

Ladies' Ready to Wear Hats at Cut Prices Oct. 1st to 8th

RICHARDS BROS. & COLLIER

BIG BAPTIST COLLEGE OPENING

WAYLAND BAPTIST COLLEGE WORK UNDERWAY.

Eight Hundred Friends and Students Witness Opening of Our New Educational Institution.

With the opening of Wayland Baptist College last Tuesday morning, September 27th, Plainview's second denominational school, our town takes the position of educational center of West Texas. Plainview has between three and four hundred thousand dollars invested in our various schools and is becoming more proud of that fact every day. Substantial citizens are moving into our midst from week to week in order to take advantage of our exceptional educational opportunities. There is danger of the West Texas town, because of its rapid growth in a commercial way, neglecting its cultural and educational side and becoming in time merely a cold, sordid money-changer. Hence it is peculiarly gratifying to note that Plainview is making marked progress along those lines which makes a higher citizenship and which offsets or rather balances the aggressive and indomitable commercial spirit of beautiful busy Plainview.

The Herald man in company with some 799 other friends of the college, last Tuesday morning, hied him out to the beautiful eminence upon which the building stands. As the crowd was slow in arriving we took an inspection tour of the main building and while gazing in open-mouthed awe at the massive walls towering above us, were taken for a freshman by some rude fellow who tried to sell us an elevator ticket. After repulsing

him in a dignified manner, we made our way to the nearby window sill and prepared to cover the exercises.

On display upon the platform were several speakers, trustees of the institution, and the faculty. Taking up the last first we will say that, with the exception of Dr. Gates and Dean Bell, they were small but good looking. They impressed us as being much larger mentally than physically and very energetic and enthusiastic.

After the noises of construction and the throb of the engine that furnished the motive power for the gigantic concrete mixer (for the building is unfinished as yet) had ceased and the singing of the Doxology, Rev. Britain of Floydada then offered the invocation, after which Mrs. Lattell, college instructor on stringed instruments, favored the audience with a skillfully rendered violin solo. Dr. Gates then introduced our highest county official, Judge Mayfield, who, on account of the limited time allotted each speaker offered a few words of encouragement, gratification and sensible advice. He urged each student to pursue the labors with a definite object in view, vetoed the burning of midnight oil as not conducive to best results and stated that the Christian College was the only institution in which a student's mental, moral and physical needs all could be looked after.

Prof. Bruner, piano instructor of the college, then felicitated the assemblage with an instrumental solo, after which Judge Lancaster, president of the Third National Bank, addressed the crowd. He said that since Wayland Baptist College, through the inspiration, aspiration and perspiration

of its founders was about to become the consummation of their fondest hopes, he, for one, was proud of it beyond measure and he thought no citizen of the South Plains could go through it without thrilling with pride. He paid a high compliment to the recently chosen faculty and Dean Bell and said there was not a man in the entire confines of West Texas with one-fourth the energy of President Gates. He closed by soliciting the support of every one for both our Baptist and Methodist colleges and subscribing \$100.00 more towards the completion of W. B. C.

Mayor DeLay was next introduced as the most popular mayor in Texas and the finest looking bachelor in Plainview. After erasing a modest and becoming blush the High Executive stated that on account of the limited time he had cut out the best part of his speech. He began the latter with the truism that "youth comes but once" (which between U and I the mayor is beginning to realize) and he urged upon the youth of Plainview the necessity of seizing opportunity before its bald spot should appear. Mentioned the need of an advanced education in order to keep up with the times and illustrated same by reminding us that last week a man crossed the Alps in an airship at practically the same spot where Hannibal, in ancient history days, met with so much difficulty and loss of time. He also paid a compliment to Dr. Gates by saying no other man in the state could have accomplished what he has in Plainview.

Prof. Nelson, now cashier of the Floydada bank, then spoke a few words in which he expressed a deep regret in not being able to accept the proffered position on the faculty. He congratulated the students and trustees upon the excellent faculty chosen and stated that he believed there was no higher profession than that of pedagogy.

Judge Webb, President of the Board of Trustees, next spoke a few heartfelt words in which he referred to Dr. Gates as the "beatnest" man to undertake big things he ever saw; stated that he had learned to love the labors necessary to building a college since a college would make men and the making of men and women was the chief end of our existence.

Dean Bell, in his eloquent manner, laid down a few principles by which the school would be governed. He stated that it was cheaper to burn candles than electric lights and it was also less expensive to send children to public schools than to colleges, but was it better in the long run. He stated that they would do the best they could with any student who might come under their care, but that it was impossible to make a success of every case. He was highly optimistic regarding the future of the school and said that if the Baptists and others of the South Plains would stand by the faculty the day would come when the fondest dreams of its founders would be realized.

President Gates then made a few closing remarks in which he stated that while the main building would not be completed for several weeks yet, there were twelve rooms fitted up for recitation halls in the new dormitory and college work would proceed without a hitch. He said that sometime near Christmas there would be another opening of Wayland Baptist College, this time in the chapel of the main building.

Everyone is pleased with the prospects ahead of the college. Including the business departments about 100 are already on its enrollment and many more are expected. Boost for

Wayland Baptist College; push for Seth Ward College; pull for Plainview (pardon the hackneyed phrase) the Athens of West Texas!

PLAINVIEW FAIR IS UNDER WAY

WAYLAND BAPTIST COLLEGE; PUSH FOR SETH WARD COLLEGE; PULL FOR PLAINVIEW (PARDON THE HACKNEYED PHRASE) THE ATHENS OF WEST TEXAS!

FOLKS ARE HERE FROM FORKS OF CREEK.

DIED.

At their home in Lubbock county, Jo Dickson, youngest child of Mr. and Mrs. Alfred Howell, died September 12th of cholera infantum. Remains were laid to rest in Plainview cemetery, Tuesday morning September 13, Rev. C. N. Ferguson, conducting the ceremony. Little Jo had reached the age of two years, one month and one day, when he was called away from sickness and suffering to a bright home above.

M. and Mrs. Howell are still in Plainview at the home of Mr. Howell's mother, their eldest child, Murray, having been sick with the same disease that proved fatal to the younger one, but is now considered out of danger. The parents have the sympathy of their many friends in this time of trouble and bereavement.

Mr. and Mrs. Howell are well known in Hale county, having lived here for a number of years and are connected with some of the oldest families. They with Mrs. Howell's sister, Miss Lochie Murray, leave for their home tomorrow.

Special for Thursday, Friday and Saturday. Stamped and tinted pillow tops, center pieces, hemstitched dailies, squares, scarfs tray cloths, splashes, laundry bags, shoe bags, comb and brush cases, collar and cuff bags, night dress cases, bibs, etc. Your choice 10c at the Surprise Store.

Great Crowds and Lively Interest Greet Plainview's First District Fair Event.

Enormous crowds throng the streets of Plainview. It seems that our first district Fair attempt is to meet with unbounded success. The crowd is interested too, interested in drinking lemon "so-days," laughing about how the boy "clumb" the greased pole, taking in the displays of stock, poultry, farm orchard and garden exhibits and beaming at our merchant's tasty show windows.

Our visitors are being convincingly shown that Hale county is entitled to wear the laurels as the choicest agricultural and stock raising country of West Texas. The woman's department is in the court house and the interior of the old building looks as nice as any parlor. Plainview's district fair will soon come up to the Dallas project, with this good beginning if it continues to improve year by year. Next week, we will try to tell you all about it.

DIED.

At his home, eight miles southeast of Plainview on Wednesday night, J. W. Cox, an honored pioneer of the South Plains section. Mr. Cox was 63 years of age and his years were ripe with good deeds for his fellow man. His death is mourned by a large number of relatives and a host of friends. The funeral services were conducted at his late residence and he was interred in the Plainview cemetery.

HORSE BITES BOY.

Haskell, September 26th.—Parties in the city from Haskell last night reported an accident six miles east of that city Saturday afternoon that will probably result in the death of the five-year old son of B. P. James, a Haskell county farmer.

The boy was bitten by a fractious horse while playing in the barnyard. The animal literally picked up the child by the back of the neck and shook him viciously until the child was unconscious. If the father had not rescued the boy the horse would have finished the work.—Abilene Reporter.

\$100.00 PER ACRE WHEAT.

From Canyon comes the report that a farmer there has just finished threshing alfalfa seed raised on a forty acre plat. The yield was ten bushels per acre. To this is added the statement that the baled hay from the field brought twenty dollars per acre. A hundred and twenty dollars per acre was made on the alfalfa output, which proves that alfalfa raising is not such a poor business after all. And alfalfa is not all that is raised around Canyon, either.

LEFT FOR CONVENT.

After spending the summer with her sister, Mrs. R. B. Hulen, 315 West Second street, Mrs. R. C. DeGrafenreid, widow of ex-Congressman Deis, left last Sunday for her home at Longview. She was accompanied by her two little nieces Zelda and Rosanne Hulen, who will attend the Catholic convent at Marshal this year.

ANNOUNCEMENT.

Dr. Pennock is here from Lubbock and wishes to announce that from now on he will have charge of the Osteopathic practice of his firm in Plainview.

Rev. Chas. R. Lee, of Hale Center, attended a board meeting of the Baptist Association here this week.



THE GREATEST DENOMINATIONAL EDUCATIONAL INSTITUTION IN WEST TEXAS.

W. C. MATHES, President J. H. SLATON, Vice Pres. and Cashier GUY JACOB, Assistant Cashier

The First National Bank

Plainview, Texas CAPITAL STOCK \$100,000.00 SURPLUS AND UNDIVIDED PROFITS 150,000.00

J. P. Sander, President W. B. Joiner, Vice Pres. and Mgr. Ernest Spencer, Sec'y and Treas.

HALE COUNTY ABSTRACT CO.

(INCORPORATED) CAPITAL STOCK \$20,000 East Side of Square Plainview, Texas

COME TO MARLIN, TEXAS

The Carlsbad of America Where our famous Hot Mineral Water is curing sufferers from all over the world who are afflicted with RHEUMATISM, STOMACH TROUBLES, SKIN and BLOOD DISEASES.

Marlin Commercial Club

Shade Trees For the Pains

Should be an interesting subject to people living in a treeless section. We can tell you how to improve conditions and how you can procure a forest of shade trees at a nominal cost.

Waxahachie Nursery Company

Waxahachie, Texas

The Plainview Nursery

Will trade nursery stock for grain. We have thornless Honey Locust which does not sprout from roots, and a full supply of all other nursery stock adapted to the plains.

L. N. DALMONT, Proprietor

Texaco Roofing

waterproof, fire-resisting, durable, made in three weights, highest quality, endorsed by the National Board of Fire Underwriters, can be applied by unskilled labor without any trouble.

MADE ONLY BY The Texas Company General Offices: Houston, Texas THOS. ABRAHAM, Agt. at Plainview, Texas

Coal and Grain

THATS OUR BUSINESS

Simon Pure Nigger-Head Coals, Rockvale the Genuine article. Guaranteed to please the most Skeptical. All kinds of grain and feed stuffs bought and sold.

TANDY-COLEMAN CO.

PHONE 176 NEAR DEPOT

J. H. LEACH

Coal, Grain, Seed and Feed Stuff

Phone 136 Plainview, Texas

A VITAL QUESTION.

Shall Agricultural Science be Taught in Public Schools.

Science, as viewed by the average man is some far reaching unknown quantity to be fully comprehended only by college graduates. This is a misconception. It simply devotes a systematic and orderly arrangement of knowledge, hence we speak of expert knowledge as science.

SECTIONAL CONFLICTS WITHIN TEXAS. The News was favored the other day with a communication from Quanah reciting an effort that is being made to bring forth an organized protest in West and Northwest Texas against the so-called International and Great Northern claim bill.

With the threat of secession we are not much concerned, being firm in the belief that the sentiment lacks a great deal of being rife in West Texas or any other section of Texas. Certainly that is a contingency very much too remote to warrant any consideration of it at this time.

That feeling is not without warrant. It would be easy, we think, to recall a dozen instances which show that the section of the state that we have described as East Texas has assumed an attitude with respect to railroad corporations that, however wise it may be from the standpoint of the interest of East Texas, is decidedly unwise from the standpoint of the interest of West Texas.

Is East Texas to disregard these facts? Is it to use its power in a way that will promote its own interests without any consideration for the differing interests of West Texas? We think it has done this on several occasions heretofore, and that is the reason why we think some serious thought ought to be given to the question whether this course is fair and morally just, and also to the question whether this course can be continued without entailing consequences that no Texan who has proper pride in this splendid state can contemplate with pleasure.

DIFFERENT STYLES in plumbing appliances are as much in evidence with us as in any other avenue of business. SANITARY BATH-ROOM APPLURTENANCES are as requisite for health as a doctor is when you are sick.

City Plumbing Co. PHONE 331. 117 North Covington St.

DR. COX'S Barbed Wire LINIMENT

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

WEST TEXAS STATE NORMAL OPEN. Canyon, Texas, Sept. 23.—Tuesday morning at ten o'clock the first services of the West Texas State Normal were held in the Methodist Church.

At the opening session the church was packed to the doors with students, citizens and high school scholars. Every one in Canyon has a deep interest in the normal, and business was almost suspended during the hour the service was held.

Registration began at the court house Tuesday afternoon and is still progressing. The number has reached 152, and bids fair to reach the 200 mark before the term is much advanced.

Fire departments are necessary and save much property, but they cannot be relied upon always. Although they may put out the fire, water may do as much damage as the fire. Fire insurance protects you against loss by fire as well as the loss by water damage.

C. E. McClelland Agent

Rooms 13-14 First National Bank TO OUR CORRESPONDENTS.

During the harvest season. The Herald wishes to publish authentic reports of grain yields, and the paper will deem it a favor if you will pay especial attention to the crops in your section and send us the actual figures, as given by the owners of threshermen.

FOR SALE—Near Seth Ward college, well improved, one-half block in Col. addition. Cheap and on good terms. I have a number of other nice residences inside the corporation. Call and let me tell you about them. W. E. ARMSTRONG, Room 27 in First National Bank Building.

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City Plumbing Co.

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

Professional Cards

DRS. PACKET & OWENS Office Over City Bakery Office Phone 211 Dr. Pickett, Dr. Owens, Res. Phone 356. Res. Phone 321.

H. E. COCHRANE Photo Studio ... Everything in Photography ... One block west of Wayland Bldg. Plainview, Texas

JAS. F. DUNCAN, M. D. Physician and Surgeon Special attention to EYE, EAR, NOSE and THROAT. Office at Duncan's Pharmacy Phones 161 and 264.

WILLIS H. FLANN Physician and Surgeon Residence, W. 2nd and Jones Sts. Office, Stephens' Bank Building. Phone: Residence, 34; Office, 36.

DR. C. D. WOFFORD, Dentist Office, Rooms 3 and 4, Wayland Building. Phone - - - 197.

R. P. SMYTHE Attorney-at-Law Abstracts to Lands in Hale Co. Land Litigation a Specialty. Plainview, Texas.

L. C. WAYLAND Physician and Surgeon Office, Rooms 3 and 4, Wayland Building. Plainview, Texas.

A. C. LETCHER Dentist Rooms 3 and 4 First National Bank Building Phone 306

CHAS. B. BARR Veterinary Surgeon and Dentist Office Wyckoff-Willis Drug Co. Phone: Office, 44; Residence, 221

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

DR. C. M. HARRIS, Veterinary Phone Nos. 88 and 394. Calls Answered Day or Night.

Dr. Cox's Painless Blister

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

STRAYED—From pasture one red cow white face, dehorned, 7 or 8 years old, branded R. L. H. on left side and hip, reward for information leading to her discovery. Vickery-Hancock Grocery Company.

PROPERTY FOR SALE.

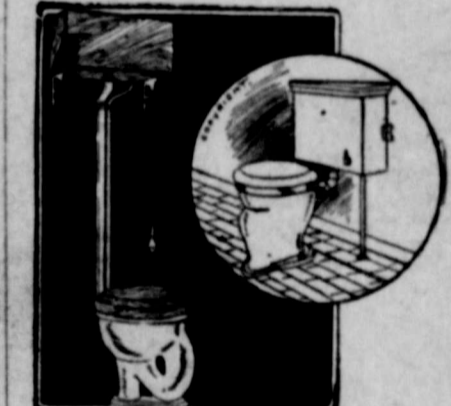
If you want a good bargain in the purchase of valuable city property call on, or write to, the undersigned. Will sell cheap and on easy terms, or will rent. Don't delay, if you mean business GEO. F. FAIR, Plainview, Texas.

For reliable and speedy car repairing, see Valentine Auto Company.

LOST—In Plainview sometime last week, a gold medal with inscription, "for excellence in oratory from H. H. S. to Earle Owens." Finder please return to Dr. J. Owens residence and receive reward.



Double Protection



DIFFERENT STYLES

Want Column

HIDES! HIDES!!

We pay the highest market price for hides. Don't fail to see us—Crowdus Brothers & Hume.

A BARGAIN.

To many merchants of our town, also to many homes, who are using a poor quality of coal for cooking instead of Simon Pure Niggerhead coal at a less price and guaranteed to please, handled only by Tandy Coleman Company. Phone 176.

Will buy Vendor's Lien notes. office with J. B. Nance, north side of square. B. W. BAKER.

Let PETERSON fit your Glasses. tf

FOR SALE—Two delivery wagons, one double, one single. Will sell cheap. Vickery-Hancock Grocery Co.

Bring your bones to Crowdus Bros. & Hume. They pay the highest market price. tf

We are headquarters for the highest quality grain and feed stuffs. Get our prices. Phone 162—Crowdus Brothers & Hume

The Ladies Aid of the First Presbyterian church will give a Bazaar and box supper in the afternoon of Thanksgiving day. 25

NOTICE OF SALE OF SCHOOL BUILDING.

Notice is hereby given that on Friday, the 28th day of October 1910, sealed bids will be received and opened by the Board of Trustees of the Plainview Independent School District for the sale of the frame building known as the old East Side School building. The board reserves the right to reject any and all bids.

Done by order of said board of trustees, this 10th day of September, A. D. 1910. W. A. PARKER, President of Board of Trustees, Plainview Independent School District. 42

We are agents for the popular "Hup" and "Regal" cars.—Valentine Auto Company.

FOR TRADE—One good Jersey cow for gentle buggy horse. See Hal Wofford.

REFLECTIONS OF BACHELOR GIRL.

Helen Royland.
A flirtation begun is half done.
Love kills time; and then—time kills love.
Wearing your best clothes in order to fascinate your husband is about as effective and thrilling as giving a moving picture show for the blind.
Nagging is an abomination, but then it is almost impossible to get a husband's ear without pulling it.
A woman's idea of a perfectly honorable, devoted man is one who will drop another woman for her sake.
A man is as old as he feels but you can't make him believe it on the morning after.
Of course a woman has a right to propose; a little thing like asking a man to pay all of her bills for the rest of her life shouldn't deter her.
Walls cannot keep love out before marriage, nor keep a husband in afterward.

TEDDY OR TAFT?

Washington, September 23.—"Who is President of the United States?" asked Judge Wullowney of William Thomas, a prisoner, who was being examined to day by a lunacy jury.
"Deed, Jedge, I don't rightly know. They say the's two of 'em—one's Mr. Taft and the other is 'Teddy,'" was the prisoners reply.
"Not guilty," was the verdict.

COLDS ARE CONTAGIOUS.

More Are Caught by Close Contact than by Exposure to Drafts.

The common cold runs a more or less definite course and generally extends from one portion of the mucous membrane to another. The symptoms depend on the region involved and the severity of the attack, and do not suddenly rise and disappear, as with hay fever.

It seems to spread between people in close contact, and occurs less frequently in summer than in winter. It is a little more common in children than in adults.

No specific organism has been found but this is also true of some other diseases which we know to be contagious. The common belief is that it is due to chilling of the skin, and hence often the opportunity for contagion is overlooked.

There is much to show that colds are directly contagious. Epidemics of the disease occur; families of children often remain all summer without colds and have them on return to school; or if a member gets a cold in the summer the other members of the family are likely to have it. All cases of a family do not begin at once, as would be the case if due to the weather, but they come in succession.

When there is no chance of contagion, as in Arctic all explorations there are no colds. But colds make their appearance on arrival in port in a warmer region. In Greenland there are no colds, except when they are brought by ship.

Colds have an incubation period of from two to four days and are usually transmitted by sneezing, coughing, embracing, speaking at close range or by means of towels, etc. They occur more frequently in children because of the closer contact.

Colds may be more effectually prevented by avoiding close contact with those who have the disease than by attention to clothing weather and the like.

When we come to realize the difference between hay fever, which is of vasomotor origin, and the common cold due to germ action, the community will gain. The objection to draughts and wet feet, which causes the community to shut itself up in tight rooms is due to the fear of catching cold by exposure, when in fact it is caught by exposure to close contact with one another.—Medical Journal.

TROUBLES OF FATHER ADAM

Old father Adam was commanded to get out and hustle a job yet there was no employer to hire him, no capitalist to finance him and hold out most of what he made. A carpenter said to the Journal man the other day: "How could I live were it not for men of capital who are able to employ me?" Ask A.M.—Farmer's Journal (Abilene).
Well Adam was sure up against it if he expected to earn his living as a hired hand. The following may throw some light upon the subject:
Whatever troubles Adam had
He never was distressed
Because he had to tell his wife
How other women dressed.
—Brownwood Bulletin
Whatever troubles Adam had
There's one he surely missed
No thought of microbes worried him,
When Eve he fondly kissed.
—Dublin Telephone.
Whatever troubles Adam had
He never had to frown
About a slow coach-citizen
A-knocking on his town.
—Bell County Democrat.
Nor did he have to wait for Eve
To anchor a wide hat,
With half a dozen dirk-like pins
Securely to her rat.
—State Press.

And even if a snake did board
His happy little raft
He never had to worry o'er
A big bank overdraft.

FOR SALE—7-room cottage, with large shade trees all around; two blocks from square; reasonable cash payment; balance monthly; or terms to suit. G. A. LONDON. tf

WHY WEST TEXAS SHOULD RAISE ALFALFA.

Alfalfa will grow almost anywhere in Texas except in sandy soil. Varieties of the plant, adapted to sandy land, are said to exist but they have not been adapted to Texas conditions.

With a good stand alfalfa needs no attention other than cutting. It does not have to be reseeded.

Alfalfa will withstand a severe winter and also the heat of summer better than most native grasses.

It is richer in animal food than almost any other forage plant.

Its hay, properly baled and cured, will bring \$15.00 per ton. It can be cut from two to five times in a season and will yield more money acre for acre, than cotton or any other grain crop.

All kinds of stock like alfalfa hay. As a feed for dairy cattle, it is unequalled as a milk producer.

Alfalfa may be used as pasturage for growing hogs and with no other attention but an abundant supply of water the hogs will put on flesh and increase in size from weaning up to finishing time when a little corn or kafir corn will put them in quick condition for the market.

In sowing alfalfa the most important things to remember are, first, a thoroughly pulverized seed bed. The ground cannot be too fine. Second in importance is good seed. The best seed to use in Texas is grown in Texas. Patronize home seed raisers and avoid the danger of getting a variety of the plant not adapted to Texas climate and soil.

Alfalfa has been the salvation of Kansas and has not only added millions to the cash income of the farmers in that state, but has so improved the soil that every other crop has been benefitted and increased by it.

Alfalfa will grow on any soil which will raise cow peas. It is sometimes better to raise a crop of cow peas first in order to get the soil in best condition possible.

The seed bed for alfalfa should be prepared in the fall by deep plowing and repeated disking. Alfalfa may be sowed in the fall with a "nurse crop" of winter oats or rye or sowing may be delayed until spring.

The first year's crop of alfalfa will pay for all expenses of preparing the land and the cost of the seed and leave a margin besides.

Alfalfa will grow in a great variety of conditions but to much moisture it does not need a large farm to be a success.

It is unfavorable to it as well as too much drouth. Bottom lands that overflow cannot be expected to always produce a banner crop.

The intelligent use of alfalfa in connection with stock raising will increase the earning value of a farm \$5.00 an acre in five years.

Texas has two of the largest alfalfa farms in the world, but alfalfa does not need a large farm to be a success.

Raising alfalfa will prevent the need of buying hay in the winter. It will finish livestock better than any other kind of hay.

Dried alfalfa is ground into meal and sold as concentrated food. Poultry like it in this form and its use will increase the supply of eggs.—Southwestern Farmer.

Mound City Paints may cost a trifle more, but—ALFALFA LUMBER COMPANY. 47-1910

WILLIAMSON HAFFNER CO.
ENGRAVERS-PRINTERS
OUR CUTS TALK
DENVER, COLO

THE GREEN EYED MONSTER.

Jealousy and Hate Cause Disaster Always.

Love, hate and jealousy, as well as happiness and contentment are emotions which rule the universe among the human race. No less is this true of the animal kingdom. This fact is noticed perhaps more often among the domestic animals, but it is fully as common among the wild beasts, whether in their native condition or in captivity.

No more choice selection of wild and untamed animals has ever been gathered from the four corners of the earth, than that shown in the large museum and menagerie of the great Dode Fisk Shows which will exhibit at Plainview Tuesday, October 4th. Each animal is jealous of the attention shown his neighbor under the big tent and if the elephants are given candy and pea nuts, the monkeys are inconsolable until they receive their share. If the crowds of people pause too long at the cages of the leopards and tigers the lions grow restive and roar till they have attracted attention to themselves. The Sea Lions are so jealous that they are never satisfied, while the camels reach out and gently nibble the coat of some passer-by.

And so it is thruout the entire menagerie, each animal among the great variety seems to demand the most attention, and all are surely worthy of it, for no finer group of wild animals has ever been shown the public than comprises the menagerie of the Great Dode Fisk Shows.

FROM NEIGHBORING SHEETS.

Ed M. White was in Plainview the first of the week and purchased a wheat drill, preparatory to planting a large acreage. It is understood that Mr. White purchased the drill with the intention of letting his neighbors share in its benefit.—If you are contemplating putting in wheat it might be well to see him at once regarding the time and terms. That this is a wheat country there is no doubt, and the essential is good seed and proper preparation of the ground.—Petersburg News.

Alex Jones returned from Plainview last night and reported that Mrs. Jones is improving rapidly under the treatment of a homeopathic doctor.—Partlett Tribune.

Rev. G. R. Fort, of Plainview, Passed through Silvertown Monday on his way from Quitman where he had been filling his regular appointment returning to his home. He says that Seth Ward college opened last week with encouraging attendance.

J. W. Blaylock returned this week from Plainview, where he had been to see his son-in-law Earl Hammett. He reports him doing well.

Burney Hancock, in company with Mr. Brown of Plainview, was in Silvertown Monday and Tuesday arranging business matters in connection with the establishment of the Vickery-Hancock Grocery Company.—Brice County Herald.

LONGEST FENCE IN THE WORLD.

El Paso, Texas, Sept. 30.—The Government is preparing to build what is believed to be the longest fence ever constructed. It will extend from this city to the Pacific coast, a distance of 1,000 miles, dividing United States and Mexico. The fence will be of barbed wire. Work will commence within a few weeks.

This fence is for the purpose of keeping infected Mexican out of the United States.



THE DESPONDENT YOUNG MAN

whose home has just been burned, is offered the protection of a friendly roof by Mr.

INSURANCE POLICY.

don't neglect your insurance, for your property is liable to be burned at any time. It costs but a small amount to get suitable insurance, and everyone regardless of their own interest who declines to take out insurance.

Hoyle & Malone

write all kinds of Insurance Rooms 8 and 9, Wayland Building Office Phone, 231; Res. Phones, 90-142 PLAINVIEW, TEXAS.

Woods
Woods
Tailors?

The Smartest Styles for Fall wear in Gray, Blue and Brown, now on display in samples and fashion plates at our shop. Most up-to-date tailoring establishment on the South Plains. Ladies work a specialty. We do cleaning, pressing and repairing and take orders for Ed V. Price, Roger-Blake, and Dixie Clothing, three of the most reliable houses in America. All work strictly guaranteed. Work called for and delivered.

Telephone 147

Ivey Bros. Tailoring Co.
Successors to Waller-Brashear Tailoring Co.
113 N. Pacific Street Plainview, Texas

A. L. HAMILTON & BROTHER
Manufacturers of
Flues, Tanks, Milk Troughs, Camp Stoves, and all kinds of Tin, Copper and Sheet Metal Work.
Repairing Neatly Done On Short Notice.
PLAINVIEW : : : : TEXAS

WE ARE HUSTLERS
For Plainview and Hale county.
List your property with us and we will do our utmost to find a buyer.
Place your vacant dwellings with us.
C. H. WHITE LAND COMPANY
North Pacific Street
GARRAGE IN CONNECTION. ATUOS FOR HIRE

Peters' Diamond Brand.
The Shoe of Quality.

When you spend your money for a pair of shoes you want everything you pay for. You want a shoe that will "stand up" under wear; that will hold its shape; that will fit from the start. That's what you get when you buy a pair of Peters' "Diamond Brand" Shoes. Investigate, ask your dealer to show you a pair the next time you pass his store. If he don't keep them, write us.

Peters' Shoe Co.
ST. LOUIS.

Q. A. & P. SPECIAL.

Mr. Hawkins of the Quanah, Acme & Pacific was in town Saturday for the purpose of seeing what the outlook was for them to run a special train to the Dallas Fair this fall. It took only a few minutes to convince him that there would be enough from this town and county to justify them to run, and besides there will be a large number go from Matador and Motley county and also King county that would go on the excursion. He stated that the fair would be \$7.00 for the round trip, \$6.00 for lower births and \$4.00 for upper ones where the people wanted sleepers. The trains leave here on the morning of the 26th, arriving in Dallas that night and will stay there two days and three nights. This will give all who wish to attend plenty of time to take in the Fair and also to attend to any other business they will have. The train will be strictly a Q. A. & P. train. There will be even no cars that belong to any other company. Mr. Hawkins says that he wishes to run through in the day time in order that the streamers on the sides of the cars may be seen and that the trip may prove worth a great deal as an advertising medium.—Paducah Post.

We have the agency for the world-famous "Diamond Tire" tubing and casing, for 12 counties. A tire that will lessen your auto troubles.
VALENTINE AUTO CO.

Some Real Bargains

7 SECTIONS good, smooth land; all in one solid body; located 15 miles of Plainview and close to railroad station; all fenced and cross-fenced, with good 3 and 4 wires; 6 wells and wind-mills; plenty good water; 3 good farm houses; good sheds, corrals etc. About 1,500 acres in cultivation, divided into 5 farms, and fenced separately. About 300 acres fenced with good woven wire, and divided into 3 pastures, with water and hog sheds in each.

5 SECTIONS good, smooth land, 8 to 12 miles of Plainview, and close to railroad stations; mostly all in one solid body. Will sell this land in tracts to suit the purchaser, on easy payments. The above tracts are the very choicest agricultural land to be found in the Plainview country. For plats, prices and terms, address

Otus Reeves Realty Co. Plainview, Hale Co. Texas

Hale County Herald

TON SHAFER, PUBLISHER

Phones: Business office, 72.
Manager's residence, 14.

NOTICE—All announcements of any church pertaining to services are welcomed 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.

All communications, remittances, etc., should be addressed to The Herald Publishing Company, Postoffice box 368, Plainview, Texas.

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A GENERAL DROUTH.

This drouth is not peculiarly our own. It is not a state product, not even a sectional product. It is quite National. The year's account with the weather bureau shows that there has been a deficiency of rain all over the county, and our contribution to that deficit, or rather, our share of it is no greater than that of many other states. On the whole Indiana has been perhaps worse afflicted than we. In some sections of the state they haven't had a rain to exceed a shower for more than two years. Baltimore is on the verge of a water famine, and a number of towns in Maryland is buying imported water by the barrel. Further north, up in New York, lakes springs and wells have gone dry for the first time in the recollection of people who lack a great deal of being young. Indeed, some of the oldest inhabitants have been put into a state of abashed silence. Over in New England, Massachusetts and Connecticut, for example the soil is in a condition less unfit for fuel than for cultivation while out in the West there are immense areas of drouth. Only in the southeastern states has there been anything like a normal precipitation, and in most of them, it has been so unevenly distributed as to be of little benefit. None of us has any grudge against Texas. It is meteorologically no more perverse than the country as a whole.—Dallas News.

IMPOVERISHED VOCABULARY

Most of the dry goods and millinery stores held their opening yesterday. The throng was interested. The interest was intense. We have never seen maple. We have both seen and heard blackbirds. In his idiotic man-like way, the Herald reporter stood near one of the hat shops and rudely gazed at the "happy, noiseless crowd trying on hats." Most of the hear-gear seemed to be colored or white or black, and as a rule was of a regular or irregular shape. Pretty, though, or perhaps they only seemed pretty when the Plainview ladies donned them.—Hale County Herald.

Your descriptive powers as applied to millinery, seems to lack something of that pellucidity and rhetorical thoroughness which the fascinations of the subject justify. To say that the new hats are white, black or colored, and of regular or irregular shape, is to apply to them a paucity of language unworthy of their infinite and variegated charm. What is the matter with you? Why can't you apply to the chapeaux some of the opulent diction you employ in describing western Texas?—Dallas News.

It will require the coining of new words to describe the season's hats. There are features in things millinery never dreamt of in our vocabulary. An exchange goes back to the medieval ages for a likeness: "The new hats for the women are shown in every store; We've seen them and they look like hel— Mets, knights of old once wore."

FIXIN' UP FOR A PARTY.

West Texas is a land of colleges and of course culture. There is absolutely none of the "backwoods" type within her boundaries. Many of our readers wont believe the following story, but we, having lived in Arkansas will vouch for it:—

"A belated traveller, who was compelled to stay all night in a backwoods cabin says that soon after the frugal meal a tall gaunt youth of 18 and an equally sallow and gaunt girl of 17, both barefooted, took their hats from wooden pegs in the wall and prepared to go out, whereupon the mother, taking her pipe from between her teeth, said reprovingly: "Go long and wash you' feet, Levi—you and Looly, both! Haint you shamed to go off to an evening party without washin' your feet?"

They obeyed, but as Levi took the wash bowl from a bench by the door he said with a grumble: "I'd bout as soon stay home from a party as fix up for it."

To merchants:—The road to success is paved with good advertisements.

AIRSHIPS.

Plainview people visiting the auto races at Amarillo next month may have the opportunity of witnessing a sure enough airship. Ten years from now we may take a flying trip to that point to witness or enter an airship instead of an auto race. There seems to be a great future ahead of the flyers. A modern battleship, the product of fifty years experimenting, basic principle since the flood, cost \$10,000,000 and upward, life, ten years if used only for exhibition purposes, crew 900 men, cost of maintenance, fabulous sums, may now be destroyed in a moment with the aid of a few dollars worth of gun cotton dropped from an airship, the product of only a few year's experiments, cost \$1,500, crew one man, cost of operation, \$5.00 per day. The "man bird" is a wonderful thing being:

"His face is worn with hope deferred,
His eyes are bright and clear
From gazing in eternal space
Beyond our atmosphere.
The hills and valleys here below
Are pigmy to his view.
Since he travelled starry heights
And endless fields of blue.
He often drops his screws and bolts,
His rivets, wires and springs.
To watch the swallow soar aloft
On swift and tireless wings;
Or see the eagle near the sun.
Describe his dizzy arc.
For he is brother to the hawk
And cousin to the lark."

A LITTLE CHILD SHALL LEAD THEM.

Howard Chandler Christy, the great artist, and his wife have made up after a two years separation. The child, little Natalia, brought them together again. It will be remembered the slight quarrel they had two years ago was caused by boozing, spanking his wife and fondling his models on the part of the artist, while his lady wife also boozed and was over familiar with the chauffeur. It strikes us that two such people are well mated.

IN THE KITCHEN.

Not to know of things remote
From use, obscure and subtle,
But to know that which befalls
Us lies, in daily life
Is the prime wisdom.—Milton.

The dashing automobile girl, in flowing veil and picture hat whom you meet on the bridge as she rolls across the line into the United States may in fact be an unlicensed Chinaman whom the chauffeur is smuggling across the line. This trick has been worked with success in many cases at the border near San Diego. The women in automobile parties crossing the line into the United States hereafter may expect to be asked to remove their veils.—El Paso Herald.

It's a shame we couldn't have had a baby show at the Fair. It would certainly have enlisted the interest of the ladies. We know less of babies than any other insect, but from a casual and distant observation, the Plainview variety appear very promising. However, it is a hard thing for judges to place a blue ribbon in a baby exhibit without making true and lifetime enemies of the mothers of the slighted sprouts.

Wonderful, the invention of the safety pin may be attributed to a boy. A little boy nurse noticing that his baby brother often cried from pin-punctures, tried to bend the pins in such a way that they could be used with safety to his brother's flesh. He failed in the attempt, but his father a blacksmith, took up the idea and perfected it.

An anti-tipping movement is gaining strength the world over. But waiters, at any rate, will have some come back at the anti-tipper, as the poet beautifully illustrates thus: "Like the lava from a crater Came the gravy on his pate. For he failed to tip the waiter. So the waiter tipped the plate."

In Baltimore, a man of ninety-six weds a maiden of fifty-nine summers. Some men never seem to acquire wisdom.—Hale County Herald.

But the Baltimore nonagenarian is still on the right road towards such acquisition. If a matrimonial venture at such an age doesn't put him wise to his own folly, what will?—Daily Panhandle.

Doesn't your same suit you? Then change it to Percy Montgomery, over night if you wish. That is the prerogative of any American is the decision rendered this week by a New York judge. He says there is no power, legal or Biblical, to prevent a man changing his name as often as he pleases.

In El Paso all indigent consumptives arriving during the winter months, will be arrested as vagrants. This action seems drastic, but it is in self-defense.

DO YOU ENVY MISS BURR?

The heroine of the Rockaway hunt club annual gymkhana was Miss Rosamond Burr, daughter of Winthrop Burr, the wealthy president of the fashionable Long Island sporting organization.

Miss Burr threaded a needle in 13 seconds, thus enabling her partner, J. Cheever Cowdin, to win the gymkhana, as the club's fantastic horse-back games are called—a name imported from India.

In the thread and needle race the young men mount their horses on the starting line at one end of the field. At the other end the young women partners stand in a waiting row. Each rider carries a needle and thread to his partner, and the first riders that brings a threaded needle back to the starting line wins.

Miss Burr didn't flinch at the thunter of advancing hoofs. Her agile fingers threaded the needle in 13 seconds, and her partner, J. Cheever Cowdin, won the race and the gynahana.

The remarkable feature was the fact that Miss Burr, who is just nineteen years old had never threaded a needle before.

"I cannot explain how I did it so quickly," cried the flushed and excited girl. "I have never found time to learn sewing. I am occupied in so many other things that I must be excused this art."

We wonder if the women readers of the Daily News will envy the rich Miss Burr, who, at the age of nineteen has never had to mend the torn flounce of a petticoat, or darn the hole in her stocking, or has never learned how to thread a needle. She has had no cares, nothing to keep her from polo, yachting and riding to hounds.

Some women probably will envy her unfortunate creatures who must toil as seamstresses long hours for a pittance may envy her. The pallid drudges of the sweatshops may unbend their aching backs and rest their straining eyes for a moment, and wish in desperation that, like Miss Burr, they had never seen a needle to thread one.

But those women to whom the needle pinned in the dress bosom, is the shining badge of home and motherhood—somehow we feel that they wont envy the fortunate Miss Burr her ignorance of the homely art of sewing.

The last frantic moment of getting the urchin off to school on time! His face is scrubbed to a polish; his hair wetted down; his books are strapped. Good Gracious! A button off his waist—and it gaps! Mother's needle in a hurry. A button jiggles down the taut thread to its anchorage and then the needle flies in and out in regular diminishing pulls. The youngster fidgets. Suddenly he finds his mouth full of hair as his mother bends down to bite off the thread. Next instant he is gone.

Any woman who has done that, who has felt on her lips the moist (and hurried) boy's kiss of thanks, has seen the feet fly down the hall, heard the front door bang and then—the silence—any such woman would not envy Miss Burr.

There is another needlewoman. She sits all day sewing on tiny garments. A mystic joy shines from her face and sometimes with parted lips, she leans forward as though trying to hear the whispering of angels. And, as she sews tranquilly, her dainty needle weaves into the fabrics something of the mystery of birth and the wonder of maternity.

And, any woman who has had that experience will not envy Miss Rosamond Burr, but she will pity her.—Amarillo News.

This time Maine hasn't went hell-bent for Kent, and her democratic organs are full of nice head lines like "Maine Bound Heavenward," "Pearly Gates Pop Open for the Old Pine Tree State," etc. It is only about once in thirty years that a democratic editor in Maine has his attention called to Heaven, he's so busy elsewhere.—Amarillo News.

A Wisconsin editor is in a wild state of terror because a local physician is hunting him with a gun. The editor wrote, "Having felt the patient's pulse, he prescribed for the man," but the compositor set it "pulse" instead of "pulse"—and the end is not yet.—Ex.

Some geek is the daddy of the fol lowinf parable. "A cent and a quarter happened to rub together. He of the laurel wreath said to him of the feathers, "Go way, you horrid red heather." "Don't you call me a heather, I go to church oftener than you do," replied the Indian."

A wireless call for aid saved 19 of a ship's crew last week. The ship of the German-Lloyd line, was stranded in Sargossa currents of the Mediterranean sea. Wonderful are the inventions of the century. It's a pity old Robby Crusoe hadn't knowledge of the wireless.

When you've got it, it's courage; when the other fellow's got it, it's gall.

Riddle: "Why is the rain like Joffries? Because it can't come back."

In these times of ptomaine poisoning dont permit the grocer to sell you a can bulging at the top and bottom. Such a condition is indicative of gas.

A pessimistic philosopher says: In many cases where two hearts should beat as one, the owner of one heart beats the owner of the other.

Census reports just out give Fort Worth 73,312, a gain of 174.7 per cent while San Antonio is the State's largest city with a population of 96,614, a gain of 81.2 per cent. Galveston shows a loss of 2 per cent.

Reports from Washington state that there is no danger of a money famine this year as the banks over the entire country have taken warning and provided against trouble by piling gold high in their vaults.

To Landladies—when a boarder says thank you, and is always on time and looks pleased when he has to take the neck and wing of the chicken, look out—he's going to beat his board bill.

The garden teaches us valuable lessons in intensive farming. Here high fertility and good cultivation make a small area produce large crops. Why not adopt this system in field crops? Enlarge the pastures, reduce the field and add to your profits.

SHYS AT AUTOS.

Stamford, Texas, Sept.—"The automobiles are panic makers" said Homer D. Wade, whose work as secretary of the Commercial Club has made Stamford famous. "In my business" continued the noted city builder as he increased his estimate of the population of Stamford 1920 from 25,000 to 50,000, "I try to see the good in everything but as a prosperity proposition I shy at an automobile like a young colt at a locomotive. I wouldn't give the forty car loads of plows unloaded at Stamford last year for all the automobiles in Texas so far as developing the country is concerned. Now let me explain" said the popular secretary as the crowd drew around him in amazement. "According to data gathered by the Texas Commercial Secretaries Association and by the way I am one of the organizers of that Association and if you don't belong will take your membership now, there are 39,000 automobiles in Texas representing an investment of \$45,000,000.00 and the life of an automobile is estimated at three years, that makes an annual expense of \$15,000,000.00 for automobiles and that is as certain to make a panic as Stamford real estate is to double in value within the next twelve months. Why that money would build and equip a railroad from Stamford to Chicago with shops and general offices at Stamford," said the big secretary as he picked up the city limits and moved them twelve miles further out. "The fire losses in Texas amount to only four million dollars per annum and the automobile losses are four times our fire losses. I am not knocking the automobile. I ride in them when my friends will permit, but as a rule they are pleasure crafts and there is an old saying that wilful waste makes woeful want and it is my business to keep both waste and want out of Stamford," said the authorized custodian of Stamford's prosperity as he announced a citizen's meeting for the purpose of raising a bonus for a new railroad.

NEW DEPARTMENTS AT A. & M.

Tuesday, September the 27th was the opening day of the thirty-fifth annual session of the Agricultural and Mechanical College of Texas.

The College opens this session with a larger teaching force than ever, more departments than ever and more students than at any time in its history.

The following are new departments and courses added to the technical work that is being given at the College:

Course in architecture, being additional to the course of architectural work that has always been a department.

Correspondence course in agriculture and all its branches, free to all who desire it.

Course in Highway engineering, which is to be an important factor in the good roads work of the state.

Course in public speaking for members of the senior class to fit them for addresses on agriculture and technical subjects at local meeting and important gatherings.

Course in Journalism to give those who desire it an opportunity to learn how to prepare matter for newspaper publication.

Winter course for practical farmers which will continue six weeks commencing in January. Every farmer in Texas is invited to attend.

Course for teachers of agriculture, the demand being greater than the supply.

Those mentioned are new courses,

Johnson Wagon Yard

I have leased the Johnson Wagon yard on same block with Alfalfa Lumber yard, and have overhauled and cleaned same. If you want your horse boarded in a sanitary yard, I will take good care of him at \$15.00 per month. I also solicit the regular wagon yard trade. Fees reasonable. Roomy camp house and electric lights. There are piles of manure on hand, from overhauling yard, which are free to any one who will haul them away. Yours for business

J. F. Mc LAIN, Proprietor

Avoid Danger

When you are sick, or suffering from any of the troubles peculiar to women, don't delay—take Cardui, that well-known and successful remedy for women. Thousands of women have used Cardui and been benefited. Why not you? Don't take any chances. Get Cardui, the old, reliable, oft-tried remedy, for women of all ages.

TAKE CARDUI

It Will Help You

Mrs. Luzania Morgan, Sneedville, Tenn., writes: "For ten years I suffered with the turn of life, and tried many remedies without relief. I had pains all over my body and at times I could not sit up. At last I took Cardui and now I can do my housework. I have told many ladies about Cardui and recommend it to all sick women." Try it.

AT ALL DRUG STORES

R. A. Long Drug Co.

"The Busy Druggists" A complete line of Sundries, Perfumes, Talcoms, Toilet Soaps, and Toilet Waters, highest quality. Come see us in our new stand, the Slonker Building. FREE DELIVERY IN THE CITY

R.A. Long Drug Co. PHONE 327

E.E. WINN B.K. BARKER L.C. BARKER

Plainview Rubber Works

We are now fully equipped to repair or rebuild any make or kind of tires, from largest to the smallest. Our foreman has had several years experience in the largest factories at Akron, Ohio and you can rely on his judgement. If your cases and tubes are worth repairing, we will be glad to do so. If not we will notify you before any expense is made. Send or bring us your work for inspection and advice. Will also buy your old rubber and pay you all it is worth.

additional to the courses heretofore given in agriculture, architectural engineering and drawing and drawing civil engineering, mechanical engineering, military science, and textile engineering, the course in agriculture including horticulture, veterinary science, dairying, animal husbandry and creamery management.

AEROPLANE AT AMARILLO

An aviation meet, the equal of which has been seen only twice in Texas—at San Antonio and El Paso—will usher in the fall meeting of the Panhandle Auto Ass'n here next month. Arrangements were completed yesterday whereby Glen H. Curtis will send a biplane here to make a flight on Oct. 8 and 9. The event will be advertised throughout the Panhandle and thousands of people are expected from outside towns to witness the thrilling feat.

J. C. (Bud) Mars, the best of the Curtis sextet of the aviators will probably be the man to come here. Mars is the man who last spring made the flight from Emporia to Kansas City. In case he does not come Jimmy Ward will probably be man.

The flight is to be made from Glenwood Park on Sunday and Monday afternoons and many other attractions have been booked for the occasion. —Amarillo News.

FOR RENT—A nice, well built, 3 room house, 307 Archer street. Apply to C. W. Tandy.

AIRSHIP COMING.

Perhaps no horse in the world is attracting so much attention at the present time as Mercury, the Equine Wender, who with his lady rider makes two trips daily in an air ship. It is a novel sight to see an airship, and still more novel to see it in action, but the acme of sensationalism has been reached when one has seen Mercury, the Airship horse, and his rider in their daily flight to the clouds.

This novel and wonderful sight can only be witnessed at the Great Dode Fisk Shows, which will exhibit at Plainview, Tuesday October 4th, and of which Mercury, the Aviating Equine is the special feature extraordinary. Each ascension is beautified and elaborated by the grand pyrotechnic display—creating a vision of beauty and wonder that once seen, will remain forever to the memory.

PRACTICAL AMERICANS

"The most amusing story of an American in France that I ever heard," said a recently appointed attache to the French embassy, "is this."

"A well-known French actor became involved in a discussion with an American, grew heated, drew his card, threw it on the table with a tragic air, and stalked out.

"The American regarded the card for some moments, then took out his fountain pen, wrote, 'Admit bearer' above the engraved line, and went off to the theater."

LOCAL AND PERSONAL

R. W. O'Keefe Canyoned several days this week.

Mr. and Mrs. Chas. Juesche are visiting in Oklahoma.

Flake Garner was down from Canyon Wednesday.

Rev. Kidd filled his appointment at Hale Center Sunday.

Dr. and Mrs. J. F. McClendon are in Houston this week.

Rev. Howard will fill his appointment at the Christian church Sunday.

Peters Shoes for all the family at Carter Mercantile Company.

W. M. Mathes of Oklahoma is visiting his son Judge W. C. Mathes.

For Optical Goods see PETERSON.

R. G. Harp and A. E. Harp went to Canyon last Saturday.

Peters Shoes for all the family at Carter Mercantile Company.

Mrs. W. N. Claxton of Hale Center Sundayed in Plainview.

PETERSON is prepared to test your eyes and fit glasses.

Gold Fish Sale Soon. Watch our windows. Surprise Store.

All work guaranteed at PETERSON'S.

Cheek-Neals famous line of coffees at Sewell Grocery Company.

Bell Reed, a well known cattleman of Lubbock was in Plainview this week.

Dr. E. M. Harp and Walter Harp of Abernathy were in Plainview on Wednesday.

Hon. H. C. Randolph, S. Morgenstern, R. A. McWhorter and sheriff, G. A. London were Amarillo visitors this week.

Wm. Smylie of Hale Center took the train Sunday at Plainview, for A. & M. College where he finishes this year.

Dick Coulson, a Lockney druggist, was through Monday enroute to Dallas to purchase Christmas goods.

Wm. Fain and wife of Hale Center visited the latter's parents, Prof. and Mrs. J. M. Bull Sunday.

Miss Mable Wayland went to Waco Monday to resume her studies at Baylor University.

Mrs. G. E. Stewart died at Lockney this week and her body was shipped to her old home in Carrollton, Mo.

Loy Pearson left Thursday to resume his studies at the State University.

Mr. and Mrs. J. F. Carter left Thursday for Temple, where they will make their home in the future.

Thursday, Friday and Saturday, Jelly glasses 20c per dozen. The Surprise Store.

All staple line of Groceries including Cheek-Neal's coffee at Sewell Grocery Company.

Staple groceries at a little below standard prices. Sewell Grocery Company.

Mrs. J. N. Donohoo was called to Tulla last week to be with her daughter, Mrs. L. Everett Dye, who was injured by a fall from a buggy.

T. B. Gallaher, travelling freight and passenger agent for the Santa Fe systems in this section, had business in Plainview Saturday and paid the Herald office an appreciated call.

R. E. Covington, of Elida, N. M., was in Plainview Saturday. Mr. Covington is agent for irrigation plant machinery and is well versed in the subject of irrigation.

J. W. Goode left Monday for the State Medical College at Galveston, where he will continue his saw bone studies.

Earnest Fowler and Fred Daily were injured in a delivery wagon smash up last Tuesday, the latter quite painfully.

DRESSMAING and French patterns, drafted to measure by Mrs. H. A. Campbell at residence 800 and Ware, Phone 61.

B. D. Huff and W. A. Dumas, of Plainview, spent Monday and Tuesday in Silvertown looking over their realty interests. These gentlemen say that crops in this section are above an average over the Plains.—Briscoe County Herald.

A large number of ladies attended and a most pleasant time enjoyed. A delightful salad course was served during the afternoon between the hours of four and five.

Mrs. J. W. Crissler left Thursday for her home in Dallas, after spending some time with her sister, Mrs. R. G. Harp at Harp and Wilkin's ranch. She was accompanied by her niece, Edith Buchanan, who will attend school at Fort Worth.

Too much cannot be said in praise of Miss Rosa Fowle's part in the recent Methodist Revival. For two weeks she led the choir at almost every service, her sweet singing, zeal and faithfulness doing much to encourage both preacher and hearers.

Cleve Callaway left Monday for Austin, where he will take a law course at the State University. Mr. Callaway has numbers of friends in Plainview, who wish him well in his new career.

Our building has recently been greatly improved and painted. We can't improve our line of Groceries—they are the top notch variety.

We invite all visitors to the Fair to come in and see us. You are welcome.—Sewell Grocery Company.

More metropolitan become our stores. Richards Brothers & Collier have installed an air air parcel carrier system. It saves the customer time as well as the clerk.

Mrs. J. W. Sanford and daughter, Miss Mary, of Teague, are visiting their respective son and brother, Ben O. Sanford, a vale eudm shrdiu vbkg O. Sanford, a valued employee of the First National Bank.

The Executive Board of the Staked Plains Baptist Association met at the Baptist church Monday afternoon at two o'clock. About 20 churches had representatives and a harmonious and interesting meeting was held.

Mr. Hume of the firm of Crowdus Brothers & Hume was through Thursday enroute to Amarillo from Crosby county where he attended the county seat fight. He reports a law suit will be necessary to settle the squabble.

W. T. McCasland, brother of J. J. McCasland, principal of the Plainview High School, came in this week and has taken charge of the public school located in the Seth Ward Addition. Mr. McCasland is an energetic young man and will probably meet with great success in his work here.

Rev. C. E. Clark, pastor of the M. E. Church at Hale Center was thru Monday enroute to Amarillo and reported a successful meeting just closed at his town with 25 conversions as a result.

Mrs. T. Melton and son, Thornton Melton, are the guests of their daughter and sister, Mrs. John Vaughn. They are enroute from a three month's vacation near Seattle to their home in Fort Worth.

FOUND—On the same block of the Old Methodist church, a gold watch. Owner can have same by calling at this office and paying for this ad. 40

Peters Shoes for all the family at Carter Mercantile Company.

BAZAR.

The Ladies' Auxilliary of the Southern Presbyterian Church will give a Bazar and supper on the afternoon of October the 29. Plan to be determined later.

THE BEST HE COULD DO.

Up in Minnesota, Mr. Olsen had a cow killed by a railroad train. In due season the claim agent for the railroad called.

"We understand of course, that the deceased was a very docile and valuable animal," said the claim agent in the most persuasive claim-agently manner, "and we sympathize with you and your family in your loss. But, Mr. Olsen, you must remember this: Your cow had no business being upon our tracks. Those tracks are our private property and when she invaded them she became a trespasser. Technically, speaking, you as her owner become a trespasser also. But we have no desire to carry the issue in the court, and possibly give you trouble. Now, then, what would you regard as fair settlement between you and the railroad company?"

"Vall" said Mr. Olsen slowly. "Ay bane poor Swede farmer, but Ay shall give you two dollars."—Everybody's

MISS KNIGHT HONOREE.

Honoring Miss Elizabeth Knight who has recently returned from touring Europe, Miss Jo Keck gave a six o'clock dinner last Friday evening which was one of the best appointed and most recherche of the early fall festivities.

The table was a vision of loveliness, baskets of pink and white carnations and roses were placed at each end, while a cluster of the same beautiful flowers formed a pleasing center piece.

Hand-painted place cards bearing ships, significant of the home coming voyage of the honoree, were suspended by pink and white ribbons from the chandelier. The same colors were also carried out in the four-course menu, which was dainty and artistic in all its details. Carnations and roses were given as favors to the guests. Miss Keck was assisted in serving by Miss Florence Harrington.

The following young ladies were in attendance. Miss Elizabeth Knight, the honoree and Misses Edna and Florence Harrington, George Alice May, Ada Knight, Jewell Bracken, May Kinder, Celestine Harp, Mable Wayland, Annie Maud Davidson, Vera Newton, Allie Ware and Eula May Alley.

FOR FALLING HAIR.

You Run No Risk When You Use This Remedy.

We promise you that, if your hair is falling out, and you have not let it go too far, you can repair the damage already done by using Rexall "93" Hair Tonic with persistency and regularity, for a reasonable length of time. It is a scientific, cleansing, antiseptic, germicidal preparation, that destroys microbes, stimulates good circulation around the hair roots, promotes hair nourishment, removes dandruff and restores hair health. It is as pleasant to use as pure water, and is delicately perfumed. It is a real toilet necessity.

We want you try Rexall "93" Hair Tonic with our promise that it will cost you nothing unless you are perfectly satisfied with its use. It comes in two sizes, price 50c and \$1.00. Remember you can obtain Rexall Remedies in this community only at our store—The Rexall Store. The Wyckoff-Willis Drug Company.

THE GRAVY TICKLED HIS PALATE

A certain doctor C— was once reading a very strenuous paper on total abstinence before a clerical club—so the story goes—when the entertainer went out to tell his wife how many she was to provide for at supper.

"What are they doing?" she asked, and was told the subject of the essay. "What shall I do?" she cried. "Here I have brandied peaches and it is too late to change."

"Make no change," said her husband. "It will be all right."

The essayist had the post of honor at the right of the lady of the house, and she presented him with a dish of peaches. After a while she said to him, "Doctor C—, won't you allow me to give you some more of these peaches?"

"Thank you," he replied, "they are excellent."

A little later she said, "Dr. C—M, may I give you another peach?"

"No, I thank you," said he apologetically, "but I will take a little more of the gravy."

YOU TAKE NO RISK.

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 not put our claims to a practical test? The most scientific, commonsense 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 any inconvenience whatever. Rexall Orderlies are particularly good for children, aged and delicate persons.

We urge you to try Rexall Orderlies at our risk. Two sizes, 10c and 25c. Remember you can get Rexall Remedies in this community only at our store—The Rexall Store. The Wyckoff-Willis Drug Company.

Maple and Ethel Wilson, son and daughter of Hon. L. G. Wilson, and Beasie Wilson, daughter of Tom Wilson, left last Saturday for Baylor University.

- DR. WAYLAND & LONGMIRE •
- Physicians and Surgeons, •
- Office in Wayland Bldg. Phone 323 •
- Mrs. J. H. Wayland, R. B. Longmire •
- Res. Phone 45 Res. Phone 291 •

THE MAIL ROUTE TO FLOYD CO.

The Santa Fe, as yet, are not carrying mail to Floydada and Lockney. The postal authorities demand some concession in their mail contract that the Santa Fe people are not willing to grant. There is always difficulty in getting mail carried over a branch line. It is said that whatever contract between the railroad and the postal authorities may be agreed upon in this particular case, will become a precedent for future action. Consequently some little time may elapse before this important matter is settled.

Here is what the Santa Fe is willing to do in the meantime as embodied in the below quoted letter from the company to the Post Office Department:

"The people along the Floydada branch, where the Pecos and Northern Texas Company is operating trains daily, except Sunday between Plainview and Floydada, Texas, since May 1st, 1910, are anxious to have railroad mail service established.

The company has not to date received an order or notification of the Post Office department allowing the mails to be carried on trains. The management willing to assist presents the following offer:

To carry the mails on its trains, and into and from post offices at agency stations, without pay, for a period not exceeding six months from October 1st, 1910, and at the expiration of the six months period, if the Post Office Department will not have made an official order establishing the railroad mail service under an equitable agreement as to compensation and requirements, the company will then cease carrying the mails between Plainview and Floydada."

UNION PROGRAM.

The following is the program of the Young People's Christian Meeting to be held at the Christian Church in Plainview Sunday October 2, at 4 p. m:

Subject—What have We or Hope to Have for Plainview.

Song.

Scriptural Reading and Prayer.—Rev. Kidd.

Address by Dr. Bell of Wayland College.

Solo—Rev. Posey.

Address—Miss Pearl Betts of the Epworth League.

Solo—E. Vandeventer.

Address—J. W. Richards of the Christian Endeavor.

Song.

Address—Prof. Bruner of the Baptist Young People's Union.

Song.

Address by W. Nelson of the Seth Ward College.

All are cordially invited.

FIVE HUNDRED.

On Wednesday afternoon, Mrs. Joseph Buckheimer entertained with five hundred, at her pretty home on Alexander street. Hand painted score cards were given the guests upon their arrival, and marked places at the table for the popular game. At five-thirty the ladies were ushered into the dining room where a hot two-course luncheon awaited them. Present were Mesdames P. J. Woodriddle, J. M. Kerley, C. E. McClelland, Carl Donohoo, J. C. Anderson, George Bethel, and Misses Jo Keck and Alice Harrel.

TO OUR FRIENDS AND CUSTOMERS

We wish to thank our freinds for their patronage at our old standcndf their liberal patronage at our old wish to say that we are in a better stand (the Wayland Building) and wish to say that we are in a better position to serve you in our new location than ever before.

We are enlarging our stock in every line. We promise you better accommodation, more prompt service and the same courteous treatment as ever.

Remember our new stand, the Sloneker building, three doors north of First National Bank. Look for our sign on front. Free delivery. Phone 327.

R. A. LONG DRUG CO.

HAY RIDE.

Chaperoned by Mrs. J. M. Shafer, a merry crowd of young people went out on a hay ride last Friday night.

Taking with them an abundant supply of ice cream and watermelons, they ate supper, amid the silence and solitude of the prairie, returning to Plainview about eleven, after a most pleasant excursion.

CHURCH SOCIAL.

For the purpose of promoting sociability, and give the new members an opportunity of meeting the old, the ladies of the Christian church gave a most pleasant reception last Monday afternoon at the home of the President, Mrs. David Tudor, 306 Cottage street.

Mrs. Will Miller and niece, Miss Smith, of Axel, Texas, are the guests of Joseph Fowler and family on East Third street.

The Hale County Herald and the Plains Baptist

Both For

1.00 PER YEAR

An excellent religious weekly and a live secular newspaper, both for the price of one

HIGH TIME.
that youth and beauty pays attention to our attractive stock of jewelry that's yours at midsummer "cut under" prices.

GOLD WATCHES.
like precious gems are staple as "A" sugar the world over. When they're at our present figures it's the psychological moment to get busy and commence buying. Sorrow comes from waiting and joy from a purchase. Stock is complete in every particular.

WILBERT PETERSON, Jeweler
Now Located in Old Sloneker Building

Miss Gene Harp leaves tomorrow for her second year at National Park Seminary, Washington, D. C.

Judge Bartley of Lynn county, attended the opening of Wayland Baptist college.



NEWS FROM AUSTIN

Austin, Texas, Sept. 30.—The dove of peace hovers over the capital and the rainbow of hope is arched across the skies. The dawn of a better day has put new life into commerce and industry and we enter the threshold of a new administration with thanksgiving and confidence.

The I & G N bill has been receiving the attention of the public press during the past week and both sides of the issue have been presented. It is unfortunate for the public that the proponents of the bill do not offer to invest money in railroad bonds and it is doubtful if capitalists who are in the market for railroad securities will consult them. After the discussion is all in, the man with the money passes final judgment on investments and there is no court of appeal from his decision. The Commercial Secretaries Association are studying closely the effect of this bill and the subject will be discussed at its annual meeting in October.

The Federal Census reports are being received with interest and the reapportionment of congressional districts and state representative districts is being discussed around the capital. The reports are not sufficiently complete to determine the shift in population with any degree of accuracy as relates to political sub-divisions but those who gerrymander have their pencils in hand ready to carve out coveted districts which eliminate formidable revivals by geographical processes. We now have sixteen congressmen and our representation is based on one representative for 195,000 population but in all probability the next congress will increase the representative basis

to one representative for 225,000 population and on this basis we should have an increase of at least four congressmen in the state. We raised three congressmen ten years ago. The representation in the state is based on one representative for every 225,000 population but our constitution limits the house of representatives to 100 members and unless the next legislature raises the basis of representation we reach the limit of membership in the House. The constitution fixes the State Senate at 31 members. The advisability of reducing the membership in the House has been discussed during the past few years and the next legislature can do this by increasing the basis of representation or it can go to the other extreme and give the House 150 members. We increased the membership in the House five members ten years ago and we now have 133 members in the lower House.

The census Bureau has settled for the next decade the vexatious question of which is the largest city in Texas, the reports showing that San Antonio retains its leads in population with Dallas exchanging second place with Houston and the Bayou City taking third position; Fort Worth occupies fourth place and in percent of increase in population over the last census takes first position in cities of its class. There has been a phenomenal increase in all figures so far made public.

FOR RENT—Improved section of land, six miles from Plainview; 200 acres in cultivation; 100 acres ready to begin plowing for fall wheat. For further particulars see W. G. KARSCHNER, Plainview, Texas. tf.

RUNNINGWATER.

Frank Locke enters the Wayland Baptist College this week. Frank is a young man and we predict for him a bright future.

Mr. and Mrs. W. T. Minor moved to Plainview on Saturday last in order to put their children in Wayland College.

Mr. and Mrs. Douglas moved to Plainview the past week in order to send their children to the public school.

Rev. B. L. Ray and wife visited relatives and friends in Tulia the past week.

Mrs. Abbie Willis left Monday on a business trip to her former home in Lorena.

Mr. and Mrs. W. W. Pinkerton attended the Methodist meeting in Plainview on Friday.

Brother Roberts (Methodist) preached here on Sunday morning and Bro. Gillon in the afternoon. After services four candidates were baptized by him and the Methodist minister also went into the water at the same time and baptized one into his church.

The Stork was abroad in the land again. His last visit was to the home of Monroe Burris, where he left a baby girl.

Mrs. Gillon, Mr. and Mrs. W. A. Parker, Mr. and Mrs. Baugus and Mr. and Mrs. Fitzgerald, all of Plainview, attended church at Runningwater Sunday afternoon.

Misses Myrtle Shipp, Ella Edmondson and Geraldine Marrs have been elected delegates from here to the Sunday School Association, which meets in Plainview the middle of October.

The "Regal" is a Winner

Smooth Running, Easily Operated and Durable



WE HAVE THIS ELEGANT CAR IN STOCK, AND WILL BE ONLY TOO GLAD TO TAKE YOU A SPIN AND DEMONSTRATE TO YOU THOSE EXCEPTIONALLY GOOD FEATURES POSSESSED BY THE "REGAL." THE "REGAL" IS NOT ONLY HANDSOME, BUT DURABLE AS WELL, AND HAS WON NUMEROUS ENDURANCE RACES OVER OTHER CARS (COSTING MORE MONEY THAN THE "REGAL"), AND HAS GAINED FOR ITSELF A WORLD-WIDE REPUTATION, ENVIED FROM COAST TO COAST.

EVERY PIECE OF TIMBER, STEEL, CASTINGS, AND OTHER MATERIAL USED IN THE MANUFACTURE OF THE "REGAL" IS THOROUGHLY TESTED BEFORE USING—A FLAW IN THE "REGAL" IS NEXT TO IMPOSSIBLE. EVERY CAR IS GIVEN A THOROUGH TEST BEFORE SHIPMENT. THEY MEET THE STANDARD, AND MORE.

WE ALSO HAVE THE "HUPMOBILE" RUNABOUT—A LITTLE CAR FOR A LITTLE MONEY. IF IT'S A RUNABOUT YOU WANT, YOU CAN'T BEAT THE "HUPMOBILE." THE LITTLE "HUP" ALWAYS SATISFIES. ASK THOSE WHO OWN A "HUPMOBILE" WHAT THEY THINK OF IT, AND IF PLEASED.

CALL AT OUR GARAGE AND LET US TELL YOU WHY YOU SHOULD OWN ONE OF THESE CARS. THEY'RE THE BEST BY TEST.

Valentine Auto Company

California and Eureka Streets

EXCLUSIVE AGENTS

Plainview, Texas

PLAINVIEW TUESDAY, OCTOBER 4

THE GREAT DODE FISK SHOWS
 STARTLING! SUPERB! SENSATIONAL! STUPENDOUS!

- THE BEAUTIFUL LORETTA TWINS
- ROONEY THE EQUESTRIAN And A Score of Other Daring Riders
- The Nola Sattisfield SUPERB MENAGE HORSES
- The Williams Troupe of Acrobats
- The Flying Earnests
- Castang and Troupe of Acting Elephants including "DING" the Greatest Trained Elephant in the World, and a Hundred Other Mammoth Acts
- Big Arenas BRIM FULL OF NOVELTIES CLOWNS GALORE

SPECIAL ATTRACTION
 THE SUPREME SENSATION OF THE CENTURY
MERCURY
 THE WONDERFUL AIRSHIP HORSE

SWEEPING INTO THE AIR IN A BURST OF PYROTECHNIC SPLENDOR
 A PRODIGIOUS SPECTACLE OF BEWILDERING BEAUTY
 POSITIVELY SEEN AT EVERY PERFORMANCE THE GREAT DODE FISK SHOWS

Every Day 12:30 Noon, A Grand, Gratuitous Parade

2 Big Performances Daily, 2 and 8 P. M.
 Doors Open One Hour Earlier, During This Period THE DODE FISK MILITARY BAND, Under The Direction of PROF. W. E. WELDON, Will Offer Delightful Concerts.

Will Positively Exhibit Upon Above Day and Date, Rain or Shine

DAIRYING IN THE SOUTH.

Dairying is growing in popularity among the farmers of the Southern States. They are learning that the dairy cow can do for the cotton grower of the South what she has done for the wheat grower of the north, i. e., increase the fertility of the soil in addition to making the most satisfactory returns for labor and money expended for feed.

The U. S. Department of Agriculture has been giving particular attention to this question in the southern states the past few years and a great service has been rendered. A great impetus has been given to the dairy movement until now there are thousands of influential dairymen singing praises of the dairy cow and demonstrating by actual experiments that dairying is the salvation of that section of the country.

Certain politicians in order to create an issue by which they might retain office, have greatly retarded the development of the dairy industry in the cotton growing states by creating the impression there that the interest of the cotton grower are opposed to those of the dairymen. It has been brought about in this way: Cottonseed oil is used in the manufacture of some kind of oleomargarine. This has been used to prejudice the cotton producer against any and all kinds of legislation which in any way regulates or restricts the sale of oleomargarine.

A careful estimate compiled from government reports show that thru the sale of cottonseed oil which was used in the manufacture of some kind of margarine last year, the cotton growers of the south actually received one and one-half cents for every acre planted to cotton.

For every dollar's worth of cottonseed oil used last year in making oleomargarine, one hundred and seven dollars' worth of butter was produced in those same cotton growing states.

These are facts which every cotton producer should consider before lending his support to any movement which is intended to retard the growth and development of the dairy industry in the south.

The National Dairy Union,
 E. K. Slater, Secy.
 St. Paul, Minn.

COWBOYS CAPTURE BEAR

Ft. Stockton, Sept. 26.—"Yesterday at the Lake Ranch, Johnnie Heard pulled off one of the greatest stunts that has ever occurred on the lower Plains, when he laid the lasso on one of the greatest black bears that range the Plains or mountains of the Trans-Pecos. E. C. Flowers, Frank Copeland and Nick Newell were participants and they are telling of their hair breadth escapes and wonderful adventures. In fact, Nick Carter or Wild West stories are not in it.

The bear was captured and the cowboys are appeasing their appetites on the flesh of a big, fat black bear after months of fasting.

FOR SALE CHEAP—Five business lots in the Stolley & Graham addition of Plainview. For terms write, J. P. MORGAN, Gause, Tex.

HOG NOTES.

The most profitable pork is made by using as largely as possible, other feeds than corn.

If the sow's bowels are not in good condition feed bran or a little cotton seed meal before farrowing.

Save all the pumpkins for winter food for stock. Hogs are especially fond of pumpkins and when fed with grain they make a splendid ration.

Hog prices ought to look good to producers now. In September 1896, the best hogs sold at \$3.35, with the monthly average at \$2.99.

There is nothing to be gained by allowing hogs to wallow in the mud. If they cannot be given clean water to wallow in, it's best to give them none.

If possible select for your stock of hogs, pigs from a strain that mature early, for this is where profit lies. Then feed for early maturity.

If you are after a profitable sow, better not pay so much attention to the number of the herd book as to good bone, good constitution and big litters.

RAILROAD FOR MIDLAND.

Midland, Sept. 24th.—Midland has practically cinched the railroad proposition. It is now almost a safe bet that the Rock Island, Texas, Farwell & Gulf will come this way from Tucumcari, N. M. The matter is not settled upon further than the city has agreed to put up about \$100,000 and secure the right-of-way through the county and the people in New York have accepted. The town of Andrews will give \$50,000 in cash and the right-of-way through Andrews county and Seminole will give right-of-way through Gaines County, a \$50,000 cash bonus and \$50,000 in land.

The promoters have sailed to Europe for the purpose of further financing the proposition. It is now only a matter of whether or not the railroad people will be able to raise sufficient funds to carry the plans to completion.

Information relative to the movement of the heads of the railroad has been very meager, but it is understood that the intention is to make the road a trunk line and in time many branches will be shot out as feeders. It is understood that grading is now being done on the line between Texico and the center of Bailey county and the company has recently purchased a large body of shallow water land south of Texico, that will be put into irrigation. This new road will develop a vast territory and will mean the settlement of a country that is as fertile as any land in the West.

LEAVES LUBBOCK.

Don H. Biggers left Saturday evening for Spur, where he will take the train for Stamford. Mr. Biggers we understand has accepted a position with the Commercial Club at that place, and although he will not move his family to that town at present, he will make that his home for an indefinite time. Don is a good rustler and no doubt will make good on the job.

WANT TO TRADE—For Plainview property, 333 acres cotton, corn and alfalfa land, 120 acres in cultivation, all smooth level land, three and a half mile of Matador, 60 miles east of Plainview, off the Plains. Very good crop on the place this year. Reason for trading; Don't want to farm. Address E. B. Gober, Matador, Texas. 37

For Everything in the
Drug and Stationery
 Line Go to
Duncan's Pharmacy
 NORTH SIDE SQUARE.
 Prescriptions
 Our Specialty
 FREE DELIVERY

Big Wheat Yields
 H. W. Campbell

the Soil Culture Expert
 has grown 41 bushels of wheat when drought ruined others; 53 1-2 bushels when others got 20. He has spent 30 years in the study of and experimenting with the soils of the great semi-arid West. Are these facts worth knowing?

Campbell's Scientific Farmer
 gives timely explanation every month, \$1.00 per year. We publish Campbell's Soil Culture Manual, 320 pages. It is full of facts, not theories, gathered from years of practical experience.

Flying machines positively do fly today. Two years ago they did not believe they could.

The Campbell System for Soil Culture

when correctly applied, positively will bring big returns; Send for valuable free booklet of information.

Campbell Soil Culture Company

325 F. & M. Bldg. Lincoln, Neb.

NEW STORE

OPEN

Vickery-Hancock Grocery Company

Invite their many customers and friends to see them again in their new store, just across from the Post Office in the Donohoo Building. We appreciate the patronage of our customers while in our old stand before the fire and we will still appreciate having you give us another trial as we are now better prepared to serve you in many ways. We have the quality of goods to please you. We always strive to please our customers by giving the best quality of goods the market affords. Quality is our name. We guarantee every article that leaves our store. Why do we guarantee our goods? because we have the quality and we know it. We are headquarters for Chase & Sanborns coffee and tea you all know what we mean when we say we handle the best coffee in the city, you know its Chase and Sanborn, try it if you would have the best quality. When we hear you say catsup we think of Heinz because we know our customers use the best on the market. We handle a full line of Heinz goods, because they have the quality.

An Offer to Ladies Aid Societies

We furnish free of cost our Chase & Sanborns Coffee and Heinz Catsup to the Ladies Aid Societies of Plainview any time they serve dinner or supper. Ladies call and see us. We know you want the quality. We invite everybody to call and get acquainted with us. We guarantee every article we sell.

Farmers Bring Your Produce

We handle everything in the produce line. We are headquarters for fresh fish, fresh oysters, fresh fruits and vegetables. We will tell you the rest when we see you. Call on us for good treatment and honest prices.

Vickery-Hancock Grocery Co.

GROSS FROM P. O.

PHONE 17

We wish to call your attention to our complete stock of

Dry Goods

Men's and Ladies' Furnishings, Shoes, etc.

Good Quality, Low Prices, Right Treatment.

Carter Mercantile Co.

"The Store of Quality"

MONEY LOANED On Real Estate

LONG TIME EASY PAYMENT

For information, write

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Anslay Building, Northeast Corner Square

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Quitque Stock Farm

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High-Grade Driving Horses and Males

Connections. Address: Quitque, Texas. PLAINVIEW, TEXAS.

CLOSE OF REVIVAL.

The revival at the M. E. Church, south, conducted by Evangelist M. S. Hotchkiss, closed Sunday night with about sixty additions to the church. The meeting had been going on for two weeks, and the attendance during that time was the largest ever known in Plainview at a religious meeting of any kind, many being turned away for want of room. Mr. Hotchkiss is an able speaker, his sermons carrying conviction to his hearers. Every service was conducive of much good, as is evidenced by the number of conversions. The choir under the leadership of Miss Rosa Fowle, rendered good music each night, and were untiring in their efforts to assist Mr. Hotchkiss in his good work.

AUBURN ITEMS.

Born—To Mr. and Mrs. Ernest Matlock a fine girl.
Mrs. Emma Estes has been visiting at the home of John Estes.
Mrs. Gaylor and family of Kress and Bright and George Bagley spent Sunday with E. D. Matlock and family.
Mr. Percy Estes of Dimmitt is down helping his father build fence and repair wind mills getting ready for a large herd of cattle to be brought in here by Mr. Scarbor of Midland for pasture. He was in the neighborhood last week leasing fields and pasture.
Miss Margaret Shelloberger spent Tuesday night with her sister, Mrs. Fern Murdock.

The Herald for Job Printing.

A GOOD PROPOSITION FOR THE SCHOOL MEANS A GOOD THING FOR THE PEOPLE.

The Success Magazine has made us one of the best offers from a money standpoint that we ever knew any company to offer and the teachers and public schools are taking up the proposition in the interest of the school libraries. The offer is this: If we get 500 subscriptions to the Success Magazine at \$1.00 cash in addition to the regular commission of 35 cents on each subscription, the company will give a cash prize of \$250.00 making a total of \$425.00 for the 500 subscriptions, which is 85 cents on each dollar that the school will get. We believe that all will agree that this is the most liberal offer that you ever heard of. Now, we want you, patrons and citizens, to help us get the 500 subscriptions. Some teacher or some pupil will ask you for your subscription and we shall certainly appreciate the favor if you will give the solicitor \$1.00, your name and address and the Success will be sent you one year and the library will get 85 cents out of the dollar, so while you are getting your money's worth, you are building a nice library that will be a permanent benefit to your school. Pupils and teachers are retaining nothing of this for their work—they are working for the good of the school. You help us by giving the dollar.

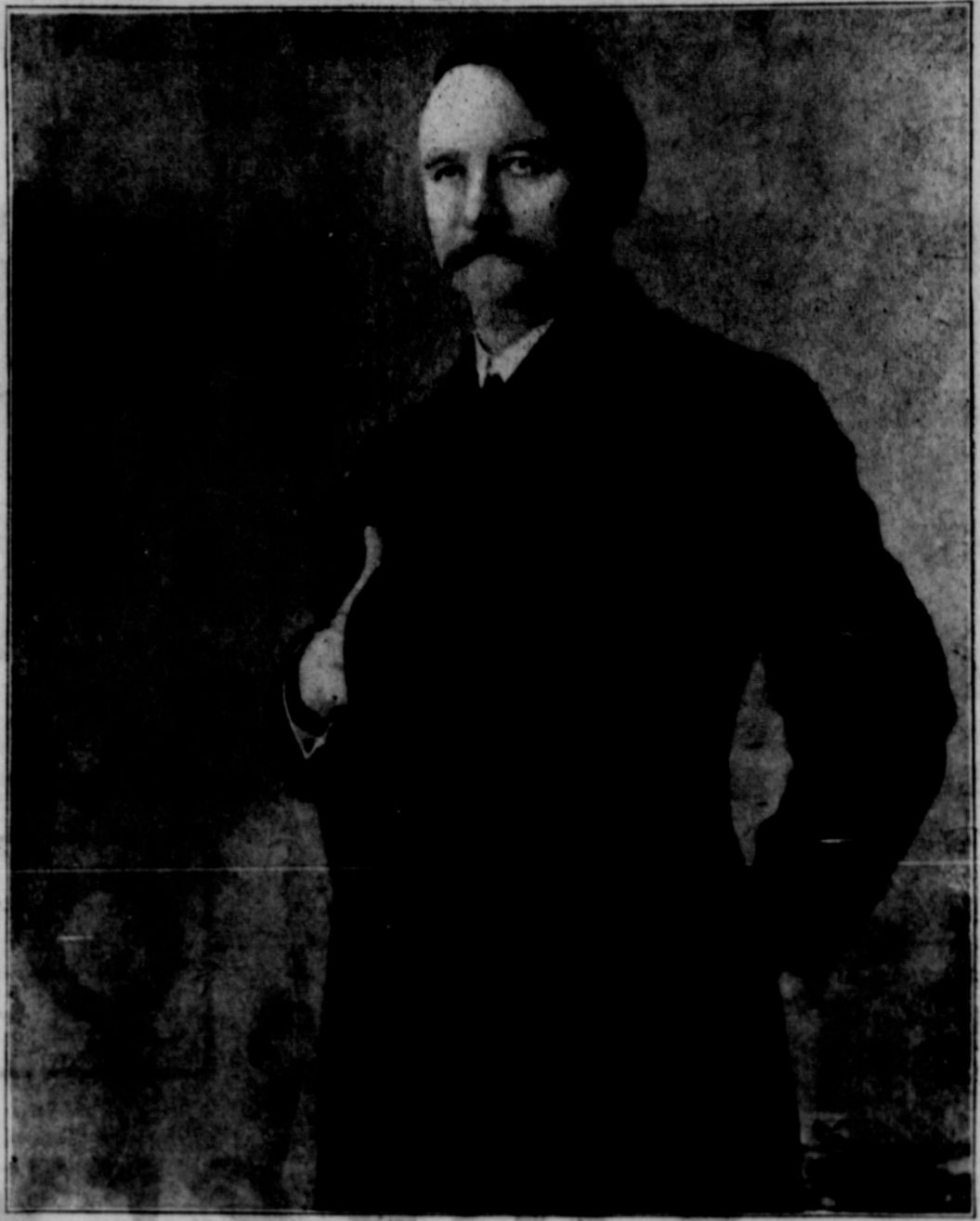
If you are a subscriber to Success Magazine already, give us your renewal and have the solicitor mark yours as a renewal. If you are a lifetime subscriber, can't you give us a dollar and place the magazine in the hands of some worthy boy or girl whom you know, who is not able to take it.

Remember that 85 cents of your dollar for one year's subscription goes to our school; only 15 cents will go out of town and that 15 cents will bring your boy and girl, 12 issues of one of the best magazines published in the United States. I need not comment on its worth. I know many who had rather read the Success than any \$3.00 magazine we have. I have read it for over ten years and am a life subscriber. I heartily endorse it and wish that such matter as it contains could be read by every boy and girl in the country. One dollar is not much for each to give and collectively, it will put \$425 and maybe if we get more than 500, \$500 into our library. We need not mention the great need of books and maps and other school supplies that we need. All that is evident to those who have been in our buildings. There is not one map in the school. We need \$1300 worth. We have only 80 volumes in our library. We need twenty times that number, which would be only 80 volumes for every room. We need a piano for the high school as a special help in the teaching of music. Of course we need the instrument in the grades too but that now is beyond our expectations. Later we may be able to get one for two or three rooms to use together. Help us when we call on you and thereby help your own school \$400 or \$500 worth this year and when the district gets money in sufficient quantity to supply all the necessities the Board will give us the amount from the public funds and we will not need to call on you other ways.

Yours for a large subscription list,
W. H. GRIMM, Supt.

BALTIMORE YIELDS SIXTH PLACE

Washington, Sept. 23.—Baltimore was the sixth city in the United States in point of population in 1900, has lost that coveted position to Cleveland Ohio. Baltimore's population is 558,485, an increase of 49,528 or 9.7 per cent.



REV. G. W. EICHELBERGER, D. D., DISTRICT SUPERINTENDENT ANTI SALOON LEAGUE OF TEXAS.

PROHIBITION ADDRESSES.

Rev. G. W. Eichelberger, D. D. district superintendent of Anti-Saloon League of Texas will deliver four speeches in Plainview on the work before the Prohibitionists next Sunday and Monday.

Hon. W. P. Lane, nominee for comptroller is expected to reach Plainview on Saturday and will speak with Mr. Eichelberger at the following places: Sunday 11 a. m. Presbyterian Church. Subject—The Warning Beforehand. The Bible Standpoint.

4 p. m. Christian Church. Subject—The Anti-Saloon League and the Saloon League Face to Face in the Final Battle against the Battle. Pindexter, Johnson and Davidson supporters untied on one Point.

8 p. m. Baptist Church. Subject—The Line-up in 1910. Little by Little and Inch by Inch.

Monday 8 p. m. Methodist Church. Subject—The Victory in 1911. How and Why North and South.

Mr. Eichelberger has been dubbed the "Texas Livewire." He says he will not deliver a single temperance speech, but says it is all action now on. Every county and every voting precinct in the state is being thoroughly organized. Sunday afternoon's address is said to be the one that delivers solar plexus blows to the liquor interests in Texas. He says it is as completely doomed as Patter-sonism is in Tennessee. He announces that this is the last visit of the League before the final battle last year. All prohibitionist are urged to attend and all antis are invited.

Judge Mayfield is attending court at Amarillo.

Mrs. John Gray and children returned to their former home in Paris, Thursday, where they will spend the winter months.

FOR SALE—Or will trade for Plainview property, a good house and lot in a small town in Central Texas. Address Box 672, Plainview.

MORE PUBLICITY FOR PLAINVIEW

Plainview News to Appear in Columns of El Paso Herald.

H. H. Fris, formerly editor of the Dalhart Daily News, at present with the El Paso Herald was here this week in the interests of his excellent paper. Mr. Fris is certainly a live proposition and he represents a wide-awake concern. At an enormous expense his paper is placing a local correspondent in each West Texas town of importance, who is expected to keep the Herald in touch with live news in his respective town. In this way any happening of importance in West Texas will be received by the Herald at once by telegraph while the readers of the paper can keep up with any state-wide or general news through the Texas news service and the Associated Press dispatches to that daily.

The Hale Co. Herald man will act as correspondent for the El Paso Herald in Plainview and is also empowered to send in the names of any one wishing to subscribe for this worthy daily, copies of which may be obtained at the Post Office news stand. It arrives here as soon as the Denver Post and when you subscribe for the Herald you are sending no money out side of the state. Also when you read the Herald, you are reading the only large metropolitan daily in the state that is for West Texas first of all. It seems from the various knocks of some East Texas newspapers and recent legislation hurtful to our section, that we cannot expect a square deal from that section. If the eastern part of the state is lined up against the development of the west the only way we can hope to cope with them is to unite also. West Texas needs to build up a large metropolitan daily to act as her mouthpiece and the only way this can be done is for every section to rally to the support of a single worthy example of the press. The influence of a big strongly edited

daily with a wide circulation, is something wonderful. It demands consideration for the principles it advocates. The El Paso Herald has always been strong for West Texas and now with a correspondent in each important town of our section it will wax many times stronger. This is the first time a West Texas newspaper has ever tried the plan of placing paid correspondents throughout every section of our broad empire and Mr. Fris says the incentive for it was that the Herald believed that the recent activities of East Texas against us had brought on a crisis in which every West Texan would want to pull and push together, through some powerful medium, in order to maintain their rights.

You can be assured that from now on that the El Paso Herald will contain development ideas and news of all kinds from every section of West Texas and will continue to be as zealous of the rights of the most promising section of the Lone Star State as it has been in the past.

GRAY'S ELEGY MODERNIZED

The curfew tolls the knell of parting day.
The lowing herds wind slowly o'er the lea.
The plowman homeward rides and on the way
He gayly toots his auto horn at me.
—Chicago Record Herald.
The boast of limousine has much horse power.
And all that engine and magneto spell
Await alike the inevitable hour—
The paths of speeding lead you to the cell.
—New York Mail.
Haply some hoary headed swain may say,
"I seen him when he passed and noticed how
He seemed to want to hurry on his way—
I got his number, but fergit it now."
—Record Herald.

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