

## What are You Going to Do For Plainview During 1912?

### If You Are a Friend To Yourself And Your Town, Then Won't You Line Up With The Chamber of Commerce In Its Efforts To Introduce The Plainview Country To All The World During This Most Promising New Year?

Opportunity is the only "knocker" one hears in Plainview today. The new year looks good, doesn't it? You and I are proud of the fact that we live in Texas, aren't we? And we become enthusiastic when we remember that we are citizens of Plainview and Hale County. When Uncle Sam feels like bragging of his power and resources to other nations he points to Texas—the State that can feed and clothe the world. And now the old gentleman is beginning to realize that the portion of the State he once thought comparatively worthless—through the magic of irrigation and the application of brains effectively, otherwise—is destined to become the greatest producer of them all.

Great things are in store for Texas. With the completion of the Panama Canal will come the recasting of the commerce of both the Orient and the Occident, all roads will lead to the Gulf, and the eyes of two hemispheres will be turned Texasward. The broad, virgin prairies of West Texas—130,000,000 acres—will soon feel the caressing hand of husbandry; the population of portions west of Plainview that now must travel 150 miles to hear the whistle of a locomotive, will in a few years be put in direct touch with the throbbing heart of civilization by arteries of steel; and with the development of irrigation on the Plains there will be added to Texas the most mammoth and cheapest producing irrigated district—in fact, the largest truck-patch of the world!

Last year there assembled in New York City a notable gathering of men drawn together both by mutual interests and a feeling that the United States was letting go to waste a vast store of productive power through failure to properly distribute immigration. It was estimated that each year's batch of immigrants was worth \$10,000,000,000 capital—value based on their earning power. The heads of many railroads attended this meeting, and as a result, the immigration departments of our Western railway systems have, during the past year, settled uncounted thousands of homeseekers in population-seeking districts. And the railways are promising even greater results in 1912.

Real estate is now, always has been, and always will be, the foundation of all wealth, all energy, and the first step upon which every form of prosperity must tread. The world has been discovered, the area of the soil has been surveyed, and all the skill of the scientists can not propagate an-

other land crop. And people are realizing the above to be a stern fact. We have passed through the period when man has been attracted by the jangle of commercial life to depart from the basis of all society—the land—and to choose a life of chance among the elbowing millions of the great cities of the world. The cry of the land-hungry is heard everywhere as never before. Uncle Sam has inclined his ear to the universal plea, and the Federal Government is now expending millions of dollars in the construction of irrigation works to reclaim vast areas of the arid West, much of which is yet the public domain. The great Land Shows of the past few years are turning the immigration stream our way, and the leading magazines of the Nation point their fingers to the unsettled Southwest as the present address of Opportunity.

Well, here sets Plainview, her location the coin of every advantage. Westward, within a few hours' spin by automobile, lie whole countries, unpopulated and under the dominion of a single land baron. With the dawn of an early tomorrow will come the peopling of the fertile Plains, and a great city will be built in this section. Through it, from the empires to the West and North, will pass a mighty commerce on its way to the Gulf. It will be the distributing point for an area larger than many states, the Mecca of the homeseeker; its busy marts will witness the distribution of countless acres and its schools and colleges will make of it the Athens of the Southwest—diffusing the encouraging glow of an advanced civilization around the homes of thousands of settlers in a new land.

Are we going to build for Plainview and Hale County the future nature intended they should have? The world can boast of no happier combination than is offered by the Plainview country—cheap irrigation and but seldom a need for it, an average rainfall of 24 inches for the past 15 years, fertile alluvial soil, long growing season, healthful climate, and so on—advantages without end. Far less richly endowed sections are drawing immigration from the ends of the earth, and their fame is constantly advancing. Why? Because they advertise. The duck produces a larger egg than the hen, but she does not cackle—and who ever hears of the duck egg?

Is Plainview in line to get her share of the immigration that will surely come to the Southwest this year? As-

surely she is not at present—for but little advertising—at the best, spasmodic—has gone out the past year. Are we going to start after what is rightfully ours? That question will be answered by the support accorded the Plainview Chamber of Commerce. Your American citizen no longer says, "Oh, this is only advertising!" for that is to discredit the force which has done more to develop and civilize this country than any other one influence. No, advertising does not make a thing better, but, as a rule, only the better things are advertised, for no one can afford to advertise in these days unless they can back up their offerings with the goods that satisfy. Since Plainview has stopped systematic publicity, the world must think she has failed to make good.

Here is an article, from The El Paso Herald, written by an authority along the lines of community advertising. Mr. E. Bedichek is with the Immigration Department of the Southern Pacific Lines. He presents some weighty thoughts in a striking manner. Read every word of this meaty article, and see if he is not telling the truth:

**"Co-Operation as a Community Asset."**  
"It is almost inconceivable, but nevertheless a fact, that there are some fairly intelligent people living in fairly progressive communities who do not understand the value of community advertising, and do not appreciate the advantage of living in a community which does advertise. As an illustration of this, please note the following, taken from a bulletin issued by the secretary's office of a chamber of commerce of one of the most progressive communities in New Mexico:

"Since starting the work for your chamber of commerce, I have repeatedly met with the statement that it did not pay to advertise, and some of the members have even stated that it was impossible to accomplish anything with this organization."

Generally speaking, it is just as important to a community to be well advertised as it is to any private business. The principal function of advertising ordinary businesses is that the purchaser and the seller may be got together, and an exchange negotiated which is for the good of both. All legitimate advertising has this in view. A community desires to attract good citizens from other sections and enterprises which bring more capital and more producers within its fold. The advantages of increased population are fairly obvious. Land,

rentals increase, the community thus becoming wealthier can maintain better schools, better streets, parks, etc., and all those things which go with the wealthier communities. Professional men get an increased clientele, business men secure more customers, banks get more money, and so on. Indeed, but for the very elementary ideas concerning community movements, it would not be necessary to state the advantages of increased population. Granting, then, that increased population is a good thing, why is not community advertising a good thing, since it attracts a desirable class of citizens by calling the attention of thousands of people to its resources?

#### Advertising Brings Settlers.

The secretary of the Deming Chamber of Commerce, in his yearly report, gave over 100 names of men who had become settlers in that community during the past six months through the efforts of the chamber of commerce and by proper advertising. Railroad companies estimate the value of every citizen located on their lines at \$300 per year. In other words, it is worth \$300 to the Southern Pacific per year, for instance, to move a man from Maine to Deming. This company gets this much out of him in freight and passenger fares, that being all a road company has to sell. If he is worth \$300 per year to a concern that has nothing but transportation to sell, how much is he worth to the business interests of the town? Transportation is but a small per cent of his total purchases. Would \$1,000 per year be putting his value to the community too high? Taking, for instance, the 100 new citizens which the chamber of commerce has put into Deming and the Mimbres valley within the past six months as a basis, we see that it has increased the earnings of the legitimate businesses of the community \$100,000, and in a year, at the same rate, it would increase the earnings \$200,000. The Deming Chamber of Commerce spends to secure this return about ten thousand dollars per year. Does it pay?

#### Denotes Progressive Community.

"And here is a profit which every man who is looking for a new location should bear in mind: It pays to enter a progressive community, one that is advertising and growing. No matter what the other advantages, a community is a dead one that does not have the community spirit which makes for growth. Do not hope to enter a dead

community and enliven it; you can perform no miracles. If a community is alive you can tell it by its advertising; if it is not alive, give it a wide berth.

"There is a little community very favorably located in Virginia, and it has quite remarkable natural resources. There is one man in that community who has been working to rejuvenate it for the past twenty years. He has been able to accomplish nothing. The town is just where it was twenty years ago. Recently the man who has worked so faithfully for the progress of this place bought an automobile. The town council showed its appreciation of him and his ideas and efforts, and new-fangled means of locomotion, by voting unanimously a five-hundred-dollar license on automobiles per year. This was the last straw. The progressive one cashed in his belongings and came West, locating at Deming.

"The greatest asset that any community can have is a spirit of progressiveness, and harmony in community action lends greater strength than the most abundant natural resources. And the wise man seeking a new location sees to it that the community in which he invests possesses these two qualifications."

#### Let's Get Together and Pull for Plainview and Hale County.

Deming, N. M., is a young town, no larger than Plainview. The rainfall at Deming and throughout the Mimbres Valley is only 8 inches per annum—about a third of that at Plainview. They depend alone on irrigation for their crops, pumping from the sunken Mimbres. Plainview pumps from a sunken, moving ocean of pure, soft water, and her lift is less than the projects at Deming. All other advantages are with us, and yet Deming spent \$10,000 last year in advertising, while Plainview spent practically nothing. Can't Plainview spend half that amount, at least, during 1912?—or, on the other hand, can she afford NOT to? The literature, advertisements and letters that go out from a Chamber of Commerce have the backing of an entire community, and naturally have a greater pulling power—a stronger "punch"—than the output of any single individual, real estate firm or big land company, however reliable that party might be.

Plainview has organized a Chamber of Commerce, with all enthusiasm, but enthusiasm alone won't pay printers' bills. We don't want to get into

this thing beyond our depth, but, on the other hand, we don't want to send out literature that will look cheap beside that coming from other irrigation districts. The more contributing members in the club, naturally the less tax on each member. The maintenance of the organization would scarcely be felt if enough of our citizens were to join. Besides, the business way of looking at the dues paid an organization of this kind is—not as a tax or expenditure without return, but as an investment that will pay big returns. Just now there is nothing that will yield a dividend to the citizens of Plainview and Hale County commensurate to money spent in legitimate community advertising.

We got 31 inches of precipitation during 1911, and the best season is in the soil in the history of the Plains; much of our feed and cotton crops lies rotting in the fields, on account of a paucity of labor to gather same; irrigation by pumping from wells in the Plainview country has received the stamp of Government approval—nay, more; it has made good in practice and yielded far better returns this, its first, year than the most optimistic dared to dream; our small grain led the State last year, and our fruit and truck bore away blue ribbons at the State Fair. We have more strong "talking points" this year than any section of the globe, so why not advertise?

This is leap year—let Miss Plainview forget her bashfulness and propose to the world that it come and investigate her charms. The President of the Chamber of Commerce is spending the major portion of his time, an equitable share of his money, and lending the use of his car, in the service of the club—all gratis! Your secretary will throw 180 pounds of enthusiasm, and a smaller amount of brains, into the work, and he will endeavor to give you your money's worth in so far as in him lies. But the officers and committees of the organization can only go so far without the co-operation of the citizen body. Let's get this thing going in a permanent way, and see that the old world becomes interested in Plainview and irrigation in the Shallow Water Belt of the South Plains before 1912 becomes baldheaded.

Yours for a greater Plainview and Hale County,  
Z. E. BLACK, Secretary,  
Plainview Chamber of Commerce.  
Subscribe for The Herald.

## RAISED BEST CORN AND COTTON

### Prize Winners in Texas Industrial Congress Contest.

**10 Acres of Corn and 10 Acres of Cotton.**—First prize, \$2,500, Wm. B. Hinkley, San Benito, Cameron Co., 31.73 bushels corn and 1.69 bales of cotton per acre; second prize, Collin A. Hunley, Buffalo, Freestone Co., 51.28 bushels, 1.33 bales; third prize, \$750, Chas. A. Doss, Rockdale, Milam Co., 52.82 bushels, 1.19 bales; fourth prize, \$500, Geo. A. Doss, Rockdale, Milam Co., 54.59 bushels, 1.13 bales; fifth prize, \$250, Jos. Vitek, Fayetteville, Fayette Co., 56.7 bushels, 1.1 bales.

For the next ten best results, each each—P. C. Galler, Taylor, Williamson Co., 42 bushels, 1.05 bales; J. S. Carroll, Tennessee Colony, Anderson Co., 35.97 bushels, 1.11 bales; Frank Krenek, Jr., Lovelady, Houston Co., 42.52 bushels, 1 bale; W. O. Barnes, Hallsville, Harrison Co., 58.76 bushels, .8 bale; Ed Jones, Ivanhoe, Fannin Co., 11.1 bushels, 1.25 bales; H. M. Sims, Paris, Lamar Co., 18 bushels, 1.18 bales; M. G. Bean, Paris, Lamar Co., 16.5 bushels, 1.18 bales; R. J. Johnson, Overton, Rusk Co., 39 bushels, .82 bale; S. F. Vaughn, Jonesville, Harrison Co., 17.7 bushels, 1.03

bales; A. B. Dunn, Mart, Limestone Co., 29.69 bushels, .89 bale.

**Two Acres of Corn and 2 Acres of Cotton.**—First Prize, \$1,000, E. S. Kovar, Fayetteville, Fayette Co., 115.62 bushels of corn and 2.06 bales of cotton per acre; second prize, \$750, Horace Dennis, Athens, Henderson Co., 35.52 bushels, 2.32 bales; third prize, \$500, Roy Scott, Mt. Pleasant, Titus Co., 58.29 bushels, 2 bales; fourth prize, \$250, Swann Haney, Tyler, Smith Co., 58.5 bushels, 1.95 bales.

For the next ten best results, each \$100—Olen W. Hunley, Buffalo, Freestone Co., 86.91 bushels, 1.57 bales; Joe Vajdak, Merle, Burleson Co., 101.05 bushels, 1.39 bales; Emmett Allen, Lindale, Smith Co., 43.81 bushels, 1.78 bales; Arthur Kloppenburg, Sublime, Lavaca Co., 93.33 bushels, 1.23 bales; Clifton Woodward, Tyler, Smith Co., 53 bushels, 1.47 bales; Gregg Easley, Pitt Bridge, Burleson Co., 40.52 bushels, 1.55 bales; Isador Krenek, Lovelady, Houston Co., 34.86 bushels 1.6 bales; M. O. Eaton, Overton, Rusk Co., 50.15 bushels, 1.4 bales; Jos. B. Stringer, Murchison, Henderson Co., 32.5 bushels, 1.4 bales; Ezra Short, Grand Saline, Van Zandt Co., 36 bushels, 1.36 bales.

### "CHINESE TEA."

The Woman's Missionary Society and the Philathea Class of Calvary Baptist Church met with Mrs. C. W. Tandy, Tuesday, December 26, at 3 p. m. The following program was well rendered and enjoyed by all, making us realize that the great missionary movement is God's, and we are only a part of it:  
Subject—"China."  
Leader—Mrs. W. B. Joiner.  
Hymn—"Safely Through, Another Week."

Prayer: Thanksgiving for Jesus, our Savior—Mrs. Stant Rhea.

Bible Reading—"The Birth of Our Great Teacher." "His Home." Isa. 9:6; Matt. 1:21; Matt. 2:2; Luke 1:32; Luke 2:11. "His Mission Foretold." Luke 2:25-32. "His Growth." Luke 2:40. "His Decision Day." Luke 2:49. "His Training." Luke 2:52.  
"China as Seen by Mrs. Sallee"—Mrs. R. T. (Mother) Jones.  
"Some New Women in China"—Mrs. Leslie Thompson.

Piano Solo—"Fresh Life"—Mrs. Wright.

Reading—"Mrs. Shok's Experience" ("Western Women in Eastern Lands")—Mrs. A. C. Hatchell.

Reading—"Footbinding Reforms in China"—Mrs. C. L. Barnes.

Reading—"Moral Reforms—Opium, Gambling"—Mrs. C. A. Bivens.

Piano Solo—"Longing for Home"—

Miss Mary Fletcher.

Poem—"I Took a Piece of Plastic Clay"—Miss Mary Etta Bivens.

Prayer: For our work in China—Mrs. Will Murphy.

Song—"O! Little Town of Bethlehem"—Miss Hattie Dillingham.

Piano Solo—"Break of Morn"—Miss Gertrude Rhea.

Song—"The Savior's Command"—Mrs. A. C. Hatchell.

Piano Solo—"Murmuring Brook"—Miss Bertha Bray.

Christmas offering.

Who will hold the new?

God has melted ancient China.

Dismissal.

The Philathea girls, arrayed in silk kimonos, represented ladies of the Orient. They assisted Mrs. Tandy in the Chinese decorations; also in receiving the guests and in dispensing Chinese hospitality.

Suspended under the archway between the parlor and dining room was a Chinese parasol that excited much interest. During the social hour, the guests were asked to circle under the parasol and draw quickly a thread hanging over the sides. The result was the landing of many types of Chinese girls. It seemed almost as if an airship had arrived from the Flowery Kingdom, freighted with souvenirs.

Plans have been completed for a new ten-story hotel at Houston.

## PREPARATION FOR 1912 PRIZES

### President Exall, of Texas Industrial Congress, Advises as to Methods.

Dallas, Texas, Jan. 1.—To the Farmers of Texas: The Texas Industrial Congress is formulating plans for agricultural prizes for 1912, and will make conditions public just as soon as practicable. In the meantime we advise all farmers who may or may not enter the contests to plow all of the land they expect to cultivate for prizes, or otherwise, at least one inch deeper than heretofore, and when it is practicable to do so, to follow in the regular furrow with a bull-tongue, going six to ten inches deeper, but turning up no new soil. This will cause the earth to hold more of the winter rains to be used during the coming season. Plow and harrow until you have a practically perfect seed bed six or eight inches deep; plow around instead of up and down the slope, to prevent washing; terrace when it is necessary, and drain well if the land needs it. Rotate and diversify your crops; save and use every pound of manure of all kinds and put it on the land. Do not burn stubbles or grass or any other substance, green or dry, that would decay in the earth, but plow it all under. Get ready for a better crop than ever, but prepare to

plant some kaffir corn as a safeguard against a dry season.

As far as it is possible to do so, prepare to raise your own bread, meat, vegetables, fruit, and feed, and then put a moderate amount of land in cotton, and by best methods get larger returns and, consequently, an increased profit on a smaller acreage. Increase your ability to live well and surround yourself with all necessary comforts, and as many luxuries as possible, by stopping waste in the home, on the farm, and in transit.

HENRY EXALL, President,  
Texas Industrial Congress.

### A SUDDEN DEATH.

W. M. Smith dropped dead, of heart failure, Tuesday evening, while at work for E. Dowden, a few miles southwest of Plainview. He was 53 year of age, and leaves a wife and five children. Mr. Smith had lived in Plainview off and on for the past five or six years, and was a carpenter by trade. The burial took place at Plainview Cemetery on Wednesday.

Call on The Herald for high-class Job Printing.



ANNOUNCEMENTS.

Subject to the action of the Democratic primary.

For District Attorney— R. M. ELLERD. GEO. L. MAYFIELD.

For District and County Clerk— B. H. TOWERY.

For County Judge— W. B. LEWIS. J. M. BULL. S. W. MEHARG.

For County Treasurer— JOHN G. HAMILTON.

For Sheriff and Tax Collector— G. MARSHALL PHELPS. O. R. MARTINE. J. C. HOOPER.

For Tax Assessor— R. E. BURCH. S. S. SLONEKER. J. N. JORDAN. S. J. FRYE.

For County Attorney— CHAS. E. CLEMENTS.

FOR MUNICIPAL OFFICES.

For City Marshal— J. F. WATSON. GEO. W. MCKINTY.

For City Secretary— H. A. WOFFORD. B. L. SPENCER.

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. Phone 331. 117 Covington St.

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

R. M. ELLERD FOR DISTRICT ATTORNEY.

In this issue of The Herald, R. M. Ellerd formally announces his candidacy for the office of District Attorney of this Judicial District. Mr. Ellerd served the people of this district in this capacity for two or more terms, when, on account of pressing private business, he resigned the office. During his years of service, he received the commendation of his constituents throughout the district. He was known as a vigorous prosecutor, but never as a persecutor. He is a good lawyer, energetic and tireless in the discharge of official duties. He is a good citizen, a good neighbor, and, if elected, will make a good officer.

Mr. Ellerd has lived here for many years, and we can say nothing in commendation that would be new to our people. We feel sure that he would serve the people, if elected, as honestly and earnestly as he has done during past terms, and to the satisfaction of all the law-abiding people.

J. C. HOOPER FOR SHERIFF AND TAX COLLECTOR.

We this week make formal announcement of the candidacy of J. C. Hooper for the office of Sheriff and Tax Collector of Hale County. Mr. Hooper is not a stranger to the people of this county; in fact, he got in on the ground floor twenty-odd years ago, and has been one of our most successful farmers all the way down the line. He is a good farmer, a good citizen, a good neighbor, and a good business man, and, if elected, will make a good officer in every respect.

Our people generally know him and know that he has "made good" in all his undertakings, and that he would "make good" in the office. To those who know him, words of commendation by us would be superfluous. To those who have not the pleasure of his acquaintance we would state that should you elect him we feel sure you would never have cause for regret, and we cheerfully recommend him to the consideration of the voters of Hale County.

S. J. FRYE FOR TAX ASSESSOR.

Mr. S. J. Frye formally announces his candidacy for re-election to the office of County Assessor of Hale County, in our announcement column this week. Mr. Frye is now serving our people in this capacity, and is making a good officer. Nearly every taxpayer in the county is acquainted with Mr. Frye, and know him to be careful and painstaking in his work.

Mr. Frye is a nice, clever gentleman, and has demonstrated his qualifications for the office. If re-elected, he will serve the people as carefully and faithfully in the future as in the past, and to the best interests of the county.

Read The Herald.

OLTON NEWS.

Of the many gatherings and feasting during the holidays, the one affording the most merriment was the party given on Monday night, Dec. 25, at the home of Mr. and Mrs. W. D. Wicker, three miles south of Olton. The special feature of the evening was the hemming of the ladies' aprons by the gentlemen. From the laying off of coats and opening of window's one would have thought this the hardest task ever imposed on mankind.

On examination the judges found so much of the work so well and neatly done, it was a puzzle to decide which was the most deserving. The first prize was awarded to Chas. W. Reynolds and the second prize to Jas. W. Miller.

After this contest the guests were conducted to the dining room, where a sumptuous feast awaited them. The dining room and tables were tastefully decorated in red and green, and the Christmas spirit of good cheer prevailed throughout the evening.

Music and games completed the evening's entertainment, young and old entering into the games with a zest that bespoke the spirit of good will toward all.

At a late hour the guests departed, each voting Mr. and Mrs. Wicker royal entertainers, and we feel this Christmas night will be one long remembered by all present.

Miss Elsie Yaeger has returned from an extended visit to relatives at Fort Worth and Waxahachie. Her many friends gladly welcome her home.

Gerald S. Craig, of Baylor University, spent the holidays with home folks.

Mrs. F. A. Sterne, of Fort Worth, spent two days of last week with her brother, D. C. Yaeger, and family.

Mrs. L. E. Silcott left Tuesday for a visit to her parents, in Iowa.

Mrs. Geo. Hancock left Tuesday for Iowa. Her husband will follow, with a car of stock and household goods. We regret very much to see this estimable family leaving us, but wish them prosperity in their new home.

Miss Ethel Teague, teacher of the Kiser school, is spending her vacation with home folks.

Miss Aggie Cooper, principal of the Olton school, spent Christmas with her parents, at Lockney.

Mr. John Cowart and daughters spent the holidays with relatives at Lockney.

Mr. and Mrs. H. K. Baughn and family have returned from Hereford, where they spent the holidays with relatives.

Miss Margaret Shellabarger, assistant teacher in the Olton school, spent Christmas with her parents, near Kress.

Misses Amy, May and Esther Crandall entertained a few of their girl friends on Friday of last week.

Misses Cloma and Nora Bohner, of Plainview, spent Christmas with their parents, Mr. and Mrs. W. H. Bohner.

A YEAR OF PROSPERITY.

The past year has been one of the most prosperous ones in the history of Texas. The industrial life of the State has felt the thrill of gigantic investments. Our commerce has made many conquests in foreign lands and we have worked inspiration in the soil and new products have sprung into life, and, in addition to building up the material affairs of state, we have helped Santa Claus fill the Nation's stockings with nuts, oranges, fruits and candies.

We have been thinking, studying and working on world problems, and we have a broader vision and higher and nobler conceptions of life, its objects, purposes and compensations. We are wiser, better and happier than we were a year ago.

TEXTILE MILL FOR POST CITY.

Fort Worth, Texas, Dec. 29.—It is reported that C. W. Post, millionaire food manufacturer and founder of Post City, will establish a textile mill in Post City, construction to begin at once and the plant to be ready for the 1912 cotton crop. The mill will have 10,000 spindles, a capacity of about 2,000,000 yards of finished cloth annually, and will give employment to about 200 men.

It is said this will be the only mill in the world to combine all the processes of textile manufacture, from freshly-picked, unginned cotton to finished sheetings, cut, hemmed and laundered, ready for use.

The initial cost of the plant is to be \$400,000, and it is to be constructed in such a manner as to allow addition of machinery should the success of the project merit the extension.

33 1-3 Per Cent

You believe some things and some things you don't.

But BELIEVE ME,

WE WILL SAVE YOU

33 1/3 PER CENT

on anything you want in

Men's Winter Wear

Pipkin-Napp Company

Around the corner, but it will pay you to walk.

33 1-3 Per Cent

OUR POULTRY SHOW.

Remember, the annual meeting of the South Plains Poultry Association will convene in Plainview, January 16 to 19. President Sam Sloneker is making arrangements for a great show, and some nice premiums will be awarded. It is expected that this will be by far the greatest poultry show ever pulled off on the Plains, and the largest number of entries for exhibition. Everybody should attend.

SHROPSHIRE-HATCHELL.

Otis Shropshire and Miss Anna Hatchell, both of this city, were quietly married at the residence of the bride's father, 207 South Eureka St., Thursday morning, Rev. C. N. N. Ferguson officiating. Mr. Shropshire is a young man of sterling worth and integrity, and was mostly raised in this city. He is industrious, studious, and a natural mechanic. The bride is the daughter of A. Hatchell, and came here about eight years ago. She is a most amiable young lady.

The happy couple took the first train for College Station, where the groom will graduate during the present session of the A. & M. College. The best wishes of a host of friends follow them in their new relations.

FIRST PRESBYTERIAN CHURCH.

We are to have a congregational service next Sunday morning, at the 11 o'clock hour. There will be several short talks by different members on important subjects relating to the work of the church. This promises to be a very interesting service, and all the members and friends are urged to attend. S. PARK, Pastor.

CARD OF THANKS.

Through The Herald we wish to render our sincere thanks to all the good people who so kindly helped us in caring for the remains of our husband and father, and for the kindly offer of condolence in this our great bereavement.

MRS. W. M. SMITH and FAMILY.

I. O. O. F. INSTALLED OFFICERS.

Plainview Lodge I. O. O. F., No. 12, installed officers last Tuesday night. A large crowd of members was in attendance. The following officers were installed, viz.:

G. C. Keck, D. D. G. M.; Elmer Anderson, P. N. G.; Ernest C. Baker, N. G.; Judge H. C. Randolph, V. G.; H. D. Hyde, financial secretary; A. J. Chambers, recording secretary; Roy J. Frye, treasurer; A. E. Allen, R. S. N. G.; H. H. Rogers, L. S. N. G.; J. C. King, warden; C. S. Hefner, conductor; Geo. Lynn, chaplain; John Bates, R. S. V. G.; W. J. Mitchell, L. S. V. G.; Wm. Hawkins, R. S. S.; Jno. Winslow, L. S. S.; J. W. Elliott, I. G.; S. Brooks, O. G.; J. O. Burch, representative to Grand Lodge; A. H. Estes, alternate representative to Grand Lodge; G. C. Keck, F. B. Gouley and Wilson Munker, trustees and finance committee; H. C. Randolph, Elmer Anderson and Jno. R. Bates, committee on resolutions of respect.

The lodge has made a large increase in the year of 1911, and expects to do better in 1912.

A NICE NEW YEAR'S PRESENT.

Elmer R. Anderson, who has been clerk in the post office in this city the past two years, has demonstrated his efficiency to the satisfaction of the postal department, and for his New Year's present the Post Office Department presented him with a commission as a member of the Board of Civil Service Examiners, and Secretary at Plainview, for the Tenth District, with headquarters at New Orleans, La.

Mr. Anderson has lived here since early boyhood, and his many friends will be pleased to learn of this reward for his steady habits and studious qualities.

FAIR WARNING.

Notice is hereby given to all of our customers now delinquent on our books that they are hereby requested to pay up arrearages or make satisfactory settlement of the same by January 10, 1912. A failure to comply with this request will compel us to refuse further credit. Hoping that we will not have to drop any of our customers, and thanking you for past favors, we wish you all a merry Christmas and a prosperous, happy New Year.

WRIGHT & DUNAWAY.

Uncle Sam has been going through his rye fields, and he finds 2,436,000 acres in better condition than in the past ten years. Wisconsin leads all states in the Union in the area, having 391,000 acres. We have 4,000 acres of rye in Texas, and the crop is reported to be a very profitable one.

Dr. J. H. Wayland left today on a business trip to Fort Worth.

SUNSET IN TEXAS.

It remained for a Nebraska man to read the language of a Texas sunset, and in that language to speak to Texas of its marvelous beauties. Last Saturday evening, Judge Edgar Howard, of Columbus, Neb., was one of the speakers at the big tent. Other speakers had paid tribute to the promoters of Francitas, to the productive soil of Texas and to her general greatness. Personally addressing the Texans in the audience, Judge Howard said he marveled at their lack of enthusiasm regarding the sunset in the Gulf coast country, and then he painted the following word-picture of a Texas sunset:

"Talk about Italian sunsets! Did you notice that Texas sunset last evening? It was more beautiful than an artist's dream. Peering through the haze clouds of uncertain hue, the great orb of day flooded the landscape with a radiance of unspeakable beauty. I do not know what visions an artist beholds when he views an Italian sunset, but it is when I smilid Italian sunset, but sure it is when I gazed last evening upon that marvelous sunset, I beheld visions of every sweet picture in my own memory-mirror. I saw the carmine tint of holy mother-love; the peach blush bloom upon the cheek of my boyhood sweetheart; the golden gleam of a true friend's friendship. How many colors does God hang in the sky when He paints upon the Texas horizon a sunset more beautiful than any other clime has known?"

"I could not count the colors. It was enough for me to know that they were in number to represent every sweet flower from the conservatory of memory—enough for me to know that they brought me face to face with every rapture of the years now dead—enough to know that they appealed to me more eloquently than orator's words or author's lines to struggle along the upward way, with promise sure that at the end of the journey I shall see upon the horizon of Paradise another sunset and in the radiance of it I shall count the colors of a welcome smile."—Abilene Reporter.

NOTICE TO TAXPAYERS.

Notice is hereby given, by order of the Board of Trustees of the Plainview Independent School District, that on and after February 1st, 1912, a penalty of 10 per cent will be added to all uncollected taxes. The Board requests the prompt payment of all School Taxes, as same will be necessary for the school to continue the full nine months. W. C. MATHES, President.

LAND FOR EXCHANGE.

Several East Texas and Oklahoma farms to trade for land in Hale County. See E. E. WINN REALTY CO., Plainview, Texas.

Buying Real Estate on Installments Compels Economy and Gives an Object in Life—Something to Work for.

I have several improved places in Plainview at "Bargain Prices." A modest cash payment—the balance on payments ranging from \$15 to \$50 each month. W. E. ARMSTRONG, Room 9, Wayland Building.

NATIONAL FEEDERS' AND BREEDERS' SHOW.

Thirty thousand dollars will be given away to breeders of pure-bred stock at the next Annual Fat Stock Show to be held in Fort Worth, from March 18th to 23rd, inclusive. The premium list, which came from the printers Saturday afternoon, reveals the fact that never before has such a splendid opportunity been offered Southwestern breeders to return from the big stock show with a fattened pocketbook.

It is noted that there is a total of 1,500 premiums booked, and every class and grade of live stock is covered in this long list of prizes. Not only cattle, but every kind of live stock comes within the scope of the 1912 prize list.

During the last year there has been considerable trading in Texas pure-bred stock in Mexico, and the catalogues of the next Fat Stock Show are being sent broadcast over that country. It is the desire of the management to attract as many Mexicans breeders to the show as possible, so that the little brown man may replenish his herds with the best blood to be had in the Southwest.

Indications point to the heaviest entry list in the history of the show. This is perhaps due to the recent rains all over the Southwest, which have proven of inestimable benefit to the breeders of pure-blood stock.

This end of the State could and should capture a lot of these prizes. We've got the cattle and the feed; all we need is the proper combination to secure the results.

All well-regulated families read The Herald.

WHEAT FOR WEST TEXAS.

The Wall Street Journal, in a recent issue, is authority for a statement that should be of great interest to Texas people generally, and especially to wheat growers of the western part of the State.

The Journal states that Durum wheat, which has formerly been quoted at about twenty-five per cent lower than other wheat, is now on a parity with No. 2 Northern in the markets of the Northwest, and millers there claim that even at this price they can not get enough for their requirements.

This variety of wheat was introduced into the United States about nine years ago by the Department of Agriculture. In a few years the production was about fifty million barrels per annum, but a discouraging feature was that millers discriminated against it. It was claimed that when millers learned how to mill Durum to its best advantage, a superior grade of flour would be produced for macaroni and bread uses. This seems to be verified in the growing demand for it. One large mill in the country is now grinding it exclusively, while others use it to blend with hard wheat.

It is known that wheat grown with the minimum amount of moisture necessary for it makes better flour than that produced in the wet season, and an official of the Bureau of Plant Industry declares that Durum wheat will thrive with a minimum rainfall of from twelve to fifteen inches per annum. Under these conditions this variety of wheat will be particularly adapted to the Plains of West Texas.

TEXAS SHEEP.

Washington, D. C., Dec. 29.—Director Durand has just issued a supplemental statement to the press summary on "Sheep of Shearing Age; and Wool Produced," given out on December 11th. The report shows that in the United States, as a whole, there was a decrease from 1900 to 1910, except under the head of "value," which showed a healthy increase. For the same period, however, there was an increase in Texas under nearly all heads.

In Texas, in 1910, 6,876 farms reported sheep, compared with 6,416 in 1900, an increase of 460, or 7 per cent. The number of fleeces produced in 1910 was 2,067,365, compared with 2,638,535 in 1900, a decrease of 31,170, or 1.5 per cent. The weight of fleeces was 10,257,779 pounds in 1910, compared with 9,638,662 in 1900, an increase of 619,777 pounds, or 6 per cent. The value of wool sheared for the decade increased from \$1,428,122 in 1900 to \$2,202,242 in 1910, an increase of \$774,220, or 54 per cent. From 1900 to 1910 the increase in value per pound was from 15 cents to 21 cents.

In Texas in 1910 the average number of sheep per farm was 290, compared with 65 in the United States at large.

WHEAT IN GOOD CONDITION.

Uncle Sam has just completed an inspection of his winter wheat, and he finds 32,312,000 acres in four per cent better condition than a year ago. The average wheat acreage per capita in the United States is thirty-five one-hundredths of an acre. The world's average wheat acreage per capita is fourteen one-hundredths of an acre, giving Uncle Sam a margin of twenty-one one-hundredths of an acre per capita after he has filled his own granaries.

The Texas wheat fields contain 715,000 acres, and is in one per cent better condition than last year. We have eighteen one-hundredths of an acre per capita, which is seventeen one hundredths per capita below the average in the United States.

A good way to reduce the cotton acreage is to plant more wheat.

Texas has reason to be proud, not only of the displays made at the Chicago Land Show, but of the fact that no misrepresentations of facts regarding lands, products and possibilities were made by a single one of the persons present as representatives of the Lone Star State.

No man or woman of the humblest sort can really be strong, gentle, pure, and good without the world being the better for it, without somebody being helped and comforted by the very existence of that goodness.—Phillips Brooks.

Y. W. HOLMES Lawyer (Notary Public)

GENERAL CIVIL PRACTICE (Land Titles a Specialty)

Refer to Third National Bank

Wofford Building, Opposite Court House PLAINVIEW, TEXAS



**OUSLEY OF FORT WORTH RECORD ISSUES STATEMENT**

Fort Worth, Texas, Dec. 30.—Clarence Ousley today issued the following statement:

I am not a candidate for United States Senator, nor will I be unless some emergency arise which I can not now foresee. I have never looked upon the office with covetous eyes, and my reflection about it has been a consultation with duty rather than with desire.

I share the apprehension of many good men that the Senatorial contest may be determined in large part upon irrelevant issues, and this would be a deplorable outcome. If I thought my candidacy alone would avert that misfortune, I would make the race regardless of the consequences to myself. But I am hopeful that the lapse of months and a full discussion of the real issues will soften prejudices and bring our citizenship to a deliberate study of the principles and policies involved in the present situation. It is pleasing evidence of a more tolerant state of public mind that a large number of the citizens who have asked me to become a candidate were ardent prohibitionists in the last campaign. In any event, I will do my full share in promoting a consideration of the real issues, and that is the extent of commanding obligation as I see it at this time.

I am committed to certain undertakings of a more or less public nature—particularly in educational affairs and in the matter of a solution of the problem of fair cotton pricing—and it seems to me that these are superior duties and opportunities for service. Active endeavor in these respects is not incompatible with honorable office seeking, but in these days of morbid suspicions and perverse misrepresentations an appearance of political purpose is more or less hurtful to efficiency, and I prefer to be unhampered in doing what I think I ought to do or what my fellow men ask me to do.

To small minds this may seem a little egotistical or self-important, but those who know me will perfectly understand it and the greater part of the people, I am sure, will accept it in good faith.

**Personal Appreciation.**

I have no words to express my appreciation of the generous overtures that have come to me from men I do not know, as well as from personal friends. I find more satisfaction in the assurance of their esteem than I could hope to find even in so exalted an office as United States Senator. If, at any time, it appears that I am needed in public station, lowly or lofty, I will cheerfully serve my people, but under present circumstances I can not bring myself to believe that at this time I should undertake the burden of a campaign for United States Senator. Therefore, I wish to release my friends from their voluntary commitment to me.

I do not expect to see Senator Bailey's place filled by a man as profound, forceful and useful as he is, but I hope to see it filled by one as patriotic and as sound in the policies which I regard as essential to the perpetuity of the republic and the welfare of our producing masses. I believe that men of courage and earnestness who wish to serve the people will be rewarded above those who lack conviction or refuse to express conviction in the midst of noisy clamor, and I admonish those who seek political preferment to be sure that they are not making a bad guess as to what public opinion is or what it will be when it is thoroughly informed.

Having said this much, I trust it will not be considered amiss for me now to discuss briefly the proposed elimination primary in May and the suggested plurality instruction in the July primary.

A May primary is impracticable. We could not hope, in the light of the experience of the Bailey-Johnson primary, that it would develop 50 per cent of the Democratic vote, and such a primary would be an inadequate expression of Democratic opinion. The vote would be confined, in large part, to towns and cities, because the farmers would be busy in their fields and will refuse to go to the ballot box in the absence of exciting issues and other political considerations such as will be developed in the July primary.

when all other candidates are to be chosen and other public questions are to be settled. To my mind, it is more important to learn the will and to consult the welfare of producers than it is to hear the voices of those who dwell in towns and cities, and I am unwilling to see a candidate for United States Senator chosen by any device that does not offer a reasonable prospect that the farmers of our State will participate in the selection. This is reason enough why a May primary should not be held; it might fall of the purpose it professes by eliminating the very man or men most acceptable under the test of a full vote.

**Plurality Instruction.**

A plurality nomination by a vote of the entire State will be contrary to the spirit of the constitutional provision for the election of United States Senators. Under the constitution, the legislature alone is vested with the right to elect United States Senators. A legislator should faithfully obey the instructions of the people he represents, but in this matter he represents the people who elect him, and not the people of the entire State. If the people of any legislative district should desire to instruct for another than the avowed candidates, they have a right, under the constitution, to do so. Or if the people of such a district neglect to instruct for any person, the legislator is entitled to cast his vote at his own discretion. I am old-fashioned enough to believe in preserving inviolate and without evasion every right granted by the constitution to a legislative district or to a legislator, as well as to an individual citizen, and I oppose any party rule or any agreement among candidates which restrains the exercise of such rights. I am not now discussing the relative merits of Senatorial elections by the legislature or by the people; I am only contending for an observance of the organic law so long as it is the law. The office of United States Senator does not belong to the men who seek it; it belongs to the legislative constituencies or to the legislators acting under local instruction or upon their own judgment, in the absence of instruction. Our primary law conforms to the constitution by providing that candidates for the Senate may have their names entered upon the ticket by legislative districts, and any other method, by order of party authority or by compact among candidates, is an evasion of the constitution.

If legislators choose to accept instruction by a plurality of the whole State, and if they so agree with their own constituents, that is an affair between them and their constituents. But I submit that every legislative constituency should enjoy the right, if it so chooses, to have its vote cast for whom it pleases without incurring the reproach of a plurality or even a majority of all the voters of the State. I am not inviting other candidates to enter the contest, nor am I suggesting that legislative constituencies or legislators present other candidates; I am only reminding legislative constituencies and legislators of the rights they have under the constitution and insisting that these rights shall not be abridged by methods of apparent expediency or personal political convenience.

**Primary System Dangers.**

The primary system was designed to correct the abuses of political bossism and convention manipulation, but it will lead to greater injury to the public service if it is so employed as to limit the opportunity of the people to counsel among themselves and call out men who are reluctant to seek office. Already the primary system has brought us to the point where, other things being approximately equal, the man who spend the most money in promoting his candidacy will receive the most votes. If it is to operate also as a handicap to popular initiative, if the office may not seek the man, if choice is to be confined to the self-seeking and if the self-seeking are encouraged to guess at public opinion without contributing to public enlightenment, we will come speedily to the hindrance of the high thinking and the destruction of the courageous leadership that have developed, preserved and ennobled the Republic.

For my part, I am content to make choice among the present candidates

upon the issues which have been raised, but I am unwilling to deprive any legislative constituency, that may not be content, of the opportunity to exercise its constitutional right, and I respectfully submit that the people should not permit themselves to be led heedlessly into any commitment that may tend to weaken their own sense of responsibility. We can not afford to suspend or ignore the constitution or to alter well-tested political institutions merely to escape some temporary embarrassment or to meet some passing emergency. No appeal to opportunism in the interest of a faction or a favorite should persuade us to yield the smallest of our rights as individuals or units of political and governmental action.

We must remember that in our State a Democratic selection, by primary or otherwise, in effect is an election, and we must be careful to preserve ultimate electoral rights.

Taking property without due process of law is confiscation; abridging a man's liberties without compelling cause is tyranny; depriving a citizen or a community of constitutional or inherent political rights is oppression as wicked as confiscation or tyranny. The tendency of the times is to hold the citizen's or the community's political rights as subordinate to the interest or the pleasure of majorities or pluralities and to regard constitutions as mere impedimenta. We are in great danger of magnifying the sentiment, "Let the people rule," to the point where no man's liberty or political right will be safe against the ambitions or the passions of the hour.

**Lessons of History.**

Some of us seem to have forgotten recent history. It is only one generation since a majority of the great American people subjected their brothers of the South to infamous humiliation, denied them their political rights and sought to subject them to the rule of their late slaves; and the American Congress wickedly upheld from the Supreme Court jurisdiction over certain reconstruction acts which were confessedly unconstitutional. I believe the world is growing more tolerant, but I am painfully aware that its progress in this respect is at a snail's pace. A mere forty years of time has not broadened and refined us to the extent that we may abandon the safeguards erected for the protection of minorities by sections, states, communities and groups of individuals.

Some of us seem to have forgotten even Texas history and the occasion of the State's heroic struggle against a denial of local legislative rights. It is important for the people and public men, as well as school children, to "remember Goliath—remember the Alamo." Not all the wars for liberty are fought upon the battlefield. If "peace hath her victories no less renowned than war," she has, also, her perils—no less real because they do not appear in martial array.

I have implicit faith in the wisdom of the mass of the people when they are informed and when they act with deliberation, but I fear majorities as much as I fear tyrants when majorities are possessed of the notion that their rights are superior to constitutions and to the reserved rights of individuals and communities. In our impatience to do a particular thing which we desire, and in our adulation of the popular will, we seem to have forgotten that the people themselves deliberately provided in their constitution, which is their supreme law and the only law of their own making, certain restraints against themselves, in order that they might not in moments of rashness do injury to the weakest among them.

**Need for Sober Judgment.**

I have always favored the election of United States Senators by the people instead of by legislatures, but I doubt the wisdom of the reform if pluralities are to govern. It is easily possible under such a plan for a plurality of one party to control the party, thereby to control the State, and thus to effect the paradox of minority rule in democratic government. Unless this danger can be averted I prefer a legislative umpire to determine factional candidacies and to prevent the ascendancy of policies which a majority of the people oppose but to which they may be committed by the device of party plurality control.

Honorable ambition commands my admiration, but it is the public service and not personal preferment which should concern the people, and they should preserve the means of exercising their own discretion in representative council or otherwise. Whatever abuses may have developed in other states, none have developed in Texas to require the utter abandonment of local autonomy and representative responsibility. Indeed, in the character of her public men and in the accomplishment of her public service, Texas presents a prouder record than any state of new and multiplied political devices can boast, and, while we should not set our faces against progress, we should be sure that proposed changes may not work more evil than good.

I have not lost faith in the wisdom

of legislative constituencies acting through their representatives, and I believe that they may be safely trusted to choose a United States Senator; and I believe that these representatives, responding to the will of their constituents, will be above and beyond blandishments by self-seekers or coercion by pluralities.

We can not devise an automatic system of good government. We must rely always upon the intelligence, the virtue and the sober judgment of the people, and of these three the most important in political method is sober judgment; for so long as human nature is frail and prone to impulse, wisdom will come only through reflection. There need be no fear that the people of Texas will not rule wisely if they preserve the means of acting upon understanding and with deliberation. They may disappoint the ambitious, but they will not disappoint themselves. CLARENCE OUSLEY.

**LETTER FROM CHINA.**

Homer L. Faulkner Writes Interestingly of That Country.

Sai Nam, China, Nov. 23, 1911.

Dear Brother Homes and Sunday School:

Praise God for His overcoming grace and power through the blood. Amen, and amen!

This has been an unusual two weeks with us, being beset by robbers, one coming into the house, and perhaps would have made mischief but for the courage of one of our lady missionaries, who drove him out, he threatening her life every minute, Bro. Kelly and myself being absent at the time; also beset by wicked spirits and devils in men, who thrust two of our lady missionaries—Mrs. Kelly and Miss Pittman—out of a village, and drove them, by oaths and threats of violence to leave the place, because of the blessing of God upon them. They were in a village where so many had previously been healed, and such crowds were coming that they just spread down mats on the ground and prayed for the folks by the wholesale, like, and God was blessing and people were getting blessed. No wonder the devil was stirred.

The ladies left rejoicing, counting it all joy that they were counted worthy to bear such things for Jesus' sake. Our Chinese Bible woman went back to this same village later and dared to witness for Jesus again in the same place from which, just the day before, she and all the rest had been forbidden.

Brothers, sisters and precious children, I know you would certainly enjoy going on some of our short tours through the small villages (where from one to ten thousand people live), and especially if we have prayed for any one there previously and the word had gone before us of our God and His power to heal and save. O! how their faces light up and their eyes sparkle with delight at our coming, and they beg and hold onto us as we start to go, urging us to "Say some more," asking "How can we believe when we know so little?" and "When will you come again?" with "We never heard this before," and all such expressions.

Well, though we are tried by being separated from home and loved ones, pirates and robbers on all sides, a poor Chinese house to live in, only two meals a day, mosquitoes and fleas, dogs and hogs, filth, and diseases innumerable and incurable—yet through it all, bless God, His peace like a river, joy like a sunbeam, glory like an ocean, and victory over the devil, are ours. Hallelujah! We are, in Jesus' name, claiming a multitude of these precious heathen for the Lord at His coming. Thank God. Our faith is strong, our hopes are high, and our spirits, if kept yielding and obedient, will surely bring the victory. Amen! Hallelujah!

If all in America could realize how much the least sacrifice on their part would assist in carrying the Gospel farther and farther, no doubt more would be done. But because those in the home land do not see the results they often hesitate to take part in the work, but I'm praising God that He is really bringing things to pass.

We need money to buy Gospels, tracts, clothes for our orphans, whom we are now taking whose mothers are casting them aside because they are burdensome, and many other things like this. So often we are unable to assist because of our limited means. We are crying to God for a suitable home for hundreds of these children, money to buy bread and clothing for them, and if God continues to lead and bless us in this line of work surely He will touch the hearts of His saints at home. Just yesterday a woman came with a half-starved little girl, some two years old, perhaps, and wanted to give it away; said she had a baby boy, now, and because this was a girl she was not giving it any rice, as the boy had to have the most of it. I had to turn away and weep and groan within my very soul as I looked into the face of this innocent child, irresponsible for its existence yet suffering untold agonies of hunger because of the ignorance, superstition and

**GEO. L. MAYFIELD FOR DISTRICT ATTORNEY.**

We this week formally announce the candidacy of Geo. L. Mayfield for the office of District Attorney of this district. Judge Mayfield was among the early settlers of this county, and commenced the practice of law in this town, many years ago. He was elected County Judge some years ago, and is now serving on the third term. He has made a good judge and has carefully guarded the welfare and best interests of the county.

Judge Mayfield now asks the support of the voters of this county in his candidacy for District Attorney. That he has made a good judge we all know, and, if, elected to the office to which he aspires, we have reasons to believe that he will be as faithful and fearless in the discharge of the duties of that office as in the office he now holds. We have no hesitancy in recommending him to the careful consideration of the voters of Hale County and this district, feeling sure if you elect him you will never regret voting for him.



"HUMAN HEARTS."

This beautiful Southern drama has been played with success in all of the larger cities of the United States, and we are very fortunate to secure such a play for Plainview.

The play runs two and one-half hours, and there is something doing all the time, for it contains sufficient comedy to keep you interested, and at the same time the dramatic part is so interesting that one readily falls in sympathy with Tom Logan, as he presents the role of the country blacksmith, and the innocent sufferers.

This is a beautiful scenic production and is a thoroughly clean play, which can be attended by all, no matter what their ideas may be about theaters. The management considers this one of the best shows that he will get for the Schick Opera House.

One night only—Friday, January 12. Seats on sale at J. W. Willis Drug Company's.

After spending the holidays with relatives and friends, the following boys and girls left this week for their respective schools: Lucile Kinder, for St. Mary's College, Dallas; Maple and Ethel Wilson, for Baylor University; Howard Ferguson, for Polytechnic; Ruth Shropshire, for Denton; and Otis Shropshire, for A. & M. College, at Bryan.

The Herald is the best paper in Hale County.

**LET ME MOVE THAT HOUSE**

Mr. Wilder and my self have dissolved partnership in the house moving business. I will contract or trade some way to move your house. I have had eighteen years or more of experience and will give for reference Mr. McGlasson, Curtis and Nash as to my ability in the business.

**I HAVE SOME GOOD STEEL TRUKS TO MOVE WITH.**

**J. H. COUEY**

**Young Women**

Read what Cardui did for Miss Myria Engler, of Faribault, Minn. She says: "Let me tell you how much good Cardui has done me. As a young girl, I always had to suffer so much with all kind of pain. Sometimes, I was so weak that I could hardly stand on my feet. I got a bottle of Cardui, at the drug store, and as soon as I had taken a few doses, I began to feel better. Today, I feel as well as anyone can."

**TAKE CARDUI The Woman's Tonic**

Are you a woman? Then you are subject to a large number of troubles and irregularities, peculiar to women, which, in time, often lead to more serious trouble. A tonic is needed to help you over the hard places, to relieve weakness, headache, and other unnecessary pains, the signs of weak nerves and over-work. For a tonic, take Cardui, the woman's tonic. You will never regret it, for it will certainly help you. Ask your druggist about it. He knows. He sells it.

Write to: Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn. for Special Instructions, and 64-page book, "Home Treatment for Women," sent free. 1/5

**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 though service between Galveston and the Pacific Coast via Amarillo.

Ask for particulars. R. McGEE, Agent



TEXAS INDUSTRIAL NOTES.

The Thompson-Breece Co., of Wapakoneta, Ohio, has submitted a proposition to the citizens of Brownsville to erect an auto plow factory in that city.

It is reported that the Gulf, Colorado & Santa Fe will build short lines through the sugar cane growing section southwest of Houston.

The largest turkey raised in Texas in 1911 weighed 47 pounds, and was shipped to Boston.

The Aldridge Lumber Company has let contracts for a new mill to be erected at Aldridge, at a cost of \$400,000.

It is estimated that 70,000 head of sheep in the San Angelo country will be shipped to the markets early in the spring.

From July 15th to the close of the year, Claude station shipped 300 cars of oats, 7 cars of wheat, 56 cars of milo maize, 9 cars of cane seed, 16 cars of hay, 1 car of kaffir corn, and 62 bales of cotton.

A California grape grower has purchased 340 acres of land near Plainview, and will devote the entire tract to the culture of grapes.

A Crosby County farmer recently shipped to the Galveston warehouses a full car of cotton raised on his farm.

The Department of Agriculture, at Washington, is urging the organization of boys' cotton clubs in Texas and other cotton-growing states.

The experiment with the rubber plant on Brewster County land has proved entirely satisfactory. This new industry will open up between six and seven million acres of practically worthless land in Texas.

A 5,000-acre tract of land located in Crane, Upton and Crockett Counties is to be divided into forty- and eighty-acre farms, irrigated and colonized by Northern farmers.

Kaufman has organized a Commercial Club.

One hundred and fifty thousand turkeys have been shipped out of San Antonio in the past few weeks.

The first full-blooded Karakule lamb ever born in America is on exhibition at the Young Ranch, in El Paso County.

The Chamber of Commerce of Dallas has started a movement asking for a new post office building, to cost not less than \$1,000,000.

A company known as the Cornell-Miller Company, with a \$300,000 capitalization, and having for its purpose the promotion of immigration to Texas, was recently organized.

The Caldwell County Poultry Association was organized recently.

The funds from the sale of the \$100,000 road bonds of Howard County were available to begin work on January 1st.

Plans are being made in Beville for the organization of a Young Men's Progressive League.

A \$75,000 trust company has been organized by Sequin business men, to begin operations soon after January 1.

During the week preceding Christmas there went forward from Texas points more than 100 cars of mistletoe, 50 cars of holly berry and evergreen leaves, over 500,000 turkeys and equally as many ducks, geese and chickens to help brighten the Christmas tables of the East and North. About 100,000 cedar Christmas trees were also shipped.

T. R. James & Sons, of Fort Worth, filed an amendment changing its name to the James-Mickle-Schow Company, and increasing its capital stock from \$200,000 to \$400,000.

Arrangements have been made all over North Texas and Oklahoma to concentrate hides and wool in Fort Worth, for direct shipment from there to the tanneries.

Newcastle has a 90,000,000-gallon

reservoir under construction.

A copper smelter has just been completed at El Paso, at a cost of \$400,000.

A \$25,000 bridge bond election will be held in Robertson County January 20th.

Extensive improvements are being made on the Texas State irrigated experimental farm located three miles from Pecos.

The Cornell-Miller Farms Sales Company has been organized, with a capital of \$300,000, for the purpose of settling up the Southwestern section of Texas. Special attention will be given to procuring immigration from the North and East to this section of the State.

The Bowie Chamber of Commerce has called a meeting of the Boys' Corn Club of Montague County to meet soon after January 1st, for the purpose of perfecting the organization for the coming year.

The Adder Machine Company, of Wilkes-Barre, Pa., has taken out a charter with the Secretary of State and has opened headquarters at Dallas. The capital stock of the company is \$750,000. A demonstration school for the training of salesmen will be conducted in connection with the regular business of the company.

THE COMING POULTRY SHOW.

The Herald has just turned out a nice catalogue and premium list for the South Plains Poultry Association. This is a nice catalogue, and will be of interest to all lovers of poultry. This Association meets in this city for a three days' session commencing the 16th of this month. There will be a large display of the various varieties of domestic fowls, and every man and woman in the bounds of the Association should attend.

The poultry business has assumed gigantic proportions, and all progressive poultrymen are eliminating the non-paying mongrels and replacing them with varieties that are sure dividend-payers. At this show you will have a chance to learn much about the business and the peculiar qualities claimed for each variety of the blue-blooded fowls.

Don't forget the date, January 16-19, and be on hand, bringing the family.

WHITES INCREASE FASTER THAN NEGROES.

Washington, D. C., Dec. 26.—Director Durand, of the Census Bureau, Department of Commerce and Labor, has just issued a preliminary statement giving for each state and territory of continental United States the distribution of the population according to the elements of race, nativity and parentage, as shown by the returns of the Thirteenth Decennial Census, taken as of April 15th, 1910.

The foreign element is proportionally greatest in the New England and Middle Atlantic divisions. On the contrary, in nearly all of the Southern States more than two-thirds of the total population is native white of native birth.

The statement shows that in Texas the negro race did not increase proportionally as much as the white and that the negro population of the entire State represented a smaller percentage in 1910 than in 1900.

In 1900 the total white population of the State was 73.8 per cent. This increased in 1910 to 76.1 per cent. On the other hand, the negroes, who represented 20.4 per cent of the entire population of the State in 1900, decreased in 1910 to 17.7 per cent.

From 1900 to 1910 the percentage of the increase of the white population was 32.1 per cent, while for the same period the increase of the negro population was only a little more than one-third of this amount, or 11.2 per cent.

SUFFICIENT FOR REFUSAL.

Clerk—"I'm afraid I can't let you have that drug, sir." Customer—"Why not? Do I look like a man who would kill himself?" Clerk—"Well, I wouldn't go so far as to say that, sir; but if I looked like you I should be tempted."—Boston Transcript.

Light-housekeeping rooms at the Thompson House. Bath and toilet in house. Phone 433.

GREATEST NEW YEAR OF ALL.

This is going to be the greatest New Year since the first grain of sand fell through Time's hour glass.

And why not? The world is older, wiser, mightier. We have had twelve more months of experience; three hundred and sixty-five more days of lessons—learning to dare harder, to fare father.

We have made another voyage down the coast of Chance and have brought back our argosies laden to the hatches with new experiences.

We have held the mirror up to bigotry, roused ignorance to a further realization of its shame and made incredulity blush with humiliation.

We have climbed nearer to the stars than ever man stood before.

Why, we're just starting to realize what a number of wonderful things can be done with a brain, a will and a pair of hands.

We have hardly recovered from the astonishing discovery that the horizon isn't fixed. We know at last that it can't limit progress. We can push it back. It retreats as we advance.

This earth belongs to us, to do with as we dare.

Nothing is hopeless to determination.

We can't be held in check. We are walled in only by the boundaries of our dreams.

There are no shackles which persistent reason and dogged labor can't rend asunder.

The mind is the womb of all achievement. Brain is the force creative. Knowledge is invincible.

The wings of imagination can attain to the very heavens. So, why discount any goal?

Contrast today with your childhood, and realize the mighty deeds which have been wrought even within your own experience. Think of the crude devices of learning and of labor with which miracles of modernity have been brought to pass.

Go back into yesterday, through the cobwebbed past, back to the New Year's days of your youth, and compare your outlook then with your prospects now.

Think of the diseases for which no cures had been found; the blind babies whose sight might have been saved if other mothers had known what you have learned.

Twisted limbs could not be straightened—orthopedics was not an established practice.

The black plague was curable only in the first stages.

Tuberculosis was fatal. Spinal meningitis was as deadly as a cobra bite.

The most eminent physician had not yet met his first germ, and the word "microbe" had not crept into speech.

Pain was a tyrant, a despot, whose will was law.

There wasn't one-tenth as much suffering and agony in the year 1911; and there will be less next year.

You may be held in the thrall of disease—your body may be a rack of torture—your future may be darkened by a now hopeless malady. But don't despair. Fight it out. Take a real, able-bodied New Year's wish. Help is on the way.

We'll find what's wrong with you and we'll make you sound and whole again.

Within a month we may solve the terrible secret of cancer. No one can foretell how soon some laboratory will ring with the report that proclaims the triumph of man over paralysis.

Your mother never lived to learn of the transfusion of blood—of the transplanting of skin—of toxins for diphtheria, of casts for crooked bodies and operations for crooked minds.

We're a wise generation, with airships to lift us to our air castles.

What a glorious thing it is to live in this century—rainbows, rainbows everywhere, pots of gold under every arch.

Despair of nothing. God is on your side. Believe.—Herbert Kaufman, in Woman's World.

RUSSIA—THE WORLD'S REPROACH.

Russia is a heavy shade and a dense shadow on both contemporaneous and farther removed history. The great Napoleon—who was the first individual to personally present European reform and redemption—said "Scratch a Russian and you will find a Tartar"—an exclamation which is an epitome within itself, as the Tartar is at once the symbol and significance of all that is most sanguinary, ferocious, merciless and pitiless in historical record.

Russia, since the days of Peter the Great, who was himself but a savage genius gilded, has been a bestial and brutal blot and a foul excrement upon the face of the civilized world. In the past she has been the hissing, and in the present she is the world's greatest reproach.

She is alike a butcher block for Russians and a shamble for her neighbors.

As for Russia herself, she is supposed to be the "Mother" of her people, while her Czar is called "The Little White Father," and yet this Rus-

sian mother has, for generations past, habitually torn out the tongues and severed the lips of her fairest and most gently nurtured daughters and thrust them forth to be sports and playthings of the ribald and licentious Russian soldiery—while "The Little White Father" has serially and systematically slaughtered his sons by the murder of musketry or brutally beaten them to death with the bloody knout.

In marked, and apparently retributive, accompaniment has been the growth of Russia's internal tyranny and oppression—cruelty and butchery—and the decline of her military prestige and pride abroad.

With and from the reign of the grim and gruesome Czar Nicholas the First, the military history of Russia has been a scarcely interrupted series of dire disasters.

She was properly and perfectly whaled by England, France and Sardinia in the Crimean War; later she sadly discovered that her home official knout was not in it with the scimitar and artillery of the Turk; and, in satisfactory supplement, was then ignominiously thrashed by Japan's little yellow men.

From the dirtiest and most squalid of her Moujik peasants to the most resplendent of her reigning Romanoffs, Russia is savage to the core and sanguinary to the surface.

She bids the ravens to the slaughter feast and the breath of her nostrils is the scent of human blood.

She knows not, understands not and desires not civilization. Her church creed is a Cassock's curse and her state obligation is a Tartar's oath.

Civilization advances and the world moves, and there is nothing more evident in a reading of the future's prophetic scroll than the welcome fact that Russia's time as a world political, or dominion, factor is soon to be no more.—Amarillo News.

WILL AID FARMERS.

Fort Worth Texas, Dec. 30.—The Commercial Secretaries' and Business Men's Association has joined in the movement inaugurated by the Farmers' Union for the reduction of cotton acreage and is sending out to the local clubs copy of resolutions adopted by the cotton conference at Dallas.

The State association has urged the local clubs to co-operate with the county judges and others in carrying out the proposed plans.

A combination of effort in road building is just as necessary as unity of action is to accomplish results in any other direction.

A BOY'S COMPOSITION ON THE EDITOR.

All the country editor has to do is two work hard all day six days in the week, a little over 4 weeks a month and about twelve months of the year, and at night "edit" such stuff as this:

"Mrs. Jones, of Cactus Creek, let a can opener slip last week, and cut herself in the pantry.

"A mischievous lad of Pike Town threw a stone and struck Sam Jones in the alley on last Thursday.

"Eli Doe climbed on the roof of his house last week, looking for a leek, and fell, striking himself on the back porch.

"While Harold Green was conducting Miss Violet Wise from the church social last Saturday night a bad dog attacked them, and bit Harold several times on the public square.

"While Isalah Trimmer was playing with a cat it scratched him on his veranda.

"Last Friday a bronco kicked an old man of this place just south of his corn patch.

"Two negroes got into a fight here last night, and one cut the other in the fracas."—Exchange.

VALUE OF KAFFIR CORN.

Studies of the chemistry of the kaffir corn kernel are reported by R. O. Baird, in Bulletin 89 of the Oklahoma Experiment Station, at Stillwater. His main conclusion follows: "The kaffir kernel ranks close to corn as a food, as shown by the analyses. Alcohol and glucose can be produced cheaper from the kaffir kernel than from corn, when only the cost of the raw material is taken into consideration. Kaffir fat is without value as a lubricant, but in the manufacture of soaps and fatty acids it is better than corn oil. Kaffir corn is an excellent crop for semi-arid regions, and it will improve in accordance with the improvement of the conditions of growth and environment. Kaffir corn removes a smaller quanti-

ty of the important plant foods from the soil than corn, as shown by the analyses of the ash of both grains grown under similar conditions. Kaffir corn ranks close to corn as a feed for cattle and hogs."

SPASMODIC PIETY.

So many in this vale of woe are shining lights on Sunday, and then they let religion go, while chasing scads on Monday! On Sunday some are so devout you hear their pinions quiver, they sing the hymnbook with a shout, from kiver unto kiver; and when the Sabbath goes from us they scratch for bones and laurels, and do not care a tinker's cuss for any set of morals. Six days on sinful games they flit, and once a week are pious; the books in which the Word is writ that sort of graft deny us. Religion's good the whole week through, to Saturday from Monday, and we should then refuse to do things we'd abhor on Sunday. I am not strong on singing psalms—my voice is hoarse and creaky from eating prunes and boneless hams and health food from Topeky; I am not strong on texts because the score-boards keep me humping; one can't stock up with moral saws when football teams are jumping. But I've a simple creed, a plan that may have come from heaven; I'll be as pious as I can, not just one day, but seven.—Walt Mason.

FOR PRINTERS ONLY.

"Father," asked eight-year-old Alice, returning home from school, "are you good at punctuation?"

"Yes," replied the father. "Well, tell me, please, how would you punctuate, 'The wind blew a \$5 bill around the corner?'"

"Why, daughter, I would simply put a period at the end of the sentence." "I wouldn't," said Alice, mischievously. "I would make a dash after the \$5 bill."—National Monthly.

C. L. GILBERT :: LIVERY AND TRANSFER :: CABS AT ALL HOURS DAY AND NIGHT. BUS MEETS ALL TRAINS. PHONE 219 PLAINVIEW, TEXAS

FLOUR! FLOUR! of SUPERIOR EXCELLENCE We have secured the exclusive sale of "BELLE OF WICHITA" (soft wheat) Flour and BAKER'S PRIDE (hard wheat) Flour for this territory and have just unloaded two cars of this staple in our store. By carrying it in such large quantities we will be enabled to sell it at wholesale as well as retail. There is no need for us to comment upon the qualities of Belle of Wichita Flour. It has been sold in Plainview for several years and there are many housewives in this town that won't use any other flour. If you have not tried Belle of Wichita we want you to. We guarantee every sack. SPOT CASH SEAY South Side Tquare Phone 348

J. H. LEACH Coal, Grain, Seed and Feed Stuff Phone 136 Plainview, Texas



# PUBLIC SALE

Eight miles northeast of Plainview and five miles due east of Finney Switch and one mile north of Plainview School House.....

## THURSDAY, JANUARY 18

### The following personal property will be SOLD AT PUBLIC AUCTION!

#### LIVE STOCK.

- One Bay Horse, 11 year old, weight 1,150.
  - One Gray Horse, 6 years old, weight 1,200.
  - One Bay Horse, 12 years old, weight 1,100.
  - One coming 3-year-old Colt.
  - One coming yearling Colt.
  - One 4-year-old Registered Percheron Mare, weight 1,600.
  - One family Pony, very gentle.
  - One Red Cow, with Calf by side.
  - One Red Cow, will be fresh in 3 or 4 weeks.
  - One Spotted Cow, will be fresh in about 6 weeks.
  - One Spotted Cow, will be fresh in April.
  - One Roan Cow.
  - Two Calves.
- These Cows are all good Milch Cows—and gentle.

#### FARMING IMPLEMENTS.

- One Acme King Header-Binder, complete; in good condition.
- One Header Barge.
- One Sattley 12-inch Gang Plow, with sod bottoms.
- One Rock Island Lister.
- One Disc Harrow.
- One Van Brunt 10-disc Wheat Drill.
- One Emerson Cultivator.
- One one-row Lister Cultivator.
- One Corn Sled.
- One Three-section Harrow.
- One Sattley Corn Planter.
- One High-wheel Farm Wagon.
- One Low-wheel Feed Wagon, with Rack.
- One Spring Wagon.
- One Kingman-Moore Feed Grinder.
- 4 1/2 Tons Baled Millet Hay.
- 1,500 Bundles Kaffir Corn.

**TERMS**--Nine months time will be given at 6 per cent on sums over \$10,00. Liberal discount for cash. Purchaser to give good bankable notes. Free lunch at noon.

**SALE BEGINS AT 10 A. M.**

J. S. OVERHOLT, Owner

J. V. BOSTON, Auctioneer

Miss Gidney returned Tuesday from a Christmas visit at Granger.

W. B. Lewis returned Thursday from Dallas and Abilene.

Emery Davenport arrived Thursday from Fort Worth.

Mrs. T. B. Carter is spending the winter in Denver, Colo.

L. A. Knight returned Wednesday from a business trip to Fort Worth.

Mr. and Mrs. Will Buntin came in last Friday from points in Oklahoma, where they spent the holidays.

M. D. Henderson came in Thursday from a holiday trip to Topeka and Kansas City.

Miss Sallie Bracken left today for Lubbock, where she has accepted a position for the winter.

Scott Shambaugh, a former Plainview boy, now of Houston, returned home Friday, after spending Christmas in our city.

J. M. Hughes, business manager of The Plains Baptist, left Tuesday for Amarillo, in the interest of the Wayland Baptist College.

LOST—A Scotch Collie female dog, on Friday morning. She was of a yellow-white sable color. Left the Missouri Hotel. Liberal reward for her return there.

Mr. and Mrs. Nick Alley, of Hale Center, and Miss Elizabeth Knight left Sunday to attend the annual New Year's ball at Abilene, which took place Monday night, and is one of the great social events of that city.

The Majestic Theater has been giving a nice program, and which was well attended and highly appreciated by our show-goers, all this week. Their program next week will be new and fully as good as the past, and will comprise feature of special interest.

Mr. E. Gattan and Miss Lydia Likes, of Happy, came in on the midday train Tuesday, repaired to the residence of Rev. J. M. McMahan, and were quietly married, Rev. McMahan officiating. The happy couple waited in Plainview only until the first train for the north, 2 p. m., when they returned home.

Mr. George Bowers, farmer, of the Olton country, was in Plainview on business Thursday. He says there is yet considerable snow on the ground in his country, but that farmers are pleased with the snow and the freezing weather, as they both contribute toward putting the ground in good shape for the coming seed time.

N. Akerson, of Hale Center, was in the city today.

S. S. Sloneker left today for Lubbock, in the interest of the Poultry Association show.

John Winslow came in Sunday from Huntsville, where he spent Christmas with home folks.

M. D. Henderson returned Thursday from Chicago, Kansas City and other points north.

Glen McKee returned Monday from Honey Grove, where he spent Christmas, and reports this country in better shape than that part of the State.

Mr. J. E. Hooten, of Artesia, N. M., who had been visiting Mrs. L. A. Jones and family during the holidays, left Tuesday for home.

Dr. L. N. Pennock left Tuesday for Kansas City, and thence to Kirksville, Mo., where he is intended to have an operation performed for appendicitis.

Frank Pearson, of Childress, came in Tuesday, to be at the bedside of his father, S. M. Pearson, who is in a critical condition. Mr. S. M. Pearson lives eight miles south of Plainview.

WANTED—Mares in foal; must weigh at least 1150 lbs. Need only be sound as far as breeding purposes are concerned. I am looking for Bargains. Address "M." care of Herald.

Miss Lucile Kinder, who has been spending the holidays with her parents, Mr. and Mrs. L. S. Kinder, left Wednesday for Dallas, where she is attending St. Mary's Seminary.

Miss Docia Cowan, of El Paso, has resigned her position as teacher of the fifth grade in the Central School, and Miss Jessie Merriwether has taken her place. The latter, who formerly taught in Plainview, came in Tuesday, from South Texas.

Uncle Chas. Keenan died, at his home, near Olton, Wednesday afternoon, aged 73 years. He had been a sufferer from cancer for many years, and all efforts for relief had been of no avail. The remains were interred in Olton Cemetery yesterday.

The Clingman-Hall well, southwest of town, has proven a success. On the start the pump furnished about 200 gallons a minute, but after pumping fifteen hours increased to over 1,000 gallons, and, like all other wells, will make further increase as the sand is pumped out. The manufacturers claim that the engine used, a Foss distillate, will pump cheaper than any other engine on the market, is easiest to operate, simple in construction and most durable.

LOST—Watch, Elgin movement; 25 year, gold-filled Duober hunting case. Lost in west part of city about three weeks ago. Leave at Herald office. 3pd.

Mrs. Roger Mayhugh and her sister, Miss Rella Patterson, of De Leon, who has been visiting her, left this week for a trip to New Mexico.

Miss Mae Hall left Sunday for Dublin, after spending the holidays with her parents, Dr. and Mrs. J. B. Hall, 615 West First Street.

The Northwest Texas Telephone Company is contemplating great changes in its service during 1912. Work will commence early on replacing the present system with a complete flashlight system, and pushed to as early completion as possible. This will give us a service second to none in the metropolitan cities, and our people will appreciate the enterprise of this company and their efforts in giving us the best possible service.

Joe Ryan, the genial manager of our local telephone company, is to be complimented on the excellent service now rendered to the patrons; also his corps of assistants and operators have claims on our gratitude for the able manner in which they have contributed to the demand for their service. But Joe should feel good that his lot has been cast among a coterie of patrons that make life worth living. The books show an earning for 1911 of \$19,000. The collections foot up \$19,000, less \$22.30, and will remain in this condition. This is close to a balance, and the manager has cause to be proud of the record.

Mrs. J. I. Clingman and family arrived in this city Tuesday, from Brownwood, to be with her husband, and will make this city their home. Mr. Clingman has been in business many years in Brownwood, but has now closed out all his holdings there except an interest in a hardware business. He likes this country and, with unfilled belief in its future greatness, will turn his attention to exploiting its resources. This will take money, but he has the needful and the nerve to back his faith to the limit. This country has needed such a firm as the Clingman-Hall Company, and the work that this company alone will do for this country in 1912 is almost incalculable. They will install plants for themselves and will fill orders for installation of plants for all comers as fast as they can get to them. The Herald wishes them success commensurate to their efforts.

#### FURNISHED ROOMS FOR RENT.

Good, nice rooms, neatly furnished, well situated, close in. Call at THOMPSON HOUSE, Corner 2nd and

#### LOCAL AND PERSONAL

H. C. Von Struve left Wednesday for Mineral Wells, for his health.

Arthur Travis and family spent the week-end near Lockney.

J. A. Peret left Wednesday for Lubbock and other points south.

E. A. Williams left Friday for Houston, and will spend the winter in that country.

ROOMS FOR RENT—Nicely-furnished rooms for rent at the Shafer House.

Howard Ferguson left Saturday for Fort Worth, after spending Christmas with his parents.

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

Mr. and Mrs. Paul Faulkner, of Tulla, spent Christmas with Mr. and Mrs. Ferd Faulkner.

H. Howard, postmaster of Lockney, passed through our city Saturday, on his way home from Lubbock.

Mrs. A. J. Sams left Tuesday for Memphis, in response to a telegram saying her daughter, Cora, was sick.

G. M. Jones came in Thursday from Anthony, Kansas, and reports plenty of snow in that state.

A large team of mules; 16 1/2 hands high; 12 years old. Price, \$250.00, if sold soon. Will take good mare in on them. Inquire at Herald Office. 1f.

Jack Norris, of Lockney, passed through Plainview last Tuesday, en route to Gatesville, whither he was called to the bedside of his sick mother.

G. C. Poore came in Tuesday from Hunter, Okla., where he has been on a visit. He reports 18 inches of snow at Woodward, Okla., when he came through.

J. Walter Day has just purchased a complete pumping plant from Clingman-Fall Machinery Co., which he will install on his place nine miles northwest of Plainview. Work on digging the well will commence at once.

FURNISHED ROOMS—Close in; bath. Phone 433.

For an experienced NURSE call phone 430. MRS. ORR. 3-pd.

Miss Lexia Wagoner left Saturday for Portales, to visit her parents.

F. J. Woodridge left Tuesday for Crosbyton, on a business trip.

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

E. T. Ansley left last Friday on a business trip to Fort Worth and other points in East Texas.

1,800-acre tract in South Hale. School land. \$20.00 bonus. Improvement. Terms. A. B. ROSSER. 1f.

Chas. Saigling returned Wednesday from Plano, where he ate Christmas dinner with old friends.

Mr. and Mrs. J. J. McCasland came in Thursday, after spending the holidays in Uvalde County and Waco.

Mrs. Bonnie Hudgins, of Abernathy, left for home Monday, after visiting several days with friends in this city.

LOST—Saturday, Dec. 23rd, Brown Muff, with four heads and tails. Return to MRS. J. D. HANBY. 1-pd.

District Judge L. S. Kinder came in Tuesday from Marble Hill, Mo., where he spent the holidays with relatives.

R. M. Ellerd came in Tuesday from Fort Worth, Dallas and Memphis, where he had been attending legal business.

Jas. Ellerd and daughter, Miss Clinda, of Dunn, returned home last Friday, after spending Christmas with relatives.

FOR SALE—Northeast quarter of section 1, block 2, Hale County; 18 miles west of Plainview, 3 1/2 miles northeast of Olton; close to school. Address owner, FRANK HAAS, Lake Park, Iowa. 1-pd.

Geo. E. Green returned from Lubbock Saturday, where he had just installed an irrigation plant for Mr. Earhart, of that place. This plant is an exact duplicate of the plant recently installed for E. Graham, of this place, by Mr. Green, which is a good outfit all round.

John Haynes, of Silvertown, was in the city Tuesday.

Mack Bonner made a business trip to Amarillo this week.

Miss Cinda Ellerd, of Dunn, spent Christmas with relatives in this city.

COMING—Lieut. Rose and the Stolen Code. Monday, January 8th, at the Majestic.

Mrs. C. C. Callaway returned Thursday from Comanche, where she had been visiting her parents.

Clifford Coryell left Monday for Guthrie, Okla., where he is attending school.

Ethelbert Dowden left Thursday for Golden, Colo., to complete his course as mining engineer.

Prof. Pearce, of Seth Ward College, returned Monday from Santa Anna, where he spent Christmas with home folks.

Mr. and Mrs. D. C. Lowe, of Lockney, were in this city the first of the week. Mr. Lowe is cashier of the First National Bank of that place.

Maple Wilson and sister, Miss Ethel, left Monday for Baylor University, after spending Christmas with their parents, Mr. and Mrs. L. G. Wilson.

Mr. and Mrs. T. M. Lester, of Canyon, who have been visiting their daughter, Mrs. L. A. Knight, for the past week, returned home Monday.

Miss S. A. Ross, of Tulla, who has been spending the holidays with relatives at Floydada and with Mr. and Mrs. Willis Flamm, of this city, returned home Tuesday.

Mr. and Mrs. E. Van Deventer came in Thursday from Mounty City, Mo., where they have been visiting home folks for the past four weeks. Mr. Van Deventer's mother came back with them, and will spend the winter in this country.

John R. Jones, of Plymouth, Ind., and Chas. M. Saben, of Argosy, Ind., owners of the Olton townsite, accompanied by S. W. Corlett and R. C. Cornelius, of Toledo, Ohio, were here today. The two last-named gentlemen have charge of the Toledo office, and state that they find ready sale for the lots. Olton is nicely located in a fine country, and offers some fine chances for investments.

# Schick Opera House

## FRIDAY, JANUARY 12



Mr. C. R. Reno Presents a BEAUTIFUL SCENIC PRODUCTION of the Great Southern Play **Human Hearts** With a Splendid Company

Seats on Sale at Willis Drug Company  
Prices 35--50--75--\$1.00



ARE MICROBES IN YOUR SCALP?

It Has Been Proved That Microbes Cause Baldness.

Professor Unna, of Hamburg, Germany, and Dr. Sabourand, the leading French dermatologist, discovered that a microbe causes baldness.

We have a remedy which will, we honestly believe, remove dandruff, exterminate the microbes, promote good circulation in the scalp and around the hair roots, tighten and revitalize the hair roots, and overcome baldness, so long as there is any life left in the hair roots.

We back up this statement with our own personal guarantee that this remedy, called Rexall "93" Hair Tonic, will be supplied free of all cost to the user if it fails to do as we state.

It will frequently help to restore gray and faded hair to its original color, providing loss of color has been caused by disease; yet it is in no sense a dye. Rexall "93" Hair Tonic accomplishes these results by aiding in making every hair, follicle, and pigment gland strong and active, and by stimulating a natural flow of coloring pigment throughout the hair cells.

We exact no obligations or promises—we simply ask you to give Rexall "93" Hair Tonic a thorough trial, and if not satisfied tell us and we will refund the money you paid us for it. Two sizes, prices 50 cents and \$1.00. Remember, you can obtain it in Plainview only at our store—The Rexall Store. The J. W. Willis Drug Co.

NOTICE OF STOCKHOLDERS' MEETING

Of the Crosbyton-Southplains Railroad Company, to Be Held Wednesday, February 7th, 1912, for the Purpose of Authorizing the Directors Thereof to Issue Bonds, etc.

To the Stockholders of the Crosbyton-Southplains Railroad Company:

You and each of you are hereby notified that on the 28th day of October, 1911, at a special meeting of the Board of Directors of said Company, a resolution was unanimously adopted calling a meeting of the stockholders of said Company to be held on Wednesday, February 7th, 1912, at the offices of the Company in Crosbyton, Texas, at 10 o'clock A. M., for the purpose of authorizing the directors thereof to execute a mortgage upon the property of the Company and to issue bonds thereunder to an amount and for a period to be fixed by the stockholders at said meeting; and to authorize the directors to apply to the Railroad Commission of Texas for authority to issue such bonds; and to take such further and other steps as may be necessary under the laws of Texas for the final approval by said Commission of said bonds; and to obtain the authority of said Commission to register said bonds when issued in the office of the Secretary of the State of Texas.

Dated this 28th day of October, 1911, at Crosbyton, Texas.

(SEAL) R. M. BASSETT, Secretary.

OVER 65 YEARS' EXPERIENCE PATENTS TRADE MARKS DESIGNS COPYRIGHTS & C. Scientific American. MUNN & Co. 361 Broadway, New York

COCHRANE'S STUDIO Where They Make HIGH GRADE PHOTOS

In Society's Realm

DINNER FOR LUBBOCK GUESTS.

Wednesday evening of last week Mr. and Mrs. R. A. McWhorter were hosts at a most pleasant dinner, at the McWhorter home, 310 East First Street, complimentary to Mr. and Mrs. Bert McWhorter and Mrs. W. A. Wheelock, all of Lubbock.

At the elaborate four-course dinner, covers were laid for the honorees, Messrs. and Mesdames Dannelly, F. M. Lester, of Canyon; P. J. Woodriddle, F. W. Clinkscales, L. A. Knight, E. Dowden, W. L. Harrington, R. B. Tudor, Scott Cochran, R. E. Burch, J. D. Hanby, Byron Hale, and Miss Florence Harrington.

After dinner, the remaining hours were spent by the guests in playing five hundred.

CHRISTMAS FEASTS.

The annual round of holiday festivities began the Saturday evening before Christmas, with an elaborate four-course six o'clock dinner given by Mr. and Mrs. L. A. Knight, at their pretty home on Wayland Boulevard.

The approaching season of good will and good cheer was remembered in decorations and score-cards, the latter bearing sprays of appropriate point-sella.

Covers were laid for Messrs. and Mesdames F. M. Lester, of Canyon; E. Dowden, C. C. Gidney, R. E. Burch, Hugh Burch, L. L. Dye, R. B. Tudor, F. W. Clinkscales, W. L. Harrington, R. A. McWhorter, P. J. Woodriddle, H. W. Harrel, the host and hostess; Misses Alice Harrel, Annie Maud Davidson and Elizabeth Knight; Messrs. J. E. Lancaster, Will and Ethelbert Dowden and R. W. Otto.

After dinner the guests enjoyed five hundred until the "wee sma' hours."

DINNER FOR AMARILLO GUEST.

Wednesday evening of last week Miss Elizabeth Knight was hostess at a recherche 6 o'clock dinner, complimentary to Mr. Raymond Pittman, of Amarillo, who spent the holidays in Plainview.

The table decorations were in the Christmas colors, and in full accordance with the gaiety and happiness of the young hostess and her friends.

An elaborate six-course dinner was served at seven, after which the evening was spent in dancing and games. Included in the guest list were Misses Jo Keek, Vera Newton, George May and Annie Maud Davidson; Messrs. Raymond Pittman, Peyton Randolph and Guy Jacobs.

FOR MRS. WHEELOCK.

In honor of Mrs. Wheelock, of Lubbock, who during her residence in Plainview was one of the charter members of the Bridge Club, Mrs. F. W. Clinkscales entertained the club last Saturday afternoon, at her home, 302 Covington Street. The club members, the honor guest and Mesdames O. M. Unger and Robert Tudor constituted the personnel of the guests.

After the game, the hostess, assisted by Mesdames Brahan and Tudor, served an elaborate lunch of three courses. The menu included consommé, fried oysters, celery hearts and other dainty accessories, followed by a sweet course.

SIX O'CLOCK DINNER.

At their home, 301 East Second Street, Mr. and Mrs. Elmer Hoyle entertained Sunday evening with a three-course dinner that was conspicuous for its appointment and decoration.

The parlors and dining room were gay with mistletoe, while the table was centered with a miniature tree, which sparkled with tiny candles. Covers were laid for Mr. and Mrs. E. Graham, Mr. and Mrs. George Cummins, Mrs. Q. D. Hoyle and family, Mr. and Mrs. Calvin Shelton, Gamaliel and Willie Graham.

DINNER FOR YOUNGER SET.

At their home, 700 Restriction Street, Mr. and Mrs. Edgar B. Hughes entertained on New Year's evening with a four-course dinner, perfect in appointment and menu, for their sons, Harold and Casey. The parlors and dining room were gay with a profusion of potted plants, and bright with warmth and holiday cheer.

At the hospitable board places were named for the hosts, Misses Lucile Kinder, Ina Dowden, Oona Vaughn, Gwendolyn Hanby, and Messrs. Roy Stuart, George Wyckoff, Horace Lindsay, Jennings Anderson.

BIRTHDAY PARTY.

Mr. and Mrs. A. T. Ogg entertained on last Saturday evening, at their home, on North Pacific Street, in honor of the sixteenth birthday of their son, Zach. The evening was pleasantly spent in games by the fourteen young people who assembled for the occasion. Later, refreshments, consisting of chocolate, cake and confections, were served the guests.

BOX SUPPER.

The box supper given New Year's evening for the benefit of the Fire Department was a decided success, financially and socially. With Mayor James R. DeLay as insator of ceremonies and a program including some of the best home talent, it could hardly be otherwise than all that those in charge desired it to be.

About twenty dollars was added to the treasury of the Department by the supper.

LAD AND LASSIE PARTY.

One of the most decided hits of the season was the "Lad and Lassie" party given on Thursday evening of Christmas week to the members of the "As You Like It" Club, and a few invited friends, by Mr. and Mrs. Jas. W. Pipkin, 406 White Street. The guests, with one or two exceptions, came dressed as school children, some of the costumes being decidedly fetching.

An old-fashioned school was conducted by Mrs. Hugh McIntyre, each pupil being required to "speak a piece" and take part in a spelling match. During "recess," boxes containing dainty school lunches were handed the hungry children (?), and at a later hour their appetites were once more appeased by chocolate and wafers.

The evening, one of merriment and hospitality, will linger long in the memory of those who were present.

The invited guests were Mrs. Claxton, of Hale Center; Mrs. Louise Scott Murphy, of Washington, D. C.; Mr. and Mrs. H. C. Randolph, and Judge J. E. Lancaster.

DINNER FOR GAINESVILLE GUESTS.

For Mr. and Mrs. Bert Woodriddle, of Gainesville, Mr. and Mrs. Preston J. Woodriddle entertained Tuesday evening of last week with an elaborate dinner, at their pretty home, 506 Washington Street.

At the delightful four-course dinner, served promptly at 6 o'clock, covers were laid for Messrs. and Mesdames Bert Woodriddle, L. A. Knight, R. E. Burch, E. Dowden, K. C. Ware, R. A. McWhorter, R. B. Tudor, F. W. Clinkscales, W. L. Harrington, H. W. Harrel, C. E. McClelland, and Mrs. W. A. Wheelock, of Lubbock.

A post prandial game of Five Hundred was enjoyed during the evening hours.

HIGHLAND CLUB.

Mrs. W. B. Joiner was hostess for the Highland Club on Thursday afternoon, from 2:30 to 5 o'clock, at her home, northwest of the city.

The five tables were filled with the members and the following substitutes: Mesdames Jas. R. DeLay, H. W. Harrel, C. C. Gidney, J. C. Anderson, J. R. Kerley, Hugh McIntyre, Louise Scott Murphy. A delicious luncheon was served, the menu including deviled crabs, French peas in cases, potato chips, kisses, grape juice, coffee.

BRIDGE CLUB.

The Bridge Club, ever popular and entertaining, met Tuesday afternoon with Mrs. R. W. Brahan, 300 East Seventh St. In addition to the club members were Mesdames R. B. Tudor, O. M. Unger and Miss Mae Kinder. Mrs. Clinkscales won high score for the afternoon. The holiday season was remembered in decorations and dainty two-course lunch, served by the hostess. The next meeting will be with Mrs. R. E. Burch, Tuesday afternoon, January 16, at 2:30 o'clock.

PRAETORIANS ENTERTAIN.

On Monday evening the Praetorian lodge entertained their membership and a large number of invited guests with a much-enjoyed two-course luncheon and an interesting program. The membership and guests, arriving between 7:30 and 8 o'clock, assembled in the Praetorian lodge room, in the Wayland building, where they were comfortably seated by the reception committee, and every one made to feel that their presence was appreciated.

The evening's entertainment opened with a word-guessing contest, in which Mrs. Reece, the successful contestant, was awarded the prize. Well-selected music was rendered by Mrs. Rurle V. Littell, Miss Ruby Hatcher and Mrs. Ike Wright. Miss Margaret Van Deventer gave two choice readings, which received hearty applause. District Manager D. W. McGlasson gave a brief outline of the work accomplished in his field for the past three years and told of the good things offered by this order, and also stated that the Dallas office was very favorably impressed with Plainview,

believing, as we do, in her future prospects.

Short talks by J. M. Hughes, T. W. Sawyer, M. S. Hoover, Dr. J. H. Wayland, J. W. Pipkin, and others, met the approval of the attentive audience.

The Praetorians have made a good growth here, and have bright prospects of doing greater things. Recently one of the executive officers visited our city, and purchased two lots near Wayland Baptist College, and it is understood that they are considering the purchase of two lots in the business section, on which to erect a handsome office building.

TIME TO ACT.

Don't Wait for the Final Stages of Kidney Illness—Profit by Plainview People's Experiences.

Occasional attacks of backache, irregular urination, headaches and dizzy spells are common early symptoms of kidney disorders. It's an error to neglect these ills. The attacks may pass off for a time but return with greater intensity. If there are symptoms of dropsy—puffy swellings below the eyes, bloating of limbs and ankles, or any part of the body, don't delay a minute. Begin taking Doan's Kidney Pills, and keep up the treatment until the kidneys are well, when your old-time health and vigor will return. Cures in Plainview prove the effectiveness of this great kidney remedy.

J. W. McNeil, beyond Seth Ward College, Plainview, Texas, says: "We have great confidence in Doan's Kidney Pills, having used them and received relief from backache, pains in the head, and other symptoms of kidney complaint. Our supply of Doan's Kidney Pills has been procured from the K. A. Long Drug Co., and we have frequently recommended them to acquaintances."

For sale by all dealers. Price, 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other.

OUR FEEDING GROUNDS.

Animal life is chiefly concerned by the occupation of feeding grounds, our aborigines gave first attention to their hunting grounds, and national life is chiefly controlled by the desire to extend trade. The growth and development of all animal, as well as vegetable, life depends upon its ability to extend its feeding ground.

England, by her maritime power and her manufacturing industry, has made the whole world her feeding ground, and until we build factories we will be a feeding ground for other states and nations. Every community should have factories to manufacture its raw products, and if we are going to feed upon other countries we must build powerful plants, whose smokestacks can be seen clear across the continent. We need big giants that can meet and conquer world forces and place goods made in Texas on the markets of the world.

YOU RISK NO MONEY.

Our Reputation and Money Are Back of This Offer.

We pay for all the medicine used during the trial, if our remedy fails to completely relieve you of constipation. We take all the risk. You are not obligated to us in any way whatever, if you accept our offer. Could anything be more fair to you? Is there any reason why you should hesitate to put our claims to a practical test?

A most scientific, common-sense treatment is Rexall Orderlies, which are eaten like candy. They are very pronounced, gentle and pleasant in action, and particularly agreeable in every way. They do not cause diarrhoea, nausea, flatulence, griping, or other inconvenience. Rexall Orderlies are particularly good for children, aged and delicate persons.

DEAFNESS CANNOT BE CURED

by local applications, as they cannot reach the diseased portion of the ear. There is only one way to cure deafness, and that is by constitutional remedies. Deafness is caused by an inflamed condition of the mucous lining of the Eustachian Tube. When this tube is inflamed you have a rumbling sound or imperfect hearing, and unless the inflammation can be taken out and this tube restored to its normal condition, hearing will be destroyed forever; nine cases out of ten are caused by Catarrh, which is nothing but an inflamed condition of the mucous surfaces. We will give One Hundred Dollars for any case of Deafness (caused by

W. C. MATHES, President J. H. SLATON, Vice Pres. and Cashier GUY JACOB, Assistant Cashier The First National Bank Plainview, Texas CAPITAL STOCK \$100,000.00 SURPLUS AND UNDIVIDED PROFITS 170,000.00 SAFE DEPOSIT BOXES FOR RENT Your business solicited, appreciated and protected.

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Women's Secrets There is one man in the United States who has perhaps heard more women's secrets than any other man or woman in the country. These secrets are not secrets of guilt or shame, but the secrets of suffering, and they have been confided to Dr. R. V. Pierce in the hope and expectation of advice and help. That few of these women have been disappointed in their expectations is proved by the fact that ninety-eight per cent. of all women treated by Dr. Pierce have been absolutely and altogether cured. Such a record would be remarkable if the cases treated were numbered by hundreds only. But when that record applies to the treatment of more than half-a-million women, in a practice of over 40 years, it is phenomenal, and entitles Dr. Pierce to the gratitude accorded him by women, as the first specialist in the treatment of women's diseases. Every sick woman may consult Dr. Pierce by letter, absolutely without charge. All replies are mailed, sealed in perfectly plain envelopes, without any printing or advertising whatever, upon them. Write without fear as without fee, to World's Dispensary Medical Association, Dr. R. V. Pierce, President, Buffalo, N. Y. DR. PIERCE'S FAVORITE PRESCRIPTION Makes Weak Women Strong, Sick Women Well catarrh) that cannot be cured by Hall's Catarrh Cure. Send for circulars, free. F. J. CHENEY & CO., Toledo, O. Sold by Druggists, 75c. Take Hall's Family Pills for constipation. Plans are being made to build inter-state highway from Tahoka Roswell, N. M. The road has completed part of the way, and intervening counties are preparing 4 bond issues.