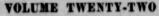
The Plainview Country Will Be the Biggest and Best Irrigated District in the World in a Few Years

FIRST CLASS JOB PRINTING ▲ SPECIALTY

# The Hale County Herald



THE WALE COUNTY HEBALD, PLAINVIEW, TEXAS FRIDAY APRIL 14TH, 1911.

#### NUMBER FOURTEEN.

BEST MEDIUM

FOR PUBLICITY

IN THE WEST

# Plainview Country will Plant 5,000 Acres to Cotton this Year

### GIN? YES, FOR SURE Dear Sir:

WILL HAVE A GIN.

Seed Have Been Purchased Sufficient to Plant Five Thousand Acres to Cotton.

J. N. Jordan authorized the Herald tion properly advertised and before to announce to the farmers of the the people. Plainview country this week that they can rest assured that there will be a this fall by the time it is needed:

Plainview dealers this season over 5,000 acres to cotton.

"Cotton should be planted by the first or at the latest, the tenth of May." the best results in this section."

Will cotton yield a good return this of the Plainview and Lockney coun- right. tries average from a quarter to a bale solutely no season in the ground to great gathering expected. start with and but indifferent and irregular rainfall throughout the growing season? Besides this, our farmers have learned more about the best methods to use in planting and cultivating cotton than they have ever known before. Cotton does well on the South Plains and there are many farmers that strongly and vociferouscountry than even boasted East Texthis year and we will see. At any the Daily News, said:

and raise money.

#### Hon. Reuben M. Ellerd, Plainview, Texas. It is of very great importance that J. N. JORDAN SAYS PLAINVIEW all sections of the State be represented at the great Prohibition Mass Convention at Waco on San Jacinto Day,

ATTENTION PROHIBITIONISTS.

April 21st. I trust that you will as chairman, see to it that a good dele- Government Expert Fuller Sends Comgation comes from your county and that you will use your influence thruout your section in getting the conven-

of election and bring up our entire with him.

He also went on to say that the far- army, including reserves, to the polls mer in this section had purchased from on the 22nd of July, when the final bat- here during the water carnival has tle will be fought which means so prepared his report on the Plainview \$115.00 per acre. The entire deal 2.000 bushel of cotton seed and that, much to Texas and will determine country, as to irrigation possibliities, amounted to near \$20,000. coupled with what they have on hand, whether or not the brewery and sal- climate, soil, etc. It is a lengthy and A short time back he purchased the met at seven o'clock Friday evening. and what has been bought from oth- oon interests and their defenders shall comprehensive article and one that Koerth tract in the same section of H. C. Suttle led the meeting, reading er sections, will plant better than longer dominate the politics of this everybody should hear. state.

While it is advisable for your orsaid Mr. Jordan, "if one wishes to get resentatives who will attend, let it be you will find out. understood that every state-wider in

Texas will be entitled to participate in

Get your local papers to give propper acre last year when there was ab- er notice of the convention and the

> Yours for State-wide Prohibition, THOS. H. BALL. State Chairman

PLAINS LANDS BEAT COAST.

L. A. Wells has returned to Amarilto from Corpus Christi and other along CLEAN-UP DAY coast points, where he has been visly assert that this is a better cotton iting together with his family for the past several weeks. Mr. Wells, in Well, it will be given a fair trial conversation with a representative of

rate, no plainsman knows what a "While this is a nice country in boll-weevil looks like. Plant cotton which to visit, or to spend the winter League of Plainview, Texas, met with public school. The interest is holding it in no way compares to the grandeur the president, Mrs. R. W. Brahan, Ap- up well for the time of year. We be-

# **REPORT ON** WATER SUPPLY

WILL BE READ AT THE COMMER-CIAL CLUB MEETING MON-DAY NIGT.

plete Report of His Findings on the Plains.

Every citizen who is interested in the welfare of our town and country We can whip in this fight, hands is urged to be at the Schick opera down, if we can only get our forces house next Monday night, April 17th estate purchases in the Plainview gin in running order in Plainview into action between now and the day at 8 o'clock, and to have his family

Government Expert Fuller who was

Aside from this feature Mother Plainview wants to have another famyear? Sure it will. Didn't the farmers the convention proceedings in his own ily reunion of all her good children, but said he would be here again soon under one roof. None of the naughty and fasten on to some more snaps. ones need come Monday night, if of He says he is going to induce his lor assisted in serving refreshments that the Pleinview spirit of yester. fore the year is over. Non-resident ber of students attended the recepday has not been dead, only sleeping. owners of a certain class and specula- tion. Be out Monday night or take a demer- tion in land-Plainview and Hale coun-

**SPENDS \$50,000** WAYLAND BAPTIST COLLEGE HERE IN HALE

W. J. BLACK OF OKLAHOMA BUYS BOOSTS AND BUILDS.

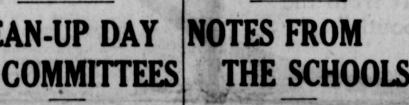
Mr Black is Firm in the Belief That Plainview is the One, Big Best Bet.

The name of W. J. Black of Oklahoma City has been mentioned before in the Herald in connection with real country. This week he closed for the Ben Sebastian tract of land in Highland Addition through W. R. Hall at

been practically all cash.

home after some more pocket change ed.

ty need least of all.



The general meeting of the Civic There are 350 pupils attending the proud of it.

portunity to take a similar examination

the last week of August before school

opens in September to show that they

are capable of doing the work they

wish to enter. If a pupil has attend-

ed public school this year and does

not appear for examination before

ing, he will be placed in the same

grade the public school records show

he was in, based on this year's exam-

next Monday for the remaining five

weeks of school and do his best to

make his grade. If a pupil passes in

some of his studies in the May exami-

nation and fails in some, by a little

hard work on the subjects failed in

he can probably pass in August and

no need of any industrious boy or

girl failing when this double oppor-

tunity is given to make his grade. It

wholesome diet for any one to help

SOME NEWS W. T. Curtis, state secretary of the B. Y. P. U. gave us a splendid chapel **FROM MEXICO** talk Tuesday morning from the text "Let no Man Despise Thy Youth." It

was full of helpful suggestions and A. E. HOWELL TELLS OF THAT was greatly enjoyed by the students.

Judge R. M. Ellerd and his brother, Says Plainview Looks Good to Him J. J. Ellerd visited chapel Thursday morning, and the Judge gave us one of his excellent talks. We are especially' glad to have our friends from the town to visit our chapel exercises.

The Ellerd Brothers are planning an oratorical medal for the college.

Prof. Ed Allard Compton gave one of his "Pleasant Evenings" programs in Tulia Friday night. The elements applauded with claps of thunder.

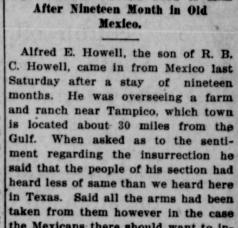
The Students' Christian Association verybody should hear. Does he do this country justice or also bought 194 acres 5 miles north- scripture lesson, and commenting upon does he give it a black eye Be at the east of town. In all his purchases it. Several hymns were sung and ganization to officially appoint rep- big mass meeting Monday night and have totalled up to \$50,000 and it has prayers were offered by Brethren Bell, Stone, and Bruner. President Hatch Just now Mr. Black has run back then took charge and the meeting clos-

> Misses Mary Barton and Leta Tayany such there be. Let's have a grand friends to come down and invest also. at the reception tendered to Pastor get-to-gether meeting Monday night, But the best news of all is that Mr. Street and family at the pastor's home what say you? Let's show the world Black will be here to live with us be- Friday afternoon and evening. A num-

> > Dean Bell preached a very able sermon at the Baptist Church Sunday morning.

> > The material for the Annual is now in the hands of the printer, and we await its appearance with pleasant anticipations. Judging from the material going into it, we shall be quite

Elmer Childress spent Friday to



TROPICAL COUNTRY.

the Mexicans there should want to insurrect. Tampico is a town of 25,000 population, only 2,000 of which are white people. But Mr. Howell said it it was the most peaceable town he had ever seen and that the Amercicans were never molested.

He says that his uncle and his uncle's partner are still located there busy in developing what is claimed to be the greatest oil field in the world. This field was brought in about a year ago.

Regarding climate and crop, they have twelve months of growing weather but the rainy season includes only the six summer months. During the winter it never rains more than two or three times. The pricipal crops are corn and beans although all tropical fruits such as oranges, bananas and lemons flourish and even grow wild. The people there haven't as yet waked up to the value of these crops, Mr. Howell says.

He says that that country will be developed into one of the richest sections on the globe when live Amer-

and this will only be when social and

Pumping was tarted a second time on the Brooks well near Plainview this week and it is showing up fine. It is fully as good as the Slaton, the Perry, the Santa Fe, or any other of our big wells. While waiting for his power, Mr. Brooks allowed the sand to settle in the bottom of same and he has been delayed by having to redrill it. But now it is pumping out the sand nicely and the water is irrigating an alfalfa patch, which, however, doesn't need the moisture. The well gives every symptom of developing into a two thousand gallons a minute gusher but it hasn't been tested to date. Mr. Brooks has the most up-todate pumping plant and fixtures of any in this section, the pit being laid in concrete in apple-ple order, etc. Mr. Brooks says he can hardly go to sleep at night for smiling.

this country doesn't look mean to him. We will probably have James with us before long.

**BAPTIST EDUCA-**

name signifies the object of the meet- for several days on a charge of muring. From twelve to twenty visiting dering Mrs. Mary Binford, a seamministers and laymen are already pres- stress. The verdict was rendered on ent, among them being Rev. Fouts, Hale Center; Brittain, Floydada; Hicks Clarendon. Several of these ministers have delivered excellent addresses during the session. Representative J. C. Hunt of Canyon also favored the assembly with an address on the moral the marriage of Mayor-elect James issues before the Legislature of Texas, the prohibition question being featist College. The rally will continue over tomorrow and several of the visiting ministers will likely fill Plainview pulpits Sunday. The proceedings of the rally will be given in the Herald next week.

in the rough as they express it in to have their trash, that cannot be attending are going to make their have not learned the object of his vis-South Texas, for from \$25 to \$65 per burned, in heaps or boxes ready to grades and be regularly promoted at it, but surmise that it was a "pressacre. This land will not produce more be loaded on wagons. April 26th- the end of the term, May 19, 1911. All ing" engagement. than will the lands in this part of clean-up day for Plainview. Let each pupils who do not take the examina-, the state, and when you go to figure one take an individual interest in a tion the last week of school, May 15th a comparative value, you must take cleaner town. into consideration that the section from which I am returning requires pointed: the expenditure of a considerable sum to get the land into shape for culti-

"Lands in this portion of the state are ready for the plow at all times, and this is an item that many of us overlook. There is no country on earth where the lands may be so readily cultivated as in the Panhandle of Texas, nor where the returns are so great for so small an expenditure. "I am going again to the southern extremity of the estate, but only for a short time. My wife and children are still there but we will be coming back this way before long. We are

Jim Driscoll from Collingsworth more thoroughly in love with the Pancounty is prospecting here and says handle country than ever before, and do not hesitate to tell those with whom we come in contact that we are from the Panhandle of Texas, the garden spot of creation, free from mosquitos and storms, and the excessive heat. that proves such an inconvenience in the south during the summer menths." -Amarillo News.

### TIONAL RALLY BROOKS VERDICT "NOT GUILTY."

vation.

Fort Worth, Texas, April 7 .- The The Baptist Educational Rally is jury this morning returned a verdict on in full swing at the First Baptist of "not guilty" in favor of Mrs. Liz-Church. As announced before the zie Brooks, who has been on trial here

insanity grounds. "My acquittal is due to God, Who ments for the bazar held at Paxton & can, teach them that school life is ! Matador; Matthews and Hardy, Amar- heard my prayers and the prayers of Oswid on Friday and Saturday were pleasant and of great value, fill them Fly, Amarillo, Texas. illo; Arbuckle and Mooney, Lubbock; the good people of Fort Worth," was made. Boyd, Hereford and Pittman, D. D., the comment of Mrs. Brooks. "I am not at all surprised at the verdict."

Just as we go to press it is discov-

Robert DeLay of Plainview, to Annie Alma, the daughter of Mr. and Mrs. tured. The visitors expressed them- John Wesley Hall of San Marcos, to selves as being well pleased with the take place at their home, Wednesday c ndition of affairs at Wayland Bap- April 26th. It will be remembered that Miss Hall visited in Plainview last fall and made made friends here. at county fair. Grown by Willis E. enter school next Monday, get the four an acreage is being devoted to cotton this afternoon. Both are to be congratulated.

> Let the HERALD have your order for Visiting Cards.

of the Panhandle. I saw land selling ril 5th. Every citizen is kindly asked lieve that a very large percent of those Monday at his home near Tulia. We

The following committees were ap- school next year will be given an op- ter of the second year:

1ST WARD. Mrs. Wheeler. Mrs. W. B. Knight,

Mrs. Dave Hammer, Mrs. Elmer Anderson, Mrs. Dan Shipley, Mrs. L. A. Knight, Mrs. Elmer Hoyle, Mrs. R. E. Burch. 2nd Ward. Mrs. Braselton,

Mrs. Pippin. Mrs. Kerr, Mrs. Hal Hamilton, Mrs. Spencer, Mrs. Hanby,

Mrs. Dye. Miss Milwee,

3rd Ward.

Mrs. Geo. Keck. Mrs. Wyckoff, Mrs. McClendon. Mrs. Wardlaw, Mrs. Flamm,

#### Mrs. Ware. 4th Ward.

- Mrs. L. P. Martin. Mrs. R. C. Joiner, Mrs. Garrison,
- Mrs. Tandy. Mrs. Lindsay,
- Mrs. Penry,
- Miss Edna Mayhugh,

with a rather small attendance. It we mean in other affairs we can do was Bible study day which was ably this. Let us help our children in led by Mrs. Whitis. Final arrange- this matter, encourage them all we Barnes, Tulia, Texas.

course. Our last program was postponed on account of the rain. Come now beginning to review the work couraging them with your presence. , PRESS REPORTER.

#### FOR SALE.

Humber, Ellen, Texas, sold by Fowler weeks review and the last week's ex- this year," they told the Herald man, Grocery Company and Robbins Bros., amination.

Plainview and also Claxton and Gentry, Hale Center

The Beta Gama Society has elected and who desire to attend the public , the following officers for the last quar-

President-Mi.ldred Buchheimer, Vice president-Mary Barton. Secretary-Ida McGlasson. Treasurer-Molly Goode. Chaplain-Miss Williams. Prof. Nelson's mother and sister from Floydada visited him several school opens to get his correct stand- days this week.

> President Gates preached at Petersburg Sunday morning.

During the summer months chil-As they enter upon the last quarter dren usually lay aside their books and of the session, the students are "musso forget a great deal, making it more ering their strength for the home difficult to make passing grades in the stretch. They are beginning to count August examination than in the May the weeks until commencement. Many examination at the close of the school. of the boys are longing to see their For this reason we hope that all who sisters. (?) can possibly do will enter school

#### PROGRAM.

Following is the program of the Hale, Swisher, Briscoe, Floyd, Motley and Lubbock County Medical Societies to be held at Plainview, April 14, so be ready for his class. There is 1911:

Called to Order at 2 p. m.-Councillor D. R. Fly, Amarillo, Texas. A Plea for the Purturient Woman-

requires work but that is the most Dr. A. H. Lindsay, Plainview, Texas. Report of Cases-Dr. Geo. S. Murphy, Lubbock, Texas. Subject to be announced-Dr. W. H.

Freeman, Lockney, Texas. Subject to be announced-Dr. H. D.

Subject to be announced-Dr. D. R. Banquet-At the Home of Dr and

political conditions and the idea of living under a political playhouse of a Mexican government are changed. Land sells in the section where he

has been for from six to ten dollars per acre American money. White men work only as overseers of Mexican labor and they draw from \$150 per month upward. Business, however, is at a standstill at present on account of the means being used to stop the insurrection, Regarding same, Mr. Howell says, the biggest and bloodiest battles have been fought in the newspapers of the United States.

The Plainview Truck Growers' Association has ordered to date watermelon seed as follows: "Alabama Sweet," 151 pounds; "Georgia Rattlesnake," 5 pounds; cantaloupe seed as follows: (all Rock Ford strains) "Rust Resistent," 174 pounds; "Burrell's Gem," 12 pounds; "Watter's Early," 6 pounds. This runs up a total of 156 pounds of watermelon seed and a 192 pounds of cantaloupe seed. Looks like our truck growing friends mean business, doesn't it? Go into the truck growing trade and get rich.

### **COUNTY COURT** PROCEEDINGS

The mill of the County Court has been grinding fast but exceedingly fine the past week. Twelve civil and twenty-four criminal cases have been disposed of already and the court continues in session another week. The case of the State of Texas against Otis A. Miller for the illegal practice of medicine resulted in a fifty dollar fine and five minutes in jail. He has given notice of appeal which will be acted on this afternoon or temorrow. The

Whaley Brothers, cotton buyers hav- case against "Shorty" Beverly of Amered that cards are out announcing out and help the new officers by en- they have passed through since the ing their headquarters in Memphis, arillo, charged with "boot-legging," mid-winter examination. Pupils who Texas, were here this week buying resulted in a twenty-five dollar fine are out of school now who were strong a small amount of last year's cotton. and twenty days jail sentence. Homer in their work before public school They stated that as much cotton would Stewart was convicted of disclosing closed could possibly make their grade be raised in this portion of the state the secrets of the Grand Jury and he if they could return now and work this year as has been raised in the was stuck for \$100.00 and costs. There Unmixed kaffir seed carefully select- hard until the close. We hope that past several years together. "You were ten pleas of guilty in gambling ed, hand shelled. Won first premium conditions are such that many can re- would be surprised to learn how large cases. The probate docket is set for

> P. F. Bryan and son, Paul are here good many bales of Hale county cot- from Portales on a combined business and visiting trip.

Next Monday is press reporter's day tempt for being unlearned and rear Mrs. W. N. Wardlaw at 8 p. m.-Dr. and a short lesson in our reading them into great and good citizenship. D. R. Fly, Toastmaster. Almost all classes in the school are

> Yours respectfully, W. H. GRIMM, Supt.

e develop him into a real man.. If we The W. H. M. Society met Monday mean business in our school work as

with a desire to learn and with a con-

"and we are counting on buying a ton, too."

nations.

THE HALE COUNTY HERALD, PLAINVIEW, TEXAS

#### FRIDAY APRIL 14TH, 1911.

# 0-L 10 Brings the sunshine of the south to your home

Cottolene is a vegetable product --- made from the choicest cotton oil. Its source is the cotton fields of the Sunny South. From Cottonfield to Kitchen human hands never touch the oil from which Cottolene is made.

Compare the source of Cottolene with the source of lard--hog-fat---and you'll cease to wonder why lard-cooked food throws the stomach out of kilter and causes indigestion.

Cottolene is of absolutely pure origin and ancestry, and will make palatable, digestible, healthful food.

Test Cottolene fairly --- note the beneficial effect of Cottolene food on the family's digestion---and you'll never have a pound of lard in your kitchen again.

#### Made only by the N. K. FAIRBANK COMPANY

"Nature's Gift from the Sunny South"

NOTES FROM NEIGHBOR TOWNS Plainview made them while in that amounted to 76 shares, and city Wednesday, -Floydada Hesperian. ing approximately \$11,000.

#### FOUR MILLIONS FOR PEACE.

ndulging in the hope that other meth- tonight after a long illness at the age ods may yet prevail, Mexico tonight of 57 years. prepared for a vigorous prosecution of the campaign against the rebels. The Chamber of Deputies, acting upon the initiative of Minister of Finance Limantour, voted \$4,000,000 gold for the "pacification of the country." Specifically, the bill recites that this fund is to be used for the purchase of supplies, the transportation of troops, the equipping and maintenance of volunteer organizations and such other purposes as the War Department 20, 1-7. nay direct.

The granting of this appropriation is in line with the statements made by Mr. Limantour shortly after his re- ter Message Brings-Miss Willie turn to Mexico that a special fund Young. would be created for the campaign.

#### RECORD OF BROWNWOOD BOY.

Another Texan has made good in lanhattan. Gwynne Henry, in a trial that has illumined all the Darkness at the Thirtieth Regiment Armory of the World .-- Miss Lalla Davis. broke the tape at the finish of seventyfive- yards sprint in 7 3-5 seconds, equaling the world's record made wenty years ago. When this Texas speed merchant gets warmed up and summer, buy a Brush car. See G. M. going some, a few fifths may be chip- Janes, Box 131, Plainview, Texas. 15 ped from the record. In football, finance, railroading, rough riding, statesmanship or sprinting, there's something doing when a Texan happens around.-Star Telegram.

#### MONTGOMERY-WARD FOR FORT WORTH.

Fort Worth, Texas, March 31 .fort Worth's third big deal for March was closed Friday morning when the biggest of the three propositions upon which the Board of Trade has been working was brought to a successful termination. Under it Montgomery Ward & Company, Chicago and Kansas City, come to Fort Worth to establish headquarters for their enormous mail order business.

They will begin construction here April 15th and August 1st will move into a five-story building to be constructed for them on East Seventh street with 50,000 square feet of floor space. The step is the opening wedge in making Fort Worth the big wholesale distributing center of the south-**Never Sold in Bulk** 

In closing the contract for Fort Worth, J. C. Madison, traffic manager for Montgomery Ward & Company, PLUMBING who conducted the negotiations, an- HERE IS AL. nounces that this city is selected over other Texas cities because of the transportation facilities.

#### REFORM MAYOR DEAD.

three cent street railway fare, and leading advocate of the theory of the City of Mexico, April 8 .- While still late Henry George, died at 8:45 o'clock

> PROGRAM FOR EPWORTH LEAGUE, APRIL 16TH.

Responsive Reading, Ps 8. Prayer.

Song. Subject-Easter Lesson Scripture, Matt. 28, 1-7. Leader's Address. Scripture Reading, John 11,25; Rev.

Song.

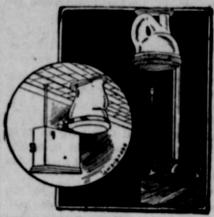
Easter Story-Mr. Jim Webb. The Claims to Victory that the Eas-Song

A Living Christ is the Main Element of Our Easter Missionary Message-Miss Della Ansley.

It is the Light of a Living Christ Song.

Leader-Miss Louis Pack.

If you want a pleasant time this



#### **DIFFERENT STYLES**

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

#### ANITARY BATH-ROOM PPURTENANCES

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

City Plumbing Co.

PHONE SSI. 117 North Covington

Gleaned from Our Worthy Exchanges From Week to Week.

**COTTOLENE** is

ene a fair test.

Your grocer is hereby thorized to refund your

ey in case you are not sed, after having given

Guaranteed

C. B. Westbrook left Wednesday for his home in Iowa. Mr. Westbrook ter Live Wire. came out here several years ago, bought a quarter section, fenced it bought another quarter section which Dawson. joins the other quarter section on the west side. Mr. Westbrook said "If come here as much as any farmer would want."

where they will build a house which a tew years. with their work.

Center. Prospects looked so good to him that he bought another quarter land.

I. A. E. Box, of Plainview, was over He has made from three-quarters to fields .- Dimmitt Plainsman. s half bale per acre every year, last year clearing \$1400 on his cotton.

ton out here and I don't hesitate in saying this is a much better cotton country than East Texas."-Hale Cen-

Our readers have been aware of in, built a \$1800 house on it, thus mak- the fact that a bill was was passed ing it one of the best improved farms during the last session of the legislain our section. On this trip to the ture, creating a new judicial district Plains he was so well pleased with the composed of the following counties: development of the country and the Crosby, Lubbock, Hockley, Cochran, wonderful crop prospects, that he Yoakum, Terry, Lynn, Garza, and

we only get half as much rain as nat- required the appointment of new ofurally should fall during the com- ficers, that is a district judge and ating months, or even as much as the torney. Several applications had been very little which we got last year, sent in from this place and other there is nothing to keep down a bum- towns in the district, and there was per crop. I believe in a few years a good deal of speculation as to who we will find this section settled with would be the lucky applicant, but all as many prosperous farmers as any was set at rest Thursday when the farming section in the United States, news came over the wire of the apfor the fertile soil is here, the water pointment of J. E. Vickers, one of -Lubbock Avalanche.

both of Plainview, came in Sunday and of the Hotel Dimmitt dinner table plant. left early Monday morning going to yesterday that all the valley of Run-Mr. Jane's place 18 miles southwest ningwater draw would be in alfalfa in and is giving splendid service. will cost about \$1,000 on Mr. Jane's Mr. Baker says that for a width of

This valley runs southeast through Adams, aldermen.

the entire length of Castro county-Mr. Westbrook, of Iowa is here look- some thirty-odd miles-and the valing after his interests around Hale ley grows wider to the southeast.

> J. W. Houston of the Springlake as pretty as he could wish.

G. T. Abbott also planted quite a here Tuesday figuring on buying land. patch. Mr. Baker says that many oth-Mr. Box has been on the Plains five ers will plant alfalfa next fall and years and has made money on his that it will not be long until a strip of farm every year. He is a cotton farm- country, varying from a quarter of er and says he has made more and a mile to a much greater width, runeasier money raising cotton out here ning practically the length of the than he ever did in the five years county northwest and southeast will on his black land farm in east Texas. be green and beautiful with alfalfa

We learn that Brother and Mrs.

Rev. J. M. Harder, for the past four The Askeys will move their banking years pastor of the local Baptist business to Lockney. These parties church, preached his farewell sermion are worth approximately \$200,000 and last Sunday and will move to Flain- in their connection with the First Naview next week where he has accept- tional Bank considerable strength has ed a position as financial secretary been addded to that institution. John Askey was elected director in of the Wayland Baptist College.

-Lockney Beacon. Rev. and Mrs. Harder have many friends in this city who are very sorry to see them leave. The Baptist church very reluctantly accepted the resignation of Mr. Harder, doing su only in the belief that he was going into a larger and better field where he The creation of this new district could be of more use to the church in Railroad, with a capital stock of \$175,general. In recognition of the love and respect of his congregation an oldfashioned "pound" was given at the parsonage last Friday night where many useful gifts were brought by the members of the Baptist congregation, and other close friends .-- Randall County News.

is here to irrigate with and the rains Lubbock's prominent young lawyers. Lockney Electric Light Plant. Mr. county and is evidently planned to Crawford retires from the business meet the extensive building in that and the firm is now Jordan and Mur- section by the Santa Fe.

J. F. Baker of the Spring Lake coun- phy. Mr. Murphy is a good business Mr. T. M. Taylor and D. E. Jarnett, try was remarking to a few people man and will be worth much to the

The plant is now strictly first-class

Tuesday the city election of Lock ed. farm. Mr. Jane has rented his farm a quarter of a mile along the draw in ney took place, which resulted in the and will move to Hale Center this the Spring Lake country water is plen- | election of C. R. McCollum, Mayor and month some time. He has secured 2 tiful at 15 to 20 feet deep. The alfal- Barlow Hill Marshal, and Messrs. to build his house and he will pleased and will attend to its own irrigation. Geo. W. Brewster, Will McGehee, J. L. Austin, Texas, April 5.—Hon. Ben and will attend to its own irrigation. Guest, E. P. Thompson, and Carl Me- L. Gill, Commissioner of Banking, is

Plainview informed the writer Mon- during the winter and spring. The reday while in that city that they ex- newed confidence and prosperity is pected to be ready for business in remected in the numerous State banks section, which joins onto his other country planted 90 acres of the valley Lockney by August 14th. The new scattered throughout the section. Mr. in alfalfa last fall and it is now looking brick now being built is to be finished Gill says there are now 600 State banks by August 1st and will be immediate- in operation in Texas and all are rely occupied.

> Messrs. Richards Brothers & Col- perity for that section and the state lier will establish an up-to-date dry banks show the good effects. The goods business, and one that would state bank examiners who have just be a credit to a larger town than Lock- held their quarterly conference, also ney.

whereby the stock of L. T. Lester of hension before, and the whole state Canyon in the First National Bank blossoms, according to their reports was sold to A. N. and John Askey of and they visit every state bank quar He said, "I have made good money Brittain had a present of two lots ad- Silverton, A. J. Askey of Quitaque and terly and there are such banks from every year for five years raising cot- joining Wayland College Campus at Mr. Demic of Silverton. The stock one end of Texas to the other.

Cottolene is packed in pails with an air-tight top, to keep it clean, fresh and wholesome, and prevent it from catching dust and ab-sorbing disagreeable odors, such as fish, oil, etc.

Cleveland, Ohio, April 10 .- Tom L. Johnson, twice Congressman from the twenty-first Ohio district, four times Mayor of Cleveland, champion of the Hale County Herald.

We Give Away the place of L. T. Lester, who resigned. Absolutely Free of Cost

NEW PANHANDLE ROAD PRO-English, or Medicine Simplified, by R. V. Pierce, M. D., Chief Consulting Physician to the Invalids' Hotel and Sur-POSED. Chief Consulting Physician to the gical Institute at Buffalo, a book of 1008 large pages and gical Institute at Buffalo, a book of 1008 large pages and over 700 illustrations, in strong paper covers, to any one sending 21 one-cent stamps to cover cost of mailing only, or, in French Cloth binding for 31 stamps. Over 680,000 copies of this complete Family Doctor Book were sold in cloth binding at regular price of \$1.50. Afterwards, one and a half million copies were given away as above. A new, up-to-date revised edition is now ready for mailing. Better send NOW, before all are gone. Address World's Dis-PENSARY MEDICAL ASSOCIATION, R. V. Pierce, M. D., President, Buffalo, N. Y.

Austin, Texas, April 11.-Charter for the Rock Island, Texas and Guli 000, has been submitted for the approval of the Attorney General. It calls for a line from Dalhart where the Rock Island intersects with the Fort Worth and Denver to Bronco, Yoakum county, nearly two hundred miles. The line is to pass through Hartley, Oldham, Deaf Smith, Parmer, Bailey Cochran and Yoakum counties. It will Mr. T. J. Murphy has bought the intersect the Santa Fe in Parmer

> It is proposed to locate the prinpal office in Amarillo, if the statutes will permit the principle office of a railroad company to be off its line. The names of the incorporators are not available until the charter is fil-

#### IMPROVED FINANCIAL CONDITION

delighted-with improved conditions in the Panhandle and western portion of Richards Brothers and Collier of Texas resulting from the copious rains ported in very fair condition. Winter rains in the Panhandle means prosadvised the Commissioner that the effectual breaking of the drouth has put Wednesday a deal was made here prosperity where there was appreDon't Suffer!

DR. PIERCE'S FAVORITE PRESCRIPTION

THE ONE REMEDY for woman's peculiar ailments good enough

that its makers are not afraid to print on its outside wrapper its

THE ONE REMEDY for women which contains no elcohol and

no habit-forming drugs. Made from native medicinal forest roots

every ingredient. No Secrets-No Deception.

of well established curative value.

"I had been troubled, a little, for nearly 7 years," writes Mrs. L. Fincher, in a letter from Peavy, Ala., "but I was not taken down, until March, when I went to bed and had to have a doctor. He did all he could for me, but I got no better. I hurt all over, and I could not rest. At last, I tried Cardui, and soon I began to improve. Now I am in very good health, and able to do all my housework."

#### TAKE The Woman's Tonic

You may wonder why Cardui is so successful, after other remedies have failed. The answer is that Cardui is successful, because it is composed of scientific ingredients, that act curatively on the womanly system. It is a medicine for women, and for women only. It builds, strengthens, and restores weak and ailing women, to health and happiness.

If you suffer like Mrs. Fincher did, take Cardul. It will surely do for you, what it did for her. At all druggists. Write to: Ladies' Advisory Dept., Chattanoogn Medicine Co., Chattanoogn, Tenn., Special Instructions, and 64-page book, "Home Treatment for Women," sent free. J 60

All well reguated families read the

THE HALE COUNTY HERALD, PLAINVIEW, TEXAS

PAGE THREE

# **A Page for Farmers and Stock Raisers**

#### SOLONS SHOULD SEE PANHANDLE **Professional Cards** \* DR. CLARENCE D. WOFFORD, 4 Dentist Office: Rooms 14 and 16,

\*

Donohoo-Ware Hotel Building Phones: Office, 197; Res., 193. + ............

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

....... N. C. LETCHER Dentist Rooms 2 and 4 first National Bank Building Phone 805

CHAS. B. BARR Veterinary Surgeon and Dentist 4 Office Wyckoff-Willis Drug Co. 4 Phones: Office, 44; Residence, 221 .......

\*\*\*\*\*\*\*\*\* PIANO TUNING Action, Regulating and all kinds 4 ♦ of Repairing done. All work ♦ guaranteed strictly first-class. + Drop me a postal and I will call. + J. H. EDWARDS. 4 At Bowron's Jewelry Store. . . . . . . . . . . .

..... ANDERSON & GIDNEY. Physicians and Surgeons.

Offices: Ist National Bank Bldg. + Office and Residence Phones.

"LEGISLATIVE SPECIAL" TO THIS! SECTION IN AUGUST PROPOSED

Representative Bowman Declares Leg**islators Have Small Concept** of This Country's Greatness.

resentative of the Daily News yester- tificates are valid for four or six years add to his prosperity at an equal raday, " is one of the possibilities for and always expire with the scholastic, tio. August. It has been suggested that year. Under certain restrictions, life There are ranchmen with whole sec-Amarillo and a number of other cit- certificates from other states may be es and towns in the Panhandle get recognized. A second grade or a pertogether and at the close of the spec- manent primary certificate entitles the Councilman Dana from his sligtly enial session of the State legislature, holder to teach in any public school larged city square. arrange for a tour of about four days in Texas. Certificates cannot be 's- Mr. Dana, in speaking of his sucnorth and east, together with the west have been under existing laws. and northwest, and those of the south-

west, so that all may have an opporof the Panhandle of Texas.

its main objective points. From this place the special would move to Can-

towards Austin. "I am impressed with the worth of this suggestion, and look upon it as being the best possible bit of advertising. It will perhaps provoke wonder when I say that practically none of the legislators has seen the Panhandle. They are representatives in the state legislature. They should see and know what we have here. I now recall that while I was a member of of the legislature it was proposed that istry. a trip should be made to this portion of the state. The plan was hailed with delight for the reason that, as 1 have said, the vast majority of the

something delightful.

est possibility for observance.

will be glad to co-operate with us in

that she is keen to have a visit from

SCHOOLS.

Mechanical College.

this enterprise."-Amarillo News

jects in which teachers are required time to dabble in politics, run for ofto be examined and school law is om- fice and occassionally get elected to itted. County second grade certifi- the council, who has a twelve-acre cates may be issued one time to the patch in which he raises radishes, cusame applicant; city certificates con- cumbers, lettuce, tomatoes, asparagus, tinue as under the present law. The potatoes and cabbage, and from which "A legislative special train of sev- holder of a certificate may build to he derives a revenue sufficiently large en bright new Pullman sleepers and one of higher grade by taking exam- to pay all his expenses and place a balample baggage facilities for a four ination in one or more of the addi- ance of over \$2,000 in the bank each days tour through the Panhandle," tional branches at any one examin- year. He has done that for seven declared Hon. Dick Bowman to a rep- tion. Second grade and first grade cer- years and he expects to continue to

through this section of the state, with sued to persons under 16 years if age. cess. said he nearly starved before every representative, State Senator. The regulations for the issuance of he learned how to farm with his head newspaper men of Texas, representa- certificates are considerably simpli- as well as with his hands. Now he tives of the cosmopolitan press of the fied and are more uniform than they laughs at the hardy son of toil who

Because of this change in the presand Mechanical College of Texas are nothing more .- Truck Farmer.

"This jump should be made fare making special arrangements for the free to the invited guests. There summer normal schools to be held at would be no night travel, save and ex- the college in June and July. As cept the trip from Fort Worth, leaving Agriculture is the subject of greatest about midnight. The next night would importance at the College, the institube spent at some point along the route tion is better equipped with teachers and on the morrow the journey would and laboratories than other schools L. Sargent, immigration and indusbe resumed, with Amarillo as one of in the state. F. M. Bralley, state sup- trial agent of the Texas and Pacific erintendent of education, has author- Railway, has just returned from an ized a summer normal to be held at extended West Texas trip along his yon and thence to the more important the College and arrangements are be- line and reports that section of the places, including the South Plains and ing made to accommodate a large num- state in better condition than he ever swinging on a circular route back ber of teachers, because of the im- saw it before and that the people are portance of the subject of agricul- in fine spirits and that great developture.

ers

husbandry will teach farm crops and struction, etc. types and breeding of farm animals. E. J. Kyle, professor of Horticulture will teach elements of Horticulture.

#### MAMMOTH RANCH SALE.

Fort Worth, Texas, April 10 .--- E. A. legislators have no concept of what

\$2,000 FROM TWELVE ACRES.

wealth.

skilled farmer.

as that he is trying to turn under

Travis county is to have the largest

Texas soil and climate is conducive

Probably the largest shipment of

ice ever made in the state was made

by the Southern Rice Growers Asso-

rels of Japanese rice and was sold to

Rico mills in Louisiana.

In Ogden, Utah, there is a farmer named Joseph Dana, who has spare

The Federal Agricultural Department directs the attention of the farmers to the county fairs as a force of great service in the development of agriculture. The management of fair associations are urged to make the improvement of rural life in all its phases the main purpose of the fair.

worth of products and every year he

tions of land who cannot boast of a profit equal to that derived by the 130,000,000 acres of virgin soil in Tex-

has a large acreage, a strong back,

but a woeful lack of understanding ent law that will require teachers to of things agricultural, and who at commercial line and should be learntunity of seeing, many of them for the be examined in the subject of agricul- the end of a year of perspiration, more ed as carefully as any other profesfirst time, the wonders and beauties ture, the authorities of Agricultural than earns his bread, but receives sion either by a course in an agri- removal of all the first-class peas,

WEST TEXAS IRRIGATION PRO-

JECTS.

exclusive chilli pepper plantation in Fort Worth, Texas, Mar. 31 .- Will the world. W. B. Walker, an irrigation farmer near Austin has planted two hundred acres of chilli pepper. On forty acres of land planted in this crop last year, \$30,000 was realized and figuring upon the same basis, the two hundred acre crop will yield a net crop of \$150,000.00.

ment everywhere is in evidence, es-The following will be the teach- pecially so in the trans-Pecos country, where irrigation is being carried to the growing of almost every product known and agricultural oppor-John C. Burns, professor of animal on and new projects are under contunities are growing larger every year.

To the News correspondent he said: "The past two months have been more productive of new pumped wa-Dr. J. C. Blake, professor of chem- ter plants for irrigation than any othistry, will teach Agricultural Chem- er similar time in the history of the wonderful development of the lower ciation of Beaumont last week. The Pecos and Toyah Valleys of Texas. consignment consisted of 250,000 bar-To date, or since the inauguration of the campaign for irrigation by pumped water, no less than thirty-two

plants have been put down or are un-The production of rice is an im-

# **GOOD PROFITS IN PEANUTS**

A CROP THAT THE SOUTH PLAINE SHOULD RAISE.

Experiments Show that they are Admirably Suited to This Section.

Peanuts nick with hogs in Texas, where corn is relatively scarce, yet there is more profit in peanuts for other purposes than hog feed when Uncle Sam knows how to farm, the crop is near a railroad so as to Last year he marketed \$3,0000,0000,000 make transportation a minor item. The Record shows of a Tarrant county is bringing in new land under cultiva- farmer who raised forty acress of peation and improving his farm. He has nuts last year to feed to hogs and when the orop was ready to harvest was offered so good a price by an off and when the Texas plantation is all mill that he sold the nuts and bought under cultivation it will add a few corn, realizing a profit of 15 cents s million dollars per annum to his bushel in the operation.

The growing of peanuts in the south is considered of enough importance by the department of agriculture to The work of farming should be as warrant the preparation and distrisystematic and business like as any bution of a bulletin on the subject. Taking up the matter of profit, the bulletin states that the vines after the cultural college or an apprenticeship have a feeding value equal to the cost on the farm under the tutorship of a of cultivating the crop. An acre of first-class peanuts will produce about a ton of vines and about sixty bushels of nuts. The vines are worth in the Fort Worth market as much as the best hay, say \$10 to \$12 in an ordinary season, while the peas have a market value of \$40 to \$60. The cost of growing an acre of peanuts varies according to the soil, but may be from \$10 to \$25, including seed and fertilizers. In this part of Texas, peanuts can be successfully and profitably grown without the use of fertilizers. The above gross return, however, would indicate a net profit of \$36 to \$45, which is above the average for the crop as now grown in the United States, but decidedly lower than may be expected under favorable conditions and proper cultural methods.

One thing to be said in favor of the peanut, is that it builds up the soll instead of impoverishing it. The plant is a legume and stores nitrogen in the soil. While the average yield, the country over, is only about thirty-four bushels to the acre, the department believes that this can be readily for creased to sixty bushels. Peanut oil is being used in increas ing quantity in the United States every year and the home supply Beaumont country by this crop each is not equal to the demand. The exand at the same time this country f a heavy buyer of oil that is produced As to the social standing of the far- in other countries. Calling attention for home consumption." At the present, the bulk of the crop Stop at Red Wagon Yard, the horse is raised in Virginia, Tennessee, the could produce more than an of the states named combined. Since 1870 the peanut has steadily I am now in position to issue burial grown in business magnitude and in tf cord.



All well regulated families read the Hale County Herald.

TAKE A TRIP TO EUROPE. Fare to less than you can get for yourself. All troubles looked after by othersall you have to do is to "see things."

### DR. COX'S **Barbed Wire** LINIMENT

Guaranteed to heal without a blemtah. or your money refunded. Price, 25c, 50c and \$1.00. 25c size for family use only. For sale by all until they will be broadened in sevdruggists.

#### Dr. Cox's Painless Blister

trip.

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

#### WANTED-1.500 PULLETS.

I want to contract with breeders of the S. C. White Leghorn for 1,500 ture which takes effect June 10, 1911, head as Ancient Briton, Sir Bredwell, the beautiful Arkansas River Valley pullets, to be delivered to me at my is a complete revision of the certifi- the first bull in the world to bring in Colorado. Will take part trade home, one mile northwest of Plain- cate laws of Texas. Teacher's cer- \$5,000; President Briton, Sheri., Brit- at cash value. view, the first of September, 1911. Address, W. B. JOINER,

Plainview, Texas.

that reassures me is the fact that leg- to R. B. Masterson of Amarillo the islators, like other men, are always L X Ranchm of \$6,000 acres lying ready and willing to see something along the Canadian River in Potter new. The coast countries, the lead- Moore and Hutchison counties. Mr. ing among the largest cities of the Paffrath, who conducted the negotiastate are all an open book, but when tions, declines to give out the price the Panhandle is mentioned, there is paid for the land. It is estimated that something new, something strange, it amounted to about \$500,000.

Mr. Masterson, who is also owner "During August when the people in of the J. Y. Ranch in King county, other sections of the state are swelt- purchased the L X property for the ering there will be the cooling breezes purpose of maturing his cattle. The for which this section is noted. The L X ranch is one of the largest retime to bring these visitors here will maining in the Panhandle country and be ideal. They will get their im- contains considerable agricultural pressions of the Panhandle at the best land. It is within twenty-two miles possible time, and the schedule could of Amarillo.

Mr. Paffrath was also busy during be so arranged as to give the greatthe week in closing a large land and "I look upon this scheme as being cattle deal for J. D. Hagler of this entirely feasible. We have a right to city. He disposed of Mr. Hagler's introduce the people of a state to this remaining half interest in the Lucas great undeveloped and fertile section and Reynolds ranch in New Mexico of country, and I am inclined to be- consisting of 2,700 acres of land. The lieve that our people as a whole will deal included 6,500 head of stock cattake to the proposition most kindly. tle and 200 horses. The total amount "Our people are paying money for of the sale could not be secured, but advertising of various kinds, and I it is estimated to be up in the hunam sure that while all of it is good, dreds of thousands. The Lucas and the scheme here proposed will prove Reynolds ranch is improved with al-Write today to MRS. W. E. ARM- of far greater benefit than any other falfa farms and orchards and con-STRONG, Plainview, Texas. . . tf. yet offered. I am sure that the various trols the water power of the Deleware points at which stops are to be made and Black rivers.

> FINE STOCK FOR SOUTH PLAINS. Speaking for Plainview, we believe

the solons. We have the goods in the Roscwell, N. M., April 6 .-- C. C. South Plains that we would not be Slaughter Cattle Company today sold ashamed to have even President Taft to R. L. Slaughter of Sweetwater, Texsee. A visit from the legislators would as and John T. Joyner, of Lamesa, probably do more for the Panhandle Texas, for a consideration of \$10,000 than ten years of advertising. We can the Slaughter herd of prize-winning feast those legislators on watermelons Herefords that for many years have and cantaloupes from our .irrigated been kept at the Slaughter Hereford truck farms and fruits from our or- home two miles east of Roswell. The chards down here in the South Plains, herd consists of ninety-two breeding cows and their calves at side and one eral other ways aside from their conbull "C. C. Slaughter," who stands at cept of this country. Mr. Bowman can the head of the herd. The cattle are count on Plainview doing her part in now at the plains ranch of the Slaughinducing them to come or in the propter Company in Hockley county, Texas er treatment if they decide on the where they were moved from Roswell last June. They will be taken at once to the Slaughter and Joyner AGRICULTURE TAUGHT IN ranch near Lamesa, Dawson county, and joined with the firm's herd of fifty five breeding cows and one bull, all Bulletin From Texas Agricultural and registered Herefords.

This ranch has raised some of the prize-winners of the world's exposi-A law passed by the recent ligisla- tions. Such bulls have been at its

tificates are second grade, first grade, on, Alfalfa King, Protection, who was permanent primary, and permanent. never defeated, and now by "C. C. Agriculture is added to the list of sub- 'Slaughter."

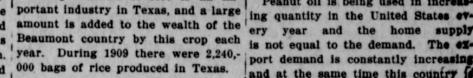
construction or contract. It is en timated that the average cost of these plants is about \$1,150 each, or a grand total of about \$46,750 for these plants alone, a minor development item. This includes the gasoline engines and full equipment, also includes the boring and setting of the well. This total above does not include the 250 to 300 artesian wells which have been put

down and are now in use, but includes only those wells from which water is pumped in order to secure a greatly enlarged and uniform flow, each of which in itself furnishes water to irrigate a farm of from 80 to 160 acres, depending upon the class of equipment

and class of water used. The different pump water irrigation wells now put down, under construction, or under contract, will irrigate about 2,500 to 4,000 acres of land."

#### IRRIGATION ITEM.

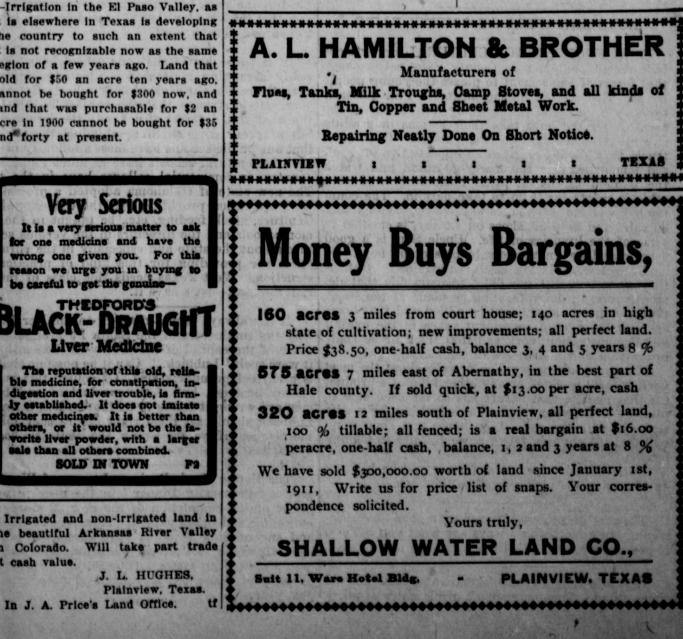
A press dispatch from El Paso says: Irrigation in the El Paso Valley, as it is elsewhere in Texas is developing the country to such an extent that it is not recognizable now as the same region of a few years ago. Land that sold for \$50 an acre ten years ago, cannot be bought for \$300 now, and land that was purchasable for \$2 an acre in 1900 cannot be bought for \$35 and forty at present.



mer, we have only to look back to the to these facts the department bulletin days of slavery when the southern says: "There are thousands of acres planter was looked upon as the ideal of waste land in the southern states gentleman as regards occupation, and that would produce enough peanuts so it has been from the war on down, to keep the cotton seed oil mills runthe owner of a farm is regarded as the ning, and furnish more than oil enough highest type of citizenship.

and mule market, where you can get Carolinas and Georgia. The idle lands a square deal. Field seeds of all kinds, in Texas adapted to peanut culture Grain and hay bought and sold. A. L. LANFORD, Prop'r.

permits and write deeds to lots in 1909 the value of the commercial crop Plainview cemetery .-- E. R. Williams, reached \$12,000,000 .-- Fort Worth Re-Plainview, Texas.



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#### THE HALE COUNTY HERALD, PLAINVIEW, TEXAS

FRIDAY APRIL 14TH, 1911.

#### The Hale County Herald

#### TOM SHAFER, Publisher

Z. E. BLACK, Editor

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

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

All communications, remittances, etc., should be ad dressed to THE HERALD PUBLISHING CO., Post Office Box 368, Plainview, Texas.

#### 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.)

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#### THE EDITOR'S CREED.

I believe in the stuff I am handing out, in the firm I am working for, and in my ability to get results. I believe that honest stuff can passed out to honest men by honest methods. I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my job. I believe that a man gets what he goes after, that one deed done today is worth two deeds tomorrow, and that no man is down and out until he has lost faith in himself. I believe in today and the work I am doing, in tomorrow and the work I hope to do, and in the sure reward which the future holds. I believe in courtesy, in kindness, in generosity, in good cheer, in friendship, and in honest competition. I believe there is something doing, somewhere, for every man ready to do it. I believe I'm ready-RIGHT NOW.-Elbert Hubbard.

#### TREAT THE TRAVELLING MEN WELL.

Our Commercial Club secretary has sprung another of his gold-mine thoughts. There are always the highest obligation for us to see that they are from a dozen to a score of drummers lying over in awaiting the arrival and departure of the noon to the world .- Theodore Roosevelt. trains that bear them to their next stop. There is no library here or reading room and unless the travelling man is a church goer he has to while away a tiresome half day and leaves without any particular love for the town. Mr. Biggers suggests that we have several of our big wells running every Sunday and twist them out to see these miniature geysers and any other scenery that will go to show that the Plainview country is indeed making good as an agricultural section. Have them back by church time so that any who wish may attend services.

The above idea would be worth perhaps a million

#### CLEAN-UP DAY.

Please remember that April 26th is the date designated by Mayor DeLay as CLEAN-UP DAY for Plainview. Almost every state now has an annual clean-up day and every live town in Texas invariably observes one. . These days really should not be a year apart, but since they are it is all the more reason why we should throw everything down and observe the most important occasion. The Dallas News editorially offers some direct benefit to be obtained from these occasions as follows:

Fewer flies during the spring and summer.

Fewer mosquitos this summer-therefore-3. Less typhoid, malaria and hookworm and diarr-

hoea disease 4. Freedom from disgusting odors from your own or some other back yard.

5. General improvement of the appearance and sanitary tone of your home town.

6. The advertising value to you and your town which such a clean-up day will bring.

Now regardless of social position or church or political creed, let's get together April 26th, which is Wednesday, and show to the world that Plainview, in addition to her nine churches and her two Christian colleges, believes in that virtue that is second only to them.

#### THE FARMER'S WIFE.

Above all the conditions of farm life must always be shaped with a view to the welfare of the farmer's wife and the farm laborer's wife, quite as much as to the welfare of the farmer and farm laborer. To have the woman a mere drudge is at least as bad as to have the man a mere drudge. It is every whit as important to introduce new machines to economize her labor within the house, as it is to introduce machines to increase the effectiveness of his labor out side the house. I haven't the slightest you noticed that big green fly? Well the red man. A cowboy off his horse sympathy with any movement which looks to ex- then, attach some screen wire to a cusing men and women from the nonperformance of stick and forever blight his paternal the disgrace just as keenly as a hen duty and fixes attentions only on rights and not on or possibly her maternal ambitions. duties. The woman who shirks her duty as a house- Swat 'em, scrunch 'em, singe em! wife, as a mother, is a contemptible creature. But Lambast the first flies, all of them, and the welfare of the man; for the mother is the real you wont be bothered with the last Atlas, who bears aloft in her strong and tender arms ones. Now is the time for all good the destiny of the world. She deserves honor and housewives to come to the aid of the consideration such as no man should receive. She country Swat the flies and save the forfeits all claim in this honor and consideration if children. she shirks her duties. But the average American woman does not shirk them; and it is a matter of

performed under conditions which make for her Plainview every Sunday, yawning and impatiently welfare and happiness of the children she brings in-

#### WOMEN AND HIGH COST OF LIVING.

A GOOD PLACE to study human nature is at the bargain counter. Uncle Sam has been keeping morning, early, and that some of our progressive tab on the women during the past decade-no one citizens load the so-disposed drummers in their cars else would dare to do it-and he reports that in the purchase of mixed cotton and woolen goods there has been a decline of 52 per cent which appears to indicate a tendency on the part of the fair sex to indicate a tendency on the part of the fair sex to economize but she is only flirting with the markets. With the business eccentricity that has characterized the seventh time. He called in the the daughters of Eve since the creation of the world accountants to go over his books.

town be if every man was just like

A local hotel ad reads: "Sleep with me when in town." We haven't heard what results this ad has brought this hospitable hotel.-Ex.

are disposed of.

Willie.

to West Texas.

A western farmer recently had the following published in his local paper: "If you people want to see a big hog, come out to my farm and ask to see

Fourteen people were bitten by a mad dog at Timpson last week. Most this country for it never has been home, and the death of a dog more or of them have gone to Austin to take practiced here. Walking has always less is hardly noticeable. But I re-the Pasteur treatment. Plainview will been too slow for the inhabitatnts of peat that if men had the stickability be sending out a train load of people this country. The sheep-herder is the of dogs there would be less complaint for the same purpose one of these only man, outside of a batter with a of "cold feet" and fewer "yello warm spring days unless some of these good eye, that ever goes in much for streaks" showing up. worthless curs that prowl the street pedestrianism, and they frequently go

tions.

crazy with the sameness of everything. The haunters of the Plains want to ride in or on a distance annihilator, According to the Randall County fast horses, fast autos, and by and by News Will Myers received a broken they will want speedy airships. The leg as a result of a fall from a windmill tower last week. He had climbed sweep of the winds and the unretardup for the purpose of oiling the mill and as he stepped on the last rung of the ladder it gave way and he fell 25 tween watering places on account of feet to the ground. Better examine no running streams and the sparcity that ladder on your tower if you do of settlement is the chief reasons why walking has never been attractive in not want a dose of what happened to

Now is the time to jump on the flies bowed with much riding and he was while they are few in numbers. Had even more opposed to walking than was like a fish out of water and felt does being thrown in a lake. A cowboy would walk ten miles unobserved to drive up a mount to ride a hundred yards where there was a chance of his being seen.

> "Walking has always been considered a disgrace in the West. After the reign of the cowboy was over there came the auto craze and it's still on.

Twenty-nine thousand, two hundred People seldom like to be seen walking and eight acres of the Spur farm lands even from their homes to town and for is a good one. It is a shame how many are being put under cultivation this taking a bracing cross-country jauntyear. And only two years ago this why, it's not to be thought of. Even land was located in the heart of a on the farms the riding plow is hardly big ranch. Acre by acre our broad ever seen. Walking has unwisely been land is being consigned to the plow labeled as a sign of poverty in this One night this week, quite by accident, and the prices are rising by leaps and man's country and it will be a long bounds as its productiveness becomes time before this idea is dispelled. off-Willis' drug store were bachelors. assured. The call of opportunity Whereas, walking is a sign of health. Nine bachelors by right of birth and for the purchase of cheap lands is correctly speaking. There would be the tenth was a travelling man and becoming fainter year by year. Come fewer spindle-legged men and women all drummers claim to be unmarried in poor health if we would only walk more. A brisk heel-and-toe jaunt after

meals is a sure preventative of in-A merchant in a small western town

Sunday afternoon there would be more

incentive for walking. Walking is the

time honored and logical gait and

means of locomotion for lovers.

"I notice one of our county officials

who likes to walk. He takes the long-

est way round course to the court

house every morning, even though it

you know who it is, and why this is.

more.

"I am inclined to believe that walk-1 wife. But the dog refused to eat. He ing is a lost art on the Plains," says moped around for several days with the Philosopher to the Herald man dejected ears and tail and spirits and the other day as he knocked the ashes one morning the boys found him lying out of his pipe and accepted a cigar. dead out by the kiddies' playhouse. Seeing he was in a communicative "Now this is a true story and I can mood, we drew him round the corner give you the name of the family. Of out of the wind and stated that we course it doesn't amount to much, just were ready for some of his observa- a pitiable instance of the devotion of the canine tribe to its master coupled

STREET CORNER PHILOSOPHY

"No, walking is not a lost art in with a dog's sense of loyalty to his

The Philosopher knocked the ash from his cigar, relit it and when it was going good continued: "I understand that one of Plainview's eligible bachelors is to be married. There should be more joy over one hardened ed rays of the sun on account of the sinner of a bachelor breaking into the absence of trees, and the distance be- ranks of the benedicts than over the weddings of a hundred susceptible young fellows that have not arrived at the age of ratiocination. For the old bachelor has tasted the cup of this country. The Indian scorned the single blessedness and that he finds feel of the goound to his feet and then it bitter is evidenced by his dashing came the cowboy, his nether limbs it to pieces against the marriage altar. Our boys will profit by his example.

"You want to know who the bachelor is? That I can't tell you. You should have a better nose for news, young man. But I give you a tip. Keep your eye on the prominent bachelors of the town and if you see one alternately looking nervous and then happy and then feignedly unconcerned, you will be getting "warm" as the boys say when they are playing hideand-seek. Don't be afraind to butt into him and ask for particulars for he will feel flattered as well as timid.

"I believe that law to tax bachelors there are in Plainview. It makes it appear that either our men are reprobates or selfish and that our women are either undesirable or eccentric. the entire body of loafers at Wyckwhen away from home. But I will say for the credit of the body that in the discussion which followed every

of the northern states he will overhear a hotel lobby in the high cost of living. conversation in which Plainview and the South Plains are being bemeaned either through malice or ignorance. Never fear, our drummer friend will not be too timid to butt in and speak a good word for this town and country.

The travelling men are links that connect us with the uttermost parts of the earth and the good that they can do to this section can hardly be estimated. A little constructive, everyday, charitable religion will make friends of them. A travelling man has a home somewhere-he is a social being, usually better educated than most of us, and he is not particularly strong on being socially ostracised. West Texas needs all the testimoney in her favor that she can possibly get-all new countries do-and the tributes of the many thousands of travelling men that annually make this section will do much towards a verdict in our favor.

#### BOYS AND GIRLS AT COUNTY FAIRS.

THE FEDERAL AGRICULTURAL department in a recent pamphlet on County Fairs recommends that forms of amusement to please the young people be provided by the managements of Fair Associations as a means of encouraging attendance at the fair. After the boys take their lessons in grading live stock, selecting seed and packing fruit and truck, they should be given an opportunity to drink red lemonade, ride the merry-go-round and watch the balloon ascension, aside from well conducted athletic sports for them to take part in. The country boy who rides ten miles to the Fair, wears a boiled shirt and keep his shoes on all day, is entitled to some of the luxuries of life. Uncle Sam is a good farmer and he knows how to please the boys.

Of course, girls are easily entertained. But, as for instruction, the pamphlet recommends that demonstration in dairy farming be made at the fairs; that a culinary department be added and that home canning be given a prominent space in the exhibit and demonstration work and that the Fair be made interesting and instructive to the country girls.

A country girl in a calico dress is about the most perfect farm product, or any other kind of a product for that matter, that nature has so far been able to of our business, but if the conductors and brakeproduce and a young man who is looking for a wife that can milk the cows, keep house and chop wood will find the country fair a powerful ally to his ambitions

Uncle Sam is a practical farmer and he believes in educating the girls as well as the boys.

The road to success is paved with good advertisements. In advertising always say what you believe, if you wish people to believe what you say.

times a day. Some geese don't drink water at all.

dollars to this section and it would entail practically she straightway increases her purchase of woolen When they had finished they told him no expense. The drummer is a red-blooded man, the dress fabrics 231 per cent. The women purchased he would be able to pay three cents same as any of the rest of us and when a town makes last year 105,799,000 square yards of all woolen on the dollar. A troubled look came friends of them they have cemented ties that are in- goods and 4,320,000 square yards of mixed goods. over the merchants face. "Heretodeed worth while. The drummers circulate all over She increased her purchases in all woolen goods fore," he said "I have always paid the United States and they invariably put up at the \$37,714,000 during 1909 over the purchases of 1899. ten cents on the dollar-and I'll do it best hotels and naturally are thrown with the best To say nothing of the expenditure for Easter Milclass of people. Possibly in East Texas or some linery! The women are becoming the strong factor

#### HARD LUCK.

A recent press dispatch indicating that Col. B. F. Yoakum will retire from railroad building in Texas Nimrods state that they are plentiful is a serious blow to development. Mr. Yoakum has fat and gentle this spring. But they built one-third of the rairoad mileage constructed in are never so gentle, but that a long the state during the past decade. The announcement that one-third of our farmers had become dis- takes a long shot at a black object couraged and were leaving the state would be no on the bosom of the lake, the chances more of a disaster to Texas than to have railroad are that it is either a mud hen or a construction stopped.

Mr. Yoakum has built twelve hundred miles of All the same don't say there is no rairoad in the past nine years in Texas and it looks hunting on the South Plains. as if the legislature and the railroad commission during this period had been trying to pass a law for each mile post and the railroad builder has become tired of the race, but there is encouragement in the fact that the 32nd legislature passed no laws inimical fact that the Panhandle country will to railroad development.

It is to be hoped that our school board are al- The lands have been thoroughly soakready arranging matters for adequate courses in ed, and the people of this portion of agriculture for our Hale county schools the coming the state are optimistic. Business is year. It is strange that the subject in which lies picking up and the small grain crops the most vital interest of not only the farming class but of every division of mankind is the very one that our public schools have most studiously neglect. fined to no one locality, but on almost ed. Agricultural schools have as much right in the country as commercial colleges have in the town. grain there is promise of abundant as this. A dog is quick to adapt him- them." Electric Bitters is a priceless The new state of Oklahoma adopted a provision in yield. In the South Plains country self to new surroundings and he is blessing to women troubled with faintits Constitution providing that the elements of hor- there is preparation for cotton and in ticulture, stock feeding, etc., be taught in the com- some places Indian corn will be almon schools and the directors in the various schools throughout the state and especially in the rural districts are providing for this kind of practical instruction. West Texas needs this class of instruction the most-let's have it.

It has always been a mystery to the Herald man why the conductors of the Santa Fe pronounce the name of the capital of the county to the south as if it were spelt "Lubbick." Can it be possible that this and yet sleepless, Hiram Scranton, is a correct pronunciation? Of course this is none men are wrong it seems to us that as live a town as advice of five doctors, who said he for him for the purpose of consigning at last Bucklen's Arnica Salve cure Lubbock should set them right before they mislead had consumption, but found no help him to the baggage or express car, it completely. Its the greatest healthe people. If we are wrong, the Santa Fe has our in the climate and started home. he was nowhere to be found. The dog er of ulcers, burns, boils, eczema, apologies.

The Young Men's Business League of Waco will my life," he writes "for it made a man Perhaps he decided that it would be at All Druggists. give a "Prosperity Dinner" in the near future in of me, so that I can now do good work better for him to remain in Hale Counhonor of the completion of the new 22 story office again." For all lung diseases, coughs, ty without his playmates than to dwell J. W. Tarbox, of Ohio, invested \$1,100 buildding and other general prosperity of that city colds, lagrippe, asthma, croup, whoop- in Iowa with them. We don't know in Hale county lands located near Hale and surrounding country. The dinner will be an ing cough, hay fever, hemorrhages,, what went on his doggish mind but Center the past week. The deal was open air affair and during the progress of the ban- hoarseness or quinsy, it's the best we do know that he returned to the made through Robert Alley. Mr. Tarquet stereoptican views will be shown, outlining the known remedy. Price 50c and \$1.00. ranch and the boys tried to drown his box stated to the Herald man that he It is said that a goose drinks water one hundred progress of Waco and McLennan county during the Trial bottle free. Guaranteed by all sorrow with delicacies better than a thought it was the best investment he Druggists. I past year.

giants. as are either too lazy, too hurried or too. vain to walk, in many of the east ern states it shows signs of being no longer a decadent art. The "Overnow," he affirmed as a benevolent land Walking Club" of Jackson, Mich., smile overspread his face. "I'll pay has decided that the 1912 hike shall be the rest out of my own pocket."

through Colorado, Utah, Nevada, California, Arizona, New Mexico, Texas They do say that ducks are ripe and plentiful on our overflowing lakes tour this length, many thousands of nowadays. It is great sport to stalk miles! Truly, the art of the pedesducks on the Plains. Several local trian is coming into style in the North and East and of course that means that this country will take it up in time. range gun is needed and when one "If we only had a park in Plainview out to which we could stroll on

cow chip. Have you ever got fooled?

H. M. Bainer, agricultural demonstrator for the Santa Fe says: "There cannot be the least question of the have record-breaking crops this year. Everything points in that direction.

could scarcely be better at this time of the year. This state of affairs is conmost as strong as maize on the higher points of the Panhandle, and this cation will doubtless bring results surpassing the most exaggerated hopes of the optimist. knockers.

"Spot" was a "shepherd dorg" and this class is noted for their devotion. He followed the family to the train

and they decided to take him with of Clay City, Ill., coughed and cough- them as he was a friend and playmate ed. He was in the mountains on the of the kids. But when they looked the frightful sore that developed, but Hearing of Dr. King's New Discovery, had been brought from Iowa and knew he began to use it. 'I believe it saved the meaning of the passenger train. and piles on earth. Try it. 25 cents

dog usually gets from a thrifty house- had ever made.

at some time-but there are not many "But while we people of West Tex-

rooms to let down below. This body of bachelors each responded to a toast "Why I Never Married" but from several of them no explanation was needed.

" 'Procrastination' is the main reason why our bachelor population is so extensive. We need something to wake up our bachelors to a realization of and Oklahoma. Think of a walking to tax them might accomplish this. how horrible is their position. A law And as long as we seem to endorse their single and singular state by electing bachelors to the most prominent positions of trust and honor in our town and county, we are encouraging them in their wickedness.

"There would be fewer old bachelors and unmarried ladies in our country if we would only be more serious with these laggards in love. The Commercial Club should take up this There would be fewer old bachelors ful finish." proposition and push it to a success-

and unmarried ladies in Plainview if Just then the mail came in and the spooning couples would only walk Philosopher ambled away to the postoffice after promising us another interview.

#### SAVED HIS MOTHER'S LIFE.

is a half mile out of his way. Perhaps "Four doctors had given me up." writes Mrs. Laura Gaines of Avoca, La. "and my children and all my friends

"If some people only had the stickwere looking for me to die, when my ability of dogs," continued the Philosson insisted that I use Electric Bitopher, "there would be much less dif- ters. I did so and they have done me every acre of land sown to small ficulty in settling new countries such a world of good. I will always praise not nearly so apt to raise a howl from ing and dizzy spells, backache, headlonesomeness as his master. And ache, weakness, debility, constipation when a dog knocks his tail on the or kidney disorders. Use them and floor it is a sign he is in a good humor gain new health, strength and vigor. coupled with irrigation and intensifi- and when a man knocks on the coun- They're guaranteed to satisfy or montry it is a sign he is sore. Consequent- ey refunded. Only 50 cents at all ly, dogs are the most popular class of druggists.

KICKED BY A MAD HORSE.

Samuel Birch, of Beetown, Wisconsin, had a most narrow escape from losing his leg, as no doctor could heal scalds, cuts, corns, cold-sores, bruises

MIDNIGHT IN THE OZARKS.

PAGE FIVE



We take advantage of real opportunities to hold customersand 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"

### EW MERCANIILE COMPA

### W. A. SHOFNER, Manager

here.

Plainview, Texas.

E. R. WILLIAMS, Funeral Director LOCAL AND PERSONAL

Don Biggers visited homefolks in Lubbock Sunday.

David Greer made a business trip to Amarillo Tuesday.

----Judge Henry of Lockney is over this

week on legal business.

days.

Born to Mr. and Mrs. J. J. McKinney Monday morning, a baby girl, regulation weight.

Rev. and Mrs. T. J. Fouts of Hale as. Center are in attendance at the Baptist Educational Rally.

J. O. Oswald traded a house and lot and 50 acres situated near Seth Ward College to E. W. Wilder this week.

We want to insure your property against fire .-- J. M. Malone Insurance Agency.

Dave Collier and Grady Pipkin Amarilloed and Canyoned, respectively, Wednesday.

L. B. Post has gone to Silverton for his town where he will conduct a hardfew weeks to practice his real es- ware establishment. tate art.

Mr. and Mrs. T. J. Finney returned The ladies of the Plainview Ceme-Wednesday from an extended trip to tery Association would appreciate do-Fort Worth.

Miss Jo Keck is away on a hunting cemetery. Any one having anything party of Santa Fe officials and their J. N. Donohoo, president.

wives. ATTENTION FARMERS!

Plainview, Texas.

and Embalmer, Plainview, Texas. tf. Miss Lalla Dean Peace spent the week in Amarillo the guest of Miss simply couldn't be better. Rodgers who had been visiting her

Jack White, accompanied by his uncle, J. W. Peace, will go to Temple Saturday where he will be operated on for an enlarged gland in his neck.

Pelphrey Tailoring Company has Mrs. Clevy Hamilton is visiting bought out Ivey Brothers and Cox friends in Lubbock for a couple of Tailoring Company and assumed control.

Let us insure your crops against We can make you a bond, large or same day. Mr. Soash has placed many hail .-- J. M. Malone Insurance Agency. small .-- J. M. Malone Insurance Agen- settlers in this section and he says he tf cy.

> Hail, Hail, Hail, Hail, Hail. Let us insure your crop against it .- J. M. Malone Insure Agency, Plainview, Textf

> > -0----EGGS FOR SALE.

White Holland turkey eggs for hat- buildings. Close to town. See T. B. ching. \$1.75 per setting of seven. Mrs. Irwin. J, A. Pullen, Box 702.

We write livestock insurance. See

I. Z. Smith of Petersburg, has bought early future. Come to Hale county vice when the Coleman cut-off is turnthe remainder of the Plainview Hard- along with the crowd. ware stock and is removing same to

#### TREES WANTED.

nations of good, hardy trees or shrubs, suitable for planting in the

trip in New Mexico, the guest of a to give, please call on or ring Mrs. Prof. Graham's work in the public

tf. his holding in Oklahoma.

Fitz Hudgins was in town on bus- Nick Alley and wife left Tuesday for We understand at the depot that J. isness the first of the week. Reports Fort Worth and other East Texas L. Pool will load at and ship from home of her brother, E. P. Norwood, night.

Reverend J. F. Elder, of Oklahoma is visiting here and filled the pulpit of the First Baptist Church last Sunday night.

#### LISTEN FARMERS.

Hail may come. Let us insure your crop .-- J. M. Malone Insurance Agency, Plainview, Texas. tf.

Thursday leaving for the north the will be grieved to learn of the peculiar dren, they will no doubt be able to for the funeral services. tf is not through yet.

It is reported that Sam Seay of Amarillo will open up a grocery establishment in Plainview the first of May. Mr. Seay owns a house and lot on the south side of the square.

FOR RENT-Five acres all broke, good two-room house, well and out-

Price and Day sold three quarter sections to Wisconsin parties this tf. us .- J. M. Malone Insurance Agency. week. The land is located in the cen-

#### ALFALFA SEED.

Plains grown alfalfa seed for sale. Three times winner at the Dallas Fair. Guaranteed no thistle, Johnson grass, Millet or fodder. Cash or good not. Phone W. R. Simmons, 257.

Mrs. J. J. McCasland has charge of

schools while he is away at Mineral Wells recuperating his health

might be added.

his section (the Bartonsite country) moon trip to last ten days or a fort- and 30 Saturday. The cattle come from 31. Tuberculosis was the cause of Miss Rikka Peterson, Public Steno-

grapher, at office of Ellerd & Lewis, Ellerd Building. Phone No. 60. 17 

According to the Amarillo News, J.

tragedy resulting in his death.

Editor Hughes of the Briscoe County Herald was over from Silverton Wednesday and stated that the farmers of that country expected to make more money this year than they would know what to do with. Come to Plainview. Ac.

The Misses Dorothy and Alma Moon of Lockney visited at the homes of C. E. and F. G. White the latter part of last week. Their family is from Iowa and has recently bought land

near Lockney.

There is a joyous rumor afloat to the effect that Plainview will probaare to become actual settlers in the bly have double-daily passenger ser-

> ed over to the Santa Fe by the construction company. Nothing positive can be learned yet however.

that the stock and farm conditions in points on a slightly delayed honey- Plainview, 41 cars of cattle Friday his sister, Miss Stella at the age of the big ranches below the caprock, the death. She had come to Plainnear Matador.

> Prof. W. H. Grimm and Prof. J. J. McCasland were re-elected superin- this high altitude was of no avail on endent of the Plainview Public schools

J. Suitor was run over and killed by spectively this week. These gentlea train in that town the first of the men have given the best of satisfac- mony was conducted at the Norwood week. Mr. Suitor was for years a res- tion the past year and Plainview is residence today by Rev. Ferguson and ident of Plainview, running a boarding to be congrautlated on securing them the body was shipped to the old home house and engaging in a real estate for another year. Being familiar with at Waco for interment. Her mother business the while. His many friends the town, the conditions and the chil- and sister came in Thursday in time

furnish even better service in 1912.

J. J. Simpson who owns one of the best farms in Hale County, situated a few miles south of Plainview, was in the Herald office Wednesday and left a representative sample of his wheat crop. The sample was two feet and a half high and was as pretty a color as one could wish to see. He says he has 550 acres just like it and expects it to make a big yield to the acre. Others who have seen the Simpson wheat crop say that it is the prettiest they have seen on the Plains. Unless some unforeseen calamity befalls Mr. Simpson will make history for the South Plains if not for the entire state of Texas this year.

The Callahan ranch house situated some fifteen miles southeast of Plainview was destroyed by fire last Sunday morning at about seven o'clock. Reverend J. H. Bone is just back The fire started in an attic quite a from Oklahoma and states that much distance from a flue and the "mouse damage has been done in that state and match" theory is the only way by a recent hall storm. We under- the cause can be explained. It was tf. stand that East Texas has also suf- a two-story six room building. The ting on some swell pictures the

who were living there, was also de- old when they get to Plainview. The stroyed save the piano alone. The motion picture show is a great edu-George Brewster of Lockney was total loss on both furniture and build- cational factor. It brings from many transacting business in our town the ing is estimated at \$3,000 and there lands and many climes the living like-J. W. Blanton, who recently pur- Wiley Brashear has gone to Lub- first of the week. Stated that Lock- was no insurance. The Callahan lands ness of strange peoples and strange chased land in the Plainview country, bock to accept a position in a tailor ney had taken on a good sized but and fixtures belong to Harp and Wil- scenes and is better than reading and Let us insure your crop against hail. gives out that he will move to this shop. Wiley's pitching will strength- healthy boom. Lockney is in a fine kins of this city and both they and cheaper than travelling. Monday, Fri--J. M. Malone Insurance Agency, section as soon as he can dispose of en the ball team of Lubbock too, it country. It is only twenty miles from R. G. Harp have the sympathy of the day and Saturday nights are the show Herald for the losses.

DIED on Wednesday at 4 p. m. at the view several years ago for her health and had practically regained same when she returned to East Texas and the disease got such a hold on her that her return here. She was a devout and principal of the High School re- Christian and member of the Methodist church. A short funeral cere-

> NOTIE TO HORSE AND MULE BREEDERS.

Will make the season three miles east of Plainview at the Grimes place with the following horses and jacks: One draft stallion; one standard bred trotting stallion and two good jacks. It will pay you to see the above stock before breeding elsewhere.

CLINT SHEPARD.

Last Friday night, the local Elks installed the following officers: E. H. Perry, exalted ruler; E. C. Keck, secretary; I. C. Wright, treasurer; P. B. Randolph, tyler; M. E. Sidebottom, inner guard; David Collier, esteemed 107al knight; J. W. Pipkin, esteemed lecturing knight; F. E. Hardin, esteemed leading knight. Several fine addresses were delivered by local members and by Elks from other towns, there being quite a number of visitors present.

Manager Kerr of the Alamo is putnights. They are only twenty days

15

if ter of the county and the purchasers

Plainview.

fered exceedingly from hall. Come furniture of R. G. Harp and family

to the South Plains.

# 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 Plainview, Texas

# **ALBERT HINN, Proprietor,-**

**Community Correspondence** 

comes to hospitality.

ed a very fine supper. The Spring ter at Estacado this week.

the Democratic party is to have an in- ed with a Democrat, making the Lake people are unsurpassed when it Mrs. John Ligon and children visit- ning. The statistics of the recent spe- publican majority, 8. ed Mrs. A. E. Pipkin of Abernathy cial session were as follows:

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#### THE HALE COUNTY HERALD, PLAINVIEW, TEXAS

#### PAGE SEVEN.



PAGE EIGHT

**Glad Easter Tide is Here** 

The Easter festival, with all its symbols of resurrection, is generally cele- and the fit of her gown in the back, brated throughout the northern hem or has her gaze bent on the preacherisphere. The pagans dwelling in the who knows, or who dares to say if he forest rejoiced when the spring flow- does know? ers came out, the birds returned, the | Since women occupy the spot-light meadows became green and the ice on the day of the egg hunt, we would fore Oreste, the goddess of spring, the and her attire. But it might not be exlands knew that the sun rays trans- a subject that has stalled the greatformed the earth with their warmth, est poets of the world. Most women and these and the legends told among are of two types-the Dora type and the folk of many beliefs made the hu- the rule-or-ruin type. Speaking genman ready for the greater hope that erally they have been the soul of evit, too, having passed the winter of ery masterpiece, and the spirit of evage and death might rise again from ery tragedy; the builders of homes, the grave.

the paschal moon, and the Christian olution. But of all species of femichurch, willing to admit all faiths to ninity we like the Easter brand best. support its truths, fixed its Easter She is not Dorafied nor is she rule-or equinox, March 21. If by chance the toggery and knows it. We know it. full moon falls on that Sunday, then and she knows that, which is perfect-Easter is the Sunday after. Thus it ly all right. Her ears-two pale little happens that this is a season for rejoicing for the pagan, Jew and Chris- ly whispers-her mouth, rather large tian, and considerable credit should but not large enough-her teeth, litbe given those venerable fathers of the icicles-her eyes, deep places full the church who decided so wisely and of something shadowy and dank and so well.

is naturally associated with Easter. ored royal purple! The butterfly, emerging from the cocoon, is spoken of obscurely, though the while her husband, or if a maid, the Egyptians use the butterfly as ty- her father, is thinking about how he pical of the soul. The custom of color- is going to pay for that Easter hat. ing eggs came from the Persians, who have an old told tale of the "god of that's harder for a man. We know good," Ormuzd, and the "god of evil" but little of the difference between Adriman, creating eggs, and these be- drop-stitch and stuff applique, or bias ing broken together by the wise men, and gored, or ruffie and plait; also confused good and evil in the human what and how is a Marcelle wave and life.

the Greek and Roman Catholic chur- from blowing. All is mystery as far ches is the lighting of the Easter can- as we are concerned. dles from the Paschal candle, which burns to flame on the altar. The sanctuary is dark, the priests intone, then suddenly the light is seen, those which is passed from candle to candle of the kneeling multitude. All join in a song of Thanksgiving, "Glory in | Man, no doubt, will be dressed as with the light which is to keep the up by contrast the delightful costume home altar bright until another Eas- of his lady. But just as the Easter ter greets his neighbor. "Christ is lilly draws its sustenance from the

indeed." churches of Plainview and for many days the merchants have been arranging thrones for Easter hats and gowns. artistic windows on display in ter time. We hope the men of Plain-Plainview that we have ever seen. dow decorators in the state and they furnish the town with quite a metropolitan appearance. What would Easter be without the Easter girl, the Easter hat and the Easter curl? In short, how dull Easter would be without women! Easter is a woman's festival, or rather an occasion when the woman pulls off the grandstand plays while mere men sit in the seat of the observer. How Eas- vins of Memphis at that town; Miss ter would lose interest in the mind of Santa Wright, daughter of Mr. Leroy the merchant if there were no wom- Wright of this city, to Mr. Chas. Pen-

you don't, your neighbors don't and the people don't. So we get the official chemist of every state in the Union to analyze it and tell what he finds; of course they find what we put in;

lead zinc, and oil, a little turpentine left the rivers. The Saxons bowed be- be glad to describe the Easter Woman dryer, and color for tints. And that's paint. Every agent has the analysis of Devoe by his state Chemist. Romans made garlands for Aurora, pected that a prosaic quill-driver of the fire worshipper of the Persian up- a country editor could do justice to and what do we find? terials as Devoe; all paint; pure paint; but we find no one of the same proportions as Devoe; no one so strong. side of these other paints, and findingout how they work; what it costs to and the wreckers of hearts; the partpaint Devoe; what it costs to paint The Jewish passover depends upon ners of evolution and causers of revthose several paints; how they wear alongside and comparatively. results. A gallon of Devoe goes furth-Sunday as the first Sunday after the ruin-always. She is beautiful in her er than any other gallon of paint; it therefore saves both parts of first cost of job, of paint and labor. It makes the best job of the lot, besides. blossoms as though made to catch on-It takes years and experiences by the thousand to find that out. Alfalfa Lumber Company sells our wholly sweet, like violets at nightpaint. The egg, a symbol of renewing life, her voice, still and small, silence col-

> There's your Easter lady, but all Here Are Facts we Want You to Prove

Speaking of hats and gowns, now "93" Hair Tonic has grown hair on heads that were once bald. Of course in none of these cases were the hair roots dead, nor had the scalp taken on a glazed shiny appearance. as to whether or not it is in style, and

The most impressive ceremony of the best creams to keep peach-bloom

But it seems to us that the hats and gowns are utter-yea, even more utter than they were last year. We know how they will make the ladies or permanently stain the hair. nearest the altar catching the fire, to look already-slimmer than before. like lillies on a stem and just as alall "93" Hair Tonic and use it as diluring.

rected. It it does not relieve scalp irritation, remove dandruff, prevent the Excelsis," and the faithful, going home | plainly as possible in order to show hair from falling out and promote an increased growth of hair, and in every way give entire satisfaction, simply come back and tell us, and without Risen," and hears reply, "He is risen plain earth, just so do men furnish the question or formality we will hand dough for the Easter toggery of the back to you every penny you paid us Easter will be celebrated by all the ladies and we may therefore as well for it. Two sizes, 50 cents and \$1.00. mention the men en passant. Sold at our store-The Rexall Store.

Man is a pretty good sort of grub-The Wyckoff-Willis Drug Company. worm but he is not a glow-worm and There are some of the most beautiful he is to see and not to be seen at Eas-BEWARE OF OINTMENTS FOR CA-

THE HALE COUNTY HERALD, PLAINVIEW, TEXAS

LETTER TO J. W. PIPKIN.

Plainview, Texas.

Dear Sir: We make Devoe and of course know what there is in it; but

We also analyze all other paints,

We find eight made of the same ma-

And people are trying Devoe along-

There's no guess in any of these

Yours truly.

IT GROWS HAIR.

at Our Risk.

Marvelous as it may seem, Rexall

Rexall "93" Hair Tonic acts scien-

tifically, destroying the germs which

are usually responsible for baldness.

It penetrates to the roots of the hair,

stimulating and nourishing them. It

is a most pleasant toilet necessity, is

delicately perfumed, and will not gum

We want you to get a bottle of Rex-

F. W. DEVOE & COMPANY.

FRIDAY APRIL 14TH, 1911.

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# **Don't Forget That Our Closing Out Sale IS STILL ON**

In order to move these lines out as rapidly as possible and place us in a position where we can build up the lines we wish to continue, we offer you

### Thousands of Dollars Worth of Valuable Merchandise at Closing Out Prices

This is the season of the year when you will likely need Laces, Embroideries, Ginghams, and many other items we have in stock, at Closing Out Prices.

#### If you need Clothing this is a good time to buy

#### We also have a small line of Linoleums, Mattings and Carpeting to Close Out

We wish also to call your attention to the fact that we have a good line of Shoes, Hats. Shirts, Overalls, Trousers, Underwear, Hosiery, Etc., which we would be pleased to show you through and give you prices on.



Some claim that Easter is degenerating into a carnival of hats and gowns. Far be from us to say. Whethveying the hat of a Lady Ahead and partners were good.

view have that idea in their knots, if Plainview has some of the finest win- not, the sooner they wise up the better it will be for them

On the whole we think Easter will be celebrated with due courtesy in range the whole system when enter-Plainview.

Among the marriages of last week in which former Plainviewites participated were Bert Wooldridge, formerly

people were numbered with the cream the genuine. It is taken internally of Plainview's society when here, and er at church the Lady Behind is sur- we are sure their choices for life-

# **Offer Extraordinary.**

THE HERALD PUBLISHING CO. has made arrangements that enable it to furnish its subscribers the HERALD and the Amarillo DAILY NEWS both for \$5.00 per year.

The Two Great Leading Papers of the Plains For the Price of One

Land Surveying, Etc.

If you are going to have your land surveyed; a map or a plat made, or if you wish a blue print struck off or levels taken of your section, get a good man who guarantees his work to be of the best, without waiting 'til "Kingdom Come" for it.

#### THOS. P. WHITTIS **Civil Engineer and County Surveyor** Plainview, Texas **Office at Court House**

CURY.

as mercury will surely destroy the Have Made Many Plainview Residents sense of smell and completely deing it through the mucous surfaces. Such articles should never be used except on prescriptions from reputable physicians, as the damage they will do is ten-fold to the good you can possibly with the local yard of the Wooldridge derive from them. Hall's Catarrh Lumber company, to Miss Myrtle Ca- Cure, manufactured by F. J. Cheney & Comapny, Toledo, Ohio, contains no mercury and is taken internally, acting directly upon the blood and mucous surfaces of the system. In buying land, at Milford, Texas. Both young Hall's Catarrh Cure, be sure you get and made in Toledo, Ohio by F. J. Cheney & Company. Testimonials

Sold by Druggists. Price 75 cents per bottle. Take Hall's Family Pills for Constipation.

#### FOR CONSTIPATION.

Medicine That Does Not Cost Anything Unless It Cures.

The active medicinal ingredients of Rexall Orderlies, which are odorless, tasteless and colorless, is an entirely new discovery. Combined with other extremely valuable ingredients, it forms a perfect bowel regulator, in- amused a choice crowd at the Schick testinal invigorator and strengthen- last Tuesday night. It had been well er. Rexall Orderlies are eaten like coached by Miss Mary Williams, of the candy and are notable for their agree- | Wayland Baptist College faculty. In ableness to the palate and gentleness the cast were numbered some of the of action. They do not cause griping social elect of the town, in all about or any diagreeable effect or inconven- eighteen. The amusing feature most ience.

purpose, they do not create a habit, The Work of Mayor James R. DeLay but instead they overcome the cause of as the "Littlest Kid" in the difficult \*\*\*\*\*\*\*\*\* habit acquired through the use of or- stunt of making a noise like a caterdinary laxatives, cathartics and harsh pillar going to his Rip Van Winkle physic, and permanently remove the sleep, was particularly painfully ludcause of constipation or irregular bow- icrous. From where the Herald man el action.

We will refund your money with- lude the people as to his age. But it out argument if they do not do as we fruitless for he dropped his milk botsay they will. Two sizes, 25 cents and the, which he had been handling as 10 cents. Sold only at our store-the awkwardly as a cub bear, and broke it. Rexall Store. The Wyckoff-Willis This proves that it has been many Drug Co.

#### NEVER OUT OF WORK.

are Dr. King's New Life Pills. Every Conly 25 cents at all Druggists.

HAPPY RESULTS.

Enthusiastic.

No wonder scores of Plainview cit- high; a mare and a horse; the mare izens grow enthusiastic. It is enough to make anyone happy to find relief after years of suffering. Public statements like the following are but true representations of the daily work done in Plainview by Doan's Kidney Pills.

Street, Plainview, Texas, says: "About five or six years ago, I used Doan's Kidney Pills for my kidneys and received great benefit. I can heartily recommend this remedy for lameness across the back and kidneys and I also know that it can be relied upon to remove the feeling of languor which

is caused by inactive kidneys. Recently I got a supply of Doan's Kidney Pills from the R. A. Long Drug Company and found them just as effective as when I first used them." For sale by all dealers. Price 50 cents. Foster-Milburn Company, Buffalo, New York, sole agents for the United States.

Remember the name-Doans-and take no other.

# The "Business Men's Kindergarten" impressive was offered in the sight of Unlike other preparations for a like dignified grown-up in infantile games. sat it looked like a sly scheme to de-

many years since Jimmy subsisted solely on a milk diet. Ellis Carter as "Buster Brown" was charmingly kid-The busiest little things ever made like. Fire-chief Klinger proved that he was a noisy but precocious little

pill is a sugar-coated globule of health, chap in the bloomer age. W. S. Reid, that changes weakness into strength, who is a grandfather, rolled back languor into energy, brain-fag into about a million years and proved to mental power; curing Constipation, be a very likable little fellow. The Headache, Chills, Dyspepsia, Malaria, entertainment was for the benefit of the fire boys.

LOST-\$5.00 for their delivery to Seth noon at 2:30 p. m. Sermons will be Ward College, Plainview, or \$2.50 for held in the German and English laninformation that will lead to their cap- guages. All Lutherans are particuture, one pair of red sorrel buggy pon- larly and the public generally invited. ies, about fourteen and a half hands

has one white hind foot, with little white in face. The horse is a little larger and redder colored than the mare, both of which were unbranded. I think. One or both show collar mark on top of neck. Wire G. R. Fort, Seth Mrs. P. D. Hunsaker, 1109 E. First Ward College, Plainview at his expense

> Let the HERALD have your order for Visiting Cards.

EMIL RECKNAGEL.

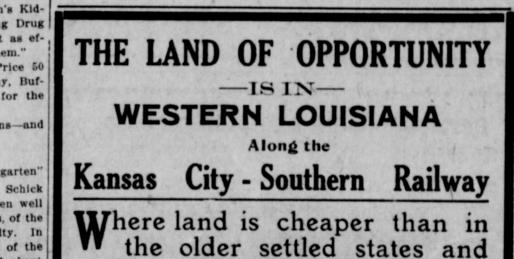
Evangelical Lutheran Pastor, Plainview, Texas.

Let the HERALD have your order for Visiting Cards.

FOR SALE.

130 choice breeding ewes with 130 February lambs following. Address R. M. Harp, Ellen, Texas.

There will be a Lutheran service at If you want a pleasant time this the Pentecostal Nazarene church, summer, buy a Brush car. See G. M. Plainview on Easter Sunday, after- Janes, Box 131, Plainview, Texas. 15



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, properly 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. NICHOLDSON, Immigration Ag't, K. C. S. Ry. 110 Hughes Building, Kansas City, Mo.