



TOUCHING TEXAS.

The Commercial Secretaries Produce Proof of Her Greatness.

During 1910 eighteen hundred car loads of fresh tomatoes were marketed in Texas, most of them being shipped to points in the North and East. The tomatoes put \$1,400,000 into the pockets of the farmers who produced them, with practically no extra cost for cultivation...

One dark spot in this bright agricultural picture, however, is the fact that these tomatoes were shipped to the canning factories of Maryland and other New England states, only to be shipped back again for consumption by Texans, who have to pay the freight both ways.

That Texas potatoes command a higher price than those of any other state in the Union is disclosed by the latest Government report, which gives the average price per bushel of Texas grown potatoes as \$1.10, while the average in other states is 70.7 cents.

The fact that Texas potatoes are the highest in quality and the least in quantity is a strong plea for the raising of this article in Texas.

The stork has been a very powerful ally in developing East Texas, while the West has had to depend largely upon the immigration agent to populate its territory. In 1850 there were 168 counties in Texas without people...

There were 4,500 cars of peaches shipped from Texas during 1910, the net profits accruing from the harvest of this golden fruit being \$2,362,000.

If all the people in the United States were to move to Texas our population would be less per area than that of Massachusetts.

Among other accomplishments which Texas justly claims, there are 325,000 unmarried women, between the ages of sixteen and twenty-five years, in the State...

DEATH IN ROARING FIRE

may not result from the work of fire-bugs, but often severe burns are caused that make a quick need for Bucklen's Arnica Salve...

A HAPPY NEW YEAR

is guaranteed to the housewife who uses Simon Pure "Niggerhead" Coal, which produces the greatest heat...

The Herald for Visiting Cards.

KAFFIR CORN MEAL FOR SWINE

A MODEL RATION FOR HOGS IS DISCOVERED BY KANSAN.

By the Utilization of By-Products, Kaffir Corn Promises Great Additional Wealth.

By the utilization of a by-product, to promise great additional wealth to Western Kansas, Oklahoma, the Panhandle of Texas and New Mexico, and perhaps largely to affect the products of that territory—that seems to be the meaning of a discovery of M. M. Sherman...

But the tremendous waste in the stalks and blades meant a good deal to Sherman, who was feeding thousands of head of live stock annually...

To make a long story short, Sherman invented a mill which grinds up kaffir seed, stalk, blades and all into a meal, a meal which the stock relish, and which puts into them all the nutrition in seed, stalk and blade.

The kaffir corn is made into a meal similar in every way to alfalfa meal, although not so valuable as alfalfa meal as a feed.

The loss, when taken in the aggregate, is enormous.

How the Meal is Fed. The meal is fed to hogs in a feed box made in imitation of a self-feeder.

wide by sixteen feet long, with 4-inch side pieces. The entire feed box rests upon the ground and permits the hog to eat at any time, and prevents the blowing away of the meal.

Hogs have been fed this meal the entire winter, and were given practically nothing else. However, it is better, probably, to feed alfalfa or some other feeds part of the time.

"As to the results of this feeding, it can be said, for the two years that it has been practiced, that the sows have never farrowed better.

The kaffir corn is made into a meal similar in every way to alfalfa meal, although not so valuable as alfalfa meal as a feed.

The loss, when taken in the aggregate, is enormous.

TEXAS IN THE LEAD.

The 32nd Legislature Enters Turning Basin in Law Making.

Austin, Texas, Jan. 12.—The 32nd Legislature has opened with a blaze of glory, and the capital city is illuminated like a birthday cake.

is as strong as the gulf stream, and is sweeping everything before it. That a flood of bills will be introduced no one doubts; it would not be possible to assemble so large a body of men without having a few who are as nutty as a pecan tree...

Texas Leads.

The entire country has been suffering from an overgrowth of legislation, and Texas is the first State in the Union to enter the turning basin...

Official Changes.

There are many new faces around the capital building. Politics usually plays such tricks. The hearts of a number of the old employes are going up and down like a churn dasher...

SUNDAY SERVICES.

Rev. C. E. Hastings, B. D., pastor of the First Methodist Episcopal Church—"The Home-like Church"—announces the following services for next Sunday, January 15:

On Saturday, January 21st, the men of the church will give a pan cake social. You are invited.

A Prince of His Race at the Schick Tuesday Night, Jan. 17th

AGRICULTURE IN 1910.

Texas has had a good year in agriculture. There may have been some sections which suffered from either the absence or a surplus of moisture...

We have gained 586,973 bales of cotton more than we had this time last year. We have 223,000 head of livestock more than we had at this time last year.

Another noticeable feature in favor of the Texas farmer is that the price of products is far above the average throughout the United States.

Then, the increase in yield per acre is very gratifying. Our corn crop jumped from 15.0 bushels per acre to 20.6 bushels; our oats from 18.7 bushels to 35.0 bushels per acre...

The total increase in the value of farm products of 1910 over 1909 will approximate \$100,000,000.

According to statistics compiled by the Texas Commercial Secretaries' Association which include fruit, vegetables and all products consumed on the farm...

JEFFRIES DOWNED AGAIN.

San Diego, Cal., Dec. 30.—"Speeding toward the Mexican line at the rate of forty miles an hour, a big car driven by Barney Oldfield and containing besides himself the former heavyweight champion, Jim Jeffries...

Jeff has been up against the real thing too many times to care for a rough and tumble with an auto, but it might have been a serious proposition for the other fellow.

NOTICE.

Notice is hereby given to all persons concerned that during the next regular session of the Legislature of the State of Texas, which is to convene at Austin, Texas, on the 10th day of January, 1911...

To authorize The Missouri, Kansas & Texas Railway Company of Texas to lease for a term of not less than twenty-five years the railroad of the Texas Central Railroad Company...

THE MISSOURI, KANSAS & TEXAS RAILWAY COMPANY OF TEXAS. By A. A. ALLEN, President.

THE TEXAS CENTRAL RAILROAD COMPANY. By R. H. BAKER, President.

SAVED TWO LIVES.

"Neither my sister nor myself might be living today if it had not been for Dr. King's New Discovery," writes A. D. McDonald, of Fayetteville, N. C...

LOCAL AND PERSONAL

B. P. Adams, of Hale Center, so-journed with us on Wednesday.

O. H. King returned on Wednesday, from a few weeks' visit to San Angelo.

G. D. May left on Monday for a short visit to his ranch.

Miss Willie Mae Hall has returned from a few weeks' visit to McGregor.

L. D. Potter, from Lubbock County, was a Plainview visitor today.

Miss Carrie Norfleet, of Norfleet, is visiting here today.

J. C. Jones was in Petersburg Thursday, on a real estate deal.

Mrs. G. C. Keck returned on Tuesday, from a short visit to Lubbock.

Zeb Reid, of Lockney, was a business visitor in our town on Monday.

Sam Seay was down from Amarillo, on business, Tuesday.

Messrs McWhorter and Moss were in Hale Center on Wednesday, on business for the Knight Auto Co.

Rudy Young, manager of the Fulton Lumber Company at Petersburg, was up the middle of the week.

Dr. Gilliam, of Petersburg, was in Plainview on Wednesday, on professional business.

J. C. Terry, one of our leading grocers, Santa Feed to Amarillo on Thursday.

Ed Tibbetts, who has been attending Wayland Baptist College, left yesterday, for Clarendon.

N. M. Akeson, of Hale Center, Plainviewed on Wednesday and Thursday.

Peyton Randolph spent a few days of this week in Lubbock, on legal business.

Editor Ben F. Smith, of The Lockney Beacon, spent Monday in our town.

J. A. Overbeck, of Dallas, was here the latter part of last week, looking after the work on the court house.

F. M. McCarroll is putting up a snug home in the west part of the city.

Beautiful Hand-Tinted Birth Announcements can be procured at The Herald Office.

Wiley Brashears is home, from an extended trip to Fort Worth, and other points.

Potter Martin, a Lubbock County farmer, was trading in our town on Wednesday.

S. W. Mehang, of the Mehang Land Company, is in Italy, Texas, on business for a few days.

Fred Pearce, of the Peery & Pearce law firm, had business in Lubbock this week.

Mrs. Chas. Nofsinger, accompanied by her husband's brother, is back from a visit to Oklahoma.

Rev. C. N. N. Ferguson is attending the Missionary Institute and Pastors' Council, at Amarillo.

D. R. Bailey, one of the biggest land-owners in the county, was up from his ranch the first of the week, on a trip to Silverton.

Rev. T. B. Irwin, of Crosbyton, was through on Thursday, on his way to Amarillo, where he goes on business for his church.

Lester H. Sherwood, of the Amarillo Planing Mills, seemed to have business of some description here on Tuesday.

LOST—In the eastern part of town, or east of town, a lady's fur. Finder return to this office, and receive reward. MRS. GEO. SCHICK.

L. J. Rouse and wife were through on Thursday, on their return from Mt. Vernon, where they have been spending the holidays.

Lee Wardlow, driver on the Plainview-Crosbyton stage line, is back on the job again, after being laid up for a few weeks by a kick from a mule.

L. D. Turner of Mart, Texas, was here this week, spying out the land, and states that he expects to be located here within the next six months.

The ladies of the Home Mission Society will not meet on Monday, but on Tuesday will give a tea, at the residence of J. N. Donohoo, from 3 to 6 p. m. A very pleasant program will be rendered and a pleasant time expected. Every one is cordially invited.

If you want Coal or Grain, and are looking where a dollar will buy the best and most, you are looking for TANDY-COLEMAN COMPANY. Phone 176.

S. O'Neil, who is with the John P. Lewis Mercantile Company, of Lubbock, accompanied by his wife, was through on Thursday, on the return from a holiday visit to Sherman.

Quite a number of our citizens attended the various tests of the Slaton well the past week.

Gamaliel Graham returned by way of Amarillo, this week, but refused to tell the Herald man from what place.

W. N. Claxton and Les Harrington, of Hale Center, are over this week, serving on the Grand Jury.

W. E. Bledsoe and J. E. Pepper were registered at Amarillo hotels on Tuesday night.

Miss Jo Keck is at Sweetwater, for a month's visit to the family of Emilie Roos.

Ezra Ingram and wife, of Washington, Iowa, are visiting their parents, Mr. and Mrs. T. D. Lipscomb.

Paul Watrous, former editor of The Petersburg News, is in Plainview this week, on business.

Hendrix Woods, who has been with the Stewart Saddlery for the past few months, left this week, for Fort Worth and other points.

S. L. McGee, wife and two children, of Slater, Mo., are here this week, visiting our popular Santa Fe agent, R. McGee, a brother of S. L.

Roy Maxey, of Dallas County, brother of J. B. Maxey, was visiting that popular contractor here for a day or so this week.

Chas. Schuler, Will Robertson and J. L. Jay, all business men of Petersburg, were transacting business in our town on Tuesday.

Mrs. Gussie Mallard, who has been visiting her uncle at Floydada, returned on Monday to her home, in Amarillo.

Miss Annie Maud Davidson returned with Miss May O'Keefe to Arlington Heights, where she has entered college.

Miss Effie Sollers, of Shawnee, Okla., who has been visiting the family of A. G. Hinn during the holidays, returned to her home on Monday.

The Carter-Houston stock of dry goods is being moved from Lubbock and incorporated with the Carter Mercantile stock this week.

H. A. Wofford and his guest, Dr. S. T. D. Lancaster, of South Carolina, left this week, on a Nimrod trip to Shackelford County.

R. W. O'Keefe left on Wednesday, for Oklahoma City, from which place he will go to Fort Worth, to attend the National Stockmen's Convention.

John Farris, of Floydada, remained over in our town till Monday, recuperating from his initiation into the Elks, on Friday.

Auditor Shannon, of the Wells-Fargo Express Co., is going over the books of the Plainview office this week. Clovis is his headquarters.

Joe Cavett, a by-no-means-small capitalist of McGregor, is out in this country, on what we hear is a land-buying trip.

E. A. Compton, expression instructor at Wayland Baptist College, gave an entertainment at Happy on last Saturday evening.

Mrs. J. T. Battell, who have been visiting her daughter, Miss May Belle Battell, who is on the faculty of Wayland Baptist College, left on Tuesday for her home, in Dallas.

M. T. Cox sold his three-fourth section, near Strip, last week to a Mr. Wortz, of Mississippi, at \$17 per acre. Mr. Cox and family will leave for old Mexico soon.

A real estate exchange occurred the past week, Mrs. E. C. Crutcher trading her Plainview residence to Will Robertson, of Petersburg, for a farm three miles east of that town.

The Stewart Saddlery moved this week, from the Seay building, on the south side of the square, to the building on North Covington Street formerly occupied by the Good Eats Cafe.

D. L. Hammer left yesterday for Dallas, in response to a telegram summoning him to the bedside of his mother, Mrs. E. J. Hammer, who formerly lived in this town. We hope that her illness is not so serious as is reported.

Bring your produce to MONTGOMERY-LASH, after January 21. Phone 139; Stevens Building.

Will Dowden has accepted a position in Fort Worth, and left on Tuesday.

The Royal Neighbors met with Mrs. Ed F. Williams on Thursday. Some five or six new members were initiated.

A Real Cash Store—MONTGOMERY-LASH GROCERY CO.; in Stevens Building; Phone 139; open on January 21.

J. H. Letsinger, Sr., and family left this week for Ashburn, Texas. J. H. Letsinger, Jr., and family will go to Ashtabula, Ohio, soon.

E. Eaves and family are domiciled at 304 Adams Street for the winter. Mr. Eaves is a real estate man, from Mondni, Wisconsin.

The Daily family moved to their Floyd County ranch this week, the family vacating it coming to reside in the Daily Hotel building.

E. W. Suggs, recently from Ballinger, has bought the place of W. W. English, northeast of town, and moved his family on same.

Wait until the 21st to spend your cash. Buy Groceries from MONTGOMERY-LASH. Phone 139; Stevens Building.

Something doing January 21st to save you money—MONTGOMERY-LASH GROCERY COMPANY will be ready for business. Stevens Building; Phone 139.

Judge Mayfield returned on Tuesday, from Springfield, Ill., where he had been attending the bedside of his mother. She was on the way to recovery when he left.

Truman Holdridge, a merchant of Wolcott, Ind., has purchased a section of what is known as the "Soash land," located about 20 miles west of Plainview. He expects to improve same in the near future, we learn.

A new grocery store is in the field. The Montgomery-Lash Grocery Company is to open up in the Stevens building, on January 21. It is to be a cash concern, mind you. Both parties (not including cash) are well known in Plainview.

Mr. Houston, of the firm of Carter-Houston, left on Sunday morning for Plainview, where he will make his future home. He made many friends in this city, while here, who wish him the greatest of success wherever he casts his lot.—Lubbock Avalanche.

Dr. J. O. Shelburne, of Dallas, will deliver one of his lectures, in the First Christian Church, in this city, on Wednesday night, January 25th. Dr. Shelburne has delivered lectures in almost every great city in America, to great audiences. There will be more said of this lecture in next week's paper.

Dr. H. M. Rhodes, Government cattle inspector, left this week for Daltart, where he will be located. The doctor has a large circle of friends in this city, who will regret to see him leave, but wish him well in his new location. This territory, that he has been working during his stay in this city, will be taken care of by Dr. Barr, from Plainview.—Lubbock Avalanche.

FAVOR RENOMINATION OF TAFT.

Under the above caption is printed the following Associated Press dispatch: "Washington, D. C., Dec. 30.—President Taft was unanimously renominated to succeed himself by a small but enthusiastic convention of 'lame ducks' that gathered impromptu in the vestibule of the executive offices today and usurped the functions of the Republican National Convention of 1912, in the presence of a sympathetic group of newspaper men. The delegates to the convention were Standpat Senator William Warner, of Missouri, who will be succeeded by a Democrat on March 4; Standpat Senator Samuel H. Piles, of Washington, who will be succeeded by Insurgent Miles Poindexter; Standpat Senator Elmer J. Burkett, of Nebraska, who will be succeeded by Gilbert M. Hitchcock, Democrat; Standpat Representative J. Sloat Fasset, of New York, who was snowed under by a Democrat in November, and Representative John Dalzell, of Pennsylvania, who, while not a lame duck, had a narrow escape in the primaries at the election.

"Carried away by the infectious enthusiasm of the other delegates, Republicanism of the other delegates, Representative Dalzell unhesitatingly cast the vote of Pennsylvania for the renomination of Taft, after Warner, Piles, Burkett and Fasset had cast those of their respective states for

the same candidate.

"No other name but that of the President was mentioned, and if the latter does not take good care of the 'lame ducks' who thus started him for a second time on the road to the White House he is not the kind-hearted and grateful gentleman they take him to be."

WAYLAND COLLEGE NOTES.

Beta Gamma Society.

The Beta Gamma Society met on Friday, January 6, with our new officers—Miss Susie Meadow, as chairman, and Miss Pattie Dalton, as secretary.

Ruth Bryson gave us a reading. It is always a delight to have our younger members take part. Miss Duncan gave a beautiful piano solo. Miss Williams held our undivided attention while telling a story. We seldom see this talent so perfected.

Our greatest treat was a new College song, rendered by our quartette, and afterward all the Society joined in, with much spirit. We predict for this College song the greatest popularity of any. It arouses much enthusiasm. Mrs. Littell, our chorister, gave us this song. When you want to hear good singing, visit the Beta Gammass.

The president announced various committees, and other brief items of business were transacted. Almost every regular member was present. We hope to do things this year.

The Antilogians.

The Antilogian Literary Society met in regular session on Friday afternoon, January 6, 1911.

This being the meeting set apart for the discussion of parliamentary rules, after prayer by the chaplain, Mr. C. S. Bass was selected as leader, and the meeting thrown open for discussion. On account of some business matters not foreseen, the discussion was cut short. However, much good will result from these discussions.

The Mathematics Department is doing splendid work, under Professor Nelson's able direction. The classes are large and interest is good. Prof. Nelson has the entire confidence of his students, which is largely responsible for the good order and close attention that is manifested. Under such able guidance, Wayland Baptist College considers her Mathematics Department to be one of the very best.

School opened after the Christmas holidays with flying colors, and with the best of prospects for the remainder of the year. All of the boarding students have returned, together with a number of others.

Professor Compton, of the Expression Department, gave a program at Happy on last Saturday night.

Rev. H. H. Street, pastor of the First Baptist Church of Stephenville, made a very interesting talk in chapel on last Friday morning.

On last Friday afternoon the Bistotti Mulum in Parvo Orchestra gave a concert in Prof. Anderson's studio. They have a splendid combination of instruments—an Italian harp, a banjo-mandolin and a violin and viola. These gentlemen certainly are splendid musicians, and play with such intelligent expression. They will return to the Schick Opera House for a concert on Tuesday night, Jan. 10.

The Glee Club is progressing splendidly, and bids fair to become one of the best organizations of its kind in Texas.

The school experienced a water famine for one or two days last week. The pipes froze and burst during the coldest weather.

Tin-canning cats has become a favorite occupation for the boys in the Hall. They quit very suddenly. Who knows the reason?

Through the gifts of friends of the School, we are now able to have some splendid reference books in the library. Mr. Hicks is the librarian.

STOCKMEN CHOOSE DENVER.

Fort Worth, Texas, Jan. 12.—Murdo McKenzie, of Trinidad, Colo., was elected president of the American National Livestock Association at the convention here today. Dwight B. Heard, of Phoenix, Ariz., was elected first vice president, S. B. Burnett of Fort Worth, second vice president, and Joseph M. Carey, governor of Wyoming, was also elected a second vice president.

All the elections were unanimous. The secretary and general attorney are selected by the executive committee, and it is known that Secretary Tomlinson and Sam H. Cowan will be chosen.

Denver was selected as the next meeting place.

BEAR GRASS VALUABLE.

Part of a new industry which is now about to be inaugurated in West Texas is a secret—this part of it lies in the question: What are St. Louis manufacturers going to do with 50 car loads, 24,000 pounds to the car, of bear grass?

This, however, has only a passing interest to us. It is sufficient that they want it, and H. M. Horton, who ranches only a few miles out east of town, returned only Tuesday from St. Louis, where he made a contract with manufacturers of that city to deliver to them at various stations along the T & P., east of Pecos, 50 car loads of this plentifully-growing plant, which is found all over the South Plains country. Mr. Horton will, of course, buy the plant from any one who will take the trouble to haul it to a railroad station within his territory, paying therefor a price that would at once create a profitable industry.

Mr. Horton stated to us that he expects to fulfill his contracts as soon as possible, so any one may commence gathering bear grass as soon as they like, and be perfectly sure of a ready market. The grass must be gathered, dried and baled. After being dried, freed from roots and other refuse, it can be baled in 100-pound bales. The baling press will be of very simple construction, at a cost of only about three or four dollars each, and every gatherer can own his own press.

It not being of material interest yet what is going to be done with this bear grass, we have not gone into the matter, but suppose the manufacturers want it for the strong fiber it contains. There are hundreds of thousands of tons of this grass on our Western Plains, and, if it proves a successful industry, a commercial product, it will be one of large magnitude and of far-reaching results.—Midland Reporter.

WHITFIELD.

H. L. King went to Crawford, Texas, on land business on Wednesday of last week.

Clay Fowler and Mr. Jeffery left for Oklahoma the latter part of last week. Miss Irma King was quite sick last week, with tonsillitis, but at last report was much better, and able to teach this week.

Mr. Hatchett entertained company on last Friday, from town.

The beautiful home of Mr. and Mrs. Jas. Pullen was a scene of much amusement to Whitfield's society young people on last Friday night. Forty-two was played, and at 12 o'clock an oyster supper was served by the host and hostess. All report a jolly time.

Mrs. S. M. Nations was called to Kress on Friday, by the sudden illness of her little grandchild.

Sam Nations went to Kress on Sunday, to see his son's baby, who is sick with pneumonia.

There will be a box supper at Price school house on Friday night of this week.

Mrs. H. L. King is having a siege of la grippe.

Mr. and Mrs. Wyly were guests at the King home on Monday of this week.

P. A. Hubbard and family are on the sick list this week.

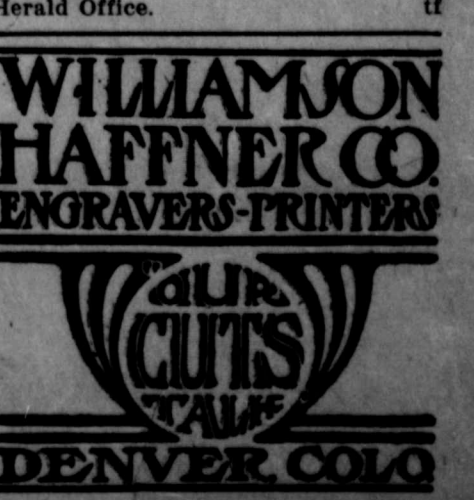
THE "WIGGINS SYSTEM."

L. F. Peddecord, representing Logan H. Bagby Co., of San Antonio, State agents for the "Wiggins System of Sub-Irrigation," is here to solicit orders, demonstrate and install his system in Hale County. This is the first trial of their system in the South Plains, but Mr. Peddecord says the company would not take \$5,000 for their Hale County rights. He claims to have the ideal sub-irrigation plan, and states that he can irrigate 20 acres of ground with the same amount of water that the Ware Hotel would use in the same length of time. We will have more concerning his system in next week's issue.

TWO OASES WENT DRY.

Texarkana, Texas, Jan. 3.—Texarkana and Fulton, Ark., became "dry" towns today. Not a drink can be bought legally now between Little Rock, Ark., and Dallas, Texas, a distance of 356 miles.

Beautiful Hand-Tinted Birth Announcements can be procured at The Herald Office.



WILLIAMSON HAFFNER CO.
ENGRAVERS-PRINTERS

CUTS
TAFT
DENVER, COLO

CONSOLIDATION

SALE

Two Big Stocks in One House

Consolidation of the Big Stock of the Carter-Houston Dry Goods Company of Lubbock, Texas, and the Carter Mercantile Company, Plainview, Texas. Goods piled to the ceiling that must be sold regardless of profit---a bonifide sale of seasonable merchandise.

The Date January 14th to 21st

<p>Men's Wool Shirts.</p> <p>\$1.00 grade, Sale Price 69c \$1.50 and \$1.75 grades, Sale Price \$1.19 \$2.00 and \$2.50 grades, Sale Price \$1.50 \$3.00 grades, Sale Price \$2.29</p> <p>Men's and Boys' Caps.</p> <p>MEN'S AND BOYS' CAPS.</p> <p>\$3.00 Fur Caps, Sale Price \$1.90 \$1.50 Heavy Caps, Sale Price \$1.15 \$1.25 and \$1.00 Heavy Caps, Sale Price 85c 50c Heavy Caps, Sale Price 39c 25c Heavy Caps, Sale Price 18c</p> <p>Sweater Coats.</p> <p>75c grade, Sale Price 45c \$1.50 grade, Sale Price 90c \$2.50 grade, Sale Price \$1.80 \$3.00 grade, Sale Price \$2.25 \$4.00 grade, Sale Price \$2.95</p> <p>Men's Un</p> <p>\$1.50 Light Wool, Sale Price \$.90 \$2.00 Light Wool, Sale Price \$1.39 \$1.00 Heavy Wool, Sale Price \$.88 \$1.50 Heavy Wool, Sale Price \$1.15 \$2.50 Heavy Wool, Sale Price \$1.65 \$1.00 Heavy Fleece, Sale Price \$.68 \$.50 Heavy Fleece, Sale Price \$.35</p> <p>Wool Dress Goods.</p> <p>In All Fancy Weaves and Plain Cloths.</p> <p>All 50c, 60c and 65c grades go at 41c All 75c, 85c and 90c grades go at 68c All \$1.00 grades go at 72c All \$1.25 grades go at 92c All \$1.50 grades go at \$1.18</p>	<p>Specials.</p> <p>On all Men's and Boy's winter suits Half Price</p> <p>On all Men's Overcoats One-third Off</p> <p>On all Ladies' and Misses' Coats, Skirts, Capes, House Dresses, Kimonos, Muslin Underwear, and many other articles Big Discount</p> <p>On all Blankets and Comforts One-third Off</p> <p>Just received a Big line of New Spring Oxfords, Sandals and Pumps in all leathers. You can get a Big Bargain in these. Prices range from \$2.50 up</p> <p>Special Lot Embroidery---A rare treat for Bargain seekers, Special 7 cents</p> <p>Remember this Sale is to raise money. Bring the Cash.</p> <p>Stacks of Bargains will be on sale not quoted here.</p>	<p>Men's Shoes.</p> <p>\$6.00 Shoes, Sale Price \$4.80 \$5.00 Shoes, Sale Price \$3.80 \$4.00 Shoes, Sale Price \$3.30 \$3.50 Shoes, Sale Price \$2.90 \$3.25 Shoes, Sale Price \$2.60 \$2.50 Shoes, Sale Price \$1.95 \$2.00 Shoes, Sale Price \$1.68</p> <p>Ladies' Shoes</p> <p>A Big Assortment in All Leathers and Styles.</p> <p>\$5.00 grades, Sale Price \$3.45 \$4.50 grades, Sale Price \$3.30 \$4.00 grades, Sale Price \$2.95 \$3.50 grades, Sale Price \$2.68 \$3.00 grades, Sale Price \$2.34 \$2.50 grades, Sale Price \$1.90</p> <p>Staple Piece Goods.</p> <p>Big Lot 10c and 12½c Gingham 8c Big Lot Apron Gingham 7c All 15c Kimono Flannel 11c 10c and 12½c Outings 8c</p> <p>Ladies' Underwear.</p> <p>50c Heavy Cotton, Sale Price 39c 75c Heavy Cotton, Sale Price 58c \$1.00 Heavy Wool, Sale Price 79c \$1.50 Union Suits, Sale Price \$1.19 \$3.00 Union Suits, Sale Price \$2.26</p> <p>Ladies' Kid Gloves.</p> <p>In All Colors---Black and White.</p> <p>85c grade, Sale Price 64c \$1.00 grade, Sale Price 83c \$1.25 grade, Sale Price 94c \$1.50 grade, Sale Price \$1.28</p> <p>15c MEN'S HOSE, 7c.</p>
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THIS SALE FOR CASH ONLY

No Goods charged at Sale price. We need the money. We have heavy obligations to meet about January 21st. We have consolidated the two big stores. We must reduce the stock. Remember this Big Consolidation Sale opens January 14th to raise money. **This Sale for Seven Days Only.** The above is a few of the many bargains offered during this sale.

CARTER MERCANTILE COMPANY

SEMI-ANNUAL INVENTORY SALE

IT HAS BEEN OUR CUSTOM for years to have a Clearance Sale before taking Inventory and to close out as much as possible the winter stock and odds and ends that have accumulated during the season. We have nothing but our regular stock to show you. No shoddy goods shipped in for sale purposes. We mean to reduce our stock by putting the knife in prices, and on some articles the knife will pierce the heart. Remember all goods are marked in plain figures at a legitimate price and these reductions in prices mean a sacrifice of profit. No goods marked at unreasonable profits to begin with and then reduced to regular prices for a sale. Come to see us and we will prove what we claim. The prices quoted below will mean **Strictly Cash**.

Sale Begins Saturday January 14th 1911

<p>WOOL DRESS GOODS. The New Shades and Weaves.</p> <p>50c quality, Sale Price 35c 75c quality, Sale Price 50c \$1.00 quality, Sale Price 75c \$1.25 quality, Sale Price 90c \$1.50 quality, Sale Price \$1.10 \$2.00 quality, Sale Price \$1.50</p> <p>SILKS. In Taffetas, Messalines, Suesines and Chinas.</p> <p>35c and 40c quality, Sale Price 25c 50c quality, Sale Price 40c 75c quality, Sale Price 50c \$1.00 quality, Sale Price 75c \$1.25 quality, Sale Price 90c \$1.50 quality, Sale Price \$1.10 Our entire line of Dress Goods, in Soisettes, Repts, Poplins, Bengalines, etc.; Regular Price, 25c and 35c; Sale Price 18c</p> <p>GINGHAMS. Big line of Dress Gingham, such as "Red Seal" and other popular brands; Regular</p>	<p>Price, 12½c, and well worth the price; on Sale at 10c Buy your Spring Ginghams NOW.</p> <p>MEN'S SUITS AND OVERCOATS. The Celebrated Alfred Benjamin and Kuppenheimer Makes.</p> <p>\$35.00 Suits, Sale Price \$22.50 \$25.00 Suits, Sale Price \$15.00 \$22.50 Suits, Sale Price \$14.00 \$20.00 Suits, Sale Price \$13.00 \$18.00 Suits, Sale Price \$12.00 \$15.00 Suits, Sale Price \$ 9.00 \$12.50 Suits, Sale Price \$ 8.00 \$10.00 Suits, Sale Price \$ 6.50 We also have about 20 Suits, in odd sizes, we will sell at One-Half Price</p> <p>TABLE LINEN AND NAPKINS. 50c quality, Sale Price 40c 75c quality, Sale Price 50c \$1.00 quality, Sale Price 75c \$1.25 quality, Sale Price 90c \$1.50 quality, Sale Price \$1.10 \$1.75 quality, Sale Price \$1.25</p>	<p>TOWELS! TOWELS! TOWELS! 25c Turkish Towels, Sale Price 20c 35c Turkish Towels, Sale Price 25c 50c Turkish Towels, Sale Price 40c Don't miss these Bargains.</p> <p>CURTAIN SCRIMS AND SILKOLINES. 25c quality, Sale Price 20c 12½c and 15c quality, Sale Price 10c 10c quality, Sale Price 7½c</p> <p>LADIES', MEN'S, MISSES' AND CHILDREN'S HOSE. 15c quality, Sale Price 10c 25c quality, Sale Price 20c 35c quality, Sale Price 25c 50c quality, Sale Price 40c 75c quality, Sale Price 50c \$1.00 quality, Sale Price 75c</p> <p>CORSETS! CORSETS! The Celebrated "W. B." and "Nemo" Corsets. \$1.00 and \$1.25 quality, Sale Price 85c \$1.50 quality, Sale Price \$1.25 \$3.00 quality, Sale Price \$2.40</p>	<p>BOYS' CLOTHING! \$12.50 Suits, Sale Price \$8.00 \$10.00 Suits, Sale Price \$6.00 \$ 8.50 Suits, Sale Price \$5.00 \$ 7.50 Suits, Sale Price 4.50 \$ 6.50 Suits, Sale Price \$4.00 \$ 5.00 Suits, Sale Price \$3.00 \$ 4.00 Suits, Sale Price \$2.50 You can't afford to miss these goods. ...</p> <p>LADIES' AND MISSES' UNDERWEAR AND UNION SUITS. 25c quality, Sale Price 20c 50c quality, Sale Price 40c 75c quality, Sale Price 50c \$1.00 quality, Sale Price 85c \$1.25 quality, Sale Price 90c \$1.50 quality, Sale Price \$1.20 \$2.00 quality, Sale Price \$1.50 \$3.50 quality, Sale Price \$2.50</p> <p>MEN'S UNDERWEAR. 50c quality in ribbed and fleeced, sale price 40c \$1.00 quality, sale price 80c Big Line of Men's Wool Underwear, Positively at ONE-THIRD OFF.</p>
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<p>LADIES' AND MISSES' TAILORED SUITS AND CLOAKS. "Prinzess Make" Suits. You know the quality. Listen at these prices:</p> <p>\$25.00 Suits, sale price \$12.50 \$22.50 Suits, sale price \$11.25 \$20.00 Suits, sale price \$10.00 \$25.00 Cloaks, sale price \$12.50 \$20.00 Cloaks, sale price \$10.00 \$12.50 Cloaks, sale price \$6.25 \$10.00 Cloaks, sale price \$5.00 \$7.50 Cloaks, sale price \$3.75 \$5.00 Cloaks, extra value, \$2.50 \$4.00 Cloaks, extra value, \$2.00 Laces, Embroideries and Ribbon, Positively at HALF PRICE.</p>	<p>SHOES! SHOES! SHOES! \$5,000 worth of Men's, Women's and Children's Shoes that will be sold at a Big Reduction during this sale. These include the famous lines of Nettleton for men, Hamilton-Brown for men, women and children and E. P. Reed special line for ladies.</p> <p>LADIES DRESS SKIRTS. Nearly all Fall and Winter Styles, positively Thirty-three and One-third Less than regular price. Don't fail to see them.</p> <p>MEN'S WOOL OVERSHIRTS. Big Line to select from \$2.50 quality, sale price \$1.80 \$2.00 quality, sale price \$1.50 \$1.50 quality, sale price \$1.20 \$1.25 quality, sale price90</p>	<p>MEN'S HATS. We have one lot of hats, good quality and good styles, but sizes broken and but few of a style. These go at HALF PRICE. Many new styles in regular stock of John B. Stetson, Lion Special and Big Bear brands go in this sale at slaughtered prices. If you need a hat we can do you good.</p> <p>OVERALLS AND JUMPERS. The celebrated Carhartt and Buck Brand—Big stock 85c</p> <p>BATTENBERG AND DRAWN WORK. 33 1-3 Per Cent Discount. Ladies, this is the opportunity of your life to buy these pretty goods at a very low price. Ask the clerks about them.</p>	<p>SWEATERS, MUFFLERS, ETC. Don't forget, everything in Knit Goods, Sweater Coats, Mufflers and Scarfs go in this Sale at prices that will interest you.</p> <p>STAPLES! STAPLES. 10-4 Pepperell Bleached Sheeting, sale price 27½c 9-4 Pepperell Bleached Sheeting, sale price 25c 10-4 Pepperell Brown Sheeting, Sale Price 25c 9-4 Pepperell Sheeting, Sale Price 22½c Extra Heavy Canton Flannel, 12½c value, Sale Price 10c Canton Flannel, 10c value, Sale Price 8c Yard-Wide Brown Domestic, 10c value 8c</p> <p>WOOL COMFORTS AND COTTON BLANKETS. Big reduction during this Sale.</p>
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Positively No Rebate Tickets Given During This Sale

REMEMBER EVERYTHING in our store goes in this Sale at a Big Reduction, but we haven't space to mention every line. We want every man, woman and child in Plainview and surrounding country to visit our store during this sale. We promise you courteous treatment whether you buy or not and we can prove to you that this is a genuine Reduction Sale.

Your friends,

Plainview Mercantile Company

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

W. A. SHOFNER, Manager.

SEMI-ANNUAL INVENTORY SALE

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