


## Some Exceptional Bargains in Land

5120 acre ranch of good smooth land just being put on the market at a price that is worth investigation, is located just right to cut up and sell out in smaller tracts.

640 acres is just four miles from a railroad town, is joined on three sides by Land purchased by the Syndicate, it lays just right, is all good smooth Land, and right now can be purchased below the market. 160 acres improved farm six
miles from good town, has an eight room house, well and windmill, barn sheds and other out buildings. 100 acres in cultivation. Is all fenced and cross fenced, one-half mile to good school, is an ideal location and the price is right.

Come and see us, or write or wire us just what you want. We have other lands and it might be we have just what you are looking for. Corres pondence solicited and promptly attended to.


Ben's Shaving Parlor

| 6 Chairs, 4 Bath Rooms. All Good Barbers. Strictly Sanitary. The Barber Shop Which Makes You Comfortable. Give Us a Call. |  |
| :---: | :---: |
| Ben's Shaving Parlor |  |
| Local drtgeist <br> MAKES STATEMENT. |  |
| Says Dedson's Liver Tone Is the Best Remedy for Constipnation and ShirlIng Liver He Has Ever Sold. Every person who has tried Dod |  |
|  |  |
|  | Dodson's Liver |
|  | Every person who has tried Dodson's Liver Tone and knows how |  |
|  |  |  |
| son's liver Tone and knows how surely and gently it starts the liver to |  |
| working and relieves biliousness wil |  |
| bear out the R. A. Long Drug Company drug store in this statement |  |
|  |  |
|  |  |  |  |
|  |  |
| harmless and pleasant to the taste, |  |
|  |  |  |  |
|  |  |  |  |
| liver that most of our castomers have ever tried. A large bottle sells for |  |
|  |  |  |  |
| ever tried. A large bottle sells for new Bugri fifty cents, and we do not hesitate to trade. |  |
| a the |  |
|  |  |



Service, Quality, Appreciation FAIR AND HONEST TREATMENT

Put us under a microscope--we will bear the scrutiny.

We want your drug trade. All we ask is a chance to serve you.

## R. A. Long Drug Co.



$>$

- 


## If You Want the City lce Co. to Stay in Plainview give them your business

WE Weigh Every Piece of
Ice Sold. We are now running two wagons with
which we can supply your running two wagons with
which we can supply your needs promptly.

## City lce Co. <br> H. S. BROOM, Mgr.

West Side Square
Telephone No. 282
Telephone No. 282


## Rockvale Coal

A uniform heat producing coal for cooking IN ANY OUANTITY

Good Threshing Coal, and Clean Best Quality Nigger Head Coal Always on Hand Alfalfa Lumber Co.


Round Trip to Lubbock : 1-90
JULY 2, 3 AND 4
Return limit July 8th. Account Round-up at Littlefield, Yellow House Ranch, July 4.
Round trip from Lubbock to Littlefield $\mathbf{\$ 1 . 5 0}$ Will have to re-buy tickets at Lubbock.

Phone 224 For foll particalarn $\mathbf{R}$ Ree RS, Asent The First National Bank capitil stock

180,000.60
$180,00.00$
 SAFE DEPOSIT BOXES FOR RENT Your business solicited, appreciated and protected.
A. S. Mc Xdams Lumber Co. LUMBER AND PAINTS

We can save you money on any kind of build!
ing material. Call and get our prices.
J. P. FRANCISCO, Manager

Pboce 52

## FARM LOANS

We are in a position to make Loans in Hale and adjoining Counties, secured by first mortgage on improved farm lands.

## SANDER \& MARTINE

Concrete Bldg., East Side Square
M.T. Braddy has taken charge of the BURTON

HOUSE
and will make it first class in every particu Clean airy rooms. Excellent n
By Day, Week or Month
Make an inspection call and talk it over

[^0]

## OUR BEST EFFORTS

combined with those of our directors are constantly directed toward abso lute safety for our depositors, every loan being carefully passed on before being made. If such carefulness with all modern banking facilities for banking appeals to you, see us about opening an account.

## Citizens National Bank <br> CAPITAL $\$ 100,000.00$

## It's Crop Making Time

Be prepared to get the best yield by careful cultivation made possible with the John Deere cultivators.

We have Alfalfa cultivators and seeders and the famous Deering harvester machinery and repairs.
R. C. Ware Hardware Co.

## Neighborly Advice


ought to put you on the right track for good 8 froeries. They deal here-and for that reason are probabaly getting better Groceries than you We make it a point to keep only the best and most satistring grades and for that reason we are free from complaints Give us a single trial and prove this to your own satisfaction. And do it soon-for your own sake.


| ale County Herald <br> sued on Tuesday and Friday. | sented in 1915. But it is ti gin now. <br> EXAMINATION FOR LAMR |
| :---: | :---: |
| nx a milex, Pubisher | examination for lamb county bost offics. |
| buFord o. brown, B. MILLER, Business | The Civil Service Commission has announced an examination for Post-- |
| Phones-Business Office, 72; Ma or's Residence, 165. | scribe that applicants must be 21 years old, except that women over 18 |
| Fntered as second-class matter in the Pont Office in Plainview. Texas, sader act of March 3, 1879. | years of age, in Texas, are eligible. Applicants must reside within the territory supplied by the Olton office |
| Ac., communict be adarexsed to THE Rurald publishing company, Poost oftce Box 368 , Plainview, Texas $\xrightarrow{\text { Post offce Box s68, Plainview, Pexas }}$ | $\begin{aligned} & \text { master at olton and the "local secre- } \\ & \text { tary at Plainivew. These applica. } \\ & \text { toins must be exeuted in proper } \\ & \text { manner and filed with the Commis- } \end{aligned}$ |
| sotice. | manner and filed with the Commis- sioner at Washington at least 7 days |
| o services, are Felcome to of The Herald FREE; but | IS SECOND LARGEST stiddy scheol in west. |
|  | Methedist Chureh Has Had 395 Reclamations and Conversions Since Coming of Brother Barnes. |
| ordingly. <br> scription Price . . . . 81.50 per y (Invariably in advance) | Nine persons joined the Methodist Church Sunday at 11 o'clock. "This makes an even hundred since our re |
|  | makes an even hundred since our revival services began, three weeks |
|  |  |
|  | We have baptized six infants, and have had, including our College meet- |
|  |  |
| the same respect as learning, and | ing in the spring, ${ }^{\text {a }}$ as conversions and reclamations. |
| wn | Brother Barnes says this is the |
|  |  |
|  | tion, in the Northwest Texas Conference. Polk Street Church in Ama- |
|  | rill ${ }^{\text {ans }} 25$ more members,The Methooist Sunday School has |
|  |  |
|  | nearly 500 in attendance, and Rev Barnes says that it is, with perhaps one exception, the largest Sunday |
|  |  |
|  | School in the entire West. The Earaca class of young men has a mebmership |
| Some One Else would have mor time: |  |
| One Else would pleas others: <br> One Else would do-it- | THEY LOGGED THE ROAD. |
|  | Messrs. Faulhner and Wendelhen Kept Record of Run from Celorado. |
|  |  |
| Some One Else is used to leading; | L. M. Faulkner and M. F. Wendel- |
|  | came through to Planiniew Lwo weeks |
| Some One Else-and do you ask me Who this Some One Else may be? | ago in Mr. Faulkner's Ford. Mr. Faulkner has made three trips to and |
|  | trom Colorad. He gives the follow- Ting log or his last run. This run, Mr. |
|  | Faulkner says, is over the best route from Colorado to Texas: |
|  | Colorado Springs, colo, to |
|  |  |
|  |  |
| jotic women living | Manzanola ….......... 91 miles |
| , | ${ }_{\text {Rocky Ford }}^{\text {Las Animas }}$............... 1300 miles 130 miles |
| Texas. |  |
|  |  |
| mation of the | Hurley (Okla.) ......... 263 miles |
| veen North and South Ame |  |
| the uniting of two oceans. er water route from At |  |
| ts to the Pacific will revo |  |
| trade routes of | Canyon .................428 miles |
| Texas has a |  |
| nama Canal, and should have |  |
| g place at the San Franisco E itton. We have the longest coas |  |
| ot any American Commonv | a stestitete |
| atral America; our advanta | The piscorery of a Germwill Resist the stronged |
|  |  |
|  | Berlin, Germany, June 13.-At to. |
| that Texas should have a building for |  |
| exnrichor or | \% ${ }_{\text {day }}^{\text {day session }}$ Scientific Investigation Protessor |
| her imperial borders. | Borchers announced the discovery of a new alloy equal to platinum which |
| there. Texas should in |  |
|  | would resist the strongest acids. The <br> discovery is important, as platinum <br> is constantly becoming dearer.-Dal |
| dexas has never lagged beh |  |

## We Want Boys

## The Knickerbocker Age <br> Buy and to Sell a Big line of Knickerbocker pants. We pay liberally.

Cut Prices too-~Ffere's the Price $\mathcal{L}$ List
Any \$ .50 Knickerbocker Pants for \$.40 Any .75 Knickerbocker Pants for Any 1.00 Knickerkocker Pants for Any 1.25 Knickerbocker Pants for Any 1.50 Knickerbocker Pants for Any 1.75 Knickerbocker Pants for Any 2.00 Knickerbocker Pants for Any 2.25 Knickerbocker Pants for Any 2.50 Knickerbocker Pants for

We will pay 10c a pair for every pair you'll sell for us before July 4th, but you must first buy a pair yourself. When you have bought a pair we will then appoint you as one of our Boys Trouser Salesmen and pay you for your sales. A Boy may have credit for the sale whether or not he is in the store at the time the goods are sold. Just have the purchaser mention your name.

Richands Sros. Golfier


PLAINVIEW BUGGY CO. has a complete line of Moline Farm Wagone
and Tennison Harness. Talk trade and Tennison Harness. Talk trad
with us on any Livestock you have
-Adv. -Adv.
We heve exclusive agency for the
Victor" Talking Machine today, J. W. WILLIS DRUG Co.
-Adv. L. D. RUCKER PRODUCE CO. buys
GREEN ind DRY HDES. GREEN and DRY HIDES. Adv, th For the best Nigger-Head Coal, soes
ALFALFA LUMBER CO. -Adv. it. We please the most exacting is Painting and Paper HangiLg. All
work guaranteed. PLAINVIEW DECPhone 459. THOMAS \& MILLER will trade yo a new Buggy for an old one or a new
Buggy for any kind of Livestock. Wednesday, $\xlongequal[\text { June } 25, \text { we will give }]{0}$ 10 per cent of all cash sales to the
Missionary Soclety of the Methodist Church. R. A. LONG. - Adv. th
Chionary Soclety of the Methodien SPEGAL-TRAIN EXCURSION TO
YELLOWSTONE NATIONAL PARK

Join the Southern Methodist University's Second Annual Personally-
Conducted Special-Train Excursion to Yellowstone National Park. It casily America's Greatest Scenle and
Health-Geting Trip, and will leave Fort Worth July 4th. Total expense,
$\$ 110$ to $\$ 140$. For partculars, including literature
illustrative of the numerous interest ing sights and unusual experiences t
be enjoged, write FRANK REEDY
care Southern Nethodist Univeratity POSITION WANTED-By young
Tan: Inside work; a-1 references Your troubles are ended when ae
do your work. Try us - Patnting and
Piser
$\qquad$
Blasingame \& Kilinger will give bo cents each Saturday to the boy of
xirl who kills the moat flies during the week. Do not bring the flies, but
bring an order from the Fly Commily Charles, Mrs, L. D. Rucker and Mra.
A. W. McKee. This offer begias at

WANTED-TO TRADE:
East Half of Section No. 28, Block A Hale County, in Shallow Water Belt,
and ten acres or more about 8 or
blecks from Floydada new Court
House partly lnside corporation.
$\qquad$

While away these spring evenings
listening to a "Vletor." J. W. WILLII
boarding asd training stable
I can board more family and de-
livery horses at my barn, on south
Calfornis Street Californis street, and will assure best
treatment, good feed and clean quar. Will also break borses to haraess Tor family or business use.
$\begin{array}{ll}\text {-Adv. 30. } & \text { D. J. WATERS. }\end{array}$
For the best Rockvale Coal, see the

Now is the time to take care of your complexion if you wish to remain its delicate, healthful appearance.
This can best be done by using a pure, harmless cream before going out in the sun and hot wind.
We carry all the well known brands of Face Creams, but Especially Recommend and Guarantee NYALS PEROXIDE CREAM and will be pleased to show this cream at any time. Our Toilet Department is complete. May We Show You?
Duncan's Pharmacy 'The Store Where Zou fool ht Home'

## Before buying buggies, harness, wagons, etc.

## We Handle the Famous

"Henney" and "The Freeport" bugggies and have a complete line of the genuine "T. G. Mandt" wagons.

We will trade you a new buggy for an old one, or for any kind of livestock. Our line is complete and the price is right. All we want is a chance to show our goods-they sell themselves.

## The Most For Your Money

That is what every conservative buyer should look for. You find it when you come to our place. It isn't any cost sale or going out of business proposition. It means a division of our profits with you. Our goods are bought right. Our prices are made right to make them go and they are going. Only 6 more days of the 10 per cent cash discount--every article a bargain, and some exceptional bargains in nice second hand goods. If it isn't good we make it good.

Yours for business,

```
W. E. WINFIELD Successor to Nash \& Company
```

KEEP COOL and at the Same Time BE AMUSED at the MAJESTIC where the best picture reels obtainable are always shown.

## $10 C$

10C
First Monday at R. A. Long's Drug Store On First Monday we will give a 25 c package of Roman Talcum Powder, assorted odors, with each $\$ 1$ Purchase.
R. A. Long Drug Co.
 Miss Mary $\overline{\text { Fleteher returned Sun- }}$
day from a two months' visit in San day from a two months' visit in San
Angelo. The city council will probably con-
clude the mater of street crossings
at their eext meeting. at their next meeting.
 erete walks leading from The Het.
Building on North Pacificic Street.
Mrs. C. E. Gordon, who has been
visiting Mrs. Frank Barrow, has re
Visiting M
turned to
oklahoma

## G. Anna,

nephew Texas, ane whe

## nephew, President Seth Ward College

## Rev. T. W. Croom, of Oxfor was here Tuesday on his Mismi trom Lockuey, where <br> wes here Truesdan, of on oxtora, way Miami from Lockney, where he

 Mlam from Lockney, where he hbeen to examine the Bible school.
probably will assume the presidene

## probably

$$
\left\lvert\, \begin{gathered}
\mathrm{y} \\
\mathrm{~J}, \\
\mathrm{ing}
\end{gathered}\right.
$$

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

FOURTH

We have Flags, all sizes, bunting, festoon

$$
\begin{aligned}
& \text { J. A. Johnson and family are enjoy } \\
& \text { ing a visit from Mr. J. I. Hande }
\end{aligned}
$$ decorations, cap pis-

$$
\begin{array}{|l|l}
\text { ing a visit trom Mrs. J. I. Handley } \\
\text { and chldrero of Indianapolis, Ind. } \\
\text { nr. Handey, will join them in a few }
\end{array}
$$

$$
\begin{aligned}
& \text { and chlidren, of Indianapolis, Ind Ind } \\
& \text { Mr. Handey will Jon them in a } e \text { Io } \\
& \text { days. Mres. Handey is a daughter }
\end{aligned}
$$

$$
\left\lvert\, \begin{aligned}
& \text { days. Mrs. Handley is } \\
& \text { Mr. and Mrs. Johnson. }
\end{aligned}\right.
$$

$$
\left\lvert\, \begin{aligned}
& \text { A telegray } \\
& \text { states that } \\
& \text { morrove. } \\
& \text { envile, Te, } \\
& \text { bedside of }
\end{aligned}\right.
$$

$\qquad$
Get Ready Now for the Big Celebration tols, roman candles and all sorts of fireworks and celebration goods.

The Kiddies wont

$$
\begin{gathered}
\mathrm{Mis} \\
\text { who } \\
\text { whi }
\end{gathered}
$$ be sick on the big day if they eat our pure, wholesome candies.

## J. F. Coan \& Son



## The Best of the Old

## The Best of the New

We not only handle the best of the old makes your grandparents liked most, but the best of the new makes which have become famous through merit.

## See the List

Quick Meal Ranges.
New Perfection Oil Cook Stoves.
Iowa Cream Separators.
Daisy and Cylinder Churns.
Sunshine Washing Machines.
White Mountain Freezers.
Patent Sun Proof and Peninsular Paints.

## Plainview Hardware Co.

Successor to Hartly-Mise Hardware Co.


The most natural, the most human, if not the most altruistic, bond is that of self-interest.

There are thousands of associations, leagues and societies all over the country that bears witness to the uniting force of a common, personal cause.

The biggest society in the country is one that has no president, no by-laws, nor, in fact, any specified organization. Yet practically every man and woman belongs to it.

It is the Society of Newspaper Readers. Their only bond is that of self-interest.
All men and women know that in order to be able to hold their own with their neighbors they must learn what the newspapers have to tell them, not to general events of the day, but also in regard to the specific activities of the locality in which they live.

The advertisements in the reliable newspapers are no less important and are apt to be of more lasting value in this matter of self-interest.
Being a member of the league means that you are up-and-doing, progressive and alive to your own welfare.

## Sidewalks, Gutters, Floor Work, Etc.

CALHOUN BROTHERS

## MR. FARMER

## Your Annual Profits Depend Largely Upon How Much You Get Out of Each Acre

You know that frequent and thorough cultivation brings profits. Then isn't it wise to buy the best cultivating implements you can get without paying "fancy fixins" prices?

Investigate and you'll find that the celebrated P. \& 0. Single or Double Row Listers or Disc Cultivators will fill the bill.

We have a P. \& O. that will just suit you.

## Donohoo-Ware Hardware

# FLOYDADA-ROARING SPRINGS AUTO LINE <br> $\qquad$ 

Beginning with regular train service on the Q. A. \& P. to Roaring Springs, car will make daily trips via Matador. Leave Floydada 9:00 a. m., arrive Roaring Springs between 12:00 and 1:00 p. m. Leave Roaring Springs between 1:00 and $2: 00 \mathrm{p} . \mathrm{m}$., and arrive Floydada between $5: 00$ and $6: 00 \mathrm{p} . \mathrm{m}$. Car will stop 1:00 hour in Matador each way. Make connection with Floy-dada-Plainview car which leaves Floydada $6: 00 \mathrm{p} . \mathrm{m}$. Floydada headquarters at Johnnie Reagan's Garage. Register there for seats. Matador headquarters at City Drug Store. Roaring Springs at Depot.
 W. R. Cope or John McKinney
 of stamping out the disease atto-
gether. Previously the department gether. Previously the department
condocted experiments by which it
developed a serum that was a specific developed a serum that was a specinc
in choleria epidemics, but now it pro-
poses to go to the root of the trouble poses to 80 to the root of
and eliminate the cause.
Ferestes May Be Made Self.
Sustuining.

That the national forests should be self-supporting is the belief of Davic
F. Houston, Secretary of Agriculture F. Houston, Secretary of Agriculture
At present. the Nation's zoe-millionAt present, the Nation's $200-$ million-
acre timber reserve recelves an ap acre umber reserve receives an ap-
prepriation of five milion dollars an-
nuall and returns one-halt of that nually and returns one-half of that
amount in revenue, says the Kansas amount in
City star.
In Germany the national forest
yleid a surplus to the kovernment. seecretary Houston will go this sum
(the North Pacific Coast, chiefly
mer to the mer to the North Pacific Coast, chiefly
to tinapect the government forests of to inspect the government forests of
Oregon, Washington and Montana, Oregon, Washington and Montana,
and he may extend the visit to Alaska. "If I do," he added, " 1 shall try to
acquaint myself with the Alaskan brown bear. It is a curious fact that
the Department of Agriculture has the Department of Agriculture has
furisdiction over brown bears in AlasJurisdiction over brown bears in Alas-
ks, while another department, that of Commerce, 1 believe, has Jurisdic
over all other bears in Alaska. "That is one of the odalites which
occur in the division of various mat "Because of the stort supply and
nigh prices of meats," says the departhirh prices of meats," says the depart-
ment to its statement today, "it is becoming imperative that something
should be done to check the ravages hhould be done
of the disease."
The firsene. experiments will be made
in Dallas County, lowa, in Dallas County, lowa, water in Indi-
ana and possitly in one or two other anna and
states.
 Eugene, Ore-In an exhaustive hesis, in which is presented a grea
array of facts and figures, Andrew array of facts and figures, Andrew
Collier, a menior in the State Uni-
versity, kives conclusions concerning versity, gives conclusions concerning
the middleman that are of interest to
the producer the producer and the consumer alike.
He shows that the statement is true He shows that the statement is true
that of the 13 million dollars annually that of the 13 million dollars annual
spent in this country for agricultura speduct more than halt goes to the
prodicter
middeman. And in proot he offer the results of his investigations that
have been confined to three articles have been confined to thr
of common consumption-
prunes and watermelons. An interesting fact is that in the preparation of his thesis Collier has drawn upon his 6 wn experience as an
up-to-date farmer. He has put him-ap-to-date farmer. He has put him-
self through college by the profits self through college by the profits
from his farm, which he has operated along scientific lines. His father turned over a 50 -acre
tract two mile tract two milles west of Eugene to him
five years ago, with the understanding five years ago, with the understanding
that the son was to run the place and get the proceeds. The frarm is
worth $\$ 15,000$, being partly in prune worth $\$ 15,000$, being party in prunes,
apples and peaches. There are fifteen d apples and peaches. There are fifteen
acres of hay and six acres given to actes of hay and six acres given oor producter six horses are used about
prot
the place, while young Contier hires the place, while young Colier hires such help as he needs during the busy
seasons. During the college year he seasons. During the college year he
takes a number of fellow students to takes a number ofm on Saturdays, pays
the farm with him the
them regular wiges for their work them regular waiges for the
and sets the pace for them. and sets the pace for them,
From the sutset the turned bim a profit, and he has been
able to earn a college education and able to earm a college education and
build up a bank account in addition.




## Who's Your Gailor

## If You Are a Gentleman

in character, amusing in conversation, and make a good appearance, you are taken, so far as society is concerned, at your face value. For this reason

## Your More Formal Clothes

are far more important than any other you are accustomed to wearing. Get right in the eyes of others; let us order your dress clothes from our famous Chicago tailors, Ed. V. Price \& Co. We can save you upwards of $\$ 20$.

## DON'T RUN OFF AFTER FALSE SALES

Sales that it you read and think carefully for yourself, are sales only in name.

Let us prove these statements to you. Test our 100 per cent guarantee.

Remember there is a Day Coming when you will have an opportunity to buy at a Genuine Sale.

We are making prices now on many lines of Merchandise that are Lower than the so-called Sale Prices.
"A hint to the wise should be sufficient."

## LOOK! THINK! ACT

for yourself and the result will be satisfactory. We never let our stock run down because of Dull Seasons.

New Goods are being received every day.
Received enough goods today to start an ordinary country store.
Your experience here has proven, we hope, that you can put your trust in us; believe in us; have confidence in our 100 per cent satisfaction guarantee. We want you to feel that way; to put the most liberal construction on it; to test our goods by wear; and our guarantee by anything you please.

## Plainview Mercantile Company <br> The Best and Prettiest Dry Goods Store on the Plains" W. A. SHOFNER, Manager




[^0]:    BETTER THAN SPANKINC
    Spanking will not oure chidren of weting te bed, because not a habit, but a dangerous disease. The C. H. Rowan Drug Co.,
    Dopt. 1913, Chicaso, Ill., have discovered a strictly harmless remedy Dept. 1913, Chicago, Ill., have discovered a strictly harmless remedy
    for this distressing disease, and, to make known its merits, they will for this distressing disease, and, $\begin{aligned} & \text { send a } 50 \mathrm{c} \text { package, securely wrapped, Absolutely Free to any reader }\end{aligned}$ of The Hale County Herald. This remedy also cures frequent desire to urinate and inability to control urine during the night or day in old
    or young The C. H. Rowan Drug Company is an Old Reliable House; or young. The C. H. Rowan Drug Company is an Old Reliable House;
    or write them today forily, then tell your neighbors and triends about this remedy. 4our family, then tell your neighbors and friends about tis remed. .

