

Your Money's Worth or Your Money Back

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WHERE PEOPLE WHO DRESS BEST TRADE

THE RIGHT ROAD TO PROSPERITY

FORT WORTH PAPER CORRECTLY SUMS UP SITUATION.

Irrigation and Dry Farming Methods Are the Magic Words that Mean Greater Success.

The great stretches of Western Texas have been blessed with copious rains during the last few weeks and joy is now in the hearts of the ranchman of that section of the state. While the present year has been the driest known to even the oldest inhabitants of Western Texas, those who have gone into the wilderness of prairie and standing by their fields their ranches and their farms, firm in the faith that time will prove their choice of location for a home was a wise choice. It would seem that with the knowledge that seasons are uncertain; those of the West would exert their ingenuity to find the means of combating these uncertainties. This can be done in one of two ways—either by better conserving the natural moisture or by better distributing the available moisture. The first suggestion calls to mind a system known as "dry farming." The second relates to irrigation. Even with all the progress that has been made in dry farming, the possibilities of this subject have hardly been suggested, much less touched. Statistics show that ample rainfall can be depended on year in and year out over the greater portion of Western Texas and the great, sweeping Panhandle section to grow almost any crop that can be raised in the temperate zone. While the sum total of the precipitation is ample, the distribution of rainfall is uneven. If some method can be devised whereby the heavy spring, fall and winter rains of the western section can be stored in some manner for use during the sultry days of the year, bountiful harvests and happy hearts will be the rule of the west. Irrigation in Texas is yet in its infancy. In time it will perhaps be one of the leading industries and foremost branches of agriculture. Up to this time only the section of Western Texas to put time, attention, and the most vital requisite, money, to irrigation is the Pecos country. Yet there are vast areas of the West that overlie inexhaustible underground seas, while other sections are marked by streams that annually to the great gulf overflow water sufficient, if it could be stored to bring bumper crops to all who till the land. American farmers are extravagant; Texas farmers are profligate, when it comes to throwing away opportunities. Until that day comes when we unite opportunity with effort Texas will never come to the destiny of a state possessing the natural resources that the commonwealth ought to achieve.—Star Telegram.

The above article is a fair summing up of the situation. It shows the interest being manifested by other portions of the state in our great section.

The Star-Telegram offers dry farming and irrigation as the methods soon to be adopted by the live sections of the West. In Hale county, near Plainview, the originator of dry farming has placed an experimental farm. Mr. Campbell is even now in this section. His methods are making good here and are being generally adopted. The confidence of the worlds greatest farmer should have weight with the wary.

As to irrigation, a test well, as before chronicled, is even now being put down. The country is agog with enthusiasm over the possibilities of irrigation from wells.

Let not anyone, in the north, who may see the accounts of irrigation projects in this section think that we have to have it in order to live. Hale county is open to you. Come and inspect. Attend our county fair at Plainview on the 29, 30 of September and October 1st. We will show you the fruits, vegetables and products that can be raised without irrigation. We will also show you some of the finest poultry and livestock exhibits in the United States.

Hale county compares favorably with any section of the South, in climate, rainfall, soil, everything—but we would indeed be foolish not to take advantage of any opportunities

to improve our county.

As an illustration of the demands on our section as a truck raising country we publish a letter below. Dr. E. A. Woldert is here from Tyler, Texas, making some improvements on his city property. He says that the melon season is over in East Texas, and the negroes, their pockets loaded with money derived from cotton picking are clamoring for watermelons and cantaloupes. He cites us to the following letter as proof:

Tyler, Texas, 9-10-10.
E. A. Woldert, Plainview, Texas.

Dear Albert:

I remember about this time last year the melon growers at Plainview had a lot of watermelons to sell. Our season is over here but we can sell a number of cars in South Texas if we can get some melons. Please find out who has them and telegraph us the lowest price you can buy a carload of 25 or 30 pound average. By a carload, I mean 24,000 pounds. State in telegram whether long or round melons. If can get right kind of price can use a number of cars.

ALEX WOLDERT.

DALLAS WINS PENNANT.

And there are "Giants" in These Days Meaning Dallas.

By taking both games of a double-header from Fort Worth Monday afternoon Dallas won the championship of the Texas Baseball League after one of the hardest fought and closest race in the history of baseball the championship depended upon the two games at Dallas and the three at Houston yesterday afternoon and Houston's defeat in the first game gave Dallas the victory by six points when the giants triumphed over Fort Worth in both games.

The possibilities of this program attracted a labor day crowd that rivalled in numbers the Fourth of July attendance, which established a new record in this league. According to figures given out at box office the number of paid admissions 7,503 and many hundreds should be added to the crowd on account for those who went on passes and other ways than paying at the ticket office. Because of better facilities for handling the crowd, however, the playing field was kept clear until the end of the last game and the inconveniences experienced with the Fourth of July crowd were not encountered yesterday.

SCHOOLS OPENED MONDAY.

More Than Seven Hundred and Fifty Enroll First Day.

Don't mind, boys, it's only for nine months! School is indeed, on in earnest—we saw one fight already this week.

The Herald man was out of town Monday and so failed to attend the various openings, but as well as we can learn, the High School opened with 488 students, Principal McCasland holding the reins; the LaMar or East Side School with 293, Prof. Graham, Superintendent; the north ward with 35, Miss Swindell in charge and the West Side school with 50 under the tutelage of Miss Casey.

Plainview's public and high schools opened with the largest enrollment, best equipment and best corps of teachers in the history of the city. The wealth, industry, progress and commercial standing of Plainview are heralded far and wide. But fully abreast with these is her standing as a town of high class colleges and excellent public schools. Plainview has fully \$300,000 tied up in the Methodist and Baptist colleges and her public and high school buildings and it is money nobly invested. Her high school building cost \$30,000 and La-

SETH WARD COLLEGE OPENING

mar school building \$25,000.

The patrons of the public schools may congratulate themselves that their children will be under a strong corps of teachers, many of them, University graduates, each selected because of scholarship, experience and efficiency in some certain work. In addition to the above, in Prof. Grimm, we have a city superintendent without a peer in the Panhandle.

The work in the schools will be thorough, earnest, and on a par with that of the best school systems in the country. Practical branches and those pertaining more closely to culture; those which fit our sons and daughters for business and those which prepare them for cultured society.

Let's have a good school year. May the patrons and teachers co-operate, may the students take a lively interest.

Dr. and Mrs. J. W. Grant, M. D. Henderson and Miss Helen Henderson started on a trip through counties to the South last Thursday in Mr. Henderson's car.

ENORMOUS CROWD WITNESSES AUSPICIOUS BEGINNING.

Some Excellent, Earnest Addresses Are Made—Auditorium Has Standing Room Only

The opening of Seth Ward College last Thursday morning was one of the most glorious we have ever witnessed. The friends of the school, its faculty and students all should feel greatly encouraged.

The auditorium was crowded. The Herald man had to stand up the entire time but still he enjoyed the occasion throughout. The change in the ownership and control of the school had brought about a crisis. Everyone realized it and they listened with glad hearts as Dr. Gladney and other speakers voiced their confidence in the school and the great work it was destined to do.

The exercises commenced with a song by all, "All Hail the Power of Jesus Name." Then an earnest prayer by Evangelist Hotchkiss after which the President of the College, Dr. Gladney began a masterful address.

We have seen college openings for the past ten years, have heard the great Dr. Brooks of Baylor University make his address at the opening of the year's work and various other famous college presidents, but never have we listened to the peer of the speech by Dr. Gladney yesterday morning.

He was so intensely in earnest, so matchlessly eloquent and had such a clear and comprehensive concept of Christian education that the immense audience drank in every word with bated breath. He spoke of his gratitude that such a crowd should be present, mentioned how glad he was to again stand in the halls he had learned to love and stated that he would put forth even greater effort this year than ever before. He showed that advanced civilization demanded a higher education, a better equipment for life, that the children of today should not retrace the time-dimmed trails their parents trod but that their first foot step would be upon the highest rung reached by their parents and they should take up the work and advance the standards of civilization.

He portrayed the fact that pioneer forefathers in the west were indeed heroes but that their work was hardly begun as yet, that we had scarcely "tickled in the ribs" the soil of our mighty section. But while material standards needed to be advanced in our country, the great test of life is the amount of moral character one is able to bring to bear to solve the social problems of the nation.

Christian Education's mission was to point to loftier ideals and higher moral standards and he hoped that graduates would go forth from the Walls of Seth Ward college, disseminating morals and culture over our section as broadcast as the rays of the sun.

Evangelist Hotchkiss then made a short address. He said he hoped that Seth Ward College would always have the ailment at present evidenced, being crowded. Mentioned the mighty work ahead for Christian Education, spoke of the terrific immigration problem, the rottenness of our political system, etc. He complimented Dr. Gladney's address and stated that he hoped to live to see the day when the doctor's ideals should be realized; urged for co-operation between the churches and town and country with the colleges; briefly mentioned the mighty future ahead for Plainview as an educational center and stated that as a benefit to a town, a railroad compared with schools was only a river through which money would flow out of the common treasury.

Mayor DeLay next made the best effort of his life in the way of a speech. He said he had always been a friend to the college, spoke touchingly of the strenuous and worthy efforts put forth last year by Dr. Gladney and paid a compliment to the interest of the people as manifested by their presence. He then humorously spoke of the stimulus to poultry raising a great Methodist college would bring to Hale county, stated that any bach-

(Continued on Page 5.)



SETH WARD COLLEGE, PLAINVIEW'S GREAT METHODIST SCHOOL, WHICH OPENED UNDER FAVORABLE AUSPICES LAST THURSDAY MORNING

BORDERLAND.

The play with the above title rendered last Saturday evening at the Schick was far above the general amateur performance and better than some of professional character. A full, but not crowded house greeted the performers who are favorites with the theatre goers of Plainview.

Borderland, which was gotten up under the supervision of Miss Lena Williams, took the audience away from the prosaic world and forced them by the excellent rendition of the characters to follow the fortunes of the hero and heroine from New York to the borderland of Arizona.

The following cast of characters shows the parts taken by each one, and which were all rendered with a degree of ease and grace that displayed great native talent and artistic training.

CAST OF CHARACTERS.

Jack Ralston, aguide and a scout—Liston Dunaway.
Joe Dempsey, alias Baron Hereford, alias "Old Ben"—Cleve Hatchell.
Hon Patrick McFadden, a New York politician.—Carl Brown.
Mr. Lester, a banker—J. W. Gray.
Cyrus, his servant.—Robert Fletcher.
Kidder, Dempsey's pal—Earl French.
Charley, a young terror—Casey.
Mary Lister, a New York belle—Miss Ethel Williams.
Polly, Mary Lister's sister—Maureen Hulen.
Miss Spriggins—Mrs. Jessie Waller.
Winona, an Indian girl—Miss Ethel

Thomas.

Between the first two acts, little Misses Zeldia and Reesema Hulen captivated the audience by singing and acting "Every Little Movement" and Mesmerizing Mendelsohn's Tune. The children, with their graceful movements and quaintly beautiful costumes were like one of Watteau's paintings come to life or a lovely seventeenth century dream. The charm of their personating and the beauty of the instrumental solos played by Mrs. Eva L. Barnes were special features of the evening.

The play was given for the benefit of the Woman's National League, the advantages of that organization being fully explained by Judge Lancaster in a short but comprehensive talk between the two last acts.

The ladies of Plainview who belong to the League are making earnest and energetic efforts to build a club house in Plainview which will be not only an ornament but of great benefit to Plainview. One room will be used as a public library and reading room, while the other will be used for club purposes, and entertainments.

Those who have seen these club houses speak with enthusiasm of their furnishings and furnishings and of the great advantage it would be to have one.

The ladies who are making such strenuous efforts to obtain this building should meet with every encouragement by the intelligent citizenship of Plainview.

LECTURES FOR RESCUE HOME.

Mrs. Luke Johnson of Dallas, traveling representative for the Rescue Home of the Methodist Church, South in Texas, was in Plainview Thursday and addressed the ladies of the denomination in the afternoon at the new Methodist church.

Mrs. Johnson made a splendid appeal for aid for fallen woman. The rescue work is a great Christian institution, made a necessity by the existing double standard of morals. Who knows about the goodness of bad women? Left dry by the ebb of communal passions, what dim sweetness might hum to the earnest ear from the purple empty shell of the wanton's heart if only it were touched by Christian charity? Ah, henna-stained palms of Jezebel, disdained by the hounds and low in the dust of the world's desires! Such hands have played among the golden vessels of youth and had touched all its altars, their lore had caressed its dreams and their tenderness had held the kings. Poor fallen petals of the rose, no matter how low she be, surely there must linger about her still some faint fragrance of earlier dawns and of a lustier faith!

A TRIP TO LUBBOCK.

The majority of the Herald force found sufficient cause to take an auto trip to Lubbock last Saturday returning Monday. Passing through Hale Center we found a Methodist revival in progress under the guidance of

Evangelist Brown of Fort Worth. Noted too that A. L. Anderson, one of Hale Center's drygoods men was preparing new quarters or his stock. We found the best crops on the trip in the Strip community. They are really excellent there and the same may be said of the entire southeastern part of the country. Along the way a large crop of red-cheeked apples tempted our morals.

In Lubbock, we noted a large brick being erected by the Western Windmill people. Matrimony is an epidemic in Lubbock. Twenty-eight marriage licenses were granted there last week! They probably have to furnish the county clerk with an assistant in June. While we were in the city, "Jinks" Lemond, one of Hale Center's society men and Miss Lela Tubbs of Lubbock were made one. One of the licenses issued Saturday morning there was to Will Fain of Hale Center, who married Miss Era, daughter of Professor Bull of this place.

NEW BRICK BUILDING.

Our progressive citizen, Hal Wofford, let the contract for a new two-story brick business house, this week to Contractor Jno. M. Webb. It is to be located on the north side of the square just west of the bakery. We could not ascertain what will go in the upper story but we learn the lower story will be used for business offices.

The stores of the town are closing from 10 to 11 during the Methodist meeti-

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YE MEN OF CHEER.

I know a very cheerful soul,
Who won't let things go wrong.
Who, 'neath the clouds of care and dole,
Still clings to cheery song;
Who when the winter blizzards storm
Thinks only of how nice and warm
He was in summer time!
A bill comes in. He cannot pay;
His bank account is nil.
He does not mope around all day,
With lamentation shrill;
But, with his spirit bubbling o'er
With sympathy doth cry:
"What though I'm broke, my creditor
Is much worse off than I!"

AMARILLO FIRE.

Amarillo, Texas, September 11.—
A block and a quarter beginning at the quarter of Thirteenth and Johnson streets, was swept by fire at four o'clock this morning, entailing a loss of approximately \$25,000, on which was carried about half that amount of insurance.

The fire originated in the old Fillmore Street Presbyterian Church building recently moved from the up-town district, and from this the flames ate their way through three cottages belonging to Rev. Bennett Hatcher

and two owned by Sydney G. Kays. The wind blew a gale at an angle to make the fight very much against the firemen.

It was one of the hardest battles ever waged by the department and the loss was the greatest ever sustained in the residential district of the city.

Miss Helen Henderson of Kansas City is visiting her father, M. D. Henderson and Dr. and Mrs. J. W. Grant.

Miss May Kinder accompanied her sister, Miss Lucile, who left Tuesday to enter St. Mary's College at Dallas.

Judge Lancaster and Henry Slaton, Presidents of the first and Third National Banks, respectively, attended the bankers convention at Amarillo Tuesday. Judge Lancaster delivered an able address on the subject: "The Bachelor as a Banker," on which topic he is hopelessly well versed.

H. M. Bainer, agricultural demonstrator of the colonization department of the Santa Fe was in our town Tuesday. Mr. Bainer was formerly with the agricultural college of Colorado and is writing some learned articles for the paper in this section.

SANITATION AND HYGIENE.

By Dr. J. F. Owens, Plainview, Texas.
The following paper was read before the Hale County Teacher's Institute September 6th, 1910.

I once had a friend who often said if there was one passage of scripture that appealed to him more than another it was, "United we stand, Divided we fall." This good man doubtless belonged to the same class of bible students who roll their eyes heavenward and solemnly quote "cleanliness is next to Godliness." I am frank to admit that when I learned that this quotation was not in the bible I was indeed disappointed and I do believe that if it was to be deemed necessary by the author of this grand old book to have it revised, He would tell some good secretary to insert that grand old adage, the very significance of which has already caused it to be classed with bible truths.

Sanitation and Hygiene, the subject assigned me for this occasion, is only a frock with frills in lieu of that plain, old garment, cleanliness—that so liberally covers the body of vital questions, viz: health, happiness, and longevity. No life can be what its creator designed it should be if it is unclean within. This thought, however encroaches upon a field that was not open to me so I will refrain from touching on that sanitation and confine my "say" to cleanliness or sanitation without the temple of the living God, or material sanitation. The first step in the preservation of ourselves by cleanliness is to see that we are physically clean and are kept so by the liberal use of soap and water after sufficient attention has been given dermal surface to insure its perfect physiological function. We might profitably turn to those rudimentary laws that mark the extent of our evolutionary progress. In addition to the unsightly streak of mourning that can be easily harbored under a long finger nail we can also carry enough deadly bacilli to infect a whole neighborhood.

We would next consider the most inflected field in the whole category of duties incident to a perfect toilet-making and that is the care of the mouth. A tiny child would refuse to eat the second meal from a plate that had not been cleaned after the previous meal and yet fond parents will allow their children to eat meal after meal with nature's carving knives and grinders and not only use the unclean instruments time after time, but also allow them to jeopardize their lives by swallowing the putrid decomposed bacteria laden particles of food that are so prone to cling to the teeth.

Then again after constant criminal neglect the teeth break down, cavities are formed and those cavities are filled with decomposed food bacteria and pus we allow our children to eat this putrid mass and then take them to the family physician and meekly ask: "What causes Johnny to have such a foul stomach." Now supposing we have clean bodies we will consider some of the most common sources of infection from without. Of these our water supply, of food and the air we breathe should receive special attention. H₂O (two atoms of hydrogen and one of oxygen make a molecule of water) and we believe we would be safe in saying that many of us have never tasted a drop of pure water. After the water is raised from beneath the earth's surface, we find many organic salts and sometimes evidences of decomposed animal and vegetable matter with numerous bacteria. The cistern carries a goodly portion of dirt, organic substances, and myriads of bacteria. Fortunately for the human family many of these substances as well as the bacteria are harmless; but oh, what havoc is wrought in a neighborhood where the deadly typhoid bacillus is deposited on the shallow well and after making its way into the well multiplies by the millions and then arrays its microscopic hosts dealing out death to the unsuspecting victims who slake their thirst in this fountain. Then again supposing we have a water supply that is free from harmful elements and we carry a panful and deposit it in the shady nook on the porch of our dwelling house. The same gentle breeze that sooth us during our after dinner nap could very easily deposit in our water pail a few thousand tubercle bacilli up from the street where they had been deposited by some poor consumptive victim who had never been taught that to spit on the ground when suffering from pulmonary tuberculosis is to encourage the ravages of a disease that threatens annihilation of the human family. Another source of sorrow that hovers around the fatal water pail is the "all things in common drinking cup. That old coconut dipper that hung by the open well at the old church yard. That tin cup that dangles by a string at the hydrant of our public schools. A degenerate brother with polluted soul and body may transmit with a kiss to his baby sister a loathsome and deadly affection and she in turn in total ignorance of the character of the ulcer on her lip may deposit on the universal drinking cup sufficient in-

fection to blight the lives of a dozen of her school mates. On the subject of cleanliness as applied to food-stuffs volumes could be written. We will, however confine ourselves to a consideration of just a few of the most dangerous sources of contamination. Through this source milk is unquestionable the greatest media for transmission of filth and disease into the physical economy. From its source to the final trough of its care before use it is subject to infection of almost every kind. It furnishes the best nutrition in all forms of animal life from the microscopic being to the strongest mammal, hence its importance in our dietary and the need of scrupulous care in its selection and management.

Unclean fruit is a common source of infection. The storage passenger of many of the tropical fruits are often in close proximity. Filth and bacteria of every kind may be deposited on the most tempting fruits and we in criminal carelessness buy this stuff of the vendor on the curbing and without so much as brushing off the dust, eat it dirt, filth, bugs and later wonder where we got 'em.

In the consideration of the air we breathe and its vital bearing on our lives, we deal with a subject that can be easily understood by any average ten year old child, and yet with emphasis we declare that the breathing of impure, stagnant air in this age of advanced thought is responsible for 25 per cent of our mortality list in this so-called Christian country. You may ask How? and Why and the answer is because of devotion to commercialism, morbid pride, criminal ignorance, and spineless cowardice. The commercial spirit compels us to crowd men, women and children into poorly ventilated factories, workshops houses and public schools. Because of morbid pride the fastidious housewife refuses to open the doors of her palatial mansion and admit the pure air and antiseptic sunshine because of the danger of dust covering her furniture and the sunshine bleaching her beautiful rugs. We are criminally ignorant because by the simplest mathematical calculation we can compute the requisite amount of tidal air necessary for the well being of a given number of persons in an apartment of given proportions. And a fool could be taught that one open key hole could not vitiate the air for more than three mice and one baby. Most pitiable cowardice is evinced when we refuse to sleep with open windows because of the "awful draft" and the possibility of intruders from without. The anemic sniveling, spineless creature will cover and whine declaring all the time that "I am peculiarly susceptible to cold" close up every opening into the bed room, chink up the key hole, wrap its clumsy feet in an old shawl, bury the face under the heavy blanket and proceed to dream of demons and snakes while it forces its poor defenseless body to reconsume the poisonous gases and effete matter that is to be exhaled.

Oh, what a pitiable array of wretchedness we will present when we are arraigned at the Gate Beautiful and confronted with the charge of causing oxygen starvation among those we have under our charge. In summing up the whole meaning of sanitation we find it couched in the quotation "Touch not, taste not, nor handle not confronted with the charge of causing the unclean thing" with the addition "Breathe not nor allow the unclean thing to remain within the bounds of thy habitation."

ELEGY WRITTEN IN A COUNTRY ROAD.

The curfew tolls the knell of parting day,
The lowing herds wind slowly o'er the lea,
The plowman homeward rides and on the way
He gayly toots his auto horn at me.
—Chicago-Record Herald.

The boast of limousine has much horse power,
And all that engine and magneto spell,
Await alike the inevitable hour—
The paths of speeding leads you to the cell.
—New York Mail.

Here lies his head upon the lap of earth,
A youth to fortune and to fame unknown;
The auto hit him for all it was worth,
And then sped on and left him here alone.
—Houston Post.

Haply some hoary headed swain may say;
"I seen him when he passed and noticed how
He seemed to want to hurry on his way—
I got his number, but fergit it now."
—Chicago Record Herald.

FIRST METHODIST EPISCOPAL CHURCH.

Services on Sunday as usual. Preaching by Pastor. Sunday school at 10 a. m. Wednesday night, Sept. 21st, the Fourth Quarterly Meeting and Conference will be held in charge of Rev. D. T. Summervill, Superintendent of Fort Worth District. Everyone should attend the same.

OPENING OF WAYLAND BAPTIST COLLEGE.

Wayland Baptist College will open its first session Tuesday Sept. 27. Students of all grades are admitted. The music department is especially strong and includes courses in piano organ, stringed instruments and voice. Business courses and instruction in art and expression are also offered. A thoroughly equipped and experienced instructor is in charge of each department and every student will receive the most careful attention of a trained specialist. Besides the special departments, the regular college course will be given. For catalogue or other information write I. E. Gates, President or R. E. Bell, Dean.

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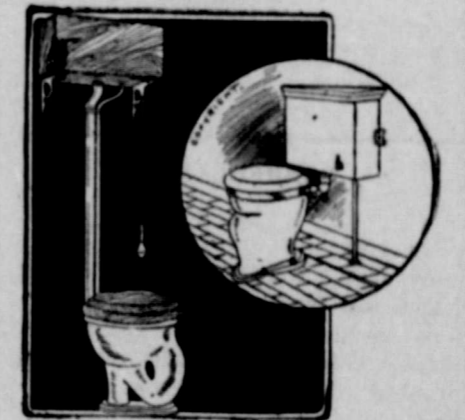


Fire departments are necessary and save much property, but they cannot be relied upon always. Although they may put out the fire, water may do as much damage as the fire. Fire insurance protects you against loss by fire as well as the loss by water damage. A fire insurance policy in a reliable company with a reputation for fair dealing and promptness is your best protection. We represent only such companies.

C. E. McClelland
Agent
Rooms 13-14 First National Bank

TO OUR CORRESPONDENTS.

During the harvest season, The Herald wishes to publish authentic reports of grain yields, and the paper will deem it a favor if you will pay especial attention to the crops in your section and send us the actual figures, as given by the owners or threshermen.



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Guaranteed to give satisfaction and blister without pain, or your money refunded. For sale by all druggists.

STALLION—Weights over a ton—at my farm, three miles east of Plainview. See him before breeding elsewhere. R. L. GRIMES. Phone connection. tf

STRAYED—From pasture one red cow white face, dehorned, 7 or 8 years old, branded R. L. H. on left side and hip. reward for information leading to her discovery. Vickery-Hancock Grocery Company.

PROPERTY FOR SALE.
If you want a good bargain in the purchase of valuable city property call on, or write to, the undersigned. Will sell cheap and on easy terms, or will rent.
Don't delay, if you mean business
GEO. F. FAIR,
Plainview, Texas.
For reliable and speedy car repairing, see Valentine Auto Company.

Want Column

Eskimo at the Schick, Friday, September 23rd.

FOR SALE—Near Seth Ward college, well improved, one-half block in Col. addition. Cheap and on good terms.

I have a number of other nice residences inside the corporation. Call and let me tell you about them. 34

W. E. ARMSTRONG,
Room 27 in First National Bank Building.

A BARGAIN.

To many merchants of our town, also to many homes, who are using a poor quality of coal for cooking instead of Simon Pure Niggerhead coal at a less price and guaranteed to please, handled only by Tandy Coleman Company. Phone 176.

Will buy Vendor's Lien notes, office with J. B. Nance, north side of square. B. W. BAKER.

FOR SALE—7-room cottage, with large shade trees all around; two blocks from square; reasonable cash payment; balance monthly; or terms to suit. G. A. LONDON. tf.

WANTED—Position as stenographer, can keep books. Young lady. Address Box 86, Happy, Texas. 37

ALFALFA LUMBER COMPANY for the best "Niggerhead" Coal. Prices right. 37

Meand City Paints may cost a trifle more, but—ALFALFA LUMBER COMPANY. 47-1910

FOR SALE CHEAP—Five business lots in the Stolley & Graham addition of Plainview. For terms write, J. P. MORGAN, Gause, Tex.

FOR RENT—Improved section of land, six miles from Plainview; 200 acres in cultivation; 100 acres ready to begin plowing for fall wheat. For further particulars see W. G. KARSCHNER, Plainview, Texas. tf.

Let PETERSON fit your Glasses. tf.

I have two nice homes. Will trade either for a well located half section of land. See or write T. W. Sawyer, Plainview, Texas. 37

FOR SALE—Two delivery wagons, one double, one single. Will sell cheap. Vickery-Hancock Grocery Co.

Bring your bones to Crowds Bros. & Hume. They pay the highest market price. tf

HIDES! HIDES!!

We pay the highest market price for hides. Don't fail to see us.—Crowds Brothers & Hume.

We are headquarters for the highest quality grain and feed stuffs. Get our prices. Phone 162.—Crowds Brothers & Hume

RAPID RAILROAD WORK.

The doubting Thomases have emigrated to some other climate. Contractor Woods, who has charge of things is making good. The sub contract at this end in charge of Hurley and Wilkinson are making the dirt fly, and beginning Monday, K. E. Bain will add 20 mule teams to the force now on the work and from one-half to a mile a day will be made ready for the ties. We understand that a large force at work out of Lockney and contractor Woods says that Lockneyites can come to Silverton in "varnished cyars" for their Thanksgiving turkey.

We are gratified at the progress the work is making and there is absolutely no doubt about the road being built on time.—Briscoe County Herald.

MORE WHEAT AND BETTER WHEAT.

With the increased acreage of wheat that is to be sown this fall more than ordinary care should be used in securing good seed, and in preparing the ground for it. Usually the yield and quality of a wheat crop is very much affected by the amount of work and attention given to it. Judging from present indications this fall's wheat ground is going to be poorly prepared and a great deal of poor seed will be sown.

Mr. Farmer, don't let this statement mean you!

PREPARATION OF THE SEED BED.

—Deep plowing just before seeding time is not advisable, as wheat requires a firm seed bed. Deep plowing, at the right time is very favorable to wheat production, especially in hard soils. Under these conditions the land should be plowed long enough before seeding time so that it will become well settled before the wheat is sown. Deep plowing for wheat in August and September is not advisable. Lands prepared at this time or later, should be worked shallow at a depth not to exceed four or five inches. Often where there are but very few, if any weeds, the disc harrow will make a good seed bed without plowing provided the land has been well worked the previous years. Under all conditions of plowing for wheat, whether deep or shallow, the ground should be packed or harrowed or both, immediately after the plow, this not only helps to hold the moisture but firms the grounds and puts it in a better physical condition.

Where wheat is to follow wheat, or other small grain crop, the ground should be disced as soon as the crop has been removed. This will kill most of the small weeds and at the same time will prevent any undue loss of moisture and the ground can be plowed at any time. In case the ground is not disced many weeds are likely to grow, and later on the ground will become too hard and dry to plow at all. Growing weeds are going to a good crop of wheat following a take moisture out of the soil. A farmer cannot reasonably expect to grow heavy crop of weeds. After the land has been prepared, whether before sowing or after, the surface should not be allowed to crust. The common peg tooth harrow should break this crust as often as it forms, until the wheat gets top large to work. Don't let the ground get too dry before harrowing, as it is liable to work up too fine and thus make it more liable to blow. Sandy land will not stand as much working or as deep plowing as the hard or tight land.

GOOD SEED.—Too much cannot be said of good pure seed. A great deal of wheat which will be used this fall is very badly mixed and is of an inferior quality. It pays to sow good seed, even if it has to be bought at a price slightly above market. Seed grown under similar conditions will produce better crops than that grown under different conditions. Good seed wheat for Oklahoma and Texas can be secured at Kansas points slightly above market prices.

A mistake that should not be made in sowing too much seed per acre; from three pecks to five pecks per acre is enough, depending on the soil and conditions.

It is a good plan to treat the seed wheat for smut, whether the wheat appears free from it or not. The formalin treatment is considered the most reliable.

SEEDING—Sow all wheat with some reliable grain drill and cover it with the press wheel attachment. The press wheel attachment firms the ground immediately around the seed and insures it coming up evenly and better. The seed should be planted in moist soil at a depth of from one, and a half to three inches. Seed can be sown slightly deeper in loose sandy soil, than in heavy or tight soil. Don't try to farm too much ground. It is far better to sow a small acreage, and do it well, than to sow twice as many acres and give it but one-half of the work needed.—H. M. Bainer Agricultural Demonstrator, Santa Fe Railway Company.

FARMING RENAISSANCE.

Fort Worth, Texas, Sept. 15—"This is my first visit to Texas since I left here more than 25 years ago to try luck at farming in the far north," said Gib Turner, a wealthy farmer of Adair county Iowa to a representative of the Texas Commercial Secretaries Association while shaking hands with older settlers of this county, who remember him as a thrifty farmer of Tarrant county in the early eighties. "The improvements which have been made in every line of industry and especially in agricultural methods are little short of miraculous. I can remember when I owned a little farm in the Western part of Tarrant county that the rule among farmers was to put their seed in the ground and cover them up and take a long chance on ever seeing it again. Now, I understand that the average up-to-date farmer of Texas makes a study of agriculture just the same as a lawyer makes a study of law or the doctor of medicine, that he studies the adaptability of the soil to a certain kind of grain or vegetable with the same precision that a physician will study the effect of certain kind of medicine on the human system. I notice also that most of the farmers have telephones installed in their farm residences for the purpose of ascertaining the exact date of the arrival of Jack Frost, and in a few instances, I learn that the farmers are keeping pace with their city brothers and have purchased automobiles for transporting their farm products to market. This is quite a departure from the customs of the days when I claimed Texas as my home, for at that time it was not an uncommon sight to see products of a farm being driven to market behind a team of oxen and frequently packed on the back of a mule. However the improved conditions of the farming interests are only in keeping with the progress made in all other lines of industry and I am glad to see it for I think the farmer owes it to himself to better the conditions of his class and all indications in Texas certainly point to a more favorable condition for the farmer who, after all is the backbone of Prosperity" said the genial land owner as he packed his grip with literature on Texas furnished him by the Texas Commercial Secretaries' Association for distribution among his Iowa neighbors.

MY TEXAS PRAIRIE HOME.

I've walked the street of cities proud, Amid the throng of Fashion's crowd, In every clime beneath the skies, I've stood upon the ocean's strand, I've witnessed the sublime and grand, I've wandered where great mountains rise, Where lofty marble walls ascend, And plumage gay with splendor blend, But in lone hours, by night or day, From all that's grand and all that's gay, My fondest thoughts will ever roam To my loved Texas prairie home, Reposing on those meadows green So sweetly imaged in my dream O may no storm ne'er intervene To mar the beauty of that scene, The orchard and the primrose bloom, Filling the air with rich perfume, The sparkling brook whose course is nigh, All ask the tribute of a sigh, May peace and quiet ever reign In that loved spot upon the plain, And hovering angels gather near To guard all those from harm or fear. —Geo. S. Storrs.

WILLIAMSON HAFFNER CO.
ENGRAVERS-PRINTERS
OUR CUTS TALK
DENVER, COLO

FIGHTING THE FLY.

With the season that is passing there comes a temporary conclusion to the most vigorous concentrated, determined warfare against the housefly, more appropriately and correctly known of late as the "typhoid fly." It seems that if anything definite about this pest has been discovered, it is that the fly spreads contagion, and especially the typhoid fever germ. In Albany the authorities came to this conclusion and in Washington there has been an outbreak of typhoid, the doctors in general share this opinion.

By systematic work carried on by medical men and others interested in the general welfare, the public has been systematically advised of the dangerous character of the fly and has been taught how to fight it. Its life history has been explained, and its necessity shown of destroying its breeding places. The season is not yet ended, but its not too soon to consider the manner in which the fight against the fly is to be carried on next year.

Medical science these days is concerned even more with the problem of preventing disease than it is with curing it. The brightest minds in the profession are engaged in seeking out and localizing the germs of different diseases, and then in learning how to destroy those germs. It has been found that inoculation is practicable in combating other diseases than small pox and there is constant advancement. Sometimes however, the efforts of medical science are baffled by the indifference of the public, and until lately this seemed to be the case with the common fly. Now however, the public is awake and it has been making a splendid fight. In a few years, with continued well directed effort, the disease carrying fly may become a positive rarity.

DISPUTING SCIENCE.

Those practical persons who have rushed into lists with Sec. Wilson have declared that the gentleman from Tama, Iowa, did not know what he was talking about when he said in a recent report that chickens ought to be kept without food for 24 hours before they were killed, should pause before obtruding their opinions upon the public. Secretary Wilson had as a basis for his declaration, the report of a very clever young lady who is known in the Department as Dr. Pennington. Dr. Pennington is an expert and a scientist, and in the words of Secretary Wilson himself, "is a mighty nice girl." She has been investigating this chicken question for a year or two, and last spring she went before the cold storage warehousemen and told them a lot they never knew before about their own business. They took it nobly too and voted their thanks to boot. What Dr. Pennington knows about preparing poultry for market and the effects of cold storage upon it, the relative merits of dry pickled poultry and poultry which has been scalded, and other things pertaining to the subject, would fill a book. Accordingly, it is recommended again the non-professional persons should go slow in contradicting the deductions and finding of Dr. Pennington, who has "the dope" as the sporting editor says to back up all she says.

Eskimo at the Schick, Friday, September 23rd.



THE DESPONDENT YOUNG MAN

Whose home has just been burned, is offered the protection of a friendly policy by Mr. HOYLE & MALONE. 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, regardless of their own interest, who declines to take out insurance.

Hoyle & Malone Insurance

Rooms 3 and 9, Wayland Building
Office Phone, 231; Res. Phones, 90-142
PLAINVIEW, TEXAS.

ALFALFA LUMBER COMPANY for the best "Niggerhead" Coal. Prices right. 37

Binder Twine 9c

The Peoria Cordage Company has a limited amount of Sisal Binder Twine at 9c per lb. at Leach Coal Grain and Storage House. Come early as their is only a small amount.

Coal and Grain

THATS OUR BUSINESS

Simon Pure Nigger-Head Coals, Rockvale the Genuine article. Guaranteed to please the most Skeptical. All kinds of grain and feed stuffs bought and sold.

TANDY-COLEMAN CO.
PHONE 176 NEAR DEPOT

J. H. LEACH

Coal, Grain, Seed and Feed Stuff

Phone 136 Plainview, Texas

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

WE ARE HUSTLERS

For Plainview and Hale county. List your property with us and we will do our utmost to find a buyer. Place your vacant dwellings with us.

C. H. WHITE LAND COMPANY
North Pacific Street
GARRAGE IN CONNECTION. ATUOS FOR HIRE

THE MOST COMFORTABLE SHOE SOLE IN TEXAS.
Peter's Foot Comfort Shoes.

Bend these shoes until the toe touches the heel. Make a ball of them. You can't hurt them. They are made to give to every muscle that is used while walking, yet have enough weight in the soles to protect the foot from the rough spots.

Ladies who have always insisted upon light-weight turn soles, that lose their shape so quickly, should try a pair of Peter's "Foot Comfort" sole shoes. These shoes will hold their shape, look neater and wear longer than any shoe you ever wore.

Ask your dealer to show you these shoes. **Peter's Shoe Co.** ST. LOUIS. If he does not have them, write us.

Some Real Bargains

7 SECTIONS good, smooth land; all in one solid body; located 15 miles of Plainview and close to railroad station; all fenced and cross-fenced, with good 3 and 4 wires; 6 wells and wind-mills; plenty good water; 3 good farm houses; good sheds, corrals etc. About 1,500 acres in cultivation, divided into 5 farms, and fenced separately. About 300 acres fenced with good woven wire, and divided into 3 pastures, with water and hog sheds in each.

5 SECTIONS good, smooth land, 8 to 12 miles of Plainview, and close to railroad stations; mostly all in one solid body. Will sell this land in tracts to suit the purchaser, on easy payments.

The above tracts are the very choicest agricultural land to be found in the Plainview country. For plats, prices and terms, address

Otus Reeves Realty Co. Plainview, Hale Co. 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 348, Plainview, Texas.

Entered as second-class matter at the Post Office in Plainview, under the act of March 3, 1879.

Many Havana smokes turn out to be Manila ropes.

Multum in parvo—the legislature has adjourned!

Some people worry about making money; more about not making it.

A bachelors club is underway in our town, we hear. Object: protection against the designing sex.

A man who hurries so fast he has not time to be careful will always be behind with his work.

They say the new style of wedding invitations reads: "Please honor us with your presents."

Don't remember the Maine but in the main remember the Plainview Fair, September 29, 30 and October 1st.

The man who can't play billiards can always tell you how to make the shot.

The pros of Amarillo will contest the election but are reticent as to their grounds.

What do you think of Roosevelt ending his tour with the claim he was tired. Roosevelt tired!

The democrats have won Maine and Arizona in recent elections but lost New Mexico to the Republicans.

Hamilton, Texas was added to the ranks of the "dry" last week by a majority of 300.

Boston, according to the late census, is the fifth city of the United States, with a population of 670,585.

Roosevelt is to tour Texas next March, and will probably speak in Amarillo.

The editor of the Canyon City paper muses over the fact that a man called him a liar the other day. The term "editor and liar" are synonymous.

Probably the reason why most men drop a nickel in the collection basket is because there are no pennies in West Texas.

In Baltimore a man of 96 weds maiden of 59 summers. Some men never seem to acquire wisdom.

Some men expend so much energy blowing their own horns, that they cannot accomplish anything else.

Up in Ohio they are trying a new plan to stop drunkenness—sentencing the inebriates with regular church attendance on Sundays. Refusals result in the carrying out of the jail or workhouse substitute.

Woe and tears! the sauer kraut crop is short this year and the price will be high. Hale county could raise enormous quantities of cabbage and so come to the rescue of the Germans.

Aw, we don't know. If all the world is a stage and life a drama, it doesn't appear incongruous to have the wedding scene on exhibition in an opera house.

The Plainview Fair Association is offering a \$1,000 life insurance policy to the sucker who will be married in public at that event. Very appropriate—a man who will marry a woman with that much nerve, should not only carry a life insurance policy, but a shot gun to protect it.—Petersburg ewe.

Sheriff McCanness of Dallam county, shot and instantly killed Hermann Pastor, at Ware last week, who was resisting arrest.

Silverton parties, headed by the First State Bank organized a strong local loan company on Monday of last week.

Suggestion to the sport's committee of the Plainview Fair: let's have a hundred yard sweepstake for women in "hobble skirts."

No horse does not take the bit between the teeth. That is impossible, look at your horse's mouth and see that this is true.

The use of the strap for punishment in the Texas penitentiary was abolished by the legislature last Thursday.

Canyon City is suing the Santa Fe for \$10,000 penalties, claiming that said road did not comply with the ruling of the State Railroad commission.

Mr. Merchant, you can't save time by stopping your clock and you can't save money by stopping your advertising for in either case you can't keep up with the times.

A Topeka preacher told a good story illustrating a certain point in his sermon. After the family was seated at the dinner table and began to talk of the morning services, the preacher's son piped up: "Say mamma was that a true story papa told, or was he just preaching?"—Chillicothe Hornet.

Speaking of sanitation, the water overflowing from the city watering trough is standing among a row of rank weeds along the edge of the court house yard and gathering a green scum upon its bosom. This is the proper season for typhoid, remember.

Good travelling men are getting better. Listen to the following: "Forty years ago the travelling man was a bum. Later he developed into a drummer, still later he developed into a gentleman and today he is a Christian, and the movement is growing in popularity each year. The drinking man is not the success on the road that he formerly was. The temperate salesman is forging to the front and his services are in demand."

The board of directors of A. & M. College of Texas has decided that a course in practical newspaper work shall be given students who desire to have the instruction. This is a wise move, since heretofore journalistic students had to go north for their instruction. The most promising were induced to remain in the north and Texas got the mediocre class. Let Texas develop her own newspaper men and they will prove the more zealous in her interests.

"The light is coming, the day is breaking, Silverton will be Silver-town" says the Briscoe County Herald. Whenever you hear an iditor wax poetic you may know his advertising is good. Well, brother Hughes deserves it.

With a quart of whiskey in each pocket and a double-barrelled shot gun in his hands an intoxicated Ellis county farmer held up sheriff Forbes last week and compelled him at the muzzle of a gun to come into the house and mix a cock tail for the farmer. This is quiet East Texas. It has been a long time since such happened in Hale county.

Carl Crow, assistant editor of the Fort Worth Star Telegram is out in Mexico, absorbing material for magazine articles. His recent contributions to the Saturday Evening Post concerning West Texas were excellent boosts for this section in that they told the simple truth.

If Dr. Gambrell can succeed in moving the University from old hide-bound prohibition Georgetown to Dallas the students can enjoy the privileges of an open town and have access to the free lunch counters for their midday lunch. To be consistent the doctor should also go and set 'em up to the boys occasionally.—Austin Statesman.

Dr. Gambrell is superintendent of the state Anti-Saloon League. He is sending circular letters to the newspapers the state over to be published. In these letters he cites the examples of great cities rotting in wealth, says the commercial spirit of today is a warning of impending disaster in short that the wealth saloons put in a town is not healthy. Why then, does Dr. Gambrell inconsistently use his influence in an attempt to move Southwestern University to Dallas? Every one knows the school would be benefited only in a commercial and not a moral way. Colleges thrive best only in a "dry" atmosphere. Come to one of the Plainview colleges.

Since Plainview is now a college town the following is in order: A new German professor, in a college when wishing to detain one of the students said: "Oh miss, may I hold you a minute after the class?" This advice was given by one of the students to her mates: "Girls take all the courses you can with the men professors, for the women of the faculty try to find out how much you know, and the men try to show off how much they know." * * * The wife of one of the professors warned him as he went off to officiate at a funeral on a rainy day: "Now John, don't stand with your bare head on the damp ground; you'll surely catch cold."

ANSWERS ROLL CALL.

The National Association of Mexican war veterans met for the last time in Minneapolis last week. No member of the association was under 79 years of age. Since there were only 28 present it was thought best to adjourn to meet in eternity. Mrs. Moore Murdock of Dallas spoke the words that forever dissolved the band! "It now becomes my sacred duty to adjourn the national association of Mexican war veterans to meet again on the beautiful shore I ask you to arise and declare the association adjourned forever." Mrs. Murdock, the daughter of a Mexican war veteran, was the highly honored secretary of the order. Enthused by compliments paid Texas, she said: "We people down in Texas are so proud to be Texans and then to be Americans that we don't think even heaven can be perfect unless all the Texans and every true American are there." The sad sentiment of the occasion was evidenced by tears in the eyes of tottering, silver-haired octogenarians who once charged on the shell swept fields of Buena Vista as they realized they were now too feeble to meet again in a national association on this earth.

The Quanah Tribune Chief says: "For sentimental reasons few Texans want to see their State divided, cumbersome and unwieldy as it is, but the State eventually will be cut into two or four, and that this is going to happen within the next twenty-five years, we firmly believe. Take the Panhandle and see how little it has in common with East or South Texas. Absolutely nothing! We know, however, that politicians from those parts of the State whence has come the bulk of our population are consumed with envy, and neglect no opportunity to harm our section. As long as they can run Texas politics the Panhandle is up against it. If East Texas does not want a division she must let up in her fight against the only part of the State that is showing signs of vigorous growth."

Homeseekers are now preparing to hustle Texasward. Two hundred thousand for 1911 is the estimated crop. Turn 'em to Hale County.

In nearly every paper or magazine there is something worth keeping for future reference, but once the paper is laid away it is like hunting for a "needle in a haystack." Cut 'em out and keep 'em.

The Baptist Ladies Aid will serve short order meals during the county fair at the corner room in the Wayland building for Benefit of Wayland Baptist College.

The fact that 600,000 cans of fruit have been received at Galveston from Baltimore, plus the fact that thousands of bushels of the same kind of goods rotted on the ground in Texas this year, because no one would can them points to the fact that Texas needs more canning factories. Plainview would be an ideal location for one of them.

Three cheers for the Colorado court that fined a fellow for running his phonograph after bed time.—Hale County Herald.

For salutatory reforms, Colorado is the luminary upon which the country's economic telescope has been turned during this notable year in her history. First came the solar plexus blow at the water monopoly in Denver; next, the adoption of the initiative and referendum; and now the crowning cap-sheaf of the super-structure—defining the rights of phonograph-owners—defining the rights of the machine may be allowed to squawk. The world progresses and Colorado is in the forefront of the procession.—Amarillo Panhandle.

Statements to the effect that the Western banks are loaning money too freely for luxuries, particularly automobiles, has led to gathering some statistics in Texas. The bankers there estimated the value of all the automobiles in the state at \$45,000,000 which is more than half the combined capital of all banks. They also estimate the annual depreciation for which there is no remedy at \$15,000,000 or four times the annual fire loss of the state.

Congratulations for the people of Petersburg—cause—the Petersburg News, the second number of which has just reached this desk. It is a hum-dinger (pardon the slang.) Well, that is one of the choicest portions of Hale county and so deserves a good paper.

NOTICE.

A nice east front home, well located, to exchange for quarter section of good land. See T. W. Sawyer.

The Ladies Aid of the First Presbyterian church will give a Bazaar and box supper in the afternoon of Thanksgiving day.

The Herald for Job Printing.

BELIEVE IN SPIRITS?

Prof. William James, one of the most famous psychologists in the world died recently at Harvard, where he occupied a chair of psychology. Before he died in order to put to the test the claims of mediums, that the dead can communicate to the living, he wrote a message and placed it in reliable hands, with the promise that if possible, he would repeat that identical message through a medium, from the mysterious realm of the unknown.

So far the test has failed, although many fake mediums are claiming to be in communication with the spirit. This is the first reliable experiment of its kind in the history of the world. So many wonders have been thrust upon mankind that we are loath to form an opinion as to what will be the outcome of the test.

The Texas Commercial Secretaries are boosting up the patriotism of the editors, in their letter this week, by reminding us that Texas, aside from being a country of magnificent distances, has the largest State Capitol in the United States that approaches the National Capitol in area and excels it in grandeur. It is the seventh largest building in the world, was built exclusively from Texas materials and stands as a magnificent monument to the matchless and varied resources of our great state.

Most of the dry goods and millinery stores held their opening yesterday. The throng was interested. The interest was intense. We have never seen a magpie. We have both seen and heard blackbirds. In his idiotic man-like way the Herald reporter stood near one of the hat shops and rudely gazed at the happy noiseless crowd "trying on hats." Most of the head gear seemed to be colored or white or black and as a rule was of a regular or irregular shape. Pretty though, or perhaps they only seemed pretty when the Plainview ladies donned them.

PRIDE OF THE PLAINS.

The following is what Mr. Alrept, chief baker of the City Bakery has to say about Pride of the Plains flour. "I made a test case of 100 pounds of Pride of the Plains flour, manufactured by the Harvest Queen Mills, Plainview, Texas, and found extraordinary results. One hundred pounds of Pride of the Plains flour made seven more loaves of bread than any other flour I ever used since in Plainview. The flour is of a superior quality, very strong and healthy and requires very little sugar and practically no lard. I would recommend the flour to every woman as being a little better than the very highest grades of northern flour."

Mr. A. L. Norman, the head miller of the Harvest Queen Mills, Plainview Texas, who was formerly head miller of some of the largest northern mills in the country, such as the Thoman Milling Company, Lansing, Michigan, and the Globe Milling Company, of Perham, Minn., and a man of very wide experience generally in the milling business, states that the mill now is as well equipped for making a high grade flour as any he ever handled.

Mr. Norman has always been very optimistic about the flour that could be made out of home grown wheat and his statements have been verified by several tests that have been made of the flour. Among them was a test can by our home baker, Mr. Ahlrep, who found that 100 pounds of Pride of the Plains flour made seven more loaves of bread than any other flour that he had used in Plainview. Also makes stronger and better bread. Mr. Norman says that as long as he can make flour of this home-grown wheat, he will be able to turn out a superior quality of flour than can be shipped in and will guarantee every sack. He cordially invites all of the ladies interested in making good bread to call at the mill at any time and see the process by which the flour is made.

FOR TRADE—One good jersey cow for gentle buggy horse. See Hal Wolford.

We sell Brown shoes. Also Selz shoes.—Wayland Dry Goods Co. 37.

FOR SALE—Two lots, Nos. 19 and 20 in block 22. Can be bought for \$110.00, if sold at once. Write box 602 Corona, Colorado. 36

Eskimo at the Schick, Friday, September 23rd.

FOR OIL IN PANHANDLE.

Amarillo, September 15th.—W. B. Corlett of Henrietta was in Amarillo yesterday, the guest of John R. Gilvin. The visitor is engaged by an oil development syndicate and is in the Panhandle country for the purpose of prospecting. The Panhandle is attracting quite a little attention of oil men just at this time, and it is believed that the outlook is good for some excellent fields. The first stop to be made by Mr. Corlett is at Electra and from that place he will go to numerous other places, including some in the vicinity of Amarillo.

Johnson Wagon Yard

I have leased the Johnson Wagon yard on same block with Alfalfa Lumber yard, and have overhauled and cleaned same. If you want your horse boarded in a sanitary yard, I will take good care of him at \$15.00 per month. I also solicit the regular wagon yard trade. Fees reasonable. Roomy camp house and electric lights. There are piles of manure on hand, from overhauling yard, which are free to any one who will haul them away.

Yours for business

J. F. Mc LAIN, Proprietor

Avoid Danger

When you are sick, or suffering from any of the troubles peculiar to women, don't delay—take Cardui, that well-known and successful remedy for women. Thousands of women have used Cardui and been benefited. Why not you? Don't take any chances. Get Cardui, the old, reliable, oft-tried remedy, for women of all ages.

TAKE CARDUI

It Will Help You

Mrs. Luzania Morgan, Sneedville, Tenn., writes: "For ten years I suffered with the turn of life, and tried many remedies without relief. I had pains all over my body and at times I could not sit up. At last I took Cardui and now I can do my housework. I have told many ladies about Cardui and recommend it to all sick women." Try it.

AT ALL DRUG STORES

TAKE NOTICE

Our School Book Supply will be complete. State depository requires us to sell books for CASH ONLY. Bring the money and avoid the trouble of returning home.

R.A. Long Drug Co. PHONE 327

E.E. WINN B.K. BARKER L.C. BARKER

Plainview Rubber Works

We are now fully equipped to repair or rebuild any make or kind of tires, from largest to the smallest. Our foreman has had several years experience in the largest factories at Akron, Ohio and you can rely on his judgment. If your cases and tubes are worth repairing, we will be glad to do so. If not we will notify you before any expense is made. Send or bring us your work for inspection and advice. Will also buy your old rubber and pay you all it is worth.

RUNNINGWATER.
We are pretty dry out in these parts but had a shower last night which will help us out some.
Messrs A. G. Mayfield and Basil Huguley returned from their Mexico trip on Sunday. While going they visited the irrigation plant at Portales and were greatly impressed with it. School opened here on Monday morning with Mr. L. D. Griffin as principal and Miss Lola Estes of Lorena as assistant. School opened at Halfway with Miss Clara Sanderson as teacher and a full attendance.
Rev. Bone preached here on the second Sunday instead of on the 4th, his regular appointment.
Some of our young people attended the meeting down at Halfway during the past week. The preaching down there was done by Revs. Gillon, Gates, McMaher and Forbes. Much interest was manifested and there were several additions to the church by experience and Baptism. Plainview visitors to the meeting during the week were Dr. and Mrs. Longmire and Miss Lebecca Longmire, Mrs. Gillon, Mrs. Stevens, Judge Webb, C. A. Bivens and M. L. Williams and Mrs. Gates. There was three services Sunday and dinner on the ground.
Mr. and Mrs. Lena Puckett of Plainview were Halfway visitors Sunday.
Mr. and Mrs. J. W. Dye have just returned from a visit to Floydada.
The coming wedding of B. L. Ray and Miss Patsy Kirk has been announced to take place on Sunday evening and is to be a public wedding. Correspondent.

AUBURN ITEMS.
Mr. Lowe, our store keeper has moved to Arkansas.
Miss Eunice Estes has gone to Dimmitt to teach school.
School opened here with a good attendance.
The ladies' club met at Mrs. Carl Gilbert's Wednesday. A nice time was reported. She served a nice lunch.
Holly Merrill had the misfortune to fall and break his arm at school one day last week.
Mr. K. Shelloberger was a caller in Plainview Saturday.
Jack Teague is vacationing in Floydada. B. H. Towery holding his desk during his absence.
FOR SALE—Fresh cows, steers, brood mares, work horses, colts, harness, binder, all kinds of farm tools, bed room set. Three miles east of city. Phone R. L. Grimes. 37
Mrs. J. W. Christler, of Dallas, is visiting her sister, Mrs. R. G. Harp at the Harp & Wilkins' ranch.
WANTED—Cosmopolitan magazine requires the services of a representative in Plainview to look after subscription renewals and to extend circulation by special methods which have proved unusually successful. Salary and commission. Previous experience desirable but not essential. Whole time or spare time. Address with references, H. C. Campbell, Cosmopolitan Magazine, 1789 Broadway, New York City.

In Society's Realm

GREEN AND WHITE WERE THE MISS LUCILE KINDER HONOREE. COLORS, TWO.

The beautiful new home of Mrs. E. M. Carter, 512 West Third Street, was thrown open Tuesday afternoon from three to seven, to the many friends of the hostess and her cousin Miss Santi Wright.

Miss Wright served punch in the conservatory. Gowned in red silk she made a touch of vivid color against the charming background of ferns and other house plants.

Nine table of forty-two afforded unqualified amusement for the afternoon, judging by the merry laughter that echoed upstairs and downstairs.

The dainties of dainty luncheons were served, delicate green and white being favored in the salads, mints, ices, and punch.

The out-of-town guests were Miss Wilkerson, the honoree, and Miss Helen Henderson of Kansas City.

One of the most pleasant events of the vacation days was the house party given by Mrs. Robert Myers on Thursday of last week to Miss Bessie Wilson and a few of her girl friends prior to their departure for school.

Games, music and contests whirled away the hours until the girls were ushered into the dining room, where the motif of pink and white was favored in decoration and menu.

The guests remained for the night prolonging their innocent fun and frolic until a late hour, and enjoying the elegant breakfast served them the next morning by Mrs. Myers.

Thursday afternoon of last week, the Ladies Auxiliary of the Southern Presbyterian Church gave a social at the home of Mrs. W. E. Armstrong, 715 Slaton street.

On Wednesday evening of last week, the boys and girls of the J. O. C. club enjoyed a picnic at the grove three miles east of town.

While there the young folks enjoyed a good supper and spent a merry time. The affair was given in honor of Lucile Kinder, being one of the last of the vacation pleasures.

Honoring the same popular young lady, Miss Gwendolin Hanby entertained Thursday evening at her home 315 Adams street.

The guests were met at the gate by Dr. and Mrs. Hanby. Music, hearts and forty-two were the amusements, until the serving of cake and sherbet later in the evening.

The guests of the night before were present, also Misses Elsie Henderson, Amy Nash, Marquinita Hulen, Roule Bills, and Lawrence Gray.

FIVE HUNDRED.

Miss George Alice May was at home Tuesday evening at her home 1312 Wayland Boulevard. Little Misses Madge May and Kathleen Gates dressed in dainty Japanese costumes served punch to the arriving guests.

OUR TRAVELLERS.

A message from Miss Bettie states that she landed in New York yesterday on her way from Europe. Since going abroad, Miss Knight has visited six of the European countries, took in the Passion Play and spent ten days each in London and Paris.

Letters received from Mrs. S. Bruner and her daughter Mrs. J. W. Wayland, say that they have had a delightful summer among the lakes of northern Minnesota and will be at home about the first of October.

On Wednesday at high noon an elegant course dinner was served at the home of A. E. Harp, 400 Pacific street.

FIVE HUNDRED PARTY.

Mrs. H. W. Harrel and daughter, Miss Ilee Harrel, entertained Wednesday afternoon with five hundred. Five tables were placed for the devotees of this fascinating game.

Pretty, prettier, prettiest, should be applied to the social functions lately given in Plainview, for as each succeeds the other, one is prone to exclaim: "this is the prettiest of all."

Where Grape Vines Hung Foremost on the list of large entertainments after those chronicled in the last issue, was that given by Mesdames George Keck and J. R. Kerley at the home of the former, 209 Archer street last Friday afternoon from three to six.

In a vine hung corner of the dining room, a veritable well of grape punch afforded delicious refreshments during the afternoon and was seemingly as inexhaustible as the widow's cruse of oil, judging by the scores of ladies who quenched their thirst from its limpid depths.

Fourteen tables for the old, but ever new forty-two were placed for those who indulged in the pastime while several looked on with patient interest during the game.

A luncheon that was a marvel of the artistic culinary art was served at five-thirty to the sixty five ladies in attendance—the menu consisting of chocolate, sandwiches, olives, fruit salads and rosettes, the whole being a pleasant ending to delightful afternoon.

Miss Nita Akers entertained a few of her young friends last Saturday evening at the home of her parents, Mr. and Mrs. H. T. Akers, 215 Walnut street.

A pleasant evening was spent in conversation and games. An ice course and fruit was served. J. J. Lash and Miss Virgie Woods and Marie Cox assisted Mrs. Akers in entertaining the following guests: Mary Braselton, Marguerite Harp, Virginia Kerr, Grace Murray, Josie Rosson, Irene Lyeon, Floy Pippin, Grady Vaughn, Harold Fitzgerald, John Wayland, Hayward Akers, Ed McRea, Curtiss Westcoat, Mitchel Dunaway, Prentiss Rosson, E. T. Dillingham.

SETH WARD COLLEGE OPENING.

(Continued from First Page.) elor too trifling to have a family of his own should follow the speaker's example and pay the way of some worthy boy through the college.

Rev. C. N. Ferguson then made some announcements and invited the college students to attend his church.

In conclusion, Dr. Gladney mentioned the improvements in equipment to be enjoyed by the college from now on, stated that the faculty was the best he could secure, all university men and women and that he saw no reason why a great year should not be ahead for the college.

Eskimo at the Schiek, Friday, September 23rd.

AN IRRIGATION SCHEME.

Seventeen Acre Farm Irrigated by Artificial Sub-Irrigation.

The following item was clipped from the Farmer's Mail and Breeze, a farm paper, published at Topeka, Kansas, and in these days of irrigation projects will no doubt be of great interest to the people of this part of the plains:

"An experiment that promises to revolutionize the whole irrigation world is being successfully worked out here by George Stump, who has installed what is known as the Wiggins system of sub-irrigation, on a 17-acre tract which he is using as a demonstration farm, one mile west of Garden City. The experiment is being carefully studied by men from all over the United States and Canada. Mr. Stump has on his 17-acre experimental patch, 5 acres of alfalfa, 6 in sugar beets, and six in garden truck. He waters it from a well on the place, lifting the water with a four-horse power gasoline engine. The crops are even and fine. The Wiggins system was originated by John L. Wiggins of Dalhart, Texas, and is being tried this year in Kansas, Texas, Colorado, Oklahoma and Nebraska. The system consists of a continuous cement tiling, having a main conduit, with laterals running at right angles across the fields. At Garden City they are placing the tile 20 inches under the ground and putting the tiling 30, 60, 90 and 120 feet apart. The expense of putting in the system runs from ten to twenty dollars per acre. The advantage claimed for the system is that it saves 90 per cent of the water, there being no evaporation by the sun. The land does not have to be level and ditches are required which does away with an expert irrigating man. The people of Garden City are much interested in Mr. Stump and his 17-acre farm. They believe that it will bring thousands of acres under cultivation that has hitherto been unproductive."

PLAN FOR PLANTING.

According to the advice of nurserymen, trees should not be planted until after the first killing frost. They can be planted with good chance for success until the sap begins to flow again in the spring. Usually the first killing frost occurs in this climate during the early part of November, though experienced nurserymen recall seasons when it has been delayed right about Thanksgiving Day.

This, therefore may seem early, but it is planned to make the campaign in time to secure the uniformity desired. In this way neighbors can consult each other, and perhaps whole blocks or even streets may in this way be improved at the same time.

In this country where the trees do not usually grow in the same proportions as in the heavily timbered sections, its is usual to plant trees about twenty or twenty-five feet apart. The following rules on how to plant a tree, issued by the shade tree commission of Newark, N. J. are worth putting away for reference when the killing frost comes and tree planting time has arrived:

Dig the hole wider and deeper than the tree requires.

Be sure that the surface soil is hoarded at one side when the hole is dug.

Take up as large a root system as possible with the tree you dig.

Trim all torn and broken roots with a short knife.

Set the trees on a bed of mellow soil with all its roots spread naturally.

Let the level be the same as before.

Sift rich earth free from clods among the roots.

Fill the hole with dirt.

Prune the top to a few main branches and shorten these.

Water the tree frequently as it first starts.

Keep the surface soil free from cakes and cracks.

Replace the sand and stones by good top soil mixed with well rooted manure. See that the best soil is near the roots.—Dallas News.

A GOOD POSITION.

Can be had by ambitious young men and ladies in the field of "Wireless" or Railway telegraphy. Since the eight hour law became effective, and since the wireless companies are establishing stations throughout the country there is a great shortage of telegraphers. Positions pay beginners from \$70.00 to \$90.00 per month, with good chance of advancement. The National Telegraph Institute operates six official institutes in America, under supervision of railway and wireless officials and places all graduates into positions. It will pay you to write them for full details at Memphis, Tennessee, or Columbia, South Carolina.

Mrs. W. B. Joiner attended the Sunday School convention at Canyon City this week

Large vertical advertisement for 'SUBSCRIBER' with 'The Hale County Herald and the Plains Baptist' and 'Both For 1.00 PER YEAR'.

Specials For School

We have several Corduroy Suits for boys, double breasted coats and knickerbocker pants, good warm suits suitable for school wear to close out at Half Price.

The Famous Cadet guaranteed Hose, tans only. Regular 25c grade at 12 1-2c per pair.

"PERFECTION" CLOTHES, and Peters "Weatherbird" Shoes for the boys.

"FRAT" CLOTHES for young men.

Make our store your headquarters

Carter Mercantile Company "The Store of Quality"

WOMAN PRAISES PANHANDLE

We heard a woman say this week that this part of the country was going to lead the world in crops this fall. She also said that she was charmed with the country and everything looked fine. Now this woman has never been repossessed to praise this part of the world and has always been rather homesick for her native heath. That she has changed her mind about the Panhandle is quite evident and sincere is also evident. Her praise is therefore worthy of thought. A new country is always harder on women than men. Men can adapt themselves to new surroundings better than women and can endure more hardships. They get out and chase away the blues and homesickness by mixing with other men, but their wives have to remain at home the most of the time and claim life or ranch life is far from the ideal of many women raised under far different circumstances. They want to be surrounded with advantages and privileges not obtainable in new countries and pine with homesickness for the old home, but brave women that they are, they never give up and to the wives and mothers of the frontier much credit should be given for building up the country. If they should absolutely fall to remain, what would become of the Panhandle? So when a woman praises the country there is bound to be much truth in what she says.—Higgins News.

Mrs. W. B. Joiner, Misses Alta Flam, Mary Cox, Johnny Youny and Messrs A. C. Hatchell and D. F. Morgan, J. W. Richards and Rev. C. E. Hastings attended the Sunday School Convention at Canyon City this week and report an interesting and well-attended session

Eskimo at the Schiek, Friday, September 23rd.

You Have Tried the Rest

Now let your next order from the groceryman be a sack of

PLAINVIEW'S BEST

PATENT FLOUR

Manufactured from our excellent home grown wheat. Mills are offering a premium for shipments of Panhandle wheat because it makes the very strongest and highest grades of flour.

"Pride of the Plains"

The flour of superior quality is fast becoming the most popular of all. Give it a fair trial and let it demonstrate its superiority for both biscuit and bread. Every sack is guaranteed. Patronize home industry.

The Harvest Queen Mills

Plainview - - - Texas

QUANAH ROUTE ASSOCIATION.

Quanah, Texas, Sept. 11.—Hon. J. L. Elbert, chairman of the board of directors of the Quanah Route Association, accompanied by James T. Denton, newspaper and magazine writer, will leave Quanah on the 15th for a trip over the territory to be covered by the Quanah, Acme & Pacific Railway. The trip will be taken in the interest of the Quanah Route Association, and the following affiliated towns will be represented on the trip: Lazare, Swearingfenb, Paducah, Matador, Guthrie, Floydada, Hale Center, Plainview and Lubbock. The special train which will be run from Paducah to Dallas on Quanah Route Day will leave Paducah October 25th, arriving in Dallas the next day. A general meeting for the election of officers for another year will take place on the train while in transit to Dallas. Chief Quanah Parker and the Indian braves will accompany the delegation.

Our stock of school supplies is complete. Books, tablets, pencils pens, pen-holders, ink, etc. Phone 327. R. A. Long Drug Co.

DRAKE GETS COLONY OPTION.

C. W. Drake, of Henrietta, who is making up a colony to buy a large body somewhere in the West and settle on it, returned a few days ago from Baily county, where he has secured an option on 15,000 acres of land at \$15.00 per acre. His contract calls for payment of 35 cents an acre cash down, one dollar an acre for the first five years and the remaining \$10 an acre in 30 equal annual payments. The rate of interest is 8 per cent for the first five years and then 5 per cent. Mr. Drake says the tract is level plains land and he is very enthusiastic over the bargain he has secured and is writing his colonists with reference to it. Bailey is an unorganized county and while there the plat of a town was laid off in one corner of the tract and they expect to locate the county seat there as soon as the county is organized. The land is thirty miles from a railroad and 40 miles from the town of Plainview.—Henrietta Independent.

Eskimo at the Schick, Friday, September 23rd.

IRRIGATION THE CAUSE.

Glendale, Cal. 8-11-10

Editor Herald:

Please change my address from Huntington Park to Glendale. I have bought a fine new home for my family here. Glendale is located in a fine rich fruit valley just outside the city of Los Angeles. The town has two railways, two electric car lines, paved streets and miles of cement walks, modern homes with almost all kinds of fruits and flowers at every door yard. Great orange and lemon groves, walnut orchards, prune and olive trees all around on every side. Land is valued at from \$500.00 to \$3,000 per acre and irrigation is the cause of it all!

This seems to be fine climate to live in and is a great place for sight-seeing. Also a grand place to get rid of your ready cash. A trip sight-seeing around the city \$1.00; a trip in an auto to the beach or mountains is beyond the reach of all but millionaires. Nevertheless, every one seems happy and contented, business is good, building very active and real estate going, going, gone!

Am pleased to note that Hale county is to instal irrigation. If you could see what it means to this country, there would be no delays in starting it there. With best wishes for Plainview's noble people, and hoping they will come out and see us any time anyone is in Los Angeles. I am,

Yours respectfully,
R. G. LYANS.

THE DRY SPELL.

The tree toad clacks its level best
Until it just can't git expressed
Th' yearning that its buzzom hold,
An' plum wore out it stops and folds
It's han's or feet and jus' lays back
An' says it ain't got one more clack—
An' still no rain.
The dog goes panting 'round the place
With just the blamedest hopeless face
You ever seen! Why in the dark
He ain't got spunk enough to bark,
Or growl, or fuss-like, and make out
The' burglars and such about—
And still no rain.
Th' honey bees is hot an' mad,
They buzz like they was talkin' bad!
You bet I ain't the one to tease
An' pester airy of them bees—
I see 'em swearing all about
With their hot tonguest a-hanging out!
An' still no rain.
Seems-like they ain't no chance at all
To git a good downpour till fall.
The air is just as hot and still
You see folks coming past the hill
A mile away—you see their dust
An' know they're growling fit to bust—
An' still no rain.
No use a-tryin', neither we,
Thought surely this dry spell would be
Broke up. We tried the good old rule
A picnic for the Sunday school!
Nobody took his umbrella,
But things kept right on, dry as—well
An' still no rain.
—W. D. Nesbit.

SILENCE FOR FIVE MINUTES.

Saturday afternoon from 5:00 to 5:35, during the funeral of the late J. E. Hurlley, general manager of the Eastern lines of the Santa Fe, the entire system in all of its departments stopped for five minutes. Officers, clerks, operators, trainmen, in fact every living moving thing belonging to the road stood still for just five minutes, out of respect for the departed head of the great system of railways.—Randall County News.

THE GOLDEN HOG.

The Western farmer wears today
The smile that wont come off,
And millionaires and merchants too,
Their hats to him must doff.
The price of pork is soaring so
The world is all agog.
It takes a golden eagle now
To buy a single hog.
Fair commerce waves her magic wand
About the humble sty,
And changes all the rooting pigs
To things for which we sigh;
Pianos, pictures, costly rugs,
And mirrors framed in gold,
And curtains of the finest lace
In many a flimsy fold.
His crops have failed in other years
And left pockets flat.
But now, oh ham and bacon, lo!
His fortune waxes fat.
The autocratic hand of trade
Has given it a jog.
The golden calf must abdicate,
Its now the golden hog.
—Filched.

NOTICE OF SALE OF SCHOOL BUILDING.

Notice is hereby given that on Friday, the 28th day of October 1910, sealed bids will be received and opened by the Board of Trustees of the Plainview Independent School District for the sale of the frame building known as the old East Side School building. The board reserves the right to reject any and all bids.

Done by order of said board of trustees, this 10th day of September, A. D. 1910.
W. A. PARKER,
President of Board of Trustees, Plainview Independent School District.

The "Regal" is a Winner

Smooth Running, Easily Operated and Durable



WE HAVE THIS ELEGANT CAR IN STOCK, AND WILL BE ONLY TOO GLAD TO TAKE YOU A SPIN AND DEMONSTRATE TO YOU THOSE EXCEPTIONALLY GOOD FEATURES POSSESSED BY THE "REGAL." THE "REGAL" IS NOT ONLY HANDSOME, BUT DURABLE AS WELL, AND HAS WON NUMEROUS ENDURANCE RACES OVER OTHER CARS (COSTING MORE MONEY THAN THE "REGAL"), AND HAS GAINED FOR ITSELF A WORLD-WIDE REPUTATION, ENVIED FROM COAST TO COAST.

EVERY PIECE OF TIMBER, STEEL, CASTINGS, AND OTHER MATERIAL USED IN THE MANUFACTURE OF THE "REGAL," IS THOROUGHLY TESTED BEFORE USING—A FLAW IN THE "REGAL" IS NEXT TO IMPOSSIBLE. EVERY CAR IS GIVEN A THOROUGH TEST BEFORE SHIPMENT. THEY MEET THE STANDARD, AND MORE.

WE ALSO HAVE THE "HUPMOBILE" RUNABOUT—A LITTLE CAR FOR A LITTLE MONEY. IF IT'S A RUNABOUT YOU WANT, YOU CAN'T BEAT THE "HUPMOBILE." THE LITTLE "HUP" ALWAYS SATISFIES. ASK THOSE WHO OWN A "HUPMOBILE" WHAT THEY THINK OF IT, AND IF PLEASED.

CALL AT OUR GARAGE AND LET US TELL YOU WHY YOU SHOULD OWN ONE OF THESE CARS. THEY'RE THE BEST BY TEST.

Valentine Auto Company

California and Eureka Streets

EXCLUSIVE AGENTS

Plainview, Texas

FROM NEIGHBORING EXCHANGES.

F. W. Clinkscales and Mr. Mayhugh of Plainview, came over Wednesday in an automobile looking after business interests here. These gentlemen own some choice property in Spur and we are informed that they are considering a proposition to build a brick business house on the lots. We will be glad to see the proposition materialize and the bricks going up on the lots at an early date. At the present time Spur has more substantial business houses of any city of its age within the state. Spur is one of the best and fastest growing town in every particular and before many years will be in the city class along all lines.—Texas Spur.

Otis Reeves of Plainview, accompanied by Mr. Bethany and wife of Iowa, were in Petersburg the first of the week prospecting. The Bethany's are well pleased with this section and are prospective purchasers.—Petersburg News.

J. B. Nance, the land man of Plainview, was here yesterday and bought two more lots on the north side of the square. He was accompanied by T. L. Wilhite of Lexington, Okla., to whom Mr. Nance sold a section of land over in Floyd county. Mr. Wilhite says we have the finest country here on the plains he ever saw. Mrs. Geo. Sanders, of Plainview, is on a visit to relatives here this week.

G. R. Fort's family has moved to Plainview, where the children will attend Seth Ward College. Those who attended the Staked Plains Association at Plainview last week report a splendid meeting.—Briscoe County Herald.

HOW TO LIVE 100 YEARS.

Lo and behold, a physician comes forward with the announcement that it is as easy as falling off a log to live to be 100 years old. He says all you have to do, don't drink alcoholic or malt liquors (we don't in Alabama) don't smoke, go to bed at 10 o'clock sleep soundly, don't worry about making money (we don't; we worry about not making it), do nothing in excess, the simple life all the time, don't get excited, (we don't overdo anything except elections and prize fights (eat only when you feel inclined or have the price—this has no recurrence to newspaper men, who seldom eat and precious little then. With exception parenthesis this is really serious advice and you would do well to heed it if you wish to live to the century mark. However, as for us, we would not swap one hour of good glittering time on pay night in Montgomery for a whole century of a simple and uneventful existence.—Montgomery Advertiser.

Charlie Cox of Illinois is visiting his parents Mr. and Mrs. H. S. Cox on McClelland street.

The ladies of the First Presbyterian church are invited to meet next Monday afternoon at four p. m. at the home of the pastor, Rev. W. A. Posey.

Eskimo at the Schick, Friday, September 23rd.

TEXAS CENTRAL RAILROAD COMPANY.

Notice of Special Stockholders' Meeting:

Notice is hereby given that a special meeting of the stockholders of Texas Central Railroad Company has been called by the Board of Directors of said Company to be held at the general office of the Company, in the City of Waco, Texas, on Thursday, the 22nd day of September, 1910, at 12 o'clock, noon, for the following purposes:

(a) To consent to, approve and authorize the creation and issue of mortgage gold bonds of the Company to be limited to a principal amount, at any one time outstanding, of not exceeding \$20,000,000, such bonds to bear interest from September 1, 1910, at such rate or rates, not exceeding 6 per cent per annum, as said Board may, from time to time, determine, to mature at such date, to be issuable for such lawful purposes and in such denominations as said Board may determine, such bonds to be payable, both principal and interest, at the office or agency of said Company in the City of New York in gold coin of the United States of America, or of equal to the present standard of weight and fineness, without deduction for any tax, assessment or governmental charge which said Company may be required to pay thereon or to deduct or retain therefrom under any present or future law of the United States or of any state, county, municipality or other taxing authority therein;

(b) To consent to, approve and authorize the execution and delivery, to secure such bonds, of a mortgage and deed of trust on and of the railroads, equipment, franchises and property owned by said Company at the date of the execution and delivery of such mortgage and deed of trust or at any time thereafter used as a basis of issue of any of such bonds or their proceeds;

(c) To approve the form and terms of such mortgage and deed of trust or to authorize said Board in its discretion to determine the form and terms thereof;

(d) To ratify and confirm and to authorize and consent to any action theretofore taken or authorized by said Board and which may be submitted to the meeting whether for the purposes of or in connection with or in contemplation of any of the matters aforesaid or otherwise; and

(e) To transact such other business as may be brought before the meeting.

The stock transfer books of the Company will be closed for such meeting on Wednesday, the 20th day of July, 1910, at 12 o'clock, noon, and will be reopened on Friday, the 23rd day of September, 1910, at 10 o'clock a. m.

Dated, Waco, Texas, July 8, 1910.
By order of the Board of Directors,
R. H. BAKER,
Secretary.

WANT TO TRADE—For Plainview property, 333 acres cotton, corn and alfalfa land, 120 acres in cultivation, all smooth level land, three and a half mile of Matador, 60 miles east of Plainview, off the Plains. Very good crop on the place this year. Reason for trading: Don't want to farm. Address E. B. Gober, Matador, Texas. 37

To the Ladies

Do you have trouble in securing that dainty, yet lasting, odor in toilet waters and perfumes, you so much desire? If so, come to our store and we will take pleasure in showing you our splendid assortment of Palmers, Roger and Gallets, Hudnuts, Pinerr, Vantines, Pinouds, Colgates and Lazell's Perfumes and Toilet Waters. They are sure to please. Free Delivery.

Duncan's Pharmacy

"The Up-to-Date Drug Store." NORTH SIDE SQUARE.

Big Wheat Yields

H. W. Campbell

the Soil Culture Expert has grown 41 bushels of wheat when drought ruined others; 531-2 bushels when others got 20. He has spent 30 years in the study of and experimenting with the soils of the great semi-arid West. Are these facts worth knowing?

Campbell's Scientific Farmer

gives timely explanation every month. \$1.00 per year. We publish Campbell's Soil Culture Manual, 320 pages. It is full of facts, not theories, gathered from years of practical experience. Flying machines positively do fly today. Two years ago they did not believe they could.

The Campbell System for Soil Culture

when correctly applied, positively will bring big returns. Send for valuable free booklet of information.

Campbell Soil Culture Company

325 F. & M. Bldg. Lincoln, Neb.



We are ready to show you the newest styles for the autumn season, so that you can right now fix for fall. Buy your fall outfit now.

You will be done with the task, and the cooler autumn days will not catch you unprepared. Buy early, use and enjoy your fall outfit the longer.

Every department is full to overflowing with new goods and each train from the north is **not** hurrying down with more. Our buyer was particular in purchasing and as a result we are able to offer the latest styles in the best qualities at sensible prices. We have neither time nor space to mention all the good things. You will have to come and see.

For the Men

Kuppenheimer and Alfred Benjamin Clothes. Nettleton and American Gentlemen Shoes. E. & W. and Manhattan Shirts. Stetson Hats.

Sterling styles and correct colors of the best brands.

For the Children

Vacation days are past and the little ones are skipping to school, or will they trudge? They will skip with light hearts if you dress them well; they will trudge with heavy hearts if they must wear their old clothes, when they see their playmates clad in new attire. We can make the hearts of the little ones happy if you will bring them to our store where they are always welcome, and allow us to dress up the kiddies.

For the Ladies

Printzess Suits and Cloaks. Buckingham Skirts. The Drew and American Lady Shoes.

Dependent qualities, classy styles, marked on the basis of quick cash sales and no left overs.

We are bending every effort to give the good people of Plainview the best merchandise possible for the money. See the new styles in our windows, note the remarkable values we offer and you will see we are making good in our efforts. **To know us is to be our friend**

Plainview Mercantile Company

"The Best and Prettiest Dry Goods Store on the Plains"

PROGRAM CITY TEACHERS INSTITUTE.

Saturday 9:30, October 1st, 1910.
Reading, Writing and Spelling—Sander's Management and Methods, pages 121-151 inclusive. Public school methods will be used in connection with this work.
First Year Reading—Public School Methods, volume 1, pages 25-57—Misses Olive Ballard and Maud Hall.
Second Year Reading—Public School Methods, volume 1, pages 59-94—Misses Corinna Henderson and Effie Casey.
Third Year Reading—Public School Methods, volume 1, pages 94-124—Mrs. Belle Kilgore and Miss Elmina Robinson.
Spelling and Penmanship—Public School Methods, volume 2, pages 154-183—B. N. Graham and J. M. Bull.
All teachers are earnestly requested to study the subjects assigned first in Sander's Management and Methods until the authors plans and ideas are mastered and second to make a thorough and systematic study of the same subjects as given in the public school Methods, volume 1, pages 25-124 inclusive and volume 2, pages 154-183 inclusive. Some teachers out of town will be with us in our institute work this year and have already spoken to us in regard to this matter. We appreciate their help and hereby extend to every teacher in the county an invitation to meet with us and help us to make our meetings of great worth. The above program may seem long but with an hour's study three or four evenings each week we can do this amount of work and thereby

vastly increase our teaching efficiency. The Public School Methods is generally acknowledged to be the best set of books on the teaching or presenting of all subjects taught in the Common Schools that has yet been published. There are several points to consider in our institute work. First we are paid to teach the best school we possibly can and we cannot do our best if we neglect our own professional improvement. Second we owe it to our children to prepare ourselves to teach correctly. We cannot teach right if we do not understand the psychology of mind or the order of mental development. Third from a selfish standpoint we should do this work. It will make us more proficient. We will do better work which will result in better positions and consequently better salaries. We hope that every teacher in Hale county will secure the books mentioned above at once, begin this work with us, and if possible meet with us in our monthly meeting during this school year.
Yours very respectfully,
W. H. GRMM.

Rev. Gates was at Bartonsite and Revs. Bell and Gillon and W. A. Parker were in Silvertown Monday, all in the interest of Wayland Baptist College.

WHITFIELD.
The will be preaching at the New Hope church the fourth Sunday of this month.
J. M. Lovvorn and son and P. A. Hubbard were callers at Prairieview Saturday.
G. C. Lemaster and wife, also Alice and Josie Williams and brother were the guests of Jas. Pullen Sunday from Prairieview.
H. L. King and wife entertained company from Plainview Sunday.
School was postponed at Providence for two weeks on account of building on the school house. Miss Irma King is teacher for this school this year.
There will be literary next Saturday night at Providence.
A few young people tripped the light fantastic at Mr. Cramer's Saturday night. Also light refreshments were served.

EPWORTH LEAGUE PROGRAM.
September 18th, 1910.
Subject—Two ways of Reading the Bible and Their Results.
Song.
The Lord's Prayer in Unison.
Scripture Reading—John 5:39-40.
Have we the Bible Reading Habit—Miss Anna Pickett.
Song.
What we get out of the Bible Depends upon the Way in Which we come to its Study—Thomas Williamson.
What is the Best Hour of the Day for Reading Our Bibles—Miss Bettie Clements.
Song.

What Should be the Purpose of All Bible Study—Miss Della Ansley.
Leader—Mr. Will Harris.
League Benediction.

DATES TO REMEMBER.
During the crowded winter season it often happens that two or more entertainments of different kinds come off on the same date and expressions of regret that such should be the case are often heard. To avoid this as much as possible, we are submitting the dates for the attractions at the Schick Opera House booked to date. Cut it out and paste it up on the wall for future reference.
Manager Hamilton promises an excellent list of attractions, many of which are quoted below. When you remember how Plainview people have thrown away thousands of dollars to dirty low-class tent shows this year it would seem a shame not to patronize well our magnificent \$35,000 opera house, owned and managed by home people.
Here are the attractions and dates booked so far:
Oct. 4.—What would you Do?—Fred G. Conrad Company.
Oct. 11.—Sis Perkins
Oct. 17.—Robert Taylor Compar
Nov. 2.—The Tiger and the Lamb—Conrad Company.
Nov. 7.—Love's Victory.
Nov. 8.—East Lynne.
Nov. 12.—Matinee Girl.
Dec. 13.—Monte Christo.
Dec. 16.—Hans Hansen.
Dec. 26.—Just a Woman's Way.

Dec. 16-23.—White Dramatic Company.
Feb. 17.—Hello Bill.
Feb. 24.—Eli and Jane.
Mar. 21.—Bachelors Honeymoon.

RUSSIAN THISTLE.
The Department of Agriculture have today received a letter from M. M. Hawkins telling the fast progress that the Russian thistle is making in Texas and urging action to prevent its spread, as it is a very "noxious" weed. The department will take up the matter.
In the letter Mr. Hawkins declares that the weed has become a scourge in Colorado, and is coming into Texas along the route of the Fort Worth and Denver City railway. He says that feedstuffs, hay, etc. brought from Colorado should be carefully watched to see that they do not bring in the weed. He says that the feed is found along the railway from Texline to Amarillo and along the public roads. The Johnson grass has been cut but the weed has not been bothered. Mr. Hawkins says that unless steps are taken to eradicate it, it will cover the entire state west of Amarillo. He urges that the county judges north of Armstrong county, the railroad officials and the department of agriculture meet and co-operate to suppress the Russian thistle. He also recommends a quarantine against certain hay and feedstuffs coming from Colorado if possible.

Eskimo at the Schick, Friday, September 23rd.

BUILDING A CITY AT PLAINVIEW.
Attorney R. M. Ellerd of Plainview spent Thursday in the city transacting legal business, returning home yesterday morning.
"We are going ahead building a city down at Plainview, despite all the talk of hard times going around," said Mr. Ellerd at the Amarillo Hotel. "We are putting up a \$70,000 court house, a \$120,000 Baptist college, a \$60,000 passenger station, a \$30,000 Methodist church, a \$30,000 public school building and several smaller buildings. Before these things are completed, work will have started on a half block of two-story bricks which will be erected on the site of the buildings burned recently."—Amarillo News.

G. F. Farmway from the Whitfield community was in the Herald office Tuesday and stated that farmers from his portion of Swisher county would enter stuff at the Plainview fair. Says wheat in his section is a surer crop than kaffir or maze.

Eskimo at the Schick, Friday, September 23rd.

Robt. Pennington was in from Briscoe county this week with several loads of wheat. States that wheat is fine and all the farmers there are bringing it to Plainview. Cotton, he says is producing three-quarters of a bale to the acre.

Geo. Brewster, a hustling real estate of Lockney, was in Plainview Tuesday.

Neat Dressers

ATTENTION

Most up-to-date tailoring establishment on the South Plains. Ladies work a specialty. We do cleaning, pressing and repairing and take orders for Ed V. Price, Roger-Blake, and Dixie Clothing, three of the most reliable houses in America. All work strictly guaranteed. Work called for and delivered.

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LOCAL AND PERSONAL

Peters Shoes for all the family at Carter Mercantile Company. 39

Born—to Mr. and Mrs. Albert Hinn on Sunday morning, a boy.

Eskimo at the Schick, Friday, September 23rd.

Miss Lizzie Isaacs of Fort Worth, is visiting Mrs. R. A. Barrow.

Tom Carter has returned from summering in New Mexico.

Remember Mrs. Crutcher is still sewing.

H. E. Hume of Amarillo, is attending the county seat fight in Crosby county.

FOR SALE—Heating stove, used only a few weeks, a bargain. See the Shallow Water Land Company. 37.

Rev. John B. McCarley of Paducah, spent Thursday in Plainview visiting friends and relatives.

The Herald for Job Printing.

Martin Lindsay left Thursday for his home town, McGregor.

Peters Shoes for all the family at Carter Mercantile Company. 39

G. W. Flynn, of Keens, Ill., was prospecting here last week.

All work guaranteed at PETERSON'S. tf.

S. A. Bird of Norfleet was shopping in Plainview Monday.

Peters Shoes for all the family at Carter Mercantile Company. 39

D. H. Stovall and wife of Hale Center spent the Sabbath here.

For Optical Goods see PETERSON. tf.

A Salary Builder—Bookkeeping, Shorthand and Typewriting.—Plainview Commercial College.

J. J. Bates and sons John and Will and the latter's wife, left Monday for Charleston, Ill.

Miss Deal Wilkerson of Lubbock spent Monday and Tuesday with Mrs. E. M. Carter.

Mrs. W. W. Witt, of Fort Worth, is the guest of Mrs. H. W. Potts, corner of Harp and White streets.

A. E. Harp, accompanied by his daughter, Miss Gene Harp, returned last Thursday from Oklahoma City.

We have a choice line of men's and boy's clothing.—Wayland Dry Goods Company. 37

C. W. Crisler left Wednesday after a visit of several days to the families of R. G. and A. E. Harp

A complete line of new women's and children's sweaters at the Wayland Dry Goods Company. 37

A. C. Hatchell left Tuesday for Amarillo, Fort Worth, and other Texas cities.

Before buying blankets and quilts see those at Wayland Dry Goods Co. 37

Walter Gillon is home from attending the Metropolitan College at Dallas.

DRESSMAING and French patterns, drafted to measure by Mrs. H. A. Campbell at residence 800 and Ware. Phone 61. 50

Mr. and Mrs. L. A. Knight moved this week to their beautiful new home, 1600 Wayland Boulevard, where they will be at home to their many friends.

Mrs. William Hough Cook left Friday for her home in El Paso, after a month's visit to her parents, Capt. and Mrs. C. W. Tandy.

A license granting matrimony to J. O. Mitchell and Miss May Beall is among the latest received at the clerks office.

Miss Mamie Rouse, who is at the head of her private conservatory of music at Houston, is here visiting the Garrison's.

Edwards Practical Shorthand, light line, easy to learn, easy to write, easy to read. Taught by its author.—Plainview Commercial College.

Mrs. D. H. Stovall, of Hale Center, spent the week end with her parents Mr. and Mrs. W. L. Harrington.

Ben Goode left Wednesday for his home at Goree, Texas, after visiting his relatives, R. J. Goode and family.

Rev. Kelley, who will preside over the Presbyterian academy at Floydada, and contractor Gaund, who is to build same were through Tuesday enroute to the Floyd county seat.

Died on last Tuesday, David T. Bollinger, aged thirty eight years and nineteen days. Services were conducted at the Plainview Cemetery at 3:30 Wednesday afternoon and he was buried with W. O. W. and Firemen's honors. His many friends and the bereaved, a wife and four children, mourn his death.

FOR SALE OR TRADE.

Big Percheron Stallion; one black Mammoth Jack, 15 hands high. Will trade this stock for mules or horses. See Clint Shepard, at Red Wagon Yard. tf

Plainview Commercial College

SECURE your scholarship at once and take advantage of the reduced price offered on the first 10 sold. The first one sold will be the cheapest; the price advancing \$1 on each succeeding scholarship sold until the regular price is reached. See us at once it will save you money to be first.

We have a faculty who are specialists in their line and with ability second to none in Texas or the South each of whom having had a number of years experience in Commercial teaching. Our work in Plainview will establish this fact beyond question, but we make you a guarantee that absolutely protects you until we have time to show the fruits of our work. Ask us for this guarantee. Call to see us 2nd floor, Wayland Building.

Second Floor Wayland Building
First Session Begins Sept. 12th
A. B. EDWARDS, Principal

Plainview Commercial College

OPENING OF NEW CHURCH.

The new Methodist church, corner of West Third and Grover streets, was formally opened last Sunday morning. Rev. M. S. Hotchkiss, missionary evangelist of the Northwest conference preaching the initial sermon. Mr. Hotchkiss took as his text a clause of the 24th verse of the 24th chapter of Samuel. "Neither will I offer burnt offerings unto the Lord, my God of that which cost me nothing." The subject being appropriate to the occasion and forcibly applied by the speaker. He dwelt upon the fact that religion calls for the very best that is within us and should play no secondary part in our lives. With seating capacity for a thousand, the vast edifice was packed to its uttermost Sunday morning and as the first strains of the voluntary pealed forth from the organ a great hush fell upon the immense crowd who seemed to feel as if they were indeed in the presence of God. Mrs. Jennie B. Hill, of Amarillo, an old friend and Sunday School pupil of the pastor,

Rev. C. N. N. Ferguson played the grand new pipe organ, which had just been installed and whose sweet music mingled with the familiar words of Coronation, as they were sung by hundreds of voices. Beginning with the anthem, "I will lift up mine eyes unto the hills," the choir furnished special and exceptionally good music for the occasion. This beautiful new church, builded for the glory of God, by the people of the M. E. Church, South, of Plainview, will compare favorably, if not excel, like structures in larger cities. The acoustic properties are excellent. The plastered wall and beautiful wood work are in perfect accord, while the stained glass windows shed a dim cathedral light over the whole. Four of these windows with their soft coloring and beautiful designs deserve special mention. The one back of the pulpit having been put in by Mr. and Mrs. L. M. Faulkner, in loving memory of their only child, Marvia, who was taken from them nearly a year ago. In the southwest corner of the church is another memorial win-

dow given by Mr. and Mrs. J. N. Jordan to the memory of their two daughter girls who went to their heavenly home nearly four years ago. The large windows on either side were put in respectively by the Home and Foreign Missionary Societies. The church as it now stands in the beauty of completion, is a monument to the great executive ability and untiring energy of the present pastor, Rev. C. N. N. Ferguson and to the liberality of its members and other citizens of the town. At the close of the sermon, a collection amounting to several thousand dollars was taken to lift the indebtedness upon the building. The total amount will be stated later. The first service at the new church was at the same time the beginning of a meeting, which is now being held in the church by Mr. Hotchkiss, assisted by the pastor. Good results are already manifest from the earnest efforts being made to win souls. The meeting will continue two weeks.

PURE FOOD GROCERY

We sell only the best grade of GROCERIES, received fresh every week. We carry a full line of Staple and Fancy Groceries, Fresh Fruits and Vegetables. Just received a car load of Alva, Oklahoma, Flour. We buy and ship poultry to eastern markets, and give you the top prices. Try us and be convinced.

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L. M. FROGGE, Manager

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