

PUMPING THE HIDDEN WATERS

Irrigation by Pumping from Wells is
Becoming General Throughout
the United States.

W. J. Wixon, Professor of Agricultural Practice, University of California and Horticulturist of the California Experiment Station, in discussing irrigation from wells in that state, says:

"Sinking wells into water bearing strata to secure irrigation supplies is now being resorted to as never before. New and broader conceptions of the relations of subterranean water to irrigation have recently prevailed. This follows because it may be much cheaper to raise waters to adjacent towers than to catch it in a remote ravine and pipe it for miles. However this may be irrigation undertakings have been recently established very largely upon wells and pumps or upon flowing wells, whenever they can be had. In California during the past three years there have been perhaps ten times as many pumping outfits set up for irrigation as have been employed during the whole earlier irrigation of the state. Large irrigation companies sank groups of wells and pumped from them into their distributing ditches and flumes when, for lack of rain, their immense reservoirs went dry. Individual irrigators sank wells and bought pumping plants when the ditch water failed, and have now learned the superiority of home supply, to be drawn up just when it can be used to the best advantage, and often to be had for much less than the rates of the ditch companies. Large regions which have never secured irrigation systems, and doubted perhaps the needs of them, were forced by drouth to seek water and having found it below ground in ample quantities they will not fall in the future to use irrigation as a supplement to rainfall."

And here is a squib from the Christian Herald:

"Geologists are asserting their greatest underground river in the world flows from the Rocky mountains underneath New Mexico and Texas, emptying itself in the Gulf of Mexico. This river thought to be in places several miles wide, and it is believed that it feeds rivers that flow upon the surface. The artesian well belt of Texas is pointed to as the up-lifting of the water from this river, often from eight hundred feet below."

Last Sunday the El Paso Herald issued a special forty page edition entitled "Pumping the Hidden Waters." We never dreamed that irrigation by pumping from wells was so general until we perused this worthy paper.

In California, in New Mexico and Colorado, in Kansas and many portions of West Texas it is being practiced and sworn statistics showed that it is being done at a profit. All we need to do here at Plainview is to show the world the water the soil and the climate and our future is already guaranteed for the world knows already it seems, that irrigation from wells is highly profitable and satisfactory. And we failed to note a single instance in the irrigation edition of the El Paso Herald that mentioned water as shallow as at Plainview. Here is an account of a visit to an irrigated farm in Southwest Texas:

"We visited several parties who are growing crops here and we found the following results: Bermuda onions net from \$200 to \$500 per acre, cabbage nets from \$100 to \$300, melons net from \$100 to \$300, alfalfa nets, \$75 to \$150, corn from \$30 to \$75, peaches net from \$200 to \$500 and grapes net from \$100 to \$300 per acre."

LEGISLATIVE NEWS LETTER.

Austin, Texas, September 1.—Our solons have paid their vows and their bills and are hurrying from Austin like men running from their sins.

The work of the session shows that our legislators stumbled towards progress a few times, but the pro and anti elements clenched and fell before they reached it. It would be a great thing for Texas if some of our politicians could go to heaven in a whirlwind, but of course we wouldn't want them to leave unless they could better themselves.

The legislature has had all told over sixty subjects submitted for legislation but less than ten laws were passed and none affecting the industrial interests of the state. The sur-

est plan for a legislature to avoid mistakes is to do nothing.

The Appropriation Bill amounting to \$10,203,613.85 reached the Chief Executive, but the governor reduced it \$640,000, taking \$41,580 off the appropriation of the attorney general's department and the remainder of the reduction was made on the educational institutions.

The State Senatorial Re-Districting Bill has been vetoed by the Governor and other bills may feel the veto ax.

In order to avoid passing the congressional re-districting bill, eight prohibition senators absented themselves from the senate chamber and succeeded in killing the bill as well as many other useful measures. This action will result in the election of two congressmen at large.

The closing session was one of strife and turmoil. The members of the house were refused admission to the senate and retaliated by refusing to receive any message from the senate.

BROWNWOOD PARTIES HERE.

Ira Hall, a gasoline engine and pump man and all round irrigation expert, J. C. Clingman, a prominent hardware dealer, and Marshall Smith, postmaster, came up from Brownwood last Saturday and remained over until Monday. J. J. Rushing had told them of our irrigation prospects in such glowing terms when he was down in that section a few weeks ago that they took their Cadillac in hand and proceeded to see for themselves.

They were kind enough to take the Herald man with them Saturday afternoon when they went out to apply the government test to the Slaton well the pioneer well of the Plainview district. A weir was arranged and the test proved conclusively that Mr. Rushing had not misrepresented things to them. After applying government formulas, Mr. Hall also told us that Mr. Slaton was getting his water with his thirty foot lift, at less than a dollar per acre foot, actual cost of pumping considered only.

These gentlemen were converted to the belief that this is the only country before they left. In fact, Mr. Smith is going to invest in some land and Mr. Hall said that he was going to be back and sell some engines for these wells. It was the first time any of them had ever been on the Plains and the beauty and productiveness of this section proved quite a revelation to them. They said the crops of this district were far ahead of those in Brown county or in any of the country thru which they passed. And when a Brown county man will admit such he certainly has "seen something."

They were struck by the fact that every way one looks on the Plains he seems to be gazing uphill. But taking out their compass and making some measurements they discovered they were on a perfectly level scope of country. They also had much to say of a mirage they had seen. The Plains country will open the eyes of these Central Texasites.

B. S. Craig, of Dallas, representing the General Electric Company, has been here all the week looking into proposition of installing a central electric power plant for the purpose of furnishing power for pumping water from our irrigation wells. His proposition looks good, provided we can't get our power cheaper from dynamo run in connection with the proposed beet sugar factory. We think Mr. Craig figures the present cost of pumping by individual plants away too high—at any rate, his estimates do not tally with the figures presented by other expert irrigationists.

S. M. Pearson, who lives in the Ellen community, sold \$40.75 worth of peaches in Plainview Monday. He says his orchard will market over \$200 worth of fruit this year, and not more than half of it is old enough to bear yet. There is good money in orcharding in Hale County, and little expense. He says his 100 acres of cotton will make half a bale to the acre.

Rev. J. T. Hicks of Plainview, presiding elder of the Plainview district, Methodist church, accompanied by B. W. Watkins, preacher in charge of the Lubbock missions came down on the train Monday afternoon. They were joined by pastor Ben Hardy, of the Methodist church of this city, and went to Idalu, where they are preparing to organize a church and possibly build a church building.—Avalanche.

PLAINVIEW IN THE PAST

The Passing of Old Ideals and Traditions; a Walk and a Talk with the Men Who Founded Plainview.

The old Hale county courthouse has fallen under the wheels of progress.

But as in the case of the "chambered nautilus," Plainview has but built a more stately mansion upon the site of the first. Well did the old structure serve its purpose and had it never been erected the new capital of today would not be in existence. Another score or so of years to come and the citizens of a new Plainview will soar in their airships about the building we are so proud of, pick out its flaws declare it "old foggy" and plan the erection of a structure in keeping with the times.

Within another week the last vestige of the old building will have been cleared away. As the old timers pass along the street and gaze at the destruction we imagine we can observe a mistiness beclouding their eyes. Or is it imagination? Perhaps they feel as if they were losing an old friend and comrade. For a structure, frame, steel or stone, in time takes on a personality. We feel the dignity of an old court house; we feel a reverence and respect for the ancient church we have attended for years that a new building could never inspire, stately and magnificent though it be.

Who and where are the builders of Hale county's first temple of justice? Here is a little item clipped from a writeup of the San Saba country in the Dallas News a few weeks ago that will throw light upon the whereabouts of one of the pioneers of Plainview:

"The pioneer onion grower of San Saba county is Z. T. Maxwell, who has a farm about fourteen miles from San Saba. Mr. Maxwell's farm consists of 160 acres, forty-two of which are under irrigation. The farm lies in a basin on top of a high elevation and there one finds a peculiar and unusual condition, that of a spring flowing from the top of this elevation in sufficient volume to irrigate forty-two acres. Mr. Maxwell states that he grew on this forty-two acres and sold \$11,500 worth of onions, sweet potatoes and truck in 1910, but he will not do well in 1911. In 1910, he averaged 500 bushel of onions per acre and had a heavy yield of sweet potatoes. Besides these crops, he grew grapes, strawberries, melons and vegetables for use of his family and those of his tenants."

Yes sir, this is Plainview's Mr. Maxwell, whom all the early birds in Plainview will remember. Once upon a time, so Col. R. P. Smythe tells us, away back in the middle '80s, he was out in this country doing some surveying when he chanced to notice a tall, gaunt man standing upon a spot near where the courthouse now is and circumspecting his environments carefully. Men were rare in this country in those primeval days, and so Col. Smythe at once accosted him and engaged him in conversation. The elongated specimen of humanity stated that "this" waving his hands about him, "looked like a good place to start a town." Col. Smythe admitted that it did and in a very few days he was employed by Mr. Maxwell to survey out his claim.

Yes, the tall man was Mr. Maxwell. He had come to this country with a herd of sheep. With him, also came another hardy, adventurous pioneer, E. L. Lowe. Mr. Maxwell took the south fourth of the section on which Plainview now partly stands as his homestead and Lowe took the north.

There were only about a dozen people in what is now Hale county in those days. Most of these were included in a Quaker settlement at Eatacado. But near the center of the county a northern Methodist minister had settled, Horatio Graves, by name. He and his family tied onto four sections west of where Hale Center is today. In the family were a couple of daughters and their father stood in constant dread of their marrying "these heathen cowboys," as he termed them. But that is aside from the story. Rev. Graves built the first house in the body of land we term Hale county today. It is standing today three miles southwest of Hale Center, a contraption of stone, of brick of dobe and of wood, and is well worth seeing. He also planted the first orchard in the county, away back there in the early eighties and there is a tradition that he helped erect the

sandhills in the western part of the county, too.

Messrs. Maxwell and Lowe soon got tired of living here in their town of two families and they went over to consult Rev. Graves about joining forces with him in the development of his townsite, called "Epworth," near the center of the county. That gentleman fell in with the scheme readily. "But first," he said, "I want it understood that a lot in Epworth is never to be sold to a saloon keeper. The visiting gentlemen thought that provision well and good. "And second, I will never consent to have a lot in the new townsite sold to anyone save a Northern Methodist or a Canadian Presbyterian."

Mr. Maxwell was a plain-blunt-spoken, straight-from-the-shoulder kind of fellow. "You can take your old townsite and go to hell with it," we understand he informed Brother Graves. At any rate they returned to their former love and redoubled their efforts for immigration.

A few years later the county was organized. Court was at first held in a small frame building which still stands just south of the square. The courthouse which has just been demolished was started in 1889 and finished the following year. While it was no pretentious structure the cost was \$10,000, as the lumber had to be freighted from Amarillo, 80 miles distant, at a cost of \$1.00 per hundred weight. The new building was "warmed" with a dance, attended by the cowboys and their girls from hundreds of miles around.

The present well was sunk on the courthouse square 21 years ago. The same old windmill we see over it today has been at work there for fifteen years. Chas. McClelland was the man who took up a subscription to get it installed. Dr. J. H. Wayland set out the locust grove on the square eighteen years ago and they were about the first trees in Plainview.

The first date in the record book of Hale county is August 20, 1888, so we judge the county was organized in that year. Well, then. The age-stained ink shows that Hale county's first set of officers were as follows: Judge, F. M. Lester; Attorney, L. G. Wilson; Clerk, E. L. Lowe; Sheriff, R. A. Ford; Assessor, J. H. Bryan; Treasurer, C. W. Marsales. We note too, that L. T. Lester of Canyon was justice of the peace.

F. M. Lester is now a resident of Canyon. L. G. Wilson is still one of Plainview's most prominent citizens, E. L. Lowe has been gathered to his fathers, R. A. Ford is sleeping in the Plainview cemetery, C. W. Marsales is living in San Angelo and J. H. Bryan has passed over the river.

Now the above story may not be as valuable to history as the founding of Rome by Romulus and Remus but it should prove far more interesting to the citizens of Plainview and Hale county. For who knows where we would have been today—all of us natives—if Plainview had not been decided upon by Messrs. Maxwell and Lowe as a goodly spot on which to build a town. It certainly is a blessing that Plainview's founders saw more buzzards than did the Horatio Graves person. If you don't catch this far-fetched allusion or comparison, consult your mythology.

Little did those two pioneers think that twenty short years would bring about such wonderful development in Plainview and Hale county. A grazing country of low-priced lands transformed into an agricultural district without a peer in the state—a courthouse that ranks among the best in the Panhandle—school houses scattered all over the county, four of which are in Plainview besides a couple of the foremost colleges of West Texas—ten imposing church structures, the pride of the town—the entire county dotted with elegant and modern new farm houses and fields of ripening grain and orchards and vineyards groaning beneath their loads of luscious fruit. Little did they think when the first drill punctured the water strata a few feet below Plainview that this was destined to become one of the foremost irrigation districts of the state. The old traditions of a windswept desert and lands of pestilence and drouth have at last faded from the memory of man and been replaced with the certain knowledge that this is truly a land of salubrious climate, generous seasons, fertile soil, fruitful crops, rare opportunities and liberal profits.

For scientific research and systematic application have discovered the fact that all elements essential to the production of the finest quality of grain, vegetable and fruit crops and even cotton are abundantly contained in Hale county's soil and the rainfall is sufficient under proper methods of conservation to nourish and mature them almost every year, but when nature is niggardly with her precipitation, then our big irrigation wells can be brought into play at little expense.

No doubt many of the old-timers speculated upon the things to come and dipped into the future as far as the human eye could see and viewed many visions and wonders that the unfolding of time has revealed to the dreamer but in their rarest moments of enthusiasm they could never have imagined a picture so perfect and beautiful as is presented by Hale county and Plainview today. It is simply beyond the comprehension and credulity of mortal man to shape the imagination to fancy or anticipate such rapid progress and development.

But what the future holds in store for Plainview and Hale county cannot be measured by the past—conditions have changed and instead of a sparse and skeptical citizenship, pursuing half-hearted experiments, we now have thrifty, enterprising and optimistic agriculturalists, who were convinced and have perfect faith in this as an agricultural country, who are unanimous in their determination to bring out all the soil will possibly produce. Give such a class of farmers as Hale county now has—and their tribe is increasing—the benefits of irrigation and twenty more years and try to imagine, if you can, the paradise into which this country has been developed. And give Plainview twenty more years of progress at the same rate she has travelled since she got a railroad four years ago and paint a picture that will do her justice if it is in your power to do so.

And now we are about through. But please note this. The Hale County Herald, the pioneer paper of the Plains, was established in 1889, one year after the organization of the county. It was started about the same time as the court house. The latter was torn down recently but the former is constantly building up. Beginning with a shirttail full of type in a small shack, the Herald now has one of the best equipped and best housed plants on the Plains. For the twenty-two years of its existence the Herald has been owned by the same people. If the Herald has not done its part in the development of Plainview and Hale county, it has been the fault of the head, not the heart. Pardon the Herald for speaking of itself but these old timers do want recognition.

INJUNCTION HEARING AT DALHART.

Lockney, Texas, Aug. 31.—Judge J. N. Stallbird has returned from Dalhart, where he went before Judge Hill, district judge of that district, and arranged a hearing in the Floyd County injunction suit. Judge Kinder, this district, was disqualified by reason of being a taxpayer in Floyd County.

Judge Hill set the case for hearing Saturday, September 9, when both sides will be represented by their attorneys and the matter threshed out.

The case was to have been filed several weeks ago, but after Judge Randolph, attorney for the plaintiffs, had prepared his petition the commissioners and contractors met and changed the original contract, hence the delay in getting the matter into the courts.

The suit is brought by the citizens of Floyd County to restrain the commissioners' court from building a court house at Floydada by means of interest-bearing warrants without submitting the matter to the taxpayers of the county.

E. T. Adams, graduate of Baylor last year, and star on the gridiron, commonly called "Bull" Adams, from his butting ability, will stop off in Plainview tomorrow on his return from a tour of old Mexico, and visit some of his former classmates. Mr. Adams won the Rhodes scholarship this year, one of which, entitling the owner to a free four years in Oxford University, England, is presented to some college students of Texas each year. From a purely mercenary standpoint it is worth \$2,500, but the honor of winning it is worth far more.

PRIZES FOR FIRST BALES

Business Men of Plainview Offer \$50 for First Bale and \$25 for Second Bale.

J. L. Dorsett, Plainview's cotton weigher, has circulated a paper for the subscribing of funds and goods to be used as a reward for Plainview's first and second bales of cotton. The list of subscribers is as follows:

First Bale.
We, the undersigned parties, agree to give the amounts set opposite our names for the first bale of cotton raised in Hale County that is placed on the market for the year 1911 in Plainview, Texas:
E. M. Carter, dry goods \$2.50.
Montgomery-Lash Grocery Co., groceries \$2.00.
Monarch Gro. Co., groceries \$2.00.
Blasingame & Fouts, cold drinks \$1.00.
G. A. London, \$1.00.
R. A. Long Drug Co., in trade \$2.50.
A. E. Harp, \$2.00.
Pipkin-Napp Co., clothing \$2.00.
E. R. Williams, \$1.00.
R. C. Ware Hardware Co., hardware \$5.00.
Donohoo-Ware Hardware Co., hardware \$5.00.
W. G. Hamilton, \$1.00.
Vicekery-Hancock Gro Co \$2.00.
First National Bank, Plainview, \$5.00.
Citizens National Bank, \$2.50.
Third National Bank, \$2.50.
Shallow Water Land Co., \$1.00.
J. W. Willis Drug Co., in wall paper \$5.00.
B. E. Sebastian, shave and hair cut 50 cents.

Hatchell & Johnson, groceries \$2.00.
Harvest Queen Mills, 1 sack "Pride of the Plains" flour \$1.50.
Wright & Dunaway, groceries \$2.00.
R. W. Otto, \$1.00.
Fowler Gro. Co., \$2.00.
City Bakery, \$1.00.
O. B. Jackson, trade \$1.00.

Second Bale.
Plainview Carriage and Wagon Shop, \$1.00.
East Side Grocery, trade \$2.00.
J. E. Wade (paint man), trade \$1.00.
Ed Massengale, \$1.00.
W. G. Phillips, \$1.00.
J. L. Haynes, \$1.00.
W. S. Reid, \$1.00.
W. R. Hall, \$1.00.
W. A. Nash, merchandise \$1.00.
Sewell's Grocery, in groceries, \$2.00.
(Duncan's Pharmacy, in trade \$2.50.
Speed Oil Company, in oil 65 cents.
S. L. Seay, \$2.00.
Bain Furniture Co., \$1.00.
Plainview Mercantile Co., \$2.50.
Stephens & Goodlett in dry goods \$2.50.
Richards Bros. & Collier, dry goods \$2.50.
Waller Tailoring Co., cash \$2.00.
C. R. Shelton, \$1.00.

MUSICAL MEDLEY.

Under the Auspices of Civic League at Opera House Monday.

One of the most unique and spectacular entertainments ever given in Plainview will be presented at the Opera House Monday night by home talent under the auspices and benefit of Civic League. The participants number over a hundred and range in size from wee little tot to our best talented "grown ups" in the city. Diligent rehearsals are daily under progress and this promises to be a rare treat, which you can not afford to miss. Besides this is for a good benefit and the ladies deserve your co-operation and patronage. Let's pack the house. Popular prices, 25c, 35c and 50 cents.

ADVALOREM TAX RAISED.

Austin, Texas, Aug. 31.—At a meeting of the State automatic tax board, held tonight, the board fixed the State advalorem tax rate at 12 1-2 cents on the \$1000 valuation. This is based on estimates received from tax assessors over the State that the total property valuations of Texas for 1911 is \$12,500,000,000.

The present tax rate is only 4 cents, consequently the jump is quite high. This was made necessary to meet increased expenses of the State government, the general appropriation bill carrying nearly ten million dollars for the next two years. The school tax rate was set at 16 2-3 cents.

Professional Cards

DR. CLARENCE D. WOFFORD, Dentist
Office: Rooms 14 and 16, Donohoo-Ware Hotel Building
Phone: Office, 197; Res., 193.

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

DR. PENNOCK, Osteopathic Physician
15 and 16 First National Bank Building.

CHAS. B. BARR, Veterinary Surgeon and Dentist
Office Wyckoff-Willis Drug Co.
Phone: Office, 44; Residence, 86

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

ANDERSON & GIDNEY, Physicians and Surgeons.
Offices: 1st National Bank Bldg.
Office and Residence Phones.

MRS. M. E. KETTON, Nurse
Present Address—With Mrs. J. N. Morrison, 301 West California Ave.

CHANGE IN ELECTION PRECINCTS NOS. 5, 8 AND 9.

In accordance with the provision of the laws of The State of Texas now in force, it is ordered that Election Precincts Nos. 5, 8 and 9, of Hale County, be changed by the Commissioners' Court of Hale County at its Regular August Term, A. D. 1911, within the following bounds

Election Precinct No. 5. Beginning at the North Line of Section 44, in Block A1, at a point where said north line intersects the west line of Election Precinct No. 1, thence West with Section Lines to the West Line of Block A1; continuing Due West to a point north of the Northeast Corner of Section No. 27, in Block A 2; thence South across surveys to the Northeast Corner of said Section 27, continuing South to the Southwest Corner of Section No. 95, in Block A 4; thence East on Section Lines to the Southwest Corner of Section No. 11, in Block R; thence North on Section Lines to the Northeast Corner of section No. 41, in Block A 4; thence West on Section Lines to the Northwest Corner of section No. 39, in Block A 4; thence South on Section Lines to the Northeast Corner of Section No. 22, Block A 1, same intersecting the South Line of Precinct No. 1; thence West to the Southwest Corner of Precinct No. 1, same being 1/2 mile West from the Northeast Corner of Section No. 21, in Block A 1; thence North on West Line of Precinct No. 1 to place of beginning, and that all elections in said Precinct be held at Norfleet School House.

Election Precinct No. 8. Beginning at the Northeast Corner of Section No. 41, in Block A 3, same being a point on West Line of Precinct No. 4; thence West to the County Line; thence South on County Line to the Southwest Corner of the County; thence East to a point South of the Southeast Corner of Section No. 79, in Block A 4; thence North to the Southeast Corner of Section No. 79, in same Block; thence North to the Southeast Corner of Section No. 91, in Block A 4; thence West to the Southeast Corner of Section No. 98; thence North to the place of beginning, and that all elections in said Precinct be held at Bartonite School House.

Election Precinct No. 9. Beginning at the Northeast Corner of Survey No. 5, in Block D 8; thence West on Section Lines to the Northeast Corner of Section 92, in Block A 4; thence South with the East Line of Election Precinct No. 8 to the

SOME TWICE TOLD TALES

Of Mutual Interest. A Lamar woman says the Republican Sentinel, went to the door the other day in answer to a ring of the bell. "Who are you?" she inquired of a man who stood before the door. "I'm the piano tuner," said the man. "I didn't send for the piano tuner," said the woman. "I know you didn't send the man, but the neighbors did."

Poor Proof. "No smoking on this car," growled the conductor. "I ain't smoking," snarled the passenger addressed. "You ain't? Well you've got a cigar in your mouth!" "I know that and I've got shoes on my feet, but I ain't wakin' am I? I've paid for my fare to ride."

It Never Touched Her. The beauty editor of the Holton Signal was asked by a girl who wasn't of much account around the house what she should do to make her hands white. The beauty editor answered with wasted sarcasm that the best thing the young woman could do would be to soak her hands in dish water three times a day. It never touched her. She went home and gravely asked her mother to save the dish water after she got through.

These Irishmen. O'Flannigan came home one night with a deep band of black crepe around his hat. "Why, Mike," exclaimed his wife, "what are you wearing that mournful thing for?" "I am wearing it for your first husband," replied Mike firmly. "I'm sorry he's dead."

An Economical Soul. "I hate to boast," said a Cleveland lawyer to the Press man, "but my wife is one of the most economical women in the world. The other day she told me she needed a new suit. I said she ought to have it by all means, but asked her not to spend a big bunch of money without letting me know about it. Well, the next day she said: 'The tailor said he couldn't make that suit for less than \$150. I thought it was too much, but told him to go ahead.' 'Well I suppose it is all right,' I said, 'but why didn't you consult me first?' 'Why, Dearie, I didn't want to spend car fare for two visits. I tell you it's these little economies that count, eh?'"

What the Tailor Knew. "Are you married or single, sir?" asked Snipquick the tailor, as he measured his customer. "Good gracious," exclaimed the new suit seeker. "Married, of course, but what on earth do you want to know that for?"

"Then let me recommend this, sir," said Snipquick brightly. "My own device sir—a patent safety deposit pocket for married men. It contains a most ingenious little contrivance that feels exactly like a live mouse. Yes, I thought you'd like it, sir!"

Saying the Situation. "Larry, my wife and I have both noticed that the townspeople stare at us very hard. I hope you haven't been telling anybody that we are newly married?"

"Me tell 'em so? Is it likely I'd go agin my express orders? Why whenever anybody tried to pump me, sor, I told 'em you wasn't married at all."

An Epileptic's Pilot. "Why do you follow the summer girl about?" asked one early bird. "Because of her valuable assistance," replied the other. She helps me listen for food as well as look for it. Everytime she sees a caterpillar she screams."

The Early Worm. A father had been lecturing his young hopeful upon the evils of staying out late at night and getting up late in the morning. "You will never amount to anything," he continued, "unless you turn over a new leaf. Remember that the early bird catches the worm."

"How about the worm, father?" inquired the young man. "Wasn't he rather foolish to get up so early!"

South Line of the County; thence East on South Line of the County to a point opposite the Southeast Corner of Section No. 16, in Block D 8; thence North to the place of beginning, and that all Elections in said Precinct be held in Abernathy School House. THE STATE OF TEXAS, County of Hale.

I, B. H. TOWERY, Clerk of the County Court in and for said County and State, do hereby certify that the above and foregoing is a true and correct copy of the Field Notes of Election Precincts Nos. 5, 8 and 9 as established by the Commissioners' Court of Hale County on the 16th day of August, A. D. 1911, as the same appears on the Minutes of said Court in Volume No. 2, on pages 296 and 297.

Given under my hand and seal of office this, the 19th day of August, 1911.

B. H. TOWERY, County Clerk, in and for Hale County, Texas. 36 (SEAL) By W. H. BOX, Deputy.

"My son," said the father solemnly, "that worm hadn't been to bed all night; he was on his way home."

All for the "Little One." "So be it, then," she exclaimed. "We will each take half of the wedding certificate, and I will go my way and you will go yours. We will get a divorce!"

"So be it," he said coldly. But suddenly she shrank to her knees, although her voice rose.

"But the child! The child!" she cried. "The child is mine!" He laughed cruelly and replied: "Nevah! The child is mine. Didn't you, yourself insist upon naming him after me?"

Heart-rending! Heart-rending! "The child is mine!" "The child is mine!"

With a scream of anguish she caught the fuzzy little animal to her heart and cried, "Then we will separate!"

And so a little dog reunited them.

TRI-COUNTY FAIR AT TULIA.

Tulia, Texas, August 26.—Come one and come all to the great Tri-County Swisher-Briscoe-Castro Trades Day to be held at Tulia, the seat of Swisher county on Saturday, September 11.

This will be the biggest day in the history of alike Tulia and the three above named splendid Texas Panhandle counties. Ten thousand people are expected to answer the Tulia guest roll call on this auspicious Tri-County occasion, exhaustive arrangements being already made for the Tulia accommodation and entertainment of the coming visitors. September 2, will be a day of Tulia welcome, hospitality, pleasure and excitement.

Liberal prizes are offered for the best showings in any and everything produced in the Tri-Counties. Bring everything you may have to display, trade or sell, for the buyers and traders will be here.

TEXAS FARM LAND INCREASES 173 PER CENT.

While taking the Census Reports, Uncle Sam has been investigating the opportunities for investment, and he announces that money invested in Texas farm land shows an increase in value of 173 per cent during the past decade.

The total value of farm land alone, not including buildings, was given in 1910 as \$1,613,513,000, as against \$591,551,000 in 1900; an increase of \$1,021,962,000, or 173 per cent.

Good roads bring about better conditions of country life. Not only do they lessen the expense of marketing the crop, but they make country life less irksome. They bring the farm and the town nearer together. Measured by travel, the town may be two hours distant on a bad road and only one hour distant on a good road, and in carrying a load to market, the farmer may make one or two trips, according to the road.

The basic principles of town building is co-operation. But, first, there must be an efficient and trusted head or leader just as there is in any other business enterprise.

Second, there must be harmony of the different forces, just as there must be harmony with heads of any large business concern. A lack of these attributes means a dead town. No town stands still. She is going forward or backward.

In several instances the Commissioners' Court of different counties in Texas have recently appropriated sums of money ranging from three to six hundred dollars for farm demonstration work next year, and while the amounts have not been large, it serves to show that the tendency of the day is toward agricultural development and is an encouraging sign on our agricultural horizon.

Every county in Texas should have a demonstration farm for the development of the agricultural resources of the county.

GRAIN SHIPPED TO FATHER.

The father of J. B. Hays lives on his farm in Falls County, and his land is worth \$110 an acre. He hasn't made any grain this year on his \$100 land, and J. B., who lives out here on his farm of \$25 land, is now cutting his alfalfa to ship a car to his father.

Thus, it looks reasonable that if Falls County land should sell for \$110 an acre, this Hale County land should sell for \$130 an acre. However, you come out to Hale County now and buy a rich, clean and level quarter while land is cheap. Some day it will be high-priced, too.

J. B. Hays lives between here and Plainview, and is making money on his farm. On his farm he has 25 acres of fine alfalfa, which he will

get several cuttings from this year.—Hale Center Live-Wire.

This year, already, forty cars of alfalfa hay have been ordered from Plainview by Forney parties. Forney, you know, is considered the hay center of East Texas. Down at the depot they have orders not to give out the tonnage of hay and other produce that leaves Plainview, for the Santa Fe is claiming a light tonnage from this line, and a little light on the subject might show their claim to be thin, and that we are entitled to cheaper freight rates. At any rate, they won't tell us the amount of stuff that is going out, or we would have some hay statistics that would be startling. Come to the Plainview country, farm and help boost our tonnage.

MORE FARMS AND SMALLER FARMS.

The Federal Census Report, 1910, disclose a very encouraging condition in regard to the size of Texas farms.

The average acres per farm reported in 1910, were 262 as against 337 in 1900, making a reduction of 95 acres per farm. But we still have approximately 200 acres per farm more than 10,777 farms of 1,000 acres and over. We can properly cultivate. We have Texas needs more farms and smaller farms.

EAST TEXAS COTTON CROP.

W. S. Kirby, a prominent cotton planter of Dallas County, who is having cultivated about 1,400 acres of cotton this season, declares he is convinced that Dallas County will not average one bale of cotton to ten acres, and that he is advised that conditions in many other sections of Texas are fully as bad.

"The cotton crop is practically a failure," Mr. Kirby said. "I have 1,200 or 1,400 acres, and will not make more than a tenth of a bale to the acre. Some of the cotton in the county is worse than that. I have reports from farmers in different sections of the county to the effect that they will not make a bale to twenty acres."

"I believe a tenth of a bale to the

acre will be a high estimate of the average crop. On thousands and thousands of acres the crop will not make a bale to twenty acres. I have been to other sections of the State and the condition is little if any better."—Dallas News.

Here in Hale County, the farmers, without an exception, claim half a bale to the acre, we understand. Most of the cotton land in East Texas brings in taxes at from \$100 to \$150 an acre valuation, and this year produces one-tenth of a bale to the acre. But on the \$20-an-acre Hale County land the crop looks like half a bale. See any advantage in moving to this country?

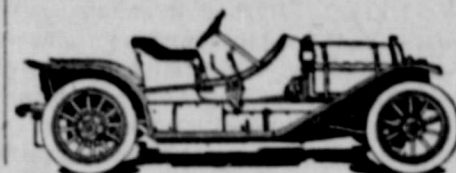
COCHRANE'S STUDIO



Where They Make HIGH GRADE PHOTOS

POPE-HARTFORD AUTOMOBILES 1911

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



Be Happy!

Happy the girl, or woman, who has never suffered from any of the diseases of womanhood! Or, if she has been a sufferer, happy is she if she has learned of the wonderful benefits of Cardui, the woman's tonic!

Cardui is a gentle, tonic remedy, for women's ailments. It is a natural medicine—safe, harmless, purely vegetable. It has been in successful use for more than 50 years. It has cured thousands. It should do the same for you.

TAKE CARDUI The Woman's Tonic

Mrs. Mary Neely, of Denver, Tenn., says, "I think there is no tonic on earth, as good as Cardui. I used it with the very best results. I had backache and nearly everything a woman could suffer with, until I took Cardui. Now, I feel better than I have for two years. I shall always recommend Cardui to other suffering women. I can't praise it too highly. As a medicine for weak, tired, worn-out women, Cardui is safe and reliable. Try it, today."

Write to: Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn. for Special Instructions, and 64-page book, "Home Treatment for Women," sent free. 136



Backache

Is only one of many symptoms which some women endure through weakness or displacement of the womanly organs. Mrs. Lizzie White of Memphis, Tenn., wrote Dr. R. V. Pierce, as follows:

"At times I was hardly able to be on my feet. I believe I had every pain and ache a woman could have. Had a very bad case. Internal organs were very much diseased and my back was very weak. I suffered a great deal with nervous headaches, in fact, I suffered all over. This was my condition when I wrote to you for advice. After taking your 'Favorite Prescription' for about three months can say that my health was never better."

Dr. Pierce's Favorite Prescription

Is a positive cure for weakness and disease of the feminine organism. It always inflammation, heals ulceration and soothes pain. Tones and builds up the nerves. Do not permit a dishonest dealer to substitute for this medicine which has a record of 40 years of cures. "No, thank you, I want what I ask for."

Dr. Pierce's Pleasant Pellets induce mild natural bowel movement once a day.

E. T. COLEMAN

COAL and GRAIN DEALER Successor to Tandy-Coleman Co.

Handlers of Simon-Pure Nigger-Head, and Rockvale Coals. All kinds of hay, grain, and feedstuffs, Bought and sold at Rock Bottom Prices

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TEXACO ROOFING

Less expensive than metal or shingles. Approved by the Fire Underwriters. Easily put on by purchaser MAKE YOUR OLD ROOFS WATERPROOF by recoating them with TEXACO ROOFING CEMENT

For sale by local dealers THOS. ABRAHAM, Agent, PLAINVIEW, TEXAS The Texas Company General Offices, Houston, Texas

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

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Phone 18 Opposite Freight Depot

OUR WEEKLY MARKET LETTER

Kansas City Stock Yards, Aug. 28.—Cattle received here this week, 54,000 head; last week, 47,800; same week last year, 63,600. Buyers have made great efforts to depress prices this week, but they have failed. Some low grade steers in the native division sold lower, and a few heavy finished beef steers sold ten lower Thursday, but otherwise it was a strong market all week. Quarantine cattle are closing the week in fine shape, strong today, although receipts in that division run largely to common light steers. A new high figure for the year was paid for Missouri steers here Wednesday, \$8.20, and short fed steers are selling at \$6.00 to \$7.25. Top for pasture cattle this week was \$7.50, with a fair number of steers of good weights at \$6.80 to \$7.30. Killers value these cattle more highly each week, account of their fine killing percentages, and also because of the prospects of a scarcity of that kind before many weeks. Feeding steers have been in good demand, at \$5.00 to \$5.85 for good to choice steers; stock cattle about steady, at \$3.50 to \$5.25. Some wintered quarantine steers brought \$6.00, but, outside of that one drove, quality has been of the medium sort, and prices on steers have ranged from \$3.85 to \$5.25. Grass cows bring \$3.00 to \$4.85, including canners; fed cows up to \$5.25; bulls \$3.00 to \$4.50; heifers \$4.00 to \$7.50. Light veals are a quarter higher this week, tops at \$7.25; heavy calves lower, at \$4.50 to \$5.75. Only a moderate Monday run here today, 18,000 head, and the market is steady to strong.

Hogs received here this week, 37,000; last week, 29,400; same week last year, 22,500. Lower prices have ruled each day, the increased supply giving the buyers a slight advantage. The run today is 3,300 head, market strong, top \$7.50, bulk \$7.25 to \$7.35. Provision speculators view the enlargement of the run of this week with alarm, although it is conceded that Europe will be a heavy buyer of fats for all deliveries up to next March. Packers have been running on half rations for several weeks, and they welcome the larger receipts. At present prices of cured meats, live animals would stand a decline of 50 cents per cwt., to put them in line.

It has been a hard week in the sheep market, values on lambs off 40 to 50 cents, sheep 15 to 25 lower. Run this week has been liberal, at 40,000; last week, 29,400; same week last year, 27,500. The run today is 19,000 head, market 15 to 20 cents lower. Feeding lambs bring \$5.00 to \$5.50; feeding ewes and wethers and yearlings, 2.75 to \$3.60. Fat lambs sold at \$6.25 today for tops, yearlings worth \$4.25, wethers \$3.65 and ewes \$3.50, for best.

J. A. RICKART,
Market Correspondent.

LAST LAND OF POTENTIALITIES.

The man who owns a few sections in the West is likely to become a rich man at any time, even tho the land be located in the most desert area. The mineral resources of this section are almost totally undeveloped. Under your land may be located rich deposits of coal, of quicksilver, of potash, of kaolin or perhaps underneath your land is a wealth of water which may be turned into irrigation ditches. The undiscovered or undeveloped resources of the West offer a fascinating field for exploration by many a modern Columbus. It gives one a thrill of pride to stand upon a recently acquired piece of real estate and realize that he owns a portion of this big old world; that his profession extends clear through to the rice fields of China and that mayhap kindly nature has bestowed a largess upon his land away down there somewhere in the fragrant darkness. You couldn't go wrong when you tie onto some cheap real estate in the West, the Land of Potentiality.

KRESS NEWS.

Three quarters of an inch of rain fell Sunday night.

Protracted meeting at the M. E. Church this week. Revs. Fort and Shark are doing the preaching.

Public school will commence Monday the 4th of September. Prof. Graham, D. Z. Hinshaw and Miss Irene Austin will be the teachers.

Mrs. A. Kerr of east of town is on the sick list.

Miss May Skipworth will teach the McGuire school north of Kress.

Mrs. Wright and children returned from Illinois after several weeks visiting with relatives.

Mr. E. Overly is sick with quinsy.

Mr. Herndon sold his share of the crop on the Gaylor farm and moved on a farm Wednesday between Kress and Plainview.

ELECTED DEAN AT PLAINVIEW.

E. H. Wray, of this City is Chosen Dean of the Faculty of Wayland College at Plainview

At a meeting of the board of directors and trustees of Wayland Baptist College at Plainview Friday, Prof. E. H. Wray of this city, was elected as dean of the faculty of that college. The session of 1910-11 was the first year of this institution and the goodly number 225 were in attendance, but the prospects for a larger attendance this year could not be brighter. The college has a beautiful new building overlooking the city and a more thriving and growing denominational school could not be found in Texas.

Mr. Wray is a graduate of the class of 1910-11 of Yale University and won honors in orations, a very high mark to be reached in one year. He has been a resident of the Panhandle for several years, having been superintendent of the Hereford schools for several years and also teaching in the Summer Normal at Clarendon. He has a wide circle of friends on the Plains, who are glad to hear of his obtaining such a position.

Mrs. Wray and children will remain in Canyon and she will teach in the High School the coming session.—Randall County News.

FOR SALE—One 4-horse-power Wittie Gasoline Engine, practically new. A bargain. Inquire at Herald office.

LOSES THREE FINGERS.

Wylie Fort got his left hand caught in the cogs of a thresher last Friday and had three last fingers so badly mangled that the physicians had to amputate the three damaged fingers. He was taken to his home in Plainview where he is getting along all right.—Briscoe County Herald.

8,000 ACRE LND DEAL.

Eight thousand acres of Eastland county school land lying three or four miles north of Crosbyton has passed to the ownership of Julian M. Bassett of this town. The deal has been practically made for some time but the matter has not been given out until a few days ago.

The land will become farms within a few years and Crosbyton will be the trading point of about eighty additional farmers in time.—Crosbyton Review.

TOM GREEN COUNTY WET.

San Angelo, Texas, August 29.—Tom Green county went wet in the local option election today. At nine o'clock tonight the anti majority was 67, with one box to hear from. Pro leaders concede defeat.

In a previous local option election this county went dry by 327 majority, and San Angelo went dry by 27 votes.

In the election today San Angelo went wet by 148

DYNAMITE GETS RAIN.

Post City, Texas, August 24.—3,000 pounds of dynamite were fired near here yesterday by order of C. W. Post, in an effort to produce rain. The first shot was at 2:50 p. m., and there was a shower at 3:30 p. m. The last shot was fired at 5:30 p. m., and rain fell at midnight and was still falling at 8:20 this morning. The barometer fell six points and the velocity of the wind decreased noticeably following the explosions.

WEIGHT OF A HUMAN SOUL.

Varies from One-half to an Ounce and is Blended with Brain, says Scientist.

Dr. Duncan McDougal, of Haverhill, who has been long a student of physico-physical phenomena, declares his belief in an interview published here today that the human soul weighs from one-half ounce to nearly an ounce and a quarter, and further that the soul substance is blended with the protoplasm of the brain and spinal chord.

Dr. MacDougal says that in a dozen instances he has watched a dying man or woman stretched on a bed that was part of a delicately adjusted scale and has heard as the patient's last sobbing breath burst forth the clang of the dropping weight.

Again, sitting in a darkened room, he has watched a strong ray of pure white light rest along the body of a dying man, covering him like a silver bar from foot to head and over the face. At the moment of the departure of life Dr. McDougal says he and his associates have made the closest observation of the bar of light to see if that intangible "soul substance" passed from the body in definite shape in a cloud or in wavering tints.—Dallas News.

AT THE MAJESTIC.

The Herald man, unintentionally made an erroneous blunder in stating that the "Alamo" gave a benefit performance for the fireboys. We should have said the "Majestic." This popular motion picture concern has extended their building this week, increasing the seating capacity to over three hundred, and have put in a stage for vaudeville attractions. A roof will be added some time next week so that neither wind nor wet nor cold weather can prevent the show. On Monday night there will be no show at the Majestic, the management having kindly given away to the benefit performance of the ladies of the Civic League at the Opera House. Nay, more! The Majestic people will move their machine to the Schick on that night and will assist in the entertainment, free of charge.

The "Musical Halls" were the first vaudeville attraction at the Majestic, playing to a packed house last night. They will be here the next of the week if not longer. It is the most worthy vaudeville attraction seen in Plainview in many days. The Hall family are all musicians and are native Texans. The Herald man saw them in Brownwood at the Harriman opera house 8 years ago and they have been touring the state for fourteen years. One of the Hall troupe is absent. Those of our readers who have seen them before will miss the burnt cork countenance of Grant Watkins and his dancing and fiddling act with Wilbur Hall. He was killed at Melrose, N. M., June 20th of this year by a stroke of lightning while driving a wagon.

SEES BADGER FIGHT.

A great institution, a typical western institution is the badger fight. Nowhere in the world are badger stronger, dogs more eager for the fray or surreptitious betting as extensively practiced as on the plains. The betting on the results lends a zest to the affray and as far as we know there has never been a person "stuck" for betting on a badger fight. It is really surprising that a badger fight is never pulled off in Plainview. There are always some strangers here from the "effete East" who would greatly enjoy the spectacle. Over at Hereford a few days ago they had a first-class badger fight in which a Cottolene drummer was the principle actor. Here is the way the Hereford Recorder winds up its write-up of the affair: "After the flush of victory, the guest of honor, raised his hand as if to speak. Silence prevailed and Mr. Berry of Cottolene fame delivered a short address at the close of which he thanked the male inhabitants for the fine entertainment which he had come 1,600 miles to witness. The fight was the topic of conversation at the grocery stores for all the afternoon. "It was great," Mr. Berry said, "but hereafter I will let the Gold Dust Twins do the work."

FOR SALE—One 16-foot and one 10-foot windmill, with towers complete. See CHAS. A. MALONE, at Light Plant.

PLAINVIEW LOSES CITIZEN.

W. A. Parker Accepts Chair of Mathematics in Decatur Baptist College.

Plainview and the Plains will lose a good family next week when W. A. Parker, for several years editor of the Plainview News, and his worthy wife leave for Decatur, where Mr. Parker has decided to accept the chair of mathematics and science in Decatur Baptist College. Although it is greatly against his wishes to leave the Plains, Mr. Parker feels that his path leads for the present in another direction. In time, we are confident, he will return to the Plains country for a person can't remain here three years without learning to love our level prairies. Mr. Parker is Baylor graduate, '06, and well qualified to fill the position of honor and service to which he has been chosen.

VISIT THE SCHOOL.

Why do some parents never enter a school room? If a man owns a high bred colt and wishes a trainer for it, he does not take the first man who offers his services. No; he must come well recommended and be a professional. He is willing to pay a good price in order that the colt may have the very best trainer and not be ruined. Does he take the same precaution regarding those who have charge of the training of his children? Is he willing to pay the best price in order to get the best trainer possible? Sometimes. Does he visit the school as often as he does the stable? Does he consult the teacher as often as he does the trainer of his colt? We fear not. And why not? Are not his son and daughter as dear to him as his colt?

SEE 'EM FLY!

race meet tomorrow eOlaani-shrdl Amarillo pulls off her annual auto race meet tomorrow and Monday, and a large crowd is expecting to go from Plainview. Some of the fastest cars in the United States will take part in the events. There will probably be some one killed, and the meet should be well worth seeing. For those who like a mild form of excitement, we will state that both a monoplane and a biplane will fly on Saturday, Sunday and Monday.

UP-TO-DATE TAILOR SHOP.

Have you been one of the many visitors to inspect the new steam cleaning and pressing establishment of the Waller Tailoring Company? At last Plainview has a permanent, metropolitan tailoring establishment, housed in an isolated brick building, where there is no danger of getting your new suit burnt. It is the first door south of the opera house, in the old Meharg building.

Jesse Waller is the proprietor, and he has with him Jim Riddle and Byron Hale, all three of whom are experienced tailors and well known in Plainview. The steam cleaning and pressing plant cost \$1,500, and is modern and complete in every respect. It is the only shop of its kind west of Fort Worth, and Plainview is proud of it. No hot irons, certainly not. Never an iron touches your pants. Presses 'em just like a rolling pin was run over them, and in the same manner. No, that's not it exactly, either. A big weight descends from above and mashes a crease in your pants sharp enough to cut a watermelon. Waller has an 8-horse-power boiler and a 5-horse-power engine, and is finely fixed for business. Give him a trial.

Mrs. James Liston, wife of the city editor of The Fort Worth Record, has been visiting friends in Colorado City, a sister, Mrs. Hughes, in Floydada, and Mrs. Lovelady in Plainview. She arrived in the latter place Aug. 30, where she expects to soon be joined by her husband, who will take his vacation in the Plains country.

We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by his firm. WALTER KINMAN & MARVIN, Wholesale Druggists, Toledo, O.

LEASE FOR SALE—320 acres, 100 in cultivation; best sandy loam soil; new improvements; small irrigation plant; pays no rent. Will sell crop with lease if wanted. This land also for sale. Bargain if taken at once. 11 miles south, 1 mile east, from Plainview. See or write, WILLIS E. HUMBER, Ellen Texas.

FOR SALE—Household Furniture, reasonable. Also good Milch Cow and Buggy. Must sell immediately. MRS. B. W. BAKER, 1 blk. N. Judge Webb's residence; C. H. White's office.

WE have moved to our new home on the southeast corner of the square, where we will be pleased to see our friends and customers.

We will still endeavor to give value received with every dollar's worth of goods and courtesy thrown in.

COME AND SEE US
Donohoo-Ware Hardware
Company

PLAINVIEW, TEXAS

WHEN A WOMAN WILLS.

The West, that west domain, bounded by the shores of the mighty Pacific the marshy bottoms of the Missouri River, and the east boundaries of the State of Texas, has held an irresistible sway over the minds and ambitions of men for nearly a century. It has seemed to surpass the mystery, romance and wonder of the old world with all its history and hidden secrets ascribed to the ancients.

Looking back a bare hundred years, one finds this limitless territory has a dark continent known to exist and that is all. Its possibilities and wealth, so bountifully abundant, so easy of undreamed of.

There came a time when men stood on the threshold of this same west trying to fathom its sightless secrets; to find if possible what was contained therein. Impelled by spurring curiosity and a lust for wealth, man ventured and his venturesome spirit was re-

warded by a tremendous find that has been exceeded only by the discovery of the Western Hemisphere itself. Encased within its confines was a deposit of gold exceeding the dreams of avarice and a wealth that outstripped imagination beyond compare.

Being big and rugged, the West attracted and acquired big, vigorous, fearless men to garner its wealth, and pave the way for a civilization that was to come. It is taken for granted there was a heroic struggle, privation, self-sacrifice, disappointment and death not infrequently. Yet in spite of all hazard and difficulty, they kept on until now, their ceaseless efforts have been rewarded with a mighty empire.

Out of this supreme struggle, romance occupies an important niche. The history of the West is hardly less romantic, literally, than the fancied. Daring exploit was a common occurrence. Men and women loved there as elsewhere. Circumstances and con-

ditions often demanded the extreme and this was met with a gallantry as sublime and startling as the mailed knights of the feudal days chronicled in the literature of France and England.

That we, as Americans, are inspired by, and prefer to any other style of literature, either in book, drama or pictured plays of the West, one has only to observe the preference or choice for self. The most popular pictures are those that portray the stealthy Indian, the hunter and the cowboy. The dramatist has found the soul and dramatic possibilities of these people. The romancer and novelist has been none the less successful in depicting and describing the heroics from this source.

When a Woman Wills, announcing a coming attraction at the Schick, September 15th, is a western play, crowded to the brim with dramatic incident and laughable, happy comedy.

MR. CAMPBELL AND THE PLAINS

For sometime we have noticed a tendency upon the part of the Scientific Farmer, published by H. W. Campbell, the "so-called" expert of Lincoln, Nebraska, to throw slurs and misrepresentations at the Texas Panhandle.

THERE IS A REASON.
No this is not a Postum advertisement, but the fact still remains that a reason exists for the scurrilous articles by Campbell. We will agree that H. W. Campbell received about as much free advertising as any man in the country should, unless he had more to show for it.

These attacks on the Panhandle are prompted by some mistakes done this way. We wouldn't accuse Campbell of being a grafter for anything in the world. We would like, also, to emphasize that Mr. Campbell's method of tillage has proven a success in this country where it was coupled with brains.

The trouble is that Mr. Campbell has been offered free tracts of valuable land in the Panhandle provided he would demonstrate the "dry farming" was the success he claims it to be. One of these tracts consisting of more than a half section, three miles from Plainview was offered Campbell as a gift provided he make good his claims. He placed a superintendent upon this farm, and it is a notorious fact that neighboring farmers beat the "scientific" gentleman all to pieces and they used just ordinary huss sense.

He didn't get the land.
This fact may have something to do with the following letter written to one of our subscribers at New Bedford, Ohio.

Read this letter over carefully and see what you think about it. Isn't it a dandy? We are using the letter by permission of our New Bedford subscriber and if there is a single truth in it except what he says about cotton, we do not know.

It is just such travesties as this that makes the intelligent farmer of the Panhandle disgusted with the so-called scientific farmers. Now read the letter

Lincoln, Neb., June 21, 1911.
Dr. Charles B. Stephan,
New Bedford, Ohio.

Dear Sir
Your favor of June 1st has awaited our return home. Some booklets have been forwarded to you, and we are sending you under separate cover the latest number of the Scientific Farmer.

Regarding the Panhandle country, with its so-called 22 inches of rainfall, we wish to advise that this is not reliable. During the past four years, it has been considerably less; so much so that failure has been quite general even with those who have made a faint attempt at Scientific Tillage.

The common everyday Ohio farming will not go in this country.

Cotton is all right in the Southern part of the Panhandle; alfalfa is all right if drilled in rows three feet apart and cultivated but is not a reliable crop sown in the usual manner unless you find a shallow water valley. It will succeed where the water is from fifteen to twenty feet down. After the second year, alfalfa does well rain or no rain.

Yours very truly
CAMPBELL'S SOIL CULTURE CO.
(Signed) H. W. Campbell.
—Bricoe County Herald.

ROXIE SNEAKED WHILE SISTERS PRAYED.

Dallas, Texas, August 25.—She did not like the Home of the Good Shepherd, where she was sent by Captain Farley, police matron, last week. So yesterday evening Roxie waited until the sisters were at prayer.

Then she ran quickly through the house and came into town. Her leave taking was so sudden she was not missed for some time. When it was found that she had gone the police were notified. Patrolman Wright returned Roxie to the home.

Roxie, who is 14, is the daughter of a farmer. She came to Dallas from Plainview, running away from a man who had promised to marry her.

FIRST M. E. CHURCH.

Rev. C. E. Hastings, B. D., pastor of the First M. E. Church, makes the following announcements for Sunday, September 3:

10 a. m.—Sunday School.
11 a. m.—Preaching—Subject: "Esaú's Costly Meal."
7:30 p. m.—Epworth League.
8:30 p. m.—Preaching—Subject: "Elijah at the Brook, or God's Gracious Providences."
Everybody is invited.

PALO PINTO WET.

Mineral Wells, Texas, August 26.—In the election today Palo Pinto county gave a majority of 68 against prohibition.

SOLVES THE PROBLEM.

"Gorwin, Ia., Aug. 24.
Editor Herald,
Plainview, Texas.
Dear Sir:
"In your last paper I noticed a problem, and, as I never let one go unsolved, I solved that one:
"There were nine heirs; each received \$900. The estate, therefore, was \$8,100.
"Yours truly,
"WM. THOMAS."

TEXAS FARMS AND CITIES.

Uncle Sam is proud of Texas, and as he burns the midnight oil over adding machine computing the greatness of our state, he points with pride to our marvelous progress during the past decade.

The Federal Census Bureau announces that we have 418,377 farms and 312 cities in Texas. During the past decade we have opened up 64,187 new farms and built 121 new cit-

ies. No state in the union can approach us in agricultural and municipal development.

SETH WARD COLLEGE BOOM.

Nice, large residence and beautiful residence lots fronting wide avenues for sale; long time, low interest. JOHN BROWN, Plainview, Texas. Box 477.

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.

NOTICE TO STOCKMEN.

On next First Monday J. W. Huston, of Fort Worth, will be in Plainview for the purpose of buying two cars of mules. And there will be here from Floydada one hundred head of horses, mares and mules for trade and sale.

and anyone wanting to trade or buy is extended a special invitation to be present. Anyone having any stock to sell can also find a ready market. For further information write HINDERSON & CROWLEY, Floydada, Texas.

CHRISTIAN MEETING.

W. N. Carter, Christian evangelist of Whitewright, Texas, will hold a series of gospel meetings, beginning Saturday night, September 9th, for the Church of Christ, at the old Methodist Church, but now owned by the Presbyterians, one block east of the square. Everybody is cordially invited to hear this man. He is logical and a forcible speaker. His kindness, and earnest manner, is always appreciated by his audience. Special invitation to the singers. We most sincerely ask all to come and be with us and help make this a great meeting.
R. M. PEACE.

THE INCOMPARABLE PLAINS.

While in Plainview Monday the writer met up with W. A. Shofner of the Plainview Mercantile Company,

who was just back from the St. Louis markets. He told us that he found the market full of goods and buyers and that he bought heavy for his store at Plainview for the fall and winter seasons on the strength of the splendid crop outlook in this section of the Plains country. He says that of all the country he saw between Plainview and St. Louis he has seen nothing that would begin to compare with the Plains country.—Lockney Beacon.

PROGRAM EPWORTH LEAGUE.

September 3.
Subject—The Supreme Motive Power.
Prayer.
Song.
One Thing Needful—Miss Willie Young.
Peculiarities of this Friendship—Mr. Chas. Clements.
Song.
The Test of the Motive Lies in What it Actually Makes One Do—Miss Vera Rosser.
Open Meeting.
Song.
Leader—Miss Frona Bell.

NOTICE TO PATRONS OF THE PLAINVIEW SCHOOLS.

The division lines between the High School Building and the Lamar or East Side School are hereby defined by the Board of Trustees as follows: beginning at the south end of Grover street in Plainview; thence north with Grover street to California Avenue; thence east with California Avenue to Pacific street; thence north with Pacific street, to Second street; thence east with Second street to McClelland street; thence north with McClelland and Eighth streets to the railroad; thence easterly with the railroad to the Corporation Limits.

All pupils south and east of said lines from the 6th grade and under to attend the Lamar school. All 7th grade and High School pupils to attend the Central School. 36

SURPRISE PARTY.

About fifty guests were entertained on Saturday evening, Aug. 26, at the home of Mr. and Mrs. O. J. Tyler, northwest of town.

Miss Ethyl Tyler carried out a very pleasant surprise on her father, mother and brother, Walter, they knowing nothing of the event until the guests were admitted.

The evening was very merrily spent with music, conversation and games indoors and on the lawn.

Refreshments were served the following guests: Mr. and Mrs. Duncan, Mr. and Mrs. Brown and Mr. and Mrs. Lowe; Misses Molly Harlan, Myra, Florence and Mattie Mitchner, Anna, Beulah, Mary and Martha Lowe, Eufa Brown, Mildred Duncan, Myrtle and Mabel Jeffries, Louise and Ruth Duckwall, Lena and Geneva Seipp, Myrtle Martin, Stevens and Ethel Thomas; Messrs. Don Tilson, Humber, Bob Frank and Dick Lowe, James Brown, James, Leon and Eugene Duncan, Harry Smith, Tom Fletcher, Sherman and Drew Scott, Allen and Archie Duckwall, Joe Workman, Grant Thomas and Sellie Seipp.

At a late hour the guests departed, declaring a most delightful time.

WHITFIELD.

A fine shower fell here Sunday evening.

Mrs. W. C. Ooley entertained three couples from Plainview Sunday evening, Misses Edwards and Messrs. King, Ellis and Wright.

Mrs. Joe Barrett is suffering from an attack of pleurisy.

Preaching commenced Sunday morning at Price, by Rev. Cox, of Plainview.

School will soon commence in this locality.

Dr. Gladney baptized five people last Sunday at Prairieview.

Mr. Natton's aunt is here visiting them at present.

P. A. Hubbard and family, also Mrs. Hubbard's father and sister, went to the canyons last Friday, for an outing.

Mr. and Mrs. Jas. Pullen were callers in Plainview Saturday; also Mrs. Ooley and P. A. Hubbard.

The Misses Fowler left Monday for Oklahoma, to attend school there. Luther Fowler, a brother, went with them, to stay all winter.

Misses Edwards and Wright, of Plainview, are spending the week with Mrs. Ooley.

PATTON'S SOLE-PROOF FLOOR COATINGS

are tough, wear-resisting, colored varnishes, hard enough to stand the constant rubbing of footwear. For putting new life into old furniture they are just the thing. If you have an old chair or table that is scratched or marred, refinish it with Sole-Proof. Use Sole-Proof on linoleum.

And then with the Sole-Proof Graining Outfit, even an amateur can get natural wood effects with ease.

Sole-Proof Floor Coatings are sold in ten colors by reputable retailers whose business existence depends upon the quality of their wares.

Beautiful color card and descriptive booklet sent upon request.

PATTON PAINT CO., Lake Street, Milwaukee, Wis.



FOR SALE BY
R. A. Long Drug Co.

SPOT CASH SEAY'S SALE for SATURDAY and MONDAY

THESE PRICES ARE FOR SATURDAY AND MONDAY ONLY

These articles are cheap, as any groceryman will tell you; ask him.

TAKE ADVANTAGE of THESE LOW PRICES AND BUY

- 14 pounds American Standard Granulated C. e Sugar
- 100 pounds Belle of Wichita Flour 1.00
- 10 pound bucket Cottolene 1.25
- 10 pound Bucket Snow Drift 1.35
- 10 pound bucket Swift's Premium Lard 1.35
- 5 pound bucket Best Roasted Coffee 1.00
- 7 packages Hippo Washing Powder25
- Broom, regular 40c value, for25
- Farmer Jones Sorghum, per gallon50
- 17 1-2 pound sack Corn Meal40
- 12 pound bucket Pure Uvalde Honey Strained and Comb 1.90

Figure with OLD SPOT last. He can and does save you money on your grocery bill

Telephone 348. Let our Solicitor call for your order

L. R. BLAKE, Manager South Side of Square



SHELTON BROTHERS



GOOD AS GOLD FOR THE PRICE OF SILVER

You will find this manifested throughout the house in every article you will find value as we recommend it. We have more goods in a little place than you ever saw in the same size place before in your life, in fact, too much goods for the room, that is one reason we are giving special prices on certain articles. New goods are arriving almost daily and will continue to arrive for some time yet. We have bought carefully and heavily considering the room we have and we are now anxious to show our friends what we have to offer them. In making the decision where you'll do your fall trading we are anxious that you give us a consideration.

SHOES! SHOES! SHOES! SHOES!

If there is anything that we are strong on it is SHOES, for a long time after we opened up many of our today's customers thought that Shelton Brothers was an exclusive shoe store and did not carry any other lines, that of course has long been disproved. We are today carrying and have carried a full line of shoes for men, women, and children. We sell and guarantee the SELZ ROYAL BLUE



SHOES to give satisfaction to the wearer.

Look at the cuts produced herewith and you will see as stylish and snappy shoes as is your pleasure to see in any line of shoes, furthermore each shoe possesses that quality that every shoe should contain. We have in stock all the staple and comfortable styles that has made this line of shoes famous in the years gone by. When shoes can be made better for the money than Selz Royal Blues, Shelton Brothers will be pleased to show them to you, but until then you will find us with a good line of Selz Shoes.

When every man, woman and child in Plainview tries a pair of SELZ shoes, no sale or other attraction will be able to induce you to wear any other, if you do wear others it is your fault for we guarantee you satisfaction. ANY SHOE WILL WEAR OUT, BUT "SELZ" SHOES WILL WEAR AS LONG AS LEATHER, WILL, FOR THY ARE MADE FROM GOOD WELL TANNED LEATHER.

Let us fit the children up for their SCHOOL SHOES, they need good shoes for school and the LIBERTY BELL meets the requirements.



WE will show this season the first line of Men's Suits selling for FIFTEEN DOLLARS ever shown in Plainview. We expect to sell this line of clothing for FIFTEEN DOLLARS from the first day until the last, we have studied the situation carefully and have decided to handle no other priced clothing than FIFTEEN DOLLARS, and in order to do this we are compelled to put more money in these suits than you generally find in a twenty dollar suit.

We guarantee these suits to be made from silk and wool and not to contain a thread of cotton---we further guarantee these suits to give perfect satisfaction to the wearer and if such suit does not give satisfaction we will give a new suit in exchange; in other words, the same guarantee as the "SELZ" shoe guarantee. Young man, think of it; SHELTON BROTHERS will dress you up for FIFTEEN DOLLARS and guarantee you to wear a wool suit throughout. Come to our store and see the ACID TEST, if acid will not tell there is no way to tell, this line of clothing is made by the SCHWAB CLOTHING COMPANY and are guaranteed by them to give satisfaction and are sold by SHELTON BROTHERS and are also guaranteed by them to give satisfaction or a new suit in return. WHO IS TAKING THE RISK? Not YOU---not Shelton Brothers---there is no risk to take.

We ask for your clothing business on but one score and that is MERIT and FAIR TREATMENT. (If this is an old term please excuse us) but its facts never-the-less, we will give you your money's worth and satisfaction in every instance.

GLOVES---We have just received a large assortment of gloves, the celebrated Carson Brand. These are a good glove, as good as we were able to buy in any market and you will see a saving in our price on these gloves of from 10 to 15 per cent. If you need a good work glove come in and look over our line.

DRESS GINGHAM---As a further inducement to raise some ready money and to cut down our stock more the size of our room we will offer for the next ten days. 12 1-2 cent gingham at 10, 10 cent gingham at 8 1-3 cent per yard. If you care to take advantage of this offering in gingham do so within the ten day limit for we will not allow a reduction other than a sale. Sept. 1st
Buy your gingham for your school dresses now.

Many other specialties we will have on sale during this time that should cause you to come to our store to do your shopping. From 4 to 6:30 every evening we will sell 10 yards of calico for 29 cents. One pattern to the customer. No pattern sold less than 10 yards at this price. You should buy your winter and fall outing at the low price of 9 cents per yard. The Amuskeg 1921 kind. beginning Sept. 1st!

HATS FOR MEN---We have a good line of mens' hats in the different shapes and as we are slightly over stocked on this line, we will for the next ten days sell all \$3.00 and \$3.50 hats at the low price of \$2.25 each. You need a fall hat, take advantage of this early offer in fall and winter hats. beginning Sept. 1st

In this ad we extend to you a welcome to come to our store and look at anything you want to see, you are under no obligations to buy because you look. If you live out of town we are anxious that you make our store your headquarters, and be at home.

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.)

PLAINVIEW'S COLLEGES.

OUT ON THE EMINENCE, two miles north of town is located Seth Ward, Plainview's great Methodist institution, and it opens today. Overlooking the town, to the west one mile, stands Wayland Baptist College, which has next Tuesday as its opening date. Both of these schools are situated upon hills, and each is upon a lofty plane in every other way.

Plainview is in the embarrassing condition of a fellow between two pretty and entertaining girls. It is proud to have the company of both young ladies, and is very careful to shower its smiles and attentions impartially.

Plainview is the only town in the State of its size that can boast of a couple of colleges of the strength that characterizes the local institutions. In fact, we know of no town in Texas under 5,000 population that has two colleges of any description. As sure as the Panhandle is destined to become the most prosperous and thickly peopled portion of the State, just so sure is Plainview destined to become the one COLLEGE TOWN of West Texas, and a college town is by far the best in which to live.

Already there is the sum of \$300,000 invested in these colleges, and they are but babies yet. There is not a room in the dormitories of the colleges that has not been spoken for this year, and there isn't a vacant house in the college additions. Everything bespeaks a great college year.

By the way, these two college additions are becoming little cities. People like to live near a college. Most of the city property that has changed hands this year has been near one or the other of these schools. It will not be many years hence before these two institutions will be connected by a car line, running through the business portion of town and by the depot.

Plainview's two colleges are worth more to her than the Santa Fe, and run a close race with the irrigation prospects in this country, as to the future benefit to this county.

There is not a citizen of Plainview that does not receive direct or indirect benefits from the presence of these colleges. Property owners, merchants, parents, boarding house keepers—everyone—receive their proportionate return. But here is the trouble. The man who refuses to invest a penny in the support of our infant schools, and withholds his hand from assistance in any other way, receives just as much benefit from their presence in Plainview as the progressive citizen who goes his limit in supporting them. Every town has its leeches, its parasites and its landowners who purchase for speculation, without being willing to spend a cent to assist in the enhancement of property values, but we hope Plainview has less than her share.

Young colleges in this sparsely settled country must be given some support for a few years. Rarely do you find one self-supporting from the outset. Over at Hereford they let one try to run itself, and, as a result, the Hereford College will not open up this year. The man who refuses to assist the local colleges, if they should need aid, should be socially ostracized.

It was the rarest stroke of good fortune ever that Plainview was offered the opportunity to land these schools, and still greater good fortune that we secured them. Now, that the Methodist and Baptist Churches showed their confidence in the town by placing these schools here, let's show them every hour that we appreciate the compliment. Send your children to the local colleges; invite your neighbors at a distance to place their children in these schools; send out pictures of these institutions, and when strangers are in town drive them out by the colleges.

Visit the colleges often. They will appreciate it. Attend the various entertainments, whether benefit or free. Go to the various games and other contests; wear the colors of the home college and root for the local team. Invite the visiting students into your homes, and make them feel that they are not strangers; make them feel that Plainview is proud of the college they are attending and glad to have them here. If you hear of a student who wants to work for his or her board, notify the president of the college, and offer a position in your home. And then treat the student as if that one were a member of your family. This is the way they do at Fort Worth, at Waco, at Austin, at Brownwood, and at any other successful college town, and is the course Plainview must pursue.

BUT DOES IT PAY?

IT IS AN AXIOM that the tenant never takes as good care of property as the owner. And the owner who is looking for a chance to sell is in the class with the tenant.

That is why many farmers fail to put in the permanent improvements that they need. Next month or next year they expect to get a good offer for the place, so they think it isn't worth while to fix it up. But is the money they might possibly make on a sale really going to compensate them and their families for living in discomfort?—Kansas City Star.

"HERE'S TO THE ONE whose sleep I disturbed as a baby; whose spankings I deserved as a child; whose purse I have always helped to empty. Here's to my best and oldest friend—My Father."

THOSE TWO NATATORIUMS in the basement of Wayland Baptist College are by no means the least of the attractions of that school. Down at Dallas a few weeks since a young lady fell from a boat in a pleasure park lake and was drowned because she could not swim. Her escort, a young man who was also unable to swim, in attempting to rescue her, lost his life. A person who can not swim should never have an easy conscience until he or she has learned. Yet we venture that about half of the Plains-raised children are unable to navigate in water with the oars nature gave them. A puppy or a kitten that never saw water, if thrown in, will strike out and swim as naturally as a swimming instructor, but the habits of mankind in the long past have caused him to be born without this instinct, and so he must learn to swim. Speaking personally, we would be ashamed to look the world in the face if we could not swim. Suppose we could persuade some young lady to accept our company and, while together, one of these Panhandle floods should come, or we should run into a stream from an irrigation well. If she could not swim both of us would be lost. And a young lady should never consider her education complete unless the art of swimming is numbered among her accomplishments. Build more natatoriums.

A NEW EXCHANGE on The Herald desk is the Roswell (N. M.) Morning News, published by the Roswell Printing Company. It was recently launched, and is a four-page, seven-column affair. It is by far the best daily we have ever seen in a town the size of Roswell. That certainly must be a move-along burg, for it boasts no more than five thousand people, but has two dailies and a semi-weekly. Irrigation has made the Pecos Valley. It took twenty years to do it, but it was well done. And there is no reason why Plainview should not follow the pattern of Roswell, and the Plainview shallow water belt the example of the Pecos Valley, and be equally successful, if not more so.

THE PLAINVIEW COUNTRY has always been spoken of as the greatest section on earth to raise a "crop of samples." And we do send out great samples. But if a country can put out excellent samples it is easy to see that if the rest of the crop had been planted under the same conditions and received the same care and other advantages as the stalk, vine, bush or tree which produced the sample, then a crop of samples would result. This year the Plainview country has made many whole fields of "samples," and the practice is becoming more and more of a habit every year.

IF YOU ARE TIRED of cooking and eating vegetables, why, can them. We depend too much on the fruit crop. Canned fruits are appetizing, but not nearly so nutritious as canned vegetables. Tomatoes, string beans, lima beans, peas, corn, kraut, sweet potatoes, etc., may be successfully canned, and will enable every rural home to live better and cheaper through the winter months. The vegetables you are tired of here at the close of summer will be a treat coming from the can next winter.

REGARDING AVIATION, occasionally a day passes without news of a broken aeroplane record or a broken neck. Aviation would be a safe, sane and pleasing pastime if it were not for the force of gravity. Some men gain fame by winning great victories, other fly. The bigger the battleship the easier mark it is for the little aeroplane flitting hither and thither among the clouds. The aeroplane destroyer will perhaps be the next needed invention.

OVER AT PORTALES they have several hundred acres in sugar beets this year—their first experiment in this line. On much of the land the yield was thirty-five tons to the acre. Sugar beets sell at \$5.00 per ton, usually, and anyone will have to admit that \$175.00 per acre is not bad for the first year. Push that beet sugar factory for Plainview. We should be able to land it next year if we will all pull together.

THE NEW YORK MILLIONAIRE, John Jacob Astor, is about to take unto himself a girl bride. John J. has the millions, but not youth. Of course, that's her business, if she wants to wed him, but a canny Scotch poet once sang: "I'd rather ha'e a young man wi' an apple in 'is hand, than ony dodderin' auld man wi' houses an' 'wi' land."

ANDREW JAEGER SCHMIDT, a Paris editor, has just broken the world's record by going around the world in thirty-nine days, nineteen and three-quarters hours. After having made this record, and taking into consideration that he was an editor and a Parisian, Mr. Schmidt might well be referred to as a "rounder."

A TEXAS NEWSPAPER offered a prize for the best answer to the question, "Why is a newspaper like a woman?" An Oklahoma woman captured the prize with the following: "Because every man ought to have one of his own, and not run after his neighbor's."

THE LOCATING COMMITTEE for the next convention of the Panhandle Association of Confederate Veterans is skirmishing around for the proper place to meet next year. Plainview is a very successful convention town, and by all means we should put in our bid for this affair.

WHILE JOHN D. ROCKEFELLER was at his home playing golf this week his oil stocks made \$11,000,000 for him. Gee! he has it soft! But not much softer than the man who owns land in Hale County or city property in Plainview.

LUTHER BURBANK is said to be experimenting with watermelons. If Luther were to come to the Plainview country and take a taste of our melons he would soon decide to let well enough alone.

"THE FRESH COLLEGE GRADUATE," said Uncle Henry Butterworth, "thinks he holds the world in the hollow of his hand, but it's only in the hollow of his head."

"GIVE FOOLS THEIR GOLD and knaves their power; let fortunes rise and fall; who sows a field or trains a flower, or plants a tree, is more than all."—Whittier.

J. R. Stephens was here from Dublin this week prospecting and states that he will move to the Plainview country soon. Says crops here are away ahead of those in Erath county.

Mr. Eber, of Lubbock, is filling the place of Ticket Agent L. E. Bowman at the depot, while the latter spends his vacation with his parents at Fort Worth.

The ladies of the First Baptist Church have conceived the unique plan of raising a mile of pennie, which will be donated to Wayland Baptist College.

Teacher—"What are you children tickled about?" Children—"O, we bought our Books, Pencils and Tablets at R. A. LONG DRUG CO.'S, and they are the best." 36

Children—"What are you looking so pleased about?" Teacher—"I like those won't-turn-over Ink bottles you bought at R. A. LONG DRUG CO.'S. Don't buy any other kind." 36

Miss Ethel Jackson, who has been spending the summer with her sister, Mrs. Jewell Howard, has returned to Amarillo, to resume her position as teacher in the public schools.

Mesdames Jensen, of Julesburg, Colo., and Haynes, of Gatesville, Texas, are here at the bedside of their father, Rev. S. W. Waddell, who is suffering from a severe stroke of paralysis.

Miss Cowan, of El Paso, has been chosen to fill the place on the High School faculty vacated by Miss Georgia Saxton. Miss Saxton resigned on account of sickness and death in her family at their home in Indiana.

FOR SALE.

A nice residence, well located near Seth Ward College. \$550 cash, \$600 half cash, balance on time. For further particulars apply to

L. N. DALMONT,
at Plainview Nursery.

Plainview's eighth car of cantaloupes was shipped out Thursday, and one car of watermelons has also been shipped. Hundreds and hundreds of crates of cantaloupes have gone out to Texas points via express.

Mrs. T. P. Whitits has returned from a trip to Colorado. Her parents, Judge Key, of the civil court of appeals at Austin, and wife, came back with her, and will spend a short time in Plainview.

C. L. Glenn, of Matador, was here this week making arrangements to move his family to his recent purchase, the Goodman residence near Wayland, where he expects to place his children in school this year.

Prof. Boone and wife have moved here from Hereford. Prof. Boone is an expert masseur, and he will practice his profession here, as well as instruct others in the art.

Elder Jewell Howard preached at Hale Center Monday and Tuesday nights. Three persons were baptized and a church of twenty members was organized.

A LAND BARGAIN.

I have 1.00 acres which I will sell in Section, 1/2 Section or 1/4 Section lots at \$10.50 per acre. Call or write H. M. PACKARD,
Spring Lake, Texas.

Mrs. Rurie V. Littell announces that she will have a studio at the Anderson home, near the High School building, for pupils who cannot go to the College, and another at the First National Bank building. 35

FREE TO PRAETORIANS.

To a male member a \$25.00 Suit tailored by Pipkin-Napp Company. To a lady member a round trip ticket to the Dallas Fair. Ask D. W. McGlasson. 37

The City Council has appointed J. F. Watson as fire marshal and this step reduces the key rate on fire insurance here from 81 cents to 78 cents. Step by step Plainview moves cityward.

C. B. Reeves and family, of Edna, Kans., are new citizens of Plainview. S. E. George and family, who moved from Runningwater to Ryan, Okla., last fall, have moved back to Plainview.

Mrs. J. F. Garrison was hostess at an entertainment at the Ware hotel last Friday afternoon in honor of her guest, Mrs. J. Lee Gammon, of Waxahachie, and Miss Ethel Jackson, who leaves this week for Amarillo.

The Beethoven Music Club met with Miss Georgia Brashears Friday evening from 8:30 till 11 o'clock. Each member of the club brought her best friend along, and a large and merry party was present.

The fire boys wish us to request the parties who took a couple of coats owned by the department away from the fire the other night to please return same, as they may be needed some time.

Mrs. Mary Ann Zillah Hale died at Hale Center Monday, at the age of 80. She was related to the Alleys and Smylies and was well beloved in the county.

J. O. Roundtree, the father of Mrs. J. J. Bromley, accompanied by his wife and two daughters moved to Plainview from Sonora this week and will prove quite an addition to the best class of our citizenship.

The Herald wishes to call attention especially to the page ads of the Plainview Mercantile Company and Shelton Brothers Dry Goods Company. Read them carefully—it will be worth your while.

Hale county bought four more large mules this week. They will be used on work on the county roads. From the looks of some of the lakes that shut off access to Plainview in several directions the county will need a twenty-mule team to do the proper work.

The revival meeting at the Calvary Baptist Church is growing in interest from day to day. Rev. Gillon is doing some earnest and effective preaching. It will continue indefinitely. Services at 3:30 and 8 o'clock.

J. F. Garrison has accepted the agency for the Cadillac automobile, and will put in an auto machine shop here. Claude Beck will have charge of the new establishment, and has already gone to the Cadillac factory, at Detroit, to be fully instructed in the peculiarities of the car.

A few of the boy and girl crowd met at the Brashears home Thursday afternoon at 6 p. m. and were chaperoned out to the grove east of town by Mr. and Mrs. Brashears and Mrs. Hanby. A hot supper was served picnic style.

There was a unique debate at the Christian Church Wednesday night, the subject being, "Resolved, That Women Have Done More and Are Doing More Than the Men in Promoting the Kingdom of God." Men took the affirmative and women the negative, and the affirmative won.

Mesdames G. B. and W. R. Simmons entertained Tuesday morning from nine till twelve at the home of the latter in honor of their niece, Miss Cooley, of Waverly, Tenn. Forty-two was the game, and at noon a two-course luncheon was served.

Beginning with next week, J. M. Hughes, for the past year editor of that sprightly publication, the Briscoe County Herald, will have charge of the Plains Baptist. Mr. Hughes is a first-class newspaper man and Plainview is glad to bid him welcome back to his old home.

The Elks enjoyed a social on the Joe Wayland lawn last Friday night. Speeches were made by Judges Kinder and Lancaster and Messrs. Pery and Dowden regarding the election of an Elks' home. Misses Wayland and Buchheimer rendered several select solos. Cantaloupe sundaes and cake were served.

Mrs. Elizabeth Glover died in this city Tuesday afternoon, the funeral services being conducted at the M. E. Church, South, on the following day, by Pastor Ferguson. She was born April 9, 1829, and had been a devout Christian all her life. The sympathy of The Herald and the town is with the bereaved ones.

T. E. Shirley, of Hereford, passed through the first of the week on his way to Floyd County, where he owns some land. Mr. Shirley is a booster for irrigation, and says Plainview and Hereford are the two most fortunate towns in the United States in this respect. Says over at Hereford they are talking and working for railroad connections through Plainview to East Texas.

Harry Pennington, of Houston, has been here this week exhibiting blue prints of a turbine pump of his own invention. The pump has a fine reputation in other districts, and will probably be tried out in Plainview. Irrigation men from all over the United States are becoming interested in the Plainview shallow water belt, and hardly a week passes without one of them being here.

S. Poyner and family passed through Plainview Monday on their way from Sterling City to points in New Mexico.

Sheriff John Bond, of Nolan County was up from Sweetwater the first of the week visiting his sister, Mrs. Sam Sloaner.

L. F. Roberts and daughters, Misses Bessie and Libbie, of Stephenville, and W. R. Dupuy, of Corpus Christi, have been here visiting John Dupuy, Mrs. J. M. Shafer and Mrs. Clevy Hamilton. Mr. Dupuy and the Misses Roberts left for their home Wednesday but Mr. Roberts has gone on a fishing trip with J. M. Shafer. All these parties were delighted with their first view of the irrigation wells in the Plainview country.

Earl Weimar, of Plainview, and Seth Treadwell, of Amarillo, have been arrested by the sheriff of Potter County on the charge of felony. It will be remembered that these two gentlemen pulled off a boxing exhibition in Amarillo a short time back, and the arrests are to test the legality of the mill.

WANTED—Good Housekeeping Magazine requires the services of a representative in Plainview to look after subscription renewals and to extend circulation by special methods which have proved unusually successful. Salary and commission. Previous experience desirable, but not essential. Whole time or spare time. Address, with references, J. F. Fairbanks, Good Housekeeping Magazine, 381 Fourth Ave., New York City. 36

A steady stream of rumbling wagons passes through the streets of Plainview every day. Millet and alfalfa hay are coming in strong, and the wheat and oat crops are being brought to mill and to market. The sight of these heavily-loaded wagons drawn by powerful horses and mules looks good to the people of Plainview. This is the marketing and distributing point for the South Plains, and the farmers of this section are realizing the fact. Three thousand bushels of oats, from one farm alone (the Harp & Wilkin place, 11 miles southeast of town), passed through the thoroughfares of Plainview this week. The Plainview country is a great small grain and hay producer. A. B. Roesser also got three thousand bushels of oats from his farm, we understand.

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 50 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.

The Family Paper

The printing press is the industrial educator of the age. The citizens of Texas lead those of all other states in the Union in the number of newspapers read per capita. The improvement of public highways and the establishment of rural free delivery routes has extended the zone of circulation and reading the newspapers has become as much a part of the work on the farm as caring for the stock, and it has proven about as profitable. The ability of a farmer can be as easily judged by the literature he reads as by the crop he harvests.

Pipe Lines.

Pipe lines are primarily city builders. The pipe line brings the oil field to the refinery and the gas well to the city and to the factory, reducing the cost of transportation, as well as providing a feasible method of distributing the products of the oil and gas wells throughout the state. All enterprising cities should be connected with a pipeline.

Farm and Factory.

The farm and factory go hand in hand and the prosperity of either is dependent upon the other. By bringing the factory to the farm we adjust economic conditions and the increase in value of live stock goes to the producer without increasing the price of meat to the consumer. By building factories in Texas we can greatly decrease the high cost of living.

Rural Telephones.

The scientist in giving the farmer improved varieties of products and the inventor in giving us machinery that reduces the cost of production, has performed a great service to the farmer. But the telephone, warm from the creative mind of the inventive genius is destined to companion in utility and convenience all human accomplishments for the intelligent promotion of agriculture. The telephone is the improved public highway of information and is as valuable to the farmer in selling his products as good roads are in hauling his goods to the market.

A Professional Man's

WANTS
ARE NOT LIKE THOSE
OF MOST PEOPLE

They want something that has that individuality that speaks within itself. We have that famous line of shirts, Cluett-Peabody & Company that distinguishes the person wearing them from others.

If you want this individuality that speaks louder than words, see our newest patterns.

Cluett shirts in pleats and negligees, all colors—\$1.50, \$2, \$2.50.
Monarch shirts in pleats and negligees, all colors—\$1.25.

Pipkin-Napp Comp'y
WHO KNOW MEN'S WANTS

A marriage license was issued this week to E. H. Smith and Miss Cleo Cline.

Mrs. B. W. Baker will leave tomorrow for Souix City, Iowa, where she goes to join her husband.

Bob Malone has been on crutches the most of the week as a result of a wrestle last Saturday.

Mrs. L. L. Towers has returned to Lubbock after spending a few days with her sister, Mrs. J. C. Whitson.

The Herald editor is indebted to Mrs. O. J. Tyler for two choice water-melons this week. Many thanks.

Howard Ferguson has returned to Fort Worth where he will resume his studies in Polytechnic college.

Miss Florence Cornelius, of Amarillo, has been visiting Miss Ruth Howard the past week.

Mr. and Mrs. A. K. Ward, of Erick, Okla., were here this week visiting C. R. Houston.

Miss Hattie Phillips, of Dumas, has arrived to attend Seth Ward. She is a sister of Mrs. S. T. Ansley.

Misses Rebecca and Della Ansley attended the marriage of Miss Betts, at Hereford, Tuesday.

Misses Sadie and Bertie Kerr have returned to El Paso, after a visit with their sister, Mrs. Wilkin.

Let us insure your horses and mules. J. M. MALONE INSURANCE AGENCY. tf.

Mrs. E. T. Hodges has returned to her home in Wichita Falls, after a visit with her brother, Fred Crawford.

Mrs. Scarborough and children returned to Midland Monday, after a visit to Mrs. S. W. Smith.

We can make you a bond. See us. J. M. MALONE INSURANCE AGENCY. tf.

J. F. Watson, of Hobart, Okla., was one of our prospectors the first of the week.

Miss Annie Irick will leave this week for Sherman, to complete her studies at Kidd-Key.

Let us insure your property before it is too late. J. M. MALONE INSURANCE AGENCY. tf.

The I. F. E. Girls were entertained with "500" last Wednesday afternoon by Misses Edna and Florence Harrington.

Mrs. W. R. Simmons entertained Thursday afternoon in honor of Mrs. J. D. Bedford, of Amarillo. Forty-two and refreshments.

E. H. Perry was host to a number of friends at his suburban home Tuesday afternoon, to enjoy a melon feast and watch his big irrigation well at work.

T. E. Richards returned the first of the week from market, and he tells us that he bought heavily for fall and winter trade.

C. R. Carruth and son have returned to their home in DeLeon, after a few days spent here looking after property.

Mrs. L. C. Penry and children will leave Sunday for Miami, where they will visit her daughter, Mrs. Harry Long, for a week.

Mrs. Theodore Davis has accepted the position of milliner for Richards Bros. & Collier's dry goods establishment at Lockney.

Be sure and see those Plymouth Wool Rugs, 9x12, new, at \$6.50; Matting Rugs, 9x12, new, at \$4.50; at NASH'S SECOND-HAND STORE. tf.

Come and go with us to the home-talent entertainment Monday night at the Opera House. It's going to be great!

The Majestic will give three reels of pictures before and between acts at the Hometalent Monday night. Popular prices, 25c, 35c and 50c.

Mrs. Eva L. Barnes will begin her music class Monday, Sept. 4. Studio on west side at Mrs. Minnie Reeves'; on east side at Mrs. Kerr's. 35

Mrs. T. S. Maples died here, of consumption, Monday night. The remains were shipped to Hereford Wednesday for interment. She was born in South Carolina Nov. 30, 1857, removing to Texas in 1892. She was a member of the Presbyterian Church, and leaves a husband and a daughter, Mrs. L. D. Sewell, of this city, who have the sincere sympathy of The Herald.

Mrs. S. J. Moreland is down from Canyon for a few days, looking after her property here and in Floyd County.

Miss May Belle Battle has returned from her home in Dallas, and will resume her position on the faculty of Wayland Baptist College this year.

A. Van Howeling and wife left this week for their old home in Pella, Iowa, where they will visit for some time.

Miss Francis Irick has gone to Canyon to accept a position with the "Leader," a popular dry goods establishment.

E. Dowden left Sunday for various points in Kansas and Oklahoma, where he will attend to some business matters.

Miss Nellie Coryell has gone to Washington, D. C., where she will take instructions in the profession of nursing.

Rev. R. W. Merrill, of Abilene, was here a few days this week. He is one of the State Missionaries of the Baptist Church.

W. B. Atkins, auditor for the A. G. McAdams Lumber Company, was up from Lubbock on a business trip this week.

Misses Hattie and Ella Dillingham left Tuesday for California, where they will visit relatives for a couple of months.

Bob Fletcher has returned from Carlsbad, N. M., where he has been at work this summer, and will enter the High School.

Board and room at the ACME HOTEL for \$4.50 per week. All guests receive the best accommodations.

Miss Alda Winn has returned from Kansas City, where she has been attending a conservatory of music and expression.

W. D. Waldon and Miss Wilma Wagoner were married last night at the parsonage, Elder Jewell Howard performing the ceremony.

FOUND—A small gold breast pin, engraved P. E. W. Owner can get same by calling at this office and paying for this ad. 35

James Curtis came in this week from Cimmaron, N. M., to attend Seth Ward College. He is a brother of Mrs. S. T. Ansley.

A. C. Hatchell has purchased the W. A. Parker residence, and he and his wife will occupy same after September 5.

Miss Lillian Johnson, of Chicago, has arrived and taken charge of the millinery department at Richards Bros. & Collier's.

MONEY TO LOAN in sums of \$10,000.00 and up on approved ranch and farm property, three to five years' time. Address EDWARD R. MOORING, Cleburne, Texas. 38

D. E. McGlasson has been here from Waco the past week visiting his father, D. W. McGlasson, and looking after his large property interests in Floyd County and Plainview. Expects to sink some irrigation wells on his acreage property near Lockney.

The Federated Missionary Societies of Plainview met Saturday afternoon with Mrs. C. W. Tandy. A large attendance was present, and a profitable meeting was held.

W. H. Price, president of the Farmers' Bank at Harrison, Ark., accompanied by his wife and daughter, arrived Saturday for a visit to his son, A. K. Price, of this place.

From 4 to 10 o'clock Tuesday there was a public reception at Seth Ward College, at which time more than hundred people were shown through the building.

J. A. Vaughn, of Utopia, Texas, was here this week renewing old acquaintances. He is a reader of The Herald, and states that it makes him sick when he misses a copy.

Col. T. J. Tilson returned Monday from Campbell, Hunt County, where he arrived, in response to a telegram, just three hours before his brother died.

Mrs. A. C. Cathey, of Comanche, came in today to visit her sister, Miss Ellen Robinson. She was accompanied by her daughters, Misses Elsie and Isola.

C. R. Caldwell, staff correspondent for The Amarillo News, is in town getting data for an illustrated write-up of Plainview, to appear in that good daily tomorrow.

Rev. Bonner and family, of Stamford, were guests of Pres. Barcus, of Seth Ward, last Saturday. They were returning home from a meeting at Canyon.

CIRCULATION

VIEWED FROM BEHIND THE SCENES

Why forced circulations are not worth one hundred cents on the dollar—Advertisers need to know not only how much the circulation is, but also how it was obtained.

By HENRY H. HOWER

Advertising Manager, The F. B. Stearns Automobile Company

Slowly, but as surely as the passing of time, a new idea is making itself felt in advertising. That idea consists in paying for circulation according to the quality of the publication and its readers—not simply paying for so many sold copies. The time is steadily passing when so-many-thousand readers for such-and-such a rate can get any and all the business. Thinking men are realizing the fact that the hundreds of thousands wasted in advertising can be diverted into producing channels. On every side this idea is cropping out.

A few years ago—and today in many cases—very large circulation meant heavy advertising patronage. In some cases this was justified, but very often it was quite the reverse. More and more advertising managers are commencing to think more deeply and to analyze statements which before they had taken for granted.

Probably the best example of this class of advanced thinker is E. St. Elmo Lewis. Mr. Lewis is outspoken in his denunciation of the old method. "It is the most erroneous idea in advertising," Mr. Lewis said, recently. "There is no sense in buying circulation merely as circulation—it is what composes that circulation that counts. I wouldn't give two cents for a hundred thousand circulation if I had no way of knowing or finding out something about that circulation."

There are publications of 50,000 in this country whose columns are worth more to the majority of advertisers than others of double and even treble that figure. Personally, I would willingly pay twice as much for space in the former as in the latter. And the time is coming when valuable circulation—among quality readers—will win its own battle.

Listen: Several years ago I became connected with a small semi-trade paper in an executive capacity. Shortly after taking up my work, there came one day the representative of a "subscription and circulation bureau." To cut a long story short, he offered to get me as many thousand subscriptions as I wanted—in any state or states I desired—to deliver them within sixty days and to conform to the post-office regulations. All this without any effort on my part, but with considerable expense. Suppose all this had been done—the circulation boosted to ten or fifteen thousand—aggressive advertising men put in the field. The business would have surely come in.

How is the advertising manager to know that some of the various publications he is using are doing these very things? This may seem an extreme position, and it is doubtless open to criticism, but there is more truth in it than many will care to admit.

I know of a certain publication selling for fifty cents a year which has recently secured contracts for automobile advertising. Cannot the wisdom of the selection of such a medium as this be criticised?

A little test I made of a large list of publications shook up my ideas in a good many ways. But above everything else I found that there was a greater difference between the well known publications than I had dreamed of before. The idea of paying for the quality of the publication and its readers means more to me now than then.

And one thing more. Quality circulation cannot be forced. A publication of little merit cannot get—and hold—such readers. Its genuine merit of the publication that is responsible, and there is setting in a strong drift toward those publications which have this merit.—(From Printer's Ink, July 6, 1911.)

The Hale County Herald has never made one of those "MARVELOUS, MUSH-ROOM GROWTHS," but has each year, for the past twenty-two, made a STEADY, SUBSTANTIAL GROWTH, and among its readers are the best families of each community in which the Herald circulates.

There's no "FORCED" circulation here. And if YOU, Mr. Advertiser, will drop in our office, we'll let you see who the Herald's readers are.

LOCAL AND PERSONAL

Mrs. I. E. Hoyle has returned from a visit in Midland.

Mrs. P. A. Hubbard returned this week from a visit in Weatherford.

J. T. Mayhugh has gone to Hot Springs, Ark.

Say! Have you secured your tickets for the Musical Comedy?

Mrs. Stewart of Portales, is visiting her alster, Mrs. Leach.

Miss Myrtle King, of Floydada, visited Miss Annie Irick this week.

Miss Eldora Stanford is visiting her parents in Amarillo.

A complete line of Cigarets at J. W. WILLIS DRUG COMPANY'S. tf.

Chas. Saigling has gone on a business trip to Fort Worth.

Mrs. Murray Malone is visiting relatives at Seminole.

Leo DeLay has returned from a few weeks' stay at Mineral Wells.

Dr. C. D. Wofford spent Sunday socially in Tulla.

D. D. Shipley visited his parents at Floydada the middle of the week.

Chas. White was down from Vernon this week.

Miss May Hall has accepted a position in the public schools at Dublin.

N. E. Reed of Hunt County was visiting W. C. Fyffe this week.

A complete line of Cigarets at J. W. WILLIS DRUG COMPANY'S. tf.

Rev. Alfred Waddill has returned to Chillicothe, after a few days' visit with his father, Rev. S. W. Waddill.

Mrs. F. W. Wilkin and children have returned to their home in Oklahoma City.

R. F. Ivey has as his guest his daughter, Mrs. R. M. Wright and two sons, of Sweetwater.

Two Hundred second-hand Fruit Baskets—all sizes—at NASH'S SECOND-HAND STORE. tf.

All kinds of Gasoline Stoves and Ovent, 25 per cent off, at NASH'S SECOND-HAND STORE. tf.

A few more Ice Boxes and Ice Cream Freezers at cost at NASH'S SECOND-HAND STORE. tf.

Everything you need to keep house with at from 20 to 25 per cent off at NASH'S SECOND-HAND STORE. tf.

What? The Musical Comedy. Where? At the Opera House. When? Monday night.

One hundred local characters will take part in the Hometalent Monday night.

Have your tickets reserved at the J. W. Willis Drug Co.'s for the Hometalent Monday night.

Mrs. Bonita Hudgins, of Bartonite, was here several days this week, visiting Miss Josephine Dannelley.

Rev. Street attended the Staked Plains Baptist Association at Crosbyton several days this week.

Miss Gladys Rosser has been up from her home in Abernathy visiting Mrs. Byron Hale.

Dr. Longmire and R. B. C. Howell attended the Baptist Association meeting at Crosbyton.

Miss Lochie Murry, of Bartonite, was visiting in Plainview the first of the week.

Mrs. Slaughter was here this week visiting her parents, Mr and Mrs. J. N. Donohoo.

Plover and curlew are migrating, and the local nimbros are in "hog-heaven."

Otis Phillips left Monday for Greenville, where he will spend a few weeks with relatives.

W. R. Hall has purchased a new Overland of the local agent, Nick Alley.

Ephriam Wells is here from Virginia looking after his considerable acreage property.

A Page for Farmers and Stock Raisers

WINDMILL REPAIR WORK.

I am now prepared to do any kind of windmill repair work. Twelve years' experience. When your mill won't work, call 88 and ask for R. W. THOMPSON.



Patton's Sole-Proof Floor Coatings are not like any other colored varnishes. As their name implies, Sole-Proof Coatings are made for floors—to be walked on and to withstand wear; yet, Sole-Proof Coatings also lend themselves admirably to the refinishing of furniture and interior woodwork.

Sole-Proof Graining Outfits enable even the novice to produce natural wood effects on all sorts of surfaces. Try Sole-Proof on worn oil cloth and linoleum. It's fine.

Sole-Proof Floor Coatings are sold in ten colors by reputable retailers whose business existence depends upon the quality of their wares.

Beautiful color card and descriptive booklet sent upon request.

PATTON PAINT CO. Lake Street Milwaukee, Wis.



FOR SALE BY R. A. LONG DRUG CO.

DR. COX'S Barbed Wire LINIMENT

Guaranteed to heal without a bluish, or your money refunded. Price, 25c, 50c and \$1.00. 25c size for family use only. For sale by all druggists.

Dr. Cox's Painless Blister

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

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. Dorsett at the O. K. Barn.

METHODS OF IRRIGATION

BY SAMUEL FOSTER.

A Series of Timely Articles on Applying Water to Different Crops to Obtain Best Results.

IRRIGATING SUGAR BEETS

The growing of sugar beets under irrigation is highly profitable when a heavy tonnage can be secured. To accomplish this desirable end, alfalfa fields are frequently plowed under to make way for sugar beets, and when no rotation is practiced, the beet soil is usually selected for this crop. Perhaps the best soil for sugar beets is a well drained clay or loam with just enough sand or silt in its composition to work freely. Deep plowing is essential and as a rule it pays to subsoil. The two operations loosen the soil to a depth of fourteen to sixteen inches. Outside of California sugar beets are irrigated by furrows. These start from a head ditch running across the upper margin of the field and extend down the steepest slope or diagonally if the slope be too great. It is well nigh impossible to distribute water evenly in long furrows, and for this reason their length should not exceed a general average of 350 feet. Fields that are 600 to 1,000 feet long should be provided with at least two head ditches, the lower one acting as a drainage channel for the upper half of the field and a supply ditch for the lower half.

Deep plowing thorough cultivation, leveling, grading and furrowing should all be done with skill and care, but none of these are so difficult to manage as an even distribution of the water among the furrows. Perhaps ninety per cent of all beet irrigation too much water is forced into some furrows, resulting in flooding parts of the crop, which invariably suffers in consequence. Each small stream should then be allowed to run until the absorption which goes on in its passage down the furrow has sufficiently moistened the soil around the roots.

As regards the right time to irrigate and the proper quantity to apply the best guide is a close observance of the crop itself. Sufficient moisture should be given to the soil to enable the beets to maintain steady vigorous growth. When water is applied too early it produces leaves at the expense of roots, and too late waterings cause the plants to mature before they have their growth. A depth of four or five inches over the

surface is usually applied at each watering, and the number of applications ranges from two to four in season, the ground being cultivated as soon after each irrigation as practicable.

Irrigating Potatoes.

The growing of potatoes in a commercial way in some of the arid states is rapidly becoming an important industry. Its success is largely due to an interchange of other irrigated crops. A common rotation on the more fertile bench soils of Greeley Colorado, consist of grain as a nurse crop to alfalfa the first season, then two years of alfalfa, followed by two years of potatoes. In the San Luis Valley of Colorado the common field pea is substituted for alfalfa, the most common rotation being one to two years of peas, one to two years of potatoes, followed by one to two years of grain.

The rotation of crops in potato growing has an important bearing on the way in which the fields are prepared for irrigation and the manner of applying water. Neither the check nor the basin method is suitable, since potatoes cannot well be flooded. The choice lies between furrows and flooding from field laterals, since it is easy to change from the flooding method followed in alfalfa, peas or grain to the furrow method followed in potatoes. In furrow irrigation the size of the field, the slope and the character of the soil cause the length of the furrow to vary from a minimum of 200 feet to a maximum of 1,400 feet. From the standpoint of the irrigator, it is not advisable to increase the length beyond 650 feet. Sometimes the furrows are not more than six inches deep; at other times they are twelve inches deep. A common practice is to have the bottom of the furrow about twelve inches below the crown of the plant. In most other respects the irrigation of potatoes does not differ from that of sugar beets.

Irrigating Orchards.

Gently sloping land is preferred for irrigated orchards. A fall of ten to twenty feet to the mile insures good drainage and the soil is not eroded by small streams of water. On very flat slopes the excess water for irrigation has frequently to be removed by artificial means and on very steep slopes the difficulties of applying water are much greater.

Furrow and basin irrigation are the usual methods employed but the former is more common. In setting out land for commercial orchards a section is usually divided first into forty-acre divisions, and then into ten-acre tracts. The lateral ditches supply the divisions, and individual owners control the respective tracts. When the width of driveways is deducted the length of the tract by trees is seldom more than 600 feet. This distance governs the length of the furrows. The watering of orchard trees during the first season after transplanting is most commonly done through two furrows spaced four feet on each side of the tree. As the roots expand, more furrows are added, and about the time the tree begins to bear the entire space between the rows is moistened, the number of furrows necessary to accomplish this depending on the soil, depth of furrow, cultivation, etc. It has been shown that evaporation is less from furrow than from surface irrigation and that deep furrows conserve more water than shallow furrows. In citrus orchards, where water is valuable, a depth of furrow of eight inches is common.

In conducting a supply of water along the upper margin of an orchard and in distributing the flow evenly among a number of furrows, various plans have been adopted, though the earthen ditch is still common, it is no longer regarded with favor. Wooden spouts or short lengths of pipe inserted in the lower bank of the feed ditch are cheap and fairly effective. Wooden flumes with augur holes about one inch in diameter spaced every four feet, are quite effective, but the wood soon deteriorates and in time decays. A cement flume overcomes this objection, but both interfere with the free use of teams. For this and other reasons many orchardists prefer to conduct the water in a pipe and bring it to the surface through a short stand pipe located at the head of each row of trees. Each stand pipe, through the small openings made in its shell slightly above the ground surface, can supply all the furrows belonging to where more than three feet in depth any one row of trees without interfering to any appreciable extent with the passage of teams.

The quantity of water applied to orchards during an irrigation season runs all the way from one to five feet. It is used it is pretty safe to conclude that the excess is wasted. In districts of scanty rainfall and heavy evaporation, the most profitable crops are produced with the use of twenty or thirty inches in depth over the surface throughout the season. One of the most productive apple orchards in the vicinity of Wenatchee, Washington, is irrigated five times between the middle of May and last week in September, from four to five inches in depth being applied at each watering. In southern California it requires three inches per month in depth over the surface, including both rain and ditch water, to keep citrus trees in a good condition. For the past seven years the amount of irrigation water which has been applied to the lands under the canal at Riverside California, which serves about 9,000 acres, has averaged twenty-seven and three-quarter inches in depth over the surface. The average rainfall of this locality for the seven years was ten and six inches, thus making the total thirty-eight and one-fourth inches, or a trifle more than three inches per month. 27 1-4 inches in depth over the surface. The average rainfall of this locality for the seven year for 10 1-2 inches, thus making the total 38 1-4 inches, or a trifle more than three inches per month.

PLEASED WITH WEST TEXAS.

Charles Gross, office deputy for Sheriff Ben F. Brandenburg, has returned from a visit of two weeks to Western Texas. Mrs. Gross has been visiting in Amarillo and Tulla, the county seat of Swisher County. She will remain in the West until the hot weather is over.

Mr. Gross says that the weather in the West is delightful. There has been little of the hot wind that at times in other seasons has been destructive. Crops are very fair, he says, and the cattle conditions satisfactory, though the cattlemen are discussing the tax on hides and the beef trust.

"There has been good rain over much of the country," Mr. Gross said. "There is little dust, and Western Texas is a summer resort not excelled by the Rockies or the Great Lakes. It is not so far away and is fully as pleasant."—Dallas News.

ATWOOD BREAKS RECORDS.

New York, Aug. 25.—Harry N. Atwood, the Boston aviator, arrived in his aeroplane today.

Atwood not only broke the world's record in covering 1,265 miles in an air line, but flew all the way in the same biplane. He occasioned no important mishaps.

Atwood's flights are comparable only by that made by fast trains. He covered the distance in actual flying time in twenty-eight hours and thirty-one minutes. His final lap was a glide of twenty-five miles from Nyack, New York, where he stopped overnight. He landed smiling, hatless and hungry in the arms of a handful of United States Army officers and men, who hailed him as America's greatest aviator.

NETS \$90 PER ACRE.

Petersburg, Texas, Aug. 28.—R. B. Havenhill, of this vicinity, will sell this year \$400 worth of peanuts from four acres of ground, this being a net return of \$90 per acre.—Amarillo News.

Waller Tailoring Co.

The most up-to-date steam cleaning and pressing shop west of Fort Worth.

Suits Made to Order

Give us a trial.

One door south of Schick Opera House.

PHONE 188

WE CALL FOR and DELIVER

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

Seth Ward College 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 a year. Session Opens September 1st. J. SAM BARCUS, President

B. D. GROW, Horse Shoer HORSES SHOD FOR \$1 PER HEAD

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

New Line

Sweetwater, Ft. Worth, Galveston, Houston and all Eastern and South Texas Points, via the

COLEMAN CUT-OFF

through Lubbock and Sweetwater. Leave Plainview 11:40 a. m. daily. Watch for our new through service between Galveston and the Pacific Coast via Amarillo. Ask for particulars. R. McGEE, Agent

PACIFIC AVENUE LOT for SALE 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

Singer the Standard to Which all Others are Compared

Have you ever wondered why it is that dealers in other makes of sewing machines take pains to emphasize their claim that their particular machine is "just as good" as the SINGER? Or why it is that more than 2,000,000 women buy Singers every year—more than all other makes combined? Or why Singer sales have spread all over the world, into every civilized country?

The Singer has so long represented the highest degree of excellence that it is to-day everywhere recognized as the standard of perfection—the envy of every competitor—the pride of every owner.

IT IS EASY TO OWN A SINGER

Singer will pay for itself. Phone 51 and see about our easy payment plans. Machine Needles, Oils, and Supplies. Liberal Allowance for Old Sewing Machines in Exchange for a Singer

J. H. EDWARDS Agent Phone 331 Singer Sewing Machine Co. have moved their office 117 North Covington with City Plumbing Co.

Singers sold on easy terms—Liberal allowance for old machine

MEN WE'VE GOT IN NEW FALL CLOTHES FOR YOU



If you want goods that you can "count on," come to us. We shall not let you leave our store with a suit or an overcoat that does not fit you as smartly as the skin on a peach. The shade and cut shall be the newest vogue. The cloth will wear and the buttons won't drop off. We feature below some of the many good things we have for the men and boys.

HERCULES, THE CLOTHES FOR YOUR BOY



We have looked well to the wants of the boys of Plainview this year. We have anything that a boy should want in our store, but we wish to make special mention of our Hercules Suits. They are made for strength and wear. The coat has a patented double lining in the sleeve at the arm pit; right where the wear is most severe. You will find the pants lined throughout with Herculone, a special lining made only for Hercules suits, and all seams reinforced with tape--not the ordinary white, spongy cotton tape, but a wider and much stronger one.

In addition to this, Hercules suits are guaranteed by Daube, Cohn & Company, Chicago, to be all pure wool and shower proof. A Hercules will outwear two suits of any other make regardless of price. Its nearly school time, only a few more days. Better bring the boy around and start in with a Hercules.

THE CELEBRATED KUPPENHEIMER CLOTHES

Your suit and overcoat for winter is a subject that surely deserves your consideration. No matter where you buy clothes, or who from, what you will want will be clothes that are of the latest style and fabrics, and clothes that are absolutely worth what you pay for them. Considering this, we have no hesitancy in recommending Kuppenheimer clothes to you. We carry these clothes in all the latest styles and cuts.

Kuppenheimer clothes are made to wear. Every Kuppenheimer suit and overcoat will stand up and keep its style and shape until worn out. The fabrics are pure virgin wool, fast color--many of them exclusive. Satisfaction to the last inch and stitch--that's what you get when you buy a Kuppenheimer garment.



Copyright 1907
The House of Kuppenheimer
Chicago

Bradley Sweaters Best By Test

There will be a big demand this year for knit sweaters and knit coats. They are indispensable when you are engaged in any kind of employment out-of-doors. The Bradley brand on this kind of goods stands for the best in America. We've a complete line of sweaters and knit coats both for men and boys, and if you will drop in and take a look you'll see by far the finest line in the city.



MANHATTAN and WILSON BROTHERS SHIRTS, NETTLETON ***** AND ***** HAMILTON BROWN SHOES are for gentlemen of taste and refinement and are always to be found here

A Nobby line of HATS and NECKWEAR, the latest creations, will be found in the gentlemen's department.

Bradley Mufflers Fit Like a Glove



The classiest line ever brought to Plainview. The original Bradley fits without a wrinkle--Keeps off cold winds--Prevents doctor bills -- Best investment for 50c-- Put this around your neck--In special gift boxes.

We handle everything for the men and boys, and will take pleasure in showing you our stock.

We shall make a profit on the goods we sell you. What's the use of lying about it. But if you "begin" buying your clothes from us, we'll take chances on the future. All we ask is a trial. Give us this one chance, then watch us make good.

PLAINVIEW MERCANTILE COMPANY

W. A. SHOFNER
MANAGER

"THE BEST AND PRETTIEST DRY GOODS STORE ON THE PLAINS"

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18,000 Irrigated Acres

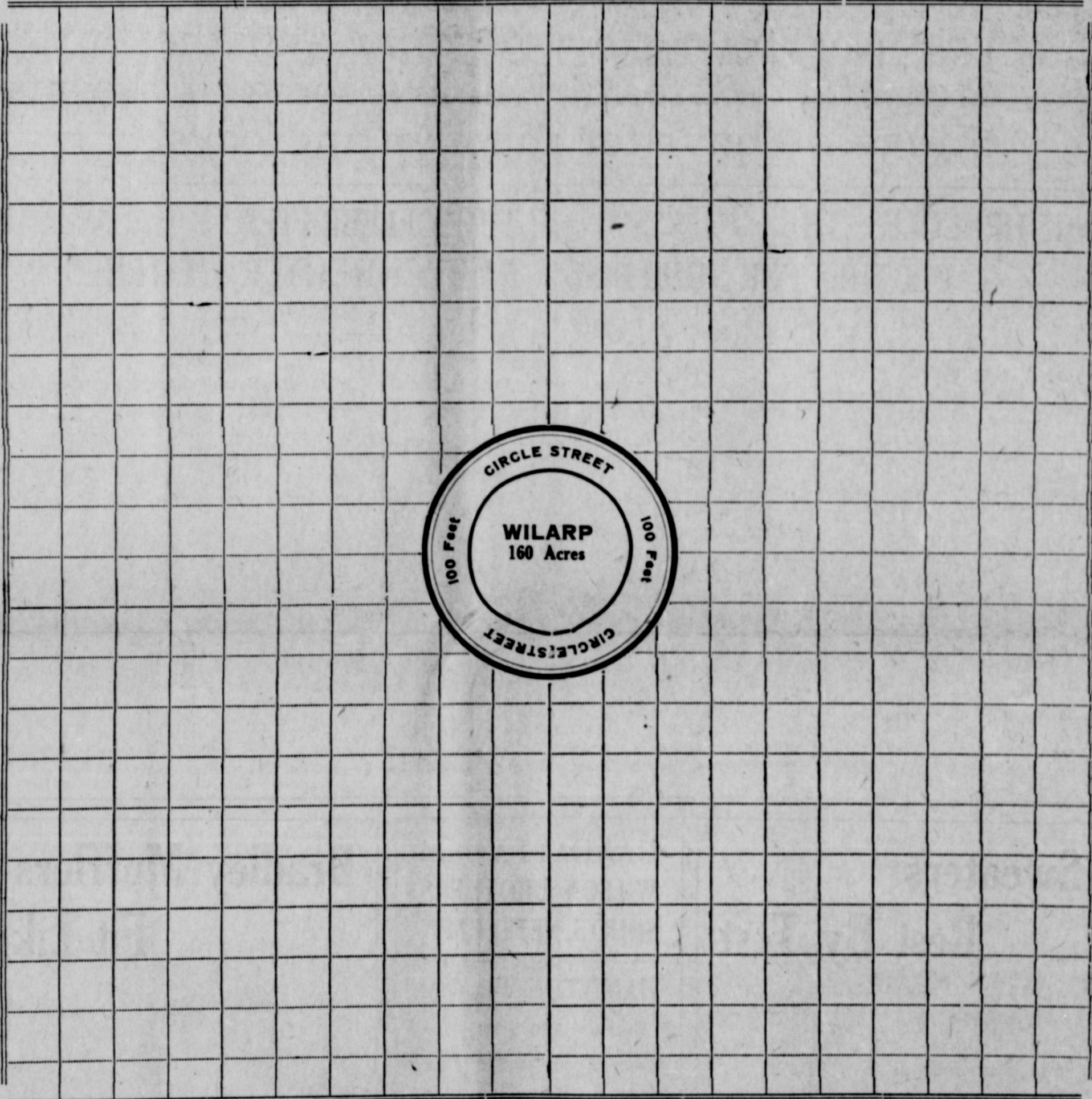
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TO BE SOLD IN FIVE, TEN AND FORTY ACRE TRACTS
WATER FOR IRRIGATION GUARANTEED

A. E. HARP, INVESTMENTS

PLAINVIEW, TEXAS

The Water Problem Has Been Solved and Water is Now Guaranteed



The Water Problem Has Been Solved and Water is Now Guaranteed

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 harvesting, 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, cucumbers, onions, watermelons, etc.

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

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18,000 IRRIGATED ACRES

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