PLAINVIEW＇S SLOGAN：＂NOTHING SHALLOW BUT THE WATER＂ The Hale County Herald

VOLUME TWEATT．THREE

## $\left.\right|_{1} ^{1}$

| METHODIST PASTOR GROWS Many Vegetables in ya |
| :---: |
| Rev．C．N．N．Ferguson Installs Own Irrigation System；Grows Beans In October． |
| A vegetable dinner in October－th 29th day of October，too－from you |
| ${ }^{\text {a }}$ |
| that is what Rev． |



strong．with a band of sixteen plecess，
came into Plainview Wednesday noon，
in their spectal tratin of eight cars． In their special tratn of eight cars．
They wore ninen tuasers and a big
hadze told the name of ech badge totd the name of each．But the
dist tilant bow．1L was．a cold mist：
overcoats would have been more com－ overcatats
fortable．

## More than a score of automoblles were walting tor the party，and they were take

 \begin{tabular}{c} day <br>
new <br>
tat <br>
ta <br>
tn <br>
ct <br>
g <br>
t <br>
<br>
<br>
<br>
<br>
\hline
\end{tabular}

TRADE BOOSTERS
LIKE PLAINVIEW
 Sister Ferguson had new beans，
ew Irish potatoes，dlicious sweet po－
toes，beets and tomatoes all grown
her yard．She also served fried
ticken which had been fed on alfalfa
own in the yard，and whipped cream



| BULGARIANS V IN； | JOHN BEAL SNEED |
| :---: | :---: |
| ON TO ADR／ANOPLE | IS GRANTED BAIL |





## WANTS COMMITTE TO SEE PLAINVIEW

## Expesses for inspection PLAINVIEw＇S OFFER bEST 

Committee to Loeate I．O．O．F．Home
Will Not Consider West

＂AS．YOU－LIEE－IT＂CLEB HOLDS
MEETING WITH MRS．TANDY．
One among the most enjoyable
meeting of the＂Als－You－Likeelt＂Club
last Friday afternoon，with Mrs．C．W．
Tandy， 305 Archer Street．This might
will be termed a＂busy meeting．The
著
昔

－童
＋1



ris
 Grieg ．．．．．．．．．．．．．．．．．．．．＂＂Elevation＂
Charies
Chaminad
Charles L．Barrett


Tandy， 305 Archer Street．This might
will be termed a＂busy meeting．The
ladies carried their fancy work．
$\qquad$
a motor car printed a paper． Editor Found a $\overline{\text { Way }}$ When His Elec
trical Power Gave Out Editor Yound a Way When His Ele
tricat Power Gave Out．
A dispatch trom Nairobis says on September 14 the Afircan standard
was published there under unusual
Find circumstances．Owing to the break－
down of the electric supply，the print－
ing machinery stoped ing machinery stopped，but the in－
genuity of the proprietors was equal
to the occasion．They harnessed ral．off the edition，the paper appear－
ing at the London Globe time without a hitch． three sisters who led out the first
column of ehlldren escaped．
GROW＂silik＂on cotton Landt Callfornla Capltatlsts Interested In
Possiblity of the Senth．

Farmers brise mich
PRODCCE TO PLAINVIEW．
The public scales weighed twenty－ two bales of cotton，thirty－five loads
of grain and nine loads of hogs Satur－ of grain and nine loads of hogs Satur
day．Cobb \＆EElittt weighed abou
thirty－five loads of grain，Shipley
Shipy thrty－five loads of grain，Shipley \＆
Shipley weighed forty－nine loads and
E．T．Coleman took care of nearly
that many more exact figures could
not be ascertaine
not be ascertained．It seems a safe
estimate that there were fifty other
loads of grain and produce in Plain－
view last Saturday．
Mrs．CLEVELAND TO MARRY
WELLS COLLEGE PROFESSOR．
Mrs．Grover Cleveland has an－

HALLOWEEN IS COLD；
THERMOMETER DROPS TO 28，
The weather bureau recorded a
temperature of 28 degrees last night．
Heavy frost covered roots this morn－
ing．This is the lowest temperature

He
mometer has registered 31 once be
fore．
H．EKAES REMAINS


| PHILOMATHEANS HAVE GHOST |
| :---: | :--- |
| PARTY AT MRS．HOCKADAY＇s． | \(\begin{aligned} \& beauties of Shakespeare． <br>

\& Mrs．Bromley，the president，pre－ <br>
\& sided with charm and ease．The re－\end{aligned}\)
sided to call－current events－
sponse to roll call
proved both entertaining and inform－
ing．Mrs．Bromley gave a graphic
sketch of the life of Shakespeare．
Mrs．Tandy took the ladies on＂A
Mrs．Tandy took the ladies on＂A
Trip Around Stratfor＂that was full
of beautiful thoughts，memories and
$\qquad$
$\qquad$
$\qquad$

$$
\begin{aligned}
& \text { Iden, of Princeton } \begin{array}{l}
\text { diveremsity } \\
\text { Prestont to wed Thomas } \\
\text { and history of art at arch } \\
\text { The date of the marriage } \\
\text { Tnounced later. }
\end{array}
\end{aligned}
$$

Miss Lena Williams gave a reading．
Mrs．Tandy，assisted by Mrs．W． Cook，of El Paso，and Miss Alice Har－ rel，served refreshments，consisting of
＂Mrs．Tandy＇s Virginia pound cake，＂
Mrehter MRS．HARREL MAKES HIGH
with laughter throughout the evening．
Matching pumpkinettes found the


Bridge Club were delightfully enter－

$$
\begin{aligned}
& \text { BAPTIST GENERAL CONVENTION } \\
& \text { TO MEET IN FORT WORTH. }
\end{aligned}
$$

The Baptist General Convention
Texas will meet in Fort Worth，Nov

| Texas will meet in Fort Worth，Nov 7. |
| :--- |
| The woman＇s meeting will begin on |
| Thesday，Nov． 5 ．The convention |
| The |

Iso substitutes for the afternoon．
After the games，the hostess served


Prices On Men's Overcoats Have Also Been Reduced Considerably North Pacific St. 107 Main st.

The Hale County Herald



Where They Make HIGH GRADE PHOTOS


Vote for the bond issue November
ant
erty not less than twenty-five per-
cent. it means free mall delivery,
increasing the life rate.
Governor Colquitt has said that
more than 6,000 persons die in Texas
each year of tuberculosis. Physicians
have proved that tuberculosis is not
hereditary; it is very contagious. In
early stages
preventable.
Tuberculosis is most often con-
which have been sprayed into the air
by the coughing, spitting and sneez-
ing of a tuberculous person. Patient
in many of the State sanitariums hav
eliminated all danger to attendants


## The First National Bank

 SAFE DEPOSIT BOXES FOR RENT Yout business solicited, appreciated and protected

## FOP WOMEN ONLY.



## A. S. Mc Xdams Lumber Co.

 Lumber and PaintsWe can save you momey on any kind of building material. Call and get our prices.
J. L. Pearce, Mgr.

Phone 205


| All kinds of Machinery Repaired |
| :---: |
| ry Repaired <br> Casing and Pipe of any size Threaded |
| D. |
| 210 East Main <br> Phone 133 |



These crisp mornings are delightful; but you need a fire in the family room.

We are thinking of your comfort when we bought a complete assortment of.

## Heaters and Hard Coal Burners

at prices to suit every purse. We also have a large selection of Majestic Ranges.
"Majestic" means "excellence" in Ranges. Stove experts may build a better range. Majestic is' the best range that they have yet manufactured.

Your roasts retain all their juice and flavor when cooked in a Majestic. For bread and cake baking you will want a Majestic. By test a Majestic will save half your fuel bill. With every cook stove or range you buy, we give

## Sixteen Pieces of Enamel Ware FREE

Mrs. Housewife, our ranges, cook stoves and hard coal burners were selected for your convenience and comfort. Your husband will like them, too.

## Donohoo-Ware Hdw. Co. <br> nomemas coman sume



At the same old stand
with a full stock of Lumber,

Doors,
Windows and Moulding
Besides, all colors in
HOUSE PAINTS
Fulton Lumber Co.

PLAINVIEW BAKERY
Where you buy Bakery products that satisfy. Phone 482 when you want Bread, Rolls, Cake, Buns, and Pies. Quality first.
Every Customer Pleased
"A HINT TO THE WISE IS SUFFICIENT"

## We Have Made <br> 145 Sales This Year

The demand for South Plains land grows larger every day We have more connections in the East than at any previous time. Does it not follow naturally that we should make

Many More Sales
during the next twelve months than we have already made? W e have customers for city property and for small tracts ad joining Plainview.

## Do You Want to Sell?

No property is handled by us except on the exclusive list.

## If You Want to Buy <br> City Property, a Small Tract or Farm of any size

it will pay you to see us. This property will all be higher within ninety days; and higher still in six months. We can offer you some

## REAL BARGAINS.

Henedrson and Grant
Rooms 5 and 6.

## ' $\mathcal{M}$ Square Foot of Real Estato is worth More Ghan Zen Castles in the Mir

The bargains we offered you in last week's Herald have been sold. While these offers were begin grabbed up we have been looking up some other bargains; because we knew that you, too, would want South Plains Land before the big advance in prices come. It is our policy
--Never to Disappoint a Customer-and we offer you some REAL BARGAINS
in unimproved tracts near Plainview; 640 acres 5 miles East. The best improved farm in Hale County. 560 acres in cultivation; 2 wells and windmills; good residence, smoke house, cellar and out houses; barn $60 \times 60$ feet. Good school house and church on land. Road all around the section.
This farm is easily worth $\$ 60$ an acre. We are authorized to sell it for $\$ 45$--bar gain price to sell at once.
1 or 2 good homes for sale cheap.
1 or 2 good 5 and 10 -acre tracts near Wayland College.
1 or 2 good 5 and 10 -acre tracts near Seth Ward College.

Larger tracts if you want them.

## DeLAY \& WILKS <br> Wofford Building

## WE HAVE MOVED <br> to our new stand in the Wayland Building; and are ready to serve you, as a former friend or new customer. You will like the arrangement we have made for supplying you with good things to eat. We have the best of everything in groceries.

We pay highest market price for butter and eggs.

Monarch Grocery Company
The Home of Good Things to Eat
Southeast Corner Square. Phones 377 and 34
Schick Opera House

## Monday, Nov. 4th

The Associate Managers have the honor to submit

## Mr. Gilmore Brown

for the whimsical odity
"THE HOUSE OF A THOUSAND CANDLES"

From Meridith Nicholson's novel of the same name

Prices 25c, 50c, 75c, and $\$ 1.00$ Boxes $\$ 1.50$

Seats on sale at J. W. Willis Drug Comp'y




| Miss Lucile | $\begin{array}{c}\text { Zoll Brobasco, of Floydada, went to }\end{array}$ |
| :---: | :---: |

$\begin{aligned} & \text { Miss Lucile Howard left Monday } \\ & \text { for Dallas. }\end{aligned}$
Bovina, Texas, Tuesday.
C. E. Renfroe, of Amarillo, spent
A. M. Myer, of Kress, spent Tuesday
in Plainview.
Wednesday in Plainview.
Dot and Debs McLaughlin went to
R. L. Gosnell, of Hale Center, wen
w. c. Parkinson, of Loc
ockney, went $\left\lvert\, \begin{aligned} & \text { A. B. Mayberry, of "2-Circle" Ranch, } \\ & \text { went to Tulia Wednesday. }\end{aligned}\right.$

Mrs. L. E. Owens was a passenger $\begin{aligned} & \text { Poilte service at Palace of } \\ & \text { DWEETS }\end{aligned}$ Dallas Wednesday. was a passenger sweETs. | J. T. Woolridge, of Lubbock, spent | $\begin{array}{c}\text { M. R. Kennedy, of Taylor, Texas, } \\ \text { Was in Plainview Tuesday. }\end{array}$ |
| :--- | :--- |
| Geesday in Plainview. |  | Get a good

sWEETS.
E. B. Shirley, of Canyon City, spent $\begin{gathered}\text { T. O. MeCallon and wife, of Floyd- } \\ \text { ada, returned Saturday from the Dal- }\end{gathered}$


Bill Bates returned from the Dalla
Miss Ellen Morgan arrived Satur-
tay and will enter Seth Ward College

spent Sunday in Plainview with Miss
Grace Thatcher.
A. L. Rose and family left Saturday
for Tucumcari, New Mexico, to make
Mrs, John $\overline{\text { Stevenson, of Lockney }}$
went to Justin Mondiy to visit Mrs.
Vicie Butler.
E. R. Law and wife left Friday for
a seven weeks' visit to Dallas and

$\longrightarrow-\mathrm{O}$ Mrs. Fannie Taylor went to Way-
ade Saturday to hold church service for the Holiness,
 County this week.


## Watonga, Okla., visiting her so W. F. Hooper, returned Saturday.

Miss Clara McKee, of Clovis, New
Mexico, returned to her home Tues-
day, after a visitt to Mrs. Jeff Pippin.
Mrs. W. M. White, of Wichita. Kans.,
went to Floydada Monday to visit her
husband, who is building an elevator
at ${ }^{4}$ Floydada.
Mrs. C. W. Booth and children, of
Floydada, were passengers to Abilene
W. M. Bryson returned from Fort

A full line of Jewelry, Cut Glass, Silverware, Clocks, Optical Goods and Hand Painted China.

## Wilbert Peterson



## THE Beginning Saturday, November 2nd and Continuing Until Saturday, Nov. 16th Inclusive




| DRESS GOODS. <br> All Dress Goods-Woolens, Silks, ete.-to go at reduced prices. The prices we will make will not fail to interest you. \$1.25 Woolen Dress Goods at ....... 90c \$1.00 Messaline, New Patterns ...... 85c \$.60 Serge, Good Serge, at ......... 45c <br> SWEATER COATS. <br> A big line to select from. Majority of patterns received within the last two weeks. <br> *5.00 Sweater Coat .............. $\$ 3.50$ <br> \$4.00 Sweater Coat . ............... \$2.85 <br> \$3.00 Sweater Coat . .............. \$2.40 |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



WE will break the record for saO; goods will produce the busispss two invitations-one to read this ad pay our store a visit during the sale. mers to come early before sizes and who have not traded with us before, We will not elaborate on the qualiर人 best we or any other merchant can

## EXTRA

To the first 10 whose purchas the hours of 8 and 10 oclock : will give absolutely free, one 4 : $\$ 7.50$. We reserve 10 days in wh

WANTED--25 Sales people for Saturday, Nov. 2nd

| Two Papers of Pins for 5c | 12 1-2 Red Seal Gingham 10c | 7 Spools Clark's Thread 25c | $\begin{gathered} 2 \text { Dozen Safety } \\ \text { Pins } \\ \mathbf{5 c} \end{gathered}$ | 50c Underwear Heavy Weight 40c |  |
| :---: | :---: | :---: | :---: | :---: | :---: |

Our Store Will Be Closed Friday to Make Ready For The Sale

D. is Plainview if prices and the pess. We want to extend to you ad and note the prices, the other, ale. Would like for all our custond patterns are gone, and to those ore, now is a good time to get started. liff of our goods, for they are the an buy.

## SpECIAL

lases reach $\$ 25.00$, between k Saturday, November 2, we 42 piece dinner set, valued at whieh to deliver.



A big line of Stetson and Beaver Brand Hats.
\$6.00 Jno. B. Stetsons, Sale Price . . $\$ 4.50$ $\$ 4.50$ Jno. B. Statsons, Sale Price . . $\$ 3.25$ $\$ 3.50$ "Beaver Brand," Sale Price . $\mathbf{\$ 2 . 6 5}$ $\$ 3.00$ "Beaver Brand," Sale Price . $\$ 2.25$ $\$ 2.00$ "Beaver Brand," Sale Price . $\mathbf{\$ 1 . 5 0}$

MENS SHIRTS

NOX-ALL"-the good brand of Men's Shirts.
\$1.50 Shirts, Sale Price ........... \$1.10 \$1.25 Shirts, Sale Price \$1.00 Shirts, Sale Price
\$. 75 Shirts, Sale Price

We also have a full line of good Woolen Shirts. All go at Sale Prices.


## Beginning Saturday, November 2nd and Continuing Until Saturday, Nov. 16th Inclusive



75c Ladies Collars now 50c

12 1-2c Cotton Flannel. 10c


## Our Prices Are Lower Than Last Week

Many housewives materially reduced the cost of living by taking advantage of our reduced prices last week.

## -:- THE SALE CONTINUES :-

at prices lower than those announced last week. Our entire stock is going at bargain prices because it is cheaper to sell you these groceries than it is to move them into our new stand. We like to share profits with our customers.
free delivery, prompt service, courteous TREATMENT.

## Vickery-Hancock Grocery <br> Company

## To The Investor











 per acre; good terms.
684 acres choice, smooth land i
solid body southe olid body southeast of Plain
Price, $\$ 16$ per acre; good terms.
4 sections unimproved land in solit body 10 miles County Seat and rail road, with water about 45 feet of sur
face. This is one of the very choices racts of land in the Shallow Water selt; lays smooth and almost free any la
terms.
640
sit acres mumpored hand smiteo o


$\qquad$
$\qquad$
$\qquad$




rice very low
Other lands
tor sale in all parta
Fon turner intermatoon, deecer
otis nemes.

## FOR SALE

TELEPHONE EXCHANGE FOR
SALE OR TRADE for Hale County Texas, land. Telephone exchange Rural and Toll lines with a net incon of $\mathbf{5 5 , 0 0 0 . 0 0}$ Consideration, $\mathbf{\$ 6 0 , 0 0 0 . 0 0}$
Address BILLINGS-RED ROCK TEL EPHONE CO., Billings, Okla. Adv,

## elp do geveral housework.

 home and god wages to righth part
 Fo
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$


FOR SALE: Household Goods forsale, including Plano and Mus
net: also team of Horses.
MOORE Hale Cen

## ,

FOR RENT: Good Eats FOR RENT

## WE HAVE MOVED

from our tormer location on north side of square to the Monarch Building on North Pacific Street.

You will find our new home more convenient. We have more room, more display space and can serve you better than before.

Our arrangement will help you make your selections.

Call and see us or phone 205

## Boyd Grocery Company

## SALES COUNT. <br> I went into the real estate business Tuesday morning and by three o'clock I had worked up and closed a trade of

## 640 Acres of Land in <br> ...Swisher County....

for 1,100 acres in Terry county.. consideration in both cases being $\$ 30,000$.
If you want to sell real estate list it with me.
If you want to buy I offer you some bargains.

## J.S. Haydon

TEXAS COTTON PALACE
to 17 inclusive. Final return limit Nov. 19. Found
State Meeting Odd Fellows
trip fare $\$ 20.10$.
$\$ 249,000$.ㅡㅡ
To Loan on Farm and Ranch Land:

W. B. Joiner

Plainview,
***********************************************: Texal deafness cannot be cured





|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |


| Coal will be higher when winter sets in. These crisp mot ings remind you that it is getting time for fireSave money by ordering your coal now. SOLE haNDLER of |
| :---: |
|  |  |

## Simon Pure Nigger-heads, Rockvale and Domino Coals

I buy and sell all kinds of grain.
E. T. COLEMAN
coal and grain dealer
${ }^{\text {R }}$ Phone No. 176

For the next 60 days, will loan money on farm and ranch lands, in Hale and adjoining counties, 8 per cent interest, three to ten years time.
For particulars, address, For particulars, address,

Hunsaker \& Phillips

Or inequete a fikt Matomal bank

## ㅇ. Let Us Figure .

 ON․ Your Lumber Bill .
We have the right kind of
Lumber and the right price
Our Service Is Just a Little Better.
-

## Plainview Lumber Company



## Third National Bank

Capital $\$ 100,000.00$

## Money To Loan

## OFFICERS

mpherovess

FRADAY, NOVEMBER 1, 1912
anNouncements. The following are the county an
district nominees of the Democrati primary which was held July 27th:
For District Attorney-
GEO. L. MAYFIELD.

| For District and County Clerk |
| :--- |
| $\begin{array}{c}\text { B. H. TowERY. }\end{array}$ |
| For Cuunty Judge- |



## DEATH SUMMONS VICE PRESIDENT

JAMES SCHOOLCRAFT SHERMAS
RESPONDS TO FINAL CALL AT
HIS UTICA HOME.

## relatives at bedside

 Passing of Tafts Running Mate Coltfronts Repubilican Party with
New Problems. Vice President James Schoolcrat
Sherman died at his home in Utica
N. Y., at $9: 42$ o'clock Wednesday Sherman ated a: at o'clock Wednesday
N. Y., at 9 ,
night, according to press dispatches
The Vice Presiden The Vice President had been ill for
more than a year, of Bright's disease. more than a year, of Bright's disease
Sinking since earry morning, he ex-
perienced slight relief after sever o'clock p. m., and there was an appar--
ent improvement of the condition of ent improvement of the condition or
his kidneys.
At nine o'clock his temperature rose At nine o'clock his temperature rose
to 106, and he began sinking. He was
unconsclous at the end, and had been for several hours. All of the family were at his bed-
side, Mrs. Sherman, their three sons and their wives, R. M. and Sanfor
sherman, brothers, and Mrs. L. B Sherman, brothers, and Mrs. L. B
Moore and Mrs, H. J. Cookingham



 states, was born in Utica, N. Y.. Oct.
24, 1855 . He was the son of General
Pe 24, 1855. He was the son of General
Richard Updike Sherman and Mary

Francls Sherman. | Prancis Sherman. |
| :--- |
| Mr. Sherman | schools in Utica and Whitestown Sem-

inary. Afterward he entered Mamil
own College, town College, from which he gradu-
atele, in 1888. Then he took up the
study of law, and was admilted to the
bar of New York State to 1880 . bar of New York State in 1880. He
had excelled as an orator during his
college days, college days, and was often called
upon to deliver addresses on public
occasions. It was as orator that he
one occasions. It was as orator that he
tinally dirted into politics. He en-
tered the law firm of Cookingham \& Gibson, which after a few month
came Cookingham \& Sherman.
The first political office Mr. man ever held was that of Mayor of
UUca He was elected to that office
In $188 s$. when he was but 29 years
old. He was the youngest mayor in the history of the city. After the ex
piriation of his term of office
mayor, Mr. Sherman was elected one cratie landstide House continuously from 1887 to t,
time when he assumed the office
AUCTIONEER J. V. BOSTON Live Stock and General
Auctioneer
rms Reasonable For dates phone or write me KRESS


NASH'S NEW AND SECOND-HAND sTORE has anything you want, a
-ices to suit the times, and especial 1. on Cook Stoves and Heating Stoves
ar Hot Blast Heaters.
vice president.

## He was a delegate to the Republican National convention of 1892 and

 chairman of the New York Repubilica State ein 1900 . When Mr. Sherman was boomed fo
the Vile Presidency in the summer
1908, it was not the 1998, It was not the first time thin
he had been mentloned tor that office In 1990, when he was permanent
chairman of the New York State con-
vention, he was for a number of days a close rival of Theodore Roosevel Academy was largely due to Mr.
Sherman, who introduced in Congress
resolution providing for a Congres-

$$
\left\{\begin{array}{l}
\text { the } \\
\text { repe } \\
\text { men }
\end{array}\right.
$$

## h

## wa

bin, an act to oprovide agnti-s
practine of ticket scalping.
In 188. In 1881, Mr. Sherman married M
Carrie Babeock, daughter of
Ellakim Babcock, of career, while the thild bed a business
sor of mathematictes
ent cherches fight tuberculosis One Hundred Thousand Minister
Are Asked to Preach Tpon Stady and Prevention.
People who are working for the study and prevention of tuberculosis
express the belfef that 100,000 minisexpress the belief that 100,000 minis
ters preached on the subject, eith on sunday, October 27 , or will do
on somesion near to that dat Consideration was had of many de
mands for special Sundays, mands for special Sundays, and
pastors were asked to fit the call int their own plans. Last year about 50 , -000 made some mention of the day Farley and m. Cardinals Gibbons and people have approved distinguishe calling the attention of the public vention.
Achlevements of these people of more than 600 be: The forming combat the disease, the distribution
of $80,000,000$ the subject, the establishing of 12,00

## !

| beds for advanced cases and 18,000 for curable ones, the founding of 500 hospitals, the opening of 400 dispensaries and the securing of laws in forty-five states intended to compel study and apply preventives of the ailment. <br> A chief purpose of the day this year is to give wide warning of the danger of relying upon, even of using, patent medicines and cure-alls claiming to have value. The scientists say there is no drug that will effect a cure, and that people waste both time and money, Along with the warning will be given exact instructions for the study and prevention of the disease, always to be done under some recognized physician. All of these points have been furnished by the National organizations to ministers everywhere. <br> SETH WARD COLLEGE NOTES. <br> Miss Betts visited at Hereford the first of the week. <br> Miss Ellen Morgan, former student in Southwestern University, whose home is at Lorene, Texas, has come to take charge of the Intermediate De partment in the school. <br> Miss Williams and the students of the Expression Department gave a candy sale last week, the proceeds to be used in furnishing Miss Williams' studjo. Students of the Art Department, together with Miss Betts, have papered and furnished the Art studio. <br> The organization of the Young Ladies' Tennis Association has added a feature of interest to the girls' out-of-door sports. Mr. Schuhmann has perfected this organization, and has put the courts in good condition. The Girls' Basket Ball Team has also been organized, and hopes to be practicing soon. <br> The football team has been practicing hard this week. They hope to meet the Lowery-Phillips team, on the Amarillo gridiron, Saturday. <br> Students in the Music Department, under the direction of Mr. Herrmann | and Miss Daniel, gave a pleasing entertainment on last Monday evening, in the college auditorium. The program consisted of both piano and vocal selections, followed by a humorous play, "A Love of a Bonnet." A candy sale followed the program, the proceeds being used to furnish the musie studio. <br> Seth Ward College choir furnished the music at the Methodist Church last Sunday evening. That the choir is doing god work is evidenced by the many expressions jof appreciation of the music last Sunday evening. The the music last Sunday evening. This choir furnishes music for chapel services every morning. <br> The boys and girls at the dormitories enjoyed a Hallowe'en party, given at the girls' dormitory, on last evening. Spooks, witches and hobgoblins were much in evidence, and in the wierd lights of the Jack-'olanterns hideous masks and robes provoked much curiosity. <br> The second number of the Seth Ward Lyceum Course, The Ernest Gamble Concert Company, will come on November 23rd. The date formerly announced their number to be given on November 30. No concert company in America has a wider reputation that nthis company, and a most pleasant and profitable evening with Mr. Gamble, bass soloist; Mr. Edwin M. Shonert, pianist, and Miss Verna Leone Page, violinist, is assured to all who hear them. <br> PRESS REPORTER, Seth Ward Collēge. <br> WAYLAND COLLEGE NOTES. <br> A banquet will be given by the members of the Antilogian and Mu Sigma Rho Socleties on Friday evening, November 8 , in the dining hall of the Main Blulding. The purpose in giving this banquet is two-fold-to develop hte social side of school life and to inspire greater school and society patriotism; also to raise monsy sufficient to complete the Society rooms. <br> Friday evening, November 1, a Hal- | lowe'en reception will be given in the dining hall of the Main Building, by the Eulogians and Beta Gamma Socleties. <br> On Tuesday morning of this week Mr. Brown, editor of The Herald, was with us at chapel exercises, and gave anohter one of his splendid and inspiring talks. <br> The workmen are busy this week plastering the walls of the lobby and down-stairs halls of the building. PRESS REPORTER, <br> Wayland College. <br> GOODYEAR CO. GIVES $\$ 300,000$ <br> TO TRANSCONTINENTAL ROAD. <br> One-Tenth of $\$ 10,000,000$ Necessary to <br> Bulld National Highway <br> In SIght. <br> Indianapolis, Ind., Oct. 26.-Impetus to the tune of $\$ 300,000$ has been given the proposed Ocean-to-Ocean National Highway by the Goodyear Tire \& Rubber Company, of Akron, Ohio. Over one million dollars has already been pledged, and some of the largest makers of automobiles and accessories have yet to be heard from. <br> The plans, as originally outlined by Carl G. Fisher, of Indianapolis, and his associates, provides for the purchase of materials for the building of a highway from New York to San Francisco, to be completed in time for general use to the Panama Exposition in 1915. It will take $\$ 10,000,000$ to provide 35,000 worth of material for each mile, but one-tenth of the amount has already been sighted and the surface has not been scratched <br> F. A. Sieberling, president of the Goodyear Company, voices the attitude of manufacturers toward the project. "The need of a National highway from coast to coast," said Mr. Sieberling, "has been so obvious that its possibility, in fact its almost definite assurance, seems to be the most natural thing in the world. The plan proposed by C. G. Fisher, of Indianapolis, is the first practical plan, to my knowledge, that has been advanced. <br>  | Rubber Co. feels that it has done nothing remarkable or unselfish. We look upon the pledge as a movement on which we will expect to realize dividends. The fact that the industry is supporting this move argues, to my mind, that the manufacturers look upon the project in the same light. <br> "In my opinion, the move will succeed. It deserves to succeed The men behind it are calculated to see that anything they back gets its deserts. In other words, they are business men-and it takes business men, not politicians, to do all of the really big things of today." <br> don't poison yourself <br> WITH MERCURY. <br> That's What You May Do if You Take <br> Calomel, Because Calomel Is <br> a Form of Mercury. <br> If you ask a druggist for bi-chloride of mercury, he will give it to you in a red-label bottle marked POISON. Calomel is also a chloride of mercury, as your doctor will tell you, and, at everybody knows, mercury is a polson. <br> When you think you need a dose of caomel, instead of whipping your liver up with the mercury it contains, go to R. A. Long Drug Co.'s drug store and pay fifty cents for a bottle of Dodson's Liver-Tone, a pure vegetable liquid that starts the liver to action just as surely as calomel does, and is perfectly mild and harmless, with no bad after-effects. No restriction of habit or diet is necessary. <br> Dodson's Liver-Tone gives such perfect satisfaction in curing constipation and torpid liver that R. A. Long Drug Company will give the money back to any person who tries it and does not find it a perfect substitute for calomel. -Adv. 44 <br> Fresh Bone Meal every Friday at OTTO's. <br> NASH'S SECOND-HAND STORE wants your old Heating Stoves and your old Iron Beds, and will swap you N6w ones for your Old ones, or pay you cash for same. <br> -(Adv.) |
| :---: | :---: | :---: | :---: |

## d0 Y0U Wavt 'THIS PIAN0 FREE

## IF YOU HAVE A PIANO

Then why not help someone win, by buying your needs at this store. You get votes with every cash purchase.


## Ask Your Friends to Subsbribe for the Herald

We credit 3000 votes with every New or Renewal subscription to the HALE COUNTY HERALD. Ask your friends to subscribe; send the HERALD back home.
Standing of Contests will be published each week in the HALE COUNTY HERALD.
Be sure and ask for your Piano Votes.
Phone 37 R. A. LONG DRUG CO.
Phone 327

This is for the consideration of the Buyer. So are all advertisements. They are sincere invitations from the business man to the Buyer to inspect his goods. But, more than that, they are opportunities for the Buyer to save money. When a man advertises his goods you may be certain that theyare worth your consideration. When a merchant knows he has the goods he does not wait for you to hunt him out--he advertises the fact.


The Antilogian and Me Sigma Rho Societies of Wayland College will give
a banquet Friday evening. Nov. 8, in The Euglosian and Beta Gamma Soedeties of Wayland Baptist College
will give their annual Hallowe'en banquet to
ing hall.


AT THE OPERA HOCSE OX MONDAY, November 4.
 As a play, "The House of a Thous- dition is complied with, the play be and Candles" has met with wonderful comes absorbingly interesting. Yucesss, not only during the long Ne York run, but in and lat larger cities play contains nothing that is not in
of the East where it has appeared for
cluded in the book, and when that ap from two to four engagements. It has peared some time ago it was vora
to an eminent degree the essential ciously devoured by an intelligent elements of popular success-excite- reading public. It still maintains it ment, hu
story.
There is one inviolable rule in wit-1-Adv. cousin, Mrs. S. R. Merrill. Miss Keck Ledgers, Cash Books, Day Books, In is yet a little uncomfortable from the
effects of the runaway she was in last


DO not wait until the last minute to lay in your supply of comforts and blankets, but make your selection while we have a full assortment. These cold nights are calling for good warm blankets and we are the people to supply you. Everything from a nice snow white cotton blanket to a light soft "down" comfort.

You will find in all of our comforts, good materials and beautiful patterns; and what is MOST important --- warmth without weight.

## Cadet Hosiery <br> 

We not only "Recommend" Cadet Hosiery, but for every pair which does not give satisfaction, we will refund your money, or give you a new pair. If yoy have never tried them it is your misfortune. Try a pair and let us guarantee their wear. No red tape, we just ask you to return them to us and receive a new pair, or your money.

## Say, Do You Know

## "JACK?"

He was very prominent last night. You had better prepare yourself before you meet him again. Caps
--a new hunch just in that will look good to you--50 c to $\$ 2.00$. Jerseys--Sweaters and Sweater Coats new, good and warm. From $\$ 1.00$ to $\$ 5.00$.
Plainview Mercantile Co.

