. Hello, Bill.

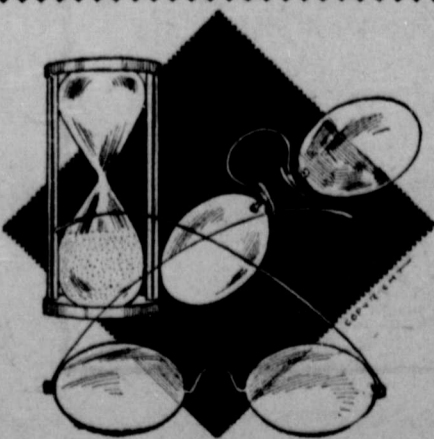
BROOM FACTORY.

J. N. Shoup has opened a broom factory on North Pacific street. Mr. Shoup has recently moved in from the country, bringing with him his crop of broom corn raised near Plainview, which he is converting into good, well-made brooms.

DAIRY NEAR LOCKNEY.

The latest addition to business enterprises at Lockney is a dairy, which has been started by C. E. Wells, of southwest of town.

He has built sheds, bought feed, etc., to milk ten Jersey cows this winter, which he thinks will supply the town.—Fort Worth Star-Telegram.



Our Glasses

OUR LENS
OUR PRICES
ALL RIGHT

Wyckoff-Willis
Drug Company

SPECIAL SUIT SALE

Beginning Thursday morning, we offer choice of our entire stock of Ladies' Tailored Suits at 33 1-3 per cent Discount. In these you will find Suits from \$10.00 to \$40.00, every one new Fall Styles. We have the largest stock of these in Plainview and it will certainly pay every prospective purchaser to take advantage of this exceptional offer this early in the season. These suits will surely sell at 66 cents on the dollar and the first come gets the pick of our entire stock.

\$40.00 Suits at	\$26.65	dependable suit cannot be produced and sold for less. We know this and you know it.	Not a suit reserved, and by far the largest selection in the town, and the grade that most people want—the bulk of our stock being in the \$4.00 to \$6.00 grade, but we have some cheap stuff if you want it.
\$35.00 Suits at	\$23.35	\$25.00 Men's Suits at	\$18.75
\$30.00 Suits at	\$20.00	\$20.00 Men's Suits at	\$15.00
\$25.00 Suits at	\$16.65	\$16.50 Men's Suits at	\$12.35
\$20.00 Suits at	\$13.35	\$12.50 Men's Suits at	\$ 8.35
\$17.50 Suits at	\$11.65	In our Men's line we have 25 or 30 Suits from our \$10.00 to \$15.00 lines in odds and ends and broken sizes. To clean them out in a hurry, take your choice, for Suit	\$3.00
\$12.50 Suits at	\$ 8.35	Or take the Coats and Vests for	\$2.00
		A lot of odd Vests for only	25c
25 PER CENT OFF ON ALL MEN'S SUITS,		In our BOYS' DEPARTMENT we will let you pick our stock at a uniform discount of 25 per cent.	We have about 25 Boys' Long Pants Suits which sold formerly for from \$6.00 to \$10.00. Take your choice of these Coat, Vest and Pants for a fraction of their cost while they last.
including HART SCHAFFNER & MARX, KIRSCHBAUM and other reliable makes. In this department, also, we can show you the largest stock shown in Plainview. We don't carry any cheap stuff in Men's Suits. As a rule, we do not try to show anything under \$10.00, for the reason that a really			Choice, per Suit
			\$2.00
			These are cheaper than buying overalls for your boy.

We are offering some big bargains in other departments and we promise you that we are always ready to compete in prices with anyone. We have the largest stock and quality for quality. We generally have the lowest price.

CARTER MERCANTILE COMPANY

Want Column

SEWING WANTED—Good dress-making done by Mrs. H. A. Counts, on Prairie street, just north of new Methodist church. Prices reasonable. 43-44.

FOR RENT—Modern 5-room house, with barn. Apply to Patton, north side square. 40-41.

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

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

FOR SALE—Kaffir corn bundles and maize bundles. Kaffir and maize heads and baled millet delivered. See W. G. Karschmer, or phone 375. 46-47.

FOR RENT—One large front room, furnished.—C. A. Burton, at the Pack place. 47.

WANTED—Horses and mules to pasture on alfalfa. Terms, \$3.00 per head per month.—J. T. Mayhugh. 50.

TO REAL ESTATE MEN OF PLAINVIEW—I have taken all of my land in Hale county off the market.—J. W. Wonder. 51.

FOR RENT—Furnished rooms, with stoves; close in. Phone 212. 46.

FOR SALE—Good team, fine mare and horse, with camping hack. See today at Red Wagon Yard. 46.

FOR SALE BY OWNER—Three strictly modern, five-room cottages in Plainview; two lots to each house; small payments; balance to suit.—J. C. Johnson. 50.

The Slaughter Sale is still on at Sloneker's Broken \$ Store.

ROMANCES OF REAL LIFE.

Our groceries are always fresh.—The Fairris Grocery. 46.

Mrs. J. L. McDavid, of Abilene, is visiting her sister, Mrs. R. C. Joiner.

J. K. Millwee came up Monday from his Lynn county ranch.

O. M. Unger left Wednesday for a trip to Amarillo.

California strained honey, just in, at G. S. Fairris'. 46.

Ben Thompson left last Sunday for Denton.

Miss Fannie Stout assisted Wayland & Wofford during their big sale.

W. F. Slaughter left last Saturday for Floydada.

Don H. Biggers, secretary of the Lubbock commercial club, was in Plainview this week.

Take dinner with the Methodist ladies on Thanksgiving. You will be royally served. 46.

Choc Morgan, of Amarillo, came down on Sunday to attend the funeral of his brother-in-law, Travis Arnold.

Clyde Reeves, of Plainview, was in town meeting old friends Saturday.—Lockney Beacon.

Dr. and Mrs. J. W. Grant, of Plainview, were Floydada visitors last week.—Floyd County Hesperian.

Prompt deliveries is our specialty. Ask your neighbor.—The Fairris Grocery. 46.

Miss Dale Dillingham left last Tuesday for a visit to her old home at Hiawatha, Kansas.

Mrs. R. T. Jones, of Amarillo, came down last week to spend some time with her daughter, Mrs. J. L. Vaughn. Mrs. F. M. Lester, of Canyon, is visiting her daughter, Mrs. L. A. Knight.

For everything in the drug line go to Duncan's Pharmacy, "The Up-to-Date Drug Store," north side of square. 46.

Carl Goodwin, who at one time worked for the Rushing Land Company, but now of Lubbock, was in Plainview this week.

Reuben Ellerd and several other gentlemen from Plainview were in Dimmitt on business Saturday.—Plainsman.

Mr. and Mrs. T. B. Carter and Mr. and Mrs. F. W. Clinkscales returned last Monday from the Tule Creek Club.

Rev. I. E. Gates, Rev. R. L. Gillon and wife, Rev. S. W. Smith and Miss Mamie King returned from Dallas on last Wednesday.

There is a difference between customers and pleased customers. Duncan's Pharmacy is after pleased customers. That's why their trade is increasing. 46.

Cochrane's Photo Studio opening next Monday and Tuesday. Don't fail to be there. 46.

Dr. L. Hawkins, of Plainview, was here yesterday making settlement with the railroad right-of-way committee.—Floyd County Hesperian.

T. P. Whitis, his brother-in-law, Thad Bell, and Mr. Wright, of Amarillo, made an auto trip to Emma and Floydada last week.

Jim Heard and S. R. McLaughlin were in Lockney Saturday on business from Plainview.—Lockney Beacon.

You get your prescriptions filled exactly as your doctor writes them at Duncan's Pharmacy. No substitution practiced there. 46.

See our window display of Special Hats Sale. \$2.00 and \$3.00 Hats, your choice for 95c. We mean to clean up every fancy Hat in our house. Cost no consideration.—Carter Mercantile Company. 46.

Duncan's Laxative Cold Tablets do not sicken nor gripe. Sold and guaranteed by Duncan's Pharmacy, north side of square; 25c per box. 46.

Rev. R. L. Gillon, pastor of the Plainview Baptist church, and Rev. I. E. Gates, president of the Baptist college, were invited to fill pulpits of prominent churches in Dallas last Sunday.

A few snaps: Ladies' Suits 25 per cent below wholesale cost. Calico 4c. Sheeting 6 1-2c. Stephens' Lucy Hinton \$2 Shoes at \$1. Regular \$5 Corduroy Pants \$3, \$4.25 at \$2.90, \$3.75 at \$2.75. Remember Sloneker's is the place.

Probably the average man never does get so that he can wear a silk hat without feeling like he has something on his mind.

The Robinson Studio

(FORMERLY HEFNER'S STUDIO)

I WISH TO ANNOUNCE THAT I HAVE PURCHASED THE HEFNER STUDIO, ON NORTH PACIFIC STREET, AND ALSO TO SOLICIT A SHARE OF THE PATRONAGE OF THE PEOPLE OF PLAINVIEW. I AM A GRADUATE OF THE ILLINOIS COLLEGE OF PHOTOGRAPHY, WHICH IS CONCEDED TO BE THE BEST SCHOOL OF ITS KIND IN THE UNITED STATES, AND I GUARANTEE MY WORK TO BE ABSOLUTELY SATISFACTORY.

INSPECT MY SAMPLES BEFORE GOING ELSEWHERE.

R. O. ROBINSON

Professional Cards

JAS. F. DUNCAN, M. D.
Physician and Surgeon
Special attention to diseases of the
EYE, EAR, NOSE and THROAT.
Office at Duncan's Pharmacy.
Phones 161 and 264.

J. A. WITE
Physician and Surgeon
Phone 271 -- Peace Bros. Building
PLAINVIEW, TEXAS.

WILLIS H. FLAMM
Physician and Surgeon
Residence West 2nd and Jones Sts.
Office: Stephens Bank Building.
Phones: Residence, 34; Office, 36.
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 com-
pleted, Northwest corner of square.

G. R. COX
ARCHITECT
Room 12, First National Bank Building
PLAINVIEW, TEXAS.

Dr. J. B. HALL
DENTIST
Office North Pacific Street.
PLAINVIEW, TEXAS.

R. P. SMYTH
ATTORNEY-AT LAW
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
LAWYER
Examination of land title a specialty.
Office in Court House.
PLAINVIEW, TEXAS.

HALE & HAYDON
REAL ESTATE AGENTS
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.

"He says they are boils, and of course I believe him," said one of Job's friends after he had been to see the sufferer; "but from what I know of the family I suspect that they are hen pecks."

W. E. Armstrong
Land and Immigration
Phone 279 PLAINVIEW, TEXAS.

BRILLIANT FUNCTION.

Mrs. J. L. Vaughn was hostess last Friday afternoon at one of the largest and most brilliant social affairs of the season.

The beautiful suite of rooms opened for the accommodation of the guests was darkened, and brilliantly lighted, for the occasion.

Pink and white were the prevailing colors used in the decorations, and were exquisitely evidenced in the masses of huge chrysanthemums which were brought by the guest of honor, Mrs. C. P. F. Blanchard, from her Amarillo home. One might have fancied that they were in far-away Japan, by the masses of immense, feathery chrysanthemums that were grouped about the spacious parlors and adorned every nook and corner of the reception suite.

More than fifty guests availed themselves of the invitations issued by Mrs. Vaughn. They were met at the door by Miss Rosa Fowle, and welcomed by a receiving line consisting of the hostess, her sister, Mrs. C. P. F. Blanchard, of Amarillo, their mother, Mrs. R. T. Jones, and Mesdames J. P. Crawford, J. H. Slaton, H. C. Randolph, J. W. Grant and J. O. Wyckoff.

Mrs. L. T. Mayhugh assisted in receiving by mingling with the coming guests and seeing that each one met the strangers present.

Ten tables were provided for the old, but ever new, game of Forty-Two.

Elaborate refreshments, consisting of beaten biscuits, brown bread, chicken sandwiches, olives, salad, cranberry ice and grape juice, were served by Misses Rosa Fowle, Georgia Saxton and Francis Jones.

The out-of-town guests were Mesdames C. P. F. Blanchard and R. T. Jones, of Amarillo, George Slaughter, of Roswell N. M., J. L. Valentine, of Waco, and F. M. Lester, of Canyon.

POINTS ABOUT PEANUTS.

Oil from the Succulent Peanut Is Worth Good Money.

Peanuts are selling at over \$1 a bushel.

Peanut hay is selling at \$15 a ton.

Peanuts yielded twenty-five bushels an acre on Tarrant county land where not a bushel of corn could be raised this year.

Peanut oil is already consumed in great quantities, and making its way into new fields of domestic utility.

Two million bushels of peanuts were imported to the United States last year.

Peanut oil is worth \$1 a gallon, and can be manufactured in cotton seed oil mills without extra expense.

Thirty pounds of peanuts in the hull will produce one gallon of oil; it takes sixty pounds of cotton seed to make a gallon of oil.

Peanut cake analyzes 20 per cent more in food values than cotton seed cake.

Peanut hulls, ground fine, are equal in food value to wheat bran.

Peanuts furnish food for people and all domestic animals.

Peanuts are the only universal food.

THE BABY NAMED.

F. L. Vanderburgh and James L. Kelly announce the Hereford Recorder, a newspaper to be born on Nov. 16. These gentlemen say that a new brick building and a thoroughly up-to-date mechanical equipment have been provided for the new comer. The press-brethren will be glad to welcome the stranger into the fold.—State Press.

YOUNG GIRLS ARE VICTIMS

of headache, as well as older women, but all get quick relief and prompt cure from Dr. King's New Life Pills, the world's best remedy for sick and nervous headaches. They make pure blood and strong nerves and build up your health. Try them. 25c at All Druggists.

Eat turkey and cranberries with the Methodist ladies on Thanksgiving.

FOR AGED PEOPLE.

Old Folks Should Be Careful in Their Selection of Regulative Medicine.

With advanced age comes inactive bowel movement and sluggish liver. Nature is unable to perform her proper functions and requires assistance. Otherwise, there is constant suffering from constipation and its attendant evils. Old folks should never use physic that is harsh and irritating.

We have a safe, dependable and altogether ideal remedy that is particularly adapted to the requirements of aged people and persons of weak constitution who suffer from constipation and other bowel disorder. We are so certain that it will completely relieve these complaints and give absolute satisfaction in every particular that we offer them with our personal guarantee that they shall cost the user nothing if they fail to substantiate our claims. This remedy is called Rexall Orderlies.

Rexall Orderlies are eaten like candy. They have a soothing, healing, strengthening, tonic and regulative action upon the dry mucous lining and the relaxed muscular coat of the bowel. They produce a natural, successive contraction and relaxation of the muscular fibres of the bowel walls, generating a wave-like motion which forces their contents onward and outward; thus stimulating nature in perfect bowel movement. They tone up and strengthen the nerves and muscles and restore the bowels and associate organs to more vigorous and healthy activity. They may be taken at any time without inconvenience; do not cause any griping, nausea, diarrhoea, excessive looseness, flatulence or other disagreeable effect. Try Rexall Orderlies on our guarantee: 36 tablets 25 cents, and 12 tablets 10 cents. Remember you can obtain Rexall Remedies in Plainview only at our store,—The Rexall Store. The Wyckoff-Willis Drug Co.

THROUGH LINE TO KANSAS CITY.

**Amarillo Expects Soon to Have Tele-
phonic Connection with That Point.**

J. M. Johnson, construction superintendent of the Southwestern Telephone company, was in Amarillo yesterday, and states that the Southwestern will be in Amarillo by January 1st with three copper circuits, one number eight and two number elevens, number eight running 350 pounds to the mile and the elevens running 175 pounds to the mile.

By the first of spring the same company will construct a number eight special, which runs 860 pounds to the mile, and will give connection with St. Louis, New Orleans, in fact with all the great cities in territory covered by the Southwestern, and indirectly Amarillo will have connection with all central points in the United States.—Amarillo Daily News.

ENORMOUS TRIBUTE.

The press dispatches say that the price of ready-made clothing will be increased on account of the Aldrich law to the amount of \$120,000,000 in the aggregate—that is, that the purchasers of this kind of clothing will have to pay that much more than they did last year for the same amount. This does not cover the increase on other kinds of woolen goods, and it does not cover the increase as heretofore made because of the tariff on wool.

These figures, however, show what an enormous tribute is being collected from the people because of the 89 per cent tariff on woolen manufactures. When it is remembered that the tariff collected on wool amounts to about sixteen millions and that the tariff collected by the wool growers because of the tariff on wool amounts to about thirty millions, if the tariff is added to the price of wool, it will be seen that the manufacturers collect from the consumers a great deal more because of the tariff on wool than wool growers collect from the manufacturers. Who will say that a tariff on wool is in the interest of the masses? Who will say that justice to the wool growers requires that they be protected at such enormous cost to the taxpayers?—Commoner.

A number of fine photos of Plainview people will be on exhibition at Cochrane's new Studio next Monday and Tuesday, during the opening. Come and see and get acquainted. 46

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

**PELLAGRA WAS THE CAUSE.
Then Unknown Disease Responsible
for Mortality of Andersonville.**

One of the most interesting features of the Southern Medical convention at New Orleans was a brief statement from Dr. J. W. Kerr, of Corsicana, Texas, who was a surgeon at the Andersonville Confederate prison during the Civil War, in which between 13,000 and 14,000 Federal prisoners died. Dr. Kerr declared that in the light of recent scientific research he was now convinced that this terrible mortality at Andersonville was caused from pellagra and the hookworm.

Dr. Kerr described the symptoms of the disease which attacked the inmates so fatally at that time, and in nearly every particular they were recognized as being characteristic of pellagra.

This view was further strengthened, Dr. Kerr said, by the fact that musty or spoiled corn, generally accredited by the medical fraternity as being, perhaps, the cause of pellagra, constituted the main diet of the prisoners, because of inability to furnish them other supplies.

A general discussion followed the declarations of Surgeon Kerr. Many of the modern scientists were inclined to accept Dr. Kerr's diagnosis of the Andersonville plague.

The consensus of opinion among the physicians who presented papers on the subject was that pellagra is attributed to spoiled corn.

The Methodist ladies will serve Thanksgiving dinner at the new Stephens building. 46

One thing is certain—woman can never be an independent in politics as long as she has to beg somebody to button her dress down the back.



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.

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.

To the General Public
Who are Interested in Real Estate

Don't fail to call and get a Bill of what must be and will be done on the 23rd day of November, 1909. Bill will be found at Citizens National Bank, Plainview, or Citizens National Bank, Lubbock, Texas, explaining everything. Call quick and don't be behind the excitement.

R. W. BOWLEY

WHIRR - R - R

On November 1st, the bird season opened up, and no doubt the sportsmen as well as business men of this city will want to take a hunting trip to the Sand Hills or Brakes. Now is the time to prepare for that trip.

Winchester Pump Guns, Fox and L. C. Smith Double Guns, besides Single Barrel and cheaper grades.

We also handle a complete line of Ammunition as well as all the trimmings, such as all sportsmen appreciate. We are the sportsmen's headquarters and our prices are always right. Call and let us show you the goods.

R. C. WARE HARDWARE COMPANY

"If its Hardware, We Have It." Plainview, Texas

INTERESTING PAPERS BY LADIES

"CO-OPERATION OF THE CIVIC

League and Business Interests of Plainview.

Mr. Chairman, Members of the Commercial Club, Ladies and Gentlemen:

Were the committee who asked me to make this talk to you this evening half as frightened and shaky as I now am, they would surely be making a bolt for the door at a double-quick pace.

They, for some reason, allowed me to infer that we lady speakers were to be brief (you see, they were both married men), and yet I realize that it is sometimes best for even a woman to be brief, for it is with words as with sunbeams—the more they are condensed the deeper they burn.

My subject—"The Co-operation of the Civic League and the Commercial Interests of Plainview"—is at this time of vital interest to us all.

What is the object of the Commercial Club? Is it not the upbuilding of our city, the furthering of our commercial interests—not only for the present, but to look into the possibilities of the future, and the making of Plainview the Dallas of the West—the pride of all the great Plains of Texas? If this be true, where can be a dividing line between Commercial Club work and the work of the Civic League?

Where is there a single point in which they can not co-operate? Where is the place when, as in former days at the barn raisings they cried with one voice, "He! oh! he!"—I say, where is the place they can not in the same breath cry "She! oh! she!"

About ten months ago a number of our ladies met and organized a Civic Improvement League, the object of which was to promote, by education and active co-operation, a higher public spirit and a better social order

in the city. To that end, they pledged their support and influence to encourage the cleansing and beautifying of public buildings; the proper care of vacant lots; the improvement of back yards; the cleanliness of streets and alleys; the building of sidewalks; the planting of trees, and the beautifying of the school grounds and the cemetery.

I believe most of you will remember we had one clean-up day. We have advocated planting trees and building sidewalks. Just lately we have organized a Cemetery Association, which is a regular chartered organization, and quite a deal of work is already done in the city of our dead, while plans are made to carry this work to completion in the very near future.

Now, our Civic League, proper, is ready to leave this cemetery work in the hands of its duly elected officers, and turn our attention more directly to the beautifying of our city. It is true we have done very little so far, but Holmes tells us that the greatest thing in the world is not so much where we stand as in what direction we are moving.

One of the illusions of the day is, that the present hour is not the critical, decisive hour. But you can write it on your heart that now is the time for Plainview to sit up and take notice.

What kind of a city shall we have? It remains for us to say what it shall be. We know that the saying is true that "He that allows himself to be a worm must not complain if he is trodden on," and we also know that if we expect to be a city known for its progressiveness and its beauty, now is the time to get busy.

We are rapidly growing and spreading over a large amount of territory. So far, the attention has been turned almost exclusively to the commercial interests, and in this we have done well, but is it not time for us to

pay some attention toward making Plainview not only the agricultural and commercial center of the Plains, but the Garden Spot of the West.

Shall we wait until she has spread over two or three sections of land before a step is taken toward the purchasing and beautifying of a single park, either great or small?

For some time our ladies have been convinced that this is a matter demanding immediate consideration. Still, we know conviction is useless till it is converted into action. We, of ourselves, can do nothing along this line without the hearty co-operation of the people of Plainview, but a strong will, a settled purpose, an invincible determination can accomplish almost anything, and by the aid, the good will and the co-operation of the Commercial Club, we can do for Plainview what other places all over the state are doing. We can make Plainview as noted for its beauty as its commercialism, and as Hale county is for its alfalfa, its celery and its big pumpkins.

Now, we would not in the least underestimate the interest our worthy mayor has taken in our attempts, but history will bear out the fact that he, even with the assistance of his partner—the judge—has never yet been able to so much as solve the woman question, so how could he be expected to bear the whole responsibility of hearing and helping put into execution the many schemes planned by the women, even though he does, as yet (so far as we know), enter into it all "whole hearted."

One of the main objects of the League is the cleanliness of the streets and alleys of the city, and this most surely should meet the hearty co-operation of all the commercial interests of Plainview, as cleanliness is the thing most conducive to the health of our citizens.

In fact, if you all could meet with us the first Wednesday of each month and hear about fifty women discussing all at one time the needs of our city and how we can best meet them, you would be convinced that we mean business, and, we believe, would put your shoulder to the wheel and co-operate with us in our efforts. We need you and we truly believe you need us.

If the heart of man is depressed with cares, the mist is dispelled when a woman appears, for there's nothing great done in this world without a woman in it.

MRS. W. B. JOINER.

"SHOULD THE LADIES

Co-Operate in the Upbuilding of the Commercial Interests of Plainview?"

Honorable Mayor, Members of the Commercial Club and Ladies and Gentlemen: The subject which has been assigned to us must, of necessity, be somewhat synonymous with the one you have just heard, since the "Civic League" is composed of women, but we shall limit our theme to the co-operation of unorganized women.

Only a few years since, Plainview was a trackless plain, the grazing ground of the buffalo. But progressive man, together with his wife, his co-worker, invaded the sylvan solitude by disturbing and desecrating sounds of active industry and the busy hum of employment.

With the coming of the railroad,

OVERDOING IT.

By JAMES J. MONTAGUE.

If I could find that angel that most ev'ry night comes down I'd tell him we was crowded here, an' that he'd better go An' leaves such loads an' loads of kids around our part of town, An' leave 'em up around the Park, where they would have a show. The folks up there can buy 'em clothes, an' give 'em 'nough to eat, An' there are places they can play besides along the street.

I'm worried nearly sick at night to think where we'd be at If he should bring an extra one an' leave it in our flat; The old man ain't so very strong, an' can't keep workin' steady, An' it is awful hard to keep the kids he's got already. Besides, we've only got two rooms, an' even if we had Enough to give the kid to eat, he'd crowd us awful bad.

Sometimes I go up on the roof, an' watch an' watch the sky To try to find that angel when he comes a-sailin' by.

An' tell him how things is down here, an' how it's pretty tough For him to bring more babies where there's lots more than enough.

If he'd just fly by daylight, 'stead of waitin' for the dark, He'd see he'd ought to leave, them kids up yonder by the Park.

James J. Montague, in Fort Worth Star-Telegram.

this ardent, progressive spirit became intensified, and out of this spirit our real, live Commercial Club was born.

When man was created, God saw the need of a helpmate, so he took woman, not from man's head, because he needed all he had in it, but from his side, and she has ever since been found by his side.

The mystic chords of memory, stretching from the Garden of Eden to every battlefield and patriot's grave, to every hearth stone all over this broad land, finds woman beside man, ever ready and willing to bear the willow of grief, or wave the palm of gladness; her heart beats responsive to the same motion that prompts man to noble deeds.

The spirit of co-operation means an uplift for our town.

Many a weary man, faint under the burden of life, has been inspired and

filled with zeal by the potent suggestion of an idea from wife, mother or sister. True womanhood does not seek to bury her talents beneath the folly of foolishness; she has no need to make her co-operative influence felt by making a stump speech, or a vote at the polls. She has no need, for the exercise of her intellect to be gratified, with a seat in congress, or a scuffle for the ambiguous honor of the presidency. For around her own fireside, beside her own husband, she finds cares enough, pleasures enough, troubles enough and wisdom sufficient to fit a martyr for the stake, a philosopher for life, or a saint for heaven.

In the human body the heart does not receive the blood to store it up, but while it pumps it in at one valve it sends it forth from another. The

(Continued on Page Nine.)

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



WE'RE KEPT BUSY AS SQUIRRELS

these days making photographs for people who have seen how excellently we have portrayed others. But we are not so rushed that we cannot attend to you properly.

COME AND BE PHOTOGRAPHED

now. We guarantee you the best picture you ever had taken. Then, if you should decide to include photographs among your Christmas remembrances, you'll have them all ready.

R. E. COCHRANE, Plainview, Texas.

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.

1-2 PRICE SALE

Having purchased the business of Mr. N. A. Price, located on West Side of Square, we will discontinue the confectionery part of it and replace with an

Up-to-Date Stock of Fancy Groceries

In order to dispose of our present stock within the next ten days we will sell everything at exactly **HALF PRICE**. Everything is marked in plain figures—you pay just One-half of original price. Our stock consists of nice line of Stationery, Books, Bibles, Imported China, Glassware, Ladies' Purses, full stock of Holiday Goods, Candies, Cigars and numerous other items. Come in and take a look, you will find something you need.

A DOLLAR SAVED IS A DOLLAR MADE.

Vickery-Hancock Grocery Company

[At Morrison's Old Stand]

West Side Square

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.

Ladies' Suits are going in this sale at 25 per cent below wholesale cost, they are going fast. L. W. Sloneker.

Money! Money!

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

R. SCOTT COCHRAN.

We have just received a full and complete line of the celebrated "Bishop" Preserves, in all the different fruits. They're just like home-made preserves.—G. S. Fairris. 46

CONFERENCE ECHOES.

B. T. Ansley, who has just returned from the annual conference held last week at Stamford, in an interview with a Herald reporter made the following statement that is of great interest to the people of Plainview.

Mr. Ansley was one of the committee to put the matter before conference concerning the acceptance of the Central Plains College by the Methodist church. He states that, under the law of the church, the matter should have been taken up with the district conference before it was taken to the annual. As they were unable to do this, the local church will accept the property, as they feel assured that the two conferences will accept the proposition, after the matter is taken up in due form.

Mr. Ansley also informs us that Rev. C. N. N. Furgeson is sent to Plainview for the coming year, and will preach his initial sermon next Sunday at the Methodist church. That Plainview is to be congratulated goes without saying, as Mr. Furgeson is well known for having great intellectual and financial ability. He has lately been the financial agent for the Clarendon College and was also strongly instrumental in building the new Methodist church at Amarillo.

Rev. T. S. Barcus, who has been the faithful pastor of the church at this place for the past two years, has been sent to Anson. The Herald is glad that Mr. Barcus

goes to such a good field, as Anson has recently completed a handsome new church and a \$6,000 parsonage.

The Slaughter Sale is still on at Sloneker's Broken \$ Store.

STRAYED OR STOLEN.

Five head of mares; branded "V" on left shoulder, also "3—" on thigh; eight miles southwest of Hale Center. \$25.00 for delivery of same, or a liberal reward for any information regarding them.

W. E. IVY.

THE BEST FLOUR.

Ladies, if you once use "Belle of Wichita" Flour, you will use no other thereafter. It is conceded to be the best flour for all purposes on the market today. Call for "Belle of Wichita" in your next order, and be convinced.—G. S. Fairris. 46

EDITOR HERE.

O. P. Gresham, of Belton, was in town on Thursday. He says Plainview is going to make a city, and a big one at that.

Mr. Gresham was here three years ago in the interest of the Pythian Banner Knight, of which he is the editor, and he sees the vast improvement that has taken place since his previous visit and the present one.

THANKSGIVING RECITAL.

The following program will be rendered at The Schick Theater on Thanksgiving evening for the benefit of the Presbyterian church:

1. Dr. Dunaevski—Piano Solo.
2. Miss Smith—
 - a. "Love Me if I Live."
 - b. "Slave Song."
3. Miss Dameron—
 - "The Little Brown Baby."
4. Mrs. Dunaevski—
 - "For All Eternity."
5. Dr. Dunaevski—Piano Solo.
6. Miss Hulén—
 - "O, Dry Those Tears."
7. Mrs. Barnes—
 - Bach's "Impromptu."
8. Miss Smith—
 - "Lieti Signores," from "Les Huguenots."
9. Miss Dameron—
 - "The Last Words."
10. Miss Hulén—
 - Arietta Valse from "Romeo and Juliet."

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 UNDER-TAKING.

NEW SECRETARY.

At a meeting of the directors of the Commercial Club last Wednesday afternoon, J. A. Graham, of Roswell, N. M., was elected secretary.

Mr. Graham has had twenty years experience in commercial club work, and comes highly recommended, especially by the Roswell commercial club, of which he has been secretary for the past four years.

They were reluctant to part with Mr. Graham in Roswell, where he has labored so long and so faithfully, and only consented to do so to better his advancement. He is known personally by several of our citizens, who feel assured that, under his management, the Commercial Club will prove a most potent factor in the upbuilding of Plainview.

COMMERCIAL CLUB PROGRAM.

The following is the program arranged for the next meeting of the Commercial Club, which will be held on next Tuesday evening, Nov. 23:

Music by quartette.
Address—"The Co-operation of the Educational and Business Interests of Plainview."—Rev. I. E. Gates and B. T. Ansley.
General discussion.
Address—"Plainview—Past, Present and Future."—Mrs. L. Lee Dye.
Vocal solo—Mrs. L. T. Mayhugh.

If it's groceries, we have it.—The Fairris Grocery. 46

Business Phone 105
Residence " 149

E. R. WILLIAMS

THE HOUSE FURNISHER

DO YOU REST EASY?

DO you tumble and toss—remain awake—find it hard to go to sleep? What cause do you lay it to? Dollars to doughnuts you say your nervous system! That poor nervous system gets the blame for most all ills. Just look over your mattress and see if it is not hard and lumpy. Nine cases out of ten there is your trouble.

THE SEALY MATTRESS

WILL remedy this for you. It is conceded by all to be the best mattress made. Beats feathers two to one. It makes the softest bed you could sleep upon. It is guaranteed not to lump up or lose its softness. We are exclusive agents for the "SEALY." Don't make the mistake by buying any other mattress because it is cheaper. Comfort counts a great deal in a life time, and the "SEALY" beats all for comfort.

PHONES 105-149

E. R. WILLIAMS

House Furnisher

"BLUE PENCIL PRICES"

Misses Cloaks at	\$1.98
65c and 75c Fascinators at	.35
Good Outing at	.08
6c and 7c Calico at	.04
12 1-2c Flannelette at	.10
Lot of 2.50 and 3.50 Shoes at	.99

Closing out Sweater Coats, Ladies' Suits, Ladies' Skirts, Blankets, Towels, Hose, Etc.

Everybody smiles since the rain, especially those who have been waiting for it. We are putting new goods in the stock every day. Nothing reserved, the whole stock is on sale.

WAYLAND

What the people are saying about our "Blue Pencil Sale:" "I've worn that hat at \$2.98, well that's one on me." "I'll take twelve yards of that silk a sure enough sale when you undertake it." "I want another suit for the people are pleased, and you will be if you attend."

Hale County Herald

TOM SHAFER, PUBLISHER

Phones: Business office, 72; Manager's residence, 14

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

All communications, remittances, etc., should be addressed to The Herald Publishing Company, Postoffice Box 368, Plainview, Texas.

STREET CROSSINGS NEEDED.

The recent rains have indicated that some very necessary work is needed on the streets of Plainview.

Some of the crossings are simply impassable for pedestrians, and at some of the street corners large pools of water stand for days after the rains are over.

Such conditions are detrimental to the health and good looks of the town, and should be remedied as quickly as possible.

Some money has already been expended on the streets, and a little more invested in the same lines would aid materially the sanitary condition of the town and greatly improve the thoroughfares and walks of Plainview. A few loads of sand put in the low places is all that is necessary, in some instances, while in others it might require a little more expenditure of time and money, but, even if it did, it would be time and money well spent.

THE GROWTH OF A TOWN.

Did you ever watch a town grow? If not, you have the opportunity to do so, in the present status of Plainview's transition from the bald prairie to a city great in present and future possibilities.

For two years or more the town has been in the throes of building, digging, planting, laying cement walks, putting in electric lights, placing of mains, grading of streets, and a general upheaval of things old, and a revival of things new. The making of a city embraces much that is unpleasant to those who are its inhabitants at the time being, and only a feeling of pride in the development of a city can atone for the dust and disorder that is a natural consequence attendant upon continued civic improvement. Only those who

have witnessed the birth of a city can realize the amount of labor, patience, money and pluck that is necessary in the building of the modern town and the making beautiful the broad expanse of prairie, that is the only foundations of the modern towns and stately homes of the West.

Those who enjoy the paved streets, the parks and other conveniences and blessings of a large town are reaping the benefit from the labors of those true and tried souls who have braved the hardships contingent upon the early settlement of a country, those who for years never heard the whistle of a locomotive nor saw the gleam of railway steel—those who labored earnestly in humble homes, enduring hardships, and were only kept up by the hope of the bright future which they knew was in store for them and their children.

The making of a city means much that is unpleasant, but much more that is hopeful and beneficial. It means the knowledge that we are building for the future. Let us make that future prosperous and beautiful by laying a solid foundation.

TULIA INCORPORATED.

The election at Tulia, on the 8th, resulted in a handsome majority in favor of incorporation. The county judge states the election for city officials will be ordered at an early date, and will be held about thirty days from the election for the incorporation of the town.

Tulia is to be congratulated upon taking an important step in the right direction. It means that she will soon have the advantages of a city, and the further opportunities for rapid improvement.

Old-Fashioned Party.

Mr. and Mrs. R. W. Otto were the genial hosts last Monday of an old-fashioned dinner party. A five-course dinner, consisting of all the delicacies of the season, was served promptly at high noon.

The personnel of the invited guests comprised only the close friends of Mr. and Mrs. Otto, and were Mr. and Mrs. L. A. Knight, Mr. and Mrs. R. E. Burch, Mrs. Buckheimer and Misses Hoppell, Mary Parr and Bettie Knight.

The entire party remained until after supper. Five Hundred occupied the afternoon and evening hours.

WANTED—A boy over fifteen years, who has experience feeding cylinder and jobbers to register. Must be strong.—The Herald.

BUSINESS vs. BONUSES

DON H. BIGGERS WRITES OF AN INTERESTING SUBJECT.

Wherein the Extensive Land Owner Has a Proposition to Figure Out.

When Mr. Willard, vice president of the Burlington System, visited this country last spring, in the course of a short conversation with the writer, he remarked: "I am agreeably surprised. You have a country that is naturally much greater than I had expected to see. Naturally, the Plains should be one of the greatest farming countries in the world. Only the short-sighted policy of the land owners and the indifference of the people can prevent or retard this. Railroads do not calculate so much on what they will haul into a country as they do on what they will be able to haul out of it. A community that only receives freight will soon exhaust its substance, but a country that ships out stuff will always have money with which to ship in more stuff. It is the country that produces more than it consumes that is always prosperous and gives railroads double tonnage."

W. B. Storey, chief engineer of the Santa Fe, recently made this emphatic, if rather rude, remark to a committee that called upon him in regard to business matters:

"I don't give a d—n for the speculator. Maybe he is a good fellow and serves his purpose, but he doesn't serve mine. I want to see people come into this country that will put it in cultivation. We want to begin hauling trainloads of produce out, and we will never do that until the farmer gets absolute possession of the country."

E. P. Ripley, president of the Santa Fe, visited the Plains recently, and he said:

"The great work before the Santa Fe now is to help you men to bring about the agricultural and industrial development of the country, and the great work before you people is to help the Santa Fe in this work."

Ben B. Cain, vice president and general manager of the Gulf, Texas & Western Railroad, in company with other high officials of that line, recently visited the Plains country and made forcible, sensible talks to the citizens of several towns. He dwelt with especial force upon one important point, and that was this:

"Bonuses do not appeal to us so much. It is the business we are after.

OPENING

Cochrane's Opening

of new Photo Studio will be next Monday and Tuesday, November 22nd and 23rd. Everybody invited : : : : : : : : :

When will the land owners, particularly those below the cap rock, be convinced or forced to put their lands into cultivation, either by doing this themselves or by disposing of their lands to those who will? There is not a more productive country than this, no country that will, if natural advantages be utilized, make a more prosperous people or give greater traffic to railroads."

I have presented these facts because they are significant. The tonnage from one year's good crops in a great country like the Plains means more to railroads than several times the bonuses they receive for their construction. With a sufficient production, there will be no more bonuses to pay. The roads will come for the tonnage. That is the best and only sensible way to give a bonus.

These gentlemen were not indulging in flattery or foolishness. They were seriously in earnest. Certainly there was a self-interest back of their earnestness, and that only makes their expressions the more important.

I was recently talking with an extensive land owner along these lines, and urged upon him the common justice and self-interest in the matter of putting his land in cultivation. Idle land is a dead weight, producing land a profit and benefit, and if the land isn't for sale it should be in use. The man said he had tried a renter, and the fellow had done no good—wouldn't half work. On the same principle it is fair to suppose that if a business man hired a worthless fellow to clerk, he would close his store. He certainly would if he tried to conduct his business with worthless help, but the sensible business man would very quickly fire the bunch and hire more, and he would continue to fire and hire till he got

the right people. Observation has convinced me that the trouble with the tenant proposition is more traceable to the land owner than to the tenant. In the first place, the principle is wrong; and, in the second place, the land owner will pick up any individual and expect great results. The right kind of tenant, when treated right, will produce the right kind of results.

I know one man that worked the proposition scientifically and practically. He had considerable land and it was idle. That didn't appeal to him. He went into Missouri and Illinois, and would spend a week or two in each community where he stopped. He would get pretty well acquainted and when he found a man that suited his purpose he would make him a proposition. He would rent him land, with the option of buying it at a specified time at a fixed price, or he would sell the land outright if the purchaser would put up one thousand dollars worth of improvements to 160 acres, the purchaser paying one dollar per acre down, with good time at eight per cent on the balance. The man got good prices for the land, and the improvements made the paper negotiable. That was three years ago. Without exception the tenants have bought the land, and those who purchased to begin with have paid for their land. The secret of this man's success was in the fact that he went right into the market and hunted the people he wanted to sell to, and he sold to no other kind. He gave worthy people the advantage of his offer, and he profited by it. A chump or worthless fellow is a bad bargain, no matter in what capacity, and the trouble with too many land owners is the fact that they merely want a tenant

Selling My ENTIRE STOCK at and Below Cost!

If anyone has any doubt about this, come and see, and examine prices here and elsewhere. Money saved is while stock is complete. My be deceived.) But I am selling standing with customers who were paying regular price for

Remember the place, first building south of the new Schick Opera house. Open evenings.

I CAN SAVE YOU

40 to 50 per cent on Cut Glass and Silverware. 35 to 50 per cent on Jewelry of all kinds. 25 to 40 per cent on Watches and Clocks.

and money made. Come early stock is not damaged. (Don't it to avoid future misunderstanding might be led to believe that they goods that I had at time of fire.

Yours for business,

WILBERT PETERSON, the Jeweler

who have been to the "BLUE PENCIL SALE,"
 and marking them at the "Blue Pencil Price."
 A BIG STOCK AT A BIG REDUCTION . . .

W & WOFFORD

How can you sell them so cheap?" "A genuine Stetson
 and want another pattern while this sale is on." "You all put on
 my other boy, like the one that I bought yesterday."
 end our "Blue Pencil Sale." Sale closes Nov. 27th.

"BLUE PENCIL PRICES"

Lot \$13.50 to \$15.00 Men's Suits at	\$6.69
Lot \$7.50 to \$10.00 Boys' Suits at	3.98
A Genuine Stetson Hat at	2.98
Finck's Overalls at	.89
Lot 35c to 50c Suspenders at	.18
Men's 1-2 Hose at	.06
Men's 35c Ties at	.23
Closing out Sweater Coats, Selz Shoes, Overshirts, Caps, Belts, Gloves, Rugs, Carpets, Etc.	

or a buyer, and are not at all sensible
 or careful in their selection, if such
 slipshod business can be called a
 selection.

The writer has personally inter-
 ested two extensive land owners to
 adopt this man's policy, and knows a
 third man who has voluntarily de-
 cided to do likewise. There is but
 one thing necessary to success with
 this plan, and that is to pick out the
 right man.

The big land owner had better read
 the signs of the times. Society's
 economic necessities will not permit
 the land to lay idle, for idle land is
 a burden and a barrier to the pro-
 gress of the community. If the land
 owner doesn't act wise, and solve the
 problem himself and to his individual
 benefit, he will have a solution forced
 on him, and it may be a bitter solu-
 tion.

We hear a great deal of talk about
 the high price of land. That is fool-
 ishness. It is the idle land that is
 working the trouble. The high price
 of land is the only solution of the
 agricultural problem in this country,
 as conditions exist. When land was
 a dollar per acre, people didn't want
 it. When it got to four or five, they
 bought great tracts of it for specula-
 tion. As prices advanced the amount
 of land bought was less, and, at pre-
 sent prices, a man is not going to buy
 any more than he can profitably use.
 This land is still cheap. Quality con-
 sidered, it is the cheapest land in the
 world. It is the policy some land
 owners are pursuing that is expensive
 to them and a drawback to the coun-
 try. There are just two kinds of ad-
 vertising that we now need. First is
 scientific methods to show what can
 be done, and second is practical busi-
 ness management on the part of those
 who have lands for sale.

We are coming to this, as we abso-
 lutely must, but the quicker the bet-
 ter. We must develop the land to
 give it value. To make the country
 prosperous, we must ship out train
 loads where we ship in car loads.
 Just now the proposition is the re-
 verse of this, and the country nor the
 seasons are not to blame.

RETURNED FROM SPUR.

J. O. Bell, of the recent firm of
 Bell Bros., returned last Monday
 from Spur, where he intends to put
 in a gent's furnishing house. Mr.
 Bell informs us that Spur is on a
 boom of the biggest kind. Forty-two
 business houses, many of them sub-
 stantial brick structures, are in
 process of construction, with resi-
 dences in proportion.

Spur is located in the midst of the
 Spur lands, and is the terminus of the
 Stamford & Northwestern railroad.
 It had its opening a short time ago,
 and, as it is situated in a good farm-
 ing district, and backed by the Swen-
 sons and other large capitalists, it
 stands to reason that it will become
 a large town in a short time.

CHANGED HANDS.

The Vickery-Hancock Grocery Co.,
 of Ennis, has purchased this week the
 confectionery and market owned by
 N. A. Price, and will put in an up-to-
 date grocery, with first-class market
 in addition.

This company has a similar busi-
 ness in Ennis, and thoroughly un-
 derstands handling groceries.

P. A. Hancock will have charge of
 the business at Plainview.

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.

ONE OF THE BEST DEVELOPERS.

Those who have watched the rapid
 development of Texas closest are
 strongest in the belief that in spite of
 the wonderful transformation that
 has taken place, the country is yet
 in its infancy. What has already
 been accomplished is quite enough to
 attract the attention of the world, but
 it is indeed a small improvement
 compared to the possible results, so
 broad and unlimited are the oppor-
 tunities afforded.

In the future development we must
 agreed that the most important work
 lies in the settling the state with a
 desirable class of farmers, men who
 are financially able to own homes,
 or at least who are sufficiently versed
 in modern farming to be classed
 among the progressive elements of
 that vocation. With the proper set-
 tling of the state by this class of
 people will naturally and quite easily
 come greater cities, more and large
 factories, more railroads and ad-
 vanced waterway improvements, for
 upon the number of people and the
 business furnished must necessarily
 depend these advancements.

Cities may be builded, railways may
 be extended, rivers and harbors may
 be improved and factory buildings
 may be erected, but these things will
 never bring the prosperity to which
 the state is justly entitled and upon
 which it must depend for sustenance
 in the long run. There is still one
 thing lacking, and that is the doubling
 and trebling of the number of farm-
 ers. To secure this condition it is
 necessary, first to demonstrate to the
 farmers of other states that Texas
 soil is more productive than the soil
 of their present localities, a matter
 to which every Texan is willing to
 agree, but in proof of which com-
 paratively few can furnish trust-
 worthy evidence.

By a close study and a careful ex-
 ercise of the principles of scientific
 farming, however, we may convince
 the world of the truthfulness of our
 assertions. The price of lands, which
 is now less than one-half or even one-
 third of what is asked in a majority
 of the Northern states, is not a matter
 of so great importance when the
 homeseekers have witnessed the har-
 vesting of such crops as have been
 grown in some instances by intensive
 cultivation of the soil; and within a
 period of a very few years, if inten-
 sive methods be regularly employed,
 we may demand greater prices,
 prices which are in keeping with the
 true value of our properties, but not
 until we have demonstrated their
 worth in dollars and cents, as have
 the farmers of other countries, where
 land prices many times larger than
 our prices are now readily realized.

Advertising will help to a great ex-
 tent, as it has in the past, but no
 amount of advertising, regardless of
 the price asked by the land owners,
 will bring the results which may be
 had through the prosecution of inten-
 sive methods of producing results.

The farmer who gives this question
 the proper study and who determines
 to profit by its teachings will, then,
 not only add greatly to his own an-
 nual income, at the same time making
 his lands more valuable, but he will
 add to the influences which will more
 readily than any other method induce
 settlers from other states and other
 countries.

Results will speak for themselves
 in farming as in other lines of busi-
 ness, and the man who becomes an
 intensifier may confidently expect
 the public to place a higher value
 upon his property than upon that of
 his neighbor who is less thoughtful,
 for the reason that his holdings are
 considered more valuable by reason of
 their increased power of production.

—Dallas News.

CHANGED HANDS.

George W. McKinney, former owner
 of the Plainview Transfer company,
 has sold to R. W. Matsler, proprietor
 of Matsler livery barn. Hereafter
 the two will be consolidated into one.

FORCED INTO EXILE.

Wm. Upchurch, of Glenn Oak,
 Okla., was an exile from home.
 Mountain air, he thought, would cure
 a frightful lung-racking cough that
 had defied all remedies for two years.
 After six months he returned, death
 dogging his steps. "Then I began
 to use Dr. King's New Discovery," he
 writes, "and after taking six bottles
 I am as well as ever." It saves thou-
 sands yearly from desperate lung dis-
 eases. Infallible for Coughs and
 Colds, it dispels Hoarseness and Sore
 Throat. Cures Grip, Bronchitis,
 Hemorrhages, Asthma, Croup, Whoop-
 ing Cough. 50c and \$1.00. Trial bot-
 tle free. Guaranteed by all Drug-
 gists.

It seems that we must continue to
 permit the American boy to work off
 his headiness at football.

MISSION NOTES.

The Woman's Foreign Missionary
 Society will hold its regular monthly
 meeting at the church next Monday
 afternoon at 3 o'clock. A full at-
 tention is very earnestly urged.

The board set aside Thanksgiving
 week for the Week of Prayer, but it
 has been deemed advisable to post-
 pone it until a little later, the time
 to be selected next Monday.

The Home Mission was rained out
 last Monday, but will hold a called
 meeting Monday afternoon, after the
 Foreign Mission Society, in order to
 complete preparations for the Thank-
 giving dinner. There will be quite
 a good deal of business to attend to,
 therefore, it is necessary that every
 member should be present.

There will be no Study Class on
 Monday.

GABIE BETTS-BURTON.

DIED AT BELTON.

The father of E. F. and G. D.
 Dougherty died recently at Belton, a
 short time after Mr. and Mrs. E. F.
 Dougherty reached there, who, as
 stated in a late issue of The Herald,
 were called by wire to his bedside.

PROGRAM FOR B. Y. P. U.

The following is the program of the
 B. Y. P. U. for next Sunday, Novem-
 ber 21, 1909:

- Leader, Mr. Shambaugh.
- Song.
- Prayer.
- Song.
- Scripture reading—Luke 18:9-17—
 by leader.
- Song.
- Tell the parable of the washing of the
 disciples' feet.—Miss Cora Hale.
- Tell the parable of the Pharisee and
 the Publican.—Mr. G. C. Harrison.
- Tell the incident of Jesus at the
 dinner.—Miss Ella Dillingham.
- Prayer.
- Miscellaneous.
- Dismissed by repeating in concert
 the Lord's Prayer.

THANKSGIVING DINNER.

The Methodist ladies will serve a
 turkey dinner Thanksgiving day at
 the new Stephens building, opposite
 the First National Bank. 46

A good deal of oil has been wasted
 on the troubled waters.

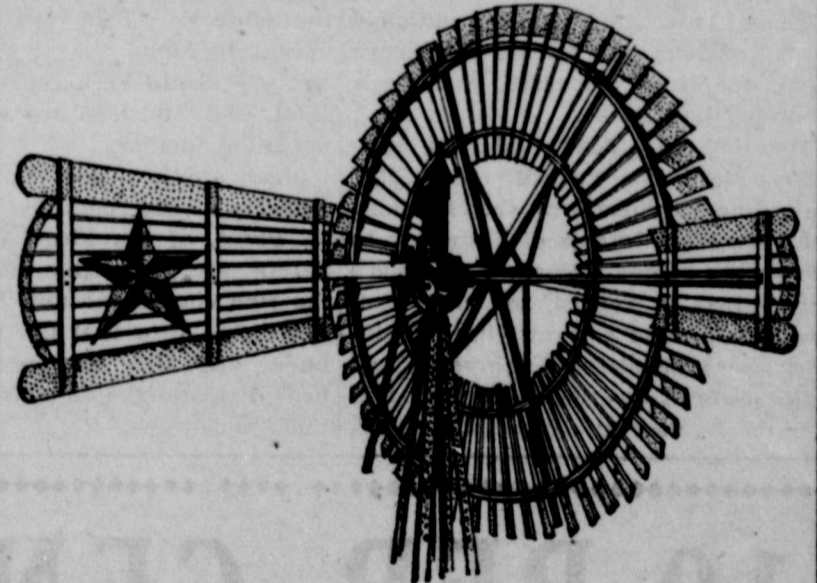
THE GENUINE STAR WOOD WINDMILLS

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 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, Floyd-
 ada, Texas; Barton Supply Co., Abernathy, Texas; 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.



FLINT & WALLING MFG. CO.

Kendallville,

Indiana



PROTECTION

is what we all want. The eagle may scream and his flight may be the highest, but he isn't worth powder to blow him up when it comes to

Adjusting Fire Losses. This Office Does It

on every policy we write. Protection is full and complete in all our policies.

Hazard Nothing. Get Our Policies.

It's a risk to delay. Insure today. We write Live Stock, Liability, Plate Glass and Automobile Insurance.

Hoyle and Malone

Room 22, Wayland Building. Phone 231.

PLAINVIEW, TEXAS.

MEETING OF COMMERCIAL CLUB.

The Commercial Club held a rousing, enthusiastic meeting last Tuesday night at the Baptist church.

As Mr. Dowden, the president, was absent, the house was called to order by A. E. Harp. After reading of minutes of previous meeting by J. H. Foster, Don H. Biggers, of Lubbock, made a short, forcible talk upon the "Necessity of Judicious Advertising in Commercial Club Work." He complimented the Plainview Commercial Club upon their plan of assessment and upon the fact of making the ladies honorary members of the organization. He said that those two points alone would make it the synore of the surrounding clubs, and advised enthusiasm and hard work toward making the club an upbuilder for Plainview.

James Frye, who for the past year has been secretary of the Tullia commercial club, was present, and, when called upon to make a talk, he told of his successful efforts with the Swisher county display at the State fair, and also gave some pointers in commercial club work.

These two gentlemen mentioned have had long and varied experience along the lines discussed, and knew whereof they spoke.

Mrs. W. A. Todd's address upon "How Shall We Beautify Our City" was another instance showing how dear are the interests of Plainview to the hearts of her women. Mrs. Todd's suggestions in regard to civic improvement and beautifying Plainview were beautifully expressed and well received by the audience. Her idea of the necessity of a public park

was indorsed by Mr. Harp in his forcible remarks upon Plainview in general and the Commercial Club in particular.

All present who were not members were requested to give in their names, and, almost without exception, every man present agreed to become a member.

Contracts were signed by those who had already given in their names, some of the members doubling the amount assessed them. The Commercial Club of Plainview now consists of 158 live-wire, active, working members—all eager for the advancement of Plainview.

The names procured by some members of the soliciting committee were read, Dr. G. M. Abney carrying off the palm by the long list of his medical brethren.

A committee, consisting of Judge Lancaster, Mayor DeLay and E. H. Penry, was appointed to ask the business men of Plainview to decorate their windows on the 27th with the Elks' colors, royal purple and white.

A standing program committee was appointed by the chair, consisting of J. F. Sander, chairman; Dr. G. M. Abney, W. B. Joiner and Mesdames R. W. Brahan and W. E. Armstrong.

After a vote of thanks to Mrs. W. A. Todd and Messrs. Biggers and Frye for their most excellent talks, the Club adjourned, to meet again on the 23rd inst.

BEGIN TRACK LAYING.

The work of laying the track between here and Floydada, via Lockney, was begun on Wednesday by the immense Hurley track laying machine, used by the Santa Fe in constructing their lines through the West. This machine has a capacity of laying three miles of track a day, and, if there is no delay in procuring material, the track will be finished in a short time. This means another outlet for Plainview, another step towards making her the great railroad center of the Plains, which she is destined to be in the course of a few years.

The Hurley machine was moved by the Santa Fe to the Floydada branch as work below Lubbock is temporarily delayed by lack of material. Mr. Hurley, the inventor of the machine, is at present in Plainview superintending the work of laying the track on the new line.

Grading was begun on the Floydada extension about a year ago by capitalists of Lockney and Floydada, of whom W. M. Massie, of Floydada was the head, and was known as the Llano Estacado line.

The grading was practically done when the matter was taken up by the Santa Fe. This road procured an option for four years, and right-of-way, the Santa Fe agreeing to lay the steel and furnish necessary transportation facilities.

Much credit is due the original organizers of the road, and also to Ray H. Pettit, of the Floyd County Hesperian, for promoting this outlet for the rich country around Lockney and Floydada. Now that the work is well under way, they may soon expect to hear the whistle of a locomotive in their midst.

10 PER CENT DISCOUNT ON JEWELRY

As an inducement to our customers in early Holiday buying, we shall sell, until further notice, all Jewelry, Rings, Diamonds, Cut Glass and China at 10 per cent less than the marked prices. (Watches and clocks excepted.) Each year the buying of Christmas Goods is put off until the last week or ten days. This makes it impossible for us to give the attention to our customers we would like. It gives us no opportunity to re-stock our lines. It gives you a picked-over line to select from, and is altogether most unsatisfactory to you and to ourselves. Those who wish to take advantage of the

10 Per Cent Early Holiday Discount Sale

may come and make their selections now, make a cash deposit on same, and we will lay aside until you want them. This 10 per cent discount sale will positively be discontinued before the Holidays. We show the largest line of this class of goods ever shown in this part of the country, and while our prices are not high, our reputation is back of the quality of each article.

WYCKOFF-WILLIS DRUG CO.



Cottolene Is Not a Substitute for Anything

No animal product, such as hog lard, ever has afforded, or ever can afford a satisfaction to compare with *Cottolene*. It is far superior to lard because it contains no hog fat, and its purity is unquestioned. It is more economical than butter for shortening and frying because, being richer, one-third less is required.

Cottolene is made from cottonseed oil, a fluid extracted from the seed of purest cotton. From Cottonfield to Kitchen—human hands never touch the oil from which *Cottolene* is made.

Pies, doughnuts and cakes cooked with *Cottolene* can be fearlessly enjoyed by the most determined dyspeptic, for *Cottolene* makes food digestible as well as palatable.

There is no substitute for *Cottolene*, because there is no shortening as good as *Cottolene*. It is pure, clean, neutral in taste and flavor, and absolutely the purest and most healthful frying and shortening medium.

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



CITATION BY PUBLICATION.

THE STATE OF TEXAS,
To the Sheriff or any Constable of Hale County, Greeting:

YOU ARE HEREBY COMMANDED to summon Henry Russell by making publication of this Citation once in each week for four consecutive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper published therein, but if not, then in any newspaper published in the 64th Judicial District; but if there be no newspaper published in said Judicial District, then in a newspaper published in the nearest District to said 64th Judicial District, to appear at the next regular term of the District Court of Hale County, to be holden at the Court House thereof, in Plainview, Texas, on the First Monday in October, A. D. 1908, the same being the Fifth day of October, 1908, then and there to answer a petition filed in said Court on the 5th day of September, A. D. 1908, in a suit, numbered on the docket of said Court No. 432, wherein J. Breckenridge is Plaintiff, and Henry Russell is Defendant, and said petition alleging that on the 8th day of October, A. D. 1906, plaintiff and defendant entered into a contract in writing, whereby it was mutually agreed that defendant should sell to plaintiff a certain tract of land situated in the County of Hale, containing 320 acres, and known as the East One-Half of Sec. 12, Block A.1, for the sum of \$8,639.98, to be paid therefor by plaintiff; that defendant was acting as agent for L. J. Yates, the owner of the above described land, and under his instructions; that the defendant should make a good title to said tract of land and deliver a deed therefor to plaintiff; and that plaintiff should pay to defendant the sum of One Thousand (\$1,000.00) Dollars cash, and the balance of the consideration to be paid in three notes, in the sum of \$2,546.66 each, due in one, two and three years, upon the delivery of the deed as aforesaid. That in pursuance of said agreement the plaintiff on the 8th day of October, A. D. 1906, paid to the defendant the sum of One Thousand (\$1,000.00) Dollars, to be and for the use of the defendant and to be retained by him on account of the purchase money, if plaintiff should complete his purchase and receive the deed to said premises, but to be to and for the use of plaintiff, and to be returned to him, if the defendant should fail or refuse to fulfill his agreement as aforesaid and give a deed of the premises at the time and pursuant to the agreement hereinbefore set forth. That defendant represented to the plaintiff that he had authority to sell the above described land on conditions and terms as hereinbefore set out, whereas, in fact and in truth, he had no authority to sell the said land otherwise than for cash; that in order to induce the plaintiff to buy the said

land the defendant falsely and fraudulently represented to the plaintiff that he had the authority to make the sale on conditions and terms as aforesaid, and, in fact, did make the sale on terms and conditions as hereinbefore set out, which conditions and terms were contrary to the instructions of the owner of said land, the said L. J. Yates. That the plaintiff, believing that the defendant had such authority, and acting in good faith, gave his check for One Thousand (\$1,000.00) Dollars on the Knoxville National Bank, Knoxville, Iowa, made payable to Henry Russell or order, as earnest money, and took a receipt therefor, signed by defendant, with the understanding that the same should be paid in as the cash payment in accordance with the conditions and terms of the contract hereinbefore set forth; that the check was sent for collection through the National Bank of Commerce, Kansas City, and stamped by them October 12th, 1906, thence to Iowa National Bank, Des Moines, Iowa, October 13th, 1906, and was paid by the Knoxville National Bank, Knoxville, Iowa, October 15th, 1906; that said amount was deposited by the defendant to be credited to his, defendant's, account in the First National Bank of Amarillo, Texas, October 10th, 1906.

The Plaintiff further represents to the Honorable Court, that in pursuance of the conditions and terms of the agreement, he executed three promissory notes in the sum of \$2,546.66 each, made payable to the said Henry Russell, and due in one, two and three years; that in so executing said notes he was carrying out the conditions and terms of the agreement, and that he has been ready and willing to do and perform everything in the aforesaid agreement contained on his part, and was at all

times ready and willing to accept and take the deed to said premises pursuant to the said agreement, but defendant failed to carry out his part of the said contract, and, in fact, was unable to carry out his part of the agreement because he made the sale without authority, on conditions and terms contrary to the instructions of the owner, L. J. Yates, and accepted the One Thousand (\$1,000.00) Dollars from the plaintiff without authority. That when the defendant so failed to have a good title passed and the deed delivered to the plaintiff, in accordance with the aforesaid agreement, he, the said Henry Russell, released the plaintiff from the obligations of the notes, but failed and refused to return the One Thousand (\$1,000.00) Dollars paid as earnest money, or any part thereof, notwithstanding the same had been demanded of him, the said Henry Russell, to plaintiff's damage in the sum of One Thousand (\$1,000.00) Dollars, with interest thereon from the time same was paid to the defendant until it shall be repaid to plaintiff.

HEREIN FAIL NOT, but have before said Court, at its next regular term, this writ, with your return thereon, showing how you have executed the same.

WITNESS, J. W. Campbell, Clerk of the District Court of Hale County.

GIVEN UNDER MY HAND and the Seal of said Court, at office in Plainview, Texas, this the 9th day of September, A. D. 1908.

(SEAL) J. W. CAMPBELL,
Clerk District Court, Hale County.

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**.

The S. BRUNER LUMBER CO.

DEALERS IN

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

Office One Block West of Wayland Building, California Street

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

UNDERGROUND STORES.

A New Departure in Staid Old Philadelphia.

Underground department stores are heralding their attractions in large-lettered type. In the campaign of the below-the-earth bargain counter, Philadelphia has taken a sudden and pronounced lead.

The recent opening of the eastern section of the Market street subway gave the public the largest underground railway platform in the world, nearly a regulation block in length, and rapidly taking rank as one of the city's busiest squares—forty feet below the pavement.

Above the ground at this point are located three of the largest department stores of the state, representing the greatest collection of retail merchandise on the globe. When the scope of the subway station was appreciated, the startling basement possibilities of the location were made sharply apparent. The station was built to accommodate fifty thousand passengers without crowding—a fair-sized city. Separated from this stream of traffic by a space of but two or three feet were the cellars of the mammoth stores, embracing a floor space of one hundred and fifty thousand square feet, heretofore used only for storage purposes or for "notions." Why not carry arched doorways through to the subway, extend plate glass cases along the barren stretch of granite walls, and take full advantage of this startling underground trade possibility which chance seemed to have provided?

So attractive did the idea appear that an army of workmen from the department stores kept pace with the subway builders, and when the station was formally opened to the public, it was easily possible for the shopper to travel a distance of from three to five miles and stock a wardrobe, and even a house, without once ascending above ground!

The dusty barren basements had been transformed into a dazzling sea of merchandise. Hundreds of electric bulbs, strung from ceiling and walls, illuminated the scene as brightly as the noonday sun above the pavement. The shopper might have stepped in from the din of the street, instead of being directly below that din.

To develop the advantages of the subway to the greatest extent, a co-operative union was necessary between the various stores bordering on the station. Avenues of communication were required not only between the buildings, but over the subway tracks. A remarkable trade agreement was ratified, whereby all the firms pledged themselves to contribute equally to the bargain-campaign under the earth.

This agreement was extended to the railway company, in order to permit a customer to visit the station without being obliged to purchase a subway ticket. To accomplish this, a high iron fence was built at the edge of the train platforms and the overhead passageway or bridge of the stores was carried above the rails.

Between the stores on both sides of the station, cement passageways or tunnels were constructed, with the red-lettered sign of the rival firm suspended plainly at either end. A score of steps thus would take the bargain-hunter from the Smith counter to those of Jones, without the necessity of ascending to the street at any point.—Technical World Magazine.

CANYON NORMAL SITE.

The board for locating the new State Normal held its final session in Austin on the 6th, and completed the arrangements for the Canyon City site.

The abstract to the site was formally turned over to the two representatives from Canyon, R. A. Terrill and L. E. Cowling, who were present at the meeting.

By October 1, 1910, Canyon will have a \$150,000 normal. The State is to appropriate \$50,000 and Canyon gives \$100,000.

The State Board of Education has selected Prof. R. B. Cousins, State Superintendent of Public Instruction, as principal of the normal, and will immediately select an architect and arrange for the construction of the buildings.

THANKSGIVING DINNER.

The Methodist ladies will serve a turkey dinner Thanksgiving day at the new Stephens building, opposite the First National Bank. 46

From nursery direct to the planter, the world's standard trees (Stark Trees) are now sold at

25% Discount To Mail Order Buyers

for all cash-with-order business.

In addition to giving this liberal discount, we also prepay freight to any point in the United States, on orders amounting to \$10 or more, box and pack shipments without extra charge, most nurserymen make extra charges for boxing and packing, guarantee safe arrival, give generous premiums and assure every customer complete satisfaction.

Why We Make This Offer

Heretofore Stark Trees have been sold through salesmen, to whom we have paid a commission for sending us your orders. We have now discontinued selling through salesmen and are dealing direct with the planter in the irrigated valleys and orchard regions of the west. Thus the commissions formerly paid are saved—and given to you.

Our Catalogue-Price-List Is Our Only Salesman

In this state and it is a top-notch salesman too—better by far than most men salesmen. Every question you could ask, it will answer, and the answer will be correct—not a guess. Every variety in all classes is fully described, strong and weak points are pointed out—(everything is not listed as "best" as is the case with most nurserymen's literature). Following each variety is a key indicating the section of the country where experience has proven that variety will succeed.

This book contains accurate and valuable information on methods of planting, fertilization, cover crops, planting and care of trees, suggestions for spraying, pruning, etc., etc. Over 150 illustrations from actual photographs are within its pages.

You could not ask for a better salesman than is our catalogue-price-list. With it in your hands you can order more successfully, conveniently, and with better results than you could by talking to the best informed nursery salesman. Send for it today.

Have You

Planted Stark Delicious?

If not make it the first and biggest item on your next order—you'll never regret it. Delicious is the most wonderful apple known to horticulture for quality, keeping qualities and selling value. This year at the sale of the Wenatchee Valley Fruit Growers' Ass'n (Washington) Delicious brought \$3.00 per box f. o. b. there (the present market value is \$ 4.00), while Spitzenburg brought only \$2.50, Winesap \$2.25, Jonathan \$1.90, Black Ben \$1.75, (now \$2.00—selling with Jonathan), Baldwin \$1.15, Ben Davis \$1.40, Gano \$1.50, etc.

Luther Burbank, Wizard of Horticulture, says: "Delicious is a gem, the finest apple in all the world. It is the best in quality of any apple I have so far tested"—and Luther Burbank knows.

Delicious Brings \$2,000 Per Acre

100 seven year old Stark Delicious apple trees in the Bailey Orchard, Chelan Co., Washington, earned \$2,000 for their owner last year and when prices were low—on an average of \$20 per tree for one season's crop.

Delicious is today making more profits—big profits, for the long-headed, far-sighted orchardists who have planted it than any other variety. Write

for "The Apple Stark Delicious" a booklet giving its full history and the opinions of the world's greatest horticulturists and successful orchardists. It will convince you. Last year we sold 1,250,000 trees of Delicious alone and could have sold another 1/2 million had we had them. Planters now-a-days do not buy a variety at that rate unless there's a reason. And there is one—send for the booklet.

Stark King David Apple

You should plant it along with Delicious—plant it largely—you'll never regret it. It's a money maker, and a big one. It has highest quality, is a long keeper, very hardy, and has beautiful color. Sells at highest prices. Many planters think it better than Delicious.

"In my opinion King David will surpass Delicious as a commercial apple. It is fine as silk."—Rev. T. H. Atkinson, Entiat, Washington.

Was in Mr. Olds' orchard last week. His King David 3-yr. old trees will bear quite a lot of fruit this year. I consider them far ahead of Jonathan—the fruit is larger, has better color and flavor and is a better keeper.—D. J. Hayden, Chelan Co., Washington.

King David stood 25 degrees below zero last winter without injury while Ben Davis suffered severely.—R. G. McDougall, Chelan Co., Washington.

King David, a very rich red, makes a most beautiful apple. Hangs on the tree well, equal to Ben Davis and just as productive; quality is equal to Spitzenburg; picked three boxes from one scion grafted on Ben Davis. It is the finest apple you have for this part of the country; the most beautiful apple grown; can't help but sell anywhere, and ahead of all others. Have heard nothing but King David all this season. Have had to date fifty-two parties at my place to see these apples.—F. Dando, Chelan Co., Washington.

Include King David in your next order. You'll never regret it and will want more when you see its magnificent fruit.

Stark Early Elberta Peach

One of the good things you can not afford to overlook. It is winning golden opinions from experienced fruit men the country over. Better quality than Elberta and ripens ten days to two weeks earlier, reaching the markets when all other good peaches are scarce and thus commanding high prices. A great shipping peach, surpassing Elberta.

I believe Early Elberta is one of the best varieties introduced since the first Elberta came. In Early Elberta one has all of the good qualities of Elberta, and the additional feature of early ripening. When this is taken into consideration, and when it is planted along with the original Elberta, much of the strain and congestion which comes with peach harvest will be greatly reduced. The shipping season will be lengthened.—E. H. Favor, Ass't Horticulturist, Davis Co., Utah.

Having tested its shipping and keeping qualities thoroughly, without doubt it is the most valuable addition to the commercial peach list introduced in recent years; an excellent shipper and as a keeper it has no rival.—L. Marsh, Hort. Inspector, Davis Co., Utah.

J. H. Hale (The Peach King) wrote me that he took some Early Elberta home from Georgia and that they kept nearly twice as long as Elberta.—Dr. Sumner Gleason (Originator of Stark Early Elberta) Davis Co., Utah.

Use Our Special Service Department Free

If you contemplate planting an orchard in either a large or small way, let us assist you. Our Spec. Service Department will advise you as to best varieties for commercial or home orchard, best methods and time of planting in your locality, spraying, care of trees, and other valuable information. This service is given without charge and will in no way obligate you to buy of us. The department is maintained to promote greater interest in the planting of the best and most profitable varieties of fruit known. Address

Stark Bro's Nurseries & Orchards Company
Lock Box Number 1000 Louisiana Missouri U. S. A.

LADIES READ INTERESTING PAPERS.

(Continued from Page Four.)

blood is always circulating everywhere, and is stagnant nowhere. Let us learn, then, from the analogy of nature the great lesson, that to get we must give; that to accumulate we must be liberal and broadminded; that to become a healthy, vigorous, progressive town we must not become stagnant.

Through an interchange of a vast commerce of ideas, we interweave our efforts into a unified whole.

Plainview, the great Empire of the West, the place our hearts love best—with all her fears, with all her hopes for future years—is hanging breathlessly upon the fate of our commercial interests.

MRS. L. A. KNIGHT.

"SHOULD THE MORAL FORCES

Of a City Co-operate with the Business Interests?"

It has been asked, "Should the moral forces of a city co-operate with the commercial interests?" There is no negative to this question;

but that they do not always do so, we will give a few statistics to prove:

According to the estimates of the treasury department, wealth in the United States increased over \$18,586,000,000 from 1900 to 1904.

Then, take Chicago, which has a dozen highway robberies in a single night and 128 homicides in a year. During the same year London only has 24. Allowing the difference in population, the chances of being murdered were sixteen times as great in the American city as in the English.

So you see that the moral and commercial forces of our land do not co-operate as they should. What we need today is a higher type of the American citizen. Men of the Harri-man type have not really made America. Though they have tended to up-build the commercial interests, they have done little for the moral. Not in the intellectual centers of the East only, but in the great fertile plains of the West, and the far-off Pacific slope, are men of the Lloyd Garrison and Wendell Phillips type, who know that the masses of their fellow citizens are not mere money-worshippers, but are capable of responding to ideals of justice and human fellowship.

We have seen that Christian patri-

otism is disinterested devotion to the general welfare. When such devotion rises to the plane of self-sacrifice, not only denominations and churches will undertake the work, but individuals will give themselves to it in the same spirit in which they would go to Africa or China, or enlist as soldiers, prepared to make a supreme sacrifice. To repeat the oft-quoted maxim, "There is a tide in the affairs of men which taken at its flood leads on to fortune."

We are proud to say that our town can boast of good churches and to-be schools and colleges. Nothing tends to upbuild the morals more. We have a people who are willing to do their part in all public enterprises which make a better town and community. So let us, as citizens of Plainview, realize that we are facing a crisis in our history, and, by uniting our moral and commercial forces, go hand in hand to victory in overcoming every evil that doth so easily beset a growing city, and make of our loved Plainview a habitation where the best of the land may settle among us, feeling assured that the morals of their children will not be corrupted, and their commercial interests will be secure.

MRS. J. N. DONOHOO.

LARGE GRAPE VINE.

E. W. Byars, who lives northwest of town, showed the reporter, last Monday morning, a grape vine of two years' growth that measured eighteen and a half feet in length.

Grapes grow so rapidly and bear so prolifically in this country that they seem almost indigenous to the soil of the Plains. Mr. Byars has slept on his rights, as his vine is two feet longer than the one in the Hale county display at the Dallas fair.

The Swine or the Flower?

Ah me! I saw a huge and loathsome sty, wherein a drove of wallowing swine were barred, whose banquet shocked the nostril and the eye; Then spoke a voice, "Behold the source of lard!" I fled, and saw a field that seemed at first One glistening mass of roses pure and white, With dewy buds 'mid dark green foliage nursed; And, as I lingered o'er the lovely sight, The summer breeze, that cooled that Southern scene, Whispered, "Behold the source of COTTOLENE!"

The Cochranes give their opening of the new up-to-date photo gallery next Monday and Tuesday. See their art work and meet with them. 46

Quitaque Stock Farm
 JNO. T. HAYNES
 Horses, Mules and Cattle of every description
 Phone Connections. Address: Quitaque, Texas.
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J. E. PENICK, Contractor..
 All Kinds of Brick, Stone, and Cement Work
 CEMENT TRIMMINGS AND SIDEWALKS A SPECIALTY
 North Covington St. Phone 331

SOME CYNICAL SAYINGS.
 By Mrs. Solomon.

Verily, verily, my daughter, the good things of this world are unequally divided!

Lo, one woman, in her time, hath three husbands, and another woman hath not even one husband!

One woman is blessed with naturally curly hair, and another woman is cursed with a college education!

One studieth biology, mineralogy and mythology, yet teacheth school for a living; and another sticketh to dermatology and is clothed in imported gowns!

Now there came unto me a maiden, weeping, and she said:

"Why can I not marry? For, lo, I am not bad looking. Nay, I am clever and have much knowledge of the household art. Moreover, I am graduated from a cooking school and I can tell lamb from beef and am prepared to boil an egg. Yea, I am filled with common sense and I would make a good wife! Yet all men look at me as though I were a specimen, and each one passeth me along unto the next with a recommendation."

And I answered her, saying:

"Go to, foolish damsel! Dost thou not know that a man seeketh not a good wife, but an amusing one? A man desireth not common sense from a woman, but incense—even nonsense. Lo, when he goeth forth into the matrimonial market, he looketh

not for a vegetable for his kitchen shelf, but for a flower for his buttonhole.

"What profiteth it thee though thou speakest French and understandest Greek if thou knowest not how to prattle baby talk?"

"What profiteth it thee, though thou playest Beethoven like unto Paderewski, and makest a chicken pie like unto a French chef, if thou knowest not how to run thy fingers through a man's hair?"

"What availeth it thee, though thou art proficient in all the domestic arts, if thou hast not the art of flattery?"

Verily, verily, unto a man the world of women is divided into two classes: Those whom he idealizeth—and those for whom he worketh.

Those to whom he offereth praise—and those to whom he offereth orchids.

The kind that he intendeth to marry and the kind that he doth marry.

Those whom he calleth sensible—and those whom he calleth "Honey."

Then consider the tastes of men, which are strange. For a man looketh at every woman from two angles; and who can make that straight which heaven hath made crooked? Selah!

NO BOXES FOR TWO.

Telephone girls sometimes glory in their mistakes, if there is a joke in consequence. This story is told by a telephone operator in one of the Boston exchanges, about a man who asked her for the number of a local theater.

He got the wrong number and without asking to whom he was talking, he said: "Can I get a box for two tonight?"

A startled voice answered him at the other end of the line: "We don't have boxes for two."

"Isn't this the ——— theater?" he called crossly.

"Why, no," was the answer, "this is an undertaking shop."

He cancelled his order for a "box for two."—Boston Record.

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, Hockley, Cochran.

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

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| M. M. Hargis, Manager | J. P. Maddox |
| Walter A. Hargis, Cashier | L. C. Smith |
| T. H. Shaw, Cattle Salesman | Jno. R. Blocker |
| C. M. Bishop, Hog and Sheep Salesman | Will H. Ford |
| Leonard Hardin,) Yardmen | Geo. G. Hardin |
| Tommie Shaw, Jr.,) | John L. Teague |
| Alfred Vander Stuken | Walter Vander Stuken |

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Texas-Oklahoma Commission Company

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Fort Worth Kansas City St. Louis

Stock Yards: FORT WORTH, TEXAS

MUCH BOOZE CAPTURED.

Sheriff Hughes, of Potter County, Gets After Alleged Bootleggers.

One hundred and fifty cases assorted sizes and brands of whiskey, comprising at least 5,400 bottles, with a wholesale value of \$2,250 and a retail value of approximately \$5,400, were seized last night at a point two miles north of Amarillo in a dugout, by Sheriff Hughes, assisted by Chief of Police Snyder and the latter's patrolmen, Ernest Hughes and John Blanton.

The whiskey, making two dray loads, was brought to the office of Sheriff Hughes and placed under lock. The cases indicate from markings that they are from a Kentucky distillery and consigned to Amarillo, a portion of them bearing the name of E. Young.

Tom S. Mitchell is alleged to have appeared upon the scene at the dug out last night, and while the officers named were loading the liquors, Mitchell is alleged to have asked to be permitted to ship the stuff out to some other point. It is alleged that this privilege was denied him, Sheriff Hughes insisting on carrying out his plans to lock up the goods pending action of the court, which was done.—Daily Panhandle of 11th inst.

ROCKEFELLER'S MAXIMS.

The following maxims and trite sayings are favorites with John D. Rockefeller:

The sleeping fox catches no poultry.

Silks and satins, scarlet and velvet, put out the kitchen fire.

Ask thy purse what thou shalt buy.

What maintains one vice would bring up two children.

The man of business and the business man both have business to do; but the business man is the one who does it.

Take hold, hold fast, hang on and don't let go.

A man without decision can never be said to belong to himself.

Six cents a day not spent for cigars is \$11 at the end of the year and \$550 at the end of fifty years.

Here are the original sayings of Amos Lawrence himself, which were most pleasing and important to young Rockefeller:

Do not spend your Sabbaths in noise and riot, but attend the public worship of God.

I am the richest man, I suppose, that there is on this side of the water, and the richest because I am the happiest.

Every man's pleasures should be at home.

The habit of industry once well fixed, the danger is over.

Get the habit firmly fixed of putting down every cent you receive and every cent you expend.

Good principles, good temper and good manners will carry a man through the world. The most important of these is good principles.

Business before friends.

Keep business before you; don't let it drive you.

Morality is strict justice between man and man.

Keep an accurate account of merchandise bought and sold each day, with the profit, as far as practicable.

Never be in debt more than two and a half times your capital.

Avoid tobacco and intoxicating drink.

Do your work first and enjoy your play afterward.

Practice a system of rigid economy and never spend a fourpence for unnecessary objects until you have acquired it.

Never allow a bill against you to stand unsettled over the Sabbath.

The simple rule of making a boy after he is twelve years old keep an exact account of all that he wears, uses or expends in any and every way would save more suffering to families than can fairly be estimated.

LOS ANGELES.

The Lady would remind you, please, Her name is not Lost Angie Lees—Nor Angie anything whatever. She hopes her friends will be so clever To share her fit historic pride—The G shall not be jellified. O long, G hard, and rhyme with "yes," And all about Loce Ang-el-ess.

—The Earth.

The Methodist ladies will serve Thanksgiving dinner at the new Stephens building.

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.

PUT QUALITY INTO THE BUILDING

and you will do a wise thing. You will have a stronger and better structure at first and save a lot of repair bills later on.

GOOD QUALITY BUILDING MATERIALS

cost no more than poor if you buy them at the right place. You can prove that easily by comparing the price of ours with those you have been used to paying for ordinary materials. It will surprise you to learn that our prices are as low as any and in many cases lower.

A. G. McAdams Lumber Company

OYSTER DINNER.

A dinner party that was unusual, but pleasing in every detail, was the oyster dinner given by Mr. and Mrs. R. E. Burch last Friday evening at their residence on Walnut street.

Oysters served in a variety of ways, with the usual accessories, formed the courses of the dinner, which was tempting and appetizing in all its appointments.

The invited guests consisted of Mr. and Mrs. L. A. Knight, Mr. and Mrs. J. H. Slaton, Mr. and Mrs. Hugh Burch, Mr. and Mrs. R. W. Otto, and Mrs. F. M. Lester, of Canyon.

WHEN HER BACK ACHES

A Woman Finds All Her Energy and Ambition Slipping Away.

Plainview women know how the aches and pains that come when the kidneys fail make life a burden. Backache, hip pains, headache, dizzy spells, distressing urinary troubles, all tell of sick kidneys, and warn you of the stealthy approach of diabetes, dropsy and Bright's disease. Doan's Kidney Pills permanently cure all these disorders.

Can Plainview sufferers desire stronger proof than this woman's words?

Mrs. S. L. Mooney, of Midland, Texas, says: "I was troubled by a pain in my back for nearly two years, and it seemed to be worse at night. If I attempted to turn over in bed, sharp twinges darted through me, and I arose in the morning feeling all tired out. My kidneys were out of order and the passages of the secretions were sometimes too frequent. Since using Doan's Kidney Pills I feel like a new woman. I believe they have done me more good than all the other medicines I ever used."

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.

When there is chicken for dinner and the head of the house chooses a wing, it is a sign that he is hen-pecked.

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

EVENING PARTY.

Though the elements were at war last Friday night, fifty or sixty of Plainview's younger set braved the threatening clouds and made their way to the pretty residence of Dr. and Mrs. J. B. Hall, corner of West First and Jones streets, where their daughters, Misses Mae and Madge Hall entertained with a most unique and pleasing evening function. A singing contest comprised the first part of the entertainment, during which every one was requested to stand up and sing at the same time. After this mirth-producing performance, a molding contest took place. Tiny squares of chewing gum, done up in white paper and tied with ribbon, with the name of some animal written on the paper, were handed to each one present, and they were requested to mold the animal named. After heroic efforts on the part of the guests, a number of little animals—fit occupants of Noah's ark—were evolved from the shapeless masses of gum, and handed around for inspection.

A salad course, consisting of apple and nut salad, sandwiches, and cider containing candied cherries, was served by the charming hostesses ere the goodnights were said, and the young people wended their way homeward.

The Herald for Job Printing.

HORSES BOARDED BY YOUR PATRONAGE

DAY, WEEK OR MONTH. HIGHLY APPRECIATED.

EVERYTHING TO BE FOUND IN A FIRST-CLASS STABLE

O. K. Transfer and Livery Co.

J. T. HARRIS, Proprietor

CABS AND FUNERAL EAST SIDE SQUARE
 RIGS ON SHORT NOTICE. PHONE 188.

A BIG CUT IN OUR PRICES

WE INTEND to secure a good portion of the trade tributary to Plainview, and we are going to make the prices so attractive, in connection with the quality of the goods, that you will always come to our store to do your trading. We have an immense stock, constantly keep it replenished, know what the people want and buy it, and we are always on the lookout for bargains, and give the buying public the benefit of our purchases.

OUR MILLINERY STOCK WILL BE CUT ONE-HALF

We have a large stock, bought fresh in the Millinery Centers, and it must be reduced. Ladies know values when they see them, and therefore this stock will be sold rapidly. Take advantage of this remarkable "Cut in Prices."

Clothing at Cost

We handle the Celebrated line of SCHLOSS BROS. & CO., and to wear these clothes stamps you as up-to-date.

We Can "Suit" Everyone

Shirts at Cost

We have cut our Shirt prices to **COST** as we are overstocked, and we must sell to get our money back.

Hats at Reduced Prices

We have them in every shape and color that is stylish, and we are making extra values for the money.

Come and Be Convinced

The Great Line of Hamilton-Brown Shoes, Known the World Over

There is no need to tell the buying public of the merits of these shoes. They have the quality, the style, and the right price to fit you pocket book. We are constantly increasing the stock to keep up with the sales. What we want you to know, is that we have the above line, and we will get your trade.

In Every Department We Are Cutting the Price and Offering Real Bargains

Our Mr. Shofner, who recently became manager of the Plainview Mercantile Company, has had many years of experience in the mercantile business, and prides himself on the reputation he made in East Texas for fair, square dealing, and intends to build up the same reputation in this section of the country. Mr. Shofner's every effort is to suit and please the customer, for a satisfied buyer is an advertisement.

Remember, Every Day Is Bargain Day at This Store. Investigate and You'll Know It.

PLAINVIEW MERCANTILE CO.

W. A. SHOFNER, Manager.

Tom Shafer, of The Plainview Herald, and Mr. Carter, of Plainview, were in Tullia Sunday.—Tullia Standard.

James Frye, who for the past year has been secretary of the commercial club at Tullia, was in Plainview on Tuesday and Wednesday.

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LOCAL AND PERSONAL
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W. A. Todd returned last Monday from his visit to Lubbock.

Hundreds of bargains this week at Carter Mercantile Co.'s. 46

Come and eat dinner with the Methodist ladies Thanksgiving day.

Eat turkey and cranberries with the Methodist ladies on Thanksgiving.

Come and eat dinner with the Methodist ladies Thanksgiving day.

Take dinner with the Methodist ladies on Thanksgiving. You will be royally served. 46

Ross Winn and Mr. Hatchell, of Plainview, were in Dimmitt on business this week.—Plainsman.

Mrs. J. M. Adams and daughter, of Abilene, are the guests this week of Mrs. John Fletcher Garrison.

G. M. Brooks, of Oklahoma City, is visiting his daughter, Mrs. P. J. Woolbridge.

Will Willaman, of Tullia, was the guest last Friday night of his old friend, A. C. Hatchell.

Order your meats and groceries together, and order them both from the Fairris Grocery. Phone 29. 46

Ladies' Tailored Suits—75 to select from—at 1-3 off at Carter Mercantile Company's. 46

We carry everything to be found in a first-class butcher shop. We have the best butcher in town.—G. S. Fairris. 46

County Commissioners E. Dowden, William Britt and T. W. Smith are in Oklahoma this week on county business.

Mr. and Mrs. Ray Pettit spent Friday night of last week in Plainview, the guests of J. B. Nance and family.—Floyd County Hesperian.

Cure that cold, for twenty-five cents, with Duncan's Laxative Cold Tablets. Guaranteed by Duncan's Pharmacy. 46

Mr. and Mrs. D. W. Brashears, of Fredell, Texas, father and mother of F. M. Brashears, are in Plainview and intend locating.

R. V. Ware, temporary manager of the J. W. Ware hardware store, went to Plainview last Saturday, making the trip on his bicycle. That's a good long trip for a youngster like him to make on a bike—thirty-two miles.—Floyd County Hesperian.

E. C. Nelson, Jr., who is principal of the Lockney public school, spent Saturday and Sunday in Plainview with his parents.

J. E. Pepper left last Saturday for Indianapolis, Ind., where he went to purchase several Overland automobiles.

W. R. Morrison, of Plainview, passed through here yesterday enroute to Spur.—Floyd County Hesperian.

E. H. Humphreys, manager of the Plainview Wire Fence Co., was in Floydada on business last Saturday.—Floyd County Hesperian.

Mr. and Mrs. J. M. Murphy and daughter, Thelma, returned last week from their visit to Hughes Springs. They were accompanied home by Mrs. E. C. right, who will make her home in future with her son, I. E. Wright, of this place.

We have just received a large stock of J. B. Stetsen Hats that will go in this sale at a Big Discount; some fancy shapes. L. W. Stoneker.

R. W. Baker, formerly of Plainview, but now of Spur, was in Floydada yesterday on business. Mr. Baker is taking a prominent part in upbuilding the little city under the hill.—Floyd County Hesperian.

Nervous Women

For nervous, tired women, we recommend Cardui. Cardui is a woman's medicine. It acts specifically on the female organs and has a tonic, building effect on the whole system. It contains no harmful ingredients, being a pure vegetable extract. If you suffer from some form of female trouble, get Cardui at once and give it a fair trial.

TAKE CARDUI

It Will Help You

Mrs. W. W. Gardner, of Paducah, Ky., tried Cardui and writes: "I think Cardui is just grand. I have been using it for eleven years. I am 48 years old and feel like a different woman, since I have been taking it. I used to suffer from bearing down pains, nervousness and sleeplessness, but now the pains are all gone and I sleep good. I highly recommend Cardui for young and old." Try it.

AT ALL DRUG STORES

A. L. HAMILTON & BROTHER
 Manufacturers of
**Flues, Tanks, Milk Troughs, Camp Stoves, and all kinds of
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 Repairing Neatly Done On Short Notice.
 PLAINVIEW : : : : : TEXAS

ALFALFA LUMBER CO.
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All Kinds of Building Material
 Phone 163 **M. C. HANGOCK, Local Manager**

WEST TEXAS DEVELOPMENT

The following is clipped from an article by W. G. Sterrett, in Sunday's Dallas News, on "West Texas Development," and will doubtless prove interesting to readers of The Herald:

"The railroads had landed interests in this section. More than this they had far-seeing men in charge of them. For years they had been built to secure subsidies and to sell bonds. But that day had passed. They began to build as permanent and paying investments for capital. Their landed interests were of no value as long as they were so far from market. The value of the investments in their stocks and bonds was nil as long as the future promised no traffic. Clearly, then, the only policy was to develop the country, and the nester was their agent in the work. He demonstrated the falsity of the old idea that West Texas was fit only for cattle. The ranchman, in time, became convinced. If the nester could raise forage and vegetables and fruit and hogs, he could do the same. The old only-good-for-cattle acre was plowed and forage was raised. The cattle and other stock improved. Large ranches were split into farms. Railroads continued to come. Wheat fields and alfalfa fields and milo maize fields and gardens and orchards and red barns and white houses covered the old Indian hunting grounds, almost a night. It is marvelous to state that many of the most prosperous towns in the West are not yet twenty years old, and there are others of not half that age. What did it?

The answer could be made in ten thousand columns, every word of which would be interesting, but it can

also be made in one word, the "railroads." Without them it would hardly be an exaggeration to say that this vast country of which we are speaking, without a single navigable waterway, would at this hour be what it was when I went on that buffalo hunt thirty-three years ago, or, at best, only the pasture grounds of a small number of cattle kings.

With them, that country is what it is, the home of an energetic, as industrious, as resourceful, as educated and refined a people as the United States or any other country under the sun possesses. And yet not a hundredth part of what can be done by the railroads has been done, as great as has been their work. For not one man is in this country where a hundred ought to be, and not one acre is producing where a hundred ought to be producing.

"The field, the West Texas field, promises to be the scene of the exploitation of the highest abilities of what may be called railroad intellectuality. West Texas is mapped in the eye of the seekers of lands and homes. It is no longer a terra incognita. It is no longer embraced in the geographical areas of arid and desert lands of the globe. The railroads know these things, and on them they base their calculation as to the profits that would come by building to and in them. That their experience in that section already, and their opinions as to the future of it, have convinced them of the value of railroad property there can be seen by the activity in the building or the preparation for the building of hundreds of miles of lines. But in considering such activity we must not ascribe it wholly to the promising character of the section in which these new lines are being built. Another factor or incentive is to be found in the establishment of a harbor at Galveston capable of caring for the deepest

draught vessel of the seas and the proved practicability of making it the equal in safety and in depth of any in the world. That harbor disturbed the long and costly haul from the Far West to the Far East. Railroads originally constructed to carry passengers and freight from East to West and West to East, with feeders extending South and North, were awakened in an instant, so to speak, to a realization of the fact that the sea had opened to them at a halfway point and that freight intended for a sea trip is always stubborn and exacting in its demand to reach the nearest navigable salt water in the shortest possible time, and Gulfward they took their way. And West Texas was on that way, to a great extent, while it was likewise on the way to the Pacific.

"I do not mean to honor any railroad in this article above another by a specialization of its labors in the development of West Texas. I do not mean to select for especial consideration one railroad or railroad management for exaltation in a work which is of so great benefit to all of us from the Sabine to the Rio Grande, but we must have some proof of the activity mentioned and we must mention some road prominent for its activity. I will, therefore, not be called on for an explanation, and an apology would be an offense, when I name the work of the Atchison, Topeka & Santa Fe road as an illustration of what the roads contemplate in bringing West Texas close to the markets and developing it to that point where it will be one of the most populous and prosperous sections of all our country. I have it authoritatively, and by this I mean as much reliance as can be placed in it as in anything of the future, that this system contemplates building 562 miles of roads, or supplementing its present mileage by 562 miles of road, in the next two years. More than this, it is agreed that 200 more miles must be built to perfect the system elaborated by the construction of the 562 miles, but this latter 200 miles of construction have not been fully determined on or clearly mapped out and defined. Hence it may be left out of the calculation, since facts are to be alone considered. The lines now building are the Texico-Coleman cut-off, of about 280 miles in length; this line connects the Gulf, Colorado & Santa Fe Railway with what is known as the Belen cut-off. This new line extends from Coleman on the south, through the half of the county of that name, Taylor, Nolan, Fisher, Scurry, Garza, Lynn, Lubbock, Lamb, Bailey to Texico, in New Mexico, on the Texas line.

"The survey for this line is complete, and grading will commence at an early date. A branch of the same line, or rather of the same system, is being constructed from Plainview to Floydada, in Floyd county, a distance of twenty-six miles. The material is on the ground and the road will be completed in the next three months. The survey has been made and the right-of-way secured for a branch from San Angelo up the Concho river through Tom Green and Sterling counties to Sterling City, a distance of forty-three miles, and through one of the most beautiful and fertile valleys, and which as yet stands undeveloped. Grading on this line has already begun. A line south from San Angelo to a distance of twenty-five miles is contemplated, but assurances are given and there are the best reasons for believing that it will be built in the near future. Another branch that will be built by this system at an early day will extend from Lometa, on the Gulf, Colorado & Santa Fe Railway, in Lampasas county, into the San Saba valley, through San Saba, McCullough and Concho counties, touching Brady, in McCullough county. This line will be seventy-five miles long and go through one of the most fertile parts of our state.

"All these lines and branches are either building or assured, and the Atchison, Topeka & Santa Fe System may be said to be engaged in furthering the development of the state by building railways from Miles Coleman to Texico 290 Plainview to Lubbock 47 Taboka to Lamesa 56 Plainview to Floydada 26 San Angelo to Sterling City 43 San Angelo south 25 San Saba line 75 "This makes in all 562 miles. And what do they mean in an increase in wealth and population—not only to the individual or the community—but to the whole state? "Stepping back to view the possible

results of the building of the lines mentioned, by the Santa Fe System, it is fair to presume that a strip of land five miles in width on each side of these lines will be at once affected. This would, again presuming, enhance the taxable values of 562 miles of land of ten miles in width. Those who enjoy arithmetical calculations have here a basis to figure out astonishing results, and that without the alloy of supposition. At least 6,400 acres would be affected by every mile of road built, and, if this is correct, three and a half millions of undeveloped and at present almost barren acres would feel the direct stimulus of the transportation lines. If we will put only four persons on a hundred acres, a small number even in a sparsely settled country, and not even consider the building of new towns and the increase in the population of those already in existence, we can get some idea of the increase of our population and all that it implies, political influence and what not, by the construction of these highways.

"Leaving the speculative features to one side, if they are not too apparent to the speculative, the amount of money to carry out the plans of this system, as sketched above, will approximate \$12,000,000. Every load of dirt cut from a hill and every stone rolled in a hollow must be paid for, and paid to the laborer who cuts the dirt and rolls the stone. The bridge timber and the ties must come from our own mills. The feed for the live stock on the dumps will come from our own fields and meadows. In fact, the outlay of such an enormous sum in the building of these lines means the deposit of the larger sum of it in our own pockets. But every sensible and thoughtful person can and does understand all this as well as I do, and to them I am only boresome when I repeat it. Directly and indirectly, nothing but good can come from such public work as railroad building, and he, in my opinion, is wholly devoid of state pride and lacking in appreciation of the agencies of advancement who would fail to give such building all the encouragement he is capable of giving and in holding in deep respect the directing minds who have planned these things, and the individuals who have in their labors deserved well of their country."

KILLS HER FOE OF 20 YEARS.

"The most merciless enemy I had for 20 years," declares Mrs. James Duncan, of Haynesville, Me., "was Dyspepsia. I suffered intensely after eating or drinking, and could scarcely sleep. After many remedies had failed, and several doctors gave me up, I tried Electric Bitters, which cured me completely. Now I can eat anything. I am 70 years old, and am overjoyed to get my health and strength back again." For Indigestion, Loss of Appetite, Kidney Trouble, Lame Back, Female Complaints, it's unequalled. Only 50c at All Drug-gists.

YOU'LL feel better for work, play or rest if you eat Quaker Scotch Oats at least once a day.

WHITFIELD.

A change was made in the store at Whitfield last week. Mr. Hogue sold out to Mr. Sheldon, the latter taking possession the last of the week.

We forgot to make mention last week of the wedding bells which rang out on Sunday at the Wylys home, it being for Miss Wylys and Mr. Farmway. Nevertheless congratulations are in order for the young people.

Who said it couldn't rain in the Panhandle? Guess we got a soaking Friday night, all right.

P. A. Hubbard and family spent Sunday at the J. A. Pullen home.

W. P. Seago and family left Tuesday for Kirkland, Texas, to make their future home.

Henry King and Phil Hubbard were Plainview visitors Wednesday.

DIED.

Last Saturday, at the home of her son-in-law, Mr. J. Early Vandeventer, Mrs. Sarah Garner breathed her last, surrounded by loving relatives.

She was a sufferer from tuberculosis, and had come to Plainview three weeks since, hoping to be benefited by the warm sunshine and genial climate of the Plains, but the change must have been made too late, for she succumbed to the dreaded white plague.

Funeral services were held Sunday afternoon at the Presbyterian church, by Rev. J. H. Abney. The family has the sympathy of the entire community in their bereavement.

BAKER RICKER DEAD.

In a letter received last week by the Ellerd Brothers, from Denver, Colo., it was stated that Baker Ricker, who at one time ran one of their autos, had recently died at that place. No particulars were given as to the cause of his death. The young man had many friends here who were sorry to hear of his death.

It is not necessary to despise one man in order to sympathize with another; but every play has its villain and every creed its black devil.

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 THE GARDEN SPOT OF THE GREAT PANHANDLE COUNTRY

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