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

 FIRST CLASSJOB PRINTING

| Plaisview, texa |
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| THE debis lecture. |
| Rev, Emanuel Dubbs, Indian |

If pays to iriigate.

HOW THE CITY'S MONEY IS SPENT

Rev, Emanuel Dubbs, Indian fight-
er, buffalo hunter and pioneer judge,
lectured at the opera house sunday,

at $3 \mathrm{p} . \mathrm{m}$. It was a great treat to all
who heard it, and was enjoyed equally
well by the "old-timer" and the "ten-
derfoot."
He held his audience in the strictest
attention from the start. The writer had read of Emanuel Dubbs in history,
and followed closely his adventures as
buffalo hunter and in the outbreaks of the five tribes, but until hie came
to Plainview reeently the thought
never occurred that


$\qquad$



## To My Friends：

## Look！Listen！Jas．R．DeLay

 is here to stay and win．Selling land is his business．Trading propositions a specialty．List your lands with him．Have sold more lands than any man in Plainview See mePhone Nos．40， 93 and 447



SEE！．．－This fine Dinner
Set for 5 Coupons from EMPRESS Flour 認
a retall value alo．00



## GOVERNOR ROSS

Deep Bay Stallion 16 Hands，Weight 1100 Lbs．
Governor Ross $38235\left\{\begin{array}{l|l}\text { Electrite 10878 } & \left\{\begin{array}{l}\text { Electioneer } 125 \\ \text { Sprite } \\ \text { Onward 1411 } \\ \text { Deulah }\end{array}\right.\end{array}\right.$

Ross Grandam Beulah（dam of Beauzetta record 2：06 3－4）．
Governor Ross will make the season at my Barn at $\$ 15.00$ to insure mare with foal．

This horse has never made season for less than $\$ 25.00$ ，but knowing the breeding of this horse and desiring to improve the class of stock， F am making this reduction．

There is none better in the state than Govrnor Ross．Come and see him before breeding elsewhere．

## CLINT SHEPARD

## Percheron Stallion 4-X

Register No. 49,982





## Mr. FARMER

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

## MAPPY SMO' MARERYED?



## Jordan Coal \& Grain Co

## Coal, Grain, Seed and Feed Stuff

Phone 136
Plainview, Texas

FFICERS
$\begin{array}{cc}\text { J. E. Lancaster, President } & \text { L. A. Kuight, } \\ \text { H. M. Burch, Cashier } & \text { L. G. Wilson, } \\ \text { H. C. Von Struve, Assistant Cashier }\end{array}$

## Third National Bank

of Plainview
Ansley Buildins, Northeast Cerner Square Capital \$100,000.00

## Charley

I now own Charley, one of the McDonald Stallions, which will make the season at my farm 5 miles north of Plainview. Terms $\$ 10$ and $\$ 15$
W. W. WISE

F. D. BARNES PIANOS Handle the Jesse French Line Manos made:- Steinway \& Sons, Kranich \& Bach, Voss \&
pians, Behning, Kurtzmann, Starr, Richmond, Trayser, Lorraine Sons, Behning,
and Remingt

## PATRONIZE HOME

os of outsce parties when you can do as well or better in Plainview. YWareroom in Masonic Building, South First Class Tuning and Repairing a Specialty

## The First National Bank

## CAPITAL STOCK .......................

SAFE DEPOSIT BOXES FOR RENT


# BIG SLAUGHTER SALE 

## At Nash's Beginning

## May 27th and Last's Till June 15th

Only for 18 days we are going to sell any and everything in stock, both New and Second Hand, cheaper than it has ever been sold in Plainview. Now I mean just what I say-..come and see; I can show you hetter than I can tell you. Look at these prices:

| New Iron Beds, 2 -inch, post; old price, *10.50; now | Round-Pedestal Dining Tables-old price, $\$ 17.50$ and $\$ 15.50$; now |
| :---: | :---: |
| New Iron Beds; old price, $\$ 12.50$; now $\$ 9.75$; and on down as low as $\$ 1.75$ | $\$ 14.50$ and $\$ 11.50$ rices as low on cheap Tables as |
| 45-1b, All-Cotton Felt Mattresses; very best Art Tick; Rolled Edges; Cotton Tuffed. Sells everywhere, at $\$ 10.00$; now $\$ 7.75$ | Four Davenports; sells anywhere at $\$ 35$ to $\$ 40$; now $\ldots \ldots . . \$ 23.50$ and $\$ 27.50$ (And also a nice line of Steel Daven- |
| 40-1b Roll-Edge Mattresses; good tick; old price, $\$ 7.50$; now ............... $\$ 5.75$ (Combinations and Cotton Tops in proportion.) | same discount.) <br> have a nice line of Oil Stoves, Gaso <br> and Ovens, Cook Stove |
| Nice Oak Dressers of all kinds and sizes good enough for a banker, and nice enough for his wife ; old price, $\$ 19.50$ now $\$ 15.75$ | ket for the money; old price, $\$ 37.50$; now (With the same disco.............. $\$ 30$ and Stove Vessels.) |
| (All other grades in proportion; prices as low as $\$ 7.55$. | e 20 Rolls of Matting and Matting |
| Chifforobes-old price, 425 ; now $\$ 19.75$ | that are to go in this great Reduction Sale. |

Now remember that we carry everything in stock that it takes to keep house with, and everything goes with the price cut in two Now this is not the kind of a ReductionSale that you are accustom to, this is a reduction sale in reality

We have a car load of stuff coming and am bound to make some room. We are making these prices bezause we need the money. Don't forget the date

## Beginning May 27 and lasts until June 15th

Come Early and get your Pick and Choice

## Nash's New and 2nd Hand Store

Phone $95 \quad$ North Covington. Stree

WINNING WOMEN FOR THE WEST

| The war-cry of the Texas Commercial Secretaries' Association, in their |  |  |
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| ries fail to mention the greatest facto n the development of the Plains West Texas meed |  |  |
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| tive "great;" every woman is great inthe eyes of some man, and that is really all that is necessary. In speak- |  |  |
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| earth's gardens with the roses ofheaven:" the tension to the bow of |  |  |
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| fluences our tides of progress; the spur to man with a more potent urge the cow-pony. |  |  |
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| West Texas "home" for the past fourner con |  |  |
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The Hale County Herald


## GOING AWAY THIS SUMMER

How about that old Trunk, Suit Case or Bag.

## Will It Do For Another Trip?

A new one would be better and make the trip more pleasant you think?

We show a big assortment of

## Traveling Goods

Trunks, Steamer Trunks, Congress Bags, Suit Cases, etc.

## There's style in our Goods that's distinctive and refined

A combination of circumstances places us in a position to offer some extraordinarily low prices now. You'll be better satisfied when you are on the road if you take one of our Bags.

## Richards Bros.bollier

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tiss section, when they learaed that
we had been phathn Ekyt to East
Texas during the Texas during the poast Eegyn year. and
furnishthed the grain and alfalfa to furnistied the grain
help them through.

# 5 and 10c LACE and EMBROIDERIES SALE 



Some two weeks ago we bought a big line of Laces and Embroideries, a good deal below the market prices which will enable us to make a big showing in these lines at a price.

## We Will Put On Sale

One lot of Embroideries that the values will run as high as 35 c per yard for 15 c the yard. One lot of regular 10 and 15 c Laces at 5 c the yard. We will make ōther concessions in higher priced Lace and Embroideries.

These Prices On For a Few Days Only

We do not make charge tickets SHELTON BROS.

We do not make charge tickets


Allan \& Bonner Coal and Grain Co.

COAL, GRAIN, HAY, HIDES, WOOL AND FURS

Telephone 162
Plainview, Texas

## E. T. Coleman

Grain and Coal Dealer
Sole Handler of Simon Pure Niggerhead, Rockvale and Domino Coals
Plenty of Kindling Wood for Sale Cheap

All kinds of Grain Feed Stuffs bought and
sold at Prices Right Phone 176 Between Depots

## Notice

## You Automobile Owner

It Pays to buy the tire you can get a Guarantes with. The only Tire in the World Guaranteed for 5000 miles is The Ajax. It pays to Buy the Best. A Writ ten Guarantee with every Tire you buy at

Hubbard Bros. Automobile Co.

## In Society's Realm



## I. F. E. GIRLAS ENTERTAIS. On Monday night the Wyckoff h

 was the scenefairs of the complimentary to Mr. Jack McWh
ter, who has just returned from Pol
technie school, at Fort Worth. . Dan
ing was the principal feature, a
and punch was, served throughout the ev
ning. A platform had been arrange its charm.
Those present were Misses Florene
and Edna Harrington, May Kinder

## Shallow Water Lands

In the Black Water Draw of Bailey County, Texas On the Santa Fe Cut-Off from San Francisco via. Texico, Farwell and Lubbock to Galveston

| We have been located near this tract of land, this being the W. D. \& F, W. Johnson. Subdivision to Parmer and Bailey Counties, Texas, for the last three and one-half years, and, as we have handled these lands almost exclusively, we know every owner, and therefore can give you some attractive prices on some of the bēst lands in the Valley. Hurley, Texas, is located in this tract, <br> We have, at present time, eight Irrigation Wells in operation; pumping from 380 to 1,750 gallons of water per minute. These wells are developing better every time machinery is operated. More are being installed, and more are being contemplated, as fast as parties can arrange. The depth to water runs from $10,20,30,40$ feet up. The above-described tract of land comprises 100,000 acres, of which something like 15,000 acres is "irrigated and subject to irrigation.' <br> Rocky Ford, Colo., and other famous Irrigated Distrists parties are investing in the above lands. This ought to convince you. With the rainfall and with the help of an Irrigation Well, you can grow the three moneygetters, "Alfalfa, Apples and Hogs," besides other paying crops too numerous to mention, <br> We also have 13,320 acres in the Panhandle of Texas, located near new surveys of important railroads; also 8,856 acres which is-priced reasonable and located as per above. Both tracts carry good terms. Make us an offer on tracts of "Shallow Water Land" consisting of 40,000 acres, more or less, located on survey of important railroad. <br> We have slayed with the above proposition, and expect to be found staying with one of the best propositions to be found in the Panhandle of Texas today. <br> Auto service to these lands from Friona, Texas. Good hotel accommodations. Cooperation desired. Buy your ticket, "Santa Fe All the Way" to Friona, Parmer County, Texas. Wire us one or two days before starting.' <br> Wire, Phone or Write, |
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EGERTON LAND COMPANY, T. S. Egerton, Mangger FRIONA, PALMER COUNTY, TEXAS
Office Phone 51
Residence Phone 50

$L^{E T}$ me take your measure for a Spring and Sunmer suit. I am the only Tailor in the city that can make a suit that
will please you. I will make your suit here where you can have it fitted on you and will please you. I handle the Detmer Woolens which are the best on the market. I guarantee style, quality of goods and workmanship: 1 make a specialty of Ladies' Tailoning and am sure I can please you if you will only give me the opportunity. I also do cleaning, pressing repairing and alteration. Thave had many years experience and thereby understand my business, I only ask you to give me a trial to convince you that my work justifies your patronage

If You are from Missouri I Can Show You
ED MASSENGALE

## THE TAILOR

116 N. Covirgton St.
Phose No. 367

8-9-15, $\$ 1.00$ per bunch
8-6-16, 90c per bunch DONOHOO-WARE HARWAYE COMPANY, inoerporated
Xmong the Farmers


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Community Correspondence
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GASOLINE "BEST BY TEST"
The Most Complete Stock of Tires and Tubes in Plainview We can fit any Rim with any Tire or Tube

EXCLUSIVE SALE OF

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\begin{array}{l||l}
\text { REPUBLIC TIRES } & \text { DIAMOND TIRES }
\end{array}
$$

COST A LITTLE MORE DIAMOND SERVICE WORTH A LOT MORE "USERS KNOW"

Our Tire Agencies mean more than "merely" selling
Tires, we protect you with an ABSOLUTE GUARANTEE of GREAT MILEAGE
PREST-O-LITE EXCHANGE, $\$ 2.00, \$ 2.50$ and $\$ 3.50$ WEED TIRE CHAINS from $\$ 2.65--30$ by 3 to $\$ 3.60--36$ by $41-2$

ALL SIZES WITH CORRESPONDING PRICES
PACKARD OIL at the Prices you pay for "Just as good"
Complete stock of Supplies and Accessories, all staņdard with a Guarantee of quality and prices

DISTRIBUTORS FOR
HUDSON AUTOMOBILES


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Blood Was Wrong
All women, who suffer from the aches and pains, due to femate ailments, are urged to try Cardui, the reliable,
scientific, tonic remedy, for women. Cardui acts promptly, yet gently, and without bad effects, on the womanly system,
relieving pain, building up strength, regulating the system, relieving pain, building up strength, regulating half century, thousands of ladies have written to tell of the quick curative
results they obtained, from the use of this well-known medicine.


Mrs. Jane-Callehan suffered from womanly trouble for nearly ten years. In a letter from Whiteville, N. C., she
says: "I was not able to do my own housework. My says: I was not able to do my own housework. My ache, and was very weak. I tried several doctors, but they
did me no good. I used Cardui for 3 or 4 months, and now I am in the best health I have ever been. I can never praise Cardui enough." It is the best tonic, for women. Whether seriously sick, or simply weak, try Cardul. Write to: Ladies' Advisorn Dept, Chattanooga Medicine Co., Chatituooosa, Teme,

## Wayland's Removal Sale Is a Big Success

The announcement in last week's Herald that the Wayland Dry Goods Company were geing to move from their present location to the Smyth building, and that a Removal Sale would be inaugurated May 28th, has proven to be a Big Success from every view. Big crowds have thronged our store and the liberal way they have bought Guods is evidence that they are pleased. A Big part of our stock is of this season's mater ial and the main object in disposing of the stock is to open our new store with an entire new line if possible. The Sale will continue through Saturday, June 8th, and the way Prices Have Been Smashed we expect to be able to do this. To those who have not had the opportunity of visiting our store, we urge you to come at once. This is an OPPORTUNITY TO MAKE A BIG SAVING, as we
are selling goods at prices that you have seldom heard of in Plainview. We have neither time nor space to quote you a large list of prices, but, to give you an idea, read these:


| MEN'S PANTS. |
| :---: |
| A big stock of Men's Trousers to select |
| from at the Remarkable Discount of 30 per |
| cent. |
| Profits are not the consideration in this |
| Sale. If you want to buy good merchandise |
| cheaply, you can not afford to pass us up. We |
| consider this a great opportunity. |
| Will not quote prices on Men's Hats, but |
| assure you the prices are Remarkably Low. |

MEN'S DREss sHIRTS.
Men's Dress Shirts, regular price, $\$ 1.25$;
Sale Price, 87c each.
Men's Dress Shirts, regular price, $\$ 1.50$;
Sale Price, $\$ 1.12$ each.
Men's Dress Shirts, regular price, $\$ 1.75$;
Sale Price, $\$ 1.27$ each.
Men's Dress Shirts, regular price, $\$ 2.00$;
Sale Price, $\$ 1.46$ each.

## Sale Closes Saturday June 8th 1912

| It's not the man who makes the |
| :--- |
| most money who makes the big- |
| gest financial success, but it's the |
| man who saves the most. You- |
| have the opportunity now of a |
| BIG SAVING on what you wear. |
| Why not take advantage of it? |

# Wayland Dry Goods Company <br> Same Goods for less Money 

After June 10th we will be in
our new store, in the Smyth Buildour new store, in the Smyth Build-
ing, just north of the First National Bank Building, where we
will be pleased to have you come will be pleased to have you come
to see us. We believe a call would to see us. We believe a call woul
be to our mutual advantage.

Zone ststem parcels post.

| commission for my trouble?" Any local merchant can do this, but he will |  |
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| not, because he is unwilling to work(or a reasonable commission.In- |  |
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| stead, he wants 100 per cent. He | dered to the people |
| wants to buy what he can make the | tions, and to remove the |
| tomers |  |
| tomers get the most value in for the money. As a matter of fact, a tree | tics. In this laudable undertaking all patriotic. ambitious Texans should |
| and unrestricted parcels post will not |  |
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| those that should be injured. Even if |  |
| it put local merchants out of business, |  |
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 expreses himself as in favor of a
zones system" of parcels post, and
says:
in the interest of goot government, to
provide the same rate of postage for
the carrying of an eleven-pound packthe carrying of an eleven-pound pack-
age from New York to San Francisco age trom New York to san Francisco
that is charged for carrying the same packease from Knipan to sabinal. 1
am, therefore, urging that a zone sysam, therefore, urging that a zone sys.
tem be established -that is to say,
that a uniform rate to equal the averthat a uniform rate to equal the aver-
age cost of transportation be applied
age cost of transportation be applied
to all packages up to eleven pounds to all packages up to eleven pound
within a radius of, say, 10 miles fro
point of mailing, and a similar rule tor a radius of 700 miles, 1,500 miles,
and over. "I believe this would be a fair and equitable method and could not be
successfully attacked by opponents of successter post." "zone system" the ob-
parcels
Against the jections are so clear that The Co-
Operator does not think Conkressman
Garner is willing to commit himself
hoge organization for
EDCCATION. ment by the State of Texas of It
nstitutions of Higher Education.ha
veen formed; and has been endowe been formed, and has been endowed
nder the auspices of the Alumn
Association of the University of
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Hrst-class letter, the individual usin
the mails kniows the rate, applies
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route it.
based on the number of miles haule
so much delay would result in a grea
volume of mail that days would elabefore letters from the larger offife
could be dispatehed properis. T.
same applies to package shipmentem" is that it is designed for
benefit of the smaller merchant
directly aimed at the big mailhouses. Why are Congressmen
afraild of the big mail order hoIt has always been a mystery to
Co-Operator. These mail order
have been built up without a parce
post, they are prospering, the peoplepost, they are prospering, the people
are buying goods from them and aretisfied; if we never get a parcels
ost they will go right along just the
same. There is no mail order housefighting each other all the time, and
it is a mystery why any intelligentman should insist that the parcelspost is advocated for their special
benefit. The little merchantexactly the same tacticsorder house does, and as the mailbusiness, if he wants to do it, Is therefrom saying to the farmers in hiscommunity, "Get up an order for all
the goods you want; I will buy themat wholesale, and have them shippedin a mixed car, you to pay the freight,
pay cash for the goods, and pay me

