

"Nature's Gift from the Sunny South"



Cottolene is far superior to lard in cleanliness and healthfulness. Cottolene contains no hog fat—it is made from pure, health-giving cotton seed oil—it is packed only in air-tight tin pails—it is never exposed to store dirt, dust and contaminating odors.

Cottolene is a tissue builder, and a friend to delicate stomachs. It makes food palatable, digestible and nourishing.

Made only by **THE N. K. FAIRBANK COMPANY, New Orleans, Atlanta, New York.**

BETTER FARMING IS THE SLOGAN

TEXAS INDUSTRIAL CONGRESS OFFERS HANDSOME PRIZES.

Hale County and Plainview Should Offer Local Prizes, as a Greater Incentive.

Dallas, Texas, Jan. 23, 1911.
To the Farmers of Texas:

A thousand fold the most vitally important material subject before the people of this Nation today is the careful conservation of the special and essential fertilizing elements in the land already in cultivation. The Agricultural Department estimates that in the short life of the Union more than fifty per cent of our agricultural lands in cultivation have already deteriorated in intrinsic value by erosion and wasteful cultural methods. In the majority of cases we have taken everything from, and returned nothing to, the soil. It has been stated by the best authorities that the people of the United States have been more profligate in the destruction of the soil, their most valuable material asset, than any other people of any time. At our present ratio of increase in population we will have over 270,000,000 people to feed in 1960. How many will there be in 2060? Lands in many of the older states, that forty or fifty years ago were productive and would sell for a hundred dollars an acre, have been robbed of vital elements of fertility and can no longer be successfully farmed, and will not sell for what the improvements upon them cost. We have occupied the lands too rapidly; they have been too easy to obtain; we have failed to realize that when their fertility and their productivity are gone that the life of the Nation must cease.

Conservation Necessary.

The only hope for the prosperity of the thousands of generations that should inherit what we have so badly misused is that we now make a most positive, radical and immediate change of our present wanton devastation and impoverishment of the soil and adopt intelligent methods, by which the fertility of the earth and its fruitfulness will grow greater as it grows older.

As far as it is possible to do so, the product of the farm must be fed to livestock upon the farm, and every pound of manure, both solid and liquid, must be saved and returned to the soil. Peas, ground peas, soy beans and other leguminous plants, that enrich the humus and also draw nitrogen from the atmosphere, must be used in rotation or as cover crops, to replace to some extent the terrible annual drain upon the nitrogen, potash and phosphorus by grain and other crops sold from the land.

Agriculture in the Schools.

Agricultural chemistry should be taught in all of the schools in the cities as well as in the country, this

impressing upon the minds of the children the vital necessity of preserving the fertility of the soil, teaching them the methods by which these ends can be best accomplished, and drilling into them the everlasting fact that "The mill will never grind again with the water that has passed." The great Mississippi would soon empty its flood of waters into the Gulf, and be a mighty canyon, if its tributaries should cease to flow; if we burn the candle at both ends the light must soon go out. Phosphorous in proper combination with other fertilizing elements of the soil, with scientific cultural methods, means great crops and healthy, buoyant, vigorous animal life to whatever feeds upon them. But its absence, in proper proportion, means gradual starvation, and the positive loss of all mental vitality. War and pestilence may devastate the country, and the cost in blood and treasure may be far beyond all calculation, but peace will come, and new generations will thrive and prosper, traveling the even tenor of their ways, almost forgetful of the frightful past. Great floods may come and for a time cover disastrously large areas of the country, but these waters will recede and the lands will produce again; great cities will be burned to ashes and forests destroyed by consuming flames, but houses will be built again, with a great variety of better material, and the trees will grow and cover the land and shade the generations soon to come; protracted drouth will bring temporary disaster to large sections of the country, and high prices and suffering will ensue, but the genial rays of the sun will evaporate the waters of the seas and the fleecy clouds will fill again and the shifting winds will carry the life-giving showers to the thirsty earth. But when, by prodigality and waste, phosphorous, this subtle substance, which it has taken millions of years to create, accumulate and distribute, has been taken from the mines and leached from the soil to such an extent as to destroy its productivity, the end will have come. Neither all the gold nor all the silver, nor all the precious stones, nor the piteous cries of the starving multitudes will bring back this mysterious elixir of life that we have so wantonly destroyed.

Educational Campaign.

In contradistinction to this gruesome picture, we are glad to say that it is not yet too late to inaugurate a campaign of agricultural education that will cause our 6,000,000 farmers to realize the immediate necessity of conserving the fertility of the soil, and increasing the productiveness thereby. Then, instead of this world's growing thin and gray and hoary with age, it will grow green and more buoyant with the everlasting bounty of its fields and the joyous prosperity of its myriads of people. At the battle of Marengo the first half of

the day had gone against the French, when, Dessaix, consulted by Napoleon, said: "It is true, sire, that our troops have been repulsed, and that the battle is lost; but it is only twelve o'clock—the day is but half gone—and we can gain a victory yet before the sun goes down." Then came the mighty charge that routed the Austrians, and placed the tri-colors of France upon the bulwarks of the enemy. So, we say to you, let the dead past bury its dead; let us win the victory in this bright half day that is left. Land in many parts of Europe that has been in cultivation for a thousand years still produces forty to sixty bushels of wheat, a thousand bushels of potatoes per acre, and other crops in proportion, but these people have played fair with their land, and given full measure in kind for what they received from it. Recently an agent of the Agricultural Department was sent to Japan for information that might be valuable in this country along the lines of more intelligent and intensive farming. He says that a Japanese farmer owning two and one-half acres of land supported a family of five, kept a cow, raised two hogs, and was happy and contented with his lot. At Denison, in this State, and at Raleigh, North Carolina, last year more than two acres of cotton were raised on an acre of ordinary upland, well fertilized and carefully cultivated. Many of the boy corn growers in Texas last year raised four times as much as the average of the State. This demonstrates that the agricultural possibilities of this country, under approved methods, are perfectly marvelous.

The Agricultural Department of the Nation, many colleges and universities, farmers' institutes, corn-growers' associations, thousands of enterprising citizens and many great journals have done and are doing invaluable work for conservation. But the Texas Industrial Congress believes that this question is so vital to all the interests of the State that every possible effort should be made to induce the scientific cultivation of at least a small tract of land in every agricultural neighborhood in the State, that all of the people may know by ocular demonstration that it is more profitable to cultivate twenty acres of land scientifically, with careful seed selection, than to cultivate eighty acres by our present agricultural methods.

Industrial Congress Offers Prizes.

To induce immediate, active methods that will to some extent demonstrate the truth of this belief the Congress will give a First Prize of Twenty-five Hundred Dollars in Gold, a Second Prize of Fifteen Hundred Dollars, a Third Prize of Seven Hundred and Fifty Dollars, a Fourth Prize of Five Hundred Dollars, and ten prizes of One Hundred Dollars each for the ten next best results, for the largest yield of merchantable corn on ten acres of land, and the largest yield of middling cotton on ten acres of land, the twenty acres to be on one farm and under one management,

to be located in Texas, and the crop to be raised in 1911, without irrigation.

Boys' Prize.

A First Prize of One Thousand Dollars in gold, a Second Prize of Seven Hundred and Fifty Dollars, a Third Prize of Five Hundred Dollars, a Fourth Prize of Two Hundred and Fifty Dollars, and ten prizes of One Hundred Dollars each, for the largest yield of merchantable corn on two acres of land, and for the largest yield of middling cotton on two acres of land, the four acres to be on the same farm and under the same management, the crop to be raised without irrigation by boys not over twenty years of age on the first day of January, 1911.

There are positively no fees or charges of any character whatsoever to the contestants for any of these prizes.

The sole object of the Congress is to help the farmers all over the State to help themselves.

Contestants Should Begin Now.

We advise contestants to at once plow their land very carefully, one inch deeper than heretofore, and to harrow after each plowing; to repeat these operations until they have practically a perfect seed bed, at least six inches deep; drain the land if it needs it, and see that it is protected by contour furrows from washing, if necessary. Never lay your crops by, but continue to cultivate carefully from the time the plant is up until the crop is practically mature. Notify the Texas Industrial Congress, at Dallas, at the earliest possible date, and positively not later than April 1, 1911, that you are a contestant. State whether you will try for the twenty-acre or the four-acre prize, or for both.

Give your post office address, and state just where your land is located, so that an inspector can find it. After planting, let the Congress know the general condition of your crop on the first day of each month; also keep a careful memorandum of what fertilizers were used, just how and how often your crop was worked during the season. Write to the Agricultural Department, at Austin, and to the A. and M. College, at College Station, for the most approved methods of cultivating crops in your particular section.

Premiums.

All premiums will be awarded and paid after a most careful investigation by the Awarding Committee appointed by the Executive Committee of the Congress, but, to save trouble to all, it is made a condition precedent that there shall be no appeal by any contestant from the decision by said Committee.

Local Prizes Urged.

The Congress most earnestly requests the Commissioners' Courts and Business Men's Associations in the various counties of the State to offer premiums in such amounts as they can afford to give for identically the same crops and under exactly the same conditions as named by the Congress for contestants in their re-

spective counties, to the end that a farmer may win a State and county prize, or, falling in a State prize, may win a county prize. The Congress also earnestly requests Commercial Bodies and Commissioners' Courts to keep in touch with the contestants in

various counties. We urge the local papers to publish from time to time the condition of the crops of contestants in their counties. All county officers, merchants, bankers, in fact, all good citizens, are earnestly requested to co-operate with the Congress in inducing farmers everywhere to immediately prepare their land and contest for these prizes.

To the press, probably the greatest power for good on earth, the Congress extends its thanks in advance for their hearty co-operation in its efforts to increase the prosperity and happiness of all the people.

TEXAS INDUSTRIAL CONGRESS,
Henry Exall, president,
Dallas, Texas.

ADOPTS CONSTITUTION.

Albuquerque, N. M., Jan. 21.—Elections for the ratification of the constitution for proposed statehood were held throughout New Mexico today.

With returns fairly complete from twenty-one out of twenty-six counties, officials at Republican headquarters give the majority for the constitution as 17,253.

The vote was light, less than 50,000 ballots being cast. There was no organized opposition to the constitution, though in some sections the temperance people fought it bitterly. With few exceptions, the leading men in both Republican and Democratic parties worked to bring out the vote for the constitution, though among Democrats there was a considerable number who opposed ratification because of the absence of provision for the initiative and recall.

In the larger towns big majorities for the constitution were the rule. Albuquerque gave 1,080, Santa Fe 1,228, and Las Vegas 628 majority for ratification.

THE DEEP WELL.

Jack Lynd and his crew have reached a depth of about 1,350 feet in the deep well, and he thinks it may become more interesting soon, if indications are correct. He has taken out lumps of pure crystal rock salt, and also porous artesian rock, which appear to have been cooked in steam. It is believed that artesian water is not much further down. If a good flow of artesian water should be struck the future of Post City would be assured.—Post City Post.

The Herald for Visiting Cards.

OFFICERS

J. E. Lancaster, President L. A. Knight, Vice-President
H. M. Burch, Cashier L. G. Wilson, Vice-President
H. C. Von Struve, Assistant Cashier

Third National Bank
of Plainview
Ansley Building, Northeast Corner Square
Capital \$100,000.00

DIRECTORS

R. W. OKEEFE L. G. WILSON
L. A. KNIGHT H. M. BURCH
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Tandy-Coleman Co.
Dealers in
Coal and Grain and All Kinds of Feed Stuff

Sole handlers of Simon-Pure Nigger-Head Coals. Genuine Rockvale always on hand. Satisfaction guaranteed. Give us a trial and be convinced.

Phone 176 Near Depot

R. A. Long Drug Co.

"The Busy Druggists" A complete line of Sundries, Perfumes, Talcoms, Toilet Soaps, and Toilet Waters, highest quality. Come see us in our new stand, the Sloneker Building.
FREE DELIVERY IN THE CITY

R.A. Long Drug Co. PHONE 327

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

The First National Bank
Plainview, Texas

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

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

For Sale or Exchange

I have just shipped into Plainview a select bunch of Colorado mares. Will sell or exchange them for other good stock. Call and see them at O. K. stables. J. L. Dorsett

LOCAL AND PERSONAL

Always saving you money at MONTGOMERY-LASH'S, because we sell for cash. Phone 139.

Robt. Gordon, our prospective cotton-oil mill man, ran down to Lubbock a few days this week.

Fresh Fruits, too, at the L. D. SEWELL GROCERY STORE. Phone 29.

Mr. and Mrs. Loy Lattimore returned on Thursday from a visit to relatives in Amarillo.

Mr. and Mrs. W. W. Wise and son left on Monday, for a visit to relatives in Hamlin.

Fresh shipment of National Biscuit Crackers and Cakes every week at MONTGOMERY-LASH'S. Phone 139.

"The Enemy of the High Cost of Living"—L. D. SEWELL, Groceries. Phone 29.

Miss Bettie Knight is visiting the family of her uncle, L. T. Lester, at Canyon.

How easy to do business when you sell for cash. MONTGOMERY-LASH. Phone 139.

Mrs. R. B. Hulien has been called to the bedside of her sister, Mrs. DeGraffenried, at Gainesville.

"Belle of Wichita" Flour, the housewife's favorite, at L. D. SEWELL'S. Phone 29.

Did you ever see such prices on Groceries? At MONTGOMERY-LASH'S. Phone 139.

Mrs. Cecil Wilson left on Tuesday for Denver, Colo. The family will make their home in that city.

We bring money to the country by buying Cream. MONTGOMERY-LASH. Phone 139.

"The Foe of Dyspepsia"—our Grocery line—with proper cooking. L. D. SEWELL. Phone 29.

Special attention given to rush orders at MONTGOMERY-LASH'S. Phone 139.

W. B. Knight returned on Wednesday from a trip to the North, where he went on immigration business.

Boost the the Plainview Mill, and buy their Flour at MONTGOMERY-LASH'S. Every sack guaranteed. Phone 139.

AUTO SERVICE—I have a Franklin car that I will use in livery service. Trips made to any part of the Plains. Phone 60. E. B. SMITH.

Superintendent Elliott, of this division of the Santa Fe, was down this week. He thinks trains will be running over the cut-off by June 1st.

J. M. Perett is away, on a business trip to Chicago.

Trade Produce for Groceries, at MONTGOMERY-LASH'S. Phone 139.

Joe Ryan has been employed in anyone several days this week.

The family of Carter Lindsey came in this week, from Paris.

Vegetables, Fish and Oysters at MONTGOMERY-LASH'S. Phone 139.

E. Graham had professional business in Amarillo the first of the week.

Best people on earth trade with MONTGOMERY-LASH. Phone 139.

Mrs. J. W. Campbell left for Fort Worth on Monday.

Everything the best at MONTGOMERY-LASH'S. Phone 139.

M. J. Ewalt and wife, of Hale Center, were over a few days this week.

to Hale Center this week, where Bro. Fouts will supply the Baptist Church.

Forbes' delicious Coffee at MONTGOMERY-LASH'S. Phone 139.

D. Heffelfinger returned today from an extended visit, in Paris, Texas.

The staple-est, as well as the fanciest, Groceries at the low-est prices. See L. D. SEWELL, or phone No. 29.

Mayor Jas. R. DeLay attended to some business in Amarillo while the week was still young.

Mrs. A. F. Quisenberry, of Hale Center, spent a few days in Plainview this week.

After a few days' visit here, Mrs. S. P. Robbins returned to Lubbock on Monday.

Bring your Cream, Eggs, Butter and Beans to MONTGOMERY-LASH. Phone 139.

R. A. McWhorter, accompanied by Elmer Eaves, left on Monday, on a business trip to Wisconsin.

Why can MONTGOMERY-LASH sell so cheap? They pay cash and sell for cash. Phone 139.

"Sunshine" Hawks was forced to cancel his engagement here, on account of sickness.

C. H. White left on Monday, with his bucket of red paint and brush, to paint invitations throughout the North to our big water carnival and irrigation conference.

Two trios of Buff Cochín Bantams and one trio of White Cochín Bantams, at \$5.00 per trio, at 311 North Grover. DAVID LIPSCOMB. 4

Miss Eula Mae Alley, of Hale Center, and her visiting cousin, Miss Mattie Kent, of Abilene, spent a few days this week with the Misses Harrington.

G. H. Jones, who has been in the employ of E. R. Williams, left Thursday for Childress, where he will likely locate. Mr. Jones is quite skilled in the embalming and undertaking business.

Rev. Jno. A. Arbuckle made a business trip to Plainview, where he met in executive session with the board of trustees of the Wayland Baptist College, the first of the week.—Lubbock Avalanche.

Frank L. Sikes, of Portsmouth, Ohio, was prospecting here the past week. He will likely invest here, and states that the country is far beyond his expectations and that he will advise his countrymen to come this way.

Judge Mayfield returned from Missouri this week. He had been hastily called to his mother's bedside, and arrived in Springfield just a few hours before she died. The judge has the sincere sympathy of the people of Plainview in this deep affliction.

Mrs. Dr. E. O. Nichols, accompanied by Miss Ruth Nichols, left for San Antonio on Wednesday, where she will join her husband. The family will make their home there. Mrs. Nichols is the daughter of J. B. Posey. Rev. T. F. Fouts and family moved.

An excellent revival is going on at the Presbyterian Church, and will continue throughout next week. Evangelist Whitwell will preach a sermon on "The Relation of the Secret Societies to the Church," at the Christian Church, on next Sunday afternoon.

R. W. O'Keefe, of the Third National Bank, sold this week, to Chase Bros., of Kansas City, 400 head of three- and four-year-old steers, at \$42.50 per head. There were 250 threes and 150 fours. These cattle are located on the O'Keefe ranch, in Lamb and Bailey Counties, and are in fine shape.

Chas. Saigling has returned from McKinney, to look after his Hale County ranch. Plainview owes Mr. Saigling a mammoth debt of gratitude, since it was through his instrumentality that the two cuts and writeup of the Slaton well were published in The Dallas News.

Flake Garner and wife came in on Wednesday, to make Plainview their future home. They are former residents of this place, Mr. Garner having been connected with E. R. Williams in the furniture business. He has accepted a like position with the same popular firm. He is an experienced embalmer and undertaker.

NOT FOR SALE—On account of the irrigation possibilities of this country, I wish to announce that I have taken my land in and around Plainview off the market. J. W. WONDER, Hiawatha, Kansas. 6

OLD SOLDIER TORTURED.

"For years I suffered unspeakable torture from indigestion, constipation and liver trouble," wrote A. K. Smith, a war veteran, at Erie, Pa. "but Dr. King's New Life Pills fixed me all right. They're simply great." Try them for any stomach, liver or kidney trouble. Only 25 cents, at All Drug-gists. 4

FOR THE STOMACH.

Here's an Offer You Should Not Over-look.

Rexall Dyspepsia Tablets remedy stomach troubles by supplying the one element, the absence of which in the gastric juices causes indigestion and dyspepsia. They aid the stomach to digest food and to quickly convert it into rich, red blood and material necessary for overcoming natural body waste.

Carry a package of Rexall Dyspepsia Tablets in your vest pocket, or keep them in your room. Take one after each heavy meal, and indigestion will not bother you.

We know what Rexall Dyspepsia Tablets are and what they will do. We guarantee them to relieve indigestion and dyspepsia. If they fail we will refund your money. Three sizes: 25 cents, 50 cents and \$1.00. Remember you can obtain Rexall Remedies only at—The Rexall Store, The Wyckoff-Willis Drug Co.

THE SUGAR BEET PROPOSITION

\$1,500,000 SUGAR BEET FACTORY NOW ASSURED AT PORTALES.

The Plainview Country Has Been Proven Ideal for the Sugar-Beet Industry.

Plainview followed the example of Portales with regard to putting down wells for irrigation, and the pupil attained better results than did the teacher. Portales is now wild over the sugar-beet industry, and there is no reason why Plainview should not follow her in this project, and excel in same, also.

Plainview, just now, could use mighty handily a \$1,500,000 sugar-beet factory—ain't it so?—provided, foreign capital could be induced to install same.

"A Pay Roll for Plainview" should be the slogan to actuate our every thought and effort.

Some three years ago Reuben M. Eller sent to A. and M. College some samples of Hale County sugar beets, and the word came back that they were "far above the average raised in the South." And they were grown with little effort, too. The soil and climate here are ideal for their growth, and sub or surface irrigation guarantees a successful crop every year.

Those people out in the Portales Valley—farmers, merchants, all—get together and push a project. They have already guaranteed an acreage of 20,000, whereas 10,000 was all the company demanded.

Here is the company's proposition, as outlined by The Portales Times:

Company's Proposition.

"Following is the proposition, as submitted to the farmers:

"The sugar company takes a mortgage on the farmer's land for \$60.00 per acre, payable in 20 years and drawing interest at 6 per cent, and issues to him a like amount of preferred stock in the sugar factory, guaranteed to pay a 6 per cent dividend, which counterbalances the interest on the mortgage, so the farmer has, in reality, no interest to pay on said mortgage. The sugar company binds itself to pay of this \$60.00-per-acre mortgage at the end of 20 years, and have the mortgage released, without any expense whatever to the farmer. This preferred stock is held permanently by the farmer, and continues to pay him 6 per cent dividends.

"Upon the execution of the above mortgage in favor of the sugar company the company will put down a surface well and install a pumping plant for the farmer, paying for the same; or, where a farmer has good land with water on it, the company will make him a loan to the approximate amount of what would be expended for a well and pumping plant in case he had no water. The money thus expended upon the farmer's land or loaned him is to be repaid to the company in twenty equal annual payments, without interest.

"The farmer agrees to grow the sugar beets, under the supervision of an experienced superintendent, furnished and paid for by the sugar company, to the extent of 30 acres out of 160, or 15 acres out of 80, for the period of this contract of 20 years, for which the sugar company contracts to pay the regular market price.

"Now, the signing up of 32,000 acres, the amount required under our proposition, means putting approximately this whole amount of dry land under water and cultivation; it means 6,000 acres of sugar beets (the company will, in addition, sign up 4,000 acres more for the growing of beets with the farmer who is already on his feet and in operation, paying the regular market price for the same, as the company must have 10,000 acres in beets to justify a factory); it means the building of a sugar factory at a cost of \$1,500,000, using 1,000 tons of beets per day and employing 460 laborers; it means the introduction into this locality of the most profitable agricultural crop that the farmer can grow, doubling the net returns of alfalfa with one-half the water; it means making unproductive and almost worthless land productive and valuable; it means the sugar company and the farmer working hand in hand, the company putting up the money and putting the farmer on his feet, and the farmer helping the sugar company by furnishing beets to be worked up into sugar."

This should appeal to the people of Plainview and Hale County. There is no farm product that pays better than this same sugar beet. With our opportunities, if we don't make Plainview a city of 50,000, and Hale County the richest farming section in Texas,

PENNY SALE

at the Cash Grocery

We offer the following prices from Monday morning, January 30th, till Saturday night, February 4th. A penny saved is a penny made.

White Granulated Sugar, 17 pounds for	\$.99	Sauce	\$.29
48 lb. Sack Flour	\$1.49	Bottle Eagle Table Sauce	\$.22
17½ lb. Sack Meal	\$.39	Van Camp's Pumpkin, per 3 pound can	\$.11
Broken Rice, per lb.	\$.94	Van Camp's Hominy, per 3 pound can	\$.09
Macaroni, per pkg.	\$.09	Van Camp's Kraut, per 3 pound can	\$.11
Spaghetti, per pkg.	\$.09	Van Camp's Soups	\$.09
Vermicelli, per pkg.	\$.09	Columbia Milk	\$.09
Or 3 packages for 24 cents.		Sugar Corn (fine) per can	\$.09
Large size Calumet Baking Powder, per can	\$.22	Tomatoes (high grade) 2 lb. can	\$.09
1-gal. Jug Fine Catsup	\$.57	Tomatoes, 3 lb. can	\$.11
Fresh Country Eggs, per dozen	\$.20	Plain and Mixed Pickles, per bottle	\$.09, 15c, 25c and 45c

Don't forget where we are--219 East California Avenue. Phone 174. Hang this near your phone for reference or come to the store and look over our stock for other goods you need. All goods delivered to any part of the city. Get our prices on case goods during this sale.

L. D. Rucker Prop. Cash Grocery

within the next ten years, we should be ashamed to look a progressive man in the face.

FOR CONSTIPATION.

A Medicine That Does Not Cost Anything Unless It Cures.

The active medicinal ingredients of Rexall Orderlies, which are odorless, tasteless and colorless, is an entirely new discovery. Combined with other extremely valuable ingredients, it forms a perfect bowel regulator, intestinal invigorator and strengthener. Rexall Orderlies are eaten like candy, and are notable for their agreeableness to the palate and gentle action. They do not cause griping or any disagreeable effect or inconvenience.

Unlike other preparations for a like purpose, they do not create a habit, but, instead, they overcome the cause of habit acquired through the use of ordinary laxatives, cathartics and harsh physic, and permanently re-

move the cause of constipation or irregular bowel action.

We will refund your money without argument if they do not do as we say they will. Two sizes, 25 cents and 10 cents. Sold only at our store—The Rexall Store. The Wyckoff-Willis Drug Co.

HANSFORD CO. SHERIFF KILLED.

Amarillo, Texas, Jan. 27.—A telegram from Texhoma yesterday morning brought the news of the death of Sheriff R. S. Martin, of Hansford County, 16 miles south of Texhoma, at 8 o'clock Thursday evening.

P. P. Fifer, charged with the killing, was arrested at 1 o'clock yesterday afternoon, and is now in the county jail at Canadian.

An attempt to dispossess Fifer of a section of land where he resided was the direct cause of the murder. Deputy United States Marshal L. J. Bolton, of Amarillo, was with Sheriff Martin at the time of the killing.

MOVED

We have moved our stock of Groceries from Pacific street to the north side of square---business continues just the same.

City Bakery

Orders filled promptly and delivered in all parts of the city. Visit our new store or phone 145.

Spot Cash Grocery

Mrs. L. J. WARREN, Proprietor

CUT PRICES

From our big line of this season's ladies' suits, we have about a dozen left. Every suit is good style and the sizes are well assorted. We are extremely anxious to sell these and offer them at these ridiculously low prices:

\$15.00 and 17.50 Suits cut to	\$7.50
\$18.50 and 20.00	\$10.00
\$25.00 to 32.50 Suits cut to	\$12.50

One Lot 121-2c, 15c and 20c Embroidery offered Saturday, January 28th and week following at 10c per yard.

Richard's Bros. Collier

Richard's Bros. Collier

IF YOU WANT

RESULTS

FROM YOUR ADVERTISING there are some points you must observe. First, you must use good judgment in writing your advertisement, making it clear, concise and to the point and then back up what you say to the letter.

The second and most important feature to the success of our advertising is the selection of a proper medium of publication. You will make no mistake by selecting the Herald for this purpose. It is the oldest and best known weekly paper on the Plains and an advertisement in its columns will carry your message to hundreds of homes in Hale and adjoining counties. Besides it carries more news of interest than any other paper in Hale county, hence is read more.

Job Printing

WE ARE HERE to serve you with anything in the line of printed stationery for your business and personal use. We carry nothing but the best of papers and our workmanship is absolutely first-class. We guarantee satisfaction on every job we turn out. Having a Linotype we are especially prepared to do all kinds of book work. Let us submit you estimate and samples on any work you contemplate having done.

Phone 72

Herald Publishing Company

BANKRUPT

STOCK

The L. W. Sloneker Broken \$ Store

is now in the hands of receivers of THE UNITED STATES COURTS, and must be sold out as rapidly as possible so as to avoid heavy cost and long litigation. We are now invoicing and will have the stock open and ready for sale

Wednesday Morning February 1st, 1911

Be ready and be on hand as we expect a tremendous RUSH. This is a choice and complete stock of Merchandise and the prices that we will place upon the goods will be the lowest ever quoted in Hale County. Remember

Wednesday Morning is the Date of the BIG OPENING

H. D. KIRSCH, Receiver

H. E. CHESNUT, Deputy Receiver