

FIRST CLASS JOB PRINTING A SPECIALTY

The Hale County Herald

BEST MEDIUM FOR PUBLICITY IN THE WEST

VOLUME TWENTY-TWO

THE HALE COUNTY HERALD, PLAINVIEW, TEXAS FRIDAY JUNE 16, 1911.

NUMBER TWENTY-FOUR

GRAPE CULTURE IN PLAINVIEW

OUR SUREST AND MOST PROFITABLE CROP.

Says Col. R. P. Smythe, Plainview's Pioneer Grower of Grapes Commercially.

It seems that the surest and most profitable crop for the Plainview country has been studiously neglected.

"I have an acre in grapes. There are 500 vines on this acre and they do not seem to be planted too thickly.

"My vineyard has been growing without irrigation except in the case of two or three vines that I have watered from my windmill by way of experiment.

"In my scope of years experience with farming and truck patching on the Plains I have never found a surer crop than grapes.

"My grapes ripen the latter part of July and I never find trouble in marketing them.

It is the characteristic of the Plains people, it seems, to overlook bonanzas right under their noses.

Among the successful grape growers in the town of Plainview might be mentioned Judge Kinder, E. Graham and Dr. Hanby.

ble territory but they have not yet begun to bear as they will.

The people of the Plainview country will make a great mistake if there is not planted next year an enormous acreage to grapes.

Grapes are easily cultivated, needing hardly any labor beyond keeping the vines free from weeds.

TREADWELL AND WEIMAR TO BOX

Great interest among local sports is centered in the proposed six-round boxing bout in this city on July 4th.

Preliminary plans were laid yesterday and the bout will be pulled off at Genwood Park on the date mentioned.

Weimar is the protege of Otto Floto and has secured his permission to engage in the forthcoming bout.

Weimar weighs now about 210, but will easily train down to 195.

Treadwell is the pride of Amarillo athletes. He is considerably lighter in weight than the South Plains boy.

150,000 PIECES OF MAIL HANDLED.

The month just passed was chosen by Uncle Sam to count his mail.

R. W. O'Keefe is down at Roswell and other Pecos Valley towns on some matters of business.

MANY GO TO SLATON.

Thursday of this week was the date of the opening of the Santa Fe shop town, Slaton.

IN THE NEW TEMPLE OF JUSTICE

DISTRICT COURT IS DELIBERATING FOR A MONTH.

While the Grand Jury Will Probably Finish Their Light Labors This Week.

District court convened Monday, June 12 at 10 a. m. in the new courthouse.

The members of the Grand Jury are as follows: W. F. Brooks, foreman; M. C. Cornelius, W. W. Edmonson, J. P. Carr, W. A. Shelton, Chas. F. Sherley, R. West Leonard, Geo. Schick, Sam Nations, L. F. Cobb, J. O. Brown and R. J. Goode.

REGARDING THE SMALL GRAIN CROP

The Herald man in company with several others accepted the hospitality of J. F. Garrison last Tuesday afternoon.

Mr. Tarwater told the Herald man that his wheat would produce about 25 bushels per acre.

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PROGRAM FOR EPWORTH LEAGUE, JUNE 18TH.

Responsive Readings. Subject—Spiritual Gifts. Prayer. Song. Scripture Reading, Rom. 12, 6-8; 1 Pet. 4, 10-11; 1 Tim. 4, 14.

A SMALL BLAZE.

Yesterday afternoon Dr. J. B. Hall, the well known dentist, discovered a fire in his office on Pacific street and at once gave the alarm.

Dr. Hall was the only one in the building when the fire was discovered and he cannot say how the fire was started.

Jesse M. Adams came in yesterday but we have not learned whether he will take charge of his recent purchase, "The News" at once or not.

STOCK ASSOCIATION ORGANIZED

The Hale County Stock Association was organized at a meeting in the Mayor's court room last Tuesday night.

It is proposed to build a grandstand on leased ground on the open section southwest of town.

A HEN PARTY.

About twenty-five ladies of the Rebekah Lodge took their dinners, suppers, lunches or whatever is the proper word, with them and foregathered at the beautiful grove which surrounds the W. B. Jones residence.

Grady Pipkin is home from a few weeks in Mineral Wells. States that he would have gone crazy with the heat if he had stayed there much longer.

C. H. White is back from business in the North and states that Hale county looks good to him.

ONE HOUR NEARER THE WORLD

SANTA FE CHANGES SCHEDULE CONSIDERABLY.

Two Dollars and a Quarter Knocked Off Ticket to Fort Worth and Dallas.

Thursday, June 15th, marked the opening up of thru service to the Gulf via the Santa Fe.

Every few minutes another wagon-load of alfalfa appears on the streets of Plainview.

We understand that Prof. E. C. Nelson, mathematics teacher at Wayland the year just past, will attend the summer school at the State University.

Mollie Bailey's show was in Plainview last Saturday night and it is needless to state that a large crowd was present.

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The A. B. C. Advertising Contest

\$10.00 CASH PRIZES GIVEN AWAY \$10.00

HOW TO WIN A PRIZE: Scattered through the ads beginning with the letters of the alphabet are several misspelled words placed there on purpose. Read each ad and see if you can find all the mistakes. There will be two issues of this contest, and in order to win a prize answers must be for both issues, when words will be changed. Spell words found incorrectly, correctly, giving names of advertiser where works are found. Abbreviations, capital letters and proper names are not counted. All answers must be sent in by Mail addressed to A. B. C. EDITOR, care The Hale County Herald. No answers will be opened until June 20th, giving everybody an equal chance. Follow the instructions carefully as no replys will be counted if you do not follow the conditions of the contest.

ALLWAYS AHEAD.
 ALLWAYS THE BEST GRO-
 CERIES.
 ALLWAYS THE RIGHT PRICE
 WHERE? WHY AT

SEWELL'S

Johnnie—Why is your mama always so pleased, Pete?
 Pete—Because she buys her Groceries at SEWELL'S.

Moral.
 Get the habit of trading at Sewell's and always want to sing
 "I'M SATISFIED."

Phone 29.

BE SURE TO GET THE
 BEST WORKMANSHIP

Dick's Tin Shop Sheet Metal Workers

That is the place where this prevails.
 Contract Work a Specialty.
 ALL WORK GUARANTEED.
 Let us figure your next Tub.

J. L. Haynes, Prop.
 PHONE 209.
 121 Covington St. Plainview, Texas.

Stands for the
CITY PLUMBING CO.
 The Leading Exponents of
**Sanitary Plumbing and
 Heating**

We can do your work from
A to Z
 Do it in an expert manner and that is no mistake. No job too large. No job too small.

LET US FIGURE YOUR NEXT WORK.
B. L. SPENCER Manager.
 117 N. Covington St. Phone 331

IS FOR
DUNCAN'S

Where you always are shown the most courteous attention, as your Drug Wants are made known. We have Bibles and Books from all the late lists and justly carry the name of the "Leading Prescriptionists."

Duncan's Pharmacy

North Side Square
 ...FREE DELIVERY IN CITY...

STANDS FOR
ED. MASSENGALE
 THE UP TO NOW TAILOR
 and he stands for

SUITS TAILORED TO FIT

In all the latest patterns of the finest woollens made.
KLOTHES KLEANED KAREFULLY.
 Pressed, Repaired, Altered and made like New.
 We like to do Ladies' work. Work called for and delivered.
 115 No. Covington Phone 367.

IS FOR
F Pride of the Plaines
 LOUR

The Best Flour on Earth.
 and that's no mistake. We hope you will win the prize, but if you don't make a mistake order

"Pride of the Plains" FLOUR

next time and you will win a prise sure.

Harvest Queen Mills
 ALBERT G. HINN, Prop.
 For Sale by all Grocers . Plainview, Texas

STANDS FOR
G FOWLER
 GROGERY

The Home of High-Class GROCEREIS

Get in line and by the best.
H & K Cooffee is the best Goffee on the market.
Boss Flour is the best Flour you can buy.
 You always get the best at

Fowler Grocery Comp'y
 Phone 205 104 Main St.
 N. Side of Square.

STANDS FOR
H J. T.
 HARTLEY

THE WALL PAPER AND PAINT MAN

PAINTING AND
 APERING DONE AT
 RICES TO SUIT THE
 EOPEL OF
 LAINVIEW

All work guaranteed to suit and done in an expert manner.
 Get our prices on wall paper. They are write.

J. T. Hartley

Plainview, Texas.

JOIN THE CONTENTED
 AND TRADE AT
J. E. STEPHENS
 Dry Goods Co.

We guarantee our prices are better.
 First-Class Merchantice is our Hobby.
 Just opposite the First National Bank.

J. E. Stephens Dry Goods Co.
 Plainview, Texas.

STANDS FOR
LOOK

When in town look for our sign. Look at our new front. Look at at our goods and look for quality for we have it.
 Look for courtesy and quick service at our drug store.
 If we please you tell your neighbors. If not, tell us.

R. A. Long Drug COMPANY

Phone 327.

STANDS FOR
OPTOMETREST

which stands for one who can administer corect treatment for the **EYES**.
 There is a mistake in this ad but you will make no mistake if you will let

W. PETERSON

Do Your Optical Work.
 All work absolutely guaranteed and all eyes carefully examined and properly fitted with Troie or Kryptok lenses if desired.

W. PETERSON
 JEWELER AND OPTICIAN.
 With R. A. Long Drug Company.

STANDS FOR
PLAINVIEW
 MERCANTILE CO.

"The Best and Prettiest Dry Goods Store on the Plains."

Dealers in Dry Goods, Clothing, Millinery, Notions, Footwear Etc. Headquarters for Gent's Furnishings.
 The Store where you get the honest values for your money.

Phone 64 N. W. Cor. Sq.

SECRET OF
 UCCCESS IS TO
 AVE
 POT CASH.
 EAY CAN
 AVE YOU MONEY ON YOUR

GROGERY BILLS

A few of the reasons why we can save you money:
First, We buy in large quantities and pay the cash.
Second, we have no store rent, book-keepers or collectors salaries to pay.
Third, we sell for Cash., consequently enables us to sell cheaper.

Leader of Low Prices
Spot Cash Seay
 Phone 348 So. Side Square.

STANDS FOR
TANDY-COLEMAN
 COMPANY

Coal, Grain AND FEED STUFES

All Kinds of Coal—The Best Quality.

**SIMON PURE
 NIGGERHEAD
 ROCKVALE Coal**

The Best Grades of Coal and no Mistake.
Tandy-Coleman Company
 COAL AND GRAIN DEALERS.
 Between Depots.
 Phone 176 Plainview, Texas.

STANDS FOR
VICKERY-HANCOCK
 GROGERY CO.

THE QUALITY GROGERY STORE

When you see Vickery's think of Groceries. When you think of Grocereis, think of Vickery's. Just call up No. 17—that's easy to remember. We have it, if it is anything in

GROGERIES, HEALTH FOODS, CANDIES, FRUIT AND TOBACCOS.

We try to please you by giving you the best.
 Don't Forget the Phone Number 17.

WRIGHT &
 DUNAWAY

The busiest Grocerymen in Town.
 Where you get the famous.

Blanke's, Golden Gate Coffee

also

WHITE CREST FLOUR

Together kept in a first-class Grocary.
 Phones 35 and 335.

Next Week!

From Mon., June 19 to Sat., June 24

Six Big Bargain Days

"Onyx" Enameled Ware

Two quart stew pans, two quart coffee and tea pots, two quart covered Berlin kettles, extra heavy dip-pers, four quart milk and pudding pans, large size wash basin, 2 qt. covered buckets and milk pitchers—Next Week, Your Choice . . . **25c**

Here U-R Again

Ten quart "Onyx" water pails, fourteen quart dish pans, seven quart tea kettles—Your Choice, Next Week . . . **50c**

Cut Glass Tumblers

Genuine Sun Burst Cut—about twenty-five sets in all—Next Week . . . **75c**

Just Received

Square butter moulds, one and two gallon fish globes, wire fly traps, gold band glass berry sets, water sets and four piece sets, Daisy fly killers.

SAVE YOUR COUPONS

Surprise Store

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

The First National Bank

Plainview, Texas

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

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

Seminole Land and Abstract Co.

F. E. SHELL, Attorney and Manager CHARLEY TRIMBLE, Salesman

We Buy, Sell and Lease Land For Non-Residents. Pay Interest and Taxes. Abstracts Furnished on Short Notice. The Best Service at Reasonable Cost. We Want Your Business

A Pleasure to Answer Questions

SEMINOLE, GAINES COUNTY, TEXAS

Shipley & Shipley

Dealers in

Coal, Grain, Hay and Flour

We handle the best Niggerhead Coals mined

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

We Want Your Trade

Phone 18 Opposite Freight Depot

TEXACO ROOFING

Less expensive than metal or shingles. Approved by the Fire Underwriters. Easily put on by purchaser

MAKE YOUR OLD ROOFS WATERPROOF by recasting them with TEXACO ROOFING CEMENT

For sale by local dealers

THOS. ABRAHAM, Agent, PLAINVIEW, TEXAS

The Texas Company

General Offices, Houston, Texas

\$300,000 FIRE AT WHITEWRIGHT.

Sherman, Texas, June 12.—White-wright, Grayson county, a town of about 2,000, at the intersection of the Katy and Cotton Belt Railways, eighteen miles from Sherman, suffered the most severe fire loss in its history this afternoon.

All wires into the place were down tonight at a late hour. A Sherman newspaper man made a trip in an automobile to Whitewright late today and returned here tonight with some of the details.

A detail of the Denison Fire Department went to the aid of the stricken town and a steamer from the Sherman department was on a car in readiness when a message came that the blaze was under control.

List of Business Houses Burned.

Business houses destroyed are as follows: Planters' Bank; J. H. Truett, furniture; J. W. Ashley, dry goods; Everhart confectionery, Bradford's nickle store, Glidwell's jewelry store, Simmons Bros. barber shop, Frank Smith's barber shop, Randle's tailor shop, Hopkins' nickle store, Hadin & Carter, drugs; Bain Bros., confectionery, W. B. Hastings, grocery; J. L. Smith, grocery; May Hotel; Blinco tailor shop; John Nash, shoe shop; Whitewright Grain Company; D. B. Lane, blacksmith; L. O. O. F. Hall; Cameron & Solt, gen's furnishings; J. W. Davidson, grocery; Jack Pierce, restaurant; Saddler's barber shop; Kirkpatrick drug store; Magum Bros., grocery; J. F. Dixon, furniture; J. T. Smith, grocer; Dyer & Jones, drugs; Frank Christian, hardware; J. F. Lilley, dry goods; fire station, City Hall, Wallace's blacksmith shop, Southwestern Telegraph and Telephone Company's office, First National Bank.

Seventy-Five Residences Burned and Damaged.

There is one furniture store, one grocery, one hardware store and one hotel left.

There are at least seventy-five residences either totally destroyed or badly damaged.

"THE HUB OF THE PLAINS.

"Lubbock is in first-class condition to become the wholesale center of the South Plains. It is very necessary that we do all we can to develop that territory adjacent to us. We want people to come in and settle up the country. When they do there will be little towns all around us. That is what we want. We want them in order that our wholesale establishments will have their support. The neighboring towns are a benefit to us, not a detriment. Lubbock is the hub and what good is a hub without a set of spokes reached out to the fellows, which complete the make-up of the wheel? It is necessary for the hub to be good and substantial in order that the balance of the wheel will have something to depend upon. Lubbock should be built substantially, and be able to control the surrounding trade territory, and in that way the balance of the towns are of great benefit to us. Let us be up and doing."

In looking over the last issue of the Lubbock Avalanche, we found the above bit of news and immediately clipped it for reprint, for it is news to Plainview that Lubbock is in first class condition to become the wholesale center of the South Plains," and that she is the hub from which smaller towns reach out. Now, Plainview may not have been included in the smaller towns, but as she is the "Hub of the South Plains," we wish to make it plain to the Avalanche exactly where Plainview stands in the wholesale trade. The Avalanche grows stronger and says in another column "Lubbock is the wholesale center of the South Plains. This is a fact, and those who have studied the situation will bear us out in it."—Crosbyton Review.

WANTED—1,500 PULLETS.

I want to contract with breeders of the S. C. White Leghorn for 1,500 pullets, to be delivered to me at my home, one mile northwest of Plainview, the first of September, 1911. Address, W. B. JOINER, Plainview, Texas.

FOR SALE—240 acres of choice land out of south half survey 35, blk. J. K. 2. Located in the northwest part of Plainview, and the most desirable land around town. Will sell in 40 or 80 acre tracts on easy terms. Other lands for sale in all parts of the country. For prices, terms and descriptive literature write Otus Reeves Realty Company, Plainview, Hale county, Texas.

Let us insure your crops against hail.—J. M. Malone Insurance Agency.

We write livestock insurance. See us.—J. M. Malone Insurance Agency.

Subscribe for the Herald. \$1.00.

No. 9081.

REPORT OF THE CONDITION OF

The Citizen's National Bank at Plainview in the State of Texas, at the Close of Business, June 7 1911.

RESOURCES.

Loans and Discounts	\$201,367.20
Overdrafts, secured and unsecured	None
U. S. Bonds to secure circulation	25,000.00
Premiums on U. S. Bonds	875.00
Banking House, Furniture and Fixtures	9,497.00
Other Real Estate owned	3,774.15
Due from National Banks (not reserve agents)	1,881.47
Due from approved Reserve Agents	26,662.77
Checks and other Cash Items	654.79
Notes of Other National Banks	2,925.00
Fractional Paper Currency, Nickels and Cents	214.97
Lawful Money Reserve in Bank, viz:	
Special	\$9,481.40
Legal-tender notes 5,500.00	14,981.40
Redemption fund with U. S. Treasurer (5 per cent of circulation)	1,250.00
Total	\$289,083.75

LIABILITIES.

Capital stock paid in	\$100,000.00
Surplus fund	20,000.00
Undivided profits, less Expenses and Taxes paid	8,447.40
National Bank Notes out standing	25,000.00
Due to other National Banks	330.28
Due to State and Private Banks and Bankers	618.35
Individual deposits subject to check	96,109.92
Time certificates of deposit	6,249.05
Cashier's checks outstanding	2,328.75
Bills payable, including certificates of deposit for money borrowed	30,000.00
Total	\$289,083.75

STATE OF TEXAS

County of Hale ss. I, E. B. Hughes, Cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

E. B. HUGHES, Cashier.

Subscribed and sworn to before me this 10th day of June 1911.

Peyton B. Randolph, Notary Public.

CORRECT—Attest:

J. N. DONOHOO,
W. L. HARRINGTON,
J. L. VAUGHN,
Directors

RECAPITULATION.

RESOURCES.	
Loans and Discounts	\$201,367.20
Bonds and Premiums	25,875.00
Furniture and Fixtures	9,497.00
Real Estate	3,774.15
Cash and Exchange	48,570.40
	289,083.75
LIABILITIES.	
Capital	\$100,000.00
Surplus and Profits	28,447.40
Circulation	25,000.00
Bills Payable	30,000.00
Deposits	105,636.35
	289,083.75



KRESO DIP No. 1

GOING AFTER THE LICE.

You need something to clean up, disinfect and kill parasites.

KRESO DIP No. 1 will do the work.

DEPENDABLE SURE INEXPENSIVE EASY TO USE

We have a special booklet on diseases of Poultry. Call or write for one.

R. A. Long Drug Co.
Plainview, Texas

J. H. LEACH

Coal, Grain, Seed and Feed Stuff

Phone 136 Plainview, Texas

OFFICERS

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

Third National Bank

of Plainview

Ansley Building, Northeast Corner Square
Capital \$100,000.00

DIRECTORS

R. W. OKERFE L. A. KNIGHT J. E. LANCASTER L. G. WILSON H. M. BURCH

Tandy-Coleman Co.

Dealers in

Everything in the COAL and GRAIN Line

Handlers of Simon-Pure Nigger-Head, and Genuine Rockvale Coals. Either a solution to the Fuel Problem

Full Weight, Prompt Delivery, Courteous Treatment Our Motto

Phone 176 Between Depots

AT COST

I have on hands a lot of first-class Hacks and Runabouts which I will sell at cost. Parties making good notes with interest will be given time. I can be found about First National bank any day

E. W. DYER



CUT-OFF

LUBBOCK TO COLEMAN

Pecos and Northern Texas Railway

Will be open for through business, both freight and passenger, June 15th, 1911.

The new line to Fort Worth, Galveston, Houston, etc. Ask agent for train schedule to Sweetwater, connections to east and south Texas and new rates

Something Cooling

Good ice tea will taste cool, leave you cool and comfortable—that is what your whole being craves at the summer meals.

White Swan Tea

makes ideal ice tea. None of that harsh tannin taste—but just as smooth as liquid amber. Hot or cold, it is real tea.

Grocers Everywhere

sell White Swan Tea—four sizes in six-ounce, ten-ounce, 25c, 40c and 75c. Should your grocer be one of the few who don't carry it write us for

A "Large Enough" Sample

We will, on receipt of your grocer's name and address and ten cents in stamps to pay packing and postage, send you a plenty large enough sample package for you to try it several times.

Waples-Platter Grocer Co.
Dallas — Denison — Ft. Worth

BRANCH HOUSES:
Gainesville, Tex.—Greenville, Tex.—Dubin, Tex.—Brownsville, Tex.—Blanco, Tex.—Hendrix, Tex.—Chillicothe, Tex.—Amarillo, Tex.—Ada, Okla.

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 Plainview, Texas, under the act of March 3, 1879.

All communications, remittances, etc., should be addressed 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.)

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 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.

FOR MERCHANT'S EYES ONLY.

If the money that is spent every year by "occasional" advertisers were added up it would be found to amount to a large sum. Intermittent advertising is far less effective than the regular variety. Local publicity is often done this way under the excuse of helping the paper, but the real reason is that the advertiser is half hearted about the matter. He partly looks upon advertising as a luxury anyhow, and so curtails his expenditure on it to the lowest limit.

Although the retailer may regard publicity as a luxury, it yet seems to be a dream on his part that one day he will make some real success and a handsome fortune through advertising. Indeed, down deep in every retailer's heart is a feeling that money can positively be made thru advertising. They know that huge fortunes have been made and are being piled up by retail merchants with the aid of this limitless force, and they have secret hopes that one day they also may strike the royal road to success. If they but knew it that road lies straight and plain before every retailer in the country if he would only open his eyes to see it.

John Wanamaker, the great New York and Philadelphia retail merchant, on one occasion said, "Advertising doesn't jerk; it pulls. It begins very gently at first, but the pull is steady. It is likened to a team pulling a heavy load. A thousand, spasmodic, jerky pulls will not budge that load, while one-half the force in steady effort will start and keep it moving."

Here is the solution in a nut-shell—steady effort. The merchant who uses newspaper space "occasionally" is simply wasting his efforts. It is the steady pounding—and pounding again—that makes success in advertising as in everything else. All advertising is good in proportionate degree to how it is done, and even occasional has some value, but to be successful to the point of permanently increasing your bank account, it must be done persistently and systematically.

What would you say about a clerk in your store who waited on customers for a day or two and then sat down to rest for a few more days, leaving the customers to attend to themselves? You know how long your business would last under such conditions. It is the same with newspaper advertising. Publicity in your newspaper is simply salesmanship on paper, and the same rules apply to it as apply to salesmanship in your store. Continuous effort and eternal polishing up of ideas and methods are necessary to make success either as a personal salesman in your store or as a salesman in your newspaper.

You advertise to sell your goods and keep your name in front of the people. It is only reasonable to suppose that you will be better able to do this with persistent effort rather than with spasmodic attempts. If you were to tell a man or woman daily about the quality and prices of your wares you would produce more effect than if you were to talk to him or her at uncertain intervals.

The question of changing the salesmanship or "copy" in your advertising space is an important one. It acts this way. Suppose you had a pile of some special goods for sale. Suppose you were determined to sell some of these goods to some particular customer. After you had asked that customer to buy those goods, would you, the next time you approached her, use exactly the same language and arguments? You know you would not. You would hunt up new ideas to attract her attention, new ways of convincing her and new methods to get her to buy. You must apply the same principle to your advertising. You must be continually hunting up new ideas, new arguments and new ways of attracting and holding attention. Salesmanship in newspaper space is just the same as salesmanship behind your counter.

The Herald has recently closed several contracts with merchants of Plainview for space for the year or half-year. But we have plenty of space for others. If you are convinced by the above or by your experience in the past that steady advertising pays best, why not close up with us and take advantage of the reduced rate on contract advertising?

CARRIE NATION.

CARRIE NATION IS DEAD at the ripe old age of sixty-six. She died last Friday in Leavenworth Kansas of nervous breakdown. Who would ever have thought Mrs. Nation would have succumbed to a lack of nerve! She was radical in her life's work, very. But she has perhaps done more to bring on the present nation-wide agitation against whiskey than any other one person. And she has been very effective in creating a sentiment against low-dives of every description—for which she should be commended by every decent citizen. The Herald man once heard Carrie Nation speak. The occasion was some five or six years ago in Brownwood. Her train was late but a crowded court house waited patiently till one o'clock at night for the coming of the great agitator. Finally a dumpy little woman made her way to the platform amid a deafening silence. "You people want to see my hatchet, I suppose? Well, here it is," and she held up a worn old Bible. The Herald man was a callow school boy in those days but he was deeply impressed with the lady's earnest words. She had a kind motherly face and it lit up with an enthusiasm and earnestness that left no doubt as to the sincerity of her convictions. Ever afterward, when we have read newspaper stories maligning her, we have passed them up with silent contempt. In her early life she was married to a drunkard and it is no wonder there was created in her an intense aversion to the saloon. Carrie Nation was one of the greatest women of the present century and erratic tho she was, the world is better for her life. "Requiescat in pace"—she never could during her life.

WANTED—EAST TEXANS.

We notice that the people in those little runty Ozark mountains are advertising that section of Arkansas as a summer resort. They are claiming cool nights as the greatest attraction. Now Plainview or any part of the lofty Plains country offers fully as alluring temptations as the Arkansas country. Our summer nights are not cool—they are COLD! Nine out of every ten of the citizens of East and South Texas have never seen the Plains country and they have only a remote idea as to its nature. Our people run down to the Dallas Fair and various conventions in the lower part of the state and spend their money. We do not want the citizens of those portions to pay it back but we do want them to come out her and broaden their concept of this great section of a noble state. Now that the Santa Fe Cut-off is completed, we are no longer isolated as we once were. Spend your money in Texas, come out and see our big irrigating wells, drink in our pure air and water and get the bile out of your system with an auto spin or a wolf chase on horse back. There is no longer any reason why the citizens of East Texas should remain ignorant of the Plains country. Come out and see us or we will think you are mad at us.

The first Texas bale of cotton brought \$1.105. Just wait till Hale county's 12,000 acres of cotton gets to bearing and we will have something to brag about too. By the way, Plainview should get up a handsome prize for the first and second bales of cotton to be marketed here.

A NEW CALIFORNIA ROUTE.

Thursday was the reddest sort of a red letter day for this mighty section of the country. It marked the opening up of the Santa Fe cut-off from Coleman to Lubbock. The completion of this line gives Texas and all the South a new California route as well as opens up an empire of virgin territory to the plow. It furnishes a shorter haul for many articles needed by the Plains, it gives us a nearer market for our farm, ranch and truckpatch products and it lessens the cost of a bath in the Gulf. The opening up of 300 miles of new railroad is not an unusual occurrence in Texas, but no construction of recent years will have as important a bearing on the commerce of the country and the development of Texas as this new line. The Santa Fe has over 2200 miles of railroad in Texas and they are developers as well as builders. Plainview is proud to be located on this enterprising road and she is going to try to make the Santa Fe proud of her.

"IN A PADDED CELL."

"The editor does forty million chores and meets each day full forty million bores; he carries coal and he lights the fires, and puts the lid on the village lyres; he writes up weddings and jamborees, and takes his payment in bumblebees; he knows more things than he dares to tell, and ends his life in a padded cell. He's always kind to the hard luck chap; he helps the statesman who wants a snap; he booms the dreary old town sky-high, he tells the truth when he ought to lie; he tells of weddings and births and deaths, of the village bums with the painted breaths, of song and sermon and prayer and knell, and ends his days in a padded cell. He gives advice that no man would heed; he springs deep wisdom that none will read; he wears his pants till you cannot say whether they are blue or brown or gray; he moulds the fortunes of other men, and shakes the Government with his pen; he does his duty and does it well, and goes at last to a padded cell."

An exchange has heard of a man, just married, who suggested to his wife that they should argue some question frankly, and fully every morning. This, he thought, would help them to gain a fuller insight into each other's nature, thus making for increased happiness. The first question happened to be: "Can a woman dress on \$75.00 a year?" He took the affirmative and when last seen he had climbed into a hay loft and was pulling the ladder up after him.

The East and South Texas watermelon is rolling into the Plains these days and they certainly find a hearty welcome. But along about the middle and wane of the summer month our irrigated melons will be ripe, and we dare say they will find just as hearty welcome in South Texas as the melons from that district are meeting with in Plainview today. Texas is a nation in itself and needs never send without its borders for face-feed.

THE SUN NEVER SETS ON THE TEXAS PRESS.

The Commercial Secretaries Association has been conducting an investigation into the number of copies of Texas weekly papers that circulate outside the state. There were 425 papers reporting, and they show an average out-of-State circulation of 12 per cent of the total and in many instances the papers report as high as 60 per cent of their circulation going outside the State. The papers go to every state in the Union, and many of them cross the ocean. Kansas leads all states in subscribing for our weekly papers, and in foreign countries, England and Canada make the best showing. In nations speaking foreign languages, China takes the lead. It can be truly said that the sun never sets on the Texas press.

We have 750 weekly papers in the State and using 12 per cent as the basis of outside circulation, we find approximately 200,000 copies of our weekly papers circulating outside the State. This report does not include weekly papers which our citizens read and send back to their old neighbors in other states to give them the Texas fever, neither is the circulation of daily papers included.

With a quarter of a million of copies of the Texas press singing the praises of Texas in every clime and country, we are able to account for the marvelous influx of men and money moving into our State. There is no more effective way of advertising Texas than for our citizens to subscribe for the local paper and have it mailed to friends outside the State and no better services can be rendered non-residents than by giving them an opportunity of learning about Texas thru the columns of our newspapers.

Dr. Akers of Tyrone, Oklahoma, is here this week prospecting and visiting friends. He drove across in his car.

At the cemetery last Sunday the Woodmen unveiled the monument to Mrs. Martine and it was also decoration day for the Woodmen dead.

NOTICE OF SALE.

Pursuant to an order of the Commissioner's Court of Hale County, Texas, passed and entered in Volume No. 2, Page 271, of the Commissioner's Court Minutes of Hale County, Texas, on the 16th day of February, A. D. 1911, as follows, to-wit:

"It is ordered by the Court that the old Court house be furnished as an exhibit hall for farm products, provided the citizens procure a site and bear expense of moving house to the site procured and they shall have 20 days to accept proposition and in case of failure to accept said proposition it is ordered that the sheriff shall advertise sale of said house to the highest bidder for cash, possession to be given when county officers move into new court house and 20 days is given to move said house after vacated by officers."*****

And whereas the citizens have failed and refused to accept said proposition within the 20 days given them to do so, now therefore, I, as Sheriff of Hale County, Texas, and as directed in said order, hereby give notice I will sell said Court House together with all furniture therein contained, such as chairs, tables, desks, stoves, seats, etc to the highest bidder for cash, at the court house door of the new court house, at public venue, on the 24th day of January A. D. 1911.

Given under my hand this 5th day of June, A. D. 1911.

G. A. LONDON, Sheriff.
Hale County, Texas.

NOTICE TO WATER USERS.

All parties using the city water for irrigating their lawns and gardens, will do their irrigating from 6 to 9 o'clock in the morning and the same hours in the evening. Any of the patrons violating this order will have their City water cut off.

JAS. R. HAMILTON,
Manager City Water Works.

KICKED BY HORSE.

Willie, the seven-year-old son of H. C. Bedgood, who lives 15 miles northeast of Lockney, was kicked by a horse Wednesday morning about 9 o'clock, receiving a fractured skull and is in a dangerous condition.

Dr. J. L. Guest was sent for and went out in his auto and brought the child to town. In the afternoon, Dr. Guest, assisted by Dr. Freeman and White, performed an operation and removed a piece of skull three inches long by an inch and a half wide.—Lockney Beacon.

J. P. Stone, a ranchman from Portales and C. C. Henry, cashier of the First National Bank of Fort Sumner, accompanied by their families are visiting W. J. Beasley and family this week. Both are old time Plains boys and each has attained a goodly measure of success in their respective labors.

NOTICE TO TRANSFERS.

All free school pupils transferring from other districts into Plainview Independent School District, will be required to pay tuition after their pro rata of the funds fixed by the State shall have been exhausted. Done by order of the Board of Trustees, June 10, 1911. W. C. MATHES, Pres.

The Herald Publishing Company has been awarded the contract of printing the new telephone directory which is due to appear about the first of July.

FOR SALE.

One Fairbanks-Morse Gasoline Engine, 25 horse power, brand new, never been unpacked. Will take \$500 for this engine, F. O. B. Erick, Oklahoma. Address First State Bank, Erick, Oklahoma. 25

SPECIAL NOTICE TO BOYS AND GIRLS.

We will give away fifty tablets absolutely free to boys and girls Tuesday morning. Read our ad and cut out the coupon.—Shelton Brothers.

A. D. SUMMERVILLE Harness and Saddles

of all kinds made to order
Call and get our prices before you buy. All work guaranteed
Southeast cor. Square. Plainview

A. L. HAMILTON & BROTHER

Manufacturers of
Flues, Tanks, Milk Troughs, Camp Stoves, and all kinds of Tin, Copper and Sheet Metal Work.
Repairing Neatly Done On Short Notice.

PLAINVIEW TEXAS

NOTICE

TO OUR

CUSTOMERS

We have received a complete line of the celebrated Harvest Home Coffees, a package where

Quality Reigns Supreme

Every Package Guaranteed.
Try a pound and be convinced.

Hatchell & Johnson

TELEPHONE 76

ATTENTION

FARMERS and RANGHMEN

H. E. SKAGGS

Is back at his office in the First National Bank building, after an absence of several months on account of sickness, ready to serve you. If you want to sell your land or if you want to buy, see him. No extortionate commission ever charged.

A Square Deal Guaranteed List With Him for Quick Results

IF THEY WOULD NOT HOLD UP Could We Afford To Advertise That They Would?

If Selz Royal Blue Shoes were not good shoes, could we as dealers afford to advertise them to be good shoes in every respect? If we had the least doubt that there was a better shoe for the money we would certainly get that line of shoes. The following is an exact duplicate of the guarantee on Selz Shoes.

**Not Guaranteed for Ten Days, But
Guaranteed to give Satisfaction**

**ANY SHOE WILL
WEAR OUT**

**"SELZ"
Royal Blue**

FREE TO BOYS AND GIRLS

For the first 50 bare footed boys and girls
bringing us this coupon Thursday morning from
9:30 to 10 we will give free one 5c pencil tablet.

No restriction on our coupon offer from two years old and up.

Our Guarantee:
To the Wearer of this Shoe
Look at the sole; you will find the name Selz on it; that name guarantees those shoes to give entire satisfaction.
If you don't find the name Selz on the sole, it isn't a Selz shoe and you don't get the guarantee.
Selz shoes are honestly made of good leather throughout; they are never cheapened by the frauds so common in shoe making, such as pasted inner soles, pieced counters and composition heels. We could not guarantee poor shoes.
Remember your dealer is authorized to see that you get absolute satisfaction from every pair of shoes bearing the mark of "SELZ."

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Selz shoes are honestly made of good leather throughout; they are never cheapened by the frauds so common in shoe making, such as pasted inner soles, pieced counters and composition heels. We could not guarantee poor shoes.
Remember, your dealer is authorized to see that you get absolute satisfaction from every pair of shoes bearing the mark of "SELZ."

Our stock of Shoes are the Newest stock of Shoes in Plainview, don't fail to come to our store for a GOOD SHOE.

NORTH END OF STEVENS BLDG.

Shelton Brothers

NORTH END OF STEVENS BLDG.

Our stock of Shoes are the Newest stock of Shoes in Plainview, don't fail to come to our store for a GOOD SHOE.

"WANT YOUR TRADE"

LOCAL AND PERSONAL

Miss Bell of Amarillo is visiting Mrs. T. P. Whittia.

Ladies, see those two strap velvet pumps for \$2.25 at Shelton Brothers.

Don't be a croker. Go to Ben's shop and try one of those fine sham-pooes.

Mrs. O. M. Unger has returned to her home in Chicago after a few weeks visit here.

W. B. Shofner of Killeen is visiting his brother, W. A. Shofner, of the Plainview Mercantile Company.

A revival meeting conducted by Rev. J. T. Upchurch of Dallas will begin at the Nazarine church Sunday June 25th and continue until July 9th.

Miss Hazel Mook, Miss Blanche and brother, R. L. Lester of Canyon and R. A. Pittman were honorees at the dance at the L. A. Knight residence Monday night.

Chas. Saigland is the proud owner of a classy new "E. M. F." car. This puts Plainview much nearer his ranch and he will probably have more time for Plainview society.

Mr. and Mrs. G. C. Keck returned from Mineral Wells Saturday. Mr. Keck appears to be almost recovered from his rheumatic attack and is loud in his praise of the water at that health resort.

Dr. C. B. Barr, accompanied by Victor Longmire, went out to the Spade ranch Saturday where Inspector Barr presided over the dipping of 1,400 head of cattle. They report the range and cattle in finest possible shape.

A protracted meeting will begin at the Calvary Baptist church Sunday, June 25. Rev. R. L. Gillon, former Plainview pastor, will do the preaching. A good meeting is expected and everyone, of course, is urged to attend.

Mrs. B. H. Towery returned Wednesday from Nevada, Mo., where she has been taking treatment under the Weltmer system. Mr. Towery reports that his wife is now in capital health and has gained fourteen pounds as a result of her stay of a few weeks.

Miss Claudia Crockett of Dallas is visiting Miss May Kinder.

FOUND—A key-ring with keys. Describe and pay for this ad. 24

Mrs. E. L. Marques 'of McGregor, is visiting her grand daughter, Mrs. J. E. Stephens.

If it's worth telling, tell it. Read our ad this week. We are telling it straight.—Shelton Brothers.

We understand that Grady Brewster and Miss Evelyn Riley, both of Lockney, were married last week. We will await the Beacon for particulars.

LOT SALE.
The Plainview Cemetery Association requests you to call on us for location and prices on grave lots.
PAXTON & OSWALD. 26

Scott Cochran received this week one of the prettiest cars ever seen in this land of the auto. It is a latest model "Velle," has a torpedo shaped body and is painted gray. We understand the cost is about \$2000.

Plainview's streets have been echoing noticeably the past week on account of so many of our people being away at Slaton and Hereford. And many of those who did not go to the above places are off somewhere in the wilderness dodging the Grand Jury. Hurry back, boys.

NOTICE.
For Sale or will trade for good property in or near Plainview, one quarter-section claim in Colorado in one of the best irrigated valleys in the West. Overflowing wells anywhere in the valley. Situated five miles from railroad station. For further description call at East Side Grocery Company, Plainview, Texas.

The M. E. Church, South, has had a high power electric street light installed on their corner. It punctures the darkness with a large volume of brilliancy and is quite an addition to that portion of town. The Methodists know they have a pretty church and are not ashamed for it to be seen. Why can't we have some more street lights?

50 tablets free Tuesday at Shelton Brothers. Read our ad this week.

J. H. Slaton received a spic and span Velle car this week. It certainly is a beauty.

We have some men's and boys' suits that somebody needs and the prices are right.—Shelton Brothers.

Rev. Posey, Presbyterian pastor, is conducting a meeting at Silvertown with the assistance of Pastor Cunningham. It is thought that the meeting will continue another week.

RECITAL.
The pupils of Miss Lena Williams expression class will give a recital at the Schick Opera House Tuesday night, June 20. There will be no charge for admission and everyone is cordially invited.

Lockney will uncork a double-barrelled blow-out July 4th and 5th. It is under the auspices of the Lockney Business Men's League and the program will consist of public speaking, baseball, broncho busting and various other diversions. Music by Lockney and Floydada bands.

Miss Belle Lyons has been visiting Mrs. Houston and other friends the past week.

FOUND—A chain for auto tires. Owner may obtain same by proper description and paying for this ad. 24

Pimples! Pimples! Pimples!! If you want them to vanish away try Ben's new massage machine. It's the most modern make in the world. 27

Jas. Hamilton informs the Herald man that arrangements have been almost completed for the building of the Elks' Home. He states that brick will be on the ground within the next sixty days and that the structure will cost in the neighborhood of \$25,000. The local lodge is rapidly growing in numbers and strength.

The Praetorian Lodge will hold an entertainment and banquet at their hall next Tuesday night, June 20th. All Praetorians are urged to be present or they will miss something worth while. Some prominent speakers are on the program. The object of the entertainment is to work up interest in the lodge work as well as the social side of the occasion.

E. C. Nelson left yesterday for Austin where he will enter the State University.

Emette Westbrook and family returned home Wednesday from Plainview where they had been visiting friends and relatives for the past week. Mr. Westbrook says the Plainview country is in fine condition and that every man he met in that country is a booster for his town and country.—Sterling City News-Record.

J. M. Shafer and daughter, Mrs. Oswald and her children left the first of the week on a cross-country trip to Portales where they will visit relatives for a few weeks. Mr. Shafer promised to send the Herald some information as to the progress of irrigation from wells in the Portales valley.

Maple and Miss Ethel, children of L. G. Wilson, returned from Baylor last Saturday. Maple will return shortly for the summer school as he intends to finish next year if possible. Finishing in Baylor in three years is a task very seldom accomplished, but this young man is one of the brightest graduates the local High School ever turned out.

FOR TRADE.
Equity in 1-2 section of land, improved near railroad for Plainview property. One-third of 260 acres crop with the deal. Years on the deferred payments. Address Box 15, Kress, Texas.

FOR SALE OR TRADE.
597 acres fine agricultural land five miles south of Uvalde, Texas, \$20,000 per acre. Also 238 acres fine land two miles east of Carrizo Springs, Texas, county seat of Dimmitt county, in heart of artesian belt, \$40.00 per acre. Will take two-thirds trade worth the money. P. O. Box 72, Asherton, Texas.

M. S. Hudson is in town for jury service from the Iowa Avenue settlement in the center of the county. He states that they are not needing rain down there as yet and that the crops are flourishing liken unto the proverbial bay tree. Says they are having to put props under the peach and plum trees on his well kept stock farm and that the same is true in the case of his neighbors' orchards.

S. M. Goodlet of Childress was here this week making preparations to become a citizen of this town. He owns a half interest in that live firm, J. E. Stephens Dry Goods Company. Mr. Goodlet expects to move here with his family in a short while. He has been in the dry goods business for the past twelve years and no doubt will prove quite an ally in the campaign of making Plainview the trading center of the South Plains.

We glanced over the shoulder of Jim Hamilton, manager of the Schick, at the post office one day this week and noted the fact that Albert Taylor and his popular company will be here October 6-7. It seems only a few short weeks since the past season and now a new one comes on apace. How tempus does fugit! Mr. Hamilton assures us that he will be able to book better attractions this season on account of the completion of the cut-off.

The Ohio parties mentioned by the Herald last week as prospecting in Hale county purchased one and three-fourths sections near the center of the county. It will be cut up into small farms and settled soon. We understand too, that some deep wells will be sunk on same. Scarcely a week passes without some investment in Hale county dirt. Bring on the prospectors. There are many owners in the county that have more land than they know what to do with.

ATTENTION!

Watch this space for a
Special Bargain next week
YOURS TRULY,

SHALLOW WATER LAND CO.,
Sult 11, Ware Hotel Bldg. PLAINVIEW, TEXAS

The Phone 286 **H. D. HYDE,** Plumber, Plainview

HALE COUNTY AND PLAINVIEW.

(The following articles are taken from the editorial and Panhandle development pages of last Sunday's issue of the Amarillo News. The people of Plainview and Hale county appreciate this gratis boost. It is a good description of a good town.)

In this issue of the News appears a page illustrated article from the pen of the News field staff correspondent on Hale county and Plainview. As a Texas Panhandle object lesson the article cannot be too carefully read or too thoughtfully considered.

Here is a county whose conservatively estimated crop values this year will be in the ratio of \$400 for every man, woman and child of the county's population.

Here is Plainview—the county's capital and chief city—which has increased its population during the last four years at the rate of 1,000 per year and during the same period has grown into a municipality palatial in public and business buildings; manifold in civic utilities and equipment, and famed in educational and church circles.

Enlightened, prosperous and progressive, Hale county and Plainview products.

PLAINVIEW IS THRIVING CITY.

By the News Staff Correspondent.

Plainview, Texas, June 3.—Plainview is the largest city in the Texas Panhandle except Amarillo.

It is the seat of Hale county; the junction point of the Amarillo-Lubbock and Plainview-Floydada railroad lines; is a noted educational and church center, having the Seth Ward Methodist College, the Wayland Baptist College and twelve churches; has a population including its college additions, of \$5,000; has the 100,000 Ware Hotel and Citizens National Bank building; a \$40,000 Opera House; a \$75,000 court house; \$50,000 worth of public school buildings; a \$50,000 waterworks and sewerage system; a \$40,000 electric light and ice plant; a \$10,000 City Hall; the \$50,000 First National Bank Building; the handsome Third National Bank structure; a \$25,000 wire fence factory; a \$20,000 flouring mill; a \$15,000 grain elevator; 20 miles of concrete sidewalks with 12 more miles now adding. 11 miles of sewerage mains; a \$30,000 railroad passenger depot; a big freight depot and three miles of railroad yard and switch trackage; has a combined bank capitalization of \$300,000, with current aggregate deposits amounting out to \$1,000,000; the Hale County Herald with its commodious brick home; the progressive Plainview News; over 20 brick and concrete business blocks, ranging in cost from \$8,000 to \$15,000; a well organized comprehensively equipped and grimly fighting fire department; a dozen thousand shade trees, including the many-leaf maple, the beautiful black locust, and the bonnie box elder; broad streets which are natural boulevards; residence portions counting handsome houses, lovely lawns, scenic shrubberies, orchards ornamental and fruitful and floral growths of bewildering variety and beautiful blossom; a big steam laundry and last, but not least, a strong and stirring Commercial Club.

Early Earout.

In addition to the above, Plainview is soon to have a brick yard and a creamery, while a canning factory, a concrete block plant and an iron foundry are talked of, the latter industry being able to cheaply run for the first two months on the old scrap iron scattered over the country.

The city was incorporated in 1907, with a population of 1,000, and therefore has added to her growth at the ratio of 1,000 people per annum.

The Seth Ward Methodist College investment is in excess of \$200,000, while the Wayland Baptist College cost \$150,000.

The Harvest Queen flouring mill has a capacity of 100 barrels every 24 hours and practically runs on locally grown wheat. Here is made the famous Central and South Plains "Pride of Plainview" flour from an admixture of the hard Russian Red and Turkey Red grains with the softer Tullcaster wheat—a wheat mixing which locally gives, probably, the best bread eaten under the Texan Lone Star. The Harvest Queen Mill is additionally equipped with chop feed, corn meal and graham flour grinding machinery—the city also having a mill entirely of this latter character.

Plainview churches comprise two Methodist; two Presbyterian; two Baptist; two Christian; two Holiness; one Episcopal and one Catholic; one of the Methodist churches costing \$35,000 and one of the Christian edifices, \$18,000.

The city is noted for its home orchard and bush and vine berry culture, large portions of her private residence grounds being devoted to prolific and profitable growing of apples, peaches, grapes, strawberries, raspberries, dewberries, gooseberries, currants, etc., one city orchard, having a record production of 3,900 bushels of

"SPOT CASH SEAY'S" GROCERY SALE

FOR **MONDAY ONLY**

- 17 pounds American Standard Granulated Sugar for \$1.00
- 12 cans Cornell Milk, per dozen 1.00
- 12 cans Cornell Milk, small size, per dozen50
- 12 cans Columbia Milk, per dozen85
- 1 jar Green Hill Preserves, 35c size, each20
- 7 bars Clairette Soap for25
- 7 bars Gold Band Soap for25
- 6 bars Crystal White Soap for25
- Five Boxes Argo Lump Starch for25
- One Broom, regular 40c price, for20
- One gallon Karo Corn Syrup for40
- One Gallon Royal Sorghum for40
- One Gallon Farmer Jones Sorghum for50

Don't buy your Groceries until you **Figure With "Old Spot"**

HE CAN AND WILL SELL YOU FOR LESS

Weigh, Count or Measure Every Article Bought at This Store

Spot Cash Seay Leader of Low Prices

PHONE NO. 348

L. R. BLAKE, Manager

South Side of Square

tree fruits.

It can be noticed also, that Hale county, at large, is as successful a general fruit grower as her capital city.

Hale County.

Hale is essentially a Plains county, at least 95 per cent of its area being tillable, while, owing to its location within what is known as the Texas Panhandle Shallow Water Belt, a large portion of its land are sub-irrigable.

Its rich soil, plentiful rainfall, irrigation capacities, multiplicity of products, abundant harvest and delightful climatic conditions make it a favorite immigration objective point and its present population 10,000 will soon be 20,000.

Combined and Competing Crops.

It would seem as though all the known crops held an annual competitive prize contest on Hale county soil. Wheat, oats, Indian corn, cotton, milo maize, kafir corn, barley, rye, speltz, millet, sorghum, alfalfa, broom corn, potatoes, melons, vegetables and tree, bush and vine fruits, all rivalling each other in prolific production.

At Present Predicted.

Heavy, consecutive and timely rains at present predict a superb Hale county harvest season. Field after field of wheat is estimated at 30 bushels

per acre; oats at 60 bushels, milo maize, kafir corn and Indian corn at bumper harvests; cotton at an excess of one-half bale; alfalfa at 5 tons per acre; while melons and all market garden truck prophesy profuse production.

Additional Acreage of Agricultural Abundance.

Hale county is tilling this year 146,000 acres, as against 61,000 last year.

This year's crops comprise 40,000 acres of wheat, 50,000 acres of milo maize and kafir corn; 30,000 acres of oats; 10,000 acres of millet and Indian corn; 6,000 acres of cotton and 5,000 acres in other crops.

The estimated yields for this year are 1,000,000 bushels of wheat; 1,800,000 bushels of oats; 75,000 tons of milo maize; 125,000 bushels of Indian corn; 5,000 tons of millet; 25,000 tons of alfalfa and 4,000 bales of cotton.

An Illustrative Farm.

An illustrative Hale County farm this year is that of C. C. Calloway, whose planting includes 175 acres of sorghum; 150 acres of milo maize; 80 acres of kafir corn; 150 acres of cotton; 25 acres of Indian corn; 25 acres of oats; 25 acres of watermelons; 10 acres of cantaloupes, and 10 acres of Mexican beans.

A Truck Grower's Association.

A truck grower's association has been organized by the growers of truck in the immediate Plainview vicinity. Six hundred acres of cantaloupes, Watermelon shipments during the months of July and August and September to Pittsburgh, Pa.

Railroads.

Plainview has at present the main line of the Santa Fe from Amarillo to Coleman, which is a direct route to the Gulf of Mexico, and the Plainview-Floydada branch of the Santa Fe.

For some time a project has been on foot to build a road from Fort Worth into the timber and coal fields of New Mexico, and this project now seems near consummation, and it seems an assured fact that this road will be built by way of Plainview. The Acme, Quanah & Pacific, now completed and in operation from Quanah to Paducah, and having Roswell and El Paso as objective points, also seems to be an assured road for Plainview, while the Wichita Valley, a part of the Burlington system, with a terminus at Spur, and the Gulf, Texas and Western, with terminus at Seymour, and both headed westward and are claimed as certainties by the Plainview people. There is no question

but all three of these roads will be built across the Plains within a few months, and should they cross at one point that particular place is certain to become a railroad center of sufficient magnitude to make it a city.

Irrigation Wells.

Hale county is to add at no distant day valuable and extended pumpage farm irrigation to her already rich rainfall and natural sub-irrigation agricultural areas.

The county has three different water stratas to be tapped by these wells at respective depths of 40, 60 and 130 feet, with already demonstrated pumpage water flows of from 1,000 to 2,000 gallons per minute and a per well irrigation capacity reaching up to 160 acres. Seven of these wells are now pumping irrigating water in the immediate Plainview vicinity and seven more are now in sinking process.

The wells use centrifugal pumps with gasoline power and can be put in, all told, at a cost of from \$700 to \$1,000 per well, thus constituting probably the cheapest comparative irrigation medium at present anywhere developed.

Hale county is soon to be dotted with these pumpage irrigation farms an instance in immediate point being a quarter section of land belonging to J.

E. Smith near Plainview which Mr. Smith will at once improve with a well irrigation of alfalfa and establishment of a fine horse breeding farm to be modeled after those of the famous Kentucky blue grass region. One item in the improvement of this model well pumpage farm being the setting out of 10,000 black locust shade trees.

Points in Plain View.

The two big Plainview colleges are heavy factors alike in the growth of city population and property values.

Hale county will have five cotton gins this fall as against one at the present time.

Plainview is on a high moral, educational and social plane.

Celery is becoming very profitable county crop.

Concrete sidewalks will soon extend from the Court House to the Santa Fe railroad depot.

Elaborate beautifying of the grounds of the Seth Ward Methodist College is in present progress.

Strawberry culture in the Plainview vicinity can be counted on to net from \$150. to \$200. per acre. Who will be the first man to take up the culture of this profitable berry?

Local poultry raising means dollars on demand—one Plainview firm advertising for 4,000 chickens.

Country broom corn acreage is increasing and will soon justify the putting in of a Plainview broom factory.

Land sells at from \$10 to \$25 per acre for raw soil and from \$25 to \$75 per acre for partially or fully improved areas.

The second annual Hale county fair will be held at Plainview this summer. The county commissioners have deeded the fair association the old court house building which will be moved to the fair grounds.

Plainview shipped last year 8,000 head of market cattle, 2,500 hogs, 2,000 sheep and 60,000 pounds of wool.

The Plains Baptist is published at Plainview.

The Presbyterian will build a costly church here this year.

A good place to feel the pulse of civic pride is at the public drinking trough. The ebb and flow of animal life as it quenches its thirst at the public fountain gives us an estimate of the wealth, population and prosperity of the community; the character, habits and occupation of its people and the utility, pleasure and hardships of its citizens. There is no better place to study the progress of a community than at the town pump. Every village in Texas should have a town pump and every city with waterworks should have drinking fountains where a stream of pure running water freely dispense Adam's ale to the thirsty populace. Pure water and plenty of it is a good city builder. Plainview has a watering trough fed by running water for the accommodation of visiting stock. But we need a fountain or two on our beautiful Court House square. There is no reason why we should treat horses better than humans.

TO PARENTS OF SCHOOL CHILDREN.

All children between the ages of seven and seventeen should have been listed with the census trustees of each school district during the month of May and in the event any children in Hale County have not been listed you will please report same to me at once, as I begin my consolidated roll, June 15th. GEO. L. MAYFIELD.

County Judge Hale County, Texas.

FOR SALE—Two 2-year old Jersey milch cows. See J. L. Craig, Plainview.

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OUR PLUMBER "NOSE."

Just where the defect may be in your plumbing, and he goes at his work intelligently and quickly corrects the fault. He does not waste your time or your money.

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the moment anything goes wrong if you want your job well done.

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A Page for Farmers and Stock Raisers

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Phone: Office, 197; Res., 193.

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Physician and Surgeon
Office: Rooms 16 and 18,
Donohoe-Ware Hotel Building
Office Phone, 197; Residence, 20.

N. C. LETCHER
Dentist
Rooms 3 and 4
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Guaranteed to heal without a blemish, or your money refunded. Price, 25c, 50c and \$1.00. 25c size for family use only. For sale by all druggists.

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

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 note. Phone W. R. Simmons, 257.

I have for sale or exchange for good notes, feed of any kind or horses, several good buggies, two hacks and one carriage, all in first-class condition. With or without harness. See J. L. Dorsett at the O. K. Barn.

A GREAT CONVENIENCE.
"You have placed all the large berries on top!"
"Yes," replied the affable dealer.
"That saves you the trouble of hunting through the box for them."

IRRIGATED WHEAT MAKES GOOD

Whatever else may be said the irrigated wheat around Hereford promises to make a fine yield. On the McDonald farm, north of town, the wheat is looking good and though planted late, it promises a large yield. The stands are thick and the heads are showing good size.

On the Warren & Barcus farm east of town, there are 150 acres of irrigated wheat which will make, according to estimates, not less than 40 bushels or more per acre. Mr. Barcus was displaying with pride a few heads this week which counted as many as 35 grains each.

L. Gough also has a small patch at his place which was irrigated but one time and it promises a big yield.

All of these fields will demonstrate the practicability of irrigating wheat at Hereford, and if no unforeseen calamity comes, they will show an extra fine yield of grain.—Hereford Recorder.

NEW CROP FOR THE PLAINS.

Commissioner John Gregory, living twenty-seven miles northwest of Hereford and who was here last week in attendance upon commissioner's court told the recorder man that he had sent to Wyoming for a bushel of what is called Improved Emmer, a grain between speltz and spring wheat. A gentleman in Wyoming planted this "cross" a few years ago and it yielded over sixty bushels to the acre, and as high as one hundred bushels to the acre. The tract of land that produced this yield was irrigated. Emmer is fine feed, both in sheaf and in the grain. It grows about waist high, and is a grain product that the growers claim will revolutionize the small grain world. The seed cost \$10 per bushel and Mr. Gregory sent in his order early to be sure and secure the seed. He will summer-till a good piece of ground and plant the seed. He believes it will be a great product for the Plains country as the rainfall in Wyoming is no greater than in this country.

In every new country a vast amount of various kinds of "crop experimenting" must be gone through with in order to find the crop that will do well under the climatic conditions peculiar to that section of the country, and it is the metal just such fellows as Mr. Gregory is made of that pushes the farming interest to the front.—Hereford Record.

TEXAS WHEAT.

The increase in the world wheat acreage has not kept up with the increase in population during the past decade and students of economy tell us that we must increase our wheat acreage or face a bread famine. According to estimates of the Federal agricultural department's reports, in 1910 the wheat fields of the world harvested 3,647,494,000 bushels, which makes 2.5 bushels per capita. In Texas we raised 18,780,000 bushels, which is approximately five bushels per capita.

An examination of the wheat acreage planted in Texas each year for the past three years shows an irregular and volcanic condition. In 1908 we harvested 924,000 acres, in 1909 there was 555,000 acres harvested, and in 1910, we harvested 1,252,000 acres, indicating sudden and rapid changes in our wheat acreage.

Our wheat crop ranks third in value of Texas agricultural products and has a farm value of \$18,404,000. We produce 15 bushels per acre and the farm value was \$14.70 per acre.

PEAS AND PEANUTS.

The Texas Experiment Station at the A. & M. College of Texas gives the following advice: Peas and Spanish peanuts both do well planted in corn. They do better on old rather than land where the corn does not grow so thick and rank.

A crop of cowpeas can always follow Irish potatoes to good advantage, but this will not be the best plan to treat land if it is desired to follow with a fall crop of potatoes. The pea crop will use a great deal of moisture and will be apt to make the land dry at the time the fall crop of potatoes should be planted, say about August. The land for fall potatoes had better be kept plowed, harrowed and cultivated all through the summer, till ready to plant. By thus keeping it well worked, keeping all weeds and grass down, much moisture, and fall potatoes will make a good crop.

Cabbage land may be treated in the same way as Irish potato land.

TEXAS COTTON BREAKS RECORD.

Houston, Texas, June 12.—The first

bale of 1911 cotton arrived on the Houston Exchange this morning from Ernest Metz, a Cameron county farmer and sold for \$1,015, the highest price ever paid on this exchange. It is claimed that this breaks the world's record by eleven days for the appearance of the first bale.

The bale weighed 493 pounds, and

was shipped by the local purchaser to the New York Exchange this afternoon.

TEXAS OATS.

Our oat crop ranks fourth in value. In 1910 we had an acreage of 695,000, producing 24,325,000 bushels, farm value \$11,433,000. Our oats yielded 35 bushels per acre and a farm value of \$16.4g per acre.

Texas is fast taking its place among the cereal producing states in the Union.

Community Correspondence

SPRINGLAKE.

J. T. Thomas was in Friona the last of the week.

S. W. Downs, our genial mail carrier, has bought a farm and is putting in a crop this year.

Mr. and Mrs. C. L. James left for New Mexico Wednesday.

G. L. Geres lost a fine young mare this week. She got cut on the wire.

Fred Ott was doing business in Hereford Tuesday.

P. D. Vore and C. E. Vales were in Plainview Friday.

Miss Geneva Phepps spent Sunday with homefolks.

John Franklin moved his family to Hereford this week.

Miss Ethel Stuck who has been teaching school in Nebraska, is spending the summer with her parents in Springlake.

Misses Nash, Kerchival, Dobson and Hootman went to Dimmitt Tuesday.

Our Sunday School observed Children's Day Sunday with very fine exercises.

CORRESPONDENT.

WHITFIELD.

Misses Alma and Ruby Rush of Tullia were guests of Mrs. Jas. Pullen last week.

Providence people are practicing for the Singing Convention which meets there July 2nd. Singing all day and dinner on the ground.

There was German preaching at Providence last Sunday at 2 o'clock.

Hazel Oooley suffered the misfortune of having his little toe taken off by a horse stepping on it one day last week.

Miss Helen Hubbard was the guest of Miss Hazel Oooley last Saturday.

Mrs. W. C. Oooley was a Plainview shopper Tuesday.

Sam Nations went to Tullia this week on court business.

A large number from Providence and Whitfield took in the Children's Day exercises at Prairie View last Sunday.

CORRESPONDENT.

Did you read our ad last week? If you didn't you missed a good shoe ad. We believe in what we sell.—Shelton Brothers.

CORRESPONDENT.

SERIOUSLY BURNED.

Grady, the nine-year old son of W. J. Dunaway was badly burned Tuesday afternoon by the combustion of gasoline. The little fellow, in company with a half dozen other boys, was playing behind the Fowler Grocery Company building when in some manner the cap was removed from a ten gallon can of gasoline and a stray match was lit with the result that the gasoline was ignited and the clothes of the Dunaway boy were saturated with the burning liquid. He started to run naturally, but was seized by Ernest Fowler, an eighteen year old boy, who smothered out the fire and assisted by R. W. Otto, who is not a boy succeeded in stripping off the charred garments. Dr. L. C. Wayland was at once called in and dressed the burns. His right arm sustained the most serious injuries, being charred in a couple of spots. The burnt expanse covers his chest and face but with the exception of his arm the burns are shallow. The little chap stood the dressing with the stoicism of an Indian, and is in a fair way to a scarless recovery, we understand. The Fowler boy also sustained some burns as a result of his heroic deed.

OFF FOR HEREFORD.

Some ten or twelve Odd Fellows and several ladies of the Rebekah Lodge are at Hereford attending the Northwest Texas Association of the I. O. O. F., which is entertained the three days of the Water Carnival, June 15, 16 and 17. The Odd Fellows will furnish their own program for this annual meeting and four or five hundred delegates are expected to be in attendance. We understand that the location of the Odd Fellow's Orphan's Home will be discussed at this Convention and this accounts for the large delegation from Plainview. Our town feels that it is the logical sight for this big institution and is not going to be backward about stating the belief. Some time this summer the locating committee for the Home will be in Plainview and it is needless to state that they will meet with a hearty welcome.

MRS. J. A. WAYLAND DEAD.

Girard, Kan., June 9th.—Mrs. J. A. Wayland, wife of the publisher of the socialist paper "Appeal to Reason" was killed today in an automobile accident. Mr. Wayland was driving the car, and received a number of injuries himself. The accident was caused by the breaking of the steering apparatus. The car collided with a pole.

PERHAPS FATALLY BURNED.

The Herald man learns that Mrs. Harbor, a daughter of W. D. Keyser of Hale Center, was so seriously burned last Saturday at her home in that town that her recovery is very doubtful. We understand that she was cleaning an incubator and wiped the oil off with her skirt when upon striking a match to light the wick the kerosene on her skirt was ignited. She put it out at once as she thought, but upon starting into the house discovered that her skirt was in flame all over. She rushed toward a neighbor's frantically screaming for aid. By the time it reached her and the fire extinguished her body was burnt from her breast down and was even charred in many places. Mrs. Harbor moved to Hale Center recently, with her parents, from Iowa and has several little children.

MAMMOTH STORAGE FOR OIL.

J. V. Freeman informs us that his company, the Pierce-Fordyce Oil Company, installed two more tanks this week, each with a capacity of 13,000 gallons. This gives the company a total storage capacity at Plainview of 52,000 gallons, the largest of any town on the Plains. The tanks are for the storing of naphtha and cheap kerosene and these mammoth preparations are being made in readiness for the demand for fuel by pumping plants for irrigation in the South Plains. This irrigation business is surely going to be a big thing. Mr. Freeman also states that the company will store crude oil here in large lots as soon as engines burning same have become general in this section.

LECTURE.

Rev. A. M. Lumpkin, who has been twice around the world will give a course of lectures on "Strange Lights in Foreign Lands" at the First Baptist Church, June 22, 23 and 24. Price for three nights, \$1.00. One night 50 cents.

He is highly recommended by such men as J. D. Standefer, President of Simmons College. T. D. Brooks, superintendent Public Schools, Hillsboro, B. F. Sisk, author of Sisk's Grammar, C. D. Wolf, secretary of Y. M. C. A., San Antonio says: "Mr. Lumpkins shows one of the finest collections of curios gathered from many nations that I have ever seen outside of a museum."

Be up-to-date. Go to Ben's shop for a first-class shave.

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Stubborn Case

"I was under the treatment of two doctors," writes Mrs. R. L. Phillips, of Indian Valley, Va., "and they pronounced my case a very stubborn one, of womanly weakness. I was not able to sit up, when I commenced to take Cardui.

I used it about one week, before I saw much change. Now, the severe pain, that had been in my side for years, has gone, and I don't suffer at all. I am feeling better than in a long time, and cannot speak too highly of Cardui."

TAKE CARDUI The Woman's Tonic

if you are one of those ailing women who suffer from any of the troubles so common to women.

Cardui is a builder of womanly strength. Composed of purely vegetable ingredients, it acts quickly on the womanly system, building up womanly strength, toning up the womanly nerves, and regulating the womanly system. Cardui has been in successful use for more than 50 years. Thousands of ladies have written to tell of the benefit they received from it. Try it for your troubles. Begin today.

Write to: Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn., for Special Instructions, and 64-page book, "Home Treatment for Women," sent free. 15c

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

Office at Court House

Plainview, Texas

Facts for Weak Women

Nine-tenths of all the sickness of women is due to some derangement or disease of the organs distinctly feminine. Such sickness can be cured—is cured every day by

Dr. Pierce's Favorite Prescription

It Makes Weak Women Strong, Sick Women Well.

It acts directly on the organs affected and is at the same time a general restorative tonic for the whole system. It cures female complaint right in the privacy of home. It makes unnecessary the disagreeable questioning, examinations and local treatment so universally insisted upon by doctors, and so abhorrent to every modest woman.

We shall not particularize here as to the symptoms of those peculiar affections incident to women, but those wanting full information as to their symptoms and means of positive cure are referred to the People's Common Sense Medical Adviser—1008 pages, newly revised and up-to-date Edition, sent free on receipt of 21 one-cent stamps to cover cost of mailing out; or, in cloth binding for 31 stamps.

Address Dr. R. V. Pierce, Buffalo, N. Y.

LISTEN FARMERS.

Hall may come. Let us insure your crop.—J. M. Malone Insurance Agency, Plainview, Texas.

NOTICE 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.

See our line of children's shoes. The price is right.—Shelton Brothers.

WANTED—Seth Ward College property. We have customers who want to buy or trade lands close in Plainview property or other property for improved or unimproved lots or acreage property in or near Seth Ward College.

ANSLEY REALTY COMPANY.

Plainview, Texas. 23

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

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

Subscribe for the Herald. \$1.00.

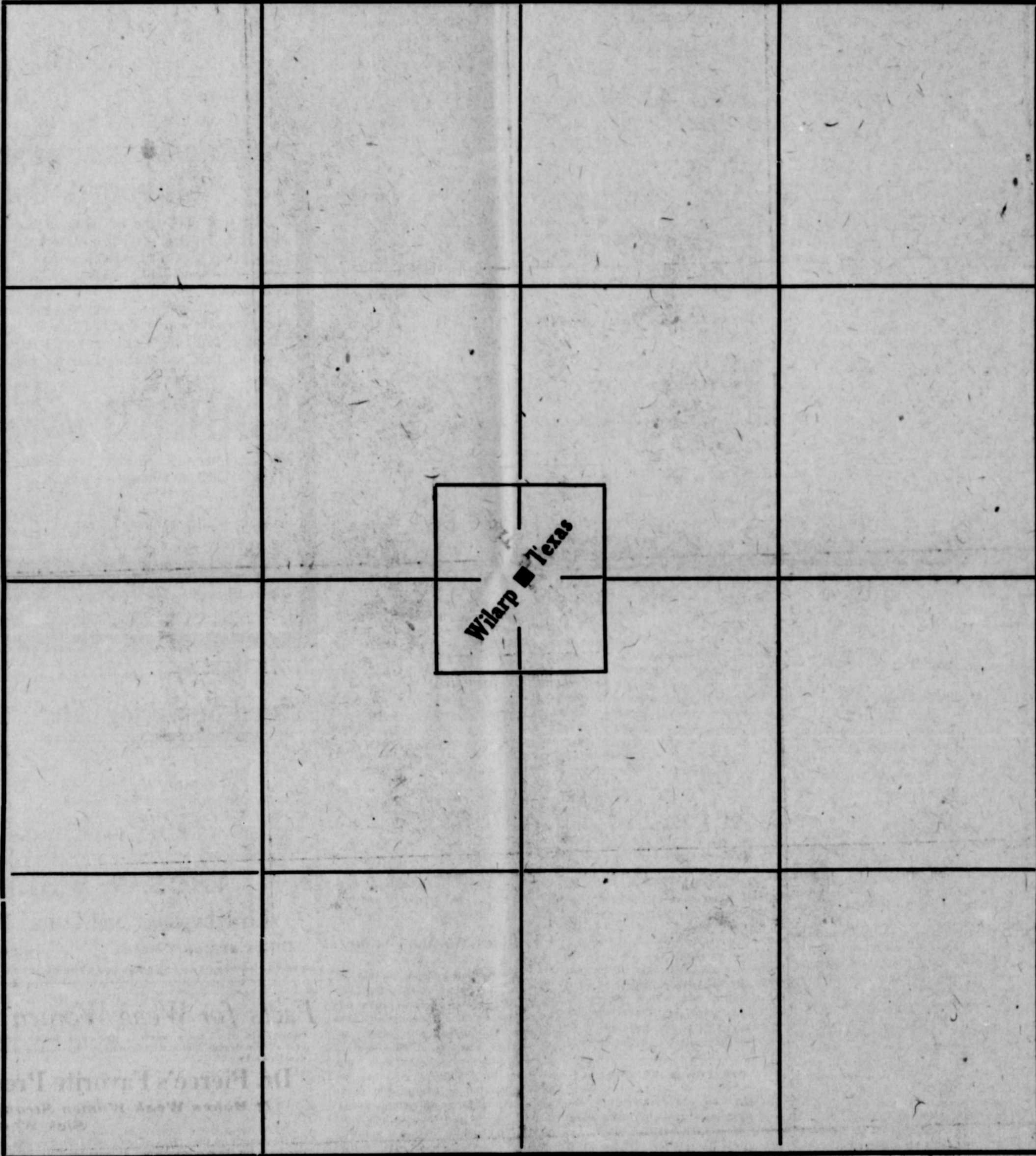
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