- The mers of the Plainview Country Raise Everything, and Wheat and Cotton -o E The Hale County Herald

PUMPING A STREAM OF GOLD
$\qquad$ Drontus Which Appear to be
on trio Incense Thruout the
Entitre Worlid. While the Platinvew country has recelved twentr-five tivecheo of preicip
tuation the arta eight monthas of 1911
 Years, the past summer. in tact the
past hree sumers will long bere
membered as measons ot wideespreac end unprecedent drounhs. It it a a re
markable eature of American agrimarkable feature of American ngri
cultural resources, bowerer, that ev en a general drouth, following a perhas not brought a threat of tamine







## PLAINVIEW "COPPED THE CUP"



Professional Cards
 - Dr. Clarevce D. : Oeftice: Rooms 14 and 16, 16


Donohoo- Ware Hotel Bullding
$+++++{ }_{\text {DR. }}^{++++++}+$

* 15 and 16 First National Bank $*+++++++++++$

Ottlee $\mathrm{V}_{\text {yekeft- Wills }}$ Drus

$\bullet *+++++++++++$
A Aetlon, Regulating and all stpds * Drop me a postal and I will call. $:$ At Bonron's Jenerry Store.



| COCHRANE'S <br> STUDIO |
| :---: |
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Where They Make


FOR FURTHER PARTICULARS SEE Ben Gardner agt. POPE-HARTFORD AUTOMOBILES

reciproctity ayd tate Co's

| LOCKNEY COLLEGE AND |
| :--- | :--- |
| BIBLE SCH00L, |

## Platnitew Contributor Dlseusses cent Communleatlons <br> WHEN EVER <br> YOU THINK OF A SUIT <br> YOU THINK OF A SUIT

WE ARE THE PEOPLE THAT DELIVER THE GOODS
Jim, Harry and Grady
Pipkin-Napp


 in Detroit, Mich., are found in En
gland cheaper than in some parts of gland cheaper Caan Misene
the United state. Minneapois tour
can be bought in some parts of Europe cas ce ceaply as in Iowa, but Moline
plows, made in Moline, III. can no
be bought as cheaply on the Easterri be bought as cheaply on the Easter
Continent as can be bought on the
streets of Moline. The difference b ween water rates and railroad rate doeen water rates and railroad rate
does it, not tariff. Sometimes Ameri
can-made machinery an-made machinery is cheaper
oreign countries than here, owing to I believe the majority of men ar
incere on the tariff question, and shink their way should be tried. This
country has prospered like no other
country on earth, and our tariff has
been hat Two high a tariff does no


## ofr pliciber "xose."

 plumbing, and he goes at his work ntelligently and quickly corrects the He does not waste your time your money
SEND FOR US
e moment anything goes wrong ou want your job well done.
Always remember that we are read A estjmate on all kinds of plumblos City Plumbing Co. PHONE 8 s.

R. A. Long Drug Co.

## TEXACO ROOFING

Less expensive than metal or shingles. Approved by the Fire UnderMAKE YOUR OLD ROOFS WATERPROOF TEXACO ROOFING CEMENT

For sale by local dealers
The Texas Company General Offices.

Houston. 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
We Want Your Trade

# Spot Cash Seay 

## Sells it for 15 Cents on

 Monday and TuesdayWE buy for cash and sell for cash. We have no loss on bad accounts. No bookkeper or collectors salaries to pay. Consequently we are in a position to sell cheaper.

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## Spot Cash Seay "LEADER OF LOW PRICES"

He Can and Will Save You Money on Your Grocery Bil

L. R. Blake, Mgr. $\quad$| Telephone 348 |
| :---: |
| South Side Square |

## begin work on 10,000 acre farm

It is already known that the C. B.
DR. COX'S
Barbed Wire LINIMENT
a 10,000 acre farm near Crosay
this fall. Judge L. Gough, late of
Hereford, will be in Crosbyton on
September 1st to begin the prelimi-
nary work.
P. Saiders that 2,000 acres whil be
P. Sanders that 2,000 acres whil be
added to the lands under his manage
ment, making 4,000 acres in all.

## Another division south of Crosbyton.

The third and ,
be two and four miles northwest

## Crosbyton.

ple of Crosbyton. much to the peo
men on the payroll, the means many
ber for barns, cottages and outhouses
as well as much breaking of land.
And it means more cotton to
sinned in Crosbyton next yegr.
Dy mare than all, it will be a grea

These still days are making stock
water scarce. Mrs. A. R. Reddington and son vis-
ited in Olton Tuesday and Wednes-
day.
Norman Cleavenger was in Plain-
view Wednesday.
Mrs. H. M. Packard and son, Ralph were shopping in Plainview, Tuesday
and Wednesday.
Threshing is all the go the past
week.
Rudd Brothers hauled thetr wheat
Rudd Brothers hauled thetr wheat
to the Haryest Queen Mills at Plainview Monday.
A. D. Frederick
melons as usual.

Mrs. Minnie Duncan and little

daughter are visiting old friends and about Spring Lake. | Mr. a |
| :--- |
| Plainvie |
| urday. |

r. and Mrs. C. E. Troxall were urday.
in the hotel bund family have' moved The church at this place has grant-

Mr. Bennett of Indiana is here looking atter his land which is situated
near Spring Lake. He is the guest of C. E. Bales. -
one. is the guest
noer Saturday.
Messrs. Kerchival, Dobsen and
Bales were in Plat
Bales were in Plainview after coal
this week.
F. M. Geest brought part of his fam-
have been living for the past year.
We understand the remaining mem-
bers of the family will be here in a
Miss Mary Kerchival is at home
again. Glad to see you,
certainty did miss you.
The Ladies Missionary Society met
Saturday and elected the following
officers for the coming year: Mrs. H
officers for the coming year: Mrs. H.
M. Packard, president; Mrs. M. .
C.
M. Packard, president; Mrs, M. E.
Cleavenger, vice-president; Mrs, A. R.
Reddington, secretary; Mrs. P. D.

Reddington, secret
Vore, treasurer.
O. C. Axtell and family and M. W
axtell and family are off on a camp-
ing expedition. They expect to be
gone a couple of weeks and will doubt
CORRESPONDENT owa ayenue. Mr. Nab has returned from an ex-
tended trip thru' the Gulf coast counMr. and Mrs. W. F. Deramy were
he guests of Dr. and Mrs. Sanders of Hale Center last Sunday.
Mr. and Mrs. L. M. Fearn visited
with Mr. and Mrs. Benson of Aberwith Mr. and Mrs.
nathy last Sunday.
Mr. and Mrs. A. . L. Leer and Mrs.
Black Sundayed with the Hortons of Hale Center. The singlest or Thomason's was well
attended last Sunday night and a good tume is reported.
Mrs. T. W. Smith visited at Ha
Mr. and Mrs. C. E. Horton of the Mr. and Mrs. C. E. Horton of the
Norfleet neighborhood visited with
the Hosier's Nick Alley and Will D. Anderson of Hale Center transacted business along
he Avenue one day last week.

The weather has been warm if not
ot for several days but it is cooler
again.
We are needing rain and hope it
will come in time to will come in time to save the kaffir
which if it rained soon would make a good crop.
The Leers and Mrs. Black attended a watermelon feast at Fearn's last
Saturday evening.
ADA WITH THE GOLDEN HAIR. "Only a lock of golden hair,"
night
formeth, on her pillow fair,
A halo bright.
Only a lock of golden hair,"
The maiden, smiling sweetly, said,
s she laid it over the back of the
chatr,
And went
perimer.tal farm to demonstrate carriags, ill in arrat-clage condition. 1 gerovinome the best
me

# Our Fall Goods Have Arrived 

## THE CLASSIEST SHOWING EVER BROUGHT TO PLAINVIEW

We are now prepared to take care of your fall wants for the coming season-..many new goods have been received and more on the road. We have bought heavy and our stock is complete in every department. Many goods are now on display and we cordially invite you to call and inspect them. The same old reliable brands--.the people all know about them. That's the reason they trade at

## CARTER MERCANTILE COMP'Y <br> THE STORE OF QUALITY'

## A FIRE MARSHAL <br> ORDINANCE



$$
\begin{aligned}
& \text { SECTION 1. The office of Fir } \\
& \text { Marshal is hereby created. Such o }
\end{aligned}
$$

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\begin{aligned}
& \text { fice shall be independent of other,eit } \\
& \text { departments, the fire marshal repor } \\
& \text { ing directly to to the mavor and }
\end{aligned}
$$

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\begin{aligned}
& \text { ing directly to the mayor and city } \\
& \text { commission or council. Such offlee } \\
& \text { shall be filled by appointment by the } \\
& \text { mayor, by and with the consent of }
\end{aligned}
$$

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\begin{aligned}
& \text { mayor, by and with the consent of } \\
& \text { the city commission or council within } \\
& \text { days after this ordinance shall }
\end{aligned}
$$

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\begin{aligned}
& \text { take effect. The said Fire Marshy } \\
& \text { shall be properly qualified for the du } \\
& \text { ties of his office and shall be remove }
\end{aligned}
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\begin{aligned}
& \text { only for cause. He shall receive an } \\
& \text { annual salary of one dollar, payable } \\
& \text { in monthly instalment? as full com. }
\end{aligned}
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& \text { anuar saiary or one gonaz } \\
& \text { in monthly instalment? as } \\
& \text { pensation for his services. }
\end{aligned}
$$

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\begin{aligned}
& \text { pensaction ror nis services. } \\
& \text { sEC. 2. The Fire Marshal shal in } \\
& \text { vestigate the cause, origin and eircum }
\end{aligned}
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\begin{aligned}
& \text { vestigate the cause, origin. and eircum- } \\
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& \text { of Plainview. Texas, by which prop- }
\end{aligned}
$$

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\begin{aligned}
& \text { stances of every nre within the eny } \\
& \text { of Plainview, Texas, by which prop- } \\
& \text { erty has been destroyed or damaged, }
\end{aligned}
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& \text { erty has been deastroyed or damaged } \\
& \text { and shall espesially make investiga }
\end{aligned}
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\begin{aligned}
& \text { and shall especially make investiga- } \\
& \text { tion as to whether fuck fre was the }
\end{aligned}
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\begin{aligned}
& \text { result of carelessness or design. Such } \\
& \text { investigation shall be begun within } 24
\end{aligned}
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\begin{aligned}
& \text { Investigation shall be begun within }{ }_{2} \\
& \text { hours, not including Suaday, of th }
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& \text { hours, not including Sunday, of t } \\
& \text { occurrence of such fire. The Fir } \\
& \text { Marshal shall keen in his office }
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& \text { occurrence of such fire. The Fir } \\
& \text { Marshal shall keep in his office }
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& \text { record of all fires oecurring within the the } \\
& \text { city, together with all facts, stati }
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& \text { city, together with ail facts, statis- } \\
& \text { tics and circumstances, including the }
\end{aligned}
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## origin

ed by the investigation be determin
all times be open to public inspection
SEC. 3. The Fire Marshal, when in
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$\qquad$quired to be made, and shall cause the

|  | LEGISLATIVE |
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SETH WARD
COLLEGE NOTES
Yion manesemen ot saw wra cat

 and is making the college famity the faculty of the fine arts departcheery, by his presence.
Mr. Cook and his family, from chapel. This will give a good oppor-
Granger, Granger, accompanied by Mr. Ander- tunity to become acquainted with
son, of our own eity, looked over the
these digtinguished performers. The buildings this week, and were much pleased with us. $_{\text {invitu }}^{\text {ind }}$ cordial

| The president made a trip to Lutbock this week. <br> Mr. Brown, of Hale Center, engaged a room in the girls' dormitory for his daughter, Miss Grace. <br> President Sligh, of Floydada Institute, was to see us this week. <br> Mr. English, from Crosby County, has rented a home near the College, and will be here for school. <br> Rev. R. B. Bonner and his wife are spending the week at the dormitory. Miss Margaret Harland came out from town this week and selected a room in the dormitory. <br> Prot. Pearce went to Canyon this week, in the titerest of the sehool. Every cttizen of Plainview is invited to call between the hours of ${ }^{7}$ t and 10 o'elock on next Tuesday afternoon and inspect the buildings. Don't forget that Friday, September 1st, at $2 \mathrm{p} . \mathrm{m}_{\text {, }}$, is the time tor the opentig of achool, It to hoped that as many of the students as can possibly do so will be on hand to enroll at the beglining. The enrollment will continue through Saturday and Mon- | THIRTY YEARS TOGETHER. <br> Thirty years of association-think ofit. How the merit of a good thing stands out in that time-or the worthlessness of a bad one. So there's no guesswork in this evidence of Thos. Ariss, Coneord. Mich., who writes: "I have used Dr. King's New Discovary for 30 years, and it's the beat cough and cold cure I ever used." Once it finds entrance in a home, you can't pry it out. Many familles have used $\mathrm{th}^{\prime}$ forty years. It's the most thfrallible throat and lung medicine on earth. Unequalled for tagrippe, ath. ma, hay-fever, croup, quinay or sore tangin Price 50 e and 91.00 . Trial bottle tree. Gaarantied by All Druggiste. 34 $\qquad$ <br> NASH'S SECOND-HAND STORE is selling new lce Bores and fce pee forrm Freetery at cost. He needs'ther rdom. |
| :---: | :---: |

## Be Happy!

Happy the girl, or woman, who has nevor suffered from any of the discases of womanhoodi Or , If she has been a sufferer, happy is she it she has learned of the wondertul beaeflis of Cardul, the woman's tonic!
Cardul is a gontlo, tonic remedy, for women's allments It has been in suecesoful use for more than 50 years. Is has cured thoumands. It should do the same for you

## CATKIU The

SOMEWHERE TO GO.
Take your choice, The Majectic and
he Alamo will each run every night
Tom now on. Atter a period of rest,

draws large crowds each night,
Manager Renfroe says he will put o
a root and vaudeville when the col
$\qquad$


ATTACK LIKE TIGERS.
In fighting to keep the blood pure the white corpuscles attack disease
germs ilike tigers. But often germs multiply so fast the little fighters are
orereme. Then see pimples, boils overcome. Then see pimples, bolks
eczema, salt-rheum and sores multi-
oly and strength and appetite nly and strength and appetite fall
This condition demands Electric Bit This condition demands Electric Bit
ters to regulate stomach, liver an didneys and to expel poisons fron
the blood. "They are the best bloo vurifiers," writes C. T. Budahn, of
Tracy, Calif., "I have ever tound.
They" make rich, red blood, stron hem. ofo at All Drugiste.

Mr. Mary Nooly, of Denver, Tenn, says," "I think mere is no tonic on oarth, as good as Cardui I used it
 Now, 1 feel beter than 1 have for two years. 1 shall





## A Page for Farmers and Stock Raisers

| Waller Tailoring Co. |  |  |
| :---: | :---: | :---: |
|  |  |  |
| The most up-to-date steam cleaning and pressing shop west of Fort Woith. |  |  |
| Suits Made to Order |  |  |
| Give us a trial. <br> One door south of Schick Opera House. |  |  |
|  | PHONE 188 |  |
| WECALLFOR and DELIVER |  |  |


| eat seeding. | reliable grain drill, and cover wi press wheel attachment if po |
| :---: | :---: |
|  | This press wh |
| isable. Ground that has been |  |
| July will insure | if used right after the drill. The roll er must be followed at once with |
| sust plowing is bette |  |
| that prepared in September. Ground |  |
| prepared after September 1st mus |  |
| rally |  |
| risk of making a poor crop. | depth. Wheat can be sowed slightly |
| Time for Seeding-The time | deeper in sandy soils than in heavy |
| wheat must necessarily |  |
| rding to the season. Our | Let us sow smaller acreages and |
| 's experience has taught us | ork right, rather than to sow |
| lessons. We know we can not |  |
| hout a certain | been but |
| ture. If our wheat land |  |
| moisture in it when we |  |
| eat should be sowed, sow it and wait for | Railway Company, Amarilo, Texas |
| fore sowing. <br> Wheat can be | F SEED WHEAT |
| ate as December 1st if the conditions |  |
| ble |  |
| not afford to |  |
| ecmber to prepare the land. | loo |
| about November 1st is much m | Both |
| ely to insure a crop than Dec | d |
| r. But our best when |  |
| om sowing from Septebmer 20th | ried by the seed, but the spores of |
| ctober 20th. If the soil has b |  |
|  |  |
| ions are good by September should not hesitate to sow | ing the seed preve but loose smut re |
| e must get our winter wheat | be treated and that |
| in the fall months. Geod Seed-Too much cannot | ch it grew be planted the following year. |
|  |  |
| at deal of wheat which will be | commonly found, |
| for seed this fall is badly mixed | nels only, while |
| and is of an inferior quality. It pays |  |
| d | and |
| ured slightly above the ma | The |
| ces. Turkey Red and Khar | sive odor |
| eats will be found as good | The following "Formalin |
| as ons. | wheat, also the smuts which comm |
| Amount of Seed to |  |
| ontinue | Formalin Treatmen |
| g too much seed. For | me |
|  | stone treatment, and Formalin trea |
| re is sufficient, if the | ment, th |
| n well prepared. Under no con- | reliable and cheapest |
| ons should we sow over three |  |
| to one bushel of seed to the | Formalin at a reliable drug One pound of formalin is suffic |
| ent for Smut-It is a good | m 2,000 to 2,500 pou |
| plan to treat all seed wheat for smut, | wh |
| whether the wheat appears to |  |
| 仡 | ing solution is made by carefully mix- |
|  |  |
|  |  |

## Singer the Standard to Which

all Others are Compared
Have you ever wondered why it is that dealers in other makes of sowing michines take pains to emphasize their clalm that iheir particulo 2000.000 women buy Singers overy year-more than all other makes combined? Or why Singer sales have spread all over the world, into evory civilized country?
The Singer has so lons represented the highest degree of excellence that it
is to-day everywhere recognized as the standard of perfection-the
TIS EASY TO OWN A SINGER
Singer will pay for itseif. Phone 51 and see about our easy payment plans Machine Needles, Oils, and Supplies. Liberal Allowance for Old Sewing Machines in Exchang for a Siager J. H. EDWARDS Agent Phone 331 Singer Sewing Machine Co. have moved their office 117 North Covinston with City Plumbins Co
Singers sold on easy terms-Liberal allowance for old machine


Sheriff, Hale County, Texas.
SHERIFF'S SAI smans sule THE STATE OF TEXAS,)
County of Hale.
NOTICE IS HEREBY GIVEN, That by virtue of a certain Order of Sale
issued out of the Honorable District Court of Hale County, on the 31st day of July, 1911, by B. H. Towery, clerk
of said District Court of Hale County, of said pistrict Court of Hale County
Texas, for the sum of Three Hundred

and styled Rushing Land Co. vs. Es
vice, I, G. A. London, as Sheriff
Hale County, Texas, did, on the 318
day of July, 1911, levy on certain Rea
Estate, situated in Hale County
Texas, described as follows, to-wit
160 acres of land lying and being sit 160 acres of land lying and being sit-
uated in Hale County, Texas, known

$\qquad$
$\qquad$

R. A. LONG DRUG CO


## A. L. HAMILTON \& BROTHER

Flues, Tanks, Milk Troughs, Camp Stoves, and all kinds of
Repairing Neatly Done On Short Notice.
punsuist
texis:

## Seth Ward College <br> PLAINVIEW, TEXAS

Location Beautiful to behold.
Buildings Modern, Roomy, Convenient Property Worth $\$ 100,000$. Out of debt growing in value.
Laboratories The best in the West.
Courses Literary Piano, Pipe Organ, Vocal
Violin, Art, Elocution, Bookkeeping and Typewriting.
Faculty University graduates and specialists. Expenses Board and college tuition $\$ 185$
Session Opens September 1st.
J. SAM BARCUS, President

## B. D. CROW, Horse Shoer HORSES SHOD FOR $\$ 1$ REER

Fifteen years of experience allows me to guarantee every job of shoeing I do. DON'T FORGET--
We also do all kinds of Blacksmithing, Buggy and Wagon Work.

## J. H. LEACH

## Coal, Grain, Seed and Feed Stuff

Phone 136
Plainview, Texas

## PACIFIC AVENUE LOT for SALE <br> AT A BARGAIN

Lot 4 in block 34. Original Town Section. One and one-half blocks from the square. Write owner. W. C. DUNLAP, Hillsboro, Texas


\author{

## The First National Bank

 <br> ue in a position to meot}

## PNewLine

Sweetwater, Ft. Worth, Galveston, Houston and all Eastern and South Texas Points, vin the
COLEMAN CUT-OFF
through Lubbock and Swoetwarer. Leave Plainview $11: 40$ on
m daily. $\mathbb{I}$ Watch for our new though service betweef m. daily. If Watch for our new though service betweef Aakeston pandicluers.
R. MoGEE, Agen

1

We are ready to show you the newest styles for the Autum Season, so that you can right now Fix for Fall. Fuy your fall outfit right now. You will be done with the task, and the cooler autumn days will not catch you unprepared. Buy early and enjoy your fall outfit the longer. New goods are arriving daily and we are prepared to satisfy all who want high class merchandise--A few specials that we especially urge you to call and inspect.
For the Ladies
The Palmer Garment Coat Suits and Coats,
La Merit and Buckingham Skirts,
Lucille Dresses,
W. B. Corsets,
Bradley Sweaters and Muffers,
Dress Goods and Trimmings

## For the Men and Boys

Manhattan Shirts
Kuppenheimer and Hercules Clothes, New Line of Neckwear, Nettleton Steadfast and Just Right Shoes, Complete Line in All Departments

We bought heavyily for our fall and winter trade, and we are sure we can please even the most particular in anything in the wearing apparel line.


We are proud of our Millinery Department. Our Milliner spent some time in the market this year selecting this season's hats, and with her long experience in the business, and by careful observation she has succeeded in selecting the prettiest stock of Millinery ever brought to Plainview. You can't go wrong if you buy your hats from us. Advanced styles now on display. $\boldsymbol{q}$ We solicit, appreciate and merit your patronage.

## PLAINVIEW MERCANTILE COMPANY Wa stormer . ma

BEST AND PRETTIEST DRY GOODS STORE ON THE PLAINS

## THE BEET SUGAR INDUSTRY



圆－18，000 Irrigated Acres
TO BE SOLD IN FIVE，TEN AND FORTY ACRE TRACTS WATER FOR IRRIGATION GUARANTEED A．E．HARP，INVESTMENTS PLAINVIEW，TEXAS


The SUGAR BEET is the crop．Twenty tons per acre average yield．Any beet factory in the U．S．will pay $\$ 5.00$ per ton for sugar beets，a gross income of $\$ 100.00$ per acre， allowing $\$ 20.00$ per acre for seeding，cultivating and harvest－ ing，you have a net profit of $\$ 80.00$ per acre，or $\$ 800.00$ net profit on ten acres of each forty acre tract，as this crop should be rotated every three years．This is a never－failing crop．

Twenty acres in alfalfa－－five tons per acre－－one hundred tons per twenty acres，at $\$ 15.00$ per ton gives a gross income of $1,500.00$ ．Allowing $\$ 4.00$ per ton for cutting， baling and delivering，leaves a net profit of $\$ 55.00$ per acre，or $\$ 1,100$ per the twenty acres．A net profit of $\$ 1,900$ for the two crops，sugar beets and alfalfa，besides leaving ten acres of the forty for houses，barns，lots，cantaloupes，cucum－ bers，onions，watermelons，etc．

Don＇t You Want a Residence Lot and a Forty Acre Tract A SAFE INVESTMENT！

