

The Hale County Herald

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NUMBER FIFTEEN

THE BIGGEST "BLOW-OUT" YET

FOURTH OF JULY, FIRE BOYS,
FIRE CRACKERS, FUN!

Local Volunteer Fire Department
Plans Gigantic Jollification for
July Fourth and Fifth.

Well, well, well! Plainview is to pull off another BIG ONE! In an enthusiastic meeting of the local fire department, at the station, Tuesday night, it was unanimously decided that that body undertake the bulky task of planning, perfecting and chaperoning a two days' gala affair for Plainview, July 4th and 5th.

Jas. R. DeLay, W. J. Klinger and Z. E. Black were appointed by Chief Estes as a committee to oversee the matter throughout and push it to a successful consummation. This ex-Mayor DeLay person is some organizer, and his colleagues are willing workers. Already the committee has been deliberating, and it is reported that, as a starter, a round-trip rate of one and one-third the regular charge has been secured from the Santa Fe—account the Fourth of July fun-fest.

It is planned to have speakers, with reputations State-wide—such as Hon. Joe E. Lancaster—to sport in conjunction with our irrigation wells. It is planned to pull off ball games, races, athletic and novelty contests, a water fight between the members of the Hose Company and the Hook and Ladder Departments of the fire boys, and all the other customary diversions that go to make up the successful 4th of July celebration. In addition to the above-mentioned, the committee is racking their brains to originate some departures from the routine, and it is safe to say that some startling novelties will be sprung. The affair is to be well advertised, both over the Plains and abroad, and a record crowd should be present. Plainview has the reputation of having never made a failure when she does turn her hand to an occasion, and this summer the one biggest best blow-out should be enacted.

The meeting Tuesday night was a called session, and various members of the City Council, the Ex-Mayor, the Mayor-elect, the recently-chosen Fire Queen and Sponsors of the Department, and several ladies were present. Appropriate silver emblems on red, white and blue badges were presented by the Department to Miss Jo Keck, Fire Queen, and to Misses Bertha Hinn and Mildred Buchheimer, Sponsors. Hon. Jas. R. DeLay officiated for the Department in the presentation, and the insignia were gracefully received by the popular young ladies with words of appreciation such as alone can be uttered effectively by pretty girls.

The Department nominated Mr. DeLay, who has always befriended and practically built that volunteer body, during his five years tenure of office as Mayor, for the State office of Fourth Assistant Chief, and plans to run his candidacy strenuously. The election takes place at the State Firemen's Convention, in Austin, next month. At this Convention, the Plainview Department will be represented by an ample delegation, as well as by a racing team, consisting of four boys to run some on their feet, and who will not only take the cup, but will break the State record.

NOTED INDIAN FIGHTER HERE.

Emanuel Dubbs, Hero of Adobe Walls,
Will Lecture in Plainview.

All who are familiar with the history of pioneer times in the Panhandle are acquainted with that unique character, Emanuel Dubbs. He was a serious scout, Indian fighter and falo hunter. Later he showed up just as good advantage as judge, in some of the qualifications of a list were plenty of nerve and the knowledge of the use of firearms. He was also a minister of the gospel.

This is what The Stratford Star said of him as a lecturer: "Rev. Emanuel Dubbs made his first appearance as a lecturer under the auspices of the public school at this place. For an hour and fifteen minutes he held the young in rapt attention by recital of his pioneer experiences the Texas Panhandle. The class at Rev. Dubbs a written invitation repeat his lecture at this place."

Dubbs is well known of Mr. Martin, Mr. Levi Schick and others here. He will deliver a lecture on Monday night, at the Church.

CHRISTIAN CHURCH CONVENTION.

The Panhandle District Missionary Convention of the Christian Church met in Plainview on Tuesday, Wednesday and Thursday of this week. Sessions were held each day from 9:45 a. m. to 12 m., from 2:15 to 4 o'clock in the afternoon and at 8 o'clock at night.

Many strong addresses were made and interesting papers read touching every phase of Christian work and endeavor. Notable among the addresses were "The Conquest of the Cross," by J. C. Mason, of Dallas, delivered Tuesday night, and "A Child in the Midst," by Edward Owen, of Fort Worth, on Wednesday night.

At the C. W. B. M. meeting, Wednesday afternoon, those who were on the program for addresses, papers or otherwise had a part were Mrs. W. P. Jennings, Amarillo; Mrs. Lloyd Blackwell, Clarendon; Mrs. J. F. Garrison, Plainview; Mrs. S. T. Shore, Hereford; Mrs. Renfro, Amarillo; Mrs. Hammer, Claude; Mrs. R. J. Thro, Memphis; Mrs. Lula Reed, Fort Worth.

Among those in attendance were Homer T. Wilson and J. C. Mason, of Dallas; Mr. and Mrs. Edward Owen, Fort Worth; Mr. and Mrs. J. D. White, Memphis; Arthur W. Jones, Pampa; Mr. and Mrs. W. P. Jennings, Mr. and Mrs. Judge Russell, C. B. King, Mr. and Mrs. Lee Green, Amarillo; Mr. and Mrs. J. I. Tolbert, Miami; Grant Crow, Pampa; Mr. and Mrs. John R. McGee, Mr. and Mrs. R. D. Crump, of Lubbock; Thos. G. Nance and E. H. Dyer, of Hereford; H. G. Twyman, of Childress; Mrs. R. J. Thorne, of Memphis; Judge Dubbs, of Clarendon.

The next convention will be held at Amarillo, in November.

The newly-elected officers are: President, S. T. Shore, of Hereford; vice president, Geo. L. Wilkie, of Miami; secretary, H. C. Coleman, of Dalhart; treasurer, J. C. Mason, of Dallas; executive committee—W. E. Gee, of Amarillo; W. F. Dubbs, of Clarendon; Fred H. Oberthier, of Hereford; H. P. Lovett, of Pampa; Trav. Shaw, of Canyon. Messrs Oberthier and Gee are named as members of the State Board.

O. M. UNGER TO THE FRONT.

President of Chamber of Commerce
Offers Prize for Biggest Pumpkin.

O. M. Unger, president of the Plainview Chamber of Commerce, offers, individually, ten dollars in cash to the Hale County farmer who delivers to him, about October 1st, the largest pumpkin.

Mr. Unger had charge of the banner Hale County exhibit at the Dallas Fair last fall, and when the prize-winning, 105 1/2-pound pumpkin from Hale County, raised by Mr. Boswell, was sold to a Dallas restaurant man for exhibit purposes, after the Fair, the seeds were preserved, and Mr. Unger is distributing them among the parties who mean to contest for the prize this year.

The pumpkin may be produced either with or without irrigation. It is thought that many other premiums will be offered locally, for Hale County is going to win over every county in the State at the Dallas Fair this fall.

Already our people are preparing to raise prize-winners in all the various products of Hale County soil, and we confidently expect to see many specimens of the pumpkin family that will each furnish the "punk" for a stack of pumpkin pies as high as O. M. Unger's head, and as full of good things.

BASEBALL.

The Seth Ward College baseball team boarded Wednesday's train for Tula, where they crossed bats with the local nine of that place that afternoon. On Thursday, they went from there to Amarillo, where they will meet Amarillo's team today and tomorrow. Seth Ward has a strong team, and we expect to hear of the majority of the games as victories for them.

The Lubbock baseball nine came in today, and will meet the Wayland team in two games of baseball—one this afternoon and one tomorrow afternoon. Lubbock has a strong aggregation, and, as the Wayland boys are in the habit of carrying off the honors in contests of this kind, we feel certain that those who witness the games will see battles worth the money.

SUGAR FACTORIES AND TARIFF.

R. L. Grimes Believes Protection Necessary for Beet Growers.

Long Beach, Cal., March 30, 1912.

Hale County Herald, Plainview, Texas: You people are expecting a beet sugar factory to be located at your city, costing a million or more of dollars. Because of this, and my own holdings in your neighborhood, this letter is written.

Your beets run 17 per cent of sugar. That is a very good beet. Such beets here in Southern California bring \$5.00 a ton. Fifteen-per-cent beets are good and above the average of the country. They bring \$5.00 a ton. Growers of beets and makers of them into sugar are here from all over the United States. I have talked with many of them. Growers say beets can not be produced at less than \$5.00 a ton. Manufacturers say that \$5.00 a ton is the limit they can pay for a 15-per-cent beet. The tariff on sugar now is \$1.34 per hundredweight. A ton of 15-per-cent sugar beets makes 300 pounds of sugar. The tariff on 300 pounds of sugar is \$4.02, which lacks only 98 cents of paying the farmer for his ton of beets.

Labor in the United States costs about twice as much as in Europe and the tropics. European countries are so anxious to supply us with sugar they pay a bounty on every pound shipped to us.

So you see how impossible it will be for us to grow beets and make sugar in this country if the existing tariff is removed. The Underwood bill, which has already passed the lower house of Congress, puts raw sugar on the free list. This is in the interest of the American Sugar Refining Company, known as "The Sugar Trust." Their sugar plantations are in the tropics; their refineries are in the Eastern States. With raw sugar on the free list, this great trust will have no competition. Every beet sugar factory in this country will be compelled to close. There are seven beet sugar factories near this city, in which ten millions of dollars are invested. Their owners and the beet farmers are thoroughly alarmed.

The Plainview country, because of its right kind of climate, suitable soil and cheap water is not surpassed by any part of the United States for raising sugar beets and making them into sugar. Before this tariff agitation came up, men with whom I talked were much interested about your cheap sugar lands. They had seen beet sugar factories raise the price of land from \$10.00 and \$25.00 an acre to \$150.00 \$300.00 an acre. They said: "The refineries will come to any such a country as Plainview—no doubt about that." So they will just as soon as it is known they are to be protected. It will mean many millions of money spent in Hale County. Not a dreamer among you will be disappointed.

The Spring Lake country, to the west of us, has a thrifty settlement of enterprising farmers. They have pretty generally settled on Plainview as the market in which to sell their produce and buy their supplies. Our merchants appreciate the acquisition of this business, and will always make them right prices, while they will also be sure of the top price for any produce placed on our market.

We were told this week of a farmer of the Spring Lake country who took a load of millet seed to a city on the north from him, and, when he offered it for sale, he did not even get a bid on it. He stored the seed and returned home empty-handed. Only a few days later he brought a load to Plainview, finding a ready sale at a satisfactory price. He then sent after his stored seed in the city to the north, hauled it home, and then placed it on the Plainview market, finding ready sale.

PLAINVIEW AS A TRADING POINT

ADJOINING COUNTIES FIND THIS
A GOOD MARKET.

This is Especially True of Those
Living to the West of Us, in
Communities of Lamb and Castro.

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Much produce from the Spring Lake section has been marketed here in the past six months, the sellers purchasing their supplies here. And the knowledge that they will always find ready sale, at a fair price, has induced them to make Plainview their trading point, and we have not a merchant or produce buyer but who will do all in his power to cause them to feel that they have done well to come to him, and that their trade is appreciated.

pointed.

You people should leave nothing undone to defeat the free sugar part of that bill. Yours,

L. R. GRIMES.

BLAZING THE TRAIL.

Mr. H. C. Drum, of the Trans-Continental Touring Club, will arrive in this city about Wednesday or Thursday of next week. He comes armed with a supply of sign-posts to blaze the trail. This is the longest auto trail in the world, and will soon be the finest. Messrs. O. M. Unger and E. H. Perry left Wednesday, in an auto, to meet Mr. Drum at a Kansas point and pilot him to Plainview.

This great trail passing through this town will be an interesting feature for Plainview, and will give the tourist a chance to travel the best natural roads through the finest section of country on earth. This fact will encourage the tourists and our people to organize a mutual admiration society.

RAMSEY TO SPEAK AT AMARILLO.

Railroads Make Rate of One and One-Third Fare for the Round Trip.

Judge W. F. Ramsey, candidate for Governor of Texas, will deliver an address in Amarillo at two o'clock next Thursday, the 18th, in the Deandi Theater.

The railroads have authorized rates of one and one-third fare for the round trip. We expect that the Santa Fe will be loaded from the various towns from Lubbock north, as many of our people will want to hear Mr. Ramsey, especially his supporters, who are quite numerous. Plainview will furnish her quota for this occasion.

ELKS INSTALL OFFICERS.

On last Friday night, with the customary installation exercises of the Order of Elks, the following officers for 1912, B. P. O. E. lodge, No. 1175, were installed: Exalted Ruler, F. F. Hardin; Esteemed Leading Knight, Dave Collier; Esteemed Loyal Knight, J. W. Pipkin; Esteemed Lecturing Knight, P. B. Randolph; Tiler, E. W. Dunaway; Secretary, Z. E. Black; Three-Year-Term Trustee, E. H. Perry; Treasurer, Grady Pipkin. The two lots for the site of the new Elks home were chosen, and the matters of purchasing same and perfecting building plans were turned over to committees, with the request that their work be pushed with all expediency.

FREE RECITAL.

The School of the Speaking Voice will give a free recital at the Christian Church on Thursday night, April 18th.

Read the Herald ads.

R. H. MORROW DEAD.

E. H. Humphreys, who, with his wife, left here a couple of weeks ago for California, in response to a call to the bedside of his brother-in-law, R. H. Morrow, who was in California for his health, has communicated the information to his house here that Mr. Morrow had succumbed to his disease, having died last Friday.

All the old settlers of this country were acquainted with Mr. Morrow. His first entrance into business on the Plains was a venture in the hardware business in Amarillo, in the early 90's. His success was phenomenal, and in a few years he was interested in hardware stores in Amarillo, Canyon, Hereford, Portales and Roswell, and, we believe, he was successful in each place while he remained in business. He had closed out all but his interests in Amarillo, Roswell and Plainview, we are told, but in each house in which he retained an interest a good business has been enjoyed. His loss will be felt in the business circles where he has resided during the past 20 years.

BIG CATTLE DEAL.

Last week, Hooper & Crawford, local cattlemen, sold, to a commission man of Kansas City, 1,210 head of steers, which netted the owners about \$54,000. The steers brought \$44.25 per head. These steers will be pastured in Kansas some time before they are marketed. Hooper & Crawford still have 1,100 head which they will market some time later on.

NEW CITY OFFICERS INSTALLED

FROM 1907 UNTIL 1912.

Mayor DeLay Is Appreciative of Past and Optimistic of the Future.

To the Citizens of Plainview:

After five years of service for the town of Plainview in the capacity of mayor, now that my career in that field of endeavor is drawing to a close, I deem it not improper to give voice to a few words of thanks for the able co-operation of the three sets of aldermen, the various city officers from term to term, and the progressive citizenship as a whole, during my tenure of office.

Five years is a long and eventful time in the life of a growing child or a young Western city. Perhaps no Texas town has ever grown as fast, and at the same time as substantially and symmetrically, in its first five years of incorporation as has Plainview since the coming of the railroad, in 1907. Its population was about 1,000. Its finances were, naturally, nil. Since that date, sewer and waterworks and city hall bonds to the amount of \$58,000 have been voted. It has been impossible for a town bonded almost to the limit, with only a 60-cent tax rate, to make the progress in street and street crossing building that it deserved. However, the administration feels that it has done the best it could in these matters.

As mayor, I have always worked in conjunction with the various commercial bodies and the ladies of the Civic League in keeping the town clean and sanitary. And it may safely be claimed that there is no town in Texas that has been bothered with crime as little as has Plainview for the past five years. Whenever crimes or misdemeanors have been committed, the offenders have almost invariably been speedily brought to justice. I want to commend the various city health officers for their prompt actions in the quelling of contagious disease. Ever since incorporation, we have had regular "clean-up" days. The work of renovating and removal of weeds and rubbish has been made harder on account of so many non-residents owning property here in the past. More non-residents are changing their names to "citizens" every year, and the work should be easier in the future. I want to assure the incoming administration that it will receive valuable assistance from the loyal ladies of Plainview in the work of promoting sanitary and esthetic conditions in the town.

During my administration, the work of tree planting and the beautifying of streets and public grounds has always been encouraged. This work was difficult at first because many of the streets and alleys were not opened to the public. I will say that there are now no alleys and but few streets that have not been thrown open, and in the future the work of cleaning up and beautifying should be greatly facilitated. Let me state, too, that the city has a 10-acre garbage ground one mile and a half southeast, and let me urge that no garbage in the future be dumped at random beyond the city limits. It makes a bad impression upon the visitor or the prospective citizen.

A volunteer fire department has been organized, and an equipment for same, amounting to \$4,000, has been bought and paid for. This has meant a lowering of insurance rates, and as to the ability of the department, one has but to go to the city hall and fire station and glance at the trophies the boys have won in competition with other like bodies. I have always been a member or an officer in the fire department, and have endeavored to lend this worthy organization my aid in every way. Let me urge upon the citizenship of the town and the incoming administration that they support the fire boys.

Plainview is now a college town. Plainview has increased in five years from 1,000 population to approximately 5,000. Plainview's property valuation has increased, for the same length of time, at least 500 per cent. I am proud of what the city has done, and I realize that she is just beginning to grow. Support your new mayor, and lend him all assistance. The office, while an honor, is a great burden, and the \$25 per month emolument falls to pay for the time given. But it is a duty whom any public-spirited man, whom the town sees fit to so honor, should not shirk. There was no fee whatever connected with the first three years of my mayorship. I

MANY CITIZENS WERE WITNESSES OF THE CEREMONIES.

Retiring Mayor Paid Tribute to Plainview's Citizens for Their Willing Co-operation in City's Work.

On last Monday the City Council met, with all the retiring and officers-elect present. There was a large number of citizens present, including Revs. Ferguson, Gates, Street and Gladney. The meeting was opened with invocation by Rev. C. N. N. Ferguson.

Retiring Mayor Jas. R. DeLay then addressed the assembly, giving an account of his stewardship and an outline of the work accomplished during his administrations. He paid high tribute to the citizenship of Plainview and his co-workers of the City Council.

At the close of his talk the officers-elect were inducted into office, and the keys of the city surrendered into their keeping.

After this ceremony, the several ministers made talks, commending the efforts of the retiring board and congratulating the city in securing the excellent new board. The new officers followed with nice, little seasonal talks on various lines, and which called forth voiced appreciation from many of the citizens present.

The retiring board have pretty generally won the approbation of their constituents in their official acts and their labors for the welfare and up-building of the city.

The new administration has its work cut out for it, and we expect it to keep the pace of its predecessor, and feel confident they will win the cordial approbation of our people.

FIRST PRESBYTERIAN CHURCH.

The Easter services at the First Presbyterian Church was a great success in every respect. The audience was large and responsive, the special musical program was excellent and the sermon was heartily received. It was indeed an inspiring service. Eight new members, all heads of families, were received into the church. The climax was reached when the church treasurer announced that a bank note long held against the church had been paid. This had been a heavy burden to the church for several years, and, having been removed, will place the church in a position to do much better work.

Rev. S. Park has completed six months' work as pastor, and during this time 25 members have been added to the church. There has been a steady increase in attendance and interest, and commendable progress has been made along all lines of work.

The Sunday School is well organized and doing splendid work, under the leadership of its live superintendent and excellent teachers, who are always in their places.

The Ladies' Aid and Missionary Societies are doing fine work, and have been a constant stay to the church through the years. They are now planning for still greater things, and no doubt will be successful in their undertaking.

Pastor and people are united and happy in the progress of the church.

WILL ERECT NEW GREEN HOUSE.

Brown & Jeffries to Have Up-to-Date Plant on Pacific Street.

Brown & Jeffries, who have been operating a greenhouse on the Jeffries' farm, 1 1/2 miles northwest of Plainview, received a car of lumber this week, from Chicago, for the erection of a modern greenhouse. It will be located on the west side of Pacific street one block south of the depot. The lumber to be used in constructing it is of cypress specially sawed and prepared at the factory.

Messrs. Brown & Jeffries plan on having as complete a stock of flowers and plants of every kind as is to be found in up-to-date greenhouses. They will have cut flowers of every description, and will make floral designs for every occasion.

By reason of their location, we bespeak for them a big trade.

Read the Herald ads.

have always tried to act fairly towards all, and now leave the office with nothing but good will towards all. Plainview will continue to be my home, and her interests will always be my interests.

Yours for a bigger and better Plainview,
JAS. R. DELAY,
Mayor.

PART OF WOLTERS' PLATFORM.

Some Reasons for His Opposition to Doctrine of Free Raw Material.

"I stand for a tariff for revenue only, not for a protected North and East and a free trade South and West."

In this epigrammatic and forceful style, Colonel Jake Wolters, in his opening speech for the United States Senate, at Temple, coined a striking campaign slogan and sounded the keynote of his opposition to the tariff and that insidious form of protection that enriches the manufacturer as against the producer, and in the end makes for monopoly.

Because it is a subject not always thoroughly understood by the average voter, the advocates of the tariff usually get in their work before the people realize what has happened. This was notably true in the case of the Payne-Aldrich tariff act, which has been so widely discussed and criticized.

Once understood, the tariff is a simple proposition; and, being one of the most important economic phases of legislation, it is to the interest of every working man, whether he be a producer, merchant, rancher, farmer or laborer, to understand the operation of a tariff law. No other form of legislation so vitally affects the interests of all classes.

A tariff is a tax.

It is paid to the government by the importer or manufacturer of goods brought in from another country.

The importer or manufacturer adds the amount of the tariff to his selling price. Hence the consumer or user pays the tax. The protective tariff has been accurately described as "a public tax for a private purpose." Under the plea that our so-called "infant industries" needed "protection against foreign competition, the Republican party has historically advocated a protective tariff on imported manufactured goods. With the same purpose, the Republican party has advocated the free admission of raw materials brought from foreign countries for manufacture in the United States. Carrying out this theory, the industries thus protected have grown into trusts and monopolies.

A revenue tariff is a tariff on imported goods, low enough to permit such products to compete on even terms with domestic products of the same kind. That is, this tariff tax, added to the cost of creating the product abroad and bringing it to the United States, should make its total cost, delivered inside the tariff wall, equal the cost of domestic products of the same kind. Any higher tariff tax is a protective tax designed to benefit only the manufacturer, at the expense of the producer.

The issue of the tariff question today is whether or not raw materials, produced in other countries and brought here for manufacture, shall be admitted free.

The Democratic party is opposed to the proposition, as evidenced by all the national platforms from 1844 to 1896. The latest expression binding upon the Democrats of Texas is that of the last Democratic State Convention, which reaffirmed the declarations of the State and National platforms of 1896.

No State in the Union would be more seriously affected than Texas by the free admission of raw material, and no section of Texas more involved than the Panhandle and western counties.

In elaborating his opposition to the free raw material doctrine, Colonel Wolters offers this logical argument:

"Advocates of the doctrine of free raw material tell us that laying the tax upon the manufactured products and placing the manufacturers' raw material upon the free list means cheaper products for the consumer. This statement is not correct. Human nature is the same the world over, and one of its characteristics is to get the best price obtainable. The American manufacturer is hardly to blame for doing that which everybody else does. He gets the best price he can. His competitor in the world's market is the foreign manufacturer; therefore, he regulates the price that he charges for his finished products by the price of his foreign competitor. His foreign competitor, in arriving at the price he can sell for, must not only figure the cost of production, plus a reasonable profit, but he must also add to it the import tax his goods must bear before they can enter the American market. That import tax is to the advantage of the American manufacturer. They told us that with free hides we would be enabled to procure cheaper shoes. They gave us free hides. The price of shoes is now \$1.00 per pair more than it was the day hides went on the free list. There is the living example of how free raw material affects the price of the finished product to the consumer.

"The American manufacturer pays no tax to this government except the tax upon the raw material he imports. Put his raw material upon the free list, and he is exempt from paying



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Guarantee

YOU are entitled in buying Hart Schaffner & Marx clothes, to a most positive assurance of your satisfaction. Every dealer in our clothes is authorized to say this to you:

Every garment made by, and bearing the label of Hart Schaffner & Marx, is guaranteed to be all-wool or wool-and-silk fabrics, with no "mercerized" or other cotton added; thoroughly shrunk before cutting; seams sewed with pure silk thread; tailored in clean, sanitary shops; and free from every defect of material or workmanship.

More than that: The dealer is authorized to say that if the clothes are not right, or not satisfactory, your money will be refunded.

Hart Schaffner & Marx

Carter-Houston Dry Goods Company

Plainview, Texas

taxes, while other people assume the increased burden incident thereto.

"A tax upon the manufacturers' finished product means a tax upon all the people for the incidental benefit of the manufacturer; no tax upon the manufacturers' raw material means a discrimination against the people for the direct benefit of the manufacturers.

"Advocates of free raw material are attempting to fasten a system of taxation upon us, under the terms of which we are to play the old game of 'Heads and Tails,' and we lose when it is 'Tails.'"

"When, in any taxation system, we discriminate against the producer of raw material, we impose a burden upon the raw material, in favor of the manufacturer, in favor of the manufacturer, all those who are bound together in their means of livelihood with the raw material, and it will affect every man within the borders of Texas. When the prosperity of the farmers and stockholders is adversely affected, the prosperity of labor is at once diminished, the banker feels its effects, the merchant finds trade dull, the transportation companies' business slackens, and the professions find the fees growing fewer and

smaller.

"If elected, I shall, whenever opportunity is offered, vote to reduce the tariff to an absolute revenue basis, but I shall also vote so as not to discriminate between the manufacturer and the producer of raw material. We should, of course, lay the highest tax upon luxuries and the lowest upon necessities. By a uniform and universal application of the tax we can make it low upon all articles, and still raise sufficient revenue."

(The above is the text of a circular sent out from the headquarters of Col. Jake Wolters, who is a candidate

for the United States Senate to succeed Senator Bailey, and who is to speak here today (Friday), and it is published in The Herald because of the belief that all citizens should know, to the fullest extent possible, the attitudes upon public questions of all those offering themselves for high and important public office.)

BOOTS.—If it's Boots you want, Boots of the very best in material, make, fit and finish it what you will get if you leave your order with JOHN MEISTERHANS, the Plainview boot maker.

ILLINOIS FOR TEDDY AND CHAMP.

Both Won in Preferential Primary by Big Majorities.

Chicago, Ill., April 9.—Winners in the Illinois preferential advisory and direct primary elections today are indicated by sufficient returns to warrant predictions as follows:

For President—Roosevelt, Republican; Clark, Democrat.

For United States Senator—L. Y. Sherman, Republican; James Hamilton Lewis, Democrat. Uncontested.

For Governor—Charles S. Deneen, Republican; Edward F. Dunne, Democrat.

Roosevelt's managers claim that the majority over Taft will be from 100,000 to 150,000. Returns at midnight indicate that Roosevelt received nearly five to two over Taft.

The presidential delegates not named on the ballots will be elected by congressional districts and at-large, the effect of today's vote being only to serve as a guide to party officials as indicating party feeling.

Chicago voted two to one against suffrage. The question was not on the ballots outside of Chicago.

Roosevelt's victory was not a respector of territory. He carried the home ward of Congressman McKinley, Taft's campaign manager. He was successful in the Seventeenth Congressional District, where Taft's state manager lives, and in Joseph G. Cannon's home, of Danville. Roosevelt's majority was two to one over Taft.

La Follette polled a small vote. In Cook County he had 14,440, Roosevelt 86,144, Taft 52,064. Roosevelt received as high as five to one over Taft down-state.

Clark received approximately two to one over Wilson in the state, in some places four to one.

Returns from twenty-five Congressional districts indicate that most of the present Congressmen were re-nominated.

THE BIGGEST PART.

A German newspaper published in Pennsylvania commented recently upon the work of the Texas Industrial Congress in its efforts to secure better cultural methods, and reported the opinion of one of its readers as follows: "You buy land in Texas—good land; they show you how to cultivate it, and you raise a big crop; they pay you big money prizes because you raise a big crop—and you keep the crop; that's pretty good!"—Athens Review.

It certainly is pretty good. But the prizes offered for the biggest crops in Texas are the smallest part of the reward. The big thing in this contest is the acquiring of the knowledge that goes with growing big crops—the know how. To know how to grow a bale of cotton or seventy-five bushels of corn on an acre of ground is to have a capital under one's hat that is a fortune in itself.—State Press, in Dallas News.

SHERIFF'S SALE.

THE STATE OF TEXAS,
County of Hale.

NOTICE IS HEREBY GIVEN, That by virtue of a certain Order of Sale issued out of the Honorable County Court of Potter County, on the 7th day of February, 1912, by the Clerk of said Court, for the sum of Three Hundred and Eighty-five Dollars and Eighty Cents, and costs of suit, under a Judgment, in favor of Nobles Bros. Grocer Co., a corporation, in a certain cause in said Court, No. 1058, and styled Nobles Bros. Grocer Co. vs. G. M. Reed, placed in my hands for service, I, G. A. London, as Sheriff of Hale County, Texas, did, on the 1st day of April, 1912 levy on certain Real Estate, situated in Hale County, Texas, described as follows, to-wit: Lots Nos. 11 and 12, in Block No. 143, in the town of Abernathy, Hale County Texas, and a Mortgage Lien on the following described property: A certain two-room box house, weather-boarded on the outside, and celled over head on the inside, which house was formerly situated on lots Nos. 6 and 7, in Block No. 68, in the town of Bartonsite, Hale County, Texas, but which has been moved to Abernathy, Hale County, Texas, and levied upon as the property of G. M. Reed. And that on the first Tuesday in May, 1912, the same being the 7th day of said month, at the Court House door of Hale County, in the Town of Plainview, Texas, between the hours of 10 a. m. and 4 p. m., by virtue of said levy and said Order of Sale, I will sell said above described Real Estate at public vendue, for cash, to the highest bidder, as the property of said G. M. Reed.

And in compliance with law, I give this notice by publication, in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in The Hale County Herald, a newspaper published in Hale County.

Witness my hand, this 1st day of April, 1912.

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

New Spring Goods

Springtime is again upon us, demanding that we buy
Bright Attire to Welcome Her Return

THIS STORE is ready for Spring--ready with a clean up-to-date stock of new, seasonable merchandise. We can clothe the man or boy in a new Spring Suit that will make him as stylishly dressed as anyone. Our Spring Hats for men and boys are now on display. No matter how stylish your suit is you must have a stylish hat to go with it in order to be well dressed. We have just the-hat for you. In our neckwear department you will find ties of every description. Don't fail to see them. We are especially well prepared to take care of your trade on work goods, such as Overalls, Work Shirts, Gloves, etc. Right at the very beginning of the Spring season is the time to buy, because you can use and enjoy your clothes the whole season through.

Come to See Us

Wayland Building

Wayland Dry Goods Company

"SAME GOODS FOR LESS MONEY"

S. W. Corner Square

THE EASTER SERMON.

(Crowded out last week.)

Mrs. Brown came in, took off her hat, and, after surveying it critically, laid it carefully on the table.

"Well, mamma, how was the sermon?" asked her spouse, with a quiet sigh, as he laid away his newspaper.

"Oh, you ought to have seen Susie Ellenwood's hat! Of all the monstrosities! Really it looked like an ice cream cone--with a big willow plume at one side, that extended the full length of it. And it had a hole in the crown, on one side, with a piece of navy blue messaline silk trimming protruding. The loveliest thing! The most stunning hat there! Mrs. Simpson had on a black turban with a heart-shaped mouline in front, with white and blue piping. And Mrs. Carl-Brassell had the very one I was going to get, you know, before I changed and bought this one."

"Do you mean the one with the pink roses?"

"No, the straw turban with the pan- gies--down at Smith's Mercantile-- and it didn't look so bad--"

"But how about the sermon? Did he preach an Easter--"

"I just must tell you, first, about Willie May Gordon's hat. Easter comes but once a year, you know. Why, she had a regular rose garden, with the loveliest glisteny leaves! And June Mason had a pure white mushroom, with white plume and large buckie at the left side. And Alice Cahen had a light blue chiffon trimming over a wide, drooping frame, and a bunch of beautiful Easter lilies, and--"

"Oh, yes, yes; but do you know whether or not Brother Britteny preached at all today, and, if so, whether he took his text from Shakespeare's 'Much Ado about Nothing' or Bunyan's 'Pilgrim's Progress?'"

"Ho, ho! You didn't catch me napping this time! I knew you would ask me. I sat right beside of Col. Jones' boy, who takes stenography at the college. He took the sermon all down in shorthand, and while the closing exercises were going on he wrote it all out. And I made him loan it to me--just for your benefit!"

Mr. Brown, thus taken by surprise, quietly subsided. After settling back leisurely in his rocker, he perused the manuscript, which ran as follows: "Scripture reading: 'No man can serve two masters: for either he will hate the one, and love the other; or else he will hold to the one, and despise the other. . . . Therefore, I say unto you, take no thought for your life, what ye shall eat, or what ye shall drink; nor yet for your body, what ye shall put on. Is not the life more than meat, and the body more than raiment?'"

"Behold the fowls of the air: for they sow not, neither do they reap, nor gather into barns; yet your Heavenly Father feedeth them. Are ye not much better than they?"

"Which of you by taking thought can add one cubit to his stature? And why take ye thought for raiment? Consider the lilies of the field, how they grow; they toil not neither do they spin; and yet I say unto you that even Solomon in all his glory was not arrayed like one of these."

"SERMON.

"In this beautiful lesson of the lilies, from the Sermon on the Mount, we often see only the beauty of the lilies, and overlook the lesson.

"The lesson of the hour is one of simplicity. It is more than that: at this time Christ reiterates one of the eternal laws of the Universe--the principle that we cannot serve two masters. If our minds are full of temporal things--things pertaining to the body, food and drink and raiment--there is no room for things spiritual. Two plants will not grow on the same spot of ground and flourish.

The Holy Spirit will not dwell in the heart of man at the same moment with sin.

"Easter is the day set aside by all Christendom as the day to celebrate the resurrection of Christ. This is the popular text for Easter sermons, a lesson from Christ Himself showing the utter foolishness of our great concern about the things temporal--a lesson demonstrating the impossibility of pleasing God at the same time our minds are full of fashions and frivolities.

"Then, how fitting that the good sisters, at this season, should ransack the catalogues and stores, and work their imagination and ingenuity over-time, that they might at this time appear here with a millinery display worthy of the occasion. 'Oh, the irony of fate!'"

"But it is not 'Fate.' To my mind, it is the machination of the Devil that this, of all days, should be so taken up by vanity, leaving no room for--"

"Don't you think his reference to the lilies was too beautiful!" broke in Mrs. Brown. "That really made me almost wish I had gotten one of those pretty poke bonnets with the white lilies and green leaves."

"Yes, the sermon is appropriate so far as I have got with it," said Mr. Brown. "Certainly you ladies felt flattered at the reference he made about millinery?"

"Oh, yes. I always did think he was the kindest man!--always so appreciative and complimentary! Don't you think so, John?"

John smiled and nodded.

E. VAN DEVENTER.

CRYING FOR HELP.

Lots of It in Plainview, but Daily Growing Less.

The kidneys cry for help.

Not an organ in the whole body so delicately constructed;

Not one so important to health.

The kidneys are the filters of the blood.

When they fail the blood becomes foul and poisonous.

There can be no health where there is poisoned blood.

Backache is one of the first indications of kidney trouble.

It is the kidney's cry for help. Heed it.

Doan's Kidney Pills are what is wanted.

Are just what overworked kidneys need.

They strengthen and invigorate the kidneys; help them to do their work.

Read the proof from a Plainview citizen:

Mrs. T. B. Irwin, 202 Jones St., Plainview, Texas, says: "When we have had occasion to use a kidney remedy we have taken Doan's Kidney Pills. They never fail to bring benefit."

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.

NOTICE, CHICKEN OWNERS.

The Mayor instructs us to inform owners of chickens that the ordinance against the running at large of chickens in the city will be enforced. People are now planting gardens, flowers, etc., and the chickens must not be allowed to prey in the neighbor's premises. This notice is given so that all may know that the ordinance will be strictly enforced. During the winter chickens do very little harm running at large; at other seasons they do a great deal of damage.

ARE MICROBES IN YOUR SCALP?

It Has Been Proved That Microbes Cause Baldness.

Professor Unna, of Hamberg, Germany, and Dr. Sabourand, the leading French dermatologist, discovered that a microbe causes baldness. Their theory has time and again been amply verified through research experiments carried on under the observation of eminent scientists. This microbe lodges in the Sebium, which is the natural hair oil, and, when permitted to flourish, it destroys the hair follicles, and in time the pores entirely close and the scalp gradually takes on a shiny appearance. When this happens, there is no hope of the growth of hair being revived.

We have a remedy which will, we honestly believe, remove dandruff, exterminate the microbe, 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, provided 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 root, 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.

Healthful Hospitality

Elbert Hubbard has defined true hospitality as "the gentle art of making folks feel good," and--the shortest road to a man's heart being through his stomach--he argues that hospitality consists largely in providing palatable, wholesome, digestible, well-cooked food. To this end, the shortening medium used plays no small part. Cottolene makes food that accords with all the principles of hospitality. It makes things crisp, short and palatable, and wholesome and nourishing as well. Food cooked with Cottolene makes you feel good and makes you keep on feeling good.

Otus Reeves

Realty Comp'y
Plainview, Hale Co., Texas

Over twenty years in South Central Plains Country. Buy, sell and exchange

LAND

in all parts of the country. Non-resident lands a specialty

Render, pay taxes, lease and collet leases

Correspondence solicited.

GIVE YOUR LIVER A FAIR CHANCE.

Stop Drugging It with Calomel--Dodson's Liver-Tone, a Vegetable Liquid Medicine, Works Without Harm.

If your liver stops working, it is a mistake to try to whip it into action with doses of calomel.

It's so much simpler and safer to cure your liver troubles with the pleasant-tasting liquid, Dodson's Liver-Tone. You can get a large bottle at R. A. Long's drug store for fifty cents, and every member of the family can use it. Dodson's Liver-Tone is an all-vegetable liver medicine that starts the liver to act within a few hours, and has no bad after-effects. No restriction of your habits or diet necessary.

R. A. Long Drug Company guarantees it to be a perfect substitute for calomel, and will give you your money back if you are not pleased with the medicine.

Get a bottle instead of calomel next time.

A LITTLE SENTIMENT.

The following little sentiment, from The Texas Official Forum, should find an echo in the hearts of the weary seekers after wealth:

"The road along which the man of business travels in pursuit of competence or wealth is not a macadamized one, nor does it ordinarily lead through pleasant scenes and by well-springs of delight. On the contrary, it is a rough and rugged path, beset with 'wait-a-bit' thorns, and full of pitfalls, which can only be avoided by the watchful care of circumspection. After every day's journey over this worse-than-rough-turnpike road, the wayfarer needs something more than rest; he requires solace, and he deserves it. He is weary of the dull prose of life, and athirst for the poetry. Happy is the business man who can find that solace and that poetry at home. Warm greetings from loving hearts, fond glances from bright eyes, the welcome shouts of children, the many thousand little arrangements for our comfort and enjoyment that silently tell of thoughtful and expectant love, the gentle ministrations that disencumber us into an old and easy seat before we are aware of it--these and like tokens of affection and sympathy constitute the poetry which reconciles us to the prose of life. Think of this, ye wives and daughters of business men! Think of the toils, the anxiety, the mortifications and wear that fathers undergo to secure for you comfortable homes, and compensate them for their trials by making them happy by their own firesides."

We Need More Eggs & Poultry

Keep them coming to us.

We will pay top market price and remit daily.

L. D. RUCKER

Produce Co.

Phone 174

GROWTH IN PLAINS COUNTRY.

We reproduce the following, which appeared in the Farm and Ranch of the 30th ult. It was written by one of our most successful farmers, a man who has made good crops every year on his place, and believes proper soil culture will give satisfactory returns in this country almost any years:--

"Plainview, Hale County, Texas. 'Farm and Ranch': 'Six years ago, when I first saw the Plains, I fancied I could see a great future for the country. That future is coming sooner than the most sanguine could have looked for. Six years ago Plainview had a population of about 600; it now numbers between 4,000 and 5,000, and is growing rapidly. Then no one had thought of ever shipping farm products out, yet of the 1911 crop there has been shipped from Hale and adjoining counties thousands of acres of grain and hay.

"Of course, these counties, comprising the 'Shallow Water Belt,' were first to settle up by farmers.

"Now, it would be a great source of pleasure to the writer to show Plainview and Hale County on paper as they were six years ago, contrasted by what they are today; also to show what can reasonably be expected here in the next six years. But the space required would be too much to ask of dear old Farm and Ranch. I will just say to those who may desire to behold the most favored spot of God's creation, 'Come to Plainview and see.'

"I beg leave to mention here (and in this I am proud to claim some credit), six years ago grand old Farm and Ranch had three subscribers, and Holland seven, at Plainview. Now the list for each of these publications at

Plainview alone numbers away up in the hundreds, while there is a corresponding increase over the country. In this connection, I feel like the man felt after the boat had been killed with the battling stick, and, with your permission, will say 'Hurrah for us!'"

"Below is a short poem, the only piece of poetry that ever originated in the brain of your humble scribe. The only apology I have to offer is that I was so completely overcome by the fitness of things in Plainview's slogan that, when struck by inspiration, I dashed off the lines without any thought of the hereafter, and regardless of the fact that it is hard to find words that will rhyme with 'water.'"

"Plainview.

"We landed here six years ago-- Father, mother, son and daughter. 'Twas then just as 'tis now-- 'Nothing shallow but the water.'

"Our soil is deep, our folks are too-- While a few are only sorter; The fact remains, and always will, There's 'Nothing shallow but the water.'

"The thing we did, when first we came-- We found a home and bought 'er. Of this home we're still very proud-- There's 'Nothing shallow but the water.'

"We're here to stay for many a day, In the land of plenty, health and laughter, Because we know that in our town There's 'Nothing shallow but the water.' W. C. PYFFER."

F. D. BARNES PIANOS

UPRIGHTS, GRANDS AND PLAYER-PIANOS

Handle the Jesse French Line

Manufactures and Distributors of the finest and most reliable pianos made-- Steuway & Sons, Kranich & Bach, Voss & Sons, Behning, Kurtzmann, Starr, Richmond, Trayser, Lorraine and Remington

PATRONIZE HOME

Don't buy pianos of outside parties when you can do as well or better in Plainview. Warehouse in Masonic Building, Southeast corner of Square, Plainview, Texas. Phone No. 434.

OFFICERS

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

Third National Bank

of Plainview

Anstey Building, Northeast Corner Square

Capital \$100,000.00

DIRECTORS

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

C. L. GILBERT

:: LIVERY AND TRANSFER ::

GABS AT ALL HOURS DAY AND NIGHT.

BUS MEETS ALL TRAINS

PHONE 219 PLAINVIEW, TEXAS

L. W. Sloneker's Department Store

WE have opened up a brand new Department Store in Plainview and at present am located on North side of Square, where Duncan's Drug Store was, and we extend to our many friends and former customers a hearty welcome to call and see us and let us figure on their bills. We carry a splendid line of Men, Women and Children's Hosiery, Underwear and Furnishings, Dress and Work Shirts, Overalls, Jumpers, Caps, Suspenders, Belts, Supporters, Waists, Etc. for men and children. We also have all kinds of Notions, Toweling, Napkins, Children's Sandals, Slickers and Slicker Suits, Hammocks, Pictures, Rugs, Window Shades, Curtain Rods, Buggy Whips, Tinware, Enamelware, Hardware and Woodware and a thousand other things that we can't mention. We have one of the neatest little stocks in town, and we heartily invite you to visit us when in the city and inspect our goods and see if our prices are not right. Yours for right treatment and best prices.

L. W. Sloneker's Department Store

- 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 Surveyor—
THOMAS P. WHITIS.
 - For County Attorney—
CHAS. E. CLEMENTS.
 - For Chief Justice of the Court of Civil Appeals, Seventh Judicial District of Texas, located at Amarillo—
JUDGE S. P. HUFF.

Y. W. HOLMES LAWYER

Notary Public
GENERAL CIVIL PRACTICE
(Land Titles a Specialty)
Refer to Third National Bank
Wofford Bldg., Opp. Court House
PLAINVIEW, TEXAS

Sloneker Farm Thoroughbred Poultry

White Orpingtons -- White Holland Turkeys -- White Indian Runner Ducks -- White and Fawn Indian R. Ducks
Eggs and stock for sale
Satisfaction Guaranteed.
S. S. SLONEKER, Prop.
Plainview, Texas

COCHRANE'S STUDIO



Where They Make
HIGH GRADE PHOTOS

R. B. LONGMIRE,
Physician and Surgeon
Office over Paxton & Oswald's
Furniture Store
Phone 327

A carload of Flour and Meal is to arrive this week. It is equal to the best, and will be priced right. EAST SIDE GROCERY.

Among the Farmers

Mr. P. L. Wimberly lives in the south part of the county, about six miles northeast of Abernathy. "I came from Stephens County eleven years ago. I have raised a crop about every time I have planted one," he said. "The first two years it was pretty dry, and I did not do very well. And then, up to the last three years, we had regular seasons. In my part of the country we seemed to have more rain the two year before last than last year. I raised as good grain as a man could really ask two and three years ago, but it was too dry last year. I could take the same years we had in 1902 and 1903 and raise good grain, for I have learned how. I think we have as good a country for cattle and horses as a man can find, if a fellow will handle them right. They need better attention in winter. I have got a bunch of cattle that are in as good fix as they were last fall."

M. J. E. Hart came from Motley County eighteen months ago, and is farming sixteen miles south of Plainview. His former home was Archer County. He said:
"I have been acquainted with this country since I was a boy, and I like it better than any place I have ever lived. Corn, maize and cotton will grow on the Plains if you will tend it. You can raise about a half bale to the acre of cotton and not hoe it at all. I planted the 11th of June, if I remember rightly. The leaf worm bothered or I would have done better. I raised 120 acres of kaffir and maize, about equally divided. My corn was light. The country can't be beat for climate and health, and I don't see how any man can dispute it."

R. E. Eckles is from Altus, Oklahoma, and is located west of Petersburg, about twenty miles from Plainview. He farmed 150 acres to maize and kaffir last year.
"My grain made a good ton to the acre last year," said Mr. Eckles. "There is money in straight farming, but a stock farm is away ahead of it. Oklahoma is hard to beat, and about Altus it can't be beat for cotton, but this country will make as much on the investment. I made eleven bales off of twenty-five acres of ground."

is all right in the line of health and climate. Horses and stock of every kind do well. I raise a few hogs. Sold about sixty last year.

A. H. Gifford lives 7 1/2 miles south of Plainview. He came from Illinois twenty years ago. He has been on the Plains thirteen years.

"I have been right on the same place ever since I came," he said, "and, with the rest, hauled all my stuff from Amarillo and Canyon. I landed here with a wife and three children, a team and \$120 in money. Have schooled and clothed the children, and didn't get any money from home to help, either. It wasn't all sunshine, by a long way. It is much more pleasant since we have got the railroad, but I could buy my groceries cheaper in Plainview than now. I used to know everybody and everybody knew each other, but now I don't know hardly any one. We used to have to take a check to the grocery stores and get goods for it, and sometimes a little money, for we had no banks then. But we never lost anything by checks, for everybody seemed to be honest."

"I have a half section pretty well fixed up, and it would take \$16,000 to buy even the land."

Mr. Gifford sold a surplus of 1,400 bushels of grain last year.

MONEY IN THE FRUIT JAR.

Recently a mechanic in Tennessee, while altering a house that had been occupied by several generations, found \$10,000 "in jars stored in the attic." Well, what of it? There's nothing unusual in the incident. Rather it emphasizes the money there is in living as did those "several generations." In these days, not one house in forty, perhaps, has even one jar, or an attic in which to store such a utilitarian vessel. But then those Tennesseans of "several generations" preserved peaches, plums, berries and the sort and stored them in the attic. Instead of living in a paper sack and a tin can, they reached up into the attic at home, and brought forth apple butter, preserves and jellies. And at the end of the year there was enough money in the sitting room clock to make a respectable deposit in one of the jars. Wherefore, it is comparatively easy to see what "several generations" of thrifty folks could accumulate for storage in those same jars. The trouble with the ultimate consumer today seems rather plain. There is a nation-wide poverty of fruit jars and attics, potato cellars and smokehouses. Likewise, it is seldom recorded that as much as 30 cents ever has been found in tin cans. We were a frugal, well-fed nation when the fruit jar was in flower. Might think that over.—Fort Worth Star-Telegram.

W. W. Browning, who lives nine miles southeast of Plainview, was in town last week, transacting business with our merchants. Mr. Browning came here, from Nebraska, three years ago, and bought the place he now lives on. He is a prosperous farmer, and says that last year he raised a bumper crop of everything he planted. He states that he likes his new home better than his old home in Nebraska.

Read the Herald ads.

AN INTERESTING EPISTLE.

We take pleasure in giving our readers the following letter from a recent visitor to this country. Its words of encouragement will be heartily appreciated by our people, especially as they come from a party who hold no financial interests here:
"Dallas, Texas, March 30, 1912.

"Mr. Z. E. Black,
"Sec'y, Chamber of Commerce,
"Plainview, Texas.

"Dear Mr. Black:

"Your most complimentary letter received yesterday. To say that I appreciate your kind words is putting it mildly. True, I often receive complimentary letters, but yours reaches the spot, inasmuch as it speaks well of The News, and we who work for and with The News are loyal. Your letter has been read by the executive heads of The News, and I am sure that it brings your country and your city in closer touch with them.

"The News tries to make good as a newspaper, and does, I believe, by securing the best service it can buy. It prides itself most, however, on its fairness and upon its work in developing the State's natural resources, without regard to location or distance from Dallas. When it comes to exploiting the resources of Texas we do not take a mercenary view of it because other papers are published in the territory visited. While The News recognizes competition, it tries to be broad enough and big enough to be a real State paper. Therefore, a word of commendation now and then is encouraging.

"Knowing something of the Plains country before my last visit, I have been a Plains booster for several years. Through your kindness and attention, as well as other citizens, I was able to get a more comprehensive knowledge of conditions and progress, and I assure you that I am talking Plains at every opportunity. Since returning to Dallas, I have had a constant stream of visitors in my office, all asking about your country and if all I wrote was really true. There has been a heavy demand for papers containing the articles, and they have been sent broadcast all over the United States.

"I leave next week for several weeks in East Texas. If the people there show one-half the willingness to cooperate with me as you Plains people, I have hopes of doing them some good. I trust that the management will find it convenient to again send me your way, and, should I be thus favored, you may be sure that I will be disappointed if I do not note even greater development and progress than I did on my last visit.

"If there is anything I can do for you, or Plainview, write me. The pleasure will be mine.

"Again thanking you and your good people for your kind words, I remain,
"Yours truly,
"FRANK A. BRIGGS,
"Editor, Texas Almanac."
(Staff Correspondent, Dallas News.)

NOTICE.

I have located in Plainview and will engage in the Granite and Marble business.

Having had a number of years' experience in Monumental Work, I am enabled to furnish first-class material and workmanship at reasonable prices. It will pay you to see me before placing your order.

W. G. RAUFER.

See the 2-inch-post Iron Beds and those All-Cotton Felt Mattresses, and get the prices on same. NASH'S. tf

KRESS.

April 9.—Rev. J. H. Bone will preach here Sunday, at 4 p. m.

Mr. and Mrs. Overly drove to Tullia Saturday afternoon.

Mrs. Ezra Myers lectured Sunday afternoon, at the McQuire school, northwest of Kress.

On Monday Mr. Rob Rousser finished hauling his 2,200 bushels of kaffir corn to the elevator.

Miss Margaret Callahan, of the college at Canyon, visited Saturday and Sunday with her friend, Miss Skipworth.

Mr. Bert Bagley and mother each received a prize at Tullia Saturday.

Mr. and Mrs. Dosier are the happy parents of a baby girl, born Thursday.

Dr. S. Q. Ford was a business caller west of Kress Wednesday.

Mrs. Bruner, the lumberman's wife, is on the sick list.

Mrs. J. Bush and Mrs. Ira Hostetler drove to Plainview Thursday, and also to the nursery.

Mrs. Fedderson, of Auburn, was a caller in Kress Wednesday.

Miss May Skipworth, teacher at the McQuire school, visited Saturday and Sunday with her parents.

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 for 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.

We urge you to try Rexall Orderlies at our risk. Three sizes, 10 cents, 25 cents and 50 cents. Remember, you can get Rexall Remedies in this community only at our store—The Rexall Store. The J. W. Willis Drug Co.

The best Range Stove you ever saw for the money at NASH'S. tf

E. T. COLEMAN, Coal and Grain Dealer, Handler of Simon Pure Nigger-Head, Rockvale and Domino Coals. Plenty of Kindling Wood on hand. All kinds of Grains and Feed-stuffs bought and sold. 15

Miss Marguerite Van Deventer, of the School of the Speaking Voice, announces that her school will hold a gold medal elocutionary contest one night the last week of April. Students of other schools in the vicinity are invited to enter the contest.

Have you tried any of that Simon Pure Nigger-Head Nut Coal for Cooking purposes? E. T. COLEMAN, Coal and Grain Dealer, always has it. 15 Phone 176 when you want anything in the Coal or Feed Line. That rings E. T. COLEMAN, Coal and Grain Dealer. 15

Mr. Emanuel Dubbs has the thanks of ye editor for a nicely-bound volume of "Pioneer Days in the Southwest, from 1850 to 1879." The contents of this book were contributed by Charles Goodnight, Mr. Dubbs and John A. Hart. It gives thrilling descriptions of buffalo hunting, Indian fighting, massacres, and cowboy life, and the home building of the pioneer. The book is interesting from cover to cover, and we shall preserve it carefully, as a memento of the characters who figure therein.

E. Callaway, of the Ellen community, was in town Tuesday, on business. He had with him a fine-bred mare and colt, which he was showing to those interested in stock raising. Both animals were two of the best specimens of horseflesh we ever saw, and Mr. Callaway says that the colt bears the distinction of being the first registered horse ever born in Hale County. Mr. Callaway is one of the most prosperous farmers in Hale County, and he attributes a big part of his prosperity to the fact that he devotes a great deal of his time to the raising of fine stock. He urges every farmer in Hale County to turn his attention more or less to this branch of the farming industry.

WILL HOLD REGULAR SERVICES.
The Southern Presbyterian Church announces the following regular services at their church, two blocks northeast of the court house:

Sunday School every Sunday morning, at 9:45.
Preaching every Sunday, at 11 a. m. and 7:30 p. m.
Mid-week prayer meeting every Wednesday evening at 7:30.
Every one meets a hearty welcome at this church.

A. L. Hamilton & Brother



Manufacturers of
Galvanized
Steel Tanks
Flues, Milk
Troughs, Guttering and Tin Roofing

Repair Work Given Our Careful Attention

LET US FIGURE YOUR WORK.....

Across St. From Postoffice

PHONE 84

To My Friends:

Look! Listen! Jas. R. DeLay is here to stay and win. Selling land is his business. Trading propositions a specialty. List your lands with him. Have sold more lands than any man in Plainview. See me.

Phone Nos. 40, 93 and 447

The Hale County Herald

TOM SHAFER, Publisher J. M. SHAFER, Editor

Phones—Business Office, 72; Manager's Residence, 14.

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NOTICE.

All announcements of any church, pertaining to services, are welcome to the columns of The Herald FREE; but any announcement of a bazaar, ice cream supper, or any plan to get money, is looked upon as a business proposition, and will be charged for accordingly.

Subscription Price . . . \$1.00 per year (Invariably in advance)

Some days ago the loss by floods in the Mississippi Valley was estimated at \$10,000,000, while loss of life has been considerable, and the danger is not yet over.

April was ushered in with nice little showers, followed by nice, sunny weather. The grass is growing finely, and this country will soon don its coat of verdure, when it will be the prettiest country on earth.

The farmer, in calculating his summer's improvements, should make a liberal allowance for a silo. The silo will help feed your cows and cheapen your butterfat. Arrange early for the silo, and plant a crop to fill it.

Advices from the Wisconsin primary on Tuesday of last week state that Woodrow Wilson defeated Champ Clark, on the Democratic ticket, while La Follette defeated Taft, on the Republican ticket. The manager of the Taft campaign concedes La Follette twenty-three out of twenty-six delegates, and it appears from the returns so far that Wilson's lead on the Democratic ticket is about equal to La Follette's on the Republican ticket.

In Alexander County, Illinois, there were only three dry precincts on Tuesday—primary election day. All the balance of the county, outside of Cairo, is under water. The voters had to use boats to get to the polls. How thankful the denizens of this great plateau should feel, that we are above the highest water-mark that has occurred since the Noah family took their cruise, in the long ago. At 3,300 feet above sea level, we feel pretty safe from devastating floods. Come to the Plainview country.

From all over the Plains country comes the cheering report of the conversion of vast areas of the virgin soil into productive farms. The increase in crop acreage in every county is enormous, and the farmers were never more optimistic. They have proven the kaffir and maize crops as money makers, and in the past year these crops have found favor with the grain exchanges, and are now listed alongside of oats and corn. There will now always be as steady a market, and the demand as great, for the two former as for oats and corn. This fact has caused an increased acreage for these crops this year.

The National Drainage Congress is now in session at New Orleans; delegates from the various states are in attendance; the "Father of Waters" is on a rampage, and prepared to show the gathering a few stunts that will make the delegates stand up and take notice. This old daddy of waters now folds in his bosom thousands of acres of fertile land and envelops many thriving towns and country homes, laid waste by his invasion. To herd the waters between dykes has proven only partially effective, as the banks give way with the immense pressure, and a little break soon grows to dimensions that baffle all attempts to check. To many of these delegates, the high stage of the water will be an inspiring spectacle, as it sweeps toward the Gulf in its resistless force.

San Francisco's great political boss, Abraham Ruef, has experienced a change of heart since entering on the service of a 15-years' sentence in the penitentiary. He feels like an open confession would be good for his soul, and proposes to make a clean breast, by putting in writing a record of the wicked jobs in which he was engaged before his apprehension. He says: "I started off buoyantly. When I left the university I had the usual high ideals of that period. How and why my life flew so wide of the mark, I am now determined to trace and write in detail, in the hope that it may prove of public benefit and may make amends for what society has lost by my work. I shall write without extenuation of myself or those who cooperated with me. However harsh I may write, it will be without malice and ill will, and with no desire to have others suffer as I have suffered."

Grass is now growing very rapidly, while wheat and oats are keeping pace with each other in shoving up into the sunshine and balmy breezes. Just as we go to press, we are informed that a telegram has been received notifying Mr. Jake Wolters that Cone Johnson had pulled out of the Senatorial race.

While the family was at church Sunday, lightning struck the residence of G. N. Snyder, of Gunter, Texas, doing considerable damage. Moral—Attend church and save yourself.

More wheat and oats are now growing in this Plains country than in any previous year, and both crops are doing well, and the prospects are good for the heaviest crops in the history of the country.

The floods in the Ohio, Mississippi and Missouri River Valleys has caused the loss of some lives, and the loss of millions in property during the past few days.

Alfalfa is now growing finely, and in a few weeks, with favorable weather conditions, we will have new alfalfa hay on the market. The first cutting promises to be better this year than usual, while the output for the year promises the greatest returns in the history of the country.

Our people generally are rejoicing over the flattering prospects for a good fruit crop. There seems to be little if any fear of frost after this date, and all fruits are promising a good yield; even peaches are more promising than was thought possible a month ago.

There will be vast fields of millet seeded down in May, with the assurance of a fair to heavy yield; and should the lowlands of Texas need the hay, they can rely on having all orders filled as fast as the crop is harvested. Few countries can make more to the acre than this, and none can cure it in more perfect condition.

According to Associated Press dispatches, Madero's army met Orozco's forces and dealt the "rebs" a blow in the solar plexus, winning their first victory of consequence since Orozco took to the field. This battle occurred at Parral, and was a hard blow on the rebels, who were under the command of General Campa. Now, if Madero will stay alive and keep busy, he may succeed in keeping the rebels on the run, and regain his prestige.

This nice weather causes the newcomer to want his kaffir and maize seed in the ground, while the old-timer has learned by experience that any time in April is likely to prove too early for these grains, while from the first to the fifteenth of May is plenty early, and they have raised many of their heaviest crops from June planting. Our planting seasons are long here, but it is not a good scheme to plant too early.

The Abilene Reporter thinks the people of the West could observe the rules of politeness and courtesy to good effect, and puts it as follows: "The Reporter finds few things to complain of in the citizenship of Abilene and the West. In most everything, our people are the equal of any on the face of the green earth. But there is one point where we fall down, and that is in being as polite and courteous as we should. In this great, free country of big things, we become too frank with our friends. People do not exercise that consideration for the other fellow's feelings that is right. We have no more use for the 'two-faced' man or woman than you have; neither do we admire the 'candid man'—the fellow who feels called upon to point out every little mistake or shortcoming, and in matters of business, if he has the advantage, simply gives his orders flatly and commands that they be obeyed. Many misunderstandings that lead to serious trouble could be avoided if people were courteous and polite to each other under all circumstances, remembering that they also make mistakes."

CALVARY BAPTIST CHURCH. Sunday School—10 a. m. Morning Worship—11 a. m. "A Growing Church." Evening Worship—8 p. m. "A Sure Testimony." The Ladies' Aid and Missionary Society meets on Monday, at 3 p. m., at the church, in a business session. Prayer Meeting—Wednesday evening, 8 p. m. Rev. L. C. Wolfe, of Shawnee, Okla., Evangelist of the Home Mission Board of the Southern Baptist Convention, has been secured for a revival meeting to begin June 16. We will have more to say about this later. Join us in our services Sunday. C. R. HAIRFIELD, Pastor.

FOR SALE—Pure O. B. Burnette Cotton Seed, grown last year on my farm near Plainview, at 75 cents per bushel, including the sacks. OTUS RREEVES.

ELLEN.

April 9.—"Uncle Tom" Morrison, of Plainview, was investigating the live stock market here Monday.

C. W. Richardson, our hustling postmaster, was a Plainview visitor a few days ago.

Prof. and Mrs. J. J. McCasland, of Plainview, were visitors here last week.

Will McCasland, who has been in the employ of J. J. Simpson the past three months, has accepted a school near Lockney, and began teaching last Monday.

The little folks, big folks and old folks enjoyed an Easter-egg hunt at the home of Mr. and Mrs. Jno. P. Eakin Sunday evening. The egg crop was reduced to a famine basis, and everybody present seemed to enjoy themselves to the utmost limit.

The public school here has been extended one month beyond the contract time, which gives five more weeks of the present term. Mrs. Monts has proved herself an able and efficient teacher, and has accomplished much good during the present term.

A Sunday School was organized here last Sunday, with Mrs. C. W. Richardson, superintendent; C. H. Carr, assistant superintendent; C. W. Richardson, secretary; and Misses Ellen Eakin, Lizzie Lusk and Mrs. J. J. Simpson, teachers. This is a capable set of officers and teachers, and we hope that every person in the community will assist them in building up one of the best Sunday Schools in the county.

MORE SILOS FOR HALE COUNTY.

The second car of silos quickly followed the order for the first car for Hale County. This last car goes to the following parties of the Abernathy community: Carl Goodman, 2; J. J. Barton, 2; Herman Schultz, 1. These go to the southwest part of the county, while the first car goes to parties in the northwest part of the county. The former are made of cypress, a good silo, while the latter are galvanized steel, seemingly the favorite material for the northwestern part of the county.

These are only initial shipments, and which we expect to be followed by many more in time to can this year's crop.

A CORRECTION.

In the issue of The Herald of last week there appeared an article by Mr. H. E. Skaggs in support of a tariff on raw material so long as there remains high protective tariff on the articles manufactured from such raw material. In some manner, the word "consumer" became substituted for the word "manufacturer" at one place in the article referred to, causing an altogether different meaning from that intended by the writer, and concerning which we are in receipt of the following from Mr. Skaggs: "Dear Sir: In the publication of my article in your last issue, in opposition to 'Free Raw Materials,' the word 'consumer' is used instead of the word 'manufacturer,' which I really used, in the following paragraph: 'Now, bear in mind, we do not contend that taking the tariff off of the raw material does not reduce the price to the manufacturer. We admit that. And we contend that this is detrimental to the producer, and beneficial to the MANUFACTURER; for the price of the finished product is not determined by the cost of the raw material that is in it, but the price is determined by the amount of the tariff on the finished product,' etc. "H. E. SKAGGS."

EPWORTH LEAGUE. The following is the program for the meeting of the Epworth League of the M. E. Church, South, on Sunday afternoon, April 14th: Song. Prayer. Subject—"Israel's Jerusalem Home; The Decadent City America's Peril." Scripture Lesson—Isaiah 1:21-24; Matthew 11:21-24. Song. "Geographical Location and Condition of Government of Jerusalem"—Julia Ansley. "Craze of Fashion"—Edith Edwards. Organ Solo—Hattie Workman. "Reverie of Drunkenness"—Miss Speer. "The Cruelty of Covetousness"—Miss Postern. Song. "The Character of Isaiah's Ministry in the City"—Miss Rebecca Ansley. Reading—Alta Long. "Does Isaiah's Teaching Help Us to Solve the Problems of Today"—Martilla Espy. Song. Leader—Mr. Pearce.

DR. W. R. FERGASON, V. S., Hale Center, Texas. Calls Answered Day or Night. Phone No. 40.



An After Easter Suit Sale

Cut Prices on Every Suit In Our Big Stock of Men's Clothing

The line, as usual, is confined to garments bearing the well known S. M. & S. and the SOCIETY BRAND labels. We've a large range of the Newest Patterns and Styles for you to select from. Garments are made in regular sizes, stouts and slims. These prices look good, they look still better when you see the goods. Suits from \$10.00 up are ALL WOOL.

- All \$8.50 Men's Suits Reduced to \$ 6.50
All \$10.00 Men's Suits Reduced to 7.75
All \$12.50 Men's Suits Reduced to 10.00
All \$15.00 Men's Suits Reduced to 12.50
All \$16.50 Men's Suits Reduced to 13.00
All \$17.50 Men's Suits Reduced to 13.75
All \$18.50 Men's Suits Reduced to 14.50
All \$20.00 Men's Suits Reduced to 16.50
All \$22.50 Men's Suits Reduced to 18.75
All \$25.00 Men's Suits Reduced to 21.50
All \$35 Men's Suits Reduced to 27.50

We can fit most men. If we can't fit you or you think a Made to Measure Suit fits better we will give the same reductions on Make to Measure or Tailor Made Suits. We show an extensive line of Samples from High Grade Shops and give you our personal Guarantee of a Satisfactory Fit. We've decided to make this the biggest Spring Suit Season ever and we'd like to show how anxious we are to have your business.

Richards Bros. & Collier WHERE PEOPLE WHO DRESS BEST TRADE 102 N. Pacific St., Plainview, Texas

CLARK GAINING STEADILY. Speaker's Friends Believe He May Be Chosen on First Ballot.

Washington, D. C., April 8.—Speaker Clark's candidacy for the Democratic Presidential nomination continues to gather strength. His list of delegates instructed or favorable has grown in the last week from 66 to 78. Alaska and the Philippines added 12 delegates to the number already instructed. The Speaker's friends are now so confident of his nomination that they believe he may be chosen on the first ballot. The Speaker's supporters in the United States Senate were strengthened this week by the swearing in of the two Senators from the new state of Arizona. Senator Mark Smith has been a life-long friend of Speaker Clark. He and Clark were born in Kentucky, and went to college together at the Transylvania University. In later life, they became close friends in the House of Representatives, where Senator Smith served for many years as a Delegate from Arizona. "It is not only because of my long friendship for Speaker Clark, which dates back to our college days and

runs through our service in Congress, that I am for Speaker Clark for the Presidency," said Senator Smith today, "but I am for him for the more important reason that I believe he would be elected. He is the one candidate running for the Democratic nomination who surely can be elected in November. He will sweep the country. Clark will not scare any conservative business men, and will not scare any man who is honestly radical. The progressives will not be afraid of him, nor will the men who represent great interests. Clark would be satisfactory to every element of the Democratic party, and, in my opinion, can harmonize every faction of the party. The Democratic party owes nearly everything it is today to Speaker Clark. It was he who made it possible to turn a minority of the House of Representatives into a big majority. It is he who, more than any one else, has directed the fights in the House which have resulted in the splendid record of the Democratic party upon which it will go before the people in the next campaign. Speaker Clark is the leader of the Democratic party, and as its leader is entitled to the nomination for the Presidency. I believe he will be nom-

inated, and I have no doubt he will be elected. The new state of Arizona will give him its six delegates at Baltimore. There can be no doubt about that. The people are all for him."

A SAD OCCURRENCE. One of the saddest events we have been called upon to chronicle for a long time is the death of Mrs. H. W. Swoope, which occurred Wednesday of last week, some nine miles northwest of Plainview. She leaves a husband and eight children, one an infant. The family were very poor, and a collection was taken up in the city to cover the burial expenses. The interment took place in Plainview Cemetery. The bereaved father and children elicited the sympathy of all who

MARRIED. Mr. C. P. Livesay and Miss Linnie Bray were married, at the residence of the bride's mother, on Wednesday evening at 8:45, Rev. C. R. Hairfield officiating. The groom has lived in this city some years, and has been working at the ice plant, while the bride is one of Hale County's fairest daughters. The Herald joins their friends in congratulations and good wishes.



WEAR **Schwab** CLOTHING **GUARANTEED** To be all wool To wear to your satisfaction. WEAR **Schwab** CLOTHING

Schwab Doubly Guaranteed Suits

for the

Spring and Summer 1912 Season

BECAUSE they are clothes of extraordinary merit and desirability this store has prepared to specially feature Schwab **doubly guaranteed** suits this season; also because they are priced to sell at considerably less than their actual worth or the customary way of pricing clothing of this high grade character. Your attention is particularly directed to "Schwab" \$15 Specials," selling at a **\$15 price, but embodying better than usual \$15 tailoring and style.** Imagine yourself trying on a new suit. You observe with extreme pleasure and satisfaction how well it "hangs" on you and its stylish appearance. You see in your mind's eye the looks of approval and admiration bestowed upon you by friends. Then you catch yourself thinking and wondering if the suit will always be that way. Well, it will if you've selected a Schwab suit. We'll give you that assurance with a "Schwab \$15 Special;" you shall have our promise of dependability in the form of **two guarantees that will absolutely protect you.**

Guarantee the First—That the cloth is all wool or all wool and silk. An all-wool fabric holds the suit in its original shape as you wear it day after day, week after week and month after month. Futhermore, an all-wool cloth withstands wear and hard usage.

Guarantee the Second—That the suit will give you satisfactory wear. Certainly a broad and unrestricted guarantee, isn't it? Of course it couldn't be given if the suits were not as well made as they are--better than others at \$15--the Schwab Company have for years specialized on clothes at this price, and consequently have attained a high standard of quality and style that is unrivaled. Such guaranteeing means that your suit must give you service to your complete satisfaction or otherwise it will be replaced with another suit or your money refunded.

"We Sell It For Less" **Shelton Brothers** "We Sell It For Less"

\$15

Special
 We have decided to put our entire line of **BOYS AND CHILDREN CLOTHING** on sale and it will be to your interest to come in and examine this line and get the prices we are making. Space will not permit us to quote prices. **Buy your boys a suit now.**

\$15

LOCAL AND PERSONAL

Twenty-five to 33 1-3 per cent off on all Boys' Suits. SHELTON BROS. 15

A nice line of Matting—all sorts and colors and A-1—at NASH'S. tf.

Fred Woods went to Abernathy Wednesday, on business.

For a good Cigar or fresh Chewing Tobacco, go to BLASENGAME & FOUTS. 15

Trade your cook stove for one of those Gasoline or Coal Oil Stoves at NASH'S. tf.

J. M. Hughes and family leave this week for Lubbock, where they will make their home in future.

For 10 days, we will sell Boys' \$10.00 Suits at \$6.66. SHELTON BROTHERS. 15

See that new and second-hand line of Baby Buggies at prices from \$3.50 to \$9.50, at NASH'S. tf.

Mrs. T. R. Alexander left Wednesday for Mineral Wells, where she goes for the benefit of her health.

Hand-Picked, Hand-Shelled White Seed Corn—limited supply—at COBB & ELLIOTT GRAIN CO'S. 16

Farmers, bring your Sweet Cream to J. N. MORRISON, at the Bottling Works, and he will pay you the highest market price. tf.

Misses Bessie and Bertie Keen came in Wednesday from Mineral Wells, where they had been for a three weeks' outing.

WELL DRILLING—Leave word at Jackson's Meat Market or phone 290. Geo. W. Sanders, driller, 711 East Main street.

Rev. Nance, at one time pastor of the Christian Church of Plainview, was among those who attended the Panhandle Christian Convention here this week.

The price of hogs is advancing, but the price of Meats is lower. Have you discovered it? If not, call at EAST SIDE GROCERY and find out about it. 15

D. J. Muncey, nurseryman of Lockney, passed through Plainview Wednesday, en route to Amarillo. He states that business in his line has been very encouraging this season.

Work on the Smyth building is progressing rapidly during this favorable weather, and, should weather conditions continue favorable, the building will be rushed to an early completion.

Just received another shipment of Dike's Family Remedies—the third shipment since the first of January. Quality speaks for itself. R. A. LONG DRUG CO., Sole Agents. 15

L. D. Sewell came in Wednesday, from McGregor, after spending several weeks at that place visiting his parents. He was accompanied home by his brother, Malen, who will visit him here for some time.

Circles "A" and "D" of the First Baptist Aid Society will have Bonnets of all kinds for sale on April 19th and 20th, in Shelton Brothers' Big Corner Window. Come, see them and get prices before making your spring Bonnets. 16

Mr. and Mrs. Ben Smith and family, of Lockney, visited the Shafer family last Monday. Mr. Smith also did a little work in the interest of his paper, The Beacon, while here. They came over in their new Ford, Model T, and were independent of the railroad time table.

Carpenters have been busy this week constructing two commodious show windows for E. R. Williams, in his furniture store. Mr. Williams has added two cars of furniture to his already complete stock during the past month, and he will make his show windows an index to his entire stock.

Harry Pennington, chief engineer and manager of the United Well Works, of Garden City, Kansas, came in yesterday. His company has placed many plants in the Garden City country, and expects, later, to do business in this country. Mr. Pennington can give any of our irrigation farmers some good and useful points on the preparation of the land and the application of the water. He thinks we have many advantages over the Garden City country, in the way of water at less than half the cost, the low price of land, which also is more fertile; and a growing season of more than a month longer. We believe he sizes our country up right, and knows just what he is talking about.

Read the Herald ads.

Try BLASENGAME & FOUTS for a Cold Drink. 15

John M. Puckett, of Amarillo, spent Monday and Tuesday in Plainview.

NASH will trade you new Beds for your old ones. See them before you buy elsewhere. tf.

Mrs. John Qswald and sons, Roy and Jim, went to Lockney Saturday, and returned Monday.

"White Crest" Flour—a guarantee with every sack—at WRIGHT & DUNAWAY'S.

Mr. and Mrs. L. A. Knight, Miss Bettie Knight and Mrs. R. W. Otto returned Monday from Mineral Wells.

A new supply of fresh Vegetables two times a week at WRIGHT & DUNAWAY'S.

S. L. Brooks and wife and D. L. Hammer left for San Antonio on Wednesday.

Mrs. Jas. R. DeLay left Wednesday on a visit to her parents, at San Marcos.

Farmers, bring your Sweet Cream to J. N. MORRISON, at the Bottling Works, and he will pay you the highest market price. tf.

Mrs. G. W. Brewster, of Lockney, spent the time between trains in Plainview last Saturday, with her sister, Mrs. J. M. Shafer.

We call your attention to our Fresh Fruit Department. We handle every Fruit that the market affords today. WRIGHT & DUNAWAY.

If you need a Spring Tonic, don't forget Dike's Blood and Skin Remedy. It is guaranteed. R. A. LONG DRUG COMPANY. 15

The Best of Groceries at the Lowest Possible Cash Prices. Call and get prices before you make your purchases. We might be able to save you some money. Find out about it, anyway. EAST SIDE GROCERY. 15

The Plainview Nursery and Garden Company has a goodsupply of early to L. N. DALMONT, in care of D. C. AYLESWORTH. tf.

L. R. Blake, manager of the "Spot Cash" Seay grocery, went to Amarillo Sunday, returning on Monday accompanied by Mrs. Blake, who had been there on a visit to relatives.

Mr. J. H. McClung, of Lubbock, is up on a visit to his son-in-law, G. S. Burke, who lives on the Knight alfalfa ranch, west of town. He gave us a pleasant call, and spoke highly of our town and county.

Mr. M. L. McCooley, father of C. E. McCooley, who is with the Fulton Lumber Co., came in on Thursday of last week on a visit to his son. His home is in Bowling Green, Ky. He thinks this is a fine-looking country, and is well pleased with our city, and thinks it hard to beat. He expects to look over the country considerably, and be able to make a comprehensive report to his friends when he returns home.

Twenty-five to 33 1-3 per cent off on all Boys' Suits. SHELTON BROS. 15

FOR SALE—Bundle Kaffir. FRED STEVENS, five miles west. 15

H. A. Wofford went to Floydada on Wednesday.

FOR SALE—"Hatcher-House" 50-egg Incubator. MRS. J. C. GOODWIN Phone 249. tf.

Now's the time to buy the boy a Suit—25 to 33 1-3 per cent off. SHELTON BROTHERS. 15

Miss Elmina Robinson visited her parents, at St. Vrain, N. M., Saturday and Sunday.

A fine line of Art Squares and Rugs for the spring trade at NASH'S. The price is right. tf

Mr. and Mrs. Jeff Pippin left Wednesday for the Praetorian State meeting, at San Antonio.

Mrs. Jewell Howard, of Amarillo, is the guest this week of Mrs. John F. Garrison.

R. A. Bruce, principal of the City High School, was in Oklahoma City last Saturday and Sunday.

For 10 days, we will sell Boys' \$10.00 Suits at \$6.66. SHELTON BROTHERS. 15

Rev. Edwin Weary, Episcopal rector, will preach at the Episcopal Guild Hall on Saturday at 7:30 p. m. and on Sunday at 11 a. m.

Plenty of Kindling Wood on hand, for sale at prices cheaper than finding it. E. T. COLEMAN, Coal and Grain Dealer. Phone 176. 15

Is the price of Coffee lower? Yes. How much? Call at EAST SIDE GROCERY and you can find out. You can get it for less money there. 15

If you have a difficult prescription, send it to LONG. He has a competent prescription clerk in charge. Our motto: "No substitution here." 15

The EAST SIDE GROCERY wants to buy your Produce, at the highest market price, and sell you Groceries, at the cheapest. Call on them and be sociable, anyway, and we believe they will save you money on Groceries. 15

Mrs. E. Dowden came in Wednesday from Oklahoma City, after an absence of a couple of months. While away, she spent most of the time at Denver, Colorado, where her son, Ethelbert, is attending school.

Mrs. Adams and her daughter, Mrs. Opal Tarris, of Mineral Wells passed through Plainview on Monday, en route for their old home, Floydada. Mrs. Adams stopped off to visit Mrs. L. S. Kinder.

Mr. B. O. Brown, of Columbia, Mo., took in our city for a day or two the first of the week. He has been in the newspaper business some years in Missouri, and has traveled through many states. He was very favorably impressed with this city and country, and predicts a bright future for it. He met quite a number of old friends here, and he spent some time with Flake Garner.

Go to BLASENGAME & FOUTS for High-Grade Candles. 15

NASH will repair your old furniture at a low price, or he will buy it and pay you the cash for it. tf.

Now's the time to buy the boy a Suit—25 to 33 1-3 per cent off. SHELTON BROTHERS. 15

Mr. A. Patton, of Koesauqua, Iowa, was in Plainview several days this week, buying stock cattle.

NASH has a nice line of Rockers, and will exchange them for your old ones. tf.

Tom Richards, of Amarillo, spent Sunday and Monday with Mr. and Mrs. T. E. Richards.

New Davenport, upholstered in the best chased leather, at a very low price at NASH'S. tf.

Candles and Nuts in great profusion at WRIGHT & DUNAWAY'S. Phones 35 and 355.

For 10 days, we will sell Boys' \$10.00 Suits at \$6.66. SHELTON BROTHERS. 15

BORN—To Mr. and Mrs. C. D. Howard, of this city, on Tuesday, a boy baby.

NASH'S SECOND-HAND STORE will pay you cash for your second-hand goods, or give new goods in exchange. tf.

A. J. Finch went to Mobeetie, Wheeler County, Tuesday, to look after some real estate interests of his in that country.

What Women Should Know is that Dike's Tonic Compound for Women is sold at LONG'S, and satisfaction guaranteed. 15

If you are in a hurry for anything in the Drug line, phone LONG. He has a delivery boy on hand all the time. Phone 327. 15

J. B. Maxey went to Hale Center Wednesday, for the purpose of furnishing an estimate on a fine residence building to be put up in that town.

R. McGhee, former local agent of the Santa Fe at this place, has accepted the agency at Canyon, and will move his family to that place to live in a few days.

The Seth Ward Glee Club went to Floydada on Monday, to give a concert, the proceeds of which will go towards buying a grand piano for the College.

There may be others, but none so good, when it comes to the service and quality of the Groceries that WRIGHT & DUNAWAY sells you. Phone them your orders. Telephone numbers 35 and 355.

Rev. Cagle, Holiness preacher, will preach at the Nazarene Church Saturday night; also on Sunday morning and Sunday night. Rev. Cagle is from Buffalo Gap, and is said to be one of the ablest preachers of his church.

John Henden, of Ottawa, Illinois, is here looking after his section of land near Runningwater. Mr. Henden said that in Illinois the top of the ground is thawed out, but that further down it is still frozen three to four feet deep.

Misses Elizabeth Knight and Bertha Hinn, accompanied by Messrs. Bob Malone and David Collier, went to Amarillo on Thursday's train, in response to an invitation to attend an Elk's ball, which took place in that city last night.

Rev. S. Park has gone to Memphis, Texas, to attend Amarillo Presbytery. The Presbytery includes a large district, and a good attendance is expected. There will be no preaching at the first Presbyterian Church on Sunday, but the Sunday School meets as usual, at 10 o'clock, and Junior at 2 p. m.

Carter Lindsay, manager of the Plainview Steam Laundry, came in from Amarillo Sunday, where he had been to attend the organization of the Panhandle Launderers' Club. He reports a good time, and also that he was elected secretary-treasurer of the club.

Did you ever trade with a grocery that kept you waiting for so long a time that it put you behind with your cooking? It's aggravating, isn't it? There is a remedy for this trouble. Quit doing business with the merchant who does that, and give your business to the firm that has built up a reputation on prompt delivery. We guarantee the price of eatables to be as good as any sold, and the price is right. Two phones—35 and 355. WRIGHT & DUNAWAY.



Good Clothes

Made by the Foremost Tailors of the United States

Let Us Take Your Measure

When you wear clothes made by ED. V. PRICE COMPANY of Chicago, sixteen hours a day, you are in good company. Any garment that this company makes for you they guarantee it to fit you perfectly and to give service. Besides you will find a remarkable advantage in having your suit made to order. You have 500 patterns to select from, an experienced tailor to take your measure and order it made so as to suit your particular fancy.

Let Us Have Your Order For a Spring Suit

Also if you have not acquired the habit of having your clothes Cleaned and Pressed at Waller's just give them a trial. We have the largest and most up to date tailor shop west of Fort Worth. Your old suit made new by our steam cleaning and pressing method. Ladies work given careful attention. Just Phone 188—we'll do the rest.

Waller Tailoring Co.

PLAINVIEW, TEXAS

FOR RENT—An improved 320-acre farm, three miles east of Kress. For particulars see OTUS REEVES REALTY COMPANY. tf

We are informed that the residence portion of Hale Center will be made more attractive in the near future by the construction of a new residence for Nick Alley, which is estimated to cost about \$5,000. The contractors are busy furnishing estimates at this time.

Mr. and Mrs. L. Lee Dye, Mr. and Mrs. Robt. Tudor and Mrs. S. J. Frye, mother of Mrs. Dye, left on Wednesday for San Francisco, California, where they will stay for a week or two, taking in the sights of the Golden Gate City. From there they will go to Exeter, California, where they will remain for an indefinite time. The Doctor states that he thinks probably he can't stay away from Plainview over two months, and, if so, he will be back here at that time, but that the rest of the party go with the intention of staying the balance of the year.

Read the Herald ads.

PATTON'S SOLE-PROOF FLOOR COATINGS

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

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

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

Beautiful color card and descriptive booklet sent upon request.

PATTON PAINT CO. Lake Street Milwaukee, Wis.

FOR SALE BY—R. A. Long Drug Co.

Pure and Wholesome
We're just as proud of our home made preserves as was the old time housewife whose preserves were the boast of the community. But because they are put up in such wholesale quantities, we have improved on the old time method in making

White Swan Preserves

They have the same home made goodness—they are made the same pure, simple way. Just the best of fruit, sweetened and thickened only by the cooked fruit and pure cane sugar—the natural fruit flavor and color. No adulterants. Put up in hermetically sealed glass jars. They cost you less in money and trouble.

Red Pitted Cherries
Raspberries
Apricots

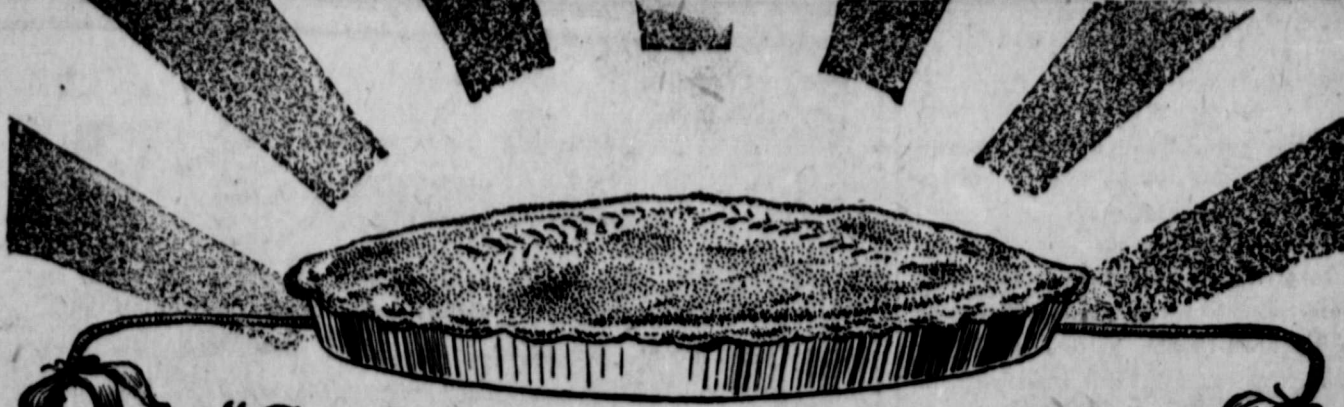
Pears
Strawberries
Damson Plums
Quinces

Pineapple
Peaches
Blackberries

Ask Your Grocer for White Swan Food Products. There are few, very few, who do not carry them, but yours may be one of the few—or he may be just out. Ask him to get them for you. He can, easily—he will, of course.

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

BRANCH HOUSES:
Gainesville, Tex.—Greenville, Tex.—Dublin, Tex.—Brownwood, Tex.—Stamford, Tex.—Hamlin, Tex.—Chillicothe, Tex.—Amarillo, Tex.—Ada, Okla.



"Golden Sunshine-Golden Pie-crust"

Cottolene

The old-fashioned idea that only a good strong stomach can digest pie-crust has been exploded. It's simply up to the kind of pie-crust. Lard-soaked pies are hard to digest, but a Cottolene pie, being free from hog fat and grease, is light, flaky and easy to digest. It won't haunt your stomach for hours after. Eat all the pie you want if made with Cottolene, the economical shortening.

Cottolene is made from pure vegetable oils, and is

"Nature's Gift from the Sunny South"

Made only by THE N. K. FAIRBANK COMPANY

A TRIP TO PLAINVIEW.

The Time Is 1925 and Irrigation Has Produced Wonderful Changes.

By E. VAN DEVENTER.

(Continued from last issue.)

The ceremonies over at Wayland Baptist College grounds, the crowds began to disperse. There were six or eight street cars, hooked together by two, waiting for the people. After the rush was over, I caught a car for Union Station. The street car track ran down restriction. This street was beautifully paved much like Wayland Boulevard, though the residences were larger and not built so closely together. As I glanced down each intersecting street, on either side was a mass of green, with the roofs of pretty homes peeping out here and there.

Our car stopped a block south of Union Station, on Pacific street. I noticed a large, dome-shaped building close at hand, made entirely of glass, that covered half a block. Above the main street entrance was "Plainview Greenhouse, Brown & Jeffries, Proprietors." I stepped inside and saw the smiling countenance of Mr. Jeffries as he was handing out great armfuls of cut flowers to the ladies and receiving their expressions of appreciation and delight.

From here I walked to the Union Station. There were broad, stone steps leading from the street up three stories to the very top of the big building. I climbed the steps, and, once

up, found a beautiful roof-garden extending the full length of the building. There were palms, potted plants and benches scattered about; also a confectionery. Far at the east end was a stage and many thousands of chairs, where out-door concerts were given almost every night. I was told a dozen or more people were sitting about on the benches or eating ice cream at the little tables at my left. The bulk of the people were passing on; so I followed.

We passed into a viaduct leading across the tracks. This was a little dreary and long. The clatter of footsteps made a continuous roar. Presently we reached the end, which opened out on a beautiful, white pavilion overlooking "Lake Plainview." The structure extended out over the water.

There was a large and lively crowd of gaily-dressed women and dashing young beaux. The air rang with the music of conversation and laughter. In the very midst of the merry-making was Tom Jordan and Lat Harian, each viewing with the other in their gallantry to the ladies.

At the north side of the pavilion was a "craute-the-chutes." I found it great fun to see the parties of three or four glide down so quickly and, when they reached the water, to see the spray fly and glisten in the evening sun. There were many boating parties on the lake. They had skiffs, canoes and gondolas; and there were three bird-snapped launches and many pretty sail boats.

I passed down the steps that lead

to the two lower floors, and found the upper story occupied by restaurants and the lower floor with bath rooms. When I finally reached the ground, I found Mr. Ed Devore sitting on the bank fishing. He had a nice string of black bass and crappie. He explained that the City Council had just passed an ordinance forbidding fishing in the lake for five years, which was aimed at him specially. He was about to catch all there were in the lake, and all others had given up in despair.

(To be continued.)

A LIVELY STERN CHASE.

El Paso, Texas, April 8.—United States secret service men raced in an automobile last night after a Southern Pacific east-bound train, and caught it after a run of thirty-two miles, seizing 10,000 rounds of ammunition destined for Tornillo, Texas, opposite Guadalupe, a point in Mexico used by rebels. Officers learned that the ammunition was aboard after the train left here.

There is no telegraph station between El Paso and Tornillo. In the automobile, they overtook the train at eagens, and boarded it when it reached Tornillo, forty miles from here, and the ammunition was unloaded and seized. The race in the automobile was made in muddy roads and pouring rains.

TWO EXCEPTIONS.

To bet on the weather any given day in Texas is said to be a fool's gamble. Yet there are two propositions too nearly certain to afford chance for any kind of gamble. One of them is that Christmas will be clear, and the other is that Easter will be, in one respect or another, unfit for the display of Easter millinery. One who can get a chance to bet on the affirmative of these two propositions will win four times in five. Of the two, an inclement Easter is more dependable than a clear Christmas. Christmas turns bad now and then; Easter turns good more rarely. This is so nearly invariably the case that it is surprising ministers craving piquant subjects of discourse do not seize on this customary meteorological contretemps to prove the sin of vanity. Is it not a condign rebuke when rain or cold, and often both, intervene to forbid those ostentatious displays which the women plan for Easter.—Dallas News.

WHITFIELD.

April 8.—A fine shower fell here the first of the week.

Last Wednesday night the beautiful home of Mrs. Nations was a scene of pleasure and enjoyment, when a party of young people gathered there to enjoy themselves. A large crowd was there, and at 10 o'clock a fruit and cake supper was served by Mesdames Nations, Gullidge, Dean and Jas. Pullen.

Sunday School was organized at Prairieview last Sunday afternoon. Officers were elected as follows: Mr. Dean, superintendent; Clayton Williams, assistant superintendent; Mr. Williams, teacher of Bible class; Mrs. Julia Lemaster, teacher of senior class; Nellie Williams, organist; Mrs. Carter, secretary and treasurer. Sunday school begins at 2:30 p. m.

On last Sunday afternoon the young people had an Easter-egg hunt at W. G. Williams'. A jolly time was had by little and big, both great and small.

Mrs. Jeff Williams, of Amarillo, is here this week, visiting her folks.

W. C. Ooley and family took in the singing Sunday at Sunset. The next place for the singing will be at Lone Star, on the first Sunday in May.

L. N. Cooper and wife, of Silverton, were callers at the Jas. Pullen home last week.

S. M. Nations returned Sunday evening from old Mexico, much improved in health.

Mr. W. Williamson, the Whitfield mail carrier, has changed his route somewhat, and will now go by Mr. Williams', so as to avoid the necessity of opening so many gates, which is a nuisance to every one who has to travel the road to Plainview.

A. E. May, of Silverton, was in the city last week. It will be remembered that Mr. May was in the abstract business in Plainview at one time. He has been in the drug business at Silverton up to a short time ago, when he sold out. He and his family will probably move back to their old home, at Norman, Okla., in a short time.

J. H. SLATON, President W. C. MATHES, Vice President
GUY JACOB, 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.

Allen & Bonner Coal and Grain Co.

Successor to Growdus Bros. & Hume

COAL, GRAIN, HAY, HIDES,
WOOL AND FURS

Telephone 162 Plainview, Texas

B. D. CROW, Horse Shoer

HORSES SHOD FOR \$1 PER HEAD

Fifteen years of experience allows me to guarantee every job of shoeing I do.

DON'T FORGET--

We also do all kinds of Blacksmithing, Buggy and Wagon Work.

YOU CAN DEPEND ON DIKE'S

At the beginning of this year we put on our shelves the celebrated Dikes Remedies. These remedies are the very best ever placed before the American public and can be depended upon in every particular. There is a remedy for every ill--THIS IS A DIKE DRUG STORE--No matter what your ailment, we have the remedy, and one that is absolutely guaranteed. Come in and let us tell you more about these wonderful remedies. We know the exact formula of each preparation and feel no hesitancy in using the goods ourselves.

R. A. LONG DRUG CO.

PLAINVIEW, TEXES

PLANS GREAT "HOME-COMING."

Southwestern University Will Have Large Gathering on April 19th.

Georgetown, Texas, April 8.—Three years ago, at the first Home-Coming of Southwestern University, a second was planned for five years hence; but changed conditions have made imperious an immediate Home-Coming, the date being Friday, April 19.

At a meeting of representative ex-students of Southwestern the following "call" was issued:

"Not for what you are, nor with any design on what you are supposed to have, but simply for what you used to be—oh, verdancy and freshness!—we want you to gather with the old bunch and 'play ball' once more on the old grounds. They are coming from all over the State. Won't you meet them?"

"There will be special rates and special sleepers on all roads. The informal program will be—just a great love feast, no talks on money or politics, a baseball game with the University of Texas., barbecue, midnight goat ridings, and all things in remembrance of the dewey past.

"Write us, please, that you are coming. Write us, anyhow, sending the names and addresses of ten or more ex-students. Write to your roommate and to those of the old bunch you want to meet. If you do not know where they are, send to us for addresses.

"Friends of the institution are also invited to be present.

"Yours of the old bunch,

"T. M. McCULLOUGH,

"Chairman, Waco;

"C. A. NICHOLS,

"Treasurer, Georgetown;

"A. R. RAGSDALE,

"Secretary, San Antonio.

"Address all communications to Allen K. Ragsdale, Secretary, Home-Coming Committee, Georgetown, or J. Frank Doble, Secretary, Ex-Students Association, Georgetown."

AN EASTER CANTATA.

"The Man of Nazareth," an Easter cantata by James H. Rogers, which was given by the Plainview Choral Club on Good Friday evening, under the auspices of the Woman's Home Missionary Society of the M. E. Church, South, was reproduced at the Methodist Church on Sunday evening, before an audience estimated at one thousand.

Prof. Frederick A. Herrmann, of Seth Ward College, was director and pipe organist, and the personnel of the club includes talent from the town as well as from the musical faculties of the two local colleges. The quartette and soloists were:

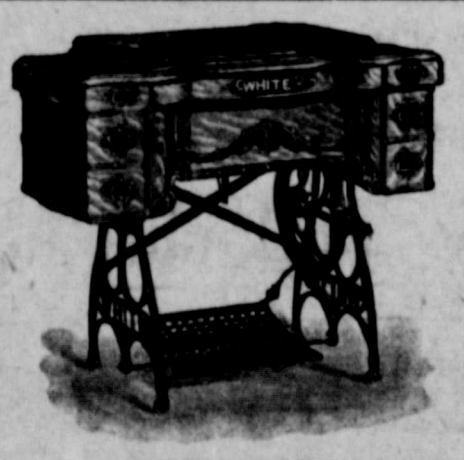
Soprano, Miss Pattie Estes, of Wayland Baptist College; alto, Miss Mabel Daniel, of Wayland Baptist College; tenor, Chas. E. Thatcher; bass, Prof. C. H. Hendry. The chorus: soprano, Mesdames R. S. Griffith, L. T. Mayhugh, D. D. Shipley, Misses Jo Keck, Celestine Harp; alto, Misses Mabel Wayland, Clyde Turk, Mildred Buchheimer, Mabel Daniel; tenor, Chas. E. Thatcher, Geo. Hutchins, Bailey Wilkins; bass, R. A. Long, R. E. Myers, Ross Wingo, W. A. Todd and C. H. Hendry.

HOW'S THIS!

We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure. F. J. CHENEY & CO., Toledo, Ohio.

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

WALDING, KINNAN & MARVIN, Wholesale Druggists, Toledo, O. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price, 75 cents per bottle. Sold by all Druggists. Take Hall's Family Pills for constipation.



STYLE Individuality

PEOPLE who have visited all parts of the civilized world are frequently asked: "In what country are women dressed the best?" Invariably the answer is: "In America." You might ask, "Where can I buy the best furniture--Furniture of class, and that carries with it that distinctive individuality." Invariably the answer is: "At Williams." My stock has been greatly increased within the past few days and I shall appreciate a visit from you.

I GUARANTEE SATISFACTION

Genuine White Machines at Greatly Reduced Prices

Phone 105

E. R. Williams

Phone 105

Undertaking—Embalmg

A WELL STOCKED PANTRY

Some people put everything on their backs--we would like for them to put half of it in another place. See a grouchy old fellow always soured on the world,

What's The Matter?

The chances are, he is half-fed or at best, he is not eating the best quality of food and has indigestion.

Now There's a Cure

Buy Eatables that you know are prepared in a hygenic way. Buy goods that has the name back of them. Every article that we offer for sale comes under this head. Our many years experience in the grocery business enables us to know the best brands of everything. Anybody that knows anything about quality at all need only to look over our stock and he will readily be convinced.

Don't Forget

We buy cream and pay the highest market price for it. Also anything you raise on the farm will find a ready market at this store.

Montgomery-Lash Grocery Company

ED. HART, Manager

PHONE 139

SILOS

The "COMMON-SENSE" SILO, built of lumber or concrete, is recognized by thousands of farmers to be the BEST and MOST ECONOMICAL Silo on the market. Feed cannot freeze in them, they will last a life-time, are portable, air tight, and will not pull apart, like the iron-stave silo, on account of changes in temperature. The "COMMON-SENSE" SILO is PATENTED, and we have the exclusive agency for this region. With each Silo sold, we give the farmer a written certificate permitting him to build, and protecting him against all comers. For ECONOMY, DURABILITY and SERVICE, the "COMMON-SENSE" SILO cannot be surpassed nor equalled by any other on the market. IT WILL PAY YOU TO TALK IT OVER WITH US BEFORE YOU BUY. We have plans, blue prints, cost of construction—everything—figured out for your benefit. We shall be glad to tell you all about it at any time, whether you intend to buy or not. Come in.

Alfalfa Lumber Comp'y Plainview, Texas

WHO WILL SUCCEED WILEY.

There are two groups of people who are anxiously watching and waiting to see who will be Dr. Wiley's successor. In one group are the dishonest manufacturers, the food adulterators, the whisky blenders, and the fraudulent patent medicine promoters: those "interests" that are preying on the people through fraud and misrepresentation in various ways. In the other group are the people of the United States, and the honest manufacturers. Which of these groups will be kept in mind in the selection of the man? The newspapers announce that President Taft immediately telegraphed to the leading universities asking for suggestions as to the right man to succeed Wiley. This looks as though the President were anxious to get the right man. But the right man in this case need not necessarily be the best chemist in the country. What is needed is a man who is fundamentally honest; who has the good of the people, and not the "interests," at

heart; one, above all, who has honest convictions and has the courage to carry out such convictions. But will the President dare to ask such a man to take a position in which he will be surrounded with the restrictions that made Wiley consider it nearly useless? No self-respecting man, no man who is thoroughly qualified in every way for the position, would accept it under present conditions. There must be a further change in the personnel of those who are presumed to enforce the Food and Drug Act than simply the elimination of Wiley. Until that change is made, The Journal of the American Medical Association thinks that no man who is worthy to succeed Wiley will accept the position.—Journal of the American Medical Association.

THE CATTLE RAISERS.

The Cattle Raisers of Texas, during their Fort Worth convention, adopted a resolution indorsing the proposal for a law which would enable the rail-

roads to issue bonds to make needed permanent improvements. A bill for this purpose was introduced, on the recommendation of Governor Colquitt, during the last special session of the Legislature, but suffered the fate of so many other meritorious measures, in being sacrificed to serve the exigencies of politics. It will doubtless be revived during the next session of the Legislature, and, if, in the meantime, both the need and the purpose of it are adequately explained, there can be little doubt of its passage. Any proposal looking to an increase of railroad indebtedness arouses instantly much popular suspicion and jealousy, nor is this attitude on the part of the people without justification; but this proposition is so essentially a sound one that it must easily overcome this prejudice if properly presented. It must be admitted by any one who pretends to be informed that the railroads need to spend many millions of dollars if they are to render an adequate service, and it is equally undeniable that they can not save enough out of their current revenues to make the needed betterments. With these two propositions admitted, there is no escape from the conclusion that if the railroad facilities of this State are to be kept abreast of its needs the railroads will have to be allowed to borrow in the manner proposed.—Dallas News.

THE WAY OF THE WORLD.

Why should a bunch of boys be permitted to run and jump and play, while others are compelled to earn a living for themselves and loved ones, working long hours, often out in the cold and rain? It always seemed cruel to us that any child should be compelled to take upon his shoulders the burdens that belong to maturer years. A few days ago we noticed a dozen boys playing on a sand pile. They were jumping off a spring board and rolling and tumbling in the sand. Not a single responsibility burdened their minds; they were happy and free. As they jumped, shouted and rolled about, a messenger in uniform passed along with a message book under his arm. He was no bigger than the boys who were romping on the sand. He was entitled to play just as much as they, for he had done no wrong. But the neglect of others, or nature's inexorable call, had forced the necessity of becoming a breadwinner upon this little child. The hunger for play was in his heart, it shone in his tired eyes, and the wishfulness of desire was upon his face. We do not know why 'tis thus, but some must work while others play, and some must weep while others laugh. Somewhere things must be evened up, and the laughter that was taken from the child by circumstances will come into his life at some future time.—J. R. Ransome, in Cleburne Enterprise.

HEALTH.

A New York dealer in drugs was recently prosecuted for counterfeiting the trade-mark for Carter's Little Liver Pills and for selling goods bearing this counterfeit mark. He was found guilty and, although it was the first offense, the court refused to impose a fine, but sentenced him to four months' imprisonment in the penitentiary at hard labor, without the possibility of commutation for good behavior. Counterfeiting, of course, is a serious crime, and as such should be punished. Nevertheless, there are more serious crimes, such, for instance, as adulterating foodstuffs, selling putrid material for good or dispensing dangerous, habit-forming drugs, like cocaine, in the shape of soft drinks. All these crimes are crimes against the person—against the public health—against the very lives of the people. Although the Government officials have brought evidence sufficient to convict over 1,200 firms or individuals of violating the Federal Food and Drugs Act, and although this act provides that its violation may be punished by imprisonment, yet in not a single instance has the court imposed any sentence more severe than a fine. And the majority of the fines have been trivial to a degree. A Canton (Ohio) concern was convicted of selling a soft drink containing cocaine. The court considered a \$25 fine sufficient punishment. A St. Louis house sold a powder for infants that was said to make "teething" easy; it contained opium. A \$10 fine was sufficient punishment. An "agreeable and efficient tonic" was found to contain cocaine, although the presence of this drug was not stated. In this case, the court suspended sentence! Some day, says The Journal of the American Medical Association, a court may be found that will consider the crimes of making drug fiends of young people, of poisoning babies with opium mixtures or of killing women with headache powders as more serious offenses than the counterfeiting of the label of a fraudulent "patent medicine." Apparently, that time is far off.

LOCKNEY "AT THE BAT."

The Beacon Gives a Graphic Description of a Ball Game at That Place.

On Saturday afternoon the earth stopped, poised in its terrific flight of revolving, to gaze with wonder and astonishment on the notable victors of many hard-fought battles wrestling to and fro, backward and forward, in one grand and continuous effort for supremacy with a foe worthy of her steel, when Lockney baseball boys defeated the Meteor boys, while the grand, wild music of war, floating on wings sublime, echoed the melodious strains "Five to Four." The wily dogs of the boundless prairies emerged from their darkened dungeons to peer with anxious curiosity on a contest so rare in its quality. The slimy serpent hidden in the glossy blades of the fresh spring grass witnessed a fearful combat; the cooling dove sat perched in the tall magnolia and cooed her approval; the cruel hawk eyed the participants with intense interest; and the sun shone with a brilliancy far greater than its custom; while the cries of spectators of the biped type was deafening in its voluminous magnitude.

Up to the sixth inning the score stood one to naught. The special features of the game were: A home-run by Teague, in the sixth inning; a three-base hit by Foster; excellent twirling of the sphere by Mickey; and a graceful slide to home plate by Broyles, in making the first score.

LOCKNEY FAN.

ABOLITION OF THE STRAP.

Orders for the abolition of the strap in Texas penitentiaries by Governor Colquitt makes a notable achievement for advocates of prison reform in the State, who have been working earnestly to this end for the past several years, and one of the commendable acts of the present administration.

The world is assuming a more humane attitude toward prison inmates, and effective reforms, in the way of better housing, better food, better treatment, and abolition of humiliating stripes, may be confidently expected within the next few years.

A convict, after all is said and done, is a ward of the State, and not a social pariah. It is the duty of a commonwealth to place about the erring something more than restrictions, bars and walls, in the way of environment and influences which may work reform in the prisoner, and send him back to the world fitted to depart himself as a worthy and honorable citizen.

The brutal use of the strap and bat have thus far failed to accomplish this end, and belief has become general that any system of punishment which would make the criminal more criminal is basically wrong.

The abolition of the strap will assuredly result in bettered general conditions in the State prisons, and the State is to be congratulated that the first step has been taken which will ultimately place her in the forefront of progressive and humane commonwealths.—Amarillo News.

SHERIFF'S SALE.

THE STATE OF TEXAS, County of Hale.

NOTICE IS HEREBY GIVEN, That by virtue of a certain Alias Execution issued out of the Honorable County Court of Hale County, on the 11th day of December, 1911, by the Clerk of said Court, for the sum of Five Hundred and Thirty-seven Dollars and Seventy-one Cents, and costs of suit, under a Judgment, in favor of J. N. Donohoo et al. in a certain cause in said Court, No. 240, and styled J. N. Donohoo et al. vs R. A. McWhorter, placed in my hands for service, I, G. A. London, as Sheriff of Hale County, Texas, did, on the 11th day of December, 1911, levy on certain Real Estate, situated in Hale County, Texas, described as follows, to-wit: All of Lots Nos. 1 and 2, Block No. 10; Lots Nos. 2, 8 and 21, Block No. 12; Lots Nos. 4, 9, 18 and 22, Block No. 55; Lot No. 18, Block No. 62; Lots Nos. 2, 3 and *15, Block No. 63; Lots Nos. 22, 23 and 24, Block No. 74; Lots Nos. 31 and 33, Block No. 77; Lots Nos. 18 and 22, Block No. 78; Lot No. 11, Block No. 79; Lot No. 16, Block No. 87; Lot No. 9, Block No. 84; Lots Nos. 6 and 7, Block No. 95; Lots Nos. 3 and 4, Block No. 97; Lots Nos. 15 and 16, Block No. 142; Lots Nos. 15 and 16, Block No. 161—all located in the town of Hale Center, Hale County, Texas, as shown by plat of record, and levied upon as the property of R. A. McWhorter. And that on the first Tuesday in May, 1912, the same being the 7th day of said month, at the Court House door of Hale County, in the town of Plainview, Texas, between the hours of 10 a. m. and 4 p. m., by virtue of said levy and said Execution, I will sell said above described Real Estate at public vendue, for cash, to the highest bidder, as the property of said R. A. McWhorter.

And in compliance with law, I give this notice by publication, in the Eng-

Percheron Stallion 4-X

Register No. 49,982

FOUR X is recorded by the Percheron Society of America, and his record number is 49,982. Color, dark brown; 17 hands high. Weight, about 1,900 pounds. Foaled April 30, 1906.

FOUR X is a very handsome horse—fine color, glossy, fine hair; large, flat bone; and stands on four good feet. FOUR X has made three seasons here, and has proven himself a breeder of unusually high merit.

TERMS—\$10.00 per season, payable at service; \$15.00 to insure mare in foal, payable when fact of foal is ascertained. Should mare be traded or transferred out of county, claim for season becomes mature, and will be collected. Statutory lien will be retained until season fee has been paid.

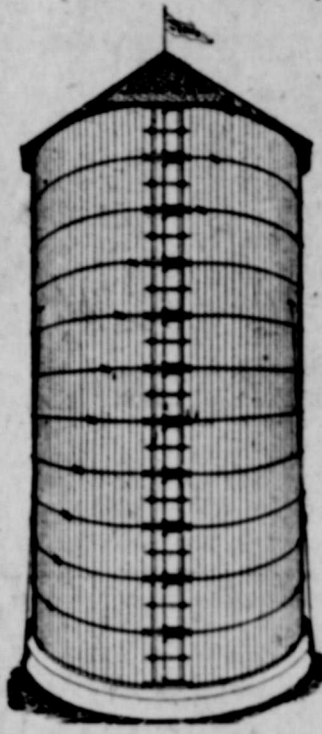
Capsules and impregnators will be kept on hand, and used when necessary.

FOUR X won first premium at the 1910 and 1911 Hale County Fairs; also won first in 1911 in class of draft stallions and one of their get. Horse will be kept in thoroughly sanitary condition, and mare will be handled carefully.

FOUR X will make the season of 1912 at the barn of G. B. SIMMONS, three miles north of Plainview, on the Tulla road.

W. R. SIMMONS, Owner

PHONE 257-3 RINGS



Make the Farm Pay More--Put Your Feed in a Silo

An Iowa Silo More Than Pays for Itself in a Year

We have the exclusive right to build the Iowa Silo in Hale County. The Iowa Silo has proven to be one of the best made. We have a large stock of silo building material on hand, and if you are contemplating buying a silo, it will pay you to figure with us. Have an experienced silo man in our employ who will be glad to assist you in any way.

Plainview Lumber Co. South Pacific Street

Mr. FARMER:--

Did you know that Kansas alone built more than 100,000 Silo's in 1911? If they are valuable to Kansas why not to Texas. We are now showing a model of the Common Sense Silo at our yard on main St. Call and let us show you this model. It is unequalled for simplicity, strength and durability. A close inspection will convince the most skeptical of our claim. A. G. McADAMS LUMBER Co.

Jordan Coal & Grain Co

Coal, Grain, Seed and Feed Stuff

Phone 136

Plainview, Texas

The Plainview Floral Co.

2 1-2 Miles Northwest

Roses - - - \$1.00 Per Dozen
Geraniums for Bedding 75c Per Dozen
ALSO VEGETABLE PLANTS CHEAP



EXCURSION

Grand Lodge Meeting I. O. O. F., Dallas, Texas, April 22-25.

Tickets on sale April 14 15-16-18, and 21.

Final Return Limit April 27. Round trip rate \$13.85.

W. J. KLINGER, Agent

fish language, once a week for three consecutive weeks immediately preceding said day of sale, in The Hale County Herald, a newspaper published in Hale County.

Witness my hand, this 1st day of April, 1912.

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

PLAINVIEW PRODUCE CO.

are agents for Nissley Creamery Co., of Fort Worth. Highest price paid and your checks every week. Bring in your Eggs, Poultry and Hides. Southeast corner square. tf.

The Important Points in Your Spring Suit



Style, Fit and Quality

YOU want them all and that's what you'll get if you buy at this store. You'll get the kind of style and fit that lasts—because every garment is made of all-wool fabrics, tailored and finished by the foremost tailors of the country. They are the KUPPENHEIMER suits, and everyone who has ever worn a suit of this make knows there is no better clothing made. Every garment carries with it our unqualified guarantee for satisfaction.

Newest Weaves, Patterns and Colorings

The Best Hats

All the New Shapes and Weaves in Men's and Boys' Hats are now on display. We are in position to give exceptional values in Straw Hats this year.

Also, our line of Stetson and other brands of Hats is complete.

Haberdashery Department

You will find our Haberdashery Department complete in every detail. "Lion Brand" Shirts, with "link-on" feature; "Lion Brand" Collars; Ties of every description; Cuffs, Cuff Buttons, Stickpins, etc.

Attention

On Wednesday of each week, from now on, this store is going to offer a **SPECIAL BARGAIN** on some certain article in our stock. The price on same will be so inducing that you cannot help but take advantage of the reduction. For instance, for next Wednesday we are offering a **BARATHEA TIE, WHICH USUALLY SELLS FOR 50c**, at the small price of **20c**.

Watch for special offering to Ladies in next week's issue.

Snappy Oxfords

The famous "Nettleton" Shoes for Men in new spring last. The "Nettleworld. A pair is never sold that sh ton" ranks **FIRST** among the Shoes in the world. A pair is never sold that don't give satisfaction.

Oxfords in Tan, Patent and Plain Leather.

Underwear

Warm weather is now upon us, which necessitates the laying away of your heavy under-garments and substituting for them the lighter kind. We are well prepared for the Spring Underwear trade.

Boy's Smart Spring Clothes

Suits for healthy, red-blooded boys. Lots of style and class about them, and made to stand the wear any healthy boy will give them. Double-breasted Sack and Norfolk Coats. roomy Knickerbocker Trousers. We have a matchless selection of them.

The Plainview Mercantile Company

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

In Society's Realm

EASTER MARKET.

On Saturday last the ladies of the First Presbyterian Church held a market, which was replete with good things such as only good housekeepers and good church workers can get up. In the morning, chickens, home-made bread and cakes were sold to those desiring dainty edibles for their Easter dinner, while the afternoon was devoted to the sale of pies, either whole or in slices—generous ones—and served with sweet milk or coffee. There were pies of all kinds and descriptions, all of which were enjoyed by the many who came to patronize.

A large sum was realized, and those in charge felt well repaid for their trouble.

EASTER BAZAAR.

The ladies of the Episcopal Guild held an Easter Bazaar Monday and Tuesday, at Paxton & Oswald's. Home-made candies, articles of fancy-work and every known variety of apron were sold, bringing in a goodly sum for payment on the Guild Hall.

SUNDAY SCHOOL CLASSES ENTERTAINED.

Last Friday evening, at the home of Mr. and Mrs. A. H. Thompson, 304 Grover Street, Mrs. Thompson and Miss Fannie Stevens, both of whom are teachers in the Sunday School of the First Baptist Church, entertained their classes in a charming manner. The boys and girls each had the privilege of inviting a friend, and but for the unexpected rain a large crowd would have been in attendance.

It was entirely an informal affair, games, and readings by Katherine Thompson, forming entertainment for the evening.

To the twenty-odd guests present, a dainty two-course lunch was served, consisting of pimientos sandwiches, marshmallow cakes, chocolate and mints.

"THE MAN OF NAZARETH."
(A Lenten Cantata, by Rogers.)

"The Last Supper"—Matt. 26:17-30.

"The Judgment Hall Choral"—Matt. 27:11-25.

"The Mockers"—Matt. 27:36-44.

"The Agony"—Mark 15:33-35; John 19:28-30.

"The Garden"—Matt. 26:31-57.

"Via Crucis—Calvary"—Matt. 27:26-35.

"Stabat Mater Dolorosa"—John 19:25-27.

"The Earthquake Choral"—Matt. 27:51-54; John 15:13.

Fred'k A. Herrmann—Director and Organist.

Soloists—Pattie Estes, Mabel Daniel, Chas. E. Thatcher, C. H. Hendry.

Quartet—Pattie Estes, Mabel Daniel, Chas. E. Thatcher, C. H. Hendry.

Chorus—Soprano—Mrs. R. S. Griffin, Mrs. L. T. Mayhugh, Celestine Harp, Jo Keck, Mrs. D. D. Shipley; alto—Mabel Wayland, Clyde Turk, Mildred Buchheimer, Mabel Daniel; tenor—Chas. E. Thatcher, Geo. Hutchins, Bailey Wilkins; bass—R. A. Long, R. E. Meyers, Ross Wingo, W. A. Todd, C. H. Hendry.

The above beautiful and appropriate cantata was given on the evening of Good Friday at the M. E. Church, South, and repeated Sunday evening before an audience of a thousand persons. The singers included the best vocal talent of the city, and the concert, under the direction of Frederick Hermann, director and pipe organist, was the chief musical event of the season. It was given under the auspices of the Home Mission Society of the M. E. Church, South.

EASTER-EGG HUNTS.

Easter-egg hunts were numerous and delightful for this particular Easter of 1912. The following are a few which ye social scribe succeeded in noting:

"Leta B., Dyer,

Rose and John Slaton,

At Home

Saturday Morning, Nine-thirty to

Eleven."

The above invitation, held in the mouth of a dear little chicken, each chicken in a cute little box, caused a flutter on last Friday among the wee men and women of the miniature social set.

In response to the same, thirty-six little folks assembled Saturday morning at the home of Mr. and Mrs. J. H. Slaton, 400 Prairie Street.

They played games for awhile, and afterwards enjoyed an egg-hunt, on the lawn. Later, a two-course lunch was served, in the spacious dining room, by Mesdames J. H. and Chill Slaton, mothers of the little hosts. Rabbits were placed at each plate, and tiny chickens peeped from the ices.

On Saturday afternoon, at the home of Rev. and Mrs. C. N. N. Ferguson, an egg hunt was given for the Methodist Sunday School. A large number of children enjoyed the event, and a good time is reported by all those who attended.

On the same afternoon, the little folks of the First Presbyterian Church were given an egg hunt, at the home of Mr. and Mrs. S. W. Meharg. The proceeds were for the Ladies' Aid Society, under whose auspices it was given.

Miss Pattie Dalton, teacher of the Sunbeam Band at the First Baptist Church, gave the little Sunbeams a most delightful treat last Saturday afternoon. Meeting at the church, the party proceeded to Wayland grove, south of town, where an egg hunt afforded amusement for the happy children. Later, Ida McGlasson and Jennie Dalton showered the little folks with popcorn, puts and confections.

At the home of Mr. and Mrs. J. J. Seipp, six miles north of town, another egg hunt was enjoyed Sunday afternoon. The children of the family had as their guests several friends from the neighborhood, and also from Plainview.

Mrs. Ferd Faulkner, Mrs. Taylor and Mrs. Kinder, all of College Heights, chaperoned a crowd of children Saturday afternoon to the grove east of town. Under the budding trees and blue skies of April, the little

folks had a pleasant afternoon.

The children of the Episcopal Sunday School participated in an egg hunt last Sunday afternoon, on the lawn at the home of Dr. and Mrs. J. C. Anderson, 614 Slaton Street.

MUSICALS.

Miss Amye Faulkner and her class in music were pleasantly entertained Saturday afternoon, by Thelma Gilbert, at the Gilbert home, 302 Alexander Street. The parlors and dining room were gay with vases of cut flowers. The program, which is given below, showed results of careful training and practice.

After the music, delicious fruit nectar and cake were served, in the dining room, by Misses Ina Jordan and Minnie Agnes Wilson.

Then, for the younger children, the event of the afternoon took place. Real rabbits—live, furry rabbits—were seen playing on the lawn, and, with delight, the little folks hunted and found nests of Easter eggs.

All who are interested in music are cordially invited to these musicales, which are held every month. On this occasion the following guests were present; Mesdames Shepard, B. H. Towery, S. Bruner, J. F. Owens and J. N. Jordan.

PROGRAM.

- "Folk Song" Lambert Robert McGee.
- "Merry Farmer" Schumann Gladys Speer.
- Waltz Cass McGee.
- "Rooster" F. Maxin Thelma McGee.
- "America" Duet Christelle Owens.
- "La Cachucha" Spanish Dance Thelma Gilbert, Christelle Owens.
- Valse Genlitt Mary E. Russell.
- "Happy Moments" Geal Mrs. Towery, Ruth Towery.
- "In the Boat" Max Franke Lula Faulkner.
- (a) "Sweet Violets" Spindler (b) Russian Intermezzo Theo. Franke Minnie Agnes Wilson.
- "The Purpose of Class Lesson"—Short talk by Miss Faulkner.

BRIDGE CLUB.

Mrs. J. O. Wyekoff was at home, 214 Archer Street, Tuesday afternoon to the ever-popular Bridge Club. Mesdames E. B. Hughes, J. W. Grant, G. C. Keck, L. C. Wayland, E. E. Roos and Carl Donohoe were the invited guests of the hostess and, with the members, filled the four tables placed for the game.

A delightful lunch was served, consisting of beef loaf, chipped potatoes, cheese balls, pimientos and bread-and-butter sandwiches, fruit salad and coffee.

The next meeting will be with Mrs. L. S. Kinder, Tuesday, the 23rd inst.

MYSTIC CLUB.

The Mystic Club met at the club room Saturday afternoon, with the president, Mrs. R. W. Brahan, in the chair. Owing to the many other attractions for the afternoon, the attendance was small, but the interest manifested in the lesson counter-balanced the small number present.

With Mrs. J. T. Finney as leader, the study of England was completed, with the exception of a few articles in the Bay View Magazine, which will be taken up at the next meeting.

Adjourned to meet Saturday, April 20th.

PICNIC.

Sunday afternoon a gay crowd belonging to the younger set went, by autos and buggies, to the grove three miles east of town. Dainty and delicious lunches were carried, after which the party rode for several hours.

We have just received a large shipment of Wall Paper—all latest 1912 Designs. We have the largest supply of Wall Paper in Plainview. You will save money by buying your Paint now. We handle all kinds of Brushes, Varnishes, Paint Colors and double-strength Glass. Call and let us figure with you. PLAINVIEW PAINT AND PAPER HOUSE, J. A. WADE Proprietor. 15-pd.

The price of Sugar is lower. Have you noticed it? Call at EAST SIDE GROCERY and find out how much. 15

FOR SALE OR TRADE.

A Barn 20x16 feet, with shed 11x20 feet, a granary, buggy house and harness room, and a loft room for several tons of baled hay. The building could be taken down and rebuilt cheaply, making it better than at present. It would make a good farm barn, and will be sold cheap. Call at Herald office, or at my residence.

J. M. SHAFER.

Now's the time to buy the boy a Suit—25 to 33 1-3 per cent off. SHELTON BROTHERS. 15

Seed Oats!

GENUINE

Red Rust Proof Oats

re-cleaned, free from weed and Johnson grass, seeds and other foreign matter.

SIMON PURE NIGGERHEAD LUMP AND NUT and the CELEBRATED

DOMINO LUMP COAL

The kind you can bid 84 on. Always in stock.

GUARANTEED TO PLEASE

E. T. COLEMAN
Coal and Grain Dealer

Phone 176 Near Depot

"DEPENDON"

YES, "DEPENDON!"

STUDY the full meaning of the word. You do not have to get Webster's Dictionary. Just ask any of our satisfied customers the meaning of the word "Dependon." They learned it by buying "Dependon" Groceries at this store. This store is fast becoming the Grocery Emporium of Plainview, and you can "Dependon" it. The fact that we are getting new customers every day is evidence of it.

Below we give a list of Goods in our Fancy Grocery Department. You can see at a glance what a convenience it will be to you to trade with a store that handles these goods. Every article is a "Dependon" article backed by a "Dependon" guarantee. Preserve this ad for future reference. You can "Dependon" every article in our enormous stock being worth the money.

Cheese	Ferndell, Beachnut and Bishop's Preserves	Fruits
Imported Swiss Cheese, Limburger Cheese, Swiss Cheese, Imported Bismark Brick Cheese, Fineapple Cheese, Full Cream, "Blue Label" Neufchatel Cheese, "Little Daisy," Full Cream Cheese.	"Ferndell" Strawberries, Apricots, Peaches, Pears, Red Cherries, White Cherries, Fitted Cherries, Raspberries; "Bechnut" Grape Jelly, Cranberry Sauce, Apple Jelly, Fineapple Preserves and Current Jelly;	"Ferndell" and "Hunt's" Supreme Quality "Ferndell" Rolo Polo Fitted Red Cherries, in Heavy Syrup; "Hunt's Supreme" Apricots, Peaches (sliced and in halves), Bartlett Pears, Green Gage Plums, Blackberries, Strawberries, Muscat Grapes.

You Can "Dependon" Ferndell Coffee-The Coffee of Superior Quality

You Can "Dependon" Belle of Wichita Flour---The Best Flour Made

Pickles and Olives	Imported Fish and Meats	Relishes and Sauces
Bulk Queen Olives, Ripe Olives, Ferndell Large Queen Olives, Ferndell Queen Olives (Fiminto Stuffed), Don Carlos Mammoth Queen Olives, Manzanilla Olives (all sizes), Dill Pickles, Bulk Sweet Pickles, Bulk Mixed Sweet Pickles, Sour Pickles (large), Sour Pickles (small), Bottled Gerkin Pickles (all sizes), Bottled Sweet Pickles (all sizes), Pickled White Pearl Onions.	Caviar Puree a Fa Grass, Tuna Fish in Pure Olive Oil, Smoked Boneless Herring, Little-Neck Clams, Shrimp, Lobsters, Devil Crabs, Clam Chowder, Lunch Tongue, Devilled Ham, Boneless Chicken, Mackerel, Imported Sardines in all kinds of Olive Oil, Ferndell Half-Pound Cans of Fancy Red Salmon Steaks, Half-Moon Herring in Tomato Sauce.	Ferndell Salad Dressing, Ferndell Relish, "McElhenny's" Tobasco Sauce, "McElhenny's" Pepper Sauce, "Royal Bengal Club" Chutney, Mushrooms, French Peas and Capers, "Lea & Ferrin's" Worcestershire Sauce, Ferndell Chili Sauce, "Dodson & Braun's" Catsup, "S. Rae's" Pure Lucca Oil, Ferndell Teas and Coffees 3-Pound Tins Ferndell Coffee, 1-Pound Tins Ferndell Coffee, 1-Pound Packages Ferndell "Apollo Brand" Coffee, Ferndell Imported Teas, direct from Japan, China, Ceylon and India; Our "Ferndell Brand" of Congou-Ceylon Tea is a special blend put up for making Ice Tea. It makes a delicious cup of tea.
Fresh Vegetables String Beans, New Potatoes, Green Onions, Lettuce, Celery, Fresh Tomatoes, White Bermuda Onions, Cabbage, Spinach, Radishes and Asparagus.	Spices We carry a complete line of "Ferndell" Spices of all kinds.	

You can "Dependon" our Salespeople and Delivery Boys for a Square Deal

SPOT CASH SEAY

Phone 348

"A Little Out of the Way, But We've Always Got It"

L. R. BLAKE, Manager