

Get the habit trading at

RICHARDS BROTHERS & COLLIER

"where people who dress best trade"

"PLAINS COUNTRY HAS A BRIGHT FUTURE"

So Says H. W. Campbell Who Originated His System of Scientific Soil Culture

"WILL UNDOUBTEDLY PROVE A WHEAT SECTION"

Was the Prediction of the Man Who Has Done More for the West Than Any Other Agriculturalist—His Statements Are Extremely Encouraging.

"If the South Plains country does not prove a great wheat-raising section, I am very badly mistaken in my predictions.

"I came to this conclusion after a study and investigation of conditions in this section. Had I not fully believed that this would be a great farming country, I would not have invested my money nor sacrificed my time in an effort to demonstrate the correctness of my views."

These were the words used by H. W. Campbell, originator of the system of dry-farming, exponent of the system of farming known as the "Campbell Method," and editor and proprietor of Campbell's Scientific Farmer.

This gentleman spent several days in Plainview last week, inspecting the crops on the demonstration farm, a short distance north of the city. While here he gave The Herald an hour's interview and talked freely and extremely encouraging of this section of the country with reference to present agricultural conditions and its future possibilities in this line.

About the first impression one forms on interviewing Mr. Campbell is that he knows what he is talking about; the following impression is that he is thoroughly sincere in what he says. Many men can present a proposition or talk of a situation more favorably if the least ulterior motive exists, either in fact or expectancy. On this occasion the interviewed had nothing to sell.

The public-spirited citizens of this place gave Mr. Campbell 320 acres of land for the purpose of an experimental farm, and a practical demonstration of his system of tillage as applied to this section. The land belongs to him at the end of five years, provided he produces certain stipulated results.

When the raw land, without fence or sign of improvement, was offered him he accepted the conditions that the deed be placed in escrow, and it was so placed and is now in a bank in this city, subject to his success in producing the following results:

In four successive years, one year being allowed to break out and put the land in condition for planting, he is to produce a yearly average of 30 bushels of wheat, 30 of oats and 30 of corn.

Mr. Campbell has expended something over \$3000 on the place. Like all other good business men, he had record of the exact amount, but the figures were not obtainable at the moment. A visit to the farm, however, will convince any one that the amount is not overestimated. All the improvements, together with all claims to title, he forfeits if he does not produce the required results.

Surely Mr. Campbell had faith in

the agricultural possibilities of Hale county when he staked this amount of money, his time and trouble, on the proposition.

He had studied conditions here and he knew full well the value of his system of culture.

Campbell's evidence of faith in this section, his demonstration of the value of knowledge and the application thereof, is of inestimable worth, not only to this section but to the entire Plains country.

An uninterested person might term the gentleman a wheat enthusiast, but the application of enthusiasm would be incorrect. Wheat specialist would be a more appropriate term in referring to this man, who believes in wheat, has extensive knowledge of the product, in all its details, from germination to garnering.

"Intelligent tillage of the soil is one of the greatest questions of the age. Its effect is felt in every avenue of life, and we are not producing

anything in comparison to what we should. We are barely touching the resources of mother earth, the possibilities of which we are just beginning to learn," said the man who subscribes to the doctrine that he who makes two blades of grass grow where only one grew before is a public benefactor.

"I never expect to see wheat cheap again. The world's demand is growing faster than the increase of the supply. The increase in acreage and the slight increase in acreage production is not keeping pace with the increased demand. We will either have to find a substitute food supply, increase the production per acre, or the price of bread stuffs will always be high.

"We can only bring up the average acreage production by intelligent study and application of scientific tillage. In my own state of Nebraska, the interest in scientific agriculture is perhaps greater than in any state

A PROCLAMATION

As a matter of protection to the public health, a sanitary measure of great benefit to the city and a civic movement affecting municipal pride in presenting to others and for the pleasure of ourselves a clean and well-kept city, I, as mayor of the City of Plainview, hereby designate Friday, April 15, as public "Clean-Up Day."

All good citizens will observe the day and lend their aid in the combined effort to rid the city of all accumulations of rubbish, trash, refuse and disease-breeding filth. Household-ers are earnestly asked to clean up their premises and place the collected matter in boxes, barrels or sacks, or, if none are obtainable, in piles, near the street or alley, that the wagons may have easy access to the load.

The city will furnish plenty of wagons, with drivers, to haul off the rubbish.

The work of cleaning up vacant lots, streets and public alleys will be under the supervision of the Civic League, and, in the business sections, the Commercial Club will assist them.

I earnestly urge attention to the importance of this day and request that it be fitly observed.

JAS. R. DeLAY,
Mayor.

in the West. The state fosters and encourages schools, experiment and demonstration farms, farmers' institutes, bureaus, and such means to promote the study of all branches of farming. As a result, we have brought up the average production of wheat nearly three bushels per acre. This is not as much as it should be, but, at present prices, it means an additional clear profit to the grower of over three dollars per acre."

Mr. Campbell is in no sense a booster. He has nothing to boost, except a newspaper. It may be stated,

parenthetically, that this paper is so well established and of such merit that it boosts itself. He has several farms, some of them on the same terms as the Hale county farm, and, during the conversation, in mention of the troubles and disappointments he had encountered in introducing his methods, the interviewer was impressed with a casual statement he made, that he was going to abandon the attempt to secure a title to a farm located in another part of the state.

"Couldn't you make good on the contract?" asked the newsmen.

"I might possibly meet the requirements, but conditions are unfavorable, and if I did succeed, which is doubtful, I look at it this way: others, not so well informed as to my methods, would fail. As I said, conditions are very unfavorable. The soil is all right, and the records show a sufficient amount of yearly rainfall necessary to success, but I find that the rainfall is too irregular; the total amount is all right, but it is irregular and comes too much all at one time. I feel that I would be doing other farmers, who are looking for homes, an injustice if I influenced them to locate in any section where they would most likely fail. It is nothing to me where farmers locate, no money in my purse, except the natural increase of value of one small farm, and I haven't any farms for sale, but I am interested in the success of my methods of soil culture and interested in the development and dissemination of agricultural knowledge."

"Do you believe that, one year with another, under average conditions, an average farmer can average 30 bushels of wheat per acre in Hale county?" was the specific, yet hypothetical, question.

"Can you set type?" was the interrogative response of the practical and theoretical farmer. The writer admitted that he barely knew the upper from the lower case.

"Well, in that case, my intended application is partly lost, but it still exemplifies what I said about 'Knowing how.' Some farmers know how; others are learning. Some can produce that amount."

"One thing I notice in this country: the farmers, most of them, plant their wheat too late in the fall," and in reply to the question as to the best time for planting, he said: "It all depends

The New Gospel



(Continued on last page.)

THE STOCKMEN'S CONVENTION

MET IN THREE-DAYS' SESSION AT AMARILLO THIS WEEK.

Largest Attendance of Any Previous Session—Dalhart Gets Next Meeting.

Amarillo, Texas, April 7.—The largest crowd of delegates and visitors ever in attendance at any previous meeting were present during the three-days' convention of the Panhandle Stockmen's Association, in this city.

The sessions were held in the Grand opera house, and, with the usual business of the association, smokers, speeches, music, visits to the new packery, and other forms of entertainment, the members and visitors enjoyed their stay to the limit.

It was officially announced at this meeting that every large ranch within the bounds of the organization is now identified with the Panhandle Stockmen's Association.

President Slaughter was not a candidate for re-election, and at the annual election the following were chosen for the coming year:

President, C. T. Herring, Amarillo; vice president, J. E. Rhea, Roswell; second vice president, Pat Landergin, Vega; secretary, J. H. Avery, Amarillo; treasurer, Lee Bivens, Amarillo.

Dalhart was unanimously chosen for the next meeting.

THE DEMON OF THE AIR

is the germ of La Grippe, that, breathed in, brings suffering to thousands. Its after effects are weakness, nervousness, lack of appetite, energy and ambition, with disordered liver and kidneys. The greatest need then is Electric Bitters, the splendid tonic, blood purifier and regulator of Stomach, Liver and Kidneys. Thousands have proved that they wonderfully strengthen the nerves, build up the system and restore health and good spirits after an attack of Grip. If suffering, try them. Only 50c. Perfect satisfaction guaranteed by All Druggists. 17

CHRISTIAN ENDEAVOR.

Program for the regular meeting on Sunday afternoon, April 10:
Subject—"God Is Here."
Leader—Mr. Haney.
Sentence Prayers.
Song Service.
Opening Service—By Leader.
Scripture Reading—Ps. 139:1-12—Leader.
Paper—"How Can I Make God's Presence Real to Others?"—Miss Grigsby.
Song.
Open Discussion.
Benediction.

DEATH OF MRS. FRANK LESTER.

News was received in the city this week of the death of Mrs. Frank Lester, of Happy, which occurred on Tuesday at a sanitarium in Dallas, where she had recently undergone a surgical operation. The deceased was a bride of but a few weeks, and was known to a large circle of friends as Miss June, previous to her marriage to Frank, son of Col. L. T. Lester, the widely-known Canyon banker. The body was conveyed home and interment took place in the cemetery at Happy.

THE NEWSPAPER ABROAD.

We, of the older generation, remember the early days when the teacher "set the copy" on paper furnished by the pupil. The "copy book" in those good old days was a few sheets of foolscap paper stitched together, with a cover, often made of a newspaper.

Some 35 years ago, in one of the Eastern States, a little girl came to school one morning, bringing a new copy book, bound, as above described, in a newspaper. This paper attracted the teacher's notice, and, by the little girl's permission, it was removed. It proved to be only a half sheet of a paper published in a little town far out on the frontier of Texas. How it came to the home of that little girl, the teacher failed to learn, but in its fragmentary columns he read of a land of wonderful opportunities and glowing promise, and the result was, that poor teacher sold his few belongings, bade good-bye to the hard and exacting scenes of his boyhood and came to the frontier country, from which emanated the little messenger that bound the child's copy book.

That man is yet living, and during his 34 years in Texas he has amassed a fortune. He has ever been one of the most active men in his community in the diffusion of knowledge touching the resources and the advantages of West Texas and has been instrumental in bringing hundreds of families from his native hills to find homes, happiness and emolument in Texas.

These are facts and names can be given in substantiation thereof, and the story is here related merely to illustrate the power, influence and possibilities of a newspaper when judiciously employed.

When a man becomes possessed of a great benefaction he wants the world, and, more especially his friends, to learn of his good fortune. Swisher county is largely populated with men and women who migrated hither from the older states, mostly from Tennessee. These—all of these—have hosts of friends back in the old home whom they would be glad to tell of the delights of a salubrious climate, of the unsurpassed fertility of the soil, the cheapness of land, the churches, schools, transportation, and the unlimited field of possibilities for the man of energy and industry, and the surest and most available channel through which to convey this vast store of information is through the county newspaper.

A man may write glowingly to his friend, describing the new home and country of his adoption, and men will say: "That's the way he sees it; we might see it in a different light." But read from a newspaper, men accept the statements as being from an unbiased source, and hence reliable. Men are cognizant of the fact that the newspaper, in order to maintain a status of respectability, must be truthful in all things, and hence the newspaper that goes abroad carries weight and becomes an effective evangel in the dissemination of knowledge pertaining to the development and progress of the county where it is published. Mail The Herald to friends abroad.

Why not use the best Tea? It's economical. One pound makes over 200 cups. The best Tea is Chase & Sanborn's, and it can only be had at VICKERY-HANCOCK GROCERY CO.

The clock stopped this week at 9:48:39 at CARTER MERCANTILE CO.'S. 14

"Nature's Gift from the Sunny South"

Cottolene Is a Food Product of Absolute Purity

In recent years there has been a wave of reform in the making and inspection of food products. National and State Pure Food Laws have been passed, regulating their manufacture, to insure the customer getting pure, healthful food.

Any product which contains hog fat is subject to the taint or possibility of disease germs. Lard is made from hog-fat—it may be pure, and it may not. At any rate, it is at best indigestible, and will raise havoc with any but the hardiest stomach.

Cottolene is a vegetable product, which is far superior to lard for all shortening and frying purposes. After the cotton seed oil has been refined through purifying processes of our own, it is made neutral and odorless, and an absolutely pure and healthful fat is the result.

Cottolene is a product of nature and is bound to be wholesome. It is the one dependable, healthful product for frying and shortening, and is carefully inspected and made to conform with all pure food laws.

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



ROAD NOTICE TO RESIDENT LAND OWNERS.

THE STATE OF TEXAS.)

County of Hale.) ss.

We, the undersigned Jury of Freeholders, citizens of said Hale County, Texas, duly appointed by the Commissioners' Court of Hale County, Texas, at its February Term, 1910, to view and establish a First-Class Road from Northeast Corner of Section 16, Block JK, to the West Line of Hale County and East Line of Lamb County, and having been duly sworn, as the law directs, hereby give notice that we will, on the 30th day of April, 1910, assemble at Northeast Corner Section 16, Block JK, and thence proceed to survey, locate, view, mark out and establish said road, beginning at Northeast Corner of Section 16, Block JK; thence West One Mile along the North Line of Section 16 and the South Line of Section 15, same Block; thence South One Mile on the West Line of Section 16, same Block, and East Line of Section 10, Block 06; thence West Three Miles on the North Line of Sections 11, 12 and 13, and South Line of Sections 8, 9 and 10, Block 06; thence South One Mile along the East Line of Section 14 and West Line of Section 13, Block 06; thence West on Section Lines to point in North and South Base Line of Hale and Lamb Counties, on North Line of Sections 16 and 17 and South Line of Sections 14 and 15, Block 06, and on North Line of Sections 16, 17, 18, 19 and 20 and South Line of Sections 11, 12, 13, 14 and 15, Block SH.

And we do hereby notify you, and any and all persons owning lands through which said road may run, that we will at the same time proceed to assess the damages incidental to the opening and establishment of said road, when they may, either in person, or by agent or attorney, present to us a written statement of the amount of damages, if any, claimed by them.

WITNESS our hands this 21st day of March, A. D. 1910.

M. C. CORNELIUS,
T. A. DOUTHIT,
T. J. JOHNSON,
J. C. HOMAN,

15 Jurors of View.

LUMBER YARD IMPROVEMENTS.

The Plainview Lumber Company, on South Pacific street, is making considerable improvements in the way of additional shed room. In addition to their already extensive facilities for storing lumber, they are now building 300 feet of well-arranged and substantially-constructed shed room. Heretofore they had stored lumber on both sides of the street, but, on completion of the additional facilities, all the stock will be moved over to the office side.

Look at those Petticoats in CARTER MERCANTILE CO.'S window. \$5.00 and \$6.00 values at \$3.95. 14

TO OUR CORRESPONDENTS.

The Herald wants a live correspondent in every community in Hale county. We furnish stationery and stamps and allow liberal commissions on new subscriptions. We want to make the paper of local interest to every county reader, and a few items weekly of the doings of your section would not only be a help to

us, but would attract attention to your locality and might be the means of inducing helpful settlement. 14

The Herald is overstocked with old papers. Many people find them useful for various purposes. We offer our large assortment at slaughter prices until present accumulation is cleaned out. Call early and avoid the rush.

Is Your House Numbered

so you can tell just exactly where you live?

Is Your House Screened

with good Screen Doors and Screen Wire, so you will not have to fight flies all summer?

Is Your House Supplied

with a Gasoline Stove or Range, so that the ladies will not have to smother with the heat in getting your meals?

Is Your House Furnished

with a Refrigerator and Ice Cream Freezer to keep your meats and vegetables fresh, and to make dainty ices for your table use?

If not we can supply you

with any of the above mentioned articles at very reasonable prices.

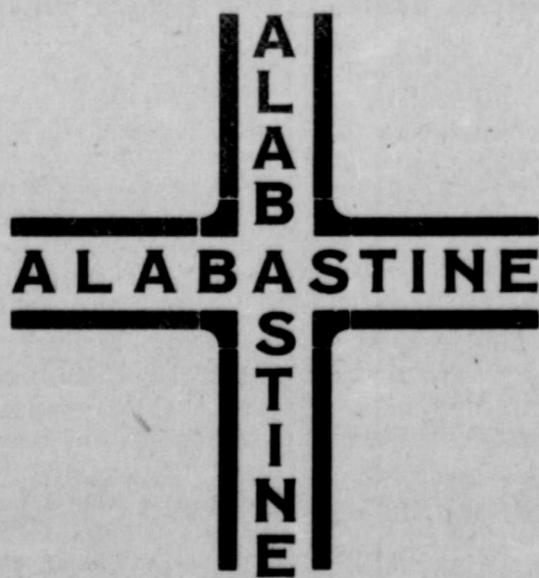
REMEMBER, we also have a full and complete line of

Canton Farming Implements

In one and two-row Planters, Listers and cultivators; Drag add Disc Harrows, Sod and Gang Plows—in fact all kinds of Implements, Buggies, Wagons and Harness.

Donohoo-Ware Hardware Company

The Place of Good Hardware The Place to Buy Good Hardware



The durable and sanitary WALL COATING. All colors and white at

FULTON LUMBER CO.

Phone 107 :: Plainview, Texas

Get Well

If you are sick, you wish to get well, don't you? Of course you do. You wish to be rid of the pain and misery, and be happy again.

If your illness is caused by female trouble, you can quickly get the right remedy to get well. It's **Cardui**. This great medicine, for women, has relieved or cured thousands of ladies, suffering like you from some female trouble.

TAKE **CARDUI** For Women's Ills

Mrs. Fannie Ellis, of Foster, Ark., suffered agony for seven years. Read her letter about Cardui. She writes: "I was sick for seven years with female trouble. Every month I would very nearly die with my head and back. I took 12 bottles of Cardui and was cured. Cardui is a God-send to suffering women." Try it.

AT ALL DRUG STORES

Men and Women Wanted

The Government Gives Railway Mail Clerks \$800 to 1,200, and Other Employees up to \$2,500 Annually.

Uncle Sam will hold examinations throughout the country for Postal Employees, Custom House Clerks, Stenographers, Bookkeepers, Departmental Clerks and other Government Positions. The work is pleasant, hours short and a position for life. Thousands of appointments will be made. Any man or woman over 18, in city or country, can get free information and instruction by addressing the Bureau of Instruction, 22 Hamlin Building, Rochester, N. Y.

C. D. Speed, prominent in oil circles in Texas, who makes his home at Corsicana, and W. F. Miller, of Dallas, Assistant Cashier of the Union National Bank, left for their homes on Monday, after attending the funeral of Mrs. L. E. Speed, in this city, last week. Mr. Speed was a son and Mr. Miller a son-in-law of the deceased.

PRESIDENT ROOSEVELT SAYS

that outdoor exercise is needed by the American people. That's all very well, but how can people with rheumatism follow that advice? The answer is simple—use Ballard's Snow Liniment and the rheumatism will go, leaving you as spry as a colt. Gives quick and permanent relief from rheumatism, neuralgia, lame back and all pains. Sold by Wyckoff-Willis Drug Co.

LECTURES.

Homer T. Wilson, the pulpit and platform orator, whose matchless eloquence and brilliant word-painting has charmed thousands throughout the United States, delivered three of his most noted lectures at the Schick on the nights of March 30 and April 1 and 2.

Those who availed themselves of the privilege of hearing Mr. Wilson were amply rewarded for so doing, and those who did not missed an inspiration for good that would have influenced their present and future lives.

Mr. Wilson preached at the Southern Presbyterian church on Sunday forenoon, and at night he delivered his able lecture, "The Resurrection of Christ, from a Legal Standpoint," at the opera house, to one of the largest audiences ever seen in this city.

These lectures were delivered in behalf of the beautiful new Christian church, now being built, and had the hearty co-operation of two other denominations in Plainview.

Plainview has been peculiarly fortunate in having Homer T. Wilson twice during the past season. His lectures are rare literary treats and fully deserving of the wide-spread reputation that they have.

A FINE OPPORTUNITY

for some one wanting to engage in the Grocery Business. I am now offering the L. J. Warren stock of groceries and fixtures for sale, in bulk, at a discount. A nice clean stock with a good trade established. Call and make me an offer.

J. L. DORSETT, Receiver.

AN AUTO ENTHUSIAST.

J. E. Pepper, known to his friends by various names of "Dr." Pepper, automobile enthusiast and Overland crank, was a visitor to the races at Amarillo this week. Dock likely never looked for the place where they were holding the Cattleman's Convention and possibly didn't know there was a cow-man in town, but it is a safe assertion that he had a front seat during every stunt the high-g geared bubbles pulled off. If there is anything about a buzz-wagon that he don't know, it will be found in the 1920 models. He is now threatening to order a car load of the prettiest cars, of their class, manufactured, the sweet-running Marmons.

While in attendance at the races at Amarillo, The Herald man saw Dock lingering around the show-car of this make, an attractive yellow roadster, and his loving, searching look of appreciation of its beautiful appearance, his enthralled gaze of affection for its outlines, amounted almost to idolatry, and he seemed entranced, perfectly oblivious to everything, in his adolescence, as he cast glances at that car such as only an adoring philander does at his dulcinea when he first arrives at the age that the rustle of skirts turns him sea-sick. Dock wanted that car.

The newsman called the selling agent aside and confidentially told him that his interested friend had only recently been released from the asylum, and was thought cured of a severe case of wheels in his head but that he had an auto bug as big as a bushel basket in his system, and it would be well to watch him, as he might steal the car. As the engine was humming along as smoothly as an electric motor and Dock's deep interest and actions looked somewhat favorable to the truth of the statement, the agent moved around where he could head off such an attempt, and the pencil-pusher pulled out for the depot.

We hope he had him arrested. Revenge is sweet, and he turned the writer down for a drive on last Sunday afternoon, for no other cause than just to take a bunch of good-looking girls out for a joy ride. They broke the speed laws, too. Had one of them not told me in strict confidence, the matter would be reported.

FARMERS AND AUTOS.

"The farmers are spending too much money for automobiles," is the astonishing statement of a Kansas City banker, who says that nearly every farmer in the Sunflower State is owner of a motor car.

Is that not more an evidence of progress and prosperity than of extravagance? Why should not every farmer be the possessor of an automobile if he is able to afford it and the roads in his neighborhood are such as an automobile can traverse?

The automobile is not purely a pleasure vehicle. It is almost indispensable to the requirements of rapid transit where rail facilities are lacking. The farmer may need it in his business almost, if not quite, as much as the urban citizen. Formerly the farmer who now rides in his sulky plow trudged along behind a slow-paced mule in turning the end. Formerly he used a scythe and gathered and bound his hay by hand. Now he rides behind a quick-stepping team on a machine that does the reaping and binding. That is not only more luxurious, but more economical. In the evolution of progress, he has introduced on the farm not only labor-saving machinery, but devices which have relieved the toil of much of its drudgery.

But, even if the automobile were merely a luxury, why should not the farmer enjoy it if he can? Young men are leaving the farm because city life is more attractive. Why not reverse the order, by making country life more attractive? With wheat selling above \$1 a bushel, cotton at 15 cents a pound, and other agricultural products in proportion; with hogs selling for as much as beef steers used to bring, and beef almost out of the reach of the man of ordinary means the producer is getting the best of it all around and is making the merchants and bankers take off their hats to him. Why shouldn't he own an automobile or practically anything else his heart desires?—Exchange.

If you have something to sell or trade, let it be known through a "Want" ad in The Herald. There is no better or cheaper way to advertise.

O. K. Transfer and Livery Co.

We do a general livery and transfer business; also feed and sales stable.

Horses Boarded By the Week or Month

For Quick Service call

O. K. Transfer and Livery Co.

East Side of Square

Phone 188

WORK THAT TELLS.

The Kind Plainview Readers Appreciate.

Cures that last are cures that tell. To thoroughly know the virtues of a medicine you must investigate the cures and see if they prove permanent. Doan's Kidney Pills stand this test, and plenty of proof exists right here in this locality. People who testified years ago to relief from back-ache, kidney and urinary disorders, now declare that relief was permanent and the cure perfect. Can any Plainview sufferer longer doubt the evidence?

Mrs. J. C. Richardson, of Quanah, Texas, says: "I was annoyed considerably for some time by sharp, shooting pains through my kidneys, accompanied by a soreness across my loins. At times, when I attempted to stoop or lift, a sudden twinge caught me and really seemed like the thrust of a knife. My mother was using Doan's Kidney Pills at the time, and, as they were helping her a great deal, I procured a box. I began taking them according to directions and in a short time my back became much stronger. I continued using Doan's Kidney Pills until my back did not bother me in the least." (From statement given Feb. 25, 1905.)

Confirmed After Three Years.

On June 18, 1908, Mrs. Richardson said: "I am very glad to confirm the statement I gave for publication in favor of Doan's Kidney Pills some years ago. The cure they then effected in my case has proven to be a permanent one. I do not think any person can make a mistake by giving Doan's Kidney Pills a trial."

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.

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



THE DESPONDENT YOUNG MAN

whose home has just been burned, is offered the protection of a friendly roof by Mr.

INSURANCE POLICY.

Don't neglect your insurance, for your property is liable to be burned at any time. It costs but a small amount to get suitable insurance, and everyone is regardless of their own interest who declines to take out insurance.

Hoyle & Malone

write all kinds of Insurance

Rooms 8 and 9, Wayland Building Office Phone, 231; Res. Phones, 90-142 PLAINVIEW, TEXAS.

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.

ALFALFA SEED FOR SALE.

I have home-grown, non-irrigated seed for sale in Plainview. My seed has taken the first prize at Dallas State Fair for two successive years. For particulars, see or write W. R. or CECIL SIMMONS.

The S. BRUNER LUMBER CO.

DEALERS IN

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

Office One Block West of Wayland Building, California Street

M. M. Hargis, Manager
Walter A. Hargis, Cashier
T. H. Shaw, Cattle Salesman
C. M. Bishop, Hog and Sheep Salesman
Leonard Hardin, Yardmen
Tommie Shaw, Jr., Yardmen
Alfred Vander Stuken

J. P. Maddox
L. C. Smith
Jno. R. Blocker
Will H. Ford
Geo. G. Hardin
John L. Teague
Walter Vander Stuken

"Let Us Sell 'Em .. There's a Reason"

Texas-Oklahoma Commission Company

Room 111 Exchange Building, Ground Floor. Phone 4106

Fort Worth
Kansas City
St. Louis

Stock Yards:
FORT WORTH, TEXAS

ALFALFA LUMBER CO.

DEALERS IN

All Kinds of Building Material

Phone 163

M. C. HANGOCK, Local Manager



H. H. Stewart's No. 136 Stockman's Saddle

DESCRIPTION—16 inch Meanea tree, 16 1/2 x 30 inch skirt, 10x19 inch fenders, 3 inch stirrup leathers, 1 7-8 inch tie straps and brass bound stirrups.

Hand made and hand stamped of the best Russett Oak Tanned Leather.

The Saddle that gives both ease and comfort to man and horse.

South Side of Square

Simon Pure NIGGER-HEAD COAL

--THAT'S US--

Also ROCKVALE, the Genuine Article, WE HANDLE IT

Lump and Nut

GRAIN

All Kinds of Feed Stuff Bought and Sold

COME TO SEE US. PHONE 176.

TANDY-COLEMAN CO.

LOCAL AND PERSONAL

Mrs. W. L. Harrington went to Hale Center on Tuesday.

J. A. Graham went to Amarillo on Tuesday.

F. A. Harp was in Plainview on Wednesday.

Mrs. R. E. Burch returned to-day from Abilene.

244 is the number that gets the best things to eat.

J. W. Campbell went to Petersburg on Wednesday.

Will Clubb and Jim Heard visited Amarillo this week.

Mrs. D. W. McGlasson is visiting friends in Waco this week.

Miss Florence Harrington spent last week in Hale Center.

Arnold Reeder, of Granger, was here this week, prospecting.

E. H. Humphries took in the Stockmen's Convention this week.

Mr. and Mrs. J. N. Donohoo took an auto trip to Tulia last Sunday.

Mr. and Mrs. Dan Shipley went to Amarillo in their auto on Tuesday.

Miss Allene Penry went to Hale Center on Sunday to visit Mrs. Silas Maggard.

Mr. and Mrs. W. G. Burch went to Amarillo to attend the Stockmen's Convention.

Miss Myrtle King, of Floydada, has been visiting Miss Annie Irick, of this place for the past week.

Mr. and Mrs. A. E. Harp and A. E., Jr., attended the Cattlemen's Convention, at Amarillo, this week.

Joseph Kelihan, of Granger, arrived to-day to look after his landed interests in Hale county.

District Attorney L. C. Penry was in Fort Worth last week attending the Court of Civil Appeals.

R. O. Roquemare, of Amarillo, was down this week superintending the work on the new Methodist church.

244 is the MONARCH, the home of all good things to eat.

TOILET SOAPS

"Cleanliness is next to Godliness," but if a smooth healthy skin is retained pure toilet soaps must be used.

We have on display a splendid assortment of Toilet and Medicated Soaps that are sure to please you.

Call and let us show you.

Duncan's Pharmacy
"The Up-to-Date Drug Store"
North Side Square

"White Swan" Canned Goods and "White Crest" Flour leads them all. Call 244.

We are "for 15,000 population in 1911, and after good customers in 1910. Call 244. We handle the best.

Why buy sorry Coal, when you can get the best at TANDY-COLEMAN CO. for less money? 14

Mesdames L. A. Knight and R. A. McWhorter went to Amarillo on Tuesday, stopping at Canyon on their way.

Otto Stahley, of Austin, one of Plainview's old residents, was in Plainview this week looking after his interests in this section.

Mr. and Mrs. D. H. Stovall and Mr. and Mrs. Silas Maggard came over from Hale Center last Saturday to visit relatives, returning on Sunday.

Ben Scholl and H. Burns purchased a copule of tracts of land this week from the Ansley Realty Company. This land is located west of town. 14

We, the MONARCH GROCERY CO., are thankful to all our customers for past patronage, and kindly ask that you continue with us. Call 244.

Mart Sidebottom, of the Nobles Bros. Grocery Company, took in the auto races at Amarillo one day during the cattlemen's convention.

Rev. C. E. Hastings, pastor of the First Methodist Episcopal Church in this city, was an Amarillo visitor on Monday, returning on Wednesday.

We want your Chickens and Produce of all kinds. Will pay the highest market price. Hens, 8c per pound. VICKERY-HANCOCK GROCERY CO.

Dr. C. C. Gidney and wife, of Granger, came in to-day for the purpose of looking at property and making other arrangements for moving here.

Mrs. C. W. Murray was in from the Harp ranch this week for the benefit of her little daughter, who is being treated by Drs. W. A. Winn and L. C. Wayland.

Judge Stallbird, formerly a citizen of Silverton and county judge of Briscoe county, now engaged in business at Lockney, was a business visitor in the city this week.

G. T. Bills, of Paris, one of the new owners of the steam laundry, came in this week with his family, and have been the guests, since their arrival, of Dr. and Mrs. J. D. Hanby.

Roy Bruner, of Floydada, passed through this city Wednesday, en route for the convention at Amarillo. Mrs. Bruner and the children accompanied him as far as Plainview.

All persons desiring to subscribe for any publication are requested to send their subscriptions through the chapter of the American Women's League, recently established at this place.

Mr. and Mrs. R. C. Ware returned on Monday from their trip to the Gulf coast and to Mineral Wells. Since their outing, they are more than ever convinced that Hale county is the garden spot of Texas.

Ansley Realty Co. sold a tract of land last week to an Ohio man, he paying cash for it. The buyer wired them to have it broke out, 640 acres, and has sent the money to a bank here to have the breaking done. This land lies northeast of town about 10 miles. 14

TWIST.

The last cold spell has damaged the fruit to a light extent.

Nearly all the farmers have begun planting kaffir corn.

Wheat and alfalfa are growing fast in the last two weeks.

Chicken raising and garden making is the order of the day with the ladies of this community.

Cliff Estes spent last week at Dimmitt, helping his brother, Percy, with his crops, and Percy returned home with him Monday to help him put in his father's crop, which is 1,000 acres. He has already planted Indian corn, and it is coming up nicely.

J. R. Walker has fifteen hundred acres ready to plant.

Several of the neighbors attended the ball game at Running Water Saturday. Twist and Running Water played, and the game resulted in favor of Running Water.

A. E. Harp has moved his six hundred head of cattle and fifteen hundred head of sheep from the J. R. Walker farm, where he has been feeding them for the past few months.

Mrs. J. R. Walker and mother made a business trip to Kress Monday, and were caught in the light snow flurry.

R. G. Lyons has rented the ranch, which he recently sold, for the coming year.

John Estes made a business trip to Tulia Saturday.

Mr. and Mrs. Ben Tarwater spent Saturday night and Sunday with Bright Bagely and family.

E. D. Matlock and family made a business trip to Plainview one day last week.

The little babe of Mr. and Mrs. A. J. Lindley, who has been very low with pneumonia, is improving nicely at present.

Mr. and Mrs. Lindley express their sincere thanks to the neighbors and friends who so kindly aided them during the sickness of their little one.

THE COMMERCIAL CLUB.

At the meeting the Commercial Club on Tuesday evening, at the Baptist church, the program as published was carried out.

The Herald representative, whose business it is to attend these meetings, was helping the cattlemen attend to theirs, up at Amarillo, on this occasion, hence no detailed report was obtained.

Miss Lena Williams was on the program for a reading, Dr. Carter for an address on "Sanitary Laws and Regulations, and Dr. Duncan had for a subject "Typhoid Fever and How to Prevent It."

From the program, subjects and ability of those who handled the subjects, the evening could not have been otherwise than enjoyable, the entertainment pleasant and edifying.

THE "DIGESTIBLE" SHORTENING.

Lard is the most commonly used cooking fat, yet not 10 per cent of the food cooked with lard digests naturally and easily; the other 90 per cent, instead of nourishing the body, merely clogs the digestive organs.

Physicians and cooking experts have long been seeking something to replace lard, and repeated tests have finally demonstrated that Cottolene, a vegetable oil cooking fat, is not only pure, nutritious and wholesome as olive oil, but is even more economical than lard. Such authorities as Mrs. Rorer and Marion Harland both recommend Cottolene as "much more healthful than lard."

A NEW ADDITION.

Col. R. P. Smythe has recently completed laying out and mapping a new addition to this city. A 640-acre tract, lying southwest of the city and belonging to several T & P. Ry. conductors, will be placed on the market in 40-acre tracts. The addition will be known as "Gayle Heights," in honor of one of the owners, a popular conductor.

Plainview extends a welcoming hand to Mr. and Mrs. Joseph Fowler and children, who have recently moved here from Tarrant county, and will probably locate permanently. They are at home corner of Slaton and Washington streets.

Judge E. R. Erwin, of Lockney, passed through Plainview last Friday en route to Yoakum county, returning on Sunday, and taking home with him his wife and daughter, who had been visiting Mr. and Mrs. E. F. McClendon.

Hale County Wire Fence Co.

J. N. JORDAN, Manager



We will compete in price with any fence made, quality considered.

We make the BEST FENCE on the market today.

Why buy a foreign made fence, when you can get better quality and as good price from a home institution.

Write for Price List

In Society's Realm

EPISCOPAL GUILD.

One of the best appointed and most charming of the many church entertainments given in Plainview was that given by the members of the Guild last Tuesday afternoon, at the home of Mr. and Mrs. J. T. Mayhugh, on Restriction street.

The hours, from four to seven, were filled with music and good cheer.

Miss Annie Irick favored the guests with an instrumental number, rendered with exquisite touch and brilliancy, while Mrs. E. B. Hughes and Miss Illmah Hulen gave vocal selections of rare beauty and sweetness. Mesdames Lloyd Mayhugh, John Elliott, Albert Hinn and Miss Fowle sang a quartette, which won all hearts by its plaintive melody.

A gypsy tent in a sequestered corner of a darkened room was the center of attraction for those who wished to scan the unknown future. Here Mrs. C. H. Hinton, disguised as a veritable gypsy, and a most bewitching gypsy at that, crossed the palms of those who entered her mysterious realm and prognosticated a bright forecast for the adventuous ones who dared pierce the veil of dim futurity. Mrs. Hinton's get-up was so good that even her best friends failed to recognize her. Arrayed in the dress of a Spanish gypsy, she looked the real thing.

Dainty refreshments, consisting of iced tea, chocolate and whipped cream, together with a variety of delightful cake, were served the guests.

A free-will offering was taken, which amounted to more than sixteen dollars, and will serve as a nucleus of a sum to be used in the future establishment of an Episcopal church at this place.

AN APRIL PARTY.

On Friday evening, April 1, Mr. and Mrs. B. T. Ansley, Sr., opened the doors of their beautiful home to the members and friends of the Epworth League. Quite a number of young people came, expecting almost anything pleasant that might happen.

The time was spent very pleasantly playing games, but the main attraction of the evening was the millinery contest. The young men were allowed to criticise the young ladies' Easter hats, and then were furnished with material for trimming a hat to suit their own fancy. There could have been no better way to reveal the utter inconsistency of man, when sitting in judgment on women's apparel. Mr. Lawrence Kerr won the prize for the best made hat and Mr. Guss Pickett won the booby prize—a large onion.

At a late hour the young people bade their hostess good-night, each proclaiming Miss Ansley a charming entertainer.

HIGHLAND CLUB.

One of the prettiest of the club functions was that given by Mrs. Edgar B. Hughes on last Thursday afternoon, at her beautiful home, on Restriction street. Four tables were placed for the members and guests. A most artistic and tempting luncheon of two courses was served by the hostess, assisted by her sister, Miss Effie Casey.

Mrs. Albert Hinn was hostess on Thursday of this week for the Highland Club. After the four-table game, strawberry ice, with cake, was served the members and Miss Rosa Stringfellow, of Amarillo, the out-of-town guest.

This gathering of the club was one of the most pleasant of all the pleasant meetings of the season.

W. C. MATHES, President J. H. SLATON, Vice Pres. and Cashier
GUY JACOB, Asst. Cash.

The First National Bank

Plainview, Texas

CAPITAL STOCK \$100,000.00
SURPLUS AND UNDIVIDED PROFITS 150,000.00

Our new home places us in a position to meet all your requirements. Your patronage solicited.

Henrietta Marble Works

Place your order for Monuments, or Tombstones, with the Henrietta Marble Works. Satisfaction in work, and prices guaranteed.

J. M. Shafer, Agent
PLAINVIEW, TEXAS.

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.

ANNOUNCEMENTS.

Subject to Primary Election, July 9, 1910.

For State Senator, 29th District—
W. A. JOHNSON,
Memphis, Texas.

For District Attorney, 64th Judicial District,
REUBEN M. ELLERD,
L. C. PENRY.

For County Judge—
AUSTIN C. HATCHELL,
GEORGE L. MAYFIELD,
J. M. BULL.

For County Attorney—
CHARLES CLEMENTS.

For District and County Clerk—
B. H. TOWER,
J. W. CAMPBELL.

For Sheriff and Tax Collector—
G. A. LONDON,
J. C. HOOPER.

For Treasurer—
JOHN G. HAMILTON.

For Tax Assessor—
J. J. (JIM) LASH,
S. J. FRYE,
H. M. BURCH,
W. C. FRYFE.

For Commissioner Precinct No. 1—
J. T. WILLIAMS,
E. DOWDEN.

For Justice of the Peace, Precinct No. 1—
J. W. WESCOAT.

SNAPSHOTS.

"There's always room for one more," is the favorite motto of the boozier.

About the time the girl begins to lose interest in dolls she turns her attention to dollars.

INSPIRATION OF BLACK.

The Herald editor is usually so busy doing a few things, and trying to avoid doing others, that he finds it almost impossible to indulge in the pleasures incident to a large exchange list. The reasons given preclude a full reading of all of the great papers that come to our desk, but we usually find time to glance at the Dallas News, Kansas City Star, Denver Post, Hale Center Live-Wire, and a few others of that class. Now, since Black, the presiding genius of the Live-Wire, has received a direct inspiration and indulges in "Silirpa Sumirp" to lead off his editorial columns, and this editor is in bad with the "unknown tongues," we will have to worry along with what little information may be picked up from the other tolerably well-edited journals. Was Black inspired or just trying to put one over the press gang on "All-Fool's Day?"

Had The Herald not already committed the policy of the paper to the unqualified statement that the Plains country, as a whole, was the unanimous response to the demands of the Creator for a second Eden; had we not expressed the opinion that Lockney and her tributary territory was only a few miles east of the very center of the garden spot of the world, and also allowed our personal esteem to crouch and half-nelson on our editorial judgment and impress us to say that Colonel Foster was several laps and a few lengths ahead of all the entries booked for the editorial stunt in the West Texas race—had we not said all this, we would now say that the interview that Uncle Joe recently held with himself, in which Plainview was unfavorably compared with his section was somewhat—well, say unbecoming.

HIGH PRICE OF FARM PRODUCTS.

The rise in the cost of foodstuffs seems to have stirred up a hornets nest in more circles than one, and it seems as if all are trying to find out "who hit Billy Patterson?" Some have laid the blame at the door of the packers; others at the door of the packers and retailers; others against the packers, wholesalers and retailers etc.

Recently the Cattle Raisers' Association in Fort Worth passed a resolution on last named lines and it be noticed that all agreed on including the packers. The Journal is not posted as to who ought to be or not to be punished for prevailing high prices of meats and other farm products (for that is just what they are hitting at—high priced farm products), but the Journal is posted as to the fact that the farmers of Texas never did get high prices for hogs, poultry, etc., until the big packing houses were put up at Fort Worth; and The Journal has not yet heard of any gathering of farmers complaining on account of the high prices of hogs and poultry. When that meat boycott (which caused a temporary decline in the price of hogs) was announced by some labor union gathering, The Journal did hear of protests from farmers—North, West and South—against the meat boycott.

The fact is, that these high prices are not hurting the farmer, who raises the foodstuffs (and the farmer who does not raise them should do so) at all, and he is now getting good prices generally—for the first time in years, and as he is the only real producer of wealth, the farmer is entitled to better prices for his produce than he has been receiving during some years past. Without packing houses on a large scale, farmers could not dispose of all their hogs, etc. Much must be credited to the Farmers' Union for its educational features, in teaching the farmers to properly market their products, and all farmers should join the Union and raise more hogs and poultry.—Arlington Journal.

Many of the Journal's ideas are correct. The present high price of food products are of the chiefest concern to the people of this country, but, from the writer's point of view, economic conditions seem to conform more nearly to the inexorable law of supply and demand than for many years past. The producer is merely receiving the benefits of an under-supply inadequate to a greater demand. To what extent the Farmers' Union has increased the market price is not evident and is likely non-existent, reflects the chimerical and savors of the Socialist's Utopian dream. When the farmer produces more than his own consumption and the consumer demands more than the present production, food products are high, regardless of any other cause even the ever-present trusts, that take their rake-off regardless of which way the game is played. The present situation is somewhat tough on the consumer, but to the man behind the battleship hog, the considerate cow and the helpful hen every prospect pleases and only the middle-man is vile.

A FORTUNATE CHANGE.

The Avalanche announces that the Southwestern Telegraph and Telephone Company has taken over the local exchange and lines out of Lubbock. Lubbock is lucky, as usual. The new owner is a near-attempt at monopoly but sometimes it is an absolute and unqualified pleasure to be robbed by one of those ubiquitous but obliging trusts that usually gives you some returns for your money. If a town ever needed the friendly interposition of a real business concern in the telephone line the angels in Heaven might truthfully sing—see Plainview. This first impression of our objection to the local telephone service is not intended as a reflection on the present operators in the service, they are much better than we have previously enjoyed and they do the best they can for the accommodation of the public that pays an outrageous price for an unsatisfactory service that is simply outrageous and suckeredly rotten. How long will the people who pay for it stand the imposition?

The question was recently submitted to a jury in a trial in New Jersey and they decided by their verdict that "Damn" is not a swearword. How comforting! Now we can express with with legal sanction our long-suppressed sentiments and say "damn the dust."

FARMS, RANGES TOWNSITES CITY PROPERTY

Stephens Building

WHAT WILL ROOSEVELT DO?

After Colonel Roosevelt is safely home and the shouting has died down the nation will naturally look to him to choose his company as between the standpatters and the progressives. President Taft and Senator Aldrich are symbolical of the reactionary group, while LaFollette and Clapp are representative of the progressive element in the Republican party.

If the ex-president disowns Mr. Taft, it will be accepted by many as an admission of the oft-made charge that he enticed the American people into electing as president a man wholly unfit for the office.

If Roosevelt places his approval on the Taft administration, it will be accepted as a slap in the face of the progressives and progressive sympathizers.

It would appear that whatever course Mr. Roosevelt takes, he will come in for criticism. But it may be that he has already mapped out an ingenious "policy" that will enable him to meet the vexatious situation with a minimum of irritation to all concerned.

There is as wide a difference of opinion among Washington newspaper correspondents as to what Roosevelt will do, politically, upon his return as among the politicians. Frank B. Lord, Washington correspondent for Norman E. Mack's National Monthly, sums up the situation this way: "Depend upon it, Roosevelt will make no move unless he sees beforehand that he can win. Even though he may desire a renomination as president, he will say nothing until he has sized up the situation carefully and can see victory ahead. Therefore, Roosevelt's first active stroke for a renomination will signalize the defeat of Taft. If Roosevelt is convinced that the stand-pat element of his party can not be routed, he will not show his hand as to wishing another term in the White House."—Washington dispatch to Buffalo (New York) Times.

DEFENDS STANDARD OIL.

A well-written, well-printed and fairly interesting booklet by Elbert Hubbard, not only in defense, but actual laudation, of the Standard Oil Company, is being generously distributed to the newspapers. As a writer, a graphic sentence constructor, with the ability to present old ideas in new and unique style, Elbert Hubbard is a genius, but, in common with many similar characters who stand out with distinctness and fill their own particular niche, his erratic ideas evidence a proneness to unreliability and detracts from his greatness and his influence. In the present instance, it appears that he has prostituted a virile pen in an attempt to somewhat lessen the deserved detest held by the great mass of common people for the methods of the greatest of all the commercial pirates known to this or any other age. The Roycrofters should stick to the dissemination of his doubtful philosophy and leave such every-day, important questions of economic conditions to those whose think-wagons usually run in the middle of the road.

A READ-HEADED TRIBUTE.

It is claimed that most of the "rats" and other false hair being bought and worn by women in this country is imported from China and that several cases of leprosy have been caught from it. It may add to beauty but we should think it would give one an uncanny feeling to wear a dead Chinaman's queue about the head. Thank goodness no Chinaman ever had red hair, so the feminine part of our staff can continue to wear her rats, puffs, "biscuit," and switches without fear.—Texas Coaster.
Lucky man, to be envied by thy

WILL NICHOLSON
ALBERT G. HINN
P. O. Box 395

NICHOLSON & HINN

Real Estate

Town Lots in POSEY, TEXAS, a Specialty

PLAINVIEW, TEXAS

BORDERLAND A BIG SUCCESS

ENTERTAINMENT WAS UNDER DIRECTION OF MISS WILLIAMS.

Possibly a Larger Attendance Than at Any Amateur Production During Season.

A well pleased audience almost filled the Schick opera house on Wednesday evening and they were well entertained by a presentation of Borderland, a western melodrama, given by the junior class of the public schols under the direction of Miss Lena Williams.

The play was selected with a special view to its fitness for amateur presentation and that it was a happy selection was evidenced by the many favorable expressions of those in attendance.

Each members of the cast acquitted themselves most creditably to the satisfaction of their friends. The specialties were really splendid.

The proceeds of the entertainment were added to the public school library fund and the proportions of that fund have grown to such an extent that it furnishes a nucleus for the establishment of a library which will be of value to the pupils and a pride to all concerned. To Miss Lena Williams is due the lions share of the credit for the success already attained.

Borderland is a melodrama of 3 acts and was rendered by the following cast:

- Jack Rolston—A Guide and Scout
- Liston Dunaway.
- Joe Demsey—alias Baron Hereford, alias "Ole Ben"—Milton Williams.
- Hon. Patrick McFadden—A New York Politician—Carl Brown.
- Mr. Lester—A Banker—George Schick.
- Cyrus — His Servant — Robert Fletcher.
- Kidder—Dempsey's Servant—Earl French.
- Charley—A Young "Terror"—Casey Hughes.
- Mary Lester—A New York Belle—Ethel Williams.
- Polly—Mary Lester's Sister—Marquenta Hulien.
- Miss Spriggins—An Indian Girl—Ethel Thomas.

In a man's life, the greatest necessity is more money.

Leak Insurance

is assured to the man who covers his roof with TEXACO ROOFING. Ready to apply—waterproof—fire-resisting—durable—it comes in rolls (enough to cover 100 square feet) with instructions, nails and cement.
ASK FOR PRICES

The Texas Company

General Offices: - - Houston, Texas

For Sale by All Dealers



SANTA FE Excursions

Mineral Wells and return, \$18.60; limit 60 days, on sale March 6 to April 30.

\$49.15 Los Angeles and San Francisco, Calif. and return, April 4th to 8th. Limit 90 days.

C. H. HINTON, Agent

No. 9081.
Report of the Condition of
THE CITIZENS NATIONAL BANK
At Plainview, in the State of Texas,
at the Close of Business,
March 29, 1910.
RESOURCES.

Loans and Discounts	\$214,611.98
Overdrafts, secured and unsecured	23,084.07
U. S. Bonds to secure circulation	25,000.00
Premiums on U. S. Bonds	1,000.00
Banking House, Furniture and Fixtures	6,485.77
Due from National Banks (not reserve agents)	16,353.45
Due from State and Private Banks and Bankers, Trust Companies, and Savings Banks	354.32
Due from Approved Reserve Agents	87,926.10
Checks and other Cash Items	1,709.03
Notes of other National Banks	3,975.00
Fractional Paper Currency, Nickels, and Cents	35.20
Lawful Money Reserve in Bank, viz:	
Specie	\$ 7,252.40
Legal-tender notes	12,000.00
Redemption fund with U. S. Treasurer (5 per cent of circulation)	1,250.00
Total	\$401,037.32

LIABILITIES.	
Capital stock paid in	\$100,000.00
Surplus fund	15,000.00
Undivided Profits, less Expenses and Taxes paid	2,453.03
National Bank Notes outstanding	25,000.00
Due to State and Private Banks and Bankers	4,478.52
Individual deposits subject to check	192,458.02
Time certificates of deposit	51,477.65
Cashier's checks outstanding	170.10
Bills payable, including certificates of deposit for money borrowed	10,000.00
Total	\$401,037.32

STATE OF TEXAS,
County of Hale, ss:)

I, E. B. Hughes, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
E. B. HUGHES,
Cashier.

CORRECT—Attest:
J. N. DONOHOO,
J. E. LANCASTER,
JAS. B. POSEY,
Directors.

Subscribed and sworn to before me this 6th day of April, 1910.
H. C. VON STRUVE,
Notary Public.

If you have something to sell or trade, let it be known through a "Want" ad in The Herald. There is no better or cheaper way to advertise.

CITY ELECTION HELD TUESDAY

CITY HALL BOND ISSUE CARRIED BY A BIG MAJORITY.

List of Officers Who Will Serve for Two Years—Contest for Marshal's Office Only Real Interest.

- J. R. DeLay Mayor
- J. F. Watson Marshal
- J. R. Hamilton Secretary
- W. A. Nash Alderman
- J. W. Pipkin Alderman
- B. E. Mitchell Alderman
- Dr. A. H. Lindsay Alderman
- H. T. Akers Alderman

The above will serve as officials of the city for the coming two years, having received the favor of the voters at the election held on Tuesday.

The only manifested interest, to any extent, was in the race for City Marshal, that office being the only one really in contest.

The official ballot contained the names of nine citizens as candidates for aldermen, but none of them were especially anxious for the honors and made no effort to influence votes in their favor.

There was no opposition to Mayor DeLay, and Jas. R. Hamilton also had a clear field for the secretary's office.

Three popular candidates contested for the Marshal's office, and the vote resulted as follows:

- J. F. Watson 147
- Geo. McKinty 113
- A. M. Stoddard 96

In the Alderman's race, sentiment was badly divided, as the following totals will show:

- W. A. Nash 257
- J. W. Pipkin 214
- B. E. Mitchell 209
- Dr. A. H. Lindsay 201
- H. T. Akers 186
- A. B. Munsey 176
- Charles McCormack 172
- A. A. Hatchell 144
- D. L. Hammer 127

On a separate ballot, the progressive voters of Plainview gave flattering approval to the proposed city hall, and as soon as the bonds can be prepared, approved and disposed of, work will begin on a \$10,000 building for the administration offices and for the purpose of a fire station, plans for same having already been adopted.

There were only 15 votes against the issuance of bonds, a really unexpected greater opposition than was thought to exist.

Ever since Plainview emerged from villagehood, and old-settlers, newcomers and non-resident property owners decided to make it a real, live city, there has been an almost unanimous concert of action toward embracing every opportunity to attain this end.

Plainview people are progressive, and they pull together fine.

No friction and no unpleasantness

were engendered by the recent campaign and election. Good men were elected to fill the offices, and equally as good men failed to secure needed votes; in fact, there were none but men of this kind on the ticket, and that they are all popular is evidenced by the closeness of the vote.

THE KEY-RATE QUESTION.

Insurance Representative Says That a Trial Will Prove Its Benefit.

J. S. Berkshire, of Dallas, representing the Connecticut Fire Insurance Company, was in the city this week on a regular visit to the local agencies in his territory. McClelland & Harrell are representatives of that company in Plainview.

While here, Mr. Berkshire favored The Herald with quite a talk on the much-discussed and little understood question of the key-rate, as applied to insurance premiums. Speaking of the objections raised to the present insurance laws, he said that while the regulations and supervisions, as maintained by the state, savored of paternalism, yet, in his opinion and in the opinion of other insurance men, a thorough trial of the law, and the people becoming familiar with its workings, would be of great benefit, and would prove entirely satisfactory.

The plan of placing every policy on its own merits, adjusting the premium rate to fit the risk, places a premium on preventive measures taken by the property owner, and is the only real equitable adjustment.

If one man keeps his premises and property in better shape and is a better fire risk, he should be entitled to the benefit of a reduction in rate, and not be forced to pay for some other fellow's carelessness or indifference.

It forces better fire protection for the city as a whole. As better facilities for fire fighting are provided, the rate comes down in proportion. If Plainview would provide the same facilities as Dallas, the rate would be the same provided the buildings were built and located according to the same element of risk.

"Your key-rate here, for the business section, will be higher than it would be if those frame buildings were not located right among some of the best-constructed buildings," said Mr. Berkshire. "On the other hand, it would not be just for Plainview to pay as high rate as other cities of its size and construction not provided with equal fire-fighting facilities.

"There is considerable saving effected in the premium rate by a little good management, and the individuals who clean up their premises are saving money on their insurance," said the gentleman, who knows whereof he speaks.

It would seem that it is a good business proposition to not only provide any needed additional means of fire protection, but to clean up around the premises as well.

"St. Elmo," the greatest story of Augusta J. Evans, has been transferred to the stage. The charm of the story has been increased and everyone that has read the book will want to see the play, at the Schick, for one night only, Monday, April 11.

Petticoats

Big special value! \$5 and \$6
Petticoats at

\$3.95

Black and colors. See our window.

Carter Mercantile Co.

"The Store of Quality"

FOR CATARRH.

Medicine Free in Every Case Where It Fails to Relieve.

Neglect or pessimism, we believe, is the greatest enemy the public has to contend with when applied to the loss or recovery of health. Practically every case of consumption might have been cured if hope had been maintained and proper treatment had been resorted to at the first symptom of the disease. Until the advanced stage is reached, consumption is curable. Catarrh is responsible, we believe, for many cases of consumption. It is about catarrh we want to talk to you today, incidentally consumption, since the two are so closely allied.

We have a medicine made from a prescription of one of the most successful catarrh specialists known. We believe it is positively without an equal. We are so satisfied that we are right, that we will supply the medicine free in every instance where it is used according to directions for a reasonable length of time, should it fail to give satisfaction in every particular. We want every one to try this medicine at our risk. There are no conditions attached to our offer. We put the user under no obligation to us whatever.

The medicine we want you to try is Rexall Mucu-Tone. It is a catarrh remedy that goes direct to the seat of trouble. It is carried by the blood to every part of the system. It purifies and enriches the blood, tones up the mucous cells, and brings about a condition of health and strength that tends to prevent the germs of consumption from getting a start. Besides this, Rexall Mucu-Tone is a wonderful appetizer, digestive aid and flesh builder. Its good effects are often felt from the very first dose. It is one of the largest and most satisfactory selling medicines that we have ever had anything to do with.

We know so much of the great good that it has done that we personally back it up with our reputation and money, which fact should be ample

FENCE FACTORY BUSY.

Resumed Operations and Now Running to Capacity Production.

The Hale County Wire Fence Company opened up for business on March 15, and is now running on full time and turning out the capacity production.

The officers of the concern are as follows:
W. F. Brooks, president; John Chatham, vice president; J. N. Jordan, manager.

W. F. Brooks, J. H. Leach, Frank Pearson, L. E. Speed and J. N. Jordan constitute the board of directors.

The company expects to do considerable business in the surrounding territory and is confident of a large local trade during this season. They are making a fine line of hog, stock and poultry fencing, that will fully meet the demands of the trade.

DR. GIDNEY HERE.

Dr. and Mrs. Chas. C. Gidney arrived from Granger, Williamson county, today, and are visiting among and shaking hands with their many friends who preceded them to Plainview. They are prominent citizens of the thrifty Central Texas town, but, we have a suspicion, intend coming to this thrifter location for a home in the future.

The greatest book play ever written, ST. ELMO, will be seen at the Schick Theatre for one night only, Monday, April 11. This is the city production of the copyrighted version. Don't be misled, but see Augusta J. Evan's greatest story, "St. Elmo." You have read the book, now see the play.

guarantee to satisfy anybody. Rexall Mucu-Tone comes in two sizes, 50 cents and \$1. We urge you to try it. Remember you can obtain Rexall Remedies in Plainview only at our store—The Rexall Store. The Wycokoff-Willis Drug Co.

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

WHY IS THAT CONTINUOUS CROWD OF PEOPLE DAILY COMING TO OUR STORE, THE MODEL GROCERY

BECAUSE we have made a complete change in the arrangement of our store, and keep it---also our stock---perfectly sanitary.

BECAUSE we have Belle of Wichita Flour, Miller's Roasted Coffees, Bishop's Preserves and Jellies, and a full and complete line of Groceries and Meats.

BECAUSE we pay the highest market price for Butter, Eggs and Produce, and our motto is "Courteous treatment, prompt service and reasonable prices."

BECAUSE you will miss something if you fail to visit us.

PHONE 29 **HARRIS & SEWELL** PHONE 29

CLEAN-UP DAY AGAIN POSTPONED

DATE NOW POSITIVELY FIXED FOR FRIDAY, APRIL 15.

After Many Announcements the Time Is Set for Everybody to Help Make Plainview Pretty and Healthy.

After many announcements, caused by a conflict of conditions, the date for "Clean-Up Day" is finally and officially fixed for Friday, April 15.

The mayor's proclamation will be found elsewhere in this issue.

The work of supervision will be done by the ladies of the Civic League, the Commercial Club will assist in the movement, and householders are expected to clean up their own premises.

Mrs. R. W. Brahan, acting president of the Civic League, informs The Herald that there will be selected from each of the four ward organizations of the league a committee of six members, who will actively engage in looking after the work in their respective wards.

In the down-town, or immediate business section, the Commercial Club will co-operate in the work, through Secretary Graham, W. A. Parker, and others interested in the success of the movement. They will organize the school boys into companies and divide up the territory to be covered, offering cash prizes to the company collecting the largest pile of combustible material.

With the consent of the school board, the superintendent will give a holiday, and the pupils will materially assist in giving the city a thorough going over and cleaning up.

It is a splendid work the ladies have undertaken, and the movement should meet with unanimous favor and every assistance.

As a health measure, the benefits to be derived are inestimable. Summer, with its attendant dangers, will

soon be here. Contagions and infections are more easily prevented than subdued.

Every citizen should see to it that no decaying matter, disease-breeders or germ-collectors are allowed to remain on the place.

Let everybody take a day off and clean up and out and all over the entire city. If not as a matter of pride, make the work an investment. In the increased blessing of better health during the coming summer there will be great returns for a small amount of labor at present.

It pays to be clean. From every standpoint, material and otherwise, cleanliness has long been said to stand next to Godliness. Plainview possesses the supreme virtue. Why not acquire the second?

Announcement was made at all the churches on last Sunday that the day was set for April 12, having been so published in this paper. The change of date was made that the matter might be further advertised and greater interest enlisted; also that the help of the school pupils might be obtained, and it was not thought best to have a holiday in the middle of the week.

The later date will work no hardship on those who have already cleaned up their premises before receiving notice of the change, but will afford them an opportunity to get out and help clean up the premises of their less progressive neighbors, or, if not inclined to invade other territory, they may expend their surplus energy on any vacant lot lying handy.

Everybody work awhile on "Clean-Up Day." It won't hurt you and will add to the attractiveness of the city, enhance the value of your property, and, perhaps, save you a doctor's bill.

Friday, April 15, is the day we do the work.

FINE CROP PROSPECTS.

An Old Settler in This Section Tells Favorable News of Growing Crops.

In conversation with Ed M. White, Petersburg's prominent merchant and old-time resident, a Herald representative learned that the people of his section of the county are very much encouraged over the present favorable crop prospects. "I have lived on the Plains for 20 years," said the pleasant and entertaining old-timer, "and I am not taking a very active interest in business affairs or farming, just doing a little of both, so as to keep off the retired list, but as they have decided to make this a farming country I want to see them make it a good one, and everything is surely looking that way in my neighborhood. My son has as fine wheat as you can find anywhere. It was planted early, and now it entirely covers the ground. It looks strong and healthy and has a good stand. He folowed the Campbell system, as near as he could, in every detail. I didn't, and my wheat doesn't look as well as his. I believe that his is the right way to farm in this country." Continuing the conversation, Mr. White said that all crops held forth favorable prospects just now, and he anticipated a splendid crop year, not only in this section, but in other parts of Texas.

"Oats are doing especially well," he said, "and if all signs don't fail we will have a bumper yield this season, but just come down and spend a day and see for yourself what a fine country and crop prospects we have," said the genial old-timer, parting with the newsman.

ELECTED AT HOME.

R. W. O'Keefe, of this city, was re-elected a member of the executive committee of the Panhandle Stockmen's Association, at the recent meeting at Amarillo.

Mr. O'Keefe was prevented from attending the convention by reason of a continuation of a three weeks' illness, but the members thought he was a good officer and elected him, without his consent or presence. He has been on the indisposed list since returning from the state convention of cattlemen, at Fort Worth, and at present is closely confined to his room with an aggravated attack of pains resembling neuralgia.

Bucklen's Arnica Salve
The Best Salve in The World.

ELKS INSTALL OFFICERS.

The Order Is in Fine Condition, and Increase in Interest.

The local lodge of Elks conducted installation services on last Friday night, and inducted into office the following, who will serve as officers for the present term:

- Exalted Ruler—Jas. R. DeLay.
- Esteemed Leading Knight—J. Walter Day.
- Esteemed Loyal Knight—E. H. Perry.
- Esteemed Lecturing Knight—Frank Hardin.
- Secretary—Earl C. Keck.
- Treasurer—J. H. Slaton.
- Tiler—Walter J. Klingler.
- Three-Year-Term Trustee—Chas. McCormack.

The local lodge is in fine condition, and there is much interest evidenced by the membership.

INCIDENT OF TAG DAY.

As an illustration of what they all say of Plainview, the following actually occurred on the streets on "Tag Day":

A drummer was walking down the street—not one of these uppity commercial travelers, but an old-time drummer. He was not so old in years, and he wore an open-face smile and wide-bosom pants. A couple of taggers had the highway under surveillance. "He's mine; I saw him first," said one. "Sell him two; he looks easy," said her hold-up companion.

They gave him the grand rush and had him tagged before he recovered. "What's this? What's it all about?" he managed to murmur.

"Tag Day—you're tagged—you're it," as she held out her hand for the money.

"How much?" as he made preparation to dig up.

"Two dollars; it's for the benefit of the town, you know."

"Town don't look like it needed any money—looks pretty well off now"—and he seemed inclined to argue the question.

"I'll sell it to you for a dollar if you'll wear it everywhere and advertise the town," said the diplomatic booster.

"You're traded with," and the trade was closed, the traveler promising to wear the valuable emblem clear into Kansas City, and tell everybody that this was the finest town on earth.

The taggers moved off in search of another victim, and he turned to a bystander, who chanced to be the writer, and said: "Gee, but this is a lively place! Wasn't that a fine girl? I promised to wear this until I got home, and I'll do it—no, darned if I will. I am going down to Lubbock, and I want to sell a fellow down there. I'll wear it after I leave Lubbock. Just think! I got all that for a dollar. Made a good deal, didn't I?" and he read it off slowly—"Plainview 15,000 in 1911." They'll be here—fine place—think I'll move down myself," and he chuckled along his way, and charged up the dollar on his expense account.

Look at those Petticoats in CARTER MERCANTILE CO'S window. \$5.00 and \$6.00 values at \$3.95. 14

Your Order, Please

That's what we want---your order for Printing of any kind. We'll come after it if you'll let us know, and we'll guarantee to please you with our work. We'll be glad to show you our plant and samples, but if you can't come to us telephone, and we'll come to you. Phone 72. We have the only linotype on the South Plains and make a specialty of Booklets.

The Herald Publishing Company
The Herald Building PLAINVIEW, TEXAS

THE CALL OF THE BLOOD

for purification finds voice in pimples, boils, sallow complexion, a jaundiced look, moth patches and blotches on the skin—all signs of liver trouble. But Dr. King's New Life Pills make rich, red blood; give clear skin, rosy cheeks, fine complexion, health. Try them. 25c at All Druggists.

Ansley Realty Company



want to trade you a fine Farm down in the civilized portion of Texas for your land or property in Hale or adjoining counties. Write or come and tell us just where you want it; we will do the rest. We buy, sell and exchange property anywhere.

Ansley Realty Company
Ansley Bank Bldg., N. E. Corner Square Phone 102
Look for the Flag

SPECIAL

Want Column

- Call up LEACH, phone 136, for your Coal and Feed. 14
- The lucky ticket this week was 9:45:51 at CARTER MERCANTILE CO'S. 14
- Mound City Paints may cost a trifle more, but—! Alfalfa Lumber Company. 47
- LEACH has the Dixie Cream Dairy Food. Try it, and reduce your feed bill. Phone 136. 14
- Try that Acme Alfalfa Food, at LEACH'S. He has it in horse or dairy food. Phone 136. 14
- Buy your Coal from TANDY-COLEMAN COMPANY, Phone 176. Sold on a positive guarantee to please. 14
- Sweet Potato, Cabbage and Tomato Plants for 8 cents. Write for price circular. T. JONES & CO. Clarendon, Texas. 14
- Morning, night and noon, Chase & Sanborn's Coffee always has the same high quality. To be had at VICKERY-HANCOCK GROCERY CO. 14
- Dr. L. N. Pennock, the Osteopathic physician, is located in the SoRelle building, over the Monarch Grocery store. Rooms 7 and 8. Phone 396. 14
- The MONARCH GROCERY CO. will pay the best market price for Country Produce. Call and see them when you want the best in the Grocery line.
- R. G. Lyans returned last week from an extended visit to Denver and other points in Colorado, where he has property interests. He reports having enjoyed the trip and encountered unexpected pleasant weather during almost the entire time he was away.
- County Judge Mayfield was a Tulia visitor this week. Hale county's chief judicial officer was on business, of course, but it is likely he electioneered some of the Swisher county sovereigns, just merely to keep in practice and because he likes the job.
- Furnished room to rent. Phone 82. 15
- FOR RENT—Furnished rooms; for light housekeeping or by the month. Phone 212. 13
- FOR RENT—Five-room house, in Lakeside Addition. See J. C. FORTENBERRY. tf.
- FOR SALE OR TRADE—Good Upright Piano. Will trade for cows, mules or mares. E. DOWDEN. tf.
- LOST—Ladies' black pocketbook, containing six dollars in dimes. Return to Herald office and receive reward. tf.
- FOR SALE—No. 5 Oliver Typewriter; used about three months; perfect condition; \$65.000 cash. Inquire at HERALD OFFICE. tf.
- FOUND—On the streets of Plainview, a lady's small fur. Owner can get same by calling at this office and paying for this notice. tf.
- LOST—Near or in opera house, a child's necklace, with locket attached; monogram "M. T." on locket. Return to Herald office and get reasonable reward. 15
- FOR RENT—Six-room house, five acres of ground, all broken, in North Plainview. Will rent for \$20 per month by year lease. See A. E. HARP, Plainview, Texas. 17
- Postmaster Keck was a business visitor to Lubbock on Wednesday. If the people of that hustling place knew just how well he handles Uncle Sam's postal business, they would likely shanghai Plainview's postmaster.
- WORSE THAN BULLETS.**
Bullets have often caused less suffering to soldiers than the eczema. L. W. Harriman, Burlington, Me., got it in the army, and sufficed with it for forty years. "But Bucklen's Arnica Salve cured me when all else failed," he writes. Greatest healer for Sores, Ulcers, Boils, Burns, Cuts, Wounds, Bruises and Piles. 25c at All Druggists. 17

The Herald for Job Printing.

CITY COUNCIL IN FINAL SESSION

WILL MEET AGAIN MONDAY ONLY TO COUNT THE VOTES.

New Members of the Board Will Then Assume the Duties of Their Offices.

So far as the transaction of calendar business is concerned, the old council, consisting of Aldermen Stoneker, Malone and Irwin, sang their official swan song in sweet cadence and in low gear on last Saturday afternoon.

Not a ripple ruffled the placidity of the smooth municipal meeting, and their last meeting for regular business was as harmonious as some of the previous ones had been otherwise.

After the regular routine reading and approval of the minutes and the official announcement by Secretary Sander that a certain Pacific street difficulty was being overcome, the council settled down to a short and pleasant session.

Everything was agreeable and pleasant, even the house-numberer's reference to Secretary Sander's wife. Notwithstanding the secretary has innumerable wives (somehow, that expression doesn't sound just right, but the writer is under a box-of-cigars obligation to fix up the failure of the secretary's several strenuous, but unsuccessful, attempts to secure a wife), there was nothing in the matter that was funny—no joke about it at all.

The marshal's report was read and accepted. Two vagrancy fines were collected during the month, and the tax collections totaled \$189.62.

J. C. Goodwin's resignation as plumbing inspector was accepted. As this put Jim Hamilton out of a job, he being a deputy, the council realized that it would not be fair for Jim to be out of a job, so they elected him to the vacancy.

The contract with Goodwin & Maxey for plans, specifications and supervision of the new city hall was exhibited and recorded. Their certified check was attached to the contract.

The house-numbering ordinance passed to enactment, and the mayor announced that the work was now being done, under his orders.

The chicken ordinance is now a law. After April 15, the fine for allowing chickens to run at large is from one to ten dollars for each offense.

The ordinance prohibiting peddling in certain districts broke the record, and was defeated, on advice of the city attorney. Plainview is some pumpkins when it comes to making laws, but some fool Texas constitutional convention covered this ground with a section against discrimination.

It was the unanimous opinion of everybody present, including the official spectators, that there should be an ordinance prohibiting roller skating on the sidewalks. If the practice is not stopped, the skaters will be by law. It not only ruins the walks, but it has a bad effect on a pedestrian's temper.

A number of bills were allowed, and it was firmly decided that hereafter all bills must be O. K'd by the official who placed the order—a wise action.

When the bill of A. F. Stroud, san-

itary officer, was allowed, he asked for and was unanimously and cheerfully given a recommendation to the new council. In as favorable terms as any man could desire, he received official and personal endorsement of which any man should be proud.

The question of having at all times a full reservoir supply of water elicited more talk than any other subject that came up for discussion, and its importance overshadows all other questions now to be considered. There will be additional pumping facilities provided.

Salaries due officials were allowed, and the calendar was cleaned up and everything made ready for the new council.

On Monday, the present council will meet to count the vote, and make their official exit. The new members will be sworn in and Mayor DeLay and the newspaper men will break them to work.

To the New Members:

To Aldermen-elect Nash, Pipkin, Mitchell, Lindsay and Akers, The Herald extends condolence in advance of your assuming the duties and dignities of aldermanic office. You have our sincere sympathy in your affliction. You will find much to do and very little to do it with. You will need a full-grown man to help you do your work, but an infant that is to be born next week could carry off your salary. You will be seldom praised, but generally and officially cussed. Ninety-nine out of a hundred of your constituents will demand that you emulate Dallas improvements on a Posey assessment. But you have the office; the voters honored you with their suffrage. The dignity is yours. You defeated some good men who didn't want the office. They made a lucky escape. It is now up to you to make good, and The Herald knows you will do it—you are that kind of men.

To the Old Council:

Ere another issue of The Herald is printed, you will have willingly returned to the pleasant walks of private life, and have taken official rank among the political has-beens. It is shown in the records of this municipality that you made efficient officials. You served during a period of the city's development when active effort and honest administration were essential requirements. You deserve the commendation of all good citizens. You filled the bill and made good on the job. You may retire with the consciousness of a duty well done. You have made many friends, and any individual who dares attempt a post-mortem criticism of your official acts will get The Herald harpoon so deep in his ungrateful hide that it will require two doctors and a blacksmith to pull it out. You were efficient officials, and the writer will see that your names are deposited in the corner-stone of the new city hall.

Good-bye, Alderman Stoneker; adios, Alderman Irwin; farewell, Alderman Malone. We may never officially meet again on this mundane sphere, but we will be gathered together in that blissful hereafter, where a special Elysium is reserved for over-worked editors and honest aldermen. Not a single wave of trouble shall there roll, nor any

Gardening Time

is now here and we are prepared to supply your want in the way of Implements with the best goods in the market. Don't forget to see us for anything in this line.

A Car Load We have just received a car load of the best **Buggies, Surries and Carriages** ever brought to the Plains. We can give a bargain in this line, so don't fail to get our prices.

Summer Time Is Near and you will want to keep your Milk, Butter, etc., cool. We have the best line of Refrigerators ever sold in Plainview. You will make no mistake by placing your order with us. Also we have a complete line of Gasoline Stoves, the ideal cooking stove for summer.

Remember, we are always

At the Bottom in Price and at the Top in Quality

The R. C. WARE HARDWARE CO.

grievance vex our peaceful, happy souls. Not even an echo of annoyance can pierce the jasper walls of our abode, to disturb the ecstatic pleasures and perfect peace vouchsafed to us throughout all eternity. The angels will sing in sweeter, softer cadence when flitting by our private portals, and the windows will be muffled to shut out the usual, familiar, earthly sound of the kicks being put up by our erstwhile brethren who are down below.

It was so written in the beginning. Again good-bye, adios, farewell—Mizpah.

REST ROOM.

The ladies of the first and second wards of the Civic League have the honor of having procured a rest-room in the new court house, for the use of ladies and children while shopping in the city. This was one of Plainview's greatest needs, and the ladies of those wards are to be congratulated upon being the first to think of and procure the rest room.

Remember, we have two phones—Nos. 145 and 17—and two delivery wagons, which means the quickest service possible, and trading at this store means the best goods the market affords. VICKERY-HANCOCK GROCERY CO. 14

The Herald for Job Printing.

SUNDAY SERVICE.

Rev. C. E. Hastings, B. D., announces the following services at the First Methodist Episcopal Church, Sunday, April 10:
10 a. m.—Sunday School.
11 a. m.—Preaching by the pastor. Subject: "The Broken Alabaster Box, a Study in Values."
7:45 p. m.—Subject: "The Man Who Miscalculates."
Services in the court house. All are invited to attend.

ENTERTAINMENT.

The ladies of the Cemetery Association will serve ice cream, cake, coffee and sandwiches from two to nine p. m. on Saturday, the 16th inst., at the old Plainview Mercantile Co. building.

The public is earnestly invited to attend. Prices reasonable. Object, to procure iron and cement gateway for cemetery.

Those who wish to assist in any way are requested to phone Mrs. L. Lee Dye for particulars.

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

The Herald for Job Printing.

\$100 REWARD, \$100.

The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages, and that is Catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system, thereby destroying the foundation of the disease, and giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in its curative powers that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials.

Address, F. J. CHENEY & CO., Toledo, O. Sold by all Druggists, 75c. Take Hall's Family Pills for constipation. 17

BANK STATEMENT.

The report of the Citizens National Bank, in response to the call of the Comptroller of the Currency, on March 29, is published elsewhere in this issue. It shows a good condition of business, and the continued prosperity of this solid financial institution is pleasing to its officers, stockholders, patrons and friends.

Have You Fixed Your Bath Room Yet? You Will Need Linoleum

¶ We have it—in a number of patterns, but only one quality—THE BEST.

¶ My line of RUGS, CARPETS and OIL CLOTHES are adapted for any floors. I am offering Special Values in These Lines.

¶ No doubt you are figuring on some new House-Furnishings this spring. My ENTIRE Furniture Line is worthy of your inspection.

Can come on a moment's notice to do any out-of-town Embalming.

E. R. WILLIAMS
PLAINVIEW FUNERAL DIRECTOR AND EMBALMER

Phones - - { 105
316

Wash Day Deal

NOW is the time to supply yourself with wash day materials. Beginning **April 9th** and continuing until **April 16th**, we are going to give special values in this line. Remember, this Sale only lasts **SEVEN DAYS**. The prices we are making below are not made to you only in the deal:

10 bars Crystal White Soap	. . .	25c
3 pounds Lump Starch	. . .	25c
6 boxes Bag Blueing	. . .	25c
5 dozen Clothes Pins	. . .	25c
3 pounds Faultless Starch	. . .	25c
5 boxes Borax Washing Powder	. . .	25c
One Brass Wash Board	. . .	25c
One large No. 3 Wash Tub	. . .	75c
All for	. . .	\$2.50

"Clean-up Day" for Plainview is on the 15th of this month. Every citizen should do what he can to make Plainview the Cleanest City on the Plains. To do this, special attention should be paid to the interior of the home and the above materials would aid a great deal in the work.

MONEY SAVED IS MONEY MADE, and this sale only lasts one week, so you'll have to hurry.

Vickery-Hancock Grocery Co. :: Phones 145 - 17

PLAINS COUNTRY HAS A BRIGHT FUTURE.

(Continued from first page.)

on the preparation made for planting and the condition of the ground. I prefer planting early in September, if the ground is well prepared; if not, the latter part of the month will do. I notice that the early wheat this year is in better shape than the later planting. Another important work I would call the farmers' attention to is the great benefit to be obtained by following the binder with the disc. This advice is not needed at present, but it will be well to remember it."

"What about spring wheat for this country?" was asked.

"I don't fancy spring wheat very much. My attention has been principally directed to winter wheat. I notice that there will be considerable acreage planted to spring wheat in this county, and I trust they will be rewarded for the attempt.

"As for the Campbell farm north of this city, I shall be disappointed if we don't raise an average of forty bushels. Did I not think so, I would not be here in Plainview to-day.

"I see no reason why the production should not equal the 4-year average of 61½ bushels raised on one of the state farms on the North Platte. That farm was established by the State Agricultural College of Nebraska to try the Campbell system. There was considerable opposition to the experiment, as it was regarded at first, but Prof. Snyder, of the college, under whose direction the farm is cultivated, shows that the wheat yields for four years were as follows: 1906, 57 bushels; 1907, 62 bushels; 1908, 67 bushels, and 1909, 62½ bushels.

"Why not do as well here? You

have the soil; the average rainfall there is only 18 inches, yours is over 22; other conditions are as favorable. Why not the production?"

As a parting statement, the man who has made a success of farming with both hands and head remarked: "The greatest good you newspaper men can do for the farmers in this section is to impress upon them the great value of 'knowing how.' This is applicable to every line of endeavor, and especially so to the men engaged in tilling the soil."

No one could talk long with H. W. Campbell without becoming imbued with the far-reaching effect of the intelligent study of agriculture. It opens up a vast subject—one affecting the material welfare of the world. No man can listen to his explanation of the methods of tillage he originated without realizing that he knows much of whereof he speaks, and none could doubt that his faith is strong in the possibilities of the Plains as a farming section.

A talk with the gentleman is not only an entertainment, but is instructive and highly encouraging.

The Campbell demonstration farm north of the city is being watched with interest by many in this section.

Speaking on the present conditions and prospects on the farm, Mr. Campbell said that his visit of inspection was very satisfactory. "We found the crops in fair shape, the wheat is of fair growth, well rooted, strong and healthy; other crops are doing well. I tested for moisture and found that it was well beyond the capacity of the instrument—3 feet 4 inches—sufficient under ordinary conditions to bring the wheat to the heading stage, even if we have no rain before that time, and as Mayor DeLay, 'who was present,' offers to wager his chief asset, the mayor's office, that it will rain, specifically between the 19th

THE MYSTIC CLUB.

Papers and Discussions at Last Meeting Were Entertaining and Edifying.

The Mystic Club met Saturday afternoon with Mrs. H. C. Randolph. Roll call was answered with current events, after which Mrs. R. B. Tudor read a descriptive paper on "Heidelberg, Prague and Berlin," and Mrs. J. O. Wyckoff read a paper on "Frederick the Great."

The following officers were elected for the ensuing year:

Mrs. R. W. Brahan, president; Mrs. J. O. Wyckoff, first vice president; Mrs. R. B. Tudor, second vice president; Mrs. R. A. McWhorter, recording secretary; Mrs. H. C. Randolph, corresponding secretary; Mrs. L. A. Knight, treasurer; Mrs. W. A. Wheelock, parliamentarian and critic; Mrs. J. W. Campbell, press reporter.

The club is closing a very successful year's work, under the faithful leadership of Mrs. E. Graham, who retires from the presidency much loved and appreciated by each member, but we anticipate great things for the future with Mrs. R. W. Brahan in the chair.

The next meeting will be with Mrs. R. B. Tudor. A good attendance is very much desired, as the course of study for next year will be discussed.

PRESS REPORTER.

and 23rd of May, I suppose we are all right."

He added that the present crop prospect on the farm is not all it should be, and frankly took the blame on himself. "But just watch the farm," he said. "It will best tell its own story, and I haven't the slightest fear of not making good on the contract."

Thirty bushels to the acre of wheat, corn and oats is not at all bad for an average production for 5 years, from a start on raw prairie land.

Do you think it is?

The Plains country will yet gather golden shekels from its grain fields, and Hale county will feed its proportionate share of the world.

Success to Campbell and his methods!

"It all lies in knowing how."

PLAINVIEWITES TO AMARILLO.

Large Number of Local Citizens Attend Stockmen's Convention.

Plainview was well represented at Amarillo during the Stockmen's Convention on Tuesday, Wednesday and Thursday of this week. The cowmen were in evidence among the crowds from this place, but the majority of excursionists and those who drove overland were chiefly interested in the auto races, the crowds, the outing and other pleasures incident to such occasions.

Quite a number of auto owners drove their machines overland. The Santa Fe sold 90 round-trip tickets on Tuesday, 41 on Wednesday, and one belated individual made the trip on Thursday. Among those known to The Herald's representative on Tuesday's train were: L. A. Knight, Henry Slaton and A. E. Harp, who were interested in the proceedings of the convention; Judge Lancaster and J. A. Graham, who said they were to meet a man up there on railroad business for Plainview, and Jim Hamilton, whose only excuse for going was that his wife was out of town. The Herald man had no other business than to see that Graham got back home, Jim Hamilton behaved himself, and no designing female abducted the judge, to the bereavement of nine or ten of the fair sex of this city.

CATHOLIC SERVICES.

Father Baer, of Amarillo, came down this week, and held services for his flock Wednesday morning, in Wayland hall. The attendance was large and much interest manifested.

RESOLUTIONS OF RESPECT.

To the Officers and Members of Plainview I. O. O. F. Lodge No. 12:

We, your committee, to whom was referred the submission of resolutions of respect and condolence upon the death of the wife of our beloved brother, L. E. Speed, beg leave to submit the following:

Since it has pleased the All-Wise Creator to remove from the home and family circle all that is mortal of the wife of our beloved brother, L. E. Speed, and we bow to the will of Him who doeth all things well, be it

RESOLVED, by Plainview Lodge No. 12, I. O. O. F., That we most sincerely sympathize with Brother Speed in this hour of sad bereavement and extend to him our friendship and brotherly love;

That we commend him to the Fatherly care of Him whose hand is able to hold us up and strengthen us under all the trials of life.

That a copy of these resolutions be spread upon the minutes of our lodge, and a copy be furnished Brother Speed, and a copy furnished each of our papers, with a request that they publish the same.

Respectfully submitted,

W. A. WINN,
A. B. ROSSER,
J. B. MAXEY.

Dr. A. F. Luzzi, of Dalas, was a visitor in the city this week, viewing the local situation with reference to the opportunity offered another dental office here. Dr. Luzzi is a very pleasant and entertaining gentleman, and stated that he was favorable to the idea of making Plainview his permanent home.

W. E. Armstrong

Land and Immigration

Phone 279

PLAINVIEW, TEXAS.

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.