The Plainview Country Will Be the Biggest and Best Irrigated District in the Worid in a Few Years The Hale County Herald

## Plainview Has Received 8 Inches Precipitation in 3 Months



| walland biptist college NOTES. <br> The college has been fortunate the nast week tin hee vistores. Mres. J. A |
| :---: |
|  |  |

## COMMERCIAL CLUB REORGANIZED





Platariew Willi Meet Giganitle
Development Issues. At the last hopes and prayers of th
Herald have been realized in the reor $\begin{aligned} & \text { ganization } \\ & \text { glainview. }\end{aligned}$




Mrs. J. J. Barton, of Bartonsite,
spent a few days last week with her
daughter, Cassie and Mary. We are
always glad to have the parents of our always glad to have the parents of our
students visit them.
Mrs. W. T. Curtis, state secretary


 Suttle, H. A. Simpson, Elmer Chil-
dress. are greatly rejoiced to see our
We ares
new converts taking such an active
part. Tarpley Matthews and Roy
筑



THE state of texas,
County of Hale,
Ee it remembered that on this the public places in said county for at least President, J. W. Stone.
Vice-President. H. C. Suttle.
Critc, A. P. Barker.
Editor, Morie. MeGlasson Sergeant at Arms, Stewart Barnes.
The editorial staff of the annual are vorking hard getting the material
rady for the printer. The photograph-
r bas been quite popular the past


STILL ANOTHER GREAT WFLL THE PERRy WELL HAS AT Leveth
"GOT GOING."
Intual Test Shows Eight Hundred Gallons and Flow Geetulug stronger
Ruplily. Plainview country has another great
well, the latest one being the Perry
well, five miles southwest of town. The well, five miles southwest of town. The pumping test commenced on this well
Wednesday, and everything has moved
along serenely. in
g
g
m
t
t
e
n
n
m
t siven actual measurement. The flow
started at 370 gallons and withn 30
minutes had increased to within a fraclon of 800 per minute. For an intitial
test this is one of the finest showings
ever made in the west. The well is
now pumping sand in good style,
which is just what a well regulated very necessary assurance of reachlng the pump's capactty which
sand gallons per minute.


SETH WARD COLLEGE NOTES.
Only a few more weeks until we will
have to part with school, friends and worst of all, have to take examinations
before going. But then we shall feel
hat the year has not been spent in
 Lee Gímore who made an average of
00
and had heavy courses. There 0 and above on general average. Dr. Glanney testifles that he has. never
seen as good work on the whole as is being done this year.
The annual program of the society to be rendered Saturday night, April

5. Everyone is cordially invited and | Program. |
| :--- |

## Invocation. Address of Welcome-Virgil Faulk-

Duet-Les Ongles Roses-Paul Wachs-Misses Fort and Wingo.
Reading-The Soul of the ViolinNiss Cowart.
Vocal Solo-Dream of Paradise-
Hiss Willie Hall. Essay-Importance of Trifles-Miss
Watson.
Piano Solo-Scherz-Gustavius Hegerman.
Declamation-Damon and PythiasMerry Fort.
Medtey-Male Quartette. he best for the American College.
Affirmative: Horace Edmontson. Gilmore. Negative: Clyde Goodman, Piano Duet-Polonaise Militaire in

BAPTIST EDUCATIONAL RALLY

Beginning next Wednesday and con-
inuing the remainder of the week the Baptists of the South Plains are to hold an educational rally at the First Baptist Church of Plainview. Most of
the prominent preachers of this section
will be present and many visiting lay-
men. movement is primarily in the
The mete
interests of Wayland Baptist College interests of Wayland Baptist College
which has made such a promising start this, its first year. Prominent Plain-
viewites will also attend this rally and viewites will also attend this rally and
manifest their interest in varlous
wis. ways.
It is given out this, week that Dr.
J. H. Wayland and wife have made another gift to their name-sake in the
sum of $\$ 100,000$. R. B. C. Howell is also reported to have contributed to
this worthy cause to the amount of this worthy cause to the amount of
85,000 . The people of Plainvlew are
behind Wayland Baptist College with behind Wayland Baptist College with
both their moral and fnanclal support.

Professional Cards




piave tusive Aetion, Regulating and all Minds
of Repaiting done. All work Drop me a postal and I will call.
$J$. H. EDWARPS.

AXDERSOX $\&$ GIDNEY, Oftreess lat Satlonal Bank mids.


Where They Make HIGH GRADE PHOTOS
 Liese than you can ket for yourself
ill troubles looked atter by others al you have to do in to "see things"
Writo today to MRS. W. E. ARM

DR. COX'S

## Barbed Wire

 LINIMENTDr. Cox's
Painless Blister


## wanted-1,500 pullets.

 Iow, the tirst of september. 1911 .
Addross, w. - $+\bullet+*++*+*+$

## THE GROWING OF CANTALOUPES interestivg article by d. bitrell, of rocky ford.

Which Should be Carefully Read a
$A$ ssimillated by
Our Pron


From this melon selections wer
made to a longer type, resulting in
the Thoroughbred Rocky Ford cante-
loupe, illustrated herwit tains all the original fine eating qual
tities and has a very desirable shape
for crating.
Another selection developed a type






THE DAIRY COW AS FARM INDEX

than five times what it did when they
took possession, and it is still gaining
in fertility.
One reason
Plainview Country Wiil Become
One of the Foremost Dairylng
Seetlons of the States.
$\qquad$

One reason why the cow appeale to
he farmer is the regularity of the inome she furnishes. For this reason,
in one Misouri neighborhood, the farIn one Misouri neighborhood, the far-
mers call their cream checks their pens call their cream checks their
pension money. Some men object to
dairy farming because there is no
any nation. The use of milizk as food
s unknown among the native races
sid Africa and Australia and the Am-
fo
rican Indians. With the Astatic na-
ial
it erican the use of milk to exceedingly
tions the
small, and is confled to the wealthy
classes. It is only with the

## 은 ${ }^{\circ}$



In Wallace's Farmer:
The development of the dairy indus-
ry not only measures the intelligence
$\qquad$
$\qquad$recognized that these are the most
rosperous and intelligent. The most
rogressive citles in America alsosat tarmers of Iowa, and adjolntngs
Farming lond taking in the dairy cowt.
sn entirely different proposition acre from

Tof milk.
The same comparison may be made

$$
\begin{aligned}
& \text { an entirely difterent proposition fromm } \\
& \text { farming the same land worth } 850 \text {. I } \\
& \text { have observed that whenever a young } \\
& \text { man strts out to pay for a arm now- } \\
& \text { adays he is pretty certain to be milk- }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Ing cows before long. When he gets } \\
& \text { to the point, as many farmers do. when } \\
& \text { he doesnnt care if he makes only } 2 \text { per } \\
& \text { cent on the value of the land, he may } \\
& \text { quit milking. } \\
& \text { Dairy farming is intensive agricul- } \\
& \text { ture It makes it nossible to }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Dairy farming is intensive agricul- } \\
& \text { ture. It makes it possible to concen- } \\
& \text { trate labor on a limited area and se- }
\end{aligned}
$$

$$
\begin{aligned}
& \text { trate labor on a limited area and se- } \\
& \text { cure as much returns as on a much } \\
& \text { large area devoted to general farming. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { large area devoted to general farming. } \\
& \text { In other words. the returns per acre. } \\
& \text { are greater, making it possible to car-- } \\
& \text { ry on such operations on expensive }
\end{aligned}
$$

$$
\begin{aligned}
& \text { are greater, making it possible to car- } \\
& \text { ry on such operations on expensive } \\
& \text { land. The greater part of the most } \\
& \text { expensive farm lands in the world are }
\end{aligned}
$$

$$
\begin{aligned}
& \text { land. The greater part of the most } \\
& \text { expensive farm lands in the world are } \\
& \text { used for keeping cows. For example, }
\end{aligned}
$$

$$
\begin{aligned}
& \text { used for keeping cows. For example, } \\
& \text { Holland, where land is worth from } \\
& \$ 500 \text { to } \$ 1000 \text { per aere and Jersey fis. }
\end{aligned}
$$

$$
\begin{aligned}
& \$ 500 \text { to } \$ 1000 \text { per aere and Jersey is: } \\
& \text { land, where te annual tand rental is } \\
& \$ 50.00 \text { per acre. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { TIN CANS FOR SUB-IRRIGATION. } \\
& \text { The newst thing in the way of sub- } \\
& \text { irrigation has been discovered by } \\
& \text { P. Clement who ilves one mile west of } \\
& \text { Hereford. Last summer he gathered } \\
& \text { up a lot of cans and placed them end }
\end{aligned}
$$

$$
\begin{aligned}
& \$ 50.00 \text { per acre. } \\
& \text { Not only is the dairy cow the most } \\
& \text { effcient producer of human food }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Not only is the dairy cow the moorf } \\
& \text { efficient producer of human food } \\
& \text { among domestic animals, but dairy } \\
& \text { products as a rule are the cheapeat }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Hereford. Last summer he gathere } \\
& \text { yp a lot of cans and placed them end } \\
& \text { to end in a ditch about three feet from } \\
& \text { to enwet notate }
\end{aligned}
$$

$$
\begin{aligned}
& \text { tically ceased because the conditions } \\
& \text { are so improved at home that there is } \\
& \text { no object in leaping. The Danish far- } \\
& \text { mers seems to be the most intelligent }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Tooas usea oy ne ramily, consiaering } \\
& \text { their nutritive value. In the Average, } \\
& \text { family, the sum oxpended for dairy } \\
& \text { products, milk and butter, is greater }
\end{aligned}
$$

$$
\begin{aligned}
& \text { to inform him that hat hating away } \\
& \text { fertility that would cost him } \$ 12.04 \\
& \text { to replace if purchased in the form of } \\
& \text { to } \\
& \text { commercial fertilizer. It the load fif- } \\
& \text { ty bushels of wheat it would cost } \$ 14
\end{aligned}
$$



$$
\begin{array}{l|l}
\text { ty bushels of wheat it would cost } \$ 14 & \text { in th } \\
\text { to bring back the fertility taken from } \\
\text { the farm. When the creamery man } & \text { Th } \\
\text { The } \\
\text { ships a ton of butter, worth about } \$ 600 & \text { cow } \\
\text { he sells only } 80 \text { cents worth of fer- } & \text { agric }
\end{array}
$$

$$
\begin{aligned}
& \text { in this country in the future, due to } \\
& \text { the increase in the cost of meat. } \\
& \text { Those who believe that the dairy } \\
& \text { cow is only a temporary factor in the } \\
& \text { agriculture of the Central states will }
\end{aligned}
$$

$$
\left\lvert\, \begin{aligned}
& \text { he } \\
& \text { tilit } \\
& \text { cha }
\end{aligned}\right.
$$

pumion


> Lochney state bank orgin-
> -
> $\begin{aligned} & \text { Last Saturday the Lockney State } \\ & \text { Bank organized woth a captal of sio- } \\ & \text { oon and the totiowing oficers and di- } \\ & \text { rectors were elected: }\end{aligned}$
page foct
The Hale County Herald


TO IRRIGATE WITH PUMPS We hear that water has been diseovered in cer
tain spots of the Panhandie of Texas and that the
people are going wild over the possibilities of irri
gation from wells. That may help some. It is better
to know that water cean be obtained by boring 200 feet, than to go dry all the year.
By the tway, what has beecter twe the
inche of rainfall that the reakestate agents used t
tell us fell on the beautiful Plains of Sorthwest Tex tes? If properly handled, twenty-two inches of mois
os
ture should be sufficient to grow a crop withoutt pum. ping water from underground, but-well if they
have the pumping fever it will have to run its course.
-Campbell's Dry Farmer. Some sarcastic, isn't it 9 There is no doubt bu
sit. Campell has done mueh good with his dry that Mr. Campbell has done
farming methods, some of his principles having bee adopted in the Panhandle. But this is no reason
why the month-piece of the Camphell dea faetory
shontd give irrigation a swift kick just beeause it is shontd give irrigation a swift kick just beeause it
hurting the dry farming idea to a greater or less e tent.
gation as it is a slur on the Panhandre country. Wit
thinly veiled a to leave the impression that the elaims of our pe
ple as to the amount of precipitation annually al lotted to this section, as claimed by our real estary
men, was exaggerated, if not, the practie of dry
farming would have insured erops without having to resort to irrigation by pumping Dry farmin
methods and irrigation can be sutcesssfully employ
ed on the same piece of ground the same season wit ed on the same piece of ground, the same sey
suceess there is mo reason why the dry
should fight the advocates of irrigation in at any rate, for both will be needed here. And w
have never heard of the delicate carieties of fanc
truck bet truck being raised with profit by the dry farmin
methods this is one case where the irrigation goe
a step further than the If irrigation is a fever, it certainly is highly tagious for it has spread entirely over the thine
States within the past few years and is the mos
talked of subject in the world today. Irrigation i one of the oldest institutions in the world - It ante
dates dry farming by several thousands of year
and it has not run its course in the Nile Valley as yet and it has not run its course in, the Nile Valley as yet
Any old section can dry farm, but it is a favored see tion that has an oeean of water from 15 to 100 fee
beneath the surface (as it is underneath the Sout Panhandle). If land subjeeted to dry farming i
as valuable as land cultivated under irrigation, why as valuable as land cultivated under irrigation, why
is it that iririated land is the most expensive in th the amount and the quality of the stuff they pro
duce? Possibly this is what is the matter with Mr
Campbell a few years ago he was given a choic tract of land within a few miles of Plainview on
condition that if he averaged a certain erop return ed to him, or his company. He fell down on his con
ract
and tract and the land was taken from him last was no
Now possibl some one will say that there
nough rainfall here for anyone to make crops. In answer to this we will say : several farmers with
adjoining the Campleell farm, beat the Camphell re
rerd in trops year in and year out. And they wer cord in erops year in and year out. And they were
ust ordinary Hale County farmers too, farming on
y with the science they had learned from several 1 with the science they had learned
years experience in the South Plains.
The Dry Farmer editor wants to know where is
the 22 inch rainfall. If he will take the trouble t examine the government statisties he will see that
we have got 8 inches the past three montsh and our peroportion hasn't been so low for the past few years
as compared with the rest of Unele Sam's country Cut out your knocking, Mr. Campbell, and de
vote your energies to making. good and you will vote your energies to making good and y
make more friends in the Panhandle country

Next to the wife beater comes the horse beater
and it is to be regretted that we have one or two in his community. A horse is one of the most noble and faithful of animals and the man who would ab
his horse has something laeking in his manhood.


## ALWAYS SPIT FROM YOU

HOW IS A MAN who expectorates on his shir
 This query naturally rose last week in the min
of many as they observed CCity Secretary Hamilt of many as they observed City secretary Hamilt
posting cards in conspicuous place bearing t
stern words; . F Five Dollar Fine tos ppit on the sid
walk." These cards were a result of a recent mov walk." These cards were a result of a recent mov
nent on the part of the City Councel toe enforec
sanitary ordinance and promot an antiositing
novement, at least in regard to one's mopth leal ng on the sidewalk.
Plainview had just as well get out of her country
ways particularly yas regards this unsanitary habit
 or other of the larger eities. It will be cheaper for
man to spit in his hat from now on than on the sid
walk, because the city officials state that they wi how no leniency
this ordinance.
'WARE THE PEDDLER.
Now that warm weather has come, when itts s nice
be out doors, the voice of the peddler is heard in the land. Ware the peddler. That is the profes
sional type of pedder whose itinerary includes
cludes the United States but whites ter nihil. The City of Plainview has ruled against the
promisecuous peddling of fruits and truck on ouu treets save by people who have raised their stuff in
the county. And that is right. It would be a goo
hing if the roaming seller of miscellanies from socks, thing if the roaming seller of miscellanies from socks,
sicsors, silverwarestick pins, ete. could be prevent
ed from making our towns. A peddler in ith the isolated
ent rural districts is not so bad but there is no exe euse
for a resident in town tike Plainuivew decorating the
palm of a peddler with what rightuly belongs to
he home merchant the man who is one of our heavhe home merchant-the man who is one of our heav
iest tax payers, and who, as a rule is always read
ot spend his money for any local charits or worthy
civic enterprise. Besides the goods of the home mer chant will wear better orr he eanonot afford to "skin
cou"" as ean the journeyman peddler. the rotan commerclal CLUB and the sereal parans at that pampleted the fencing in otan already had
umber of small parks nicely set with shade trees an hough the town is a comparatively new one ,
parks are among the prettiest to be found in the stat arks are among the prettiest to be found
ark building in is necessany the the growth and
elopment of a eity as any other commercial or duspmene onterprise and the citizens of Rotan
usely securing the sites for their parks while visely securing the sites for their parks while th
and is to be had at a reasonable priec. There is a
olutely no reason why Plainview should solutely no reason why Plainview should oo park
when Rotan, a smaller and no older western to parks. The park proposition is one of the most in
ortant on Plainview's program for the future an y all means we should have the park project de
veloped to a greater or less extent, when the tim or the C
around.
THE MCKINNEY COMMERCIAL CLUB has re ently had 15 large trash cans made for use through
out that city and have placed them on the leadin streets, for the purpoge of encouraging the resident
in keeping the city clean. The cans were paid fo y the advertisements of local merchants, one o o
which was placed on each of the four sides of the cans. This sounds like a very practical seheme an
Plainview would do well to emulatet the example o
he East Texas town. Then we would have no fence he East eexas town. Then we would have no tence
piled high with wind-tossed trash nor would the la
iors of "clean-up." day prove as aruous. Kee Plainview clean.
"THE DAUNTLESS THREE", -the family gar
den, The poultry and the dairy cow! They are great
ash eoonomizra and pocket book conservers and
nay be classed with the better teams and tools as assential to better farm equipment. No rural hom in the complete sense of the world can exist withon
all three and they are doing far more towards the de velopment of the Plains than even the railroads
How about the "triumphant trinity" at your hom How about the "triumphant trinity", at your home
Mr. Farmer
religion an asset
 under ressure the heart "Slaid upon Him"
ful is trust it thinketh no evil." Does not impugn
Rejoices in no iniquity," but in every
sucess. It is a friend to all in every nes
egitimate thing.
isxth. it gives energy. "Not slothful in busisixth, it gives energy. Not slothful in busi-
nesption eneat and happy Christians are without ex.
cepand eapabe people. They be
ieve in doing, even the impossible, and depend on aperhuman power when their strength is exhausted They are the people who go under the gigantio
undertakings for the benefit of Earths mintions
They are wiling to spend and beent in order to
get such enterprises launched that the true idea and et such enterprises launched that the true idea and
vision of it may lay hold upon others who will bring
to glorious suceess or maintain it
iseful career.
of curse true religion sets a man against every evi. It causes him to really hate sin. And he ins
foreed by conviction to stand against evil practices
of all men. But show me one thing that is legitiof all men. But show me one thing that practices
mate, proper, helpful to mankind that religion does
not benefity The uncompromising foe of everything hurful to mankind and the inspirer, friend and ally of ev-
ery beneficial thing, the religion of Jesus Christ is

## H. H. STREET <br> a partial view of a college

MANY TOWNS OR CITIES never see the great
value of a good college until they see it in the the
development of some other less important place perdevelopment of oome ofther less important place per-
haps than their own. Many fathers and mothers put too small an es-
timate on educational advantages until their boy or girit had passed the age for an education, so they
moved too late to the educational center. A great college, eepseciality a centristian college,
creates an atmosphere for good things. Soon makes its impossible for the saloon to e
ist, and makes life miserable for the dude or dude ist, and makes ine miserable for the dude or dudee,
makest he true matrimonial spirit so healthy that the
old maid or old behelor old maid or old bachelor seldom ever reaches his or
her majority, makes a continual spirit of growth
grem her majority, makes a continual spirit of growth
and life on ail right lines, so much so that a boy even
reared in such a town will show it in in his walks of

Nothing pays more in a financial way, for 400
students will pay back to the citizenshi, students will pay back to the eitizenship of of the
town from \&10.000 to $\$ 12,00$ per month for books,
clothes board, etc which is $\$ 120,0$. Educational centers control, will forecast or se the leadership of great districts about her, so let all
business men, Christian men, laboring men, all of us make this great Plains country might
al lines.
J. M. HARDER.
Occasionally mother does the work and lets
daughter loaf becanse that arrangement makes mothers work easier; ;it is also so much easier than will
thy
this

FRIDAY APRIL TTH, 191. BOOKKEEPING ON THE FARM.
A. J. C. Lowe says in Coleman's Rural World, he has inaugurated the plan of keeping a carefuluy it.
emized farm and by doing so is able to tell at the
end of the year just what he has realized from his emized farm and by doing so is able to tell at the
end of the year just what he has realized from his
work and what department of the farm is the most profitabbe and what is not profitable.
mary of his ledger for the past year.
Mr. Lowe has a farm of 135 aeres, west of town,
and himself and wife and son do the work. Their nat himself and wire and son do the work. Their
net earning for the year were $\$ 1,449.00$, divided as follows: Profits on a 130 hens, $\$ 205$; on three cows
sale of calves and butter fat, $\$ 105 ;$ profits on 15
aters $\$ 375$, 61 .
 rom this deduet $\$ 116$ paid for feed, leaving a net This is exclusive of the fruits, vegetables, eggs
and poultry and meat killed and eaten by the family, This is certainly a good showing and it is a satisfac.
tion to know just where the revenues of the farn come from, The eash book and the ledger on th
farm, , propery kept, will be the best investment
that could be made.
By all means the farmers of the South Plaine should each inaugurate a system of bookkeeping.
This is a season of experiment in this s.ection. One
man advoeates deep plowing; another says its not man advocaes deep plowing; an idea as to the mont
a good policy One man has one ide
profitable methods of truckgrowing. another man


It will be years and years before we understand
this big west of ours and the knowledge will only come after many seasons of experimenting. $\mathbf{A}$ great
deal of gray hair, sweat and premature wripl $1 /$, would only go about this experimenting in a businees.
like way. Kep tab overy new venture you at. empt and on its terits or demerits but your neighbor
sell as to
vill have the beneft wil have the benefit of your experience. And in re-
turn your neighbor is trying out something that may keep books on the farm

## DEAD LINE OF FORTY.FIVE

The "Anti-45 movement", to combat the preva-
ent notion that the age of 45 is a dead line for human
activity, has been started by William P. Black and Edward Cecil of Chicago. One of them is over 60,
the other nearly 70 . Both claim to be "strietly in
it"
It is a good work and ought to be encouraged. are not as good as ever. For one thing, they can't going, whether they want to or simply got to keep For another thing it
unfitted for good work at 45 or over. True he
is not worth muchy for war, nor, perhaps for the)
heaviest physical tasks in civil life, but for all other. pursuits he should be not only as good, but better, Of course you ean't tach an old dog new trieks.-
Amarillo Panhandle.

## making the man provide

California has made law to deal with the man
ho want support his wife and children. It prowho want support his wife and children. It pro-
ides that, upon convietion he shall be set at work
n the highways by the state and his earnings, of 1.50 per day, paid to his family.
It is a humane plan. worthy of wide adoption. disposes of the objection often madd. that the hus.
and and father can't get work. It also remedies other of his troubles-the fact that he can't save When a man marrian
ames a serious obligation. If he a family he asfulfill it the state has a perfect right to make him
do it.-Ex.

## THE TESTING TIME

NOW IS THE SEASON to get a line on the worhy men of the town. There is a great demas. l ior
arm hands nowadays. The Herald man ran across about a dozen farmers last "first Monday," who were looking for laborers. And the wage of the farm
hand is no mean sum in this section. There have and is no mean sum in this section. There have past who claimed that they would work if they
ould get a job. This excuse wont hold water now of you see a loafer on the streets these days you may now that he is either too good for farm work or
hat he is too lazy, which is a synonomous term for

THERE HAS NEVER been a
ion of the most senile old-timer, when a the recolandy, at some time during the would not come in natter how good the crops have been in the past they could always have been improved upon if water
for irrigation had been on hand. Since now we have water ample for irrigation, why not utilize it? It pitious this year for it will give the "Grasp-the-op-
portunity-while-its-hot" kind of farmer not only ime to prepare for irrigation for the unseasonable
vear, but the sale of an ample crop this year will the policy of this insurance system. "In time of
peace. prepare for war;" put in your irrigation syon peace. orepare
tems this year.
Give your wife a regular allowance, but borrow nost of it back during the week. This will teach

Fathers, give the boy a chance if he is wide-awake progressive and he must have new ideas; let h
his way ; the old way is not always the best.

# PRIDE OF THE PLAINS FLOUR =EXCELS ALL OTHERS 

"Pride of The Plains" is the most widely used flour on the Plains to-day

## A Few Important Features we Wish to Emphasize:

The people say: "PRIDE OF THE PLAINS Flour is as good, or superior to any in the market."
It is manufactured exclusively from Plains Grown wheat, which has been awarded the blue ribbon prize over all others in the country.
It makes more loaves of bread per hundred pounds of flour than any other, according to actual tests?made by Darst \& Dillingham's bakery and Mr. Alrept of Floydada.
Our processes of cleaning, washing and separating, are the most up-to-date methods in the milling business.
Our Head Miller, Mr. R S. Norman, is undoubtedly as capable a man in all detail work in the connection with the production of a fine grade of flour as any man of the trade.
Four-fifths of all the people using flour in Plainview have given testimony of their perfect satisfaction with "Pride of The Plains" flour.
The Harvest Queen Mills is a home enterprise, buys wheat and other grains from the farmers, pays the highest prices, all of which keeps money at home.
These are a few Facts that cause a continually increasing demand for 'Pride of The Plains Flour'
If you have not recently had occasion to use "PRIDE OF THE PLAINS" FLOUR, we will appreciate a trial. Once a customer always a customer

## The Harvest Queen Mills

ALBERT HINN, Proprietor,
Plainview, Texas
 The sensation of bpth Europe and
America-the Business Men's Kinder-America-the Busin
garten, April 11 .
If you want a pleasant time this
summer, buy a Brush car. See G. M. summer, buy a Brush car. See G. M.
Janes, Box 131, Plainview, Texas. 15 The 'Drunkard's Wife" company put The ' Drunkard's Wife" company put
on their performance to a good house
at Tulla last Monday night. Stop at Red Wagon Yard, the horse
and mule market, where you can get
a souare deal. Field seeds of all kinds. and mule market, Where you can
a square deat. Fild seeds of all kin
Grain and hay bought and sold. Grain and hay bought and sold.
15 A. L. LANFORD, Prop'r Clarence Woolote of Lockney and
Hise Nevak Hooper of Indiana were Mises Nevak Hooper of Indlana were
married in Plalnview last Monday. The lady came in from that distant )

## A riot of laughter-a sure cure for

 the blues-the Businesergarten, April 11 .
The Musle Master, OId Wives for New, the Thirteenth District, The Tral-
tor, Leopard Spots, the Clansman and tor, Leopard Spots, the Clansman and
other poputar books, at 65 c per volume at Dunean's Pharmacy.
Attorney Dalton has bought a Butck car from the recent shipment to the Knight uto Company.
Show your appreciation for the Fire
Boys by attending the Business Men's Boys by attending the Business Men's
Kindergarten, April 11. Boys by attending the Bu
Kindergarten, April 11 .
T. B. Barborough, of Fort Worth, is
visiting his old friend, T. B. McKee for a few days.
We write Hivestoek insurance. See
us.-J. M. Malone Insurance Agency.
I am now in position to issue burial
permits and write deeds to lots in
Plainnlew cemetery. permits and write deeds to lots in
Plannview cemetery.-E. R. Williams,
Plainview, Texas. Plainview, Texas.
Hall, Hall, Hafl, Hail, Hall. Let us
insure your crop against it.-J. M. Insure your crop against it,-J. M
Malone Insure Agency, Plainview, Texas.

Let us insure your crop against hall.

- J. M. Malone Insurance Agency. Plainview, Texas.
1


## at

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hew
new
name

| maried a Miss Gertrude Farris at | seen |
| :--- | :--- |
| wagon which he bought in Plainview. |  |
| stinges. |  |

ing couple may possibly move to
inview.
beautiful souvenir prongram of the Buts--
Iness Men's Kindergarten cor a Iness Men's Kindergarten, containing a cakes at the baking conte displas of
complete buiness directory of Plan complete business directory of Plain- factured by the Harvest Queen Mills
view. This entertainment will be giv- expressly for ving en at this entertainment will be giv- expressly for Vickery-Hancock Gro-
enext Tuesday night, cery Company. Buy Gold Crown flour
April The H. L. smith Land Company, one
of the blg real estate firms of Des of the blg real estate firms of Des
Mones, Iowa, is moving to Plainview. Mr. Smith says he finds the land in he Plainview country the moot in from Lubbock to Sweetwater by the for in the United States and is move-
ing the headquarters of the company tng the headquarters of the company
to this town accordingly. The Smith Land Company has placed many set-
teers in this section jn the past.

SEED CORY.
at Cobb \& Elliott Grain Company and
the price cannot be
e price cannot be equalled. 14.
have been counties to the South of us
cial district. Attorney Vickers new wudielal district. Attorney Vickers was thru
Plainview this week on his way to Austin and informed the Herald man that
then tin and informed the Herald man that
he had been appointed attorney of the
new district. The fudge has not been

## LISTBN FARMERS. Hail may come. Let us insure your crop- -J . M. Malone Insurance Agen-

J. M. Woocson, of Temple, Texas, bought the Campbell farm through the
Shallow Water Land Company. This shatiow Water Land Company. This
makes the fifth sale to Bell county par-
ties within the past month, all Hale ties within the past month, all Hale
county land. When those Bell county county land. When those Bell county
folks start coming to a section there olks start coming to
is no stopping them.
W. S. Reld is busy lettering the de-
pots and various crossings and posts along the Santa Fe from Lubbock to
Coleman. Mr. Reid is one of the best Coleman. Mr. Reid is one of the best
sign painters in West Texas and has worked at odd t
for many years.
trees wanted
The ladies of the Plainview Cemecery Assoclation would appreclate do-
nations of good, hardy trees or nations of good, hardy trees or
ahrubs, suitable for planting in the
cemetery. Any one having anything
to give, please call on or ring Mrs. to give, please call on or
J. N. Donohoo, president.

## CHICKENS FOR SALE

 Single Comb White Leghorn stock. Day old chicks, setting of eggs andfew laylng pullets can be had. OrJere illed in their tur
det about April 14th off about April 14th. JOHN KENDRICK, Lockney, Texas

## Third National Bank

of Plainview
Ansley Bullding. Northeast Corner Square Capital $\$ 100,000.00$

| R. W. OKREFE <br> L. A. KNIGHT | DIRECTORS |  |
| :--- | :--- | :--- |
|  | J. E. LANCASTER | H. G. WILSON |
| H. M. BURCH |  |  |

 you ready for it? We know that we need not remind you that Ours is the Easter Store, and that you may know the Style is right when you come to us. We merely list below a few of the many things we offer. We cannot tell you on paper about all the things we have for you, so we respectfully invite you to come and see them.
Beautiful Easter Millinery
We feel safe in claiming for our store

The most attractive showings of
spring millinery styles this section spring millinery styles this section has
ever had. The hats will excel in num ever had. The hats will excel in num-
bers of shapes and materials and in bers of shapes and materials and in
the distinctive charm of their design the distinctive charm of their design
and trimming. The new models many of which have been received the last
few days, have been chosen trom the few days, have been chosen from the most recent productions from Amer;
ican style centers.

## The Celebrated <br> Gage, Elzee and

FISK HATS,
In the Latest Styles and Fashions.

There is no reason why you should watt any longer in choosing a spring hat. Easter is near and from now until that day the varietles will be depleted. Now there is in readiness for you the full and complete line of the best styles and top notch qualities. All moderately priced.

## SUITS AND DRESSES CORRECTLY STYLED

With Easter only a week distant, no time should be lost in selecting
the apparel for that important dress occasion. From the assemblage of the apparel for that important dress occasion. From the assemblage of
suits and dresses in our garment section you will have little trouble in sesuits and dresses in our garment secting the proper attire for Easter.
let

## Tailored Suits, Silk Dresses, Lingerie Dresses, Men's Nobby Suits

We take advantage of real opportunities to hold customers and to make new ones, by showing for your pleasure the unrivalled beauties and late styles in the above.

LADIES' FOOTWEAR FOR EASTER
Your Easter appearance will not be perfect without correct footwear Dainty, graceful, comfortable---our pumps and Oxfords for Easter.

## FOR THE MERE BUT MODERN MAN:

Everything favored by fashion is carried by us. Don't allow your wife to feel ashamed of you Easter. Let us "spruce you up correctly"

## PLAINVIEW MERCANTILE COMPANY

W. A. SHOFNER, Manager

Plainview, Texas.

DOUBLE HEADER BILL IS SIGNED
goversor colquitt aprroves
Announcement of New Court is Hall-
ed with Joy by the Attorneys
of Plainview.
Austin, Texas, April 1st.-Governo Austin, Texas, April 1st.-Governor
Colquitt signed the Amarillo-EI Paso Court Bill today, after having vetoed the separate Amarillo court bill, creating a supreme judicial district at each of the two cities, numbered respectiveseventh and eighth.
Judges have not b
Judges have not been appointed an
t make the appointments until wil

## J. H. LEACH

## Coal, Grain, Seed and Feed Stuff

Phone 136 Plainview, Texas

Shiar 2 Shioler

## Shipley \& Shipley

 Dealers 1 itCoal, 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


Why not plant Landreth's Pedigree Seeds? Quality is all important.
Landreth Seed Co., established in 1784, now operating in their 3 ra century.
These seeds cost no more than many inferior, expensively advertised.

SI. 00 INVESTED IN COOD CARDEN SEED PROPERLY PLANTED AND CULTIVATED WILL GIVE LARGER RETURNS than anything we know of.
WE are exclusive agents here for d. Landreth \& COMPANY.

## THE REXALL STORE

Wyckoff-Willis Drug Company

HERE WE ARE AGAIN WITH THE BEST

## Tandy-Coleman Co.

Coal and Grain Dealers
Sole Handlers of Simon Pure Nig凤erhead, and
Genuine Rockvale Coals. Guaranteed 2000 Pounds to Every Ton
Grain, Hay, Corn, Oats, Chops; all kinds of feed Full weight, Ouick Delivery. Courteous treatment
Phone 176 Near Depot
Phone 176 Near Depot


## A. L. HAMILTON \& BROTHER

Fluas, Tanks, Milk Troughs, Camp Stoves, and all kinds of Repairing Neatly Done On Short Notice.
plaisviev
texas

## TEXACO ROOFING

les. Approved by the Fire Unde

riters. Easily put on Fire Under
MAKE YOUR OLD ROOFS WATERPRQOF
TEXACO ROOFING CEMENT
For sale by local dealers
The Texas Company

Hatchell \& Johnson GROCERY and MEAT MARKET

Bread a Specialty
Full Wetght Loaf. Sixteen ounces for 5 cents Six Loaves for 25 cents
Goods Delivered to any part of the City Free Phone 76


Seminole Land and Abstract Co.
$\qquad$
We Buy, Sell and Lease Land For Non-Residents. Pay Interest and Taxes. Abstracts Furnished on Short Notice The Best Service at Reasonable Cost. We Want Your Business
A Pleasure to Answer Questions
SEMINOLE, GAINES COUNTY, TEXAS
R. A. Long Drug Cio.
"The Busy Druggists" A complete line of Sun-
dries. Perfumes. Talcoms. Totlet Soaps. and W stand, the Sloneker Bullding
2) R.A.Long Drug Co. ${ }^{\text {PHoNizE }}$
**********************************************

| tice. |  |  |  |
| :---: | :---: | :---: | :---: |
|  | is | husband R.L. Powell, who resides in Coryell county, Texas, hereinafte | counties |
|  |  |  |  |
|  | ed of the following tract of land, sit- | heirs of J. A. Brewster, deceased shows to the Court: |  |
| You are hereby commanded to sum- |  | That J. A. Brewster is dead; and |  |
| whose names are unknow, | A. Brewster Homestead Pre-Emption |  | roads mean the dissolution of the big |
| whose names are unknow, | (tarvey, the same being Abstract No. |  |  |
| ear at the next regul | 946, and deseribe |  | cut |
| dat at the court house the |  |  | cut up any of his empire |
| County of Hale, on the second | Homestead Pre-Emption Survey, | the |  |
| June, 1911, beling the 12 th | thence east 267.2 varas, thence south | situ | B. Boston of Kress, 7exas was in |
| June, A. D. 1911, then and | 950 varas, thence west 267.2 varas | All of the east one-half (1-2) of the |  |
| answer a petition filed | thence north nine hundred and nitty |  | bought cr Mr. Taterson a well-bred |
| 14th day of March, | vat |  |  |
| in C. E . |  |  |  |
|  |  |  |  |
|  |  |  |  |
| ants, the cause leged as follow | $\left\{\begin{array}{l} \text { salt } \\ \text { sal } \end{array}\right.$ |  |  |
| That plainutiff is now and was on |  |  |  |
| the 22nd day of February, A. D. 1911, | pla | theretrom and unlawtully wilhtold |  |
| selied and possessed of the following | withholds from him the possession |  |  |
| the so |  | plainitifs' damage in the sum of Two |  |
|  |  | Thousand |  |
| emption Survey, being |  |  |  |
| No. 548, granted by the State of Texas |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| cept a tract of land out of the N east Corner of the South one-hal | and wife Ellen Brewster conveying said |  |  |
| the F. M. Braford F |  |  |  |
|  |  |  |  |
|  |  |  |  |
| ce East 327 feet, to the place | Keene, Ruby May Collie |  |  |
| Inning, holding and cialiming | joined by her hur husband Frank col- |  |  |
| defendants |  |  |  |
|  |  |  |  |
|  |  |  |  |
| diffs damage in | Sebastuan a |  |  |
| urfs d damage in sand dolilars. | Keene). De |  |  |
| nd |  |  |  |
|  |  |  |  |
| nnt deseribed above Bratord and wifee |  |  |  |
| Sord, to J. P. Lattimore; deed from |  | Plaintits further show to the Court | (the tarmer. In many instances, agri- |
| L. ${ }_{\text {Lett }}$ |  |  |  |
| or said delendants |  |  |  |
| virue | have had and held |  |  |
|  | able and |  |  |
| Platiutrf further shows to th |  |  |  |
|  | than to | w | - |
| jeaceable and adverse possession of |  |  | , |
| sald a bove-deseribed land, eutuvatiog. | w |  |  |
| (using and enjoying the same for more | ten | at |  |
|  |  |  |  |
| Wherefore, plaintitf prays that de- |  |  | The price is the thing. The Com- |
| cited by public |  |  |  |
| and chat |  |  |  |
| tion and po | and |  |  |
| dibed lan |  |  |  |
|  |  |  |  |
| led |  |  | o-operating with the farmers in the |
| enter ais such deerees and orders as | this |  |  |
|  |  |  |  |
| further commanded |  |  |  |
| hin |  |  | g |
|  |  |  |  |
| d |  | Cler |  |
| In your county: but if no newspaper |  |  |  |
| Istest |  |  |  |
| $\text { rest } \text { shed. }$ |  | to bulid | it on the farm, fattening our stock and using it in raising another crop. |
| fail not, | exeute |  |  |
| , |  | lilt from Blg springs Sorth. | The March Federal Crop Reporter shows $6,435,000$ bushels of corn tin |
| ra thereon, showing |  |  |  |
|  |  |  |  |
|  |  |  |  |
| cty |  | ot railroad building: |  |
|  |  | Ir. Elwood |  |
|  | 1911. B. H. TowĘRY, | lnois, passed throu week en route to | which is 14 per cent of the total yield. Our supply of cereals is sufficient to |
| clerk of District Court of Hale County |  | Pla |  |
|  |  |  | which adds to the independence of the |
|  | citation by publicatios. | Hereford and in case the proposition | The proper disposition of a crop is |
| $\begin{aligned} & \text { ued ted } \\ & 1910 \end{aligned}$ |  |  |  |
|  | THE STATE OF TEXAS, To the Sherif or any Constable of | $\begin{gathered} \text { inis } \\ \text { wo } \end{gathered}$ | cat |
| (exk of Dia | ounty-Greeting : |  | $\bigcirc$ |
|  | are hereby col |  |  |
|  |  |  |  |
| y by peblicitios |  | up the old trail of the Pauhandle Short | ion |
|  | nty where a newspaper |  | or his cows made 19 pounds or |
| State of Texas: |  | it one time. Mr. Elwood is a hewy | six pounds of bran and as much |
| le County, Greeting: | $e^{102}$ | land owner in this part of the state | Ifa as she would eat dally. Her cost 16 c per day and ner milk |
| a are heieby commandea to | Erewster, whose names and resi | doubt have some effect on the fnal | d was about 64 pounds or 22 |
| hose | dences are unknown, to be and appear |  |  |
| at the next |  |  |  |
|  |  |  |  |
| f, 1 | county of Hale at the Court House |  |  |
| ond Mon- | thereot in Plainview on the 12th day |  |  |
| 12 th day | of |  |  |
| of June 1911, in cause numbered 614. wherein F. Faulkner is plaintitf and |  |  |  |
|  | ${ }_{\text {a }}^{\text {an }}$ |  | try tor. Buter must go higher |
| defendants, the cause of action g alleged as follows: | cour | ings. The ranch southwest of Plain- |  |
|  | R. L. Powell are plaintiffs and the |  |  |
| ate of Texas, county of Hale. |  |  |  |
| ounty of Hale. | being as follows: |  |  |
| $\begin{aligned} & \text { District Court of } \mathrm{Ha} \\ & \text { June term A. D. } 191 \end{aligned}$ |  |  |  |
| the Honorable District county:- | state of Texas, County of Hale. |  |  |
|  |  |  |  |
|  |  |  |  |
| atter stylet plaintitf, and complaining | To the Honorable District Court of |  |  |
|  |  |  |  |

# 10,000 Fruit Trees Sacrificed AT 40 PER CENT. DISCOUNT 

Until next Tuesday night, April 11th, I will sacrifice 10,000 Fruit Trees from my Lockney Nursery at 40 per cent. Discount on my regular prices

The very best strains of fruit trees, suited to this section; apples' peaches, plums, pears-all will go at the discount price; Misouri pippin, winesap, Arkasas black and other popular apple trees

All vigorous, healthy specimens. A rare chance for South Plains orchardists. Reason for the sale: Am moving to Amarillo and will transfer all unsold trees to my place there.

## Sale Closes Tuesday Night, April IIth

J. D. MUNCEY,

Lockney, Texas


## EASTER FIXINGS

We now have on display New Easter Gowns, in the Latest Styles and Colors. We also have a recent shipment of the New High Waist skirts in a Beautiful Range of Colors
Men's and Boys' Clothing

We have just received a big shipment of Clothing in Tans and Browns. We can save you money on that new Spring Suit. Men's suits, Price $\$ 10$. to $\$ 30$ Boy's suits Price $\$ 2.50$ to $\$ 5.50$ CARTER MERGANTILE CO.

