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


Plainview Is the Fountain for Erudition in the Great Plains Country.....
$\qquad$


| A SWELL RECITAL <br> Thursday night, May $25 t h$, at the |  |  |
| :---: | :---: | :---: |
|  |  |  |
| Thursday night, May 25th, at the Schick Opera House, the first annual |  |  |
| partment of Wayland Baptist College |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| citative. This department is in charge of Mrs. Rurie V. Littell and she has |  |  |
| had a large class the past year. Not |  | Amording Meatle |
| ost every manner of musical instru successful instruc |  |  |
|  |  |  |
| tor as well, as evidenced by the high quality of the executions of her pupils |  |  |
|  |  |  |
| wich they played. |  |  |
|  |  |  |
|  |  |  |
|  |  |  |  |
|  |  |  |  |
| erves. However, the solo work of |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| ny sort of a critie, the audience las night listened to the work of a futur |  |  |
| master. Miss Van Deventer, who has |  |  |
| Boston, was a |  |  |
|  |  |  |
| soon as she stepped on the stage. Herrendition of the dimcult readings, |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## 

 Talented Te$\qquad$

## BIG CROWDS <br> AT SETH WARD

METHODIST COLLEEE COMMENCE.
MENT MARKED WITH SUCCESS. Best Year In LIfe of College; Gren
er Thlugs Belug Planed for Each day of the Commencement at Seth Ward College was one grand
round of success. Saturday night was
the date for the annual debate and a the date for the annual debate and a
substantial crowd was out from town.
The subject was "Bent The subject was. "Resolved that N
Municipaltiy, County, State nor th Municipaltiy, County, State nor th
United States Government (except United states Government (except in
case of threatened or actual war) shall
fasue Bonds for any Purpose Whatsoever." The negative was given the
deecision and Mr. Horace EEmondson,
one of the speakers on this side, was





| WAYLAND BAP. <br> TIST COLLEGE |
| :---: |
| CEMENT BEGI DAY, JUNE 3R |
|  |



## AN EXCELLENT ENTERTAINMENT


Hard upon the heels of Seth Ward
College Commencement comes the
close of the school year at Wayland close of the school year at Wayland
Baptist College, Plainview's other deonminational institution. And only last week marked the finis of the pub-
lic school session for 1910-11. Plain-
 ave cost more than $\$ 300,000$ and the
otal valuation of the property of the
ollars.
But this is digressing from the subject. Wayland Baptist College is the
largest and lustiest year old baby
ever crowed over by tts fond mother.
And if you doubt that Plainview is
proud of her latest born, just try to roud of her latest born, Just try to
and a seat in her crowded chapel at
he commencement exercises next Following is a brief prospectus of
he program for the entire four days:
Saturday June 3, 8:30 p. m. 1. Wocal Quartette; 2. Contest for the Gold
Medal offered by Richards Brothers Collier for the Best Reading or De-
clamation; 3. Male Quartette; 4. Decision of Judges.
Sunday Worth at the First Baptist Church, 11
'clock, a. m. Monday, June 5th, $10 \mathrm{a} . \mathrm{m}$. at the
College Auditorium: 1. Song by Con-

gregation; | College Auditorium: 1. Song by Con- |
| :--- |
| gregation; 2. Plano Duet-Misses |
| Longmire and. Butteroau, $\quad$. Bacul. |
| laureate Address by President K. L. L. |



On the following aight, Wednesday
May 24th, the annual oratorical con-

I. O. O. F. HOME gerous period coming on shortly be- plomas.
fore her death. Consequently several ${ }^{\text {of }}$ Monday $8: 30$ p. m. College Auditor-
of her ehildren were not present at Mum: 1. Music; 2. Prohibiton Orator-
this unfortunate occurrence We un- fin
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
ay will be a monster. It will be a
cala occasion for all the people of
he South Plains and not a dull hour
anco
has been planning for this event for
some time and now his arrangements
are completed for one of the most
pretentious affairs Plainview or the


.
Community Correspondence


John Gaylor went to Fort Worth the
tore part ot the week to have on oper
ation pertormed. Bright Baggley, his uncle accompanied him.

William Brush was a visitor
Platinview Saturday and Sunday. Mr. and Mrs, Brennaman returned
to their home at Topeka, Kansas, Mon-
day after spending several days at the day atter spending several days at the
mhoe of the latter's parents, Mr. and

Ira Hostetter and Miss Joann Skip-
Worth were married Sunday atternoon wortsix oelock at the home of the bride's
arents, Mr. and Mrs. F. T. Skipworth. The ceremony was performed by Rev. Kress. Miss Mullian Kedding march. The briad was s reses-
we in White Satit and the house was decorated with pink roses. All rela
tives were present and a fine dinnee

|  | Miss Wildering King and Miss Rich- |
| :---: | :---: |
| spring lake. | ter were guests of Mrs. James Pul last Friday. The young ladies |
| have to beg pardon and give | from Plainview. <br> CORRESPONDENT |
| have been too busy." |  |
| ner home we used to say, "More | whitfield. |
| de it is "More rain, more work. |  |
| d we certainly enjoy the last ren | 起 |
| ding the most. | last Tuesday. |
| ss Judd, of Topeka, Kansas, left | - |
| her home Wednesday. Miss Judd |  |
| taught one of the Spring Lake schoois |  |
| winter and greatly endeared her- | the past few y |
| tructor and sympathetic and lov- | Cotton is coming up fne in this |
| great regret that we parted with | locality. A nice stand and a good |
| ss Judd, as we wer | large acreage. |
|  | Mr. and Mrs. E. C. Dodson were guests of Jas. Pullen last Sunday. |
| Miss Mildred Gilbert closed a very successful term of school at Big square, Tuesday. Miss Gilbart is a | H. J. Racjen was in these Monday, taking school census. |
|  |  |
| The baseball team | Hay Dodson |
| of the game gave a very ine |  |
| ititerary and mustcal program. "tiey | house Saturday night |
| also treated their friends to fee cream |  |
|  |  |
| ton, Vore, Head |  |
| Nice Brothers, our sheep men, re- |  |
|  |  |
| de the epring and but fow lose | vsur: |


 young tolks were treated to candy
and at three óclock, tce cream and
 wards of Plainview. The party
be remembered by the little folks to many years to come. Those prese
ber Were: Helen Hubbard, Erose pooeker
Lida Lida and Della Rathjen, Mary an
Beulah May Dodson, Beulah and v Beulah May Dodson. Beulah and V
ola Williams; Harold Dena and Gie ola wiliams; Harold Dena, and Glen
Hubbard, Walter Boedeker. Paul and

$\qquad$
$\qquad$

| by a mad horse. |  |  |  |
| :---: | :---: | :---: | :---: |
| Samuel Birch, of Beetown, Wiscon |  |  |  |
|  |  |  |  |
| lio lig ha lieg, aslosinghe trightful sore |  |  |  |
| the trightful soreat last Bueklen'satit completely |  |  |  |
| it completely. ${ }^{\text {er of }}$ (1tser of uleers, burns, |  |  |  |
| scalds, cuts, corns, cold-sores, bruises and piles on earth. Try it. 25 cents |  |  |  |
|  |  |  |  |
|  |  |  |  |

NEW bRick home For randall
Cocity news.
The contract was let this week by
the Randall County News tor the con-

| The contract was let this week by the Randall County News for the con struction of a new brick home on lo 15 , block 31 . The building will be one-story, $30 \times 71$ feet with 12 foot ceil |
| :---: |



## Will You Graduate



## A. L. HAMILTON \& BROTHER

Flues, Tanks, Milk Troughs, Camp stoves, and all kinds of Work.

Repairing Neatly Done On Short Notice.
Plainview
texas


Dr. Pierce's Golden Medical Discovery

## 



## 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此s taken of your section, get a good man who guar"Kingdom Come" for it

THOS. P. WHITTIS Civil Engineer and County Surveyor
office at Court Houso

# A Page for Farmers and Stock Raisers 

| Professional Cards <br> $+{ }^{+}+++++++++$ <br> Dentist <br> Offlee: Rooms 14 and 16, <br> Donohoo. Ware Hotel Bulld liug <br> Phones: Office, 197; Res., 1 <br> $+{ }^{+}+{ }^{+}+{ }^{+}+{ }^{+}+{ }^{+}+$ <br> $+\omega+++++++++$ <br> L. C. WAYLAND, <br> Physlelan and Surgeon <br> Offlee: Rooms 16 and 18, <br> Donohoo-Ware Hotel Bulldlag <br> Office Phone, 197; Residence, 20 $\qquad$ <br> $+*++++++++$ <br> Dentist <br> Rooms 8 and 4 <br> First National Bank Bullding Phone sos $\text { CHAs. }+ \text {. }+ \text { BARR }+$ <br> Veterlnary Surgeon and Dentist Office Wyekeff.Willts Drug Co. <br> Phones: <br> Office, 4; Residence, 291 <br> $+*++++++++$ <br> piano tuning <br> Aetlon, Regulating and all Limd <br> of Repairlug done. All wort <br> guaranteed strietly first-elass. <br> Drop me a postal and I will cail. J. H. EDWARDS. <br> At Bowron's Jewetry Store. <br> ++++++++++ + <br> ANDERSON a GIDNET, <br> Physlelans and Surgeons. <br> Offlees: Ist National Bank Bldg. | THE NEWSPAPAR MAN'S MISSION <br> COL. HENRY EXALL GIVES EX. <br> CELLENT ADVICE. There is Interesting Food For Thought In This Artiele,-Read It Through. <br> Col. Henry Exall of Dallas, President of the Texas Industrial Con. gress, who was prevented by illness from addresing the annual convention of the Texas Press Association at Port Lavaco on the "Newspaper's Mission; his regrets in his enforced absence from the meeting in a letter to the Association as follows:- <br> The Texas <br> Dallas, Texas, May 10, '11. <br> Press Association, <br> Gentiemen: <br> I deeply regret that at the last moment, sickness makes it impossible for me to give myself the very great pleasure of having a heart to heart talk with the members of the Texas Press Association. 1 had looked forward to this meeting with constantly increasing pleasure, as I am especially anxious to have an opportunity to tell you all personally how grateful I am for your splendid co-operation in the keeping before the people of Texas the information that the Texas Indus- <br> The Part the Papers Play. <br> The well equipped modern newspaper office with an honest man, full of the love of mankind, backed by ability and energy, is positively the greatest power for good on the face of the earth, but it is well to remem. ber that the responsibility is fully equal to the opportunity. The dally or weekly message to the hundreds of thousands, as the case may be, is to a large extent for the weal or woe of the multitude that read and heed the wholesome advice of a wise and kindly advisor, or drift into error when the editor himself is wrong. Editors like preachers and school teachers, as a rule, talk to a crowd that cannot talk back. It is therefore necessary that they search themselves, and be sure of their premise and deduction lest they take themselves too seriously and become autocratic and dictatorial, thus losing to a great extend the mellowing power of kindness, the strongest factor in success- tural methods,-so little has been done to conserve the fertility of the earth, so constantly have we mined, rather than farmed it, subtracting from it without adding to it, that the aver- age crop of corn and wheat combined per acre in the United States is less than it was forty years ago. The pop- ulation is increasing at a terriffec rate and production is constantly decreas- ing. The grain acreage increase for the past ten years has been about 23 per cent; the production has increas- ed abot 35 per cent, but the consump- tion has increased 60 per cent. Startling Statistics. Ten years ago we produced about 500 million bushels of wheat and ex- ported 37 1-2 per cent of it; now we produce 700 million bushels of wheat and export 17 per cent. In the same time our corn crop has grown from 2 1-4 billion bushels to $23-4$ billion bushels, but the home demand has so increased that our exports have fallen from 9 to 3 per cent. For all these years we have been in the proud position of having corn and wheat for sale, and cheap food for all our peo- ple, but unless we immediately and radically change our agricultural methods, we will within the next few years be buyers of food. The perti- nent question is: "Who will have it for sale at any time at reasonable prices? It behooves us therefore to save and use every particle of fertilizing matter that is within our reach. The nitrogen, phosphorous and potash in the stalks from 100 bushels of corn are worth in carload lots today, if we had to buy it, $\$ 10.55$. The same min- eral elements in the stalks from a bale of cotton are worth $9.69 ; ~ a s ~ a ~$ | in manufacturing to work up the raw material now being shipped out of the state and we have only one-fifth of our area under cultivation and our mineral are practically untouched, but a billion dollars is quite sufficient for a starter. <br> The association will begin with a statewide campaign for the patronage of home industries and merchants, jobbers and consumers in Texas will urge to demand goods that are "made in Texas" whenever possible to do so. The home patronage of our present factories would result in flooding them with orders and enable them to enlarge their plants and make it much easier to secure factory investment. Every citizen in Texas can join in this campaign and by patronizing home industries get better goods and cheaper goods, as well as provide a home market for our products. The campaign for patronizing home industries will be carried on vigorously until the whole state gets the "factory spirit" and then attention will be turned towand bringing factories to Texas. <br> The association has had under advisement for some time the organization of a delegation of strong business men of Texas to visit the manufacturing and financial centers of the North and East and bring them face to face with Texas opportunities. Governor Colquitt has agreed to head the delegation and the committee will go this fall or as soon as our citizenship gets in line with progress by demanding that our factory products be "Made inTexas." A trip of this sort will go a long ways towards setting Texas right with the outside world. <br> Texas is today the most inviting field on the globe for capital and when our opportunities are understood and our citizenship ready to welcome factory investments by patronizing their products, we will experience no dif. ficulty in building up a civilization that will be the marvel of the 20th century. <br> AUTO BORGAIN. <br> New, two-passenger, torpedo Hupmobile, used six weeks, mileage 750 , better condition than when recelved from factory. Will sell at liberal reduction in order to get four passenger car of same make. For information see S. M. Earhart of McAdams Lum. ber Co. | PRIZES FOR <br> WILL GIVE MIGHTY IMPETUS TO <br> BETTER FARMING. <br> Hale County Should Not Lag Behind <br> in This Important Proposition. <br> Probably no other state surpasses Texas in the number and value of premiums offered for the largest and best yields of various farm and garden products raised in the state this year. From reliable sources the Texas Industrial Congress has received reports that indicate a total of $\$ 30,000$ in cash prizes, and additional premiums, consisting of merchandise, seed, etc., amounting to $\$ 5,000$ to be awarded. <br> The prizes are being given by the Texas Industrial Congress, local commercial clubs, merchants, banks, and individuals. Premiums are offered on a variety of farm and garden produtes, but corn and cotton are the principle crops for the best yields of which prizes are to be given. In value, the $\$ 10,000$ in cash is offered by the Texas Industrial Congress heads the list, while a number of counties are each offering premiums that aggregate from $\$ 500$ to $\$ 1,000$. Including the members of the boys' corn clubs, there are perhaps ten thousand contestants for these prizes, and the results are certain to be apparent in the total agricultural production of the state for 1911. <br> The Plainview country is rapidly building up a reputation as a banner agricultural district. There is no bet. ter way to accelerate progress in these lines than by hanging up prizes for the farmer. There is no reason why we should wait until a few weeks before the fair this fall before announcing prizes. Now is the proper time to work up a list of prizes and to announce them that the farmers may know what they are working for. Hale county should not lag behind the eastern portions of the state in this respect. <br> FLIRTING GIRLS. <br> We see in an old exchange where a fifteen year old girl in a neighborhood town (surely it was not this city), | ARM PRODUCTS <br> who was in the habit of making the trains and flirting with the trainmen succeeded recently in landing a beau. She gayly consented when he asked her to walk home with him. Her new ly-formed acquaintance asked her to be led to hen home, and arriving there boldly rang the bell. Her mother came to the door and Mr. Travelling Man delivered a short lecture some thing like this: "Madam, here's your little girl, I picked her up at the de pot, a place where girls of her age should not go alone unless on business. I have a daughter at home about the age of this one. I am away from home a great deal and don't know for certain whether my daugh ter meets the train and flirts with the trainmen and passengers or not but if she does, I hope someone will do that which I have for you-take her home to her mother." <br> EXTRA FINE WHEAT. <br> J. J. Simpson of Hale County, Ha Heading Crop. <br> Mr. J. J. Simpson, who lives in the Ellen community, 15 miles southwest of Lockney, was in town last Friday with a sample of his wheat crop, which is heading and promise to make a big yield. This is the finest sample we have seen of this year's crop. The stalk is three or three and a half feet high, and the heads are well formed. Mr. Simpson says he figures he will make twenty to thirty bushels per acre without any more rain, provided hail does not strike He has 550 acres in wheat this year, and the entire crop is in fine shape and promises a big yield. He hat sixty acres already headed, like sample brought in, and the balance of the crop varies in size and condition owing to its age. He began sowing wheat September 13th, 1910, and fin ished February 2nd, 1911. The firs planted is the wheat that is headed. <br> Mr. Simpson is very enthusiastic at to the outlook for the wheat crop thit year on the South Plains, and saye that indications points to the biggest harvest this country has ever known -Lockney Beacon. |
| :---: | :---: | :---: | :---: | :---: |


| COCHRANE'S |
| :--- |
| STUDIO |

## DR. COX'S

Barbed Wire LINIMENT
 tor tamily
drugglets.

Dr. Cox's Painless Blister
$\qquad$ etunded. For sale by all druggists

## By this we advise yo taken all of our land

## alpalfa skei

Plains grown alfalfa seed for sale
Three times winner at the Dallas Fair Guaranteed no thiste, Jehnson grass, Millet or fodder. Cash

THE NEWSPAPAR MAN'S MISSION



## has been enabled to reach more than one million people twelve or fifteen times between the past four months.




 In this connection it is well to remem-
ber that despite the fact that within the past forty years we have put int
cultivation the mator part of the gre cultivation the major part of the great
prairie platins, the richest body prairie plains, the richest body
land of like fertility on the face earth, comprising what is known a the Mississippt Valley and including
the black belt in Illinois and wes through Iowa and the Dakotas an
touthwest, through Kansas, Nebraska Oklahoma and Texas, and notwith standing the fact that great improve al implements of all kinds for cultidvance has been made in seed ection, and some improvement in cul

## Beginning Saturday, May 27

 Continuing Until Saturday, June 3,We will offer you some Special Prices on the following lines:

Cluett dress shirts regu'a price $\$ 2.50 \quad$ Special price $\$ 2.00$
1.75
1.50
1.35
1.50
1.20

## Other Brands of Shirts at Reduced Prices

All low cut shoes and Oxfords for men, women and children at 20 per cent discount.
Men's and boys' hats 20 per cent. discount
Men's and boy's dress pants 20 per cent. discount

## Special Prices

on suspenders, overalls, jumpers, work shirts, gloves, neckwear, belts, collars, Etc., Et

## Remember we are Closing Out

our piece goods, silks, notions, skirts, shirt waists, linen coats, wool suits, laces, embroideries, braids, etc. You will find many bargains in these lines at prices that will interest you

Also we have a nice line of parasols to close out.
Yours Truly
Wayland Dry Goods Co
Southwest Corner Square

TOM SHAFER, Publisher
Z. E. BLACK, Editor

Phones-Business Office, 72; Manager's Residence, 14
$\begin{gathered}\text { Entered as second-class matter at the Post Office in } \\ \text { Lainview, Texas, under the act of March 3, 1879. }\end{gathered}$
communications, remittances, ete., should be ad
ed to THE HERALD PUBLISHING CO., Post Offic 368, Plainview, Texas.

## All announcements of any church pertaining to services welcome to the columns of The Herald FREE; but any

ain en ange
(Avariably in advance.)
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
be passed out to honest men by honest
methods. I believe in working, not weeping;
in boosting, not knocking; and in the pleas.
ure 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 kind.
ness, in generosity, in good cheer, in friend-
ship, 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.

THE COWBOY'S PRAYER
(By C. B. Clark, Jr, in the Snake River Sentinel.)

## 

 $w$ that others find your work and called it goo That's sifted down through tinted winyet 1 seem to feel you near tonight yet 1 seem to feel you near tonight
In this simm, quiet starlight on the plains

$$
\begin{aligned}
& \text { thank you, Lord, that } 1 \text { am placed so well; } \\
& \text { That you have made my freedom so com, }
\end{aligned}
$$

Or weakeyed prisoner of wall and street.
itet me live my life as I've begun
And give me work that's open to the sly
Make me a partner of the wind and sun 1 shy
Let me 1 won the ask a life that's soft and high.
make me square and generous with all;
mass, sometimes.
eress, sometimes, Lord, when I'm in town,
onest as the horse between my knees, as the hawk that circles down the breez e, Lord, when so times 1 forget, understand the reasons that
the things that gall and fret.
an eye on allt that's done and said,
ight me sometimes when I turn aside ght me sometimes when I turn aside
me on the long dim trail ahead
cretches upward towards the great divid


 Bute fho lihat of of
some business for The chan crs are that, without treparation, he fails
and dermers to the farm. In his agrieultural educa-
tion tion he has been advanced not a single step by thit


 A MILLLN N DOLLAR IDEA for the cold drink
dispensatores serve buttermilk this
season.
The




 8 in oratory this year goes to
Possibly china is trying to have
 d by an almond-eyed son-ofr another white m
e race coming to

## Year

## IN THE MEXICAN WAR, there has been only one case of typhoid fever among 18,000 ondidiers in wo months as against a record of 20,000 cases among

 \begin{tabular}{l} lifín <br>
dia <br>
ja <br>
is <br>
oe <br>
we <br>
to <br>
ju <br>
ju <br>
a <br>
a <br>
co <br>
<br>
\hline
\end{tabular}

## 而




 acros the few South Plainists who are continually
worrying! Just as soon as the rainfall assures a
good season for wheat they begin to worry about
hot winds-when all New Mexico is dripping mois-

NEWS AND NOTES AT RANDOM one peyny postage tery prob Admitting this premise, there should never bo a case
of sickness on the Plains. And seriously this infer-
ence is not far from the truth.
BETTER SCHOOL HOUSES and better teachers
nean Detter schools. Better schools mean beetter cit.
$\begin{aligned} & \text { Poor advertising. A dirty apron on } \\ & \text { a butcher and weedy } \\ & \text { heart of a toenn. } \\ & \text { Now that Plainview's mayor is back }\end{aligned}$
Now

|  |
| :---: |
|  |  |
|  |  | $\begin{gathered}\text { Arguments of } \\ \text { Price of Cortety } \\ \text { Halge } \\ \text { Haled. }\end{gathered}$

Should cuting a compaign for the passage of
a congressional measure are to be followed by officers of the National One Cent Letter postage association a
next falls session of congress when a bill providing for the lowering of the
rate on first-class postage matter, inrate on first-class postage
cluding all letters, from two ce
one cent will be introduced.
Instead of maintaining an ex
lobby at Washington, to "gum shoe"
among the legislators and to seek by
corrupt means or otherwise to secure the reform which is sought, the offlicers of the association expect to bring suf-
ficient pressure to bear from "home interests" to induce a majority of con.
gressmen and senators to approve the
The assoctation now consists of hun-
dreds of members located in nearly very state in the union. For the most
part they are prominent heads of blg manufacturing and mercantue con-
cerns who realize that they are en-
itled to a one cent rate on ordinary
letters.
From
are the driest that Texas has ever ex.
perienced according to the weather
bureau. And we hope these years
will continue to hold the record in
The fly disseminates disease,
So therefore you should swat;
Unswatted flies are very bad.
But swatted flies are not."
of yes, you hear grumbling once in
a while. But that's only because
Plainview has a few loafers. It's al-
ways the loafer, not the poor, hard
working man that complains about the
conditions.
The last two years taken together
are the driest that Texas has ever ex-
perienced according to the weather
bureau. And we hope these years
will continue to hold the record in
good work done this week in the weed-
cutting line. Many of our citizens are
clearing their premises of these un-
sightly and unwholesome pests also.
Nine ministers of Los Angelos got
their heads together and worked up
a sermon between them. On the fol-
lowing Sunday nine congregations his-
tened to this fruit of collaboration
and it is said the interest was much
better than usual.
Many farmers do not know whether
the hens pay or not, because they
keep no account of them. Give the
hens a page on the farm ledger, but
frst get the ledger. How many far-
mers in Hale county keep books on
meir farms?

The citizens of Muskogee, Oklahoma, propose t
keep at home the $\$ 200,000$ which has been distrib uted among summer resorts all over the country
during the past seasons. This will be accomplished by the organization of a "Stay-at-Home" Club of
at least a thousand members who have been going
away tach summer away each summer. Dues of a dollar a month wil concerts, pienics, open-air theatricals and othe
ammusements all during the hot months. It is als likely that a summer camp will be established i
some favorable spot within a few miles of town
Have you ever heard of a more sensible plan tha Have you ever heard of a more sensible plan tha
this? If every citizen of Plainview would do his her part there is no reason why this town could not
be made as interesting a place in which to spend the

PLAINVIEW WILL OFFER the best market fo your crops this summer and fall. Our buyers have a loaded wagon to leave our streets-unless it b laden with wares from one of our mereantile es
tablishments. Not only is Plainview the place to staple crops, but there is always a ready marke here for your truck and other by-products of the
farm and ranch. And when you have sold your stuff and are ready to spend part of your money
you will find it in Plainview. Our merchants stock
are the are the most complete on the Plains and the prices
are right-put them to the test this summer and fall THE EDITOR of the Crosbyton Review has dis
covered that an old brown hen, cost thirty cents, wil earn at least a dime for every two weelsen except
and is perfectly safe around the children
when she has a brood. On the other hand, nearly every family has a common scrub of a dog that
practically worthless in this country where are no
squirrels or 'possums, that eat many times more tha the said brown hen, and is likely to go mad at an
time these warm days, and bite all the women folks
the kids and the calves. To the butcher with the the kids and t
surplus dogs.
Statistics show that on deposit in all the stat
and national banks in Texas is the sum of $\$ 162,523$. 708. There are $\$ 3,896,542$ persons in Texas accord
ing to the last census. This would apportion the
amount per capita $\$ 41.71$. Now then, if you have
your forty-one seventy-one, what are you kickin your forty-one seventy-one, what are you kicking
about. If you are a true Socialist you will be sat
isfied.
The editor of the Alcalde Chronicle, which is pub
lished by prisoners in Rusk penitentiary, states that
the reason why he did not attend the recent conthe reason why he did not attend the recent con-
vention of the Texas Press Association was that he
had too much "time" on his hands.
At last a use has been found for beer that the
most stern pro cannot condemn. Up in New Eng.
land, one day last week a fire was extinguished by
the pouring on of numerous barrels of Dutchman's
joy., But it must have almost broken the firemen's
hearts.
The fruit men of Kansas are considerably wor-
ried over the fact that late smudging has caused the
fruit to taste oily. Plainview's fruit crop got by this
year without having to be covered with a blanket
An exchange says: "If one's pet dog or cat i
of smoke.
An exchange says: the anesflicted one with cam
troubled with fleas, wet the identity of the "afflicted one
phor and water." The phor and water." The identity of the '
in the above is puzzlingly ambiguous.

Guard your homes -strike a blow for sanitas-
rotect the peace of your summer siesta-swat the
'Land is the most desirable possession, and he i t gets beyond his financial reach

# Here Are The Facts--Don't Overlook New Goods! New Goods!! New Goods!!! 

We are now in our new home, just opposite the First National Bank, No. 100 Main St., and have the prettiest lines of Dress Goods, Shoes, Ladies' and Gents' Furnishings you ever saw. We are not going to have anything in our store but first-class merchandise and strictly up-to-now

## So we are Going to do This:

We have lots of good merchandise, especially shoes, of the L. W. Sloneker stock that we will offer to you for just ONE-HALF their Regular price, and some even LESS.

We appreciate your trade and will make it to your interest to trade with us.
We Sell Strictly for Cash. No bad accounts, no extra help. That's why we can save you money The Only Cash Dry Goods House in the City

## Yours to save you money J. E. STEPHENS DRY GOODS COMPANY

100 Main St.,

Plainview, Texas
$*+*+\cdots+\cdots+\cdots+\cdots+\cdots$
Local ASD PBRSOMAL

Puro honey, $121-2 \mathrm{c}$
at Montromery-Lash.
If you would be peased with every
purchase. call on $L$ D. Sewell or or If you want to know, ask Mont
somery-Lash if its cream. Tell your friend to meet you at the We want to buy $\stackrel{0,000}{0}$ pounds country bacon. - Monitgomery-Lash.
 All kinde of trees meats in eeason It Otto's market. Phone 437. The beat cream market in the world Home-made lard uke mother used It pays to hande Plainview Flour. Home-made lard like mother used
make at otto's market. Phone 437. Mra. T. E. Richards and chlidren are misiting the tamily of J. J. R.
at
Amarllo or a tor athort time. Home-made lard like mother usee
io make at otore market. Phone 3 .
 Arosasings make yew your feel
do some more of ti . FOR SALLE-Two 2.year old Jersey J. K. Mulwee came in from his in Plationviow.
We can use skimmed cream. 5 bse BORN-LAST Thursady night to Mr.
 at Montgomery-Lash.


| I have removed my market from the Sewell Grocery and am now occupying the new Moreland brick on the north side of the square with Wright \& Dunaway.-R. W. Otto, the reliable market man. |
| :---: |



## "SPOT CASH SEAY"

0PENING Day at our store was most gratifying. Hundreds of people called, and made our belief stronger than ever that Plainview is the best town in the Panhandle. We heartily thank the people of Hale county for the liberal patronage given our store since we opened. We are here to please you, and we believe we are doing it.

We are going to inaugurate in Plainview the same plan that is in force in our Amarillo store, that of having a Special Sales Day. On this day you will be able to buy one or more items for much less than the regular price at our store. Monday of each week will be our Special Sales Day.

## These Prices are For Monday, and For Monday Only HOW'S THIS?



We do not Limit you to any Gertain Amount. Buy any quantity you wish
Weigh, Count or Measure Every Article Bought at this Store "OLD SPOT" LEADER OF LOW PRICES
L. R. BLAKE, Manager

Phone 348

TEXAS INDUSTRIAL NOTES


[^0]Suit 11, Ware Hotel Blag.
 his friends.
An old offender was introduced to
a new country justice as John Tim-
mins, alias, Jones, alias Smith." "T11
try the two women first," said the
justice. "Bring in Alice Jones."
The Childress Post has discovered
a prodigy-a man who never fails to
discover by the way he feels just when
it it going to rain. Pifle: The ginger-
bread man is the only true barome-
ter and he is a passive rather than an
active agent.
The editor of the Briscoe County Herald is lamenting because some boy
had his face spoilid by a foul in a recent ball game at Silverton. Don't
waste your sympathy. The young
man will always be proud of his ath. man will always be proud of his ath.
matic marks. We have two fingers
letic
broken by basebe have broken by baseballs that we think
more of than any of the remaining
digits. It's on the same priciple that digits. Its on the same priciple that
an old soldier points with pride at the
marks of his wounds marks of his wounds. He's got
evidence that he's been there,
$\qquad$
$\qquad$ Cncle Sam will give his children two
and a half cent pieces for their petty purchases in the future. In case these
begin coming from the mint, begin coming from the mint, the col
lection baskets at the churches ours will be the chief sufferer. But
is expected that the smaller coin will remedy in some degree the ex-
travagance of the American people. The strawberry growers of the state
are gradually increasing their acreare gradually increasing their acre
age and the crop this year is larger age and the crop this year is larger
than ever before, and the production of these berries has more than doub-
led duting the past five years led duting the past five years. The
average annual output from this crop average annual output from this crop
is a little more than $\$ 200.00$ per acre is a little more than $\$ 200.00$ per acr
and the demand for this product near1y always exceeds the supply, the Texas berry, having quite a demand in the northern and eastern markets.
Strawberries do well in Hale County. Strawberries do well in Hale County
Who will be the pioneer to raise them Who will be the pi
on a large scale?
Every battlefield that marks the worlds progress, the victory of liber ty over tyranny, or right over wrong has been deluged with the blood of our farmers. The farmer evades nei-
ther the tax nor the recruiting officer. The sons and daughters of our farmers are filling the seminaries, colleges


## Singer the Standard to Which all Others are Compared

Have you ever wondered why it is that dealers in other makes of sewing machines take pains to emphasize their claim that their particular machine is "Just as good" as the SINGER? Or why it is that more than combined? Or bhy Singer sales combined? Or why Singer sales have spread all over the world, into ev-
ery civilized country?
The Singer has so long represented the highest degree of excellence th at it is to-day everywhere recognized as the standard of perfection-the envy of every competitor-the pride of every owner. IT IS EASY TO OWN A SINGER
A Singer will pay for itself. Phone 51 and see about our easy paymet plan Machine Needles, Oils, and Supplies. Liberal Allowance for Old Sewing Machines in Exchange for a Singer
W. H. STEWART, Agent

209 North Pacific St. (Old Echaxnge Buinding) PLAINVIEW, TEXAS


## TEXACO ROOFING

Less oxpensive than metal or shinwriters. Easily put on by purchaser
MAKE YOUR OLD ROOFS WATERPROOF TEXACO ROOFING CEMENT

For sale by local dealers

## The Texas Company

Goneral Otfices.


## Smant EXCURSIONS

For Special Rates to National Educatinal Association,
Medical and Sunday School Convention at Sah Fran isco, California.
R. McGEE, Agent


## Seminole Land and Abstract Co.



| We Buy, Sell and Lease Land |
| :--- |
| For Non-Residents. Pay In- |
| terest and Taxes. Abstracts |
| Furnished on Short Notice. |
| The Best Service at Reasonable |
| Cost. We Want Your Business |
| A Pleasure to Answer Questions |
| SEMINOLE, GAINES COUNTY, TEXAS |

## R. A. Long Drug Cio.



R.A.Long Drug Co. ${ }^{\text {Phatine }}$

## Shipley \& Shipley

## Dealers in

Coal, Grain, Hay and Flour
We handle the best Niggerhead Coals mined

No long watts when you order. No We Want Your Trade

# - Iniwinery Clean-Up Sale SATURDAY, 3D, MONDAY, 5TH AND TUESDAY 6TH OF JUNE 

On these three days, we will sell any hats in our Millinery department, at the following Reduced prices: ONE LOT, the best we have in the Department, your choice, at $\$ 4.75$ Another LOT, not quite so good $\$ 3.75$ The balance to go at $\$ 2.75$ and $\$ 1.75$, respectively, and are equally as good values for the price
These Prices are Only Good on these three days, and should be taken advantage of We have them especially arranged for this sale, and you should have one by all means

# Hats Strictly for Now, and in All the Stylish Shapes 

This includes our entire stock, PATTERN HATS and all Saturday, 3d, Monday, 5th, and Tuesday, 6th of June, 191I PLAINVIEW MERCANTILE CO. The Best and Prettiest Dry Goods Store on the Plains
W. A. SHOFNER, Manager,

Plainview, Texas



DIPFERENT STYLES
are as requisite for health as
estimates on plumbing will prove satisfactory.
SANITARY bath-room
APPIRTENANCES

plicmbing
City Plumbing $\mathrm{C}_{0}$. PHONE 3s1.


The
Phone 286


 | Trial botle |
| :--- | :--- |
| Druggists. |

## notice.

Notice is hereby given that the City
of Plainview, Texas will on the 5th of Plainiew, Texas will on the 5th
day of June, A. D. 1911, receive bids from the several banks of Plainview,
Texas, for the keeping of funds, for the next two years. Interest to be figured on daily balances.
Banks will hand in bids on sald Banks will hand in bids on said date
to Jas. R. Hamilton, City Secretary, JAS. R. HAMILTON,
City Secretary.
J. W. PIPKIN, Mayor Pro. Tem. Miss Lois Ribinson, Salutatorian of
the '11 Claes of the Plainview High School, left Sunday for her home in St. Vrain, N. M. Miss Robinson has
made many friends during her three
years school days in years school days in this town who
regret to see her pass from among $\left\lvert\, \begin{aligned} & \text { them. As to her record as a student } \\ & \text { all who heard her excellent essay at }\end{aligned}\right.$ all who heard her excellent essay at
the Commencement Exercises last Frithe Commencement Exercises last Fri-
day night will testify that she was en-
titled to day night will testify that she was en-
titled to the high class honor bestow-
ed.

## NOTIE TO HORSE AND MULE BREEDERS.

 east of Plainview at the Grimes milace with the following horses and Jacks:One draft stallion; one standard bred
trotting stal trotting stallion and two good jacks.
It will pay you to see the above stock It will pay you to see the above stock
before breeding elsewhere.
CLINT SHEPARD. SAVED HIS MOTHER'S LIFE. "Four doctors had given me up,"
writes Mrs. Laura Gaines of Avoca "and my children and all my friends were looking for me to die, when my son insisted that I use Electric Bita world of good. I will always prase them." Electric Bitters is a priceless ing and dizzy spells, backache, head-
ache, weaknese, ache, weakness, debility, constipation
or kidney dierder or kidney

## dissolution otice.

By mutual consent the firm of Wy -
ckoff-Wills ekoff-Wilils Drug Company was this
day dissolved, J. W. Wilis, having day dissolved, J. W. Wills, having
beught the entire Interest of J. O. WyCkoff in the aforesald firm. J. W. WII-
sil will assume all delts of the firm ist will assume all debts of the firm
and will celleet and recelpt for all and mind coileet and recelpt for all
outstaning aceounts. Heneeforth the firm will be known
as the J. W. Willis Drug Compiny. Renceforth the firm will be know
as the J. W. Willis Drug Company. .
J. O. WYCKOFF. J. O. WYCKOF
J. w. WILLIS.
$\qquad$ There is to be a big basket pienic $2 \begin{aligned} & \text { pices } \\ & 2600 \\ & \text { their }\end{aligned}$ Everyone is invited to bring
their basket and have a good time.
There will bee two ball git their basket and have a good time.
There will be two ball games, Kress a
and Runningwate and Runningwater play in the fore
and
noon and Kress and Tulia in the af-
ernoon. Foot races will also noon and Kress and Tulia in the af-
ternoon. Foot races will also be num-
bered among the sports. But the feabered among the sports. But the fea-
ture of the day will be addresses by
prominent speakers on woodcraft, ir.
rigation, prohibtion and other subprominent speakers on wooderaft, ir-
rigation, prohibtion and other sub-
jects at present irritating the pub-
lic eye. No doubt miny is eye. No doubt many Plainview-
it tes will attend.

## Dr. W. N. Wardlaw has exchanged his Plainview property for a place in <br> Dr. W. N. Wardlaw has exchange his Plainview property for a place in

Italy, Texas, owned by W. B. Arm-
strong of that town. We understand
that the Armstrong family will move that the Armstrong family will move
to Plainview. The family of Dr. Ward-
law are visiting in Italy at present law are visiting in Italy at present
but the doctor has not decided to
move to the East Texas town as yet.
Dr. Wardlaw and family are very val-
uable citizens and it is to be hoped
that he decides to remain with us. However this is a wretched country

MADERO IV O.

$$
\begin{aligned}
& \text { MADERE IN COMMAND. } \\
& \text { Completely routed the Federal } \\
& \text { creces, as does Simon-pure Nigger }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Completely routed the Federal } \\
& \text { Foreses, as does Simon-pure Niger } \\
& \text { head coal when put to the test beside } \\
& \text { onther }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Forces, as does Simon-pure Nigger- } \\
& \text { head coal when put to the test beside } \\
& \text { other coals. Handled only by Tandy }
\end{aligned}
$$

LISTEN FARMERS.
Hail may come. Let us insure you
crop.-J. M. Malone Insurance Agen


[^0]:    A Few Money Makers for Shrewd Buyers.
    160 acres joining Plainview on the S. E ., 60 acres in fine alfal-
    fa, 70 acres in fied; three miles of hog-proof fence fa, 70 acres in fied; three miles of hog-proof fence, 2 acres
    in orchard, new five room house, painted and papered, good plank lots and shedse; two wells and wills. Everything now in first class shape. An addition to the town joins this property. Better come to see us about this HUICK. 320 acres of 97 c school land twelve miles south of Plainview for $\$ 15.00$ per acre. This is a cash proposition and cannot
    be matched. 320 acres $13 / 4$ miles S. W. from Court House. Perfect land. pered and modern in every way. Water works over entire place. 300 acres in high state of criltivation. All improve. ments are new and first-class. Price $\$ 5500$ per acre for
    short time. Good terms. short time. Good terms.
    Nice seven room house on Restriction Street, close in and well shallow water land co.,

