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The Hale County Herald

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VOLUME TWENTY-TWO

THE HALE COUNTY HERALD, PLAINVIEW, TEXAS, FRIDAY, FEBRUARY 10, 1911

NUMBER SIX

Watch for Next Week's Irrigation Edition!

WHEAT CROP IS GUARANTEED

BOGGY SNOW COVERS DEEPLY ENTIRE PLAINVIEW COUNTRY.

A Fall of from Six to Eight Inches of This Snow Equals Two Inches of Rainfall.

This article is written Friday night, at which time from six to eight inches of very wet snow covers the ground or has melted and soaked in. Experienced ones say that a snowfall of the variety that blessed the entire Plainview country is equivalent to from one and one-half to two inches of rain.

It comes at a most opportune time, and the farmers are dreaming of the "wheat by and by." Business men are all smiles and the "kiddies" have gone quite crazy over the first snow of the season. Only the cows hump their backs to the flakes and chew their cuds in moody silence.

The fall was general over a large area, and was perhaps a million-dollar affair without exaggerating many hundreds of times. The Plainview country will perhaps be green when the multitudes arrive for the Water Carnival—at least, a splendid season will be in the ground.

BACK TO STAY.

J. W. Ray and wife of Runningwater returned last week from a few weeks prospecting trip to Southwest Texas and the Gulf country. They went by wagon and had plenty of time to inspect the country. Mr. Ray states that he found the Plainview section in as good or better shape than any he saw. He says they are short even on feed-stuff in the country southeast of Lubbock and are having to feed prickly pears to the cattle, states that in the artesian water belt around Uvalde, they found land selling fast at upwards of \$150.00 per acre, although they are beginning to get seriously worried there over the alkali being deposited on the soil from the artesian flow. He says the country here is just as good as that and there is no alkali in our water or soil. Went on to remark that when he had seen all that boasted region he decided to hike back to Hale and raise his land \$5.00 per acre—and when he heard of the discovery of the Slaton well determined he would not sell at any price! Mr. Ray is back to stay. Note the rhyme.

MIGHTY GOOD IDEAS.

A movement is on foot to revive the Hale County Fair Association and incorporate same. It is a little early to begin talking "fairs," but none too early. 1911 will be the best year in the history of Hale County, and 1912 will be a better one. We are going to make more history in a single month of 1911 than the Mexican revolutionists will if they scrap for a lifetime.

It is planned to get regular ground for the Fair, and equip same properly. And it would be a good plan for Plainview and Hale County to offer prizes for the best cotton and corn, in addition to those offered by the Texas Industrial Congress.

"A TRIP TO EUROPE."

Mrs. W. E. Armstrong, for many years society editress and sometimes editor of The Herald, is at work on a plan for the American Travel Club to secure a club of eight from this country for a sight-seeing tour through Europe. If the idea meets with successful outcome, Mrs. Armstrong will accompany the crowd. Extraordinarily low rates are promised, and Mrs. Armstrong, one of Plainview's most cultured and well-read society ladies, should prove an exceptional chaperon or personal director.

EPISCOPAL SERVICES.

Rev. Edwin Weary, Episcopal clergyman, will hold daily services at the Christian Church for a week, commencing Wednesday, February 15. Episcopal music will be sung by the choir throughout the series of services.

SUCCUMBS TO OLD AGE.

R. G. Livesay succumbed to senility at his home, in Plainview, today. He was 86 years of age, and leaves four children, two of whom are here, one in Lockney and one in old Mexico.

The doctors say he died of old age, just like a run-down clock. He was in good spirits this morning when he got up. At about noon, without warning, he was seized with a swoon, and died at once.

He had been on the Plains four years, and was well thought of in Plainview.

BUYS SECTION AND BOOSTS.

John A. Kerr, a cousin of Murray Malone, was up from Muldoon, near San Antonio, this week, and purchased a section near Plainview. He says he saw a cut of the well in The Hale County Herald of a few weeks ago and caught the train at once. Mr. Kerr is highly, very loftily, enthused over the prospects here, and says he is going back at the Water Carnival with some of his neighbors.

NEWS FROM THE CAPITAL.

Austin, Texas, Feb. 9.—The political thermometer has been at boiling heat during the past week. Both pros and antis tried to drive a tandem with the Bailey issue and that of their own, and they got the Senate in a tangle, and there was some linen not intended for the laundry washed out on the floor of the Senate, and, as a result, some of the Senators quit the caucus, and are now plowing with their own heifers. The upshot of the whole affair was that the Senate very generously returned to Lieutenant Governor Davidson the power to appoint committees, which was wrested from him a few days ago. There is nothing permanent around the capital except changes, and they come with unerring frequency. The trouble all came up over the appointment of the members of the Redistricting Committee, which has in charge the carving out of Congressional districts for the next decade. This committee holds in the hollow of its hand the political destinies of many Congressional aspirants.

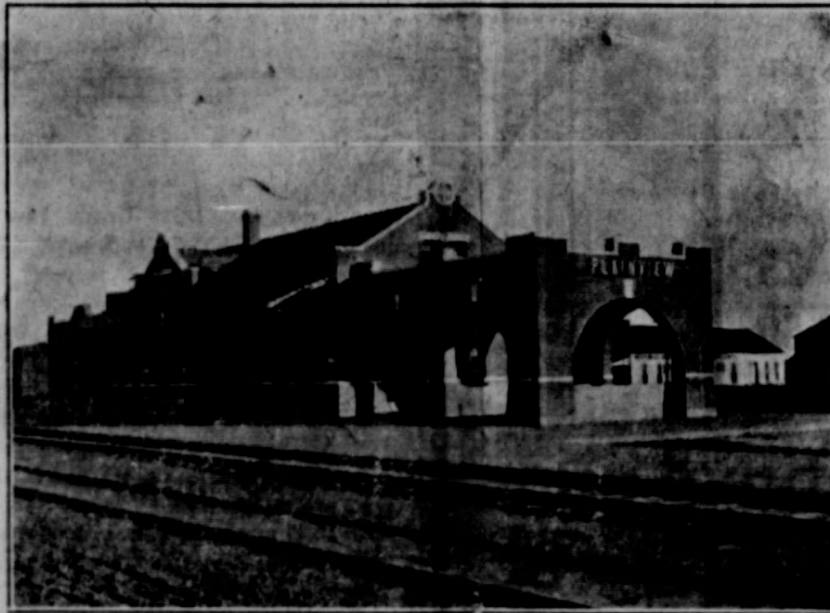
The prohibition amendment to the Constitution has passed both Houses, with practically no opposition, and the Governor is committed to submission, and on July 22nd every voter in Texas will have the privilege of expressing himself on this question.

The New Administration.

The new Governor is busy untying the hard knots bequeathed him by the old administration. The policies of the old and the new administrations were brought together with a clash that was heard around the world last week when Governor Colquitt requested the Attorney General to cancel the instructions issued by ex-Governor Campbell, just before retiring from office, to place all railroads in the hands of receivers. We need more railroads and fewer railroad receivers in Texas. Then, there is the tax system, that has degenerated to a point where inequalities can no longer be endured, and revision is always a disagreeable task. Construction of independent railroad lines is at a standstill since the passage of the I. & G. N. bill, and the construction gangs are tied up awaiting the signal from the Legislature; capital has felt the cold touch of fear and is looking out from its hiding place, awaiting the fair unfolding of spring-time. The new administration is carrying out the demands of the Democratic platform by throwing out the life lines to prosperity, and the people are with the Governor in his efforts to uphold the material interests of the State.

The Builders.

The 32nd Legislature is trying to put brick and mortar together, and if some of the measures now before that body are enacted into law Texas will be turned into a construction camp. Senator Terrell has introduced a bill in the Upper House to establish a Public Highway Department, and it is understood that the Governor is in



New \$20,000 Santa Fe Depot at Plainview

favor of State encouragement of road building. Representative Terrell, of Bexar, has a measure amending the I. & G. N. bill so that railroad construction can continue, and there are numerous railroad consolidation bills, which mean better railroads for the people. There has been a strong delegation of Westerners from along the line of the Texas Central pleading for the lease of that line to the Katy; the people affected by the lease are anxious for it; there are no constitutional inhibitions against it, and no sound reasons have been advanced against the consolidation. Transportation is our most important problem in Texas.

Special Session.

The signs now in the political skies indicate that there will be a prolonged session. Some of the representatives have labored with the Governor to call a special session, but it is understood that he has so far refused to do so; the prospects of working for \$2.00 a day don't appeal to the lawmakers, and some of them are beginning to wish that they had made hay while the sun was shining. There is considerable work to do on the Appropriation Bill, and the redistricting of the State into new Congressional, State Senatorial and Representative Districts will require considerable time, and some log rolling as well. Then, there are some who feel that they must rock the cradle of liberty by passing more laws. Custom, you know, meets some people at the cradle and leaves them at the grave, but placing laws on the statute book of Texas is not an easy task at the present time.

J. A. Peret returned from an extended trip to Chicago the first of the week. He came down with a couple of gentlemen from the North as far as Canyon, and extracted promises from them to be at Plainview on the occasion of our big Water Carnival. Their tickets read to Roswell, and, of course, they had to prospect in the Pecos Valley first.

Mrs. McDaniel and children, of North Oklahoma, is here, on her first trip to this section. She is visiting through on Tuesday, on their way of the Ellen community. Mr. Callaway is one of the class of farmers that build empires. May his tribe increase.

The ladies of the Calvary Baptist Church served chicken pie dinner on last Monday, in the Bain Building. Several hundred were served. It is said that so delicious was the concoction that many traded their birthrights for a mess of chicken pie, as did Esau of old.

The following Hale Centerites visited the Slaton well, west of Plainview, on last Saturday afternoon: Ora Sanders, J. H. Meredith, Fred Nittler, Dr. S. J. Underwood and S. R. Burham.—Hale Center Live-Wire.

TAKE A TRIP TO EUROPE. Fare is less than you can get for yourself. All troubles looked after by others—all you have to do is "see things." Write today to MRS. W. E. ARMSTRONG, Plainview, Texas.

Geo. Kruger, Bert Holmes, Will Brown and E. Eaves came down with R. A. McWhorter this week. All four gentlemen are from Mendova, Wjs., and with one exception, it is their first visit to this country, but they were all smiling, as if well pleased, when The Herald man saw them. Mr. Kruger is an experienced creamery man, and will talk to the farmers on that subject at the court house on Saturday afternoon.

Geo. Slaughter, of Roswell, N. M., and his brother, Bob Slaughter, of Sash, were here for a few days this week. Roswell holds the answer book to the irrigation problems. Mr. Slaughter, being from that town, knew what he was talking about when he said that the South Plains could easily be converted into a second Pecos Valley—and then some.

The Shallow Water Land Company last week closed, among others, deals for a half section 11 miles southeast of Plainview to a Central Texas man and a quarter section four miles south of the city to an Oklahoman. Many deals are being made by our real estate men, and it is impossible to catch more than a small part of them. We are glad to see that there are so many sensible people in the world—evidenced by their desire for Hale County land.

MARRIED—On last Tuesday, Mack Bonner and Miss Carrie Price. Miss Price is the daughter of Mr. and Mrs. N. A. Price, prominent Plainview people, and is one of our society favorites. Mr. Bonner is local manager for Crowder Bros. & Hume, and is a well-thought-of and shrewd young business man. May good fortune live with the young couple.

The Harsh Land Company sold eighty acres of land one mile north-east of Hale Center one day last week to S. R. Burham. Mr. Burham has spent the winter here and is pleased with the country. He will go to Iowa the last of this month for his household goods. He is putting up a windmill and making other improvements on his new place.—Live-Wire.

Miss Blanche Lester entertained Miss Bettie Knight, of Plainview, last week. They attended the "Climax" in Amarillo, and gave a box party in her honor; also entertained her with a seven-course 6 o'clock dinner on Thursday evening. The dining room was beautifully decorated. The table was banked in ferns. The flowers were pink and white.—Randall County News.

Logan H. Bagby, of the Logan H. Bagby Co., San Antonio, sole agents for the Wiggins' system of sub-irrigation tiling in Texas, was in Plainview on Thursday and Friday. Mr. Bagby said to The Herald man: "You people haven't an inkling of an idea, as yet, as to the mighty future of this country that the discovery of your limitless water supply guarantees—(Provided, of course, you use the Wiggins' system of sub-irrigation)."

The Herald for Visiting Cards.

IT WILL BE A MAMMOTH AFFAIR

COURT HOUSE FLOORS TESTED.

H. A. Overbeck, architect on the new Hale County court house, at Plainview, was here on Thursday, and made a test of the strength of the new floors in same. A test of 300 pounds to the square foot over a square of surface showed a deflection of only one-sixteenth of an inch. This is one of the most successful tests in his experience, says Mr. Overbeck. He requires, usually, only 125 pounds to the foot. He was highly complimentary of the work done by the contractors, McRae Construction Company. And it is a neat job. The snowy-white plastering is as beautiful a job as The Herald man has ever seen. Within and without, the building is symmetrical and substantial—fit capitol for a capital city.

SPRING TOWN-CLEANING.

The City Council is right resolute in its intentions to have a healthful city during the coming spring and summer months. At a meeting of the Council on Monday it was decided to rigorously enforce the anti-spitting-on-the-sidewalk ordinance. The promiscuous peddling of fruit and vegetables on the streets is also to be sternly prohibited. In many other ways, too, the sanitary condition is to be bettered, by a stricter enforcement of the old and passing of new ordinances. All true citizens of Plainview will aid the health officers in performing their duties. The Council is to be commended for their worthy actions.

NOTICE.

To the Citizens of Hale County, Texas: You are hereby requested to attend a mass meeting to be held at the court house in Plainview, Texas, at 2 o'clock p. m., on Saturday, February 25, for the purpose of transacting business pertaining to our campaign for State-wide prohibition. All are urged to be present promptly at the hour named. This 10th day of February, 1911. Respectfully, REUBEN M. ELLERD, Chairman, Anti-Saloon League, Hale County, Texas.

Don H. Biggers, of Lubbock, than whom none understand farming conditions in the South Plains better, is in Plainview this week. It is due to Mr. Biggers safe and sane exploiting that Lubbock makes as big a dot on the map as she does. Mr. Biggers has written up many a special edition and many a page of descriptive literature in various portions of West Texas, and he always meets with great success, because he tells nothing but the truth—which is boosting enough for most sections of West Texas. Mr. Biggers is one of the liveliest town and country builders it has ever been the pleasure of The Herald editor to know.

Mrs. Loy Lattimore, who has been taking a special course in music under Mrs. Allye Pierce for several months, has returned to her home, in Plainview, where she will continue the study of voice under Mr. Anderson, of the Wayland Baptist College. Mrs. Lattimore is the daughter of Mr. and Mrs. J. A. Sanford, 905 Buchanan Street.—Amarillo News.

I. S. Boulier and family passed through on Tuesday, on their way from Hale Center to Kansas City, near which place Mr. Boulier expects to go into the newspaper business. He has been editing the Live-Wire for the past six months, and putting out a good paper, too.

Rev. J. W. Johnson, late editor of The Plains Baptist, accompanied by his family and brother-in-law, S. W. Martin, left on Thursday for Amarillo, where they will visit relatives a few days. Thence they will go to Central Oklahoma, where they are to locate. We hated to see these good people leave town.

The Herald for Job Printing.

COMING WATER CARNIVAL WILL BE GRAND SUCCESS.

Judging from Thousands of Letters, Telegrams and Other Communications from Abroad.

Shot with enthusiasm is the entire Plainview country over the grand celebration booked here for February 24 and 25. Mass meetings, committee meetings and private confabs are on every hour. And people are digging up the wherewithal, too. Plainview has made a success of every affair she has attempted to date, and on this occasion she proposes to quite excel her past records as a hostess.

The barbecue and general headquarters will be located on the square, and conveyances will be furnished our guests to Dalmont's irrigated orchard, sub-irrigation demonstrations and to the five big wells that will all probably be in pumping order at that time. The Santa Fe will have a dairy, poultry and stock train here on those days. It will be under the direction of Prof. Bainer, agricultural demonstrator for the road, who will make valuable lectures.

An advertising campaign is under way, of mammoth proportions. Thousands of personal messages, letters and telegrams have been deluging the town for the past few weeks. If all come that promise it will tax the capacity of the town to entertain them—but Plainview has never failed as yet. Many wells are being put down all over the country—at Lockney, Running Water, Olton, Petersburg, Hale Center, Lubbock, Tulla—and hundreds of others are being planned.

To show the interest in this country being evidenced by people in the North, The Herald has put on a hundred subscriptions the past few weeks in compliance with letters from that section. Twelve hundred extra Herald's went to other states last week, many in reply to requests for sample copies.

The Dallas News comments, editorially, on the affair as follows:

"The discovery in the South Plains country of artesian water in sufficient quantity, apparently, for irrigation is an event important enough to justify the celebration which it is proposed to make at Plainview this month. If the artesian belt is as wide there as it is in nearly every other place where it is found at all, this discovery marks the beginning of a new agricultural era in that section. The fertility of the soil is undoubted and unquestioned, and if to this advantage can now be added the certainty of an abundant water supply at all times, then there will soon be but very few idle acres in a section which at present is probably not one-tenth occupied. This discovery has not been heralded with as much fanfare as is usually given to gold discoveries, but there have been very few gold discoveries that have deserved so much heralding as this water discovery deserves if it turns out to be all that there is every reason to believe that it is. It will yield a greater profit to society than most gold mines do, provided, of course, the irrigation is not done in the way that leaches the soil."

No, we haven't artesian water, but we have a supply that we are just as proud of.

Come to the Water Carnival.

WOODEN TILING.

—W. D. Muncey, of Amarillo, was in town one day this week, and was interviewed by The Herald man. He states that he is sub-irrigating a patch of ground near Amarillo with wooden tiling, treated with creosote to prevent decay. He says it costs him about one-half cent per foot. He states that he has had remarkable success with sugar beets and all kinds of truck, and finds a ready sale for the latter at Amarillo. "Say what you please to against sub-irrigation, but I can support a family on one-half acre of sub-irrigated land," said Mr. Muncey, as the train bore him away toward his truck farm.

Miss Mary Tomlinson, of Tulla, was visiting—Miss Jo Keck the first of the week.

A Big Grocery Deal

A big lot of Groceries for very little money. None of these articles sold separately

20 pounds of sugar	\$1.00
6 pounds head rice	50
1 pound fancy imported tea	65
1-2 pound ground pepper	20
5 pkgs Quaker Corn Flakes	25
6 packages bag blue	25
1 Bag Cream meal	40
2 large glasses of jelly	25
Only	\$3.50

The Quality of the Goods above quoted are absolutely guaranteed to be the very best.

—QUALITY—

Has always been our Motto and always will be

This offer will expire Saturday, February the 18th

Get your orders in early. Your business always appreciated. Satisfaction guaranteed.

Vickery-Hancock Gro. Co.

SCHOOL STATISTICS.

Fifth Monthly Report of Plainview Public Schools.

To the Honorable School Board, Plainview Public Schools.

Gentlemen: I am herewith submitting to you a report of your Public Schools for the month ending Friday, January 27, 1911.

	Male	Female	Total
Enrolled	445	420	865
Dropped	68	112	180
Belonging	345	340	685
Days Present	6,555	6,044	12,599
Days Absent	397	392	789
Tardies	177	124	301
Daily Attendance	329	311	640

Per cent daily attendance—Male, 96; female, 93; average, 94 1-2.

The second week of this month was given to examinations, the week mentioned being the end of the first half of the year's work. About 65 per cent of all pupils taking examination were promoted. The examinations included only those above the Third, and, as a larger per cent of the first three grades were promoted than of those above the Third Grade, the per cent promoted of the entire school is about 75. We realize the fact that under proper conditions 85 per cent at least should be promoted. The facts to be taken into consideration are as follows: First, many pupils were placed too high at the beginning of the year, and were not able to do the work of the grade in which they were placed; second, from various causes many pupils have been absent a great deal. This month is about an average, and yet we have nearly 800 to report absent during the month. This means one day absent for each pupil in school. Yet the absences are made by 25 per cent of the pupils, there being nearly 75 per cent who have not been absent this year. The boy or girl who is absent one day in each week is 25 per cent brighter than his classmates if he does the grade of work that his classmates do. Third, it requires more work to do the kind of work that we expect of the pupils than many have been mindful of. Our experience has taught us that it is unjust to the pupil to promote him to a grade in which he is unable to do acceptable work. Nothing discourages one more than to give him a task that he cannot do. We are earnestly attempting to remedy this defect in the average public school by making the pupil so thorough in his work that each day's lesson prepares the pupil for the next. For the absent pupil the chain is broken, but we are expecting better attendance, better co-operation, better work, more patience, and a greater amount of every element that enters into the making of a better school the last half of the year's work than we had the first half. We hope that, during these last four months, the parents will help more, if possible, than they have to keep their children in school every day, and encourage them to do good work at home in the preparations of their lessons for the next day. Pupils must do home study, and a great deal of it. If they do the amount of work required to pass from one grade to another in a nine months' session. Many cities have school for ten months instead of nine. Hasten the day when Plainview can give ten months of public school. How much better for our children in a good school than out on the streets, and if there is one duty that the State owes itself above another it is an educated citizenship. Teachers and pupils are both doing better work than they have been able to do prior to this time this school year. We hope to make a splendid report at the end of the year. Respectfully submitted, W. H. GRIMM, Superintendent.

HANDFUL OF SORTS.

I notice that my old frontier pal, Senator Wm. A. Clarke, of Montana, has finished his cottage in New York City. From all accounts it is a pretty likely sort of chosa. It took eight years to build it, and it cost \$8,000,000, or \$1.50 more than I have altogether. It has 121 rooms in it, which ought to be sufficient to hold most of the Clarke kinfolk when they come to town to trade. And it may be mentioned, in passing, that over 500 tons of copper and bronze were used in construction, along with several train loads of marble, granite, onyx and other fancy stones. I hope Bill will enjoy his shanty, but, such is the perverseness of human nature, I expect that it will not seem as much like home as the little bungalow in which I build the fires, kick out the cat and fuss with the old lady about sniffling my pipe on the hearth. Thank the Lord the American home is not dependent upon cost, and the claim-shack with the home spirit in it is a fitter human habitation than the Clarke palace, or any other. And thank Him some more that home spirit is something that money will not buy.—Will Robinson, in Roswell Register-Tribune.

SUNDAY SERVICES.

Rev. C. E. Hastings, B. D., pastor of the First Methodist Episcopal Church—"The Home-Like Church"—makes the following announcements for his church on Sunday, February 12: 10 a. m.—Sunday School. 11 a. m.—Preaching—Anniversary Service. Subject: "Question No. 2—'Why Should I Come Down?'" 12 m.—Class Meeting. 6:30 p. m.—Epworth League. 7:30 p. m.—Preaching—Subject: "David, Israel's Sweet Singer." You are invited.

The Herald for Visiting Cards.

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NOTES ON FROST.

People who have orchards in this country should commence to consider the question of frost and smudge pots. The following ideas about frost are taken from a bulletin published on the subject by the U. S. Department of Agriculture:

"With other atmospheric conditions favorable for its occurrence, frost may, as a rule, be expected when temperature, as reported by stations of the Weather Bureau, falls to a point eight degrees to ten degrees above the freezing point. The surfaces upon which frost is deposited must be at or below the freezing point, although the temperature of the air a few feet above may be several degrees above freezing. It is the temperature of the air, in some instances many feet above the ground, that is given by the Weather Bureau observations. Another atmospheric condition favorable for the occurrence of frost is a clear, cloudless and comparatively calm night. Clouds retard radiation or loss of heat from plants, and act as a screen in preventing the heat collected from the sun's rays during the day from escaping into the upper air. When clouds are not present, and a withdrawal of the sun's rays causes a rapid cooling of the air at moderate elevations, the warmer air which collects near the surface of the earth during the day rises, and the cooler upper air, owing to its greater density or weight, settles to the earth. It will be noted that clouds not only prevent the escape of the warm air in im-

mediate contact with the earth, but also blanket, as it were, the upper part of the lower air stratum. Calm or comparatively still air is a condition which favors the formation of frost. On windy nights the air is disturbed and is not permitted to arrange itself in layers according to its density, with the densest and coldest air near the surface of the earth; it is kept mixed up by the wind.

"Artificial appliances to protect the grower are designed to produce the following effects or results: To prevent a rapid radiation of heat from the earth; to charge the air with moisture; to warm the air; to create artificial drafts, whereby the air is mixed and the cold air is not allowed to settle to the surface of the earth, or to actually cover or roof in plants."

NOTICE TO FARMERS.

Being interested in the growing of cotton in the Plainview country, and for the benefit of those desiring to plant same, will say I have secured a quantity of select Rhode Island Big-Boll Seed from the first ginning, grown in the Panhandle, sufficient to plant about 400 acres. Will offer for sale only to farmers for planting purposes. For prices, etc., see OTUS REEVES REALTY CO., Plainview, Texas.

We take orders for all kind of Engraving, Embossing and Lithographing. Prices as cheap as the cheapest, quality considered.

NOTICE

WE, the undersigned Tailors of Plainview do hereby notify our customers and the public that on and after February 15th, 1911, our business will be run strictly CASH
HALE & INSKEP
IVY BROS. TAILORING CO.
RIDDLE TAILORING CO.

Shipleigh & Shipleigh

Dealers in

Coal, Grain, Hay and Flour

We handle the best Niggerhead Coals mined

No long waits when you order. No short weights when you get your coal

We Want Your Trade

Phone 18

Opposite Freight 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.

DALLAS GETS UNIVERSITY.

Dallas, Texas, Feb. 4.—Dallas wins the Methodist University, over Fort Worth. The site will be in Highland Park, one of the most beautiful and healthful sections of the city. Citizens of Dallas are planning a great demonstration as a result of the victory.

The Commission representing all Texas Methodist conferences today decided to locate the new university at Dallas, after having thoroughly gone over the field in both cities. Dallas offered lands and cash to the extent of \$1,500,000. Fort Worth offered a site of one hundred acres and a half million dollars in cash.

Highland Park was picked as the site.

THE NEED OF TREES.

The Record has been an insistent, not to say consistent, advocate of the practice of arbor culture in Texas. The wide stretches of prairie intervals demand the breaking up of a monotonous horizon, to say nothing of the economic value of well-selected groves, that will in time produce merchantable timber.

The vast Plains of West Texas are stretching out beseeching arms ready to embrace the trees that the fierce devastation of annual fires, the merciless croppings of countless herds and the incessant denial of rainfall have banished from thousands of square miles.

So long as the cowboy regime was supreme it was impossible to raise trees in West Texas. With the com-

ing of the man with the hoe impossibility merges into certainty. If the arid sand hills of Nebraska will grow timber, the Plains of West Texas can be made to produce trees. Put the men there with the intention developed to make arboriculture succeed and trees will as surely grow as cotton; for it must be remembered that half a score of years has not passed since it was held to be gospel truth that cotton could not be raised west of Baird. Now the cotton belt has pushed westward 300 miles.

Indiana has a state forester. Texas ought to have one. The Indiana official informs the people of his state that the worn-out farms there ought to be planted in trees. We have worn-out farms in Texas, but the climate is such that, if left alone for a few years, they will reforest themselves. In Texas it is the newest farms that need the aid of a state forester.

This state forester of Indiana tells the farmers that grass will not grow where the soil has been washed away and the ground cut up into gullies. Trees, however, will prevent further erosion, and induce a growth of grass, until the trees are of sufficient size to shade the ground. Thousands of acres in West Texas are suffering soil loss which could be prevented by planting trees. A State Forester for Texas, say a graduate of the Agricultural and Mechanical College, who was versed in arboriculture, could determine the varieties of trees that are adapted to growth in an arid climate like West Texas, and his suggestions would induce the growing of trees.

West Texas has plenty of land. It needs plenty of trees. If the land will not grow them naturally let the State and the citizenship unite to make them grow.—Fort Worth Record.

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

Housework Drudgery

Housework is drudgery for the weak woman. She brushes, dusts and scrubs, or is on her feet all day attending to the many details of the household, her back aching, her temples throbbing, nerves quivering under the stress of pain, possibly dizzy feelings. Sometimes rest in bed is not refreshing, because the poor tired nerves do not permit of refreshing sleep. The real need of weak, nervous women is satisfied by Dr. Pierce's Favorite Prescription.

It Makes Weak Women Strong and Sick Women Well.

This "Prescription" removes the cause of women's weaknesses, heats inflammation and absorption, and cures those weaknesses so peculiar to women. It tranquilizes the nerves, encourages the appetite and induces restful sleep.

Dr. Pierce is perfectly willing to let every one know what his "Favorite Prescription" contains, a complete list of ingredients on the bottle-wrapper. Do not let any unscrupulous druggist persuade you that his substitute of unknown composition is "just as good" in order that he may make a bigger profit. Just smile and shake your head! Dr. Pierce's Pleasant Pellets cures liver ills.



A Page for Farmers and Stock Raisers

THE STRENGTH OF OUR COUNTRY.

By C. O. Whobrey.

Some measure the strength of a country
By its wealth of cities and land,
Some by the amount of surplus
Which the banks have at their command;
But let me name a grand status,
One built on true, honest toil,
Let me measure the country's strength
By the fellow who tills the soil.

The city may shine in its splendor,
In pursuit of commerce and wealth;
The suburb may be very inviting,
And conducive to comfort and health;
But behind all figured factors,
Where the flashlight filches its spoil,
There sits with his great horn of plenty
The fellow who upturns the soil.

Just see his magnanimous welcome!
Feel the grip of his iron hand!
Then look in his sunburnt features
To read the story of "pluck" and "sand,"
And lip to yourself that grand maxim
That prevades our land to its length,
For the greatest strength of a country
Is the FARMER—the Country's Strength.

LET US CO-OPERATE.

THE HERALD wants some articles from farmers as to the results of their endeavors in Hale County—something as to what they raised, what they got for it, with a statement of possible mistakes and how they can be avoided in the future. Articles of this kind will benefit us and will benefit our town and country, in that they help the farmers themselves—the class upon which every other business depends for prosperity.

This page will be continued from week to week, and it is our belief that, with the proper co-operation of the farmers, it can be made a great factor in developing Hale County and the South Plains section. Don't limit yourself as to space, and don't be afraid of writing too often. And don't say you can't write! We are experts in deciphering any kind of chirography. And don't be afraid of using bad grammar! We will run over your copy before it goes to press. Just talk in a plain, simple manner, the same as you would to Neighbor Jones when you meet him in Plainview on first Mondays.

We want you to feel that this is your page, and use its space accordingly, the same as you would use paper in writing to your friends. We want to make it a general clearing house for the opinions of our farmers on the kind of agriculture that will have to be general before Hale County comes into its own.

What do you think about irrigation, poultry raising, hog raising—stock raising of any kind? Tell your farmer-neighbors and the world about it. Have you any particular methods of farming or truck raising or fruit growing that have proved successful? It is your duty to your fellowman and to the country to describe them.

He is, indeed, a poor farmer that has never succeeded with any one thing. Tell us about your way of growing this article, and perhaps your neighbor may tell you how to raise something in which you have failed.

Men, please contribute to this page—and the ladies are not barred!

GUMPTION ON THE FARM.

A run-down farm needs winding up. Defeat to a successful man is only a tonic.

Some farmers seem to be growing into agriculturists.

Some advice is no good until it is tested, and some is no good afterward. Many a man's honesty has kept him from biting on a get-rich-quick scheme.

A five-cent pocketbook may be the means of making a business man out of your boy.

A man who hurries so fast that he hasn't time to be careful will always be behind with his work.

It is folly to strike when the iron is hot unless you first know what you are going to make of it.

The thing that never comes to any of us is the thing that is as bad as we think it's going to be.

When the devil can not tempt a man to give up a good fight any other way he offers him a "broader field."

The small does not break any speed records, but it often goes farther and to better purpose than a two-minute nag on a race track.

Providence will never be able to do much with the farmer who treats his cows and horses better than he does his wife and children.

There is something wrong with wheels that wobble. Have them fixed up before you drive them over rough roads; or you may have a breakdown.

Never mind about the North Pole, but be sure that you remember where you stored the bean poles when you took them up in the fall.

When you come to make out the contract with your tenant for the new year, put yourself in his place, if you can. It will help you to do just the right thing. And then write it all down.

The hired man who takes notice of the broken rail, or open gate, and remedies the evil at once, is of big value to his employer; but the hand with the unseeing eye, who waits to be told every little detail, is an annoyance.

Is the heavy wagon getting a little rusty? Let it go and it may be spoiled by the weather in a few years. But you can paint it yourself. Take it all

apart on the barn floor, where you can shut the doors and keep out the cold; get some nice, smooth wagon paint and a good brush, roll up your sleeves, put on a pair of old overalls, and go at it.—Farm Journal.

HINTS FOR STOCK OWNERS.

Never feed corn alone to hogs. It is false economy.

Carelessness in handling pigs is a bad habit to acquire.

The idea that anything is good enough for a pig is a mistaken idea.

Some corn-stalks may be fed to the porkers every day. They are sweet and do the hogs good.

Some farmers sell their corn shelled and others dispose of it in the ear, but Western farmers find it most profitable to sell it in the hog.

Nowadays draft horses must be matched to sell well.

Choose for the breeding mare a solid color—dark bay, black or chestnut.

In countries where colts run out the year around the mature horses have much stronger legs.

Horses of color and with peculiar markings never sell so well as those of solid colors; besides, they are more difficult to match.

Look out for bad habits in your colts. It is so much easier to keep them out than it is to get rid of them if they once get a hold on the young horse.

All good farmers watch the condition of their colts when put into winter quarters. A colt allowed to lose its colt flesh and become thin will never make the horse he would if kept growing from the start.

A temper under control is an invaluable asset to a man employed in handling cows.

Warmth is half the feed for cows, and remember that foul air does not keep an animal warm.

It is much better and cleaner not to wipe dairy utensils with a cloth, no matter how white it may be. If the cleansing water is plentiful and hot the vessels dry much more healthfully without wiping.

There is no danger of overstocking the dairy market so long as the systematic robbing of the herds by the disposal of the calves continues. When cows sell for from \$50 to \$70 at public sales, it seems like folly to hurry off the calves for a few dollars a head.—From January Farm Journal.

"COURAGE, CAN AND DO."

"We have had two dry, short-crop seasons, but the fellow that has been getting up and doing seems to have plenty to pull through on. I fully believe in diversifying crops, and on the Plains I begin to plant early and plant along at different times until June 20. Myself and renters had in crops this year that made all the way from fodder to \$45 per acre. Had lots of good water and good health.

"A few words in favor of the hogs as a mortgage lifter. We farmers can not do without them. I have sold \$800 worth this year, and have 100 head left. I find Kaffir corn in the stalk a fine feed as a substitute for green pasture in the winter time.

"Brother renters and land-owners, let's take 'Courage, Can and Do' for our motto for 1911. Just do unto others as you would have them do unto you, and I feel assured that in doing this land-owners and renters will think more of each other, and their crops, of course, will be better."—Correspondent in Lockney Beacon.

THE DAIRY COW.

The dairy cow has rightly been named the mortgage lifter. Wherever the dairy cow is found in large numbers there prosperity is always at its highest. Wherever the dairy cow is lacking there will be found many times of great depression.

No country relying exclusively on agriculture has ever been a success. The great farming districts of the West, Middle West and Southwest were always in a state of depression until the cow was introduced and a market found for her produce.

We are glad to see the introduction of the dairy cow in the Panhandle to so great an extent. There is no section of country in the United States better adapted to the dairy business than the Panhandle. The climate is delightful the year around. The native grass is the best fed in the world for the cow. Maize, Kaffir and millet are easily grown and make wonderful feed. There are absolutely no pests to worry the cow.

The market for cream and butter in the Panhandle is good. Those who are selling dairy products now are receiving excellent prices. The fact that this produce always brings cash means a great deal to the farmer. When crops are poor, he has something on which to rely. When crops are good the bulk of his earnings are increased greatly.

The dairy cow will help the Panhandle farmers in a wonderful manner. More farmers should try her.—Randall County News.

HOG RAISING ON THE INCREASE.

Figures on hogs marketed in Texas show that the campaign of education waged by the press for the raising of more hogs is bearing fruit, and more than twice the amount of hogs shipped to the packing houses in Texas during 1910 were Texas raised, whereas those of 1909 were raised largely in surrounding states.

Texas-raised hogs sell at top prices, and Texas farmers are following the injunction of the Texas press to "plant hogs," and if the rate of increase maintained during 1910 continues during the coming year practically all the hogs consumed by the packing houses of Texas will be raised in the State.

HOGS ON THE FARM.

A few weeks ago W. W. Graves butchered a hog that dressed a little over four hundred pounds, which he sold on the Lubbock market at ten cents per pound. This one hog sold for a little over forty dollars, which is nothing to be ashamed of. Mr. Graves has a goodly number to sell every year, and they always make him some good money. He has about fifty on his farm now, and will kill quite a number more before the hog-killing season is over.—Lubbock Avalanche.

THE BETTER WAY.

There is a farmer in the Panhandle who never hauls anything away from his farm. The hay and grass, etc., that he raises is not hauled off to market, but is fed to horses, cows, hogs, poultry, etc. Therefore, he does not haul his farm products off, but drives them in the shape of live stock. Thus he makes the double profit, lives better, and saves a lot of time running off to market his individual products.

THE POULTRY YARD.

Gather the eggs several times a day. Clean out the nest boxes and burn the old straw.

Start right by getting better hens; end right by keeping them better.

Ventilation that comes in everywhere through the cracks is not ventilation at all; it is cold shivers up and down the back and lots of discomfort. Don't let it be that way in your houses.

I never crowd too many into one house; six square feet of floor space for each bird is about right. I have found double-board floors, up off the ground, the best. I keep plenty of straw on the floors, and throw the grain in this, so they must work to find it.

Changeable weather this month is apt to develop colds. Keep a close watch on the stock, and at once remove an ailing bird from the flock. A warm, dry coop or cage, and a one-grain quinine pill each night for three nights in succession will soon bring the bird back to good health.

I kept close watch of my flock, and the hens that begin to lay first after molting I put into separate pens. From these pens I gathered my eggs for hatching, and, by so doing, I have wonderfully improved the laying qualities of my flock. This mating has also been the means of rearing birds with stronger constitutions—more hardy and vigorous.

In cold-weather I feed oats and bran mixed with milk or warm water. I allow the mixture to stand over night, and feed warm in the morning. In the afternoon I feed corn. I keep ground bone in a box where the fowls can have free access to it. Occasionally, I also supply oyster shell. The chill is taken off the drinking water. The floor of the coop is bedded with straw or other litter. I have pullets that were hatched in July that began laying in January. One pullet, in particular, began laying on December 20th, and is still laying.—Farm Journal.

FLOYD COUNTY WHEAT.

Lubbock, Texas, Feb. 4.—W. L. Cox, who lives nine miles west of Lockney, is reputed to be the most successful wheat grower in this section of the Plains. He has four hundred acres in wheat this year, and it is all in fine condition, and is growing nicely. It is about head high, and as green as a spring meadow.

Mr. Cox has one hundred acres in this planting that has received special cultivation, and this is the best wheat he has, and any one passing the farm can tell the difference.

On this one-hundred-acre field the land was cultivated two years before planting. The land was sodded year before last; then, last year, it was re-broke, to keep down the vegetation, and last fall it was planted.

Mr. Cox is from Oklahoma, and it is said that he raised wheat in that state when every one else failed.

HOG RAISING PROFITABLE.

Quanah, Texas, Feb. 8.—That there is money in hog raising was demonstrated this week when J. M. Lewis sold an ordinary Poland-China hog for \$85.

Mr. Lewis' farm adjoins town, from the north, and the animal he killed grossed 650 pounds, and netted 540 pounds. The hog was manufactured into the following products, the retail price of which we give below:

120 pounds lard, at 18c \$21.00

60 pounds sausage, at 20c \$12.00

250 pounds of meat, at 18c \$45.00

43 pounds ribs and backbones, at 35 \$ 6.45

Total returns from hog ... \$84.45

CULTIVATE THE HEN.

Mary had a little hen upon her little farm; against the wolf before the door it proved to be her charm. Each day it laid a nice big egg, which Mary sold in town, and thus she bought the groceries, and now and then a gown. The years passed by and Mary paid the little mortgage due, and sent her girl to boarding school, her boy to college, too. She has a nest egg in the bank, and even keeps a cook, and everything about her has a thrifty, well-kept look. Says she to those who daily fall with needles, brush and pen, "If you would do as well as I, just cultivate the hen."—Denver Field and Farm.

A MUDDY JOB.

Mrs. Doolittle was shown an attractive lithograph of an irrigated farm. "It looks like a nice farm," she said, at length, "but I should think the farmer would get all muddy when he went out to pick his crops."

Call 72 when in need of printing.

HALL OF FAME FOR FARMERS.

A hall of fame is proposed for Maine farmers. This idea was suggested during a meeting of the various agricultural organizations at the state house by President Robert J. Aley, of the University of Maine, and met with instant favor.

It was proposed that once a year a bust, bas relief or tablet be placed in the wide hall of the agricultural building at the University, with suitable exercises. President Aley thought this action would instill in the minds of youth a greater liking for agriculture.

He understood there had been already a number of prominent men in the state who had made their mark along agricultural lines, and he felt that these men, after they had passed away, should be honored in the hall of fame.

The man on the farm who works patiently, uncomplainingly, year in, year out, for the comforts and happiness of the home; who faces a combination of discouraging circumstances and financial difficulties, and who keeps steadfastly at his post, is a hero, and nothing less.

By all means, a hall of fame for the farmer!

SOME EGG SHIPMENTS.

The Lockney Cash Store shipped on Monday 270 dozen eggs, leaving a balance on hand of 520 dozen. These eggs were all bought within one week.

This showing only represents the buying of one firm. There are two other firms in Lockney, Seven Bros. and J. A. Baker, who buy produce, and their shipments are about the same as that of the above-mentioned firm. There are more than 1,000 dozen of eggs bought and shipped from Lockney each week. This amount is in addition to the butter and chickens handled here weekly. This produce business is a big item in the Lockney country, and is putting money into circulation all the time.—Lockney Beacon.

They bring eggs to Plainview, too. Fowler Grocery Company bought 150 dozen one day this week from a Springlake man. Cultivate "Biddy."

FARMING PAYS.

Cabel Brooks, who farms in the Turkey country, was in Silverton on Monday, and, having rounded up the year's work, gave The Herald some figures that would convince a wooden man that farming, just straight farming, pays in the Panhandle, when done intelligently.

On a rented place, last year Mr. Brooks raised 38 bales of cotton, 5,000 bundles of Kaffir, 20 tons of maize, 40 bushels of peanuts, 1,500 bundles of sorghum, two colts, eight head of hogs, chickens, butter, eggs, etc. If all had been sold at the prevailing price he would have received the neat sum of \$3,490. He paid out about \$550 for work in making and gathering this crop, which leaves him \$2,940, net.

It is needless to say that Cabel will not live on a rented place this year, he having bought a fine 80-acre tract near Turkey. He paid out only \$75 for help in making the crop, and the balance of the expenses were for picking cotton.

What Mr. Brooks has done any other man can do, with industry and intelligence. Come to the Panhandle.—Silverton Herald.

THE MAMMOTH ONION INDUSTRY.

Hale County is Ideal for Growing This Money Crop.

Texas produces enough onions to put the proper aroma into the salads of the world, and we can furnish six onions per capita to every citizen in the United States and then have enough left to give the Texas population one onion each as a souvenir on Onion Day. Whenever the Texas onion makes its appearance in the market it invariably drives out its competitors, and rules the market at an advance of 10 cents on the bushel in price.

A wonderful impetus has been given the onion business in Texas recently, and the latest reports from South Texas tell of a farmer who has turned his entire 200 acres into an onion farm, while heretofore the largest onion farm in Texas consisted of forty acres. The 200 acres is to be planted in Bermudas, and is an irrigating proposition. Texas has taken the lead the past three year in onion production, both in quantity and price. During this period we have raised approximately 2,000,000 bushels of onions per annum, and the prospects for 1911 bid fair to exceed these figures by a large majority.

The industry is a most profitable one, and the soil and climate of Texas are peculiarly adapted to onion growing.

The fact that a man bears an excellent reputation among men is no proof that he may not be the worst possible companion for a woman.

If you borrow so much as a dime from a man, and forget to pay it back, he'll remember it.

—NOTICE—

Have purchased the horses and equipment of the Plainview Livery Barn and moved the same to the O K Livery Barn, east of the public square, and will conduct a Livery Business at that place

Also I have a fresh car of Colorado mares for sale or to exchange for mules or good bankable paper. Everything sold on a positive guarantee to be as represented

The Livery business will be conducted by Mr. Geo. Gibson, who will give you the best service possible. We will appreciate your business

J. L. DORSETT

Fine Prices ON IRON BEDS and SPRINGS

In Springs we are in position to give you a large stock from which to select

Over Thirty Different Designs in Iron Beds

We have the Legget and Platt Bed Springs, Guaranteed to give Absolute Satisfaction

Bain Furniture Company

Get Prices from others and bring us your bill

PLAINVIEW, TEXAS

The Hale County Herald

TOM SHAFER, Publisher
Z. E. BLACK, Editor

Phones—Business Office, 72; Manager's Residence, 14

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NOTICE.

All announcements of any church pertaining to services are welcome 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.

Subscription Price One Dollar Per Year (Invariably in advance.)

LET'S WORK—NOT WRANGLE.

IN ONE OF THE FLOYD COUNTY PAPERS we see where a Socialist and a Democrat are booked to meet each other publicly in a wordy combat. It seems there is going to be enough "sheol" raised over the prohibition question without running in a fight over Socialism just now. The pros are even now calling the anti a lot of whiskey-soaked, beer-rotted swill-tubs, while the anti will come back with the mild suggestion that the pro is a set of sanctimonious, pharisaical, Peruna-guzzling hypocrites.

Now, with the prohibition fight on and the Socialist-Democratic war, and the usual dry-goods-box gathering of knockers-on-the-country, who in thunder is going to be drafted to work out the irrigation problem in the South Plains?

And can't we get the woman's suffrage question and a few other vital(?) issues going, in order that every one may have all their time employed?

Socialism, Democracy, Republicanism! What are they? Who knows and who cares? About all we know of modern politics is what some forked-tongued politician tells us or what the newspapers say—and a large portion of the newspapers are liars.

We have been rejoicing that the South Plains cared little for politics. All classes have been forgetting their "creedos" in a united effort to develop this section. And we have a big enough task on our hands in trying to do that. What do we know or care about running the Government, the conditions in the big cities of the East, etc., etc.? Who is going to work our farms for us while we save the Nation? Not the millionaires, nor yet the oppressed strikers of the East. That's a cinch.

We admit that there is much good and much bad in Socialism, Democracy and, also, Republicanism. But what has that to do with the Water Carnival at Plainview on the 24th and 25th? This is no time for a division of effort. Forget your debates and talk irrigation—if you must talk. Better still—WORK! Raise mules, hogs, broom corn, sub-irrigate, intensify on your ten-acre tracts, tackle the truck proposition, and when the sweat begins to roll out and the money begins to roll in you will forget all political creeds.

When a man has money he forgets about politics.

Come to the Water Carnival.

"CLEAN-UP" DAY.

IN HIS FINAL REPORT of the Texas State Board of Health, Dr. W. M. Brumby, State health officer, gives the following parting injunction to Texas cities: "A good, thorough cleaning of Texas cities in early spring will not only make it easier to keep Texas clean, but will be conducive to good health."

March 11th has been set aside as official "Clean-up Day," and every city and town of any size in Texas is expected to take part in this State-wide spring cleaning. In many towns the mayor of the town appoints committees, assigning them to different localities or streets, and the plan of having a thorough spring cleaning of our cities and towns is a preventive of disease during the summer months that follow, as well as a standing advertisement for the community.

In line with the gospel truth that "Cleanliness is next to Godliness," Rev. Ferguson preached a sanitary sermon—that is, a sermon advocating advanced sanitary conditions in Plainview—at the Methodist Church on last Sunday.

City Secretary Hamilton will have an article in next week's issue of The Herald on the sanitary conditions existing in our town.

We can't talk too much about these measures, unless we talk when we should be acting. The true index to the character of a town is the condition in which it keeps its back alleys. If they are filled with dead chickens and cats, and are the dumping place for swill, no matter how swell a front the business section presents to the world, that town is a "whited sepulchre."

The "pen" (apt word, since it suggests the hog) is none too bad for the citizen of a town that will not comply with its sanitary measures. One who is criminally negligent in these affairs should be made to pay the penalty for his crime, which crime is "murder." Our health officers should be encouraged to enforce the law to the limit, and it is a pity that the penalties are no stronger.

Plainview should forever close its gates against the big, green fly, which is the close attendant of dirt and pestilence, and put on the padlocks.

By all means, let us observe the State "Clean-up Day," on the 11th of next month.

A LODGE STORY.

THE ALMA (KANS.) SIGNAL tells this as a true lodge story: "A sick man was picked up by the police of a nearby city. In his pocket was found the emblem button of a fraternal order, and three councils united in paying his hospital expenses, which amounted to a considerable sum. When the man recovered, under careful nursing, it was discovered that he was not a member of their order, but they had performed a good deed and did not complain. But here is where the best part of the story begins. The befriended man went to work and repaid the order in full, became a member, and is now a great worker in K ranks."

AN EXPERIMENTAL FARM IDEA.

THE BRADY COMMERCIAL CLUB has hit upon a novel and effective way of encouraging agriculture in that section, and has set a precedent which may be established by other clubs throughout the State. The president of the club, Mr. S. S. Graham, has given twenty acres of fine agricultural land, in McCullough County, to be used as an experimental farm by the club, the farm to be placed under the special supervision of State Experimental Director H. H. Harrington, of College Station. The railroads running into Brady have been induced, through the Commercial Club, to co-operate with the club, and \$800 has been raised by the club for the industrial departments of these roads, to carry on the work, and several hundred more has been pledged.

The Santa Fe has a choice section in the suburbs of Plainview, which they gave out last year was to be used as a station for experimental and demonstrative farming. With this end in view they put down an excellent well, but have so far ceased their operations that the well has never been properly tested.

But just now is the crisis. This is the moment when we must "show" people. Our Commercial Club should be "got going" at once, and get into communication with the Santa Fe people. Perhaps they could be induced to commence operations at once. If they do not mean to put their proposed plans through, for some reason, perhaps the Commercial Club and the Santa Fe might be able to arrange things in somewhat the manner hit upon by the Brady people.

We need a demonstration farm right here at town—and right now!

DON'T RILE THE RAILROADS.

THE SCARE HEADLINES which have been running in the press of the State announcing that the railroads are being sued by the State of Texas for running late trains and various other causes may, as a spectacular event, have in it all the colors of the rainbow, but, as a business proposition, it is as unwise as a farmer plowing up his cotton crop because the plants didn't grow according to his dictation.

Theoretically, railroading is worse than book farming, and the State can very easily plow up a few railroads in learning the business. Our railroad commission, like our agricultural department, is a great institution, and of great service to the State, but it is equally as incumbent upon it that it encourage railroad development as it is that our agricultural department encourage farming. How long would our agricultural department last if the Commissioner of Agriculture used his appropriations in filing law suits against farmers? But we are making progress, and these twisters are merely the tail end of a cyclone which has been raging in Texas for some time, but is passing on to other states, leaving the Texas atmosphere as pure and inviting as the morning of creation.

BROOM CORN BOOMING.

THE CULTIVATION OF BROOM CORN in Texas is proving exceedingly profitable, and several cars of it which were shipped to New York recently, from the central portion of Texas, brought more than \$50 above the market price of this article, which proves that the broom corn raised in Texas is far above the average in quality.

Eighty acres of brush land, cleared for the purpose of raising this broom corn, yielded \$4,000 to the owner on the first crop, and it is possible to raise two crops per year, when the land is unusually fertile. This is one article which can be sold in Texas, and does not have to depend upon a foreign market, as there are numerous factories in Texas which manufacture brooms, and, as the production of this article is practically in its experimental stage, it should find a ready sale in our home markets.

H. E. McCabe put Hale County on the map as a broom-corn-raising district the past year. As his experience, related in The Herald, shows, a mint of money can be coined by our farmers by raising this profitable article.

FOR BOYS ONLY.

A WORD TO YOU, SONNY—you little twelve- or thirteen-year-old boy who is smoking cigarettes on the sly; what do you want to be when you grow up—a stalwart, healthy, vigorous, broad-shouldered man, or a little, puny, measly, no-account, weak-minded dude? If you want to be a man, strong like a man—with hair on your face, brains in your head and muscles in your limbs—you just let those cigarettes alone. If you want to be a thing—pitied by your folks, despised by the girls and held in contempt by the fellows—keep right on smoking, and end your days in the insane asylum.—Hamilton Herald.

REGARDING VALENTINES.

COMIC VALENTINES are out of fashion, so say the leading papers. Next Tuesday is St. Valentine's day. Why not substitute, for your valentines, post cards of the Slaton well. They would be appreciated by your far-away friends and, incidentally, advertise our big Water Carnival and Irrigation Conference.

THE BILL INTRODUCED in the Legislature by Senator Mayfield providing for the establishment of five agricultural schools has the right ring. Agricultural schools mean better farming as well as more farms, and Texas needs both.

"HERE'S TO THE MAN who plans things,

Builds things—makes things;
Who talks not of wonders old,
Nor glóats on ancestral gold,
But takes off his coat, and rolls up his sleeves
And takes a hold and does things."

THE FACTORY is the farmer's market house, and he must travel until he reaches it, and pay the freight all the way. Building factories in Texas, to manufacture the raw material we produce, will save the freight and increase the value of farm products. It is cheaper to pay the freight on fuel to be consumed in the operation of local manufactories than it is to ship our raw stuff out and then have to be out the return freight on the finished article, also.

W. B. HALE Phone 346 W. A. INSKEEP

The Better Tailors

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On February 15, 16, 17 and 18

We Will Offer for Sale in Our Shop

1,000 New Spring Suit Patterns

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500 for \$15.00

500 for \$20.00

The terms of this Sale are SPOT CASH

We Guarantee a Perfect Fit or Money Refunded

WE

Do Cleaning and pressing
Do Hat cleaning and blocking **WE**
Do Dyeing—any color **ARE**
Do First-class altering **TAILORS**
Make Clothes for ladies
Make Clothes for gentlemen

Wofford Building over Surprise Store, - - - Plainview

NOTICE—SHERIFF'S SALE.

THE STATE OF TEXAS,
County of Hale.

By virtue of an Order of Sale, issued out of the Honorable District Court of Hale County, on the 6th day of February, A. D. 1911, by the Clerk hereof, in the case of R. H. Wilkin versus W. W. Goodman et al., No. 537, and to me, as Sheriff, directed and delivered, I will proceed to sell for cash, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in March, A. D. 1911, it being the 7th day of said month, before the Court House door of said Hale County, in the Town of Plainview, the following described property, to-wit:

In Hale County, Texas, and known as the J. H. Williams Survey, and described by notes and bounds as follows: Beginning at the S. E. corner of the J. H. Bryan homestead survey; thence west 1,016 varas; thence south 478 varas; thence east 950 varas; thence south 950 varas; thence east 66 varas; thence north 1,426 varas, to the place of beginning, levied on as the property of W. W. Goodman and Early Van Deventer, to satisfy a judgment amounting to \$3,891.80, in favor of R. H. Wilkin, and costs of suit.

GIVEN UNDER MY HAND, this 7th day of February, A. D. 1911.

G. A. LONDON,
Sheriff.

NEEDFUL KNOWLEDGE.

Plainview People Should Learn to Detect the Approach of Disease.

The symptoms of kidney trouble are so unmistakable that they leave no ground for doubt. Sick kidneys excrete a thick, cloudy, offensive urine, full of sediment, irregular of passage or attended by a sensation of scalding. The back aches constantly, headaches and dizzy spells may occur, and the victim is often weighed down by a feeling of languor and fatigue. Neglect these warnings and there is danger of dropsy, Bright's disease or gravel. Any one of these symptoms is warning enough to begin treating the kidneys at once. Delay often proves fatal.

You can use no better remedy than Doan's Kidney Pills. Here's Plainview proof: Mrs. E. H. Cox, 212 West Third St., Plainview, Texas, says: "I am enthusiastic in my praise of Doan's Kid-

ney Pills, which I got over a month ago from the R. A. Long Drug Co. Since using them I have been quite free from backache, that had previously bothered me so much, and the headaches and dizzy spells have also disappeared."

For sale by all dealers. Price, 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other.

HOW'S THIS!

We offer One Hundred Dollars Reward for any case of Catarrh that can not be cured by Hall's Catarrh Cure. F. J. CHENEY & CO., Toledo, Ohio.

We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by his firm.

WALDING, KINNAN & MARVIN, Wholesale Druggists, Toledo, O.

Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price, 75 cents per bottle. Sold by all Druggists.

Take Hall's Family Pills for constipation.

TORTURED FOR 15 YEARS

by a cure-defying stomach trouble that baffled doctors and resisted all remedies he tried, John W. Modders, of Moddersville, Michigan, dseems doomed. He had to sell his farm and give up work. His neighbors said, "He can't live much longer." "Whatever I ate distressed me," he wrote, "till I tried Electric Bitters, which worked such wonders for me that I can now eat things that I could not take for years. It's surely a grand remedy for stomach trouble." Just as good for the liver and kidneys. Every bottle guaranteed. Only 50 cents at All Druggists.

FOR SALE.

Irrigated and non-irrigated land in the beautiful Arkansas River Valley in Colorado. Will take part trade at cash value.

J. L. HUGHES,
Plainview, Texas.
In J. A. Price's Land Office.

WIFE GOT TIP-TOP ADVICE.

"My wife wanted me to take our boy to the doctor to cure an ugly boil," writes D. Frankel, of Stroud, Okla. "I said 'Put Bucklen's Arnica Salve on it.' She did so, and it cured the boil in a short time." Quickest healer of Burns, Scalds, Cuts, Corns, Bruises, Sprains, Swellings. Best Pile cure on earth. Try it. Only 25 cents at All Druggists.

LIFE SAVED AT DEATH'S DOOR.

"I never felt so near my grave," writes W. R. Patterson, of Wellington, Texas, "as when a frightful cough and lung trouble pulled me down to 100 pounds, in spite of doctor's treatment for two years. My father, mother and two sisters died of consumption, and that I am alive today is due solely to Dr. King's New Discovery, which completely cured me. Now I weigh 187 pounds, and have been well and strong for years." Quick, safe, sure, it's the best remedy on earth for coughs, colds, lagrippe, asthma, croup and all throat and lung troubles. 50 cents and \$1.00. Trial bottle free. Guaranteed by All Druggists.

NOTICE.

Plainview, Texas, Jan. 30, 1911. Because of recent court decisions and the ruling of the Comptroller of the Currency of the United States, to the effect that the officers of National Banks are personally liable for overdrafts granted by them, we, the undersigned banks of Plainview, Texas, have determined that on and after March 1, 1911, we will permit no overdrafts in any form. This is for the purpose of notifying our customers, in order that they may govern their future business accordingly.

FIRST NATIONAL BANK,
By J. H. SLATON,
Cashier.

CITIZENS' NATIONAL BANK,
By E. B. HUGHES,
Cashier.

THIRD NATIONAL BANK,
By H. M. BURCH,
Cashier.

FEED FOR SALE.

Millet Hay, 50 cents per bale; Maize Head Chops, \$1.00 per hundredweight. J. F. EDMONSON,
At Plainview Barn.



HERE COMES SPRING

Better get Ready for it

Our Store is the place to buy your Spring Wearables



NEW GOODS RECEIVED

We have already received large shipments of New Spring Goods which we invite you to come and see, whether you buy or not. We have been very particular in the selection of our spring stock and every article we have bought ranks with the best merchandise in the world

FOR THE LADIES

E. P. Reed & Co. Shoes
Laces and Embroideries
White Goods
Millinery



FOR THE MEN

Manhattan Shirts
E. & W. Shirts
Nettleton Shoes
Stetson Hats

MILLINERY

We wish to announce that we will be better stocked in this department than ever before. Our milliner left this week for the eastern markets and she will spare no pains or money in the selection of this stock. We predict our line of spring millinery will surpass anything ever brought to Plainview before

GOODS SELLING BELOW COST

Winter is not yet over and we have not closed out our winter stock as we would have liked to. To induce late winter buying we are selling these goods at cost and on many articles below cost. It would pay you to do your next winter's buying now

PLAINVIEW MERCANTILE COMPANY

W. A. SHOFNER, Manager

LOCAL AND PERSONAL

Lumber, Lumber, Lumber. PLAINVIEW LUMBER CO. 9

L. A. Knight sold 187 acres, near town, to Col. R. P. Smythe the past week.

Mr. and Mrs. Rowland, of Stratford, have been visiting friends here the past week, and there is a very possible chance that they may locate in Hale County.

Prices no object on house bills. PLAINVIEW LUMBER CO. 9

The ladies of Calvary Baptist Church will serve Chicken-Pie Dinner every First Monday. 8

We buy Cream, Eggs, Butter, Chickens and Turkeys, and get money in the country. Come to see us, and save money. MONTGOMERY-LASH GROCERY COMPANY. Phones 139-438.

Get our figures on your house bills before buying. PLAINVIEW LUMBER COMPANY. 9

Let us insure your crop against hail. J. M. MALONE INSURANCE AGENCY. tf.

National Biscuit Company's Crackers and Cakes of all kinds shipped every week—always fresh.—MONTGOMERY-LASH. Phones 139-438.

BORN—To Mr. and Mrs. Flake Garner, at 3 p. m. on Thursday, February 9, a bran new baby boy of the latest spring style. Congratulations. (Weight, 10 pounds; cognomen, W. F. Jr.)

See us for houses built on installments. PLAINVIEW LBR. CO. 9

We furnish Coffee and Tea for all Aid Societies. MONTGOMERY-LASH. Phones 139-438.

The ladies of the First Baptist Church will serve oysters, coffee, tea, chocolate and cake on the evening of February 24th, beginning at 6 o'clock. Feb. 24, beginning at 6 o'clock. 7

If it is any kind of a bond you want we can make it here.—See J. M. MALONE INSURANCE AGENCY. tf.

Real Estate Man Boswell made a trip to Amarillo, Clarendon and other points the first of the week.

Ed P. Reed and party, of Newkirk, Okla., were through on Saturday, en route to Portland, Oregon, in the interest of the National Automobile Route.

New line of Screen Doors at PLAINVIEW LUMBER CO'S. 9

Splendid assortment of Bibles and Testaments at DUNCAN'S PHARMACY. 6

Bulk Sweet Pickles and Bulk Olives, Dill Pickles and Barrel Kraut at the Best Store in town—that's MONTGOMERY-LASH. Phones 139-438.

A series of protracted services will begin at the Calvary Baptist Church on next Sunday, Feb. 12. The pastor, Rev. Chas. R. Lee, will do the preaching. He is a very able speaker, and every one will find it to their profit to attend.

Are your horses and mules insured? If not, let us write you a policy on them now.—J. M. MALONE INSURANCE AGENCY. tf.

We are selling Lumber awfully cheap, for cash. PLAINVIEW LUMBER COMPANY. 9

Phone us for rush orders. We deliver the goods now. MONTGOMERY-LASH. Phones 139-438.

J. A. Hendon, of Hendon & Windsor, has sold his share of the stock in the vehicle and second-hand store to his partner, Mr. Windsor, and will return shortly to Dallas, to travel as salesman for the Racine-Sattley Implement Company.—Lockney Beacon.

I have several desirable Residences in Plainview which I will RENT or SELL or TRADE for Hale County lands. C. E. McCLELLAND. tf.

Miss Jo Keck returned this week from a few weeks' visit to friends in Sweetwater.

J. A. Shofner, of Killeen, is back assisting in the business of the Plainview Mercantile Company.

Did you try Forbe's Tea, Coffee and Spices? Guaranteed to be the most delicious tea and coffee on the market. Ask the Ladies' Aid folks. MONTGOMERY-LASH. Phones 438-139.

I have several section of land in Hale County which I will trade for Plainview REAL ESTATE. C. E. McCLELLAND. tf.

Miss Duckett, milliner at the Plainview Mercantile Company's, left today for the Eastern markets.

Wade Cunningham, traveling freight and passenger agent for the Sunset Route, of El Paso, Texas, was in Plainview a few days the first of the week, in the interest of his road. He states that the various railroads have their eyes on this section.

Let us fill your Prescriptions. We are sure to please. DUNCAN'S PHARMACY. 6

Fresh Oysters, Lettice, Celery, Fruits and Nuts at MONTGOMERY-LASH GROCERY CO'S. Phones 438 and 139.

A. J. Sams and family removed from Plainview the first of the week, to their farm near Lockney, where they will remain during the crop-growing season.

You had better to have your house and household goods insured than to be sorry later. See J. M. MALONE INSURANCE AGENCY. tf.

Mrs. Wm. Thompson, of Amarillo, is visiting her parents, Mr. and Mrs. J. B. Gouldy.

We regret to announce that the infant of Mr. and Mrs. Elmer Anderson died on last Sunday night, only a few hours after birth.

For everything in the Drug line go to DUNCAN'S PHARMACY, the Leading Prescription Druggists. 6

We sell Plainview Flour and Meal—the best on earth. Patronize home all you can, and help the men who help you. It's MONTGOMERY-LASH. Phones 139-438.

Bill Ooley and family, of McGregor, moved in this week. They will move at once to their new place, north of Plainview. On Monday Albertus Lee and Bub Cooper, of the same town, came in with Mr. Ooley's Overland. They had made the trip of 550 miles without other expense than 37 gallons of gasoline, and rode in on McGregor air, not having had a puncture on the entire route, which is a remarkable record.

JUST RECEIVED—Shipment of Late Fiction by popular authors, at DUNCAN'S PHARMACY. 6

Miss Virgie May, of Lubbock, visited Mr. and Mrs. G. M. Phelps last week.

Miss Eleanor Rouse and Miss Nora Mae Dupree, of Lubbock, were through on Thursday, on their return from a prolonged visit to points in East Texas.

Who helps the country? The people who buy what the farmer raises. That's us. MONTGOMEY-LASH. Phones 139-438.

G. F. Phillips, of Olton, was in town on Wednesday, to renew his allegiance to The Herald. He states that many Lamb County farmers are going to plant cotton.

W. J. Dunaway, of Plainview, closed a deal this week, through Mr. J. B. Downs, the land man, for the T. J. Livasay tract of land six miles north of Lockney. Terms are private, but it is learned that this tract of land sold at a bargain.—Lockney Beacon.

How about that accident and health policy?—before it is too late. See J. M. MALONE INSURANCE AGENCY. tf.

"Mother" Jones returned on last Monday from a two weeks' visit to Amarillo. She was accompanied back by her daughter, Mrs. Stringfellow, who will spend a few days here.

An enormous crowd was in Plainview last Monday, it being "First Monday," or "Trades Day." We counted over 300 vehicles tied around the square at one time. And most of the visitors went out to see the Slaton well.

Mr. and Mrs. Otis Powers, of Berwick, Ill., left for that distant town on Friday, after a few weeks' visit to Mr. and Mrs. G. M. Phelps, the parents of Mrs. Powers.

Spring winds are coming, and a fire is liable to come. Let us write your insurance now. J. M. MALONE INSURANCE AGENCY. tf.

Bud Bridges, N. M. Akesson and R. E. Terry, of Hale Center, were first Monday visitors.

We are reliably informed that work is to commence on Mrs. S. J. Morland's new brick building within the fortnight instant. It is to be between the Stevens Building and the bakery, on the site now occupied by Wright & Dunaway's grocery, and the new building is already rented by them.

L. N. Lockridge, of Iowa Park, came in this week. Mr. Lockridge owns three sections just west of Plainview, across Running Water draw a ways. He is hugely interested in the irrigation idea, and thinks of putting down a deep well.

We can write you any kind of a bond here in the office. Call and see us. J. M. MALONE INSURANCE AGENCY. tf.

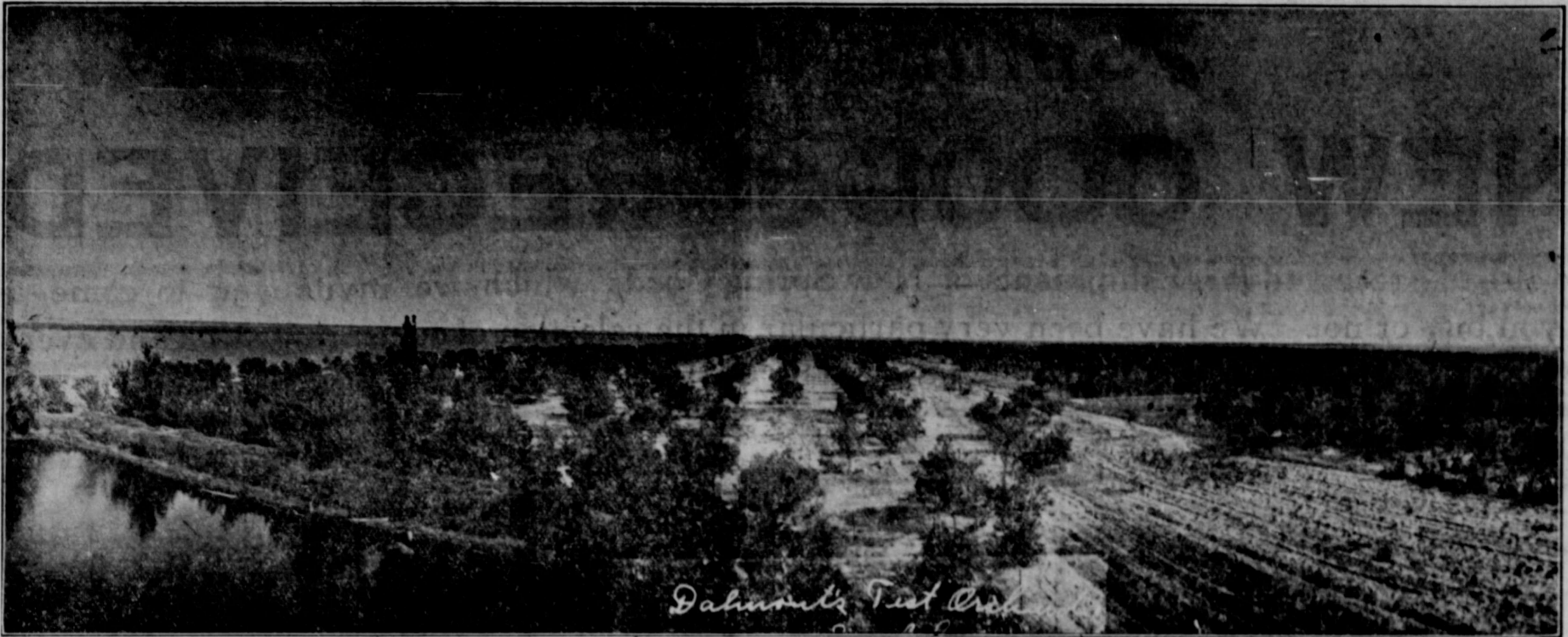
A. W. Collier, one of the liveliest of the live ones that inhabit the live Petersburg country, is up this week, to learn all there is to learn about the well propositions here and also to attend to some business.

L. G. Wilson and wife returned on Wednesday from a few months' stay in South Texas. They had intended to stay longer, but curiosity to see the big wells here pulled them away.

Mrs. N. E. McCune, of Tulla, is visiting the Kecks.

Farming by Irrigation

It is the safest and surest way in the world to raise crops. Irrigated land is the most valuable--The South Plains is the only ideal section for irrigation--Cheap, because of our level areas, because irrigation is needed only at times to supplement an average normal rainfall, Profitable, because of our fertile soil and desirable climate, Practical, because of an abundance of easily utilized water.



This Plainview orchard is watered by rainfall supplemented and insured by irrigation.

Irrigation is almost as old as history itself. It was known and used with profit by the Egyptians. The rivers Nile, Amazon, Ganges and Danube have all furnished their quota of liquid help for man's enrichment, but never in the history of the world has irrigation received such an impetus as in recent years.

Mankind has awakened to the fact that it is better to have one's own rain, right at his door, the kind that don't drench him to the skin or soak his land so as to stop nearly all work on his farm for days and days at a time. Irrigation is the very best kind of rain, and the farmer controls it at will, without the attendant discomforts of the old-time lightning's splutter and the thunder's roar.

In Hawaii, water for irrigation purposes is lifted 600 feet, yet, notwithstanding that enormous expense, farming in that country pays 300 per cent more per acre than in Illinois, Indiana, Iowa and Kansas, and fully 1,000 more per acre than in the New England states.

The growing season is three months in Colorado, only 120 days in which to plant, cultivate and harvest one crop. The balance of the year the farmer may be up to his neck in snow, yet irrigated land in that state, that so far has never felt a plow share, is bringing \$200 and over per acre, because the adjoining land already under cultivation has demonstrated its worth.

Over most of the Northwestern states the United States Government has expended large sums of public money locating irrigation systems to bring arid lands under the plow. What would appear as high prices have been charged settlers for those same lands, and they have had hard sledding, with perhaps six months of non-producing weather, yet, with all of that, the Northwest has become one of the Nation's great storehouses, proving beyond question the value of irrigation.

It can be said without exaggeration that the South Plains offers today the most inviting field in the United States for the man who desires to farm a few acres of land under the most favorable circumstances as to climate, soil, water, market and home conditions. A farm of 10 or 20 acres here, properly tilled, will net the owner as much as the average farm of 100 or 200 acres in the Northern and Eastern states. These lands, under intensive cultivation, intelligent selection of crops and marketing of produce by the methods of co-operation practiced in California, should net the owners \$100 or more per acre annually. Orchards, vineyards and gardens of small fruits and vegetables, for supplying the home markets, for shipment in carload lots to distant markets or for canning or otherwise preserving, in some cases are netting much more. These figures look large to the average farmer from the North or East, but they can be verified.

Secretary Wilson, of the Department of Agriculture, once expressed an opinion that irrigated farming ultimately would revolutionize agriculture all over the United States. The first systematic application of irrigation in the United States was inaugurated by the Mormons on the shores of the Great Salt Lake, in 1847. They found Utah anything but the promised land for which they had hoped. From necessity they resorted to irrigation, and soon made the barren site of Salt Lake City one of the most prosperous communities in the West. Irrigation, however, did not make any extensive headway until after the Civil War and during the early '70's, when the great tide of immigration turned toward the West. In 1870 only about

30,000 acres of land were under cultivation by irrigation in the United States. In the next ten years this number was increased to 1,000,000 acres. During the years between 1880-90 irrigation experienced a great boom, and the number of acres increased to nearly 4,000,000. In 1902, the last census, the acreage was 9,034,526, and each month sees thousands of acres added, until the total is nearly 20,000,000 acres today. The prehistoric town-building Pueblo Indians, in this and adjoining territory, practiced irrigation thousands of years ago. The descendants of these Indians still cultivate lands which were tilled by irrigation when the treasure-seeking Spaniards came up from the south. High along the steep cliffs in the canyons of the Southwest still cling the ruins of the former homes of the extinct race of cliff dwellers, and in the broad valleys below can be seen today the ruins of their stone dams and irrigation canals—all that is left to tell the story of America's first agriculturists.

The farmers and fruit growers of the South Plains are 1,500 miles nearer to the Eastern markets than are the California farmers. Late in the season, when the California growers begin to ship their fruit to Chicago and Eastern states, our farmers have a decided advantage in their favor. Being so much nearer to the source of demand, they are able to leave their fruit to fully ripen on the trees, and, not having to pick it half ripe for long-distance shipping, they consequently command much better prices. Fruit is no longer a luxury, but has become a necessary article of food, and the demand for early fruits and choice vegetables from the South Plains will always so far exceed the supply that serious competition practically can not exist. No part of the West is blessed with climatic and other advantages equal to those enjoyed by the people of this section. We are sufficiently far south to be insured against the severe winters of more northern lands; it has sufficient elevation to relieve it from the sweltering summer heat prevalent in countries of a similar latitude, but nearer the sea level. It has an atmosphere so dry that it will not absorb heat, so that as soon as the sun sets the air becomes as cool as that of a land much farther north. These peculiar conditions combine to make both the summer and winter climate of the South Plains an ideal one for animal and vegetable life.

Hale County has had an average annual rainfall of 22 inches for the past 20 years. We have raised as good crops here the past two seasons as the average section. If we can farm by irrigation we will increase the value of our lands many times, for irrigated land is never cheap land.

With an average rainfall of 22 inches, there will be many years when irrigation will not be needed, or, if at all, only a few times during the season. We have a marked advantage over the arid country that has irrigation and, also, over the seasonable section, that depends solely upon rainfall. In the case of the former, they must depend upon irrigation alone; in the case of the latter, rainfall only. The former method proves more expensive, the latter, unreliable.

Our first deep well, to a depth of 130 feet, resulted in a flow of at least 1,700 gallons a minute, or over 2,000,000 gallons per day, and the pump has run over a week at a time without any perceptible weakening of the supply. Many other wells are being drilled in different sections of the country, and equal success has been met with. The lower strata consists of 60 feet of sand and gravel, in proportion of three parts to one of water. So, you see, we are over a mighty underground

stream, flowing from the Rockies, 15 feet deep and perhaps hundreds of miles wide.

The first strata yields an abundance of water at a depth of from 40 to 60 feet, and, by the use of cheap windmill power, it is being brought to the surface for the stock, for small gardens and for orchards. With the advent of sub-irrigation, which is being installed extensively, many times larger areas may be moistened from the windmills. Until recently, the methods of sub-irrigating land have been very crude, costly and unsatisfactory, but now it can be used to great advantage. The two main advantages in sub-irrigating land are, first, to obtain an equal distribution of water to the ground; second, to admit the water to the ground no faster than it can be absorbed, thus avoiding water-logging the soil, such as is sometimes encountered in the natural precipitation and in surface irrigation.

However, our shallow wells and windmills will supply water for a large tract, sub-irrigated, and at a very small expenditure, and our 2,000,000-gallon wells will irrigate sections, sub or surface irrigation—take your choice!

The farmers in the artesian belt recently discovered in Southwest Texas are now facing ruin on account of alkali being brought to the surface in the water, and burning up their crops. There is no alkali, gyp nor salt in the waters of Hale County. Thousands of gardens show it—but come and see for yourself.

A man of moderate means may put in his own well and system of irrigation, and be his own master, without having to wrangle over the question of water rights, such as the farmers of other irrigated districts have to contend with.

The frozen regions of the North, where the soil lies dormant half the year, and the biting winds drive the stock to shelter and the farmer to the fireside, are quite different from the mild South Plains—a land of perpetual sunshine and many crops per year, with the drawbacks of the strong west winds of the early spring and the occasional irregularity of the rainfall, only. But the wind is the main reason why this is the most healthful region of the globe, and when our entire section is moist with irrigation no doubt the rainfall will be more regular and abundant.

There is no question but that 20 acres properly cultivated and irrigated will produce more income than 160 acres poorly tilled and not irrigated at all. There is not a country on the face of the earth that will surpass the South Plains in the production of a majority of average farm products, most of the fruits and almost every variety of truck. This has been proven time and again by the blue ribbons our products have carried away from State and National fairs.

The most optimistic dreamer can not fancy a more beautiful landscape picture than that of the South Plains of a few years to come—when our section, broad as an empire and smoothed level by the caressing touch of its Maker, shall teem with a population of happy home-builders, working with brain and brawn to beautify it with trees, make it blossom with flowers, make its mighty bosom, pregnant with potentialities, yield a harvest of crops and of fruits unexcelled by any portion of the United States or the world!

You say, "You are taking in lots of territory." Well, you don't have to believe without being shown—come to our big Water Carnival and Irrigation Conference, February 24th and 25th, and see if you don't think we have ample foundation on which to base our statements.

If you want to know more of irrigation in this "Second Nile" country, write our Commercial Club secretary; Come to our Water Carnival and Irrigation Conference, or

Subscribe for the Hale County Herald!!!

NEW LINE MUSLIN UNDERWEAR

You are invited to visit us and see the display of Muslin Underwear. A big shipment just arrived and now on sale at prices that will interest you

Embroideries and Laces

We also have stacks of Embroideries and Laces on sale at Special Prices for the next few days

Carter Mercantile Company

Professional Cards

DR. CLARENCE D. WOFFORD,
Dentist
Office: Rooms 14 and 16,
Donoho-Ware Hotel Building
Phones: Office, 197; Res., 193.

L. C. WAYLAND,
Physician and Surgeon
Office: Rooms 16 and 18,
Donoho-Ware Hotel Building
Office Phone, 197; Residence, 20.

N. C. LETCHER
Dentist
Rooms 3 and 4
First National Bank Building
Phone 305

CHAS. B. BARR
Veterinary Surgeon and Dentist
Office Wyckoff-Willis Drug Co.
Phones:
Office, 44; Residence, 221

PIANO TUNING
Action, Regulating and all kinds
of Repairing done. All work
guaranteed strictly first-class.
Drop me a postal and I will call.
J. H. EDWARDS,
At Bowron's Jewelry Store.

For Trade

I would like to trade my cotton gin and small farm adjoining Petersburg, for acreage property.

Charles Schuler

NOTICE—SHERIFF'S SALE.

THE STATE OF TEXAS,
County of Hale.

By virtue of an Order of Sale, issued out of the Honorable District Court of Hale County, on the 7th day of February, A. D. 1911, by the Clerk thereof, in the case of W. L. Dunn versus B. Dunaevski et al., No. 579, and to me, as Sheriff, directed and delivered, I will proceed to sell for cash, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in March, A. D. 1911, it being the 7th day of said month, before the Court House door of said Hale County, in the Town of Plainview, the following described property, to-wit:

Lots Nos. 13 and 14, in Block No. 64; Lots Nos. 13 and 14, in Block No. 45; and Lots Nos. 11 and 12, in Block No. 67, all in Highland Addition to the Town of Plainview, in Hale County, Texas, levied on as the property of B. Dunaevski and Mrs. E. M. Dunaevski, to satisfy a judgment amounting to \$402.10 in favor of W. L. Dunn, and costs of suit.

GIVEN UNDER MY HAND, this 7th day of February, A. D. 1911.

G. A. LONDON,
Sheriff.

NOTICE.

THE STATE OF TEXAS,
County of Hale.

TO THOSE INDEBTED TO OR HOLDING CLAIMS AGAINST THE ESTATE OF E. J. DARST, DECEASED:

The undersigned having been duly appointed executor under the will of E. J. Darst, deceased, late of Hale County, Texas, by Geo. L. Mayfield, Judge of the County Court of said County, on the 13th day of January, 1911, during a regular term thereof, hereby notifies all persons indebted to said estate to come forward and make settlement, and those having claims against said estate to present them to him at his present residence in Plainview, Hale County, Texas, where he now receives his mail, or, in case of his absence, to present the same to E. Graham, his attorney, who resides at Plainview, Texas, this 14th day of July, A. D. 1911.

C. L. DARST,
Executor of the Estate of E. J. Darst, Deceased.

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.

NOTICE—SHERIFF'S SALE.

THE STATE OF TEXAS,
County of Hale.

By virtue of an Order of Sale, issued out of the Honorable District Court of Hale County, on the 6th day of February, A. D. 1911, by the Clerk thereof, in the case of E. P. Norwood versus W. R. Matsler et al., No. 197, and to me, as Sheriff, directed and delivered, I will proceed to sell for cash, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in March, A. D. 1911, it being the 7th day of said month, before the Court House door of said Hale County, in the Town of Plainview, the following described property, to-wit:

An undivided one-eighth interest in Lots Nos. 9 and 10, in Block No. 23, of the Town of Plainview, in Hale County, Texas, levied on as the property of W. R. Matsler and G. C. Matsler, to satisfy a judgment amounting to \$213.05 in favor of E. P. Norwood, and costs of suit.

GIVEN UNDER MY HAND, this 8th day of February, A. D. 1911.

G. A. LONDON,
Sheriff.

NOTICE.

Notice is hereby given that the Commissioners' Court of Hale County, Texas, will on the 13th day of February, 1911, receive bids from any bank, association or individual banker in Hale County, Texas, desiring to be designated as County Depository for the period of two years from the expiration of the present contract.

Such proposals shall state the rate of interest offered on the county funds, on daily balances, shall be accompanied by certified check as evidence of good faith on the part of the bidder, in the amount required by law, and shall be filed with the County Judge on the first day of the February term of said Commissioners' Court.

GEORGE L. MAYFIELD,
County Judge, Hale Co., Tex.

NOTICE—SHERIFF'S SALE.

THE STATE OF TEXAS,
County of Hale.

By virtue of an Order of Sale, issued out of the Honorable District Court of Hale County, on the 7th day of February, A. D. 1911, by the Clerk thereof, in the case of Floyd P. Caylor versus D. T. Heatly, No. 601, and to me, as Sheriff, directed and delivered, I will proceed to sell for cash, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in March, A. D. 1911, it being the 7th day of said month, before the Court House door of said Hale County, in the Town of Plainview, the following described property, to-wit:

Lot No. 13 in Block No. 3, Knob Hill Addition to the Town of Plainview, in Hale County, Texas, levied on as the property of D. T. Heatly, to satisfy a judgment amounting to \$492.65, in favor of Floyd P. Caylor, and costs of suit.

GIVEN UNDER MY HAND, this 7th day of February, A. D. 1911.

G. A. LONDON,
Sheriff.

NEW YORK GETTING THIRSTY.

New York, N. Y., Feb. 6.—New York is down to its last 50,000,000 gallons of water, and if the drought which has existed since last May continues for three months more Father Knickerbocker will have to take a dry shave in the morning and drink his bitters straight. If the weather were suitable a man might wade across the Croton Lake reservoir today and never wet his shirt front.

A report by the Water Commissioner says that the supply is the lowest in the history of the water department.

"There has been no rain of benefit to the city water supply since last

May," he says. "However, there is no immediate danger. There is enough water for present needs, but not a drop to waste."

NOTICE—SHERIFF'S SALE.

THE STATE OF TEXAS,
County of Hale.

By virtue of an Order of Sale, issued out of the Honorable District Court of Hale County, on the 27th day of January, A. D. 1911, by the Clerk thereof, in the case of John Glynn versus H. W. Smith, No. 586, and to me, as Sheriff, directed and delivered, I will proceed to sell for cash, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in March, A. D. 1911, it being the 7th day of said month, before the Court House door of said Hale County, in the Town of Plainview, the following described property, to-wit:

Section No. 16½, in Block X, Jno. Glynn, original grantee, in Hale County, Texas, levied on as the property of H. W. Smith, to satisfy a judgment amounting to \$735.54, in favor of John Glynn, and costs of suit.

GIVEN UNDER MY HAND, this

7th day of February, A. D. 1911.
G. A. LONDON,
Sheriff.

EPWORTH LEAGUE.

The following is the program as arranged for the meeting of the Epworth League of the M. E. Church, South, on Sunday afternoon, February 12:

Subject—"The Place of Prayer."
Scripture Lesson—Acts 16:13; Matt. 21:13.
Prayer.
Song.
Leader's Address.
Scripture Readings—Luke 18:1-8; 1 Peter 4:7; Ps. 5:1-3; James 5:16.
Song.
1. "Cave Dwellers and Altar Builders"—Miss Anna Pickett.
2. "The Influence of a Place of Prayer"—Mrs. Davis.
Song.
3. "How Can Our Church Be Made More Helpful to the Community as a Place of Prayer?"—Miss Lois Pack.
4. "What Are We Doing to Help Church Extension?"—Bro. Ferguson.
Song.
Leader—Dr. Wofford.

SHE GOT EVEN.

Little Dorothy had been very naughty, and her mother's patience was exhausted. "Dorothy," she admonished, severely, "the next time you are a bad girl I shall put you in a dark closet until you learn to do better." Dorothy heard, but did not heed, and before long her mother was obliged to administer the promised punishment. She was placed in her mother's clothes-closet, and the door was tightly shut on her. For fifteen minutes Dorothy remained in durance vile. Then her mother, hearing no sounds, and thinking the little girl had had time to become penitent, opened the door. A very red and defiant little face was turned toward her. "What were you doing, Dorothy?" asked her mother, suspiciously. "I 'pit on your 'kirt," said the child, deliberately, "and then I 'pit on your 'hoes. And now I'm waiting for more 'pit."

Lloyd Nichols, of Lockney, is in our town, being treated for rheumatism.

Cottolene

"Nature's Gift from the Sunny South"

It's too late to lock the stable when the horse has been stolen—too late to care for your stomach when indigestion is upon you. Why not take time by the forelock by dispensing with hog lard—the breeder of nine-tenths of all indigestion, and insist instead that all your food be cooked with *Cottolene*—a pure, vegetable shortening which makes healthy, digestible food?

Cottolene comes from the cotton fields of the Sunny South. It is a clean product, protected by patent air-tight tin pails to insure freshness and freedom from contamination. It is recommended by physicians as being fully as healthful as olive oil.

Made only by THE N. L. FAIRBANK COMPANY

Makes Biscuits Light and Flaky as the Cotton Ball

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

Familylite Oil
the safest oil manufactured for
Household Use
Best for Cooking, Lighting and Heating

For sale by all dealers
THOMAS ABRAHAM, Agent at Plainview, Texas

MADE ONLY BY
The Texas Company
General Offices: Houston, Texas

J. H. LEACH

Coal, Grain, Seed
and Feed Stuff

Phone 136 Plainview, Texas

Grand Barbecue WATER CARNIVAL AND IRRIGATION CONFERENCE Plainview, Texas FEBRUARY 24 AND 25

Community Correspondence

PETERSBURG PARAGRAPHS.

Newsy Notes and Personals from the Heavy End of Hale.

Messrs. Callaway, Thorpe and Ford were among the Plainview visitors this week.

W. C. Reagan, one of Petersburg's new citizens, has returned from a trip to New Mexico, and will be with us henceforth.

It is rumored that wedding bells will be ringing in the Petersburg community ere the ides of March are well under way.

Roy Phillips, of Lockney, was trading in this vicinity this week, and Petersburg has less surplus live stock than formerly.

D. R. Bailey and Roy Smith have gone East with a bunch of horses, including a fine stallion, for sale. They are expecting to return this week.

Those of our citizens who are contemplating sinking big irrigating wells in the near future are D. R.

Bailey, I. Z. Smith, Wm. Britt and A. Bourne. Of course, after these wells are realities, Tom, Dick and Hary will have them on these fine farms.

We have news of the Santa Fe Demonstration Train which will be at Plainview on February 24 and 25th, and at least some of our citizens will be there to gather what information is available. Our people are more and more interested in dairying, hog and poultry culture.

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.

NOT FOR SALE—I wish to announce that I have taken my land in Hale County off the market. T. W. HARPER.

STRIP ITEMS.

John Ligon went to Abernathy on Tuesday.

Nels Fitzgerald is in San Antonio this week.

Nathan Moreton went to Abernathy on Monday.

Mrs. A. Landers went to Abernathy on Monday.

Mr. Jim Craig is boasting of a new farm hand at his house.

Miss Mary Miller spent Monday night with Mrs. John Ligon.

The young folks enjoyed a singing at Mr. Lander's on Sunday night.

Hatley Belcher spent a couple of days in Plainview the first of the week.

Dr. Hudson and Mr. Henry Darden, of Abernathy, were in our community on Monday.

Mr. N. B. Chumley, of Plainview, made a business trip to our community the first of the week.

Miss Gladys Rosser spent Saturday night with Miss Carrie Leitrick.

Willie Brown and Jack Pipkin, of Abernathy, were in our community on Monday.

Mr. and Mrs. J. M. Turner and Mrs. B. B. Turner went to Plainview on Sunday, returning home on Tuesday.

Mr. Elbert Overton hauled his broom corn over to J. M. Turner's last week, to have it made into brooms. Mr. Turner has just received his new broom machine. Now watch his brooms shine.

Mr. and Mrs. M. T. Cocke and family and Mr. and Mrs. Ocie King, left last week for San Antonio, where they will make their future home. Mr. Cocke was one of the old-timers, and we regret to lose them.

KRESS NEWS.

Messrs. Overly and Myers were Plainview callers on Monday.

Mr. and Mrs. John Hayden's baby boy was buried Sunday, in the Kress Cemetery.

Mr. Robert Rousser finished loading his car of baled hay on Tuesday.

Mrs. J. A. Bush started on Saturday for a visit to her former home, in West Tennessee.

Mr. Boston and daughter, Nettie, drove to Plainview on Monday.

Mr. Egbert Welton and W. A. Oliver finished their carpenter work for T. A. Oliver and started back North last Thursday, for their home, in Iowa.

Reverend Sharp, of the M. E. Church, will preach at the Bagley school house, eight miles west of Kress, on February 19th, at 3:30 in the afternoon. Sunday school will be at 2:30. Mr. Hadley is superintendent of the Sunday school.

Mrs. S. Q. Ford is on the sick list.

Messrs. Joe and Ira Skipworth were visitors in Plainview on Saturday.

There will be choir practice at the church on Friday evening.

Mr. Pat Pool and Miss Edith Beck were married on Thursday, and left on Friday for East Texas.

Mr. A. W. Drake's father arrived on Tuesday, for a visit with his family.

MULES AND HOGS FOR SALE.

I have about 70 head of good work mules for sale at my ranch 9 miles below Hale Center.

Also have some young thoroughbred Poland-China hogs for sale. Some males, and gilts.

CHAS. E. SAIGLING.

NOTICE.

To Property Owners, Real Estate Agents and others:

Your attention is called to Rule 20 of the Sanitary Code of Texas, to-wit: "No person shall offer for hire or cause or permit any one to occupy apartments previously occupied by a person ill with tuberculosis, or any quarantinable disease, until such apartments shall have been disinfected under the supervision of the local Health Officer."

E. F. McCLENDON, City Physician.

REMOVAL NOTICE.

The SHALLOW WATER LAND COMPANY (J. F. Garrison, Manager) have moved their offices from the First National Bank Building to the WARE HOTEL BUILDING, room 11, where they extend you an invitation to call and list your property for sale or exchange.

Thirty-five horse power, four-cylinder National Automobile. Will trade for farming implements and good work teams and harness, or cattle. Address A. L. HAWKINS, Hale Center, Texas.

FOR RENT.

Six-room house; close in. See R. M. PEACE.

VENDOR LIEN NOTES WANTED.

Can handle a few vendor lien notes on country land. Address BOX 95.

FOR SALE—Eight good, young work horses, at reasonable prices, at my ranch 5 miles northeast of Plainview. J. S. OVERHOLT.

FOR SALE OR RENT.

One-half or whole section of choice land, 10 miles northeast of Plainview. For further information, address BOX 63, R. F. D. No. 2, Pemberville, Ohio.

COCHRANE'S STUDIO



Where They Make HIGH GRADE PHOTOS

PRaise FROM GEORGIA'S STATE CHEMIST.

Mr. J. H. McCandless, State Chemist of Georgia, before a recent gathering, gave emphatic testimony to the high quality of Cottolene. He said:

"The sale of this product, and the proclamation that it is made from cotton oil, have done more to bring cotton seed oil truthfully and favorably before the public than anything else in recent history."

Mr. McCandless then pointed out why a pure, refined, vegetable-oil base, such as is used in Cottolene, is the only assurance a woman has of a clean, digestible cooking product.

Books intensely interesting—"Graustark," "Satan Sanderson," "Man on the Box," "Lion and the Mouse," "Barriers Burned Away," and numerous others—at DUNCAN'S PHARMACY.

NOT FOR SALE.

I wish to state that my property in and around Plainview is not for sale.

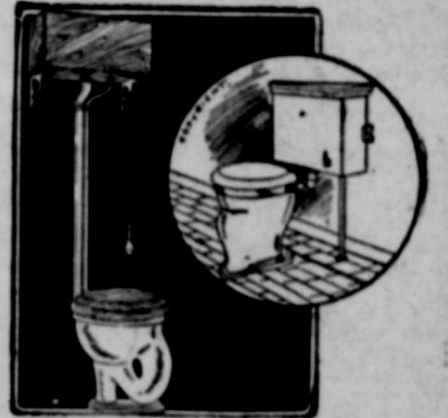
L. R. GRIMES.

DR. COX'S Barbed Wire LINIMENT

Guaranteed to heal without a blemish, or your money refunded. Price, 25c, 50c and \$1.00. 25c size for family use only. For sale by all druggists.

Dr. Cox's Painless Blister

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



DIFFERENT STYLES

In plumbing appliances are as much in evidence with us as in any other avenue of business.

SANITARY BATH-ROOM APPURTENANCES

are as requisite for health as a doctor is when you are sick. Our estimates on plumbing will prove satisfactory.

PLUMBING HERE IS AL.

City Plumbing Co.

PHONE 331. 117 North Covington St.

ACME HOTEL

(Formerly the Daily)

IS now open for the reception of Guests, local and transient Under its new name and management this house has been renovated and refurbished, and is now first-class in all respects

Boarders by the week and month solicited.

No pains spared to make guests feel comfortable and at home

CENTRALLY LOCATED. PLAINVIEW, TEXAS

THE LAND OF OPPORTUNITY

—IS IN—

WESTERN LOUISIANA

Along the

Kansas City - Southern Railway

Where land is cheaper than in the older settled states and produces larger money returns. A country of good tillable land, excellent water, abundant rainfall, fine pasturage, and the greatest variety of production

The highest part of the state, perfectly drained, naturally producing every crop grown in the United States, and splendidly adapted to extra early fruit and commercial truck crops

Write for illustrated books telling all about it WM. NICHOLSON, Immigration Ag't, K. C. S. Ry 110 Hughes Building, Kansas City, Mo

A Cough is Like a Mule

You've got to coax it to get it to go. We have a cold cure that will start the most stubborn cough going, and make it quickly disappear entirely. We have witnessed its effect in hundreds of cases, and guarantee it will stop your cough.

REXALL Cold Tablets and Compound Cherry Bark Syrup

The tablets are coated and have no bad taste, and the Cough Syrup is a delightful cough cure, entirely different from the old, nauseating cough remedies. It relieves coughs immediately, and cures sore throat and hoarseness. If they do not cure your cold and stop your cough bring us back the empty box and the bottle, and we'll return your money. Three popular sizes, 25 cents, 50 cents and \$1.00.

THE REXALL STORE

Wyckoff-Willis Drug Company