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The Hale County Herald

BEST MEDIUM
FOR PUBLICITY
IN THE WEST

VOLUME TWENTY-ONE

HALE COUNTY HERALD, PLAINVIEW, TEXAS, FRIDAY, APRIL 29, 1910

NUMBER SEVENTEEN

METHODISTS CONTROL SCHOOL

WILL HEREAFTER BE KNOWN AS
SETH WARD COLLEGE.

New Officers Will Assume Control at
Close of Present Term.—Rev.
P. E. Riley, Principal.

Central Plains College, of this city, has formally passed to the control of the Methodist Episcopal Church, South, and at the close of the present term will be in charge of a board of trustees appointed by the church conference and directly responsible to the educational board of the church.

A committee, consisting of Revs. J. W. Story, Hereford; P. E. Riley, Lockney; J. E. Stephens, Floydada, and lay members, G. A. F. Parker, Hereford; C. D. Edmondson, Tulla, and E. P. Thompson, Lockney, representing the educational board, investigated the offer of the local board in charge of the college to turn the property over to the church free from all encumbrance.

The board was strongly urged by interested parties to approve a proposition, or a tentative offer, made by the citizens of an adjoining town to secure a denominational school for that place.

After investigation, the committee unanimously passed favorably on the Plainview proposition and reported unfavorably on the other offer.

At a meeting of the board, Dr. G. S. Hardy, presiding elder of this district, was elected president of the school and Rev. P. E. Riley, of Lockney, is to be the new principal.

A full faculty will be announced at an early date.

Rev. Riley is at present pastor of the M. E. Church at Lockney, and, after the close of the present school term, he will be relieved of that work and moved to this city, where he will be in touch with affairs of the school and prepare for the opening of the fall term, which begins September 15.

The new principal is a comparatively young man, who comes highly recommended for his learning and activity as an educator, and, also, for his executive ability. He has done splendid work for the church and has many friends among the laity as well as the clergy. He is a Trinity graduate, with the degree of A. B., and a post-graduate of Vanderbilt University, at Nashville, Tenn. Much is expected of him in connection with the affairs of the college. His pastoral charge at Lockney will be supplied by a selection of Presiding Elder Hardy until an appointment is made at the annual conference, in November.

Dr. Gladney, who retires as president, and who has striven so success-

NORMAL COLLEGE CORNERSTONE

WILL BE LAID WITH GREAT
CEREMONY ON MAY 24.

Local Masonic Order Accepts Invitation from Canyon Lodge and Will Attend in a Body.

The cornerstone of the West Texas Normal College building, located at Canyon, will be laid on Tuesday, May 24, with imposing ceremonies.

The ceremonies will be in charge of the Masonic order, and the lodge at Canyon proposes to make it more than a local affair.

Plainview lodge, including the Commandery as an organization, has been invited to participate in the exercises, and the invitation has been accepted.

Secretary Keck, of the local lodge, informs The Herald that negotiations are now under way to secure a special train from Plainview for this occasion, and, if successful, the lodge will attend as a body.

The exercises attending the laying of the cornerstone will begin at 11 o'clock, and at 1 o'clock it is proposed to have a big barbecue and general social gathering.

If a special train is secured, it will leave this city in time to make stops at all the stations between here and Canyon and reach the latter place before the ceremonies begin. It will return some time during the afternoon.

Canyon may expect a large delegation from Plainview to assist in laying the cornerstone for the great educational institution destined to prove of incalculable benefit to Northwest Texas.

Will Nicholson, the well-known real-estate dealer, made a business trip to Lubbock and out to Posey, the new town his firm is placing on the map. He says Posey is not a coming town—it has already "arrived."

fully in establishing the college, will apply for admission to the Northwest Texas Conference and re-enter the active ministry.

The school will hereafter bear the name of Seth Ward College, in honor of Bishop Seth Ward, who, until his death, in Japan last year, was a resident bishop in Texas of the church, his home being in Houston.

Catalogues and literature for the fall term are now being prepared, and a large matriculation is expected on the opening day.

EPWORTH LEAGUE.

Program for the regular meeting on Sunday afternoon, May 1:

Subject—"Our Consecration"—Phil. 3:7-8; 1 Cor. 6:19-20. "The Upward Look and the Uplift"—Col. 3:2; Heb. 12:12.

Song.
Prayer.

Leader's Address.

Song.
"What the League Has Meant to Me"—Miss Zula Rosser.

"What Can I Make the League Mean to Others"—Miss Virginia Woods.

Song.

"What Consecration Has Meant in My Personal Religion"—J. B. Maxey.

"What Causes Variation in Our Ability to Help Others"—Miss Neva Stewart.

Song.

"If the Consecrated Membership of the League Demonstrates Its Power of Uplifting, Will That Not Meet All Adverse Criticism of the League?"—Frank White.

Song.

Leader—Miss Elizabeth West.

NEW GROCERY FIRM.

L. M. Blakemore, a well-known citizen of Floydada, has bought the grocery business of Morrison & Son, in this city and will make considerable additions to the stock in the immediate future. L. J. Warren, who is generally known in this section as a man who has a thorough knowledge of the grocery business, will have charge of the business. The new firm has an ad in this issue notifying the public of the change.

CITY CLERK'S OFFICE.

Jas. R. Hamilton, city secretary and treasurer, general factotum of waterworks and sewers, fire chief and a few other things, has fitted up an office in the Schiek opera house, where he will transact city business. The office is conveniently located, adjoining the box office, and has an entrance from the lobby and also from the north side.

A PLEASED INVESTOR.

A. N. Snapp, a well-to-do citizen of Wortham, Texas, is on a business trip to this section, where he has considerable property interests. In company with his brother, he owns a couple of sections in Floyd county, and also five desirable sections in the northeast corner of this county. He expressed himself as well pleased with his investment, and thinks the Plains country is rapidly coming into its own.

A luxury is something the other fellow thinks we could do without.

A REPORT ON THE PANHANDLE.

Professor F. W. Mally, of the Texas department of agriculture, is preparing a bulletin on agricultural and horticultural development in the Panhandle, that will surprise and delight all Texans. This bulletin, promised publication by the department next month, will, we are told, report the Panhandle to be the source of the best alfalfa seed grown anywhere on earth, and the seat of some of the finest apple and other orchards in America. The Panhandle in many ways resembles the Kansas and Nebraska of thirty years ago, and is rapidly passing through a transformation such as Kansas and Nebraska passed through. Professor Mally was sent out by the department to cover the Panhandle thoroughly, and without haste. He met with hearty welcome wherever he went. The developers up there are alive and alert. The saw at a glance how valuable the state expert's report of actual conditions would be to their section. So they got out their motor cars and carried Professor Mally long distances, at his own pleasure, wherever he wished to go to get material for his report. Professor Hume's report on citrus fruit culture in South Texas was worth hundreds of thousands of dollars to Texas, in direct new investments, the year it appeared. The department's report on the Panhandle, in our opinion, will be equally valuable to that section, revealing to other sections of Texas, as well as to the world at large, unsuspected resources of great wealth. We understand that, among other facts of more than curious interest, Professor Mally will report that the alfalfa seed grown in the Panhandle is sold throughout the world, and is equal to any grown elsewhere, if not superior to all other seed. One man in the panhandle, we are informed, has 750 acres in alfalfa for seed alone. He seldom does anything, in the agricultural line, by halves. The work that the Texas department of agriculture is doing, in this single feature of reporting the state's resources correctly and officially, is worth more to Texas, in dollars and cents, every year, than the entire cost of maintaining the state government. Texas people are share holders in the biggest undeveloped property on the continent. Most of the development, for the next half century, is to be along agricultural lines. The state department of agriculture, working to-day with a miserable little penny appropriation, as compared with what it ought to have, and as compared with the results it is actually getting in the development of Texas, commands each passing season more respectful attention from the politicians of Texas. The time is not far distant when the agricultural department will be the biggest department of the state government, as it ought to be, representing two-thirds of the state's population. One of these days we'll have a line of Texas governors graduating into the executive mansion from the department of agriculture.—Southwestern Farmer.

SOUTH TEXAS CITIZENS INVEST

POINDEXTER HERE MAY 7

DISTINGUISHED CANDIDATE FOR
GOVERNOR TO SPEAK IN CITY.

First Candidate for State Office to
Speak in Plainview During
Present Campaign.

It is authoritatively announced by local friends of the candidate that Judge Poindexter will speak in this city on the night of May 7.

As this is the first speech by any candidate for a state office during the present campaign, and also that the distinguished gentleman who seeks the governor's office has a large political following in this section, there will doubtless be an immense crowd present to hear him discuss the political topics of great interest to the voters at the coming election.

No place for the speaking is as yet designated, as it is desired by the local committee of arrangements to secure a hall of sufficient capacity for everybody in attendance to secure seats, and, if satisfactory arrangements can be made, the speaking will take place in the opera house.

Judge Poindexter is an able orator, a pleasant and convincing speaker and his speech here is looked forward to with a great deal of interest by his local friends and supporters.

Plainview should, and doubtless will, give Judge Poindexter a great reception. Whether you agree with him on the issues of the day or not, you should give him a hearing, and you will be well entertained, as he bears the reputation of being an able and logical speaker.

The date of speaking will be announced later. If the opera house is not secured, the address will be given in the court house.

TO LEAVE FOR LITTLE ROCK.

Miss Clara Belle Lyons, the popular young lady who for some time has made her home in this city and is employed with Nicholson & Hinn, real estate dealers, will leave on Sunday for Little Rock, Ark., where she goes to prepare herself at the St. Vincent Sanitarium for the calling of a trained nurse. Miss Lyons has a large circle of friends in the city to whom she has endeared herself by her pleasant personality and lovable qualities, and, while regretting to lose her from social circles here, their best wishes follow her in her chosen field and avocation. Her kind manner and cheerful disposition betokens her to be well fitted to become one of those "angels of mercy" whose ministrations to the sick and suffering constitute them a blessing to humanity.

WHITFIELD.

H. L. King and daughter, Irma, went to Floydada Saturday on business, returning Sunday night.

Sam Nations was a Kress caller last Friday.

P. A. Hubbard and family went to Silverton Sunday to help dedicate a new M. E. church at Lakeside.

Frank Whitmore and family left on Tuesday for their old home, at Emporia, Kansas, after a short stay here on the Plains.

Mr. Taylor is the new man at the store nowadays, although L. A. Shelton is often seen on the streets of Whitfield.

Say, Plainview, what's the matter with getting a new road from Silverton to Plainview, through or near Whitfield? We're getting mighty hungry to see a train go by.

The warm days of the past week have made things grow and look mighty fine out in this part of the country, especially watermelons.

Some of the young men of this locality are wearing long faces now because most of the schoolmarms have gone and some are getting married. But cheer up, boys; better days will come.

PLEASE VISIT PLAINVIEW.

the lady
Misses Clara B. Crawford, a pair of pleasant young ladies, returned to Lubbock and will be returning on Monday.

PLAINVIEW OFFERS ATTRACTIVE INDUCEMENTS TO LOCATE HERE

Many of the Best Element of Other Sections Are Becoming Financially Interested in This City.

Plainview is fast securing a great number of desirable citizens to add to an already large number of residents of the same kind.

The South Plains country is attracting the attention of the class people who are seeking new investments, new homes and a prospect of a change of residence, either for pleasant living or a betterment of health or financial conditions, at Plainview, the Queen City of the Plains, is getting a full share of the most desirable additions to the population.

With school facilities unequaled by any city in Northwest Texas, strong churches, representing almost all the denominations organized in the state, pretty residences, strong banks, substantial and progressive business firms in all lines, a hospitable people, clean city, with all the municipal improvements and conveniences required to make this a pleasant place to live, are some of the means of attracting such people to our city as will be of great benefit.

Many desirable additions have been made to Plainview's citizenship during the present year, in business and professional lines, and others, of independent means, have moved to this city in order to enjoy the school advantages.

Among the latest of those who have selected Plainview for a permanent home are Drs. J. C. Anderson and C. C. Gidney, who, with their families will shortly move here from Granger, Williamson county, Tex.

These gentlemen are partners in the practice of their profession, and it is authoritatively stated that their removal here means the establishment of a sanitarium.

They are reputed to possess considerable means, and have already made investment in city and farm property. They have visited this city several times during the past three years, and, on their recent visit, Dr. Gidney purchased the lots on White and Second streets and will have his present house moved to make for a costly and commodious cottage, which will be the family home.

Dr. Anderson and wife returned from Granger on Tuesday, after completing a trade for the A. B. Munsey place in the northeast portion of the city. He also purchased the northwest quarter of the Campbell section, three miles west of here. He invested over \$14,000 in property here, and, before leaving, said:

"Plainview looks better to me every time I come here, so I thought I would move up and stay with you a while. We will be here some time during the latter part of the summer."

The Herald welcomes these recent and all other such additions to Plainview's society.

A LIMITED OFFER.

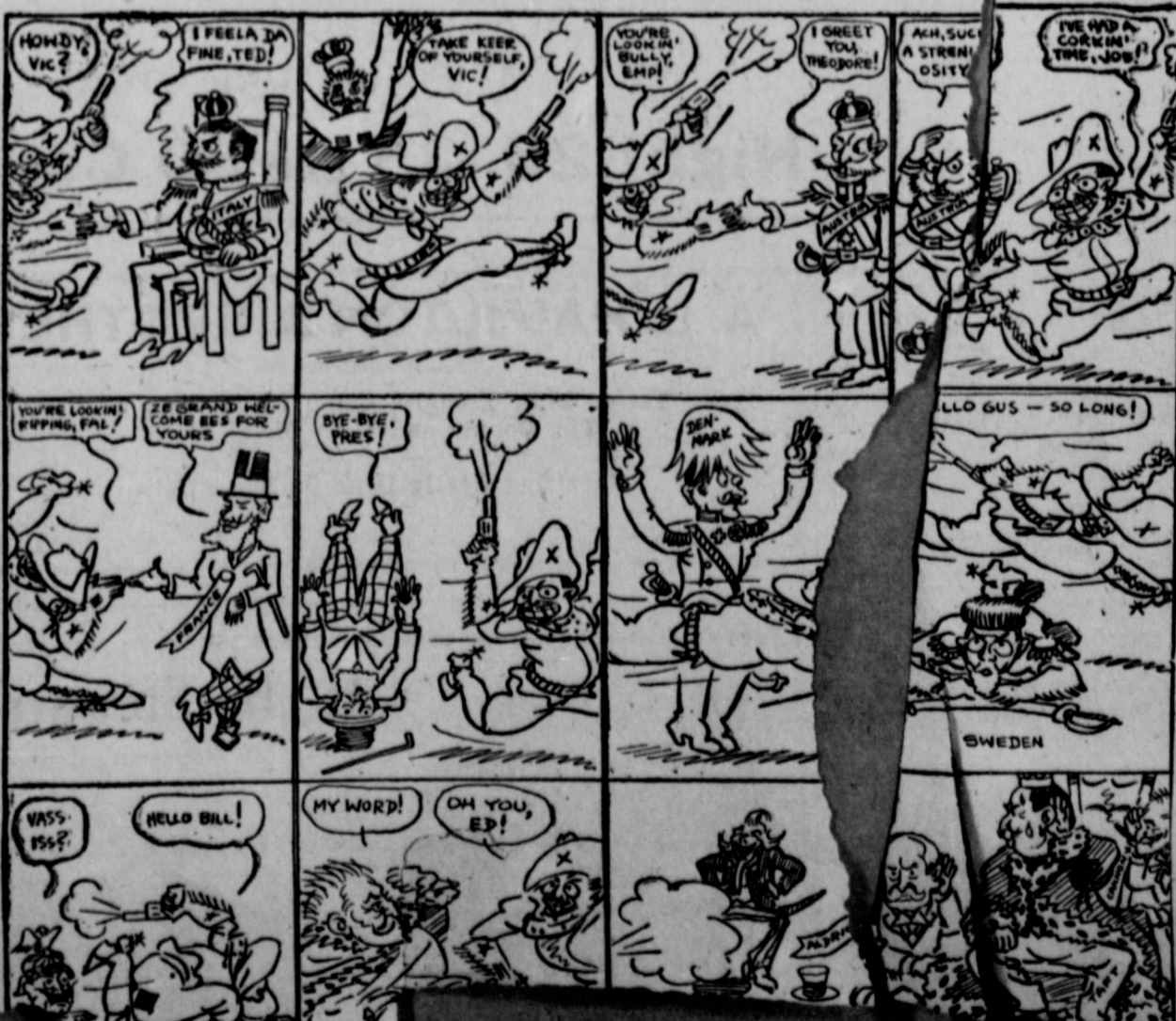
The Herald Offers a Year's Subscription for One Dollar.

For some time The Herald has contemplated making a special drive for new subscriptions, but, for various reasons, has hesitated in reducing the price of the paper. We consider The Herald worth \$1.50 per year, and our subscription list shows that a number agrees with us in this opinion. However, consequences, together with a desire to add 500 to our list of subscribers, influences us to offer a paper one year for one dollar. Consider the offer a bargain. We need no further increase in our number as the paper will be published one year. The price in your acceptance of this offer is a renewal as subscribers.

FAIR VISITOR

Misses Clara B. Crawford, a pair of pleasant young ladies, returned to Lubbock and will be returning on Monday.

"Veni, Vidi, Vici"



Why Suffer?

Are you one of the thousands of women who suffer from female ailments? If so, don't be discouraged, go to your druggist and get a bottle of Wine of Cardui. On the wrapper are full directions for use. During the last half century, Cardui has been established in thousands of homes, as a safe remedy for pain which only women endure. It is reliable, contains no harmful ingredients and can be depended on in almost any case.

Take CARDUI

It Will Help You

Mrs. Charles Bragg, of Sweetser, Ind., tried Cardui. She writes: "Tongue cannot tell how much Cardui has done for me. Before I began taking Cardui I could not do a day's work. I would work awhile and lie down. I shall always give praise to your medicine." Try Cardui.

AT ALL DRUG STORES

SPADE RANCH MAKING DELIVERY

FIRST SHIPMENT OF SALE OF 2,000 FEEDERS.

Two Trains Loaded Here on Thursday for Shipment to Eskridge, Kansas—Sale Made at \$42 per Head.

W. L. Ellwood, owner of the Spade ranch, shipped two trains of cattle on Thursday, the first shipment of a delivery of 2,000 4- and 5-year-old steers, sold during the winter.

Waugh & Shumake are the purchasers, and Thursday's trains were billed to Eskridge, Kansas.

The purchase price is given at \$42 per head, the sale totaling \$84,000. The steers came through the winter in fine shape and will be easily put in shape for market.

It will require 80 cars to make the shipment.

COMMERCIAL CLUB

Expects a Largely-Attended Meeting on Tuesday Night.

The meeting of the Commercial Club on next Tuesday night is expected to be one of the most interesting of the many important meetings held recently.

A number of important matters of present interest will be discussed, and a full attendance is desired.

The social features of the program will be especially entertaining.

It is expected that the revival meeting now in progress at the Baptist church will close on Sunday night, and the Commercial Club meeting will be held in the church.

Following is the formal program:

1. "Railroad Bonus, and How We Raised It"—Judge J. E. Lancaster.
2. Vocal Solo—Selected—Miss D. Dale Dillingham.
3. Reading—Miss Lula Mae Braselton.

Railroad discussion, county fair talks, entertaining program—at the Baptist church—next Tuesday night.

PETERSBURG COMMERCIAL CLUB

Petersburg, Texas, April 26.—Last Friday night a number of representative citizens met at the school house and proceeded with the organization of an enthusiastic Commercial Club, with a membership, on the night of organization, of 38 live members. More are yet to join.

Charles Schuler was elected president; A. W. Collier, secretary; Wm. Britt and W. F. Anderson, vice presidents, and G. T. Stagner, treasurer.

Petersburg now proposes to "go after" whatever is in sight, and the town that "beats us to it" will have to hustle some.

D. C. Criswell was bothered some with ground squirrels scratching up his corn. Arsenic proved a failure, a shotgun more successful, but expensive, and now he is using strychnine.

Year before last, Dave Allman raised, on a small patch of ground near his orchard, more than 100 bushels of milo maize to the acre. This patch contained about one and one-third acres. Of course, he did this in the regular way, with no irrigation, though he used a good cultural method. This merely shows what can be done in this country with good methods and a good season.

With careful cultivation and intelligent management, in an average season, we could, probably, average near 60 bushels per acre.

Lewis Cox says speltz is a great drouth resister, and makes the very best winter pasturage.

Everybody knows that alfalfa is one of the very best crops that can be grown in this country. Every one who has taken the time to make proper investigation knows that alfalfa does well here when given a fair chance. The upland alfalfa of Mr. Bourn, adjoining Petersburg, has not had a favorable season since its planting, but it is now a sight to feast the eye upon.

With these facts in view, this writer was thinking of a combination that would be a winner for the farmers—at least, it looks like it would be a winner, and here it is: Milo maize, alfalfa, speltz and hogs. Can you see how a farmer could "lose out" with that combination? Of course, he could, and should, raise many other things, also.

A KNOCKER

is a person who can see good in any person by a that thro lives

MRS. W. W. NELSON DEAD.

Well-Known Floydada Woman Passed Away at Mineral Wells.

Mrs. W. W. Nelson, of Floydada, succumbed, on last Monday night, to an aggravated attack of diabetes and complications.

Death occurred at Mineral Wells, where she had gone in hopes of recovering her health, which had not been good since her husband's death, last December. She arrived in Mineral Wells on Sunday and appeared in good spirits and her condition was considered favorable, but the change produced a severe cold, and her condition became rapidly worse, resulting in death on Monday night.

Her remains arrived in this city on Thursday's train, and were met by a large number of friends from this place and Floydada and conveyed to her home, to be laid beside the body of her beloved husband, who preceded her but a short time to the home beyond the skies, where loved ones met again and sorrows never come.

PLAINVIEW VS. HEREFORD.

College Teams Will Play Two Games Here This Week.

The ball team from Hereford college will be down on Friday to try and get revenge for a defeat the Plainview college put on them a few weeks ago.

Two games will be played, on Friday and Saturday afternoons, at the west ward school grounds. Games called at 4:30, sharp, and a small admission fee will be charged.

TWIST.

The weather is fine for the farmers. Bright Bagley and wife spent Sunday at J. F. Fedderson's.

J. J. Williams and family spent Sunday at A. J. Lindley's.

H. Shellobarger made a business trip to Plainview last week.

Percy Estes and wife, who have been at John Estes' putting in a crop, have returned to their home, in Dimmitt.

The second-nine ball team, of Twist, played with Kress Saturday. Our home boys were defeated.

Mr. Blount has sold out his blacksmith shop at Twist.

Twist will have a basket ball team in the near future. They will organize Saturday.

R. G. Lyons, of Plainview, has returned from a trip to California and Colorado, and was in the neighborhood of Twist this week.

John Estes made a trip to Lubbock Saturday and Sunday.

ELECTION NOTICE.

Notice is hereby given that an election will be held at the Hale County Court House, in the District Court room, in Plainview, in the Plainview Independent School District, Hale County, Texas, on the 7th day of May, 1910, for the purpose of electing four Trustees for the said Plainview Independent School District, to serve for a term of two years. R. E. Burch, S. W. Meharg, A. B. Munsey and Chas. McCormack have been appointed judges to hold said election.

Done by order of the Board of Trustees, Plainview Independent School District.

J. F. GARRISON, President of Board.

Attest: J. F. SANDER, Secretary Board.

WILL MOVE HERE.

J. F. Damron, of Clinton, Bosque county, Texas, is spending a visit in this section, and, before returning home, will arrange to have his lands lying near this place broke out and planted to forage crops, as he intends moving to Hale county this fall, and says that he expects to have plenty of feed stuff on hand to supply him until he prepares a full crop of all kinds next year. Mr. Damron is not engaged in farming at present, but he expects to engage in that business, and The Herald predicts he will make a success.

A COMING DANCE.

Friends in this city of the Mrs. N. W. Haynes, of Quitaque, received unique invitations to a dance at their Triangle headquarters, near Quitaque, 6, 1910. As the family are delightful entertainers and their the center of social pleasure for young people of that section, the fair will be highly enjoyable, with the prospect of a pleasant evening. Invitations have been sent to invited parties here will not be deterred from attending on account of the distance.

Schick Theatre!

3--Nights Only--3

Commencing THURS. May 5th

Thursday Night
"A Daughter of Dixie"
The Sweetest Story Ever Told of True Heart Interest

Friday Night
"THELMA"
A Story of the Land of the Midnight Sun

Midnight without darkness, without stars! Midnight and the unwearied sun stood, yet visible in the heavens, like a victorious king throned on a dias of royal purple bordered with gold. The surrounding hills glowed with a deep violet tint, flecked here and there with touches of bright red, as though faries were lighting day bonfires on their summits. Absolute silence prevailed. The whole scene might well have been the fantastic dream of some imaginative painter. Yes it was one of those million wonderful effects of sky and sea which are common in Norway, especially on the Alter Fjord, the Aurora Borealis, though beyond the Arctic circle, the climate in summer is that of another Italy and the landscape a living poem fairer than the visions of Endymion. A girl of about 19, with a magnificent mass of uncovered hair, the color of midnight sunshine, tumbled over her shoulder, and flashing against her cheeks and hazel eyes, a skin. The strange, wierd effect of the sky seemed to have stolen into her eyes, making them shine with a witch-like brilliancy.—Extract from Marie Corelli's story Thelma.

Saturday Night
"LENA RIVERS"
For many days the storm continued; the old inhabitants of Oklahoma had never "seen the like afore," the howling wind now shrieking as one by one the huge forest trees

Matinee Saturday Afternoon at 2:30
"FOR MOTHER'S SAKE"
Prices 15 and 25 Cents

Get Seats Now on Sale at
WILLIAMS FURNITURE STORE
Night 25, 35 and 50 Cents

Plenty of Specialties

Get Seats Now on Sale at
WILLIAMS FURNITURE STORE
Night 25, 35 and 50 Cents

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

H. H. Stewart's
No. 136 Stockman's Saddle
DESCRIPTION—16 inch Meaneatree, 16 1/2 x 30 inch skirt, 10 x 10 inch fenders, 3 inch stirrup leathers, 1 7-8 inch tie straps and brass bound stirrups.
Hand made and hand stamped of the best Russett Oak Tanned Leather.
The Saddle that and comfortable

ROAD NOTICE TO RESIDENT LAND OWNERS.

THE STATE OF TEXAS,
County of Hale, ss.)

We the undersigned Jury of Freeholders, citizens of said Hale County, Texas, duly appointed by the Commissioners' Court of Hale County, Texas, at its May Term, 1910, to view and establish a First-Class Road from the outwest corner of Section No. 6, Block J. K. 3, running North to Swisher County line, and having been duly sworn as the law directs, hereby give notice that we will on the 6th day of May, 1910, assemble at beginning of said road and thence proceed to survey, locate, view, mark out and establish said road, beginning at W. corner of Section No. 6, in Block J. K. 3; thence North along the West line of Sections 5 and 6 and the East line of Sections 3 and 4, in Block J. K. 3, to the Northwest corner of Section 5, same Block; thence West along the North line of Section 4, same Block, and the South line of the J. W. Ray Homestead Survey and the South line of the L. A. Garlington Homestead Survey to the Northwest corner of said Section No. 4; and thence North along the West line of the Tom Murphy Homestead Survey to West line of the John Vaughn Pool File and the West line of the Hard Williams Survey and the East line of Section No. 20, Block C. 3, and East line of the J. W. Ray School and East line of Section 68, in Block M. 13, to the Swisher County line.

We do hereby notify any and all persons owning lands through which said road may run, that we will at the same time proceed to assess the damages incidental to the opening and establishment of said road, when they may, either in person or by agent or attorney, present to us a written statement of the amount of damages, if any, claimed by them. Witness our hands this 12th day of April, A. D. 1910.

M. D. LEACH,
W. W. WISE,
C. E. KING,
Jurors of View.

Men and Women Wanted

The Government Gives Railway Mail Clerks \$800 to 1,200, and Other Employees up to \$2,500 Annually.

Uncle Sam will hold examinations throughout the country for Postal Employees, Custom House Clerks, Stenographers, Bookkeepers, Departmental Clerks and other Government Positions. The work is pleasant, hours short and a position for life. Thousands of appointments will be made. Any man or woman over 18, in city or country, can get free information and instruction by addressing the Bureau of Instruction, 22 Hamlin Building, Rochester, N. Y.

Money! Money!

I have money to loan on Hale county farms. Long time; easy payments. Write or phone me at Lubbock, Texas.

R. SCOTT COCHRAN.

ALFALFA SEED FOR SALE.

I have home-grown, non-irrigated seed for sale in Plainview. My seed has taken the first prize at Dallas State Fair for two successive years. For particulars, see or write W. R. or CECIL SIMMONS.

NOTICE.

The members of the First Christian Church, who have been worshipping in the Wayland building, will worship in the newly-acquired property of the Presbyterian Church, South. (The old Methodist Church) until their new church is completed, which will be in about 30 days.

Bro. Jewell Howard, the Christian minister, will fill his pulpit Sunday morning at 11 o'clock and in the evening at 8:30 o'clock.

Sunday school promptly at 9:45 a. m. every Sunday.

All are cordially invited to worship with us. Let "Punctuality" be your motto. BE ON TIME.

The S. BRUNER LUMBER CO.

DEALERS IN

Lath, Sash, Doors, Cement, Plaster, Post, Brick

Office One Block West of Wayland Building, California Street

Hale County Wire Fence Co.

J. N. JORDAN, Manager

Manufacturers of
Woven Wire Fence

Compete in price with any foreign made fence, and quality con-

BEST FENCE on the

foreign made fence, and quality con-



"Happy Week"



First Week in May Is "Happy Week" at
Richards Bros. & Collier
 CASH STORE

It's a Merry-Making, Heart-Lightening Sale!

We are going to do it with PRICES. Make your money go farther. What you save is yours. Ever feel that you had picked up a real big bargain, figure out how much you'd saved, and still realize you didn't make the other fellow feel bad? Happy, agreeable feeling, isn't it? Well lets get together Happy Week and Richards Brothers & Collier will do their part to make it indeed a happy, profitable week for every one of their customers.
STORE WILL BE CLOSED MONDAY MORNING UNTIL 10 O'CLOCK.

Here's Cheery Prices on Children's Dresses

Linen Finish Dress, sizes 1 to 3, Embroidery Trimmed, was 35c, now **25c**
 A very neat White Lawn Dress, Trimmed in Embroidery, sizes 3 to 5, "Happy Week" price **55c**
 Good quality Gingham Dress, tastily trimmed, cut to **50c**
 Plaited Embroidery Trimmed Dress, was 75c, for **50c**
 Colored Dresses, sizes 2 to 5, in blue and champagne, worth \$1.00, cut to **80c**
 White Lawn Lace and Embroidery Trimmed Dress, \$1.25 value **\$1.00**
 Extra quality Lawn Dress, neatly tucked and embroidered, was \$3.00, "Happy Week" price **\$2.35**



Petticoat Prices

like these should add to the gaiety

1 lot Heatherbloom Petticoats, in black and these colors, champagne, rose, navy, brown, grey, green and red, our \$3.00 value, goes in "Happy Week" at **\$2.00**
 1 lot extra quality Taffetta Silk Petticoats, black and colors, \$6.50 to \$7.50 value, choice for **\$5.00**
 All our Petticoats are Elite Glove-Fitting.



Read and Be Gleeful

but don't wait too long--others will want these.

Ladies' Plaited and Embroidery Trimmed Waist, worth \$1.00, for **75c**
 Linen Finish Tailored Waist (Embroidered), \$1.35 value, cut to **\$1.10**
 Neatly Tucked and Embroidered Lingerie Waist, with Lace Trimming, was \$1.50, "Happy Week" price **\$1.25**
 Fine Tailored Linen Waist, reduced to **\$1.75**
 A Tailored Linen Waist, Fine Embroidered Front, cut to **\$2.90**
 Extra quality Fancy Lawn Waist, Trimmed in Fine Irish and German Val Insertion and Wash Buttons, cut to **\$2.75**



Have a Happier Home

You can afford to buy the needed things for prices like these:
 70-inch wide Fine Satin Damask, all Linen, was \$1.25, cut to **\$1.00**
 64-inch wide Mercerized Damask, worth 65c, cut to **50c**
 64-inch wide Cotton Damask, extra value at 35c, "Happy Week" price **30c**
 42x36-inch Pillow Case, "Happy Week" price **12½c**
 42x36-inch Mohawk Pillow Cases, cut to **17½c**
 81x90-inch Mohawk Sheets, worth \$1.00, reduced to **85c**
 72x90-inch Sheets, "Happy Week" price **50c**
 10-4 Ellepepper Bleached Sheeting **30c**
 9-4 Ellepepper Bleached Sheeting **27c**
 10-4 Ellepepper Brown Sheeting **27c**
 9-4 Ellepepper Brown Sheeting **25c**
 3x6 feet Fibre Rug, \$1.25 value **90c**
 White Lace Curtains, 3 yds. long, \$1 value, "Happy Week" **75c**
 Beige Lace Curtains, a good value at \$2.00, cut to **\$1.35**
 Arabian Lace Cottage Curtains, \$1 was the price, cut to **75c**
 Fancy Madras Summer Curtains, were \$1.25, "Happy Week" **95c**
 78x88 Fringed, Cut-Corner Bed Spread, \$1.50 value, for **\$1.20**
 80x98 Fringed, Cut-Corner White Satin Quilt, worth \$3.50 **\$2.50**
 82x93 Fringed, Cut-Corner Quilt, \$2.50 value, "Happy Week" **\$2.00**



Special Prices on Ladies' Auto and Rain Coats

More Fun for the Men

Men's \$2.00 Pants for **\$1.50**
 Men's \$2.50 Pants for **\$2.00**
 Men's \$3.50 Pants for **\$2.95**
 Men's \$4.50 Pants for **\$3.85**
 Men's \$5.00 Pants for **\$4.25**

Happy Week Reaches Our Shoe Department

Men's Underwear and Hose

Men's Mesh Knit Shirts and Drawers, extra special, each **30c**
 Men's Fine Balbriggan Shirts and Drawers, 50c value **40c**
 Men's Bleached Lisle, \$1.00 value, for **85c**
 Men's Whiteleather Half Hose, in tan, blue, red and green, a guaranteed sock, for **10c**
 All Dreadnaught Iron Clad Cotton Hose **25c**

Here's Joyous News

These Dress Prices



Good quality Lingerie Lawn, neatly trimmed in medallions, lace insertion and fine tucks, "Happy Week" price **\$4.25**
 Ladies' Fine Embroidered Lingerie Dress, richly trimmed in lace and insertion; colors, white and light blue only; reduced to **\$8.00**
 Ladies' Tailored Dress, made of ~~fine~~ **tan and blue** **7.50**
 A Misses' Lingerie Dress, trimmed in embroidery and lace insertion, was \$12.50, cut to **\$10.00**
 Ladies' Fine Lingerie Dress, with wide Mercerized Embroidery Flouncing and Trimmed in Val Insertion and Venice Medallions, was \$20.00, cut to **17.50**
 A very pretty Dress is our No. 225. The Waist is of Ribbon and Val Insertion; the Skirt of Net and Ribbon. It is a beauty for \$15.00, but we cut the price to **\$12.50**
 No. 290 is another dainty style of all Ribbon and Lace, with Silk Lining and Drop Skirt, was \$25, "Happy Week" will be **\$18.50**

Merry-Making Millinery

Oh, how some folks do worry about hats! Well, don't do it any longer--get it "Happy Week." Our Miss Emerson will meet you in her most pleasing manner and crown you with such a lovely hat that the price will coax your smile. Be happy wearing one of our "Happy Week" Hats.
 All Pattern Hats on sale "Happy Week" at **One-Half Regular Price**



And the smile will spread when you see these

Embroideries

1 lot 6½c to 10c Embroidery, cut to **5c**
 1 lot Embroidery, 10c to 20c values, "Happy Week" price **7½c**
 1 lot Embroidery, 20c to 40c values, "Happy Week" price **15c**
 Don't miss these Embroidery bargains. They are the best ever.



Better than a Minstrel--these prices on

Boys' Suits

Boys' \$2.50 Suits, reduced to **\$2.10**
 Boys' \$3.50 Suits, reduced to **\$3.00**
 Boys' \$4.00 Suits, reduced to **\$3.50**
 Boys' \$5.00 Suits, reduced to **\$4.00**
 Boys' \$6.00 Suits, reduced to **\$4.95**
 Boys' \$7.50 Suits, reduced to **\$6.00**
 Boys' \$8.50 Suits, reduced to **\$6.50**

Pleasing Prices on Staple Goods

Poe Mill, 36-inch, soft-finish Bleached Muslin, 10c value **8 1-3c**
 Cream of the Crop, 36-inch, Bleached Muslin, 12½c value **10c**
 Fruit of the Loom, 36-inch Bleached Muslin **10c**
 Blue Grass, 36-inch, Fine Cambric **8½c**
 Real Indian Head Bleach **15c**
 Green Ticket Lonsdale Muslin **10c**
 Staple Check Gingham, 10c value, for **7½c**
 25-inch Danville Plaids, worth 6½c **5c**
 27-inch Riverside Plaids **7c**
 36-inch Canvas, present value 5c **3½c**
 36-inch Corona LL Sheeting **5c**
 36-inch Dallas Mill Extra Sheeting **4½c**
 36-inch Fine Sea Island Sheeting **7c**



Lively Times at the Dress Goods Counter

Edgemere Zepher Gingham, worth 10 cents, "Happy Week" price **8c**
 Dundee Percales, worth 8 1-3 to 10 cents, cut to **7c**
 25c Plain and Stripe Reps, cut to **20c**
 35c Chantung Poplin, reduced to **25c**
 Balsora Batiste, a very fine soft lawn, was 15 cents **12½c**
 Belleview and Dependon Lawn, reduced to **10c**
 Antrim Lawn **4c**
 Mercerized Foulards, was 20c, "Happy Week" price **15c**
 Tissue Plisse, 25c goods, for **12½c**



Lots of Fun in the White Goods Department

36-inch Egyptian Nainsook, cut to **12½c**
 7½c India Linon, reduced to **6c**
 12½c India Linon, reduced to **10c**
 15c India Linon, reduced to **12½c**
 25c India Linon, reduced to **20c**
 30c India Linon, reduced to **25c**
 35c India Linon, reduced to **30c**
 25c Persian Lawn, "Happy Week" **20c**
 35c Fine Imported Pearl Line Lawn **25c**
 50c Fine Imported Pearl Line Lawn **40c**
 Imported Swiss, 35c value **25c**
 50-inch French Lawn, 75c was the price, now **55c**



Natural and Colored Linens

Fancy Stripe Dress Linens, 25c to 35c values **20c**
 Fine Chantung Linens (best plain colors), reduced to **30c**
 French Linens, worth 50c, cut to **42c**
 Fancy Ramie Linen, worth 50c, cut to **42c**
 26-inch Plain Linen, 20c kind, for **15c**
 35-inch Plain all Linen, worth 35c, **25c**
 27-inch Plain all Linen, reduced to **20c**



White Linens

Smiles for the Summer Girl.

90-inch all Linen Sheeting, \$1.00 value, for **80c**
 90-inch all Linen Sheeting, \$1.25 was the price **\$1.05**
 36-inch Pure Linen Suiting, 50c value, for **40c**
 36-inch Linen Suiting **25c**
 36-inch Fine Linen Lawn, worth 40c, cut to **35c**

Men Will Be Mirthful when they see such opportunity.

Men's \$ 8.50 Suits, "Happy Week" price **\$ 6.95**
 Men's \$12.50 Suits, "Happy Week" price **\$ 9.75**
 Men's \$15.00 Suits, "Happy Week" price **\$11.75**
 Men's \$16.50 Suits, "Happy Week" price **\$13.50**
 Men's \$20.00 to \$22.50 Suits, "Happy Week" price **\$16.50**
 Men's \$25.00 Spero, Michael & Son Suits "Happy Week" price **\$19.75**



EVERY MAN, WOMAN AND CHILD SHOULD AVAIL THEMSELVES OF THIS OPPORTUNITY TO HAVE SEASONABLE GOODS AT PRICES SO FAR BELOW VALUE. OFFERINGS LIKE THESE SHOULD DRAW CROWDS OF CUSTOMERS FROM PLAINVIEW'S REMOTEST TRADING SECTIONS. THIS WILL CONTINUE FOR ONE WEEK. AS THE BARGAIN LINES BECOME STILL SHORTER, NEW SPECIALS WILL BE ADDED--THAT THE JOLLY OF THE OCCASION MAY CONTINUE UNTIL THE LAST MOMENT OF THE SALE HAS PASSED AWAY AND "HAPPY WEEK" IS ONLY A MEMORY--TO BE RECALLED, TALKED ABOUT AND SMILED AT FOR A YEAR TO COME.

HAPPY WEEK BEGINS AT 10 O'CLOCK MONDAY MORNING, MAY 2nd

Hale County Herald

TOM 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.

ANNOUNCEMENTS.

Subject to Primary Election, July 9, 1910.

For State Senator, 29th District—
W. A. JOHNSON,
Memphis, Texas.

For District Attorney, 64th Judicial District,
REUBEN M. ELLERD,
L. C. PENNY.

For County Judge—
AUSTIN C. HATCHELL,
GEORGE L. MAYFIELD,
J. M. BULL.

For County Attorney—
CHARLES CLEMENS.

For District and County Clerk—
B. H. TOWER,
J. W. CAMPBELL.

For Sheriff and Tax Collector—
G. A. LONDON,
J. C. HOOPER.

For Treasurer—
JOHN G. HAMILTON.

For Tax Assessor—
J. J. (JIM) LASH,
S. J. FRYE,
W. C. FYFFE,
R. E. (BOB) BURCH.

For Commissioner Precinct No. 1—
J. T. WILLIAMS,
E. DOWDEN.

For Justice of the Peace, Precinct No. 1—
J. W. WESCOAT.

The Tullia Herald, which we supposed was our foster child, has of late been visited by the indignations of a step-daddy—and an unlovable step-daddy, at that. Editor Hunter climbs down from his lofty prohibition perch long enough to throw a tomahawk at The Hale County Herald and presumes to tell us, by inference, to tone down our criticisms of some of our near neighbors, and scripturalizes thusly: "How sweet it is for brethren to dwell together in peace and amity." Sure thing! We are for peace at any price. Brotherly love is our specialty, and meekness our inheritance. Swat us on the right cheek, and we request that you hand us another between the eyes. We are for peace and amity, but the other fellow must furnish some of the amity.

Joseph W. Folk, of Missouri, recently said that "it is better to protect the people from monopoly than to protect monopoly from the people." A fine epigram, truly, but one T. Jefferson beat Joseph to it by 109 years, 3 months and 16 days.

A Fort Worth preacher said in a on last week that there were ten roads that stopped in hell, brother evidently referred to jads. The Santa Fe built right rough the Center to Lubbock ar.

Politics is the science of government," says one of The Herald's esteemed exchanges. Glad you told us; it corrects an impression that politics was the science of slipping up to the pie counter.

An exchange says that "One hog sold in Denton county last week for \$61.30." This is too high for hogs. Hale county has four that we would be glad to let the packers have for the thirty cents.

"There is lots of room in Floyd county for big hogs."—Hesperian.

Hale county has four of the mule-foot breed that she is willing to dispose of below the market price.

"History will do me justice," says Senator Jeff Davis, the Arkansas joke on the U. S. Senate. Not much it will, Jefferson. The English language has its limitations.

The "Big 4" are not the only individuals in the world who started they would like to stop.

MARK TWAIN.
The public was not unprepared for the announcement of Mark Twain's death. The dispatches from day to day had told of his gradual weakening, of his easement from the mortal to the immortal realm, and those who knew him personally, and, knowing, loved him, as well as the vastly larger number who were acquainted with him only through his writings and repute, read with sorrow, but not surprise, of his going. He who had moved millions of his fellows to laughter, who had lifted from others the nights that covered them, was in his later years reduced to many acute griefs. The black camel repeatedly kneeled at his door and bore from his house those his heart most fondly cherished, and, although he had the comfort of a Nation's sympathy, he could not have the company of the wife and daughters whose lives had been knitted into his own and whose constant companionship and filial offices were the wellsprings of his contentment. And so the fine gray head sank lower as the weeks went by and the kindly eyes looked upon the world with lessening interest from day to day. There was no balm for him in the sunny southern isle wherein he had in other years found comfort, and, as the days lengthened and the northern winds softened, his friends bore him homeward. Under his own roof and surrounded by those who knew him best and loved him most, he met his fate with a welcoming smile.

It is scarcely necessary to recount the virtues of Samuel L. Clemens or to review his character as a public man. He will, perhaps, be known always to the majority as a humorist who made men laugh. A fame like that is not to be dispised, but it should not be forgotten that there was much more to his writings, particularly his maturer works, than merely fun. A substantial philosophy underlay his jests, and to all but the most superficial reader an admirable dignity seemed stamped upon what may be called his literary style. He delved in obscure places and discovered infinite variety in the most commonplace subjects. To him it was no task to endow the ignorant backwoods boy whom he called Huckleberry Finn with an interest as wide as humanity or to reveal in a runaway negro qualities that appealed to the consideration of savants. That he was irreverent has been charged, but by no means proved. Certainly he had little respect for the ipse dixits of the dogmatists. He refused to believe that this world is a vale of tears or that plous groans are an essential to salvation. We may be satisfied that Mark Twain believed in God as he believed in man, and that those who loved mankind most lent most to the Lord.

But it is idle to speculate. All that we really know or need to know in this connection is that Mark Twain lived and died and that between his birth and his death he spanned the oceans with his fame, and in every land where mean read he bore a message, which, rightly interpreted, brightened the lives of those to whom it was delivered.—Dallas News.

A FAIR WARNING.

It has been reported to the officials of the Commercial Club that several young trees recently set out along the public streets have been rather carelessly and ruthlessly broken down by hack drivers, delivery wagons and other drivers who are indifferent to anything looking toward the betterment of the city. The trees were planted by the Commercial Club for the benefit of the entire city, and it would seem that property owners at least should protect and foster their growth. A number of complaints have been made of their gross neglect and destruction, and, as the trees are public property, fair warning is now given that anyone who either carelessly or wilfully drives over or destroys any of those planted by the Commercial Club will be prosecuted. This is not only a proper move, but The Herald trusts that an example will be made of the first individual detected in the act of destruction. Don't drive over the trees.

ABOUT BORDEAUX MIXTURE.

The Herald gives considerable space in this issue to an article on the above subject. While not interesting to many, it is of great value to every one interested in horticulture, and as the author is an acknowledged authority on such subjects it would be well to clip the article and preserve it for future reference.

SUNDAY SCHOOL MISSIONARY.

Rev. J. H. Abney has been appointed Sunday School Missionary of the Presbyterian Church, U. S. A., for this part of the State. Having been on the Plains for three years, Mr. Abney is well qualified for the work, being familiar with the country and the people.

LITTLE JOE.

Once my Aunt Mehitabel
Looked at me and muttered: "Well!
If that boy was mine I know,
If I caught him doing so,
What I'd do to him!" And I
Had just swiped a piece of pie!
"He'd eat standing for a spell!"
Said my Aunt Mehitabel.

Said her husband, Uncle Joe:
"If that kid was mine I know
What would happen to the limb!
It would be a strap for him!
He would think he had been fried
Right 'round where his pants are
wide!"
He just fairly ramsed aroun'.

Then the stork left them a kid!
And dad laughed an' said—he did—
That stork must have got lost,
Or have got its wires crossed,
Or something, to be so late.
But I thought: "Gee whizz! I'd hate
To be their kid!" for I knew
What that kid was comin' to.

Young Joe's 'levep years old now;
And he painted up the cow
With green paint, and tied a can
On the dog, and nearly ran
The young kid next door to death
With a rock! Aunt caught her breath,
After laughing, and she smiled;
"Isn't he a busy child?"

Then the plaguey little bore
Nailed my slippers to the floor!
And his father chuckled, "He
Is just like I used to be,
Just plum' full of harmless fun!"
But I thought of what he'd done
To my slippers, and I knew
If he was mine what I would do!
—J. Mortimer Lewis.

THE SWINE OR THE FLOWER?

Ah me! I saw a huge and loathsome
sty,
Wherein a drove of wallowing swine
were barred,
Whose banquet shocked the nostril
and the eye;
Then, spoke a voice: "Behold the
source of lard!"
I fled, and saw a field that seemed,
at first,
One glittering mass of roses, pure and
white,
With dewy buds 'mid dark green
foliage nursed;
And, as I lingered o'er the lovely
sight,
The summer breeze, that cooled that
Southern scene,
Whispered: "Behold the source of
COTTOLENE!"

MAKING KEY-RATE MAP.

Citizens of Plainview who are interested in securing lower insurance rates had best exercise every effort to conform to such conditions as have been repeatedly published as necessary to secure a rating as low as possible. Mr. C. C. Gaines, of the Actuary's office, is now in the city making an insurance map and inspecting conditions with reference to fire risks, and on this map and report the State board will fix the key-rate for Plainview.

This means money, and the best and possibly only time to attend to it is right now, before the rate is established. You had best ask your local insurance agent about the matter.

WORSE THAN BULLETS.

Bullets have often caused less suffering to soldiers than the ecezema. L. W. Harriman, Burlington, Me., got it in the army, and suffed with it for forty years. "But Bucklen's Arnica Salve cured me when all else failed," he writes. Greatest healer for Sores, Ulcers, Boils, Burns, Cuts, Wounds, Bruises and Piles. 25c at All Druggists.

A FINE OPPORTUNITY

for some one wanting to engage in the Grocery Business. I am now offering the L. J. Warren stock of groceries and fixtures for sale, in bulk, at a discount. A nice clean stock with a good trade established. Call and make me an offer.

J. L. DORSETT,
Receiver.

SURPRISE WEDDING.

Mr. and Mrs. Nix Harp are in from the Harp ranch to spend a short visit with the former's parents and introduce his bride of a few days to his family, who were not previously informed that such a happy event had occurred.

NEAT SHAVING PARLOR.

Ben Sebastian's barber shop is known for the ability of the tonsorial artists employed, the neat and comfortable furnishings and the geniality of the proprietor.

A woman will take a man's word for anything she is unable to dis-

A Stylish Corset The Erect Form

changes in modes as the style changes. The figure is embraced, not squeezed. It follows the lines of your own shape, enhancing its beauty and grading off irregular lines without straining either bust or abdomen.

Enough models to suit your particular figure.

A corset here is more than what the word corset ordinarily means. Here it means a comfortable perfecter of figures—a perfect foundation for gowns and a real health preserver.

Plainview Mercantile Co.

W. A. SHOFNER, Manager



No. 496-\$1.50

ALL TIRED OUT.

Hundreds More in Plainview in the Same Plight.

Tired all the time;
Weary and worn out day and night;
Back aches, side aches,
All on account of the kidneys.
Must help them at their work.
Let one who knows tell you how:
Andrew Allen, of Midland, Texas, says: "Doan's Kidney Pills did me more good than any other remedy I ever tried. I had a tired, miserable feeling in my back, which caused me a great deal of annoyance, and whenever I stooped I could scarcely regain an erect position. The passages of the kidney secretions were too frequent, particularly at night, and I was forced to rise several times. When I heard about Doan's Kidney Pills, I made up my mind to give them a trial and procured a supply. I used two boxes and received great relief. I consider Doan's Kidney Pills to be a fine remedy."

For sale by all dealers. Price, 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other.

A BUSTER LOCHINVAR.

Oh, young Lochinvar had found gold
in the West,
Throughout the wide border his car
was the best,
He went like the wind, setting speed
laws at naught,
He ran down old people and never
was caught.
He scoffed at policemen who watched
for his car,
And children were crippled by young
Lochinvar.

He stayed not for bump and he
swerved not for stone,
He zipped like a fiend and he zipped
all alone;
He made mothers weep, he ran over
the blind,
He left a long streak of smoke
streaming behind,
He shot o'er the scene like a red
shooting star—
Oh, a terrible scorcher was young
Lochinvar!

Where the streets were most crowded
he passed with a whiz,
And the goggles he wore covered
most of his phiz;
But one day a screw or a nut or a
bolt
Fell out of its place; with a sickening
jolt
He landed beneath the warped frame
of his car—
And nobody wept for the young
Lochinvar!

NOTICE.

Having sold my interest in the Plainview Drug Company to R. B. Tudor, I wish to thank all for past patronage, and trust you will continue your patronage with the firm.

All accounts are due L. Lee Dye and can be found at the Plainview Drug Store, and I trust you will call and settle the same as soon as possible.

L. LEE DYE.

FINE CROP PROSPECTS.

W. W. Edmondson, one of these optimistic kind of agriculturalists who exude geniality on all occasions, was a business visitor in the city on Wednesday, and paid The Herald a pleasant and appreciated call. He reports fine crop prospects in his vicinity, near Running Water, and says that everybody is cheerful and in fine fettle out his way, and they are going to pull off the greatest, old-fashioned country picnic that ever happened. May 7 is the day set for the gathering, when good eating, speech making and a general good time will prevail. He also stated that his wheat, both

fall and spring planting, was looking fine, best oats he ever had and his corn was ready for the plow.

"Come out to Running Water on the 7th, and we'll show you the finest crops in Hale county and a genuine old-time picnic, where everybody will bring a basket big enough for themselves and the other fellow," was the parting invitation of the genial gentleman, who evidently lives at home and boards at the same place, and who is as hospitable as he is good-natured.

A car load of Satley Planters and Cultivators at the PLAINVIEW HARDWARE AND IMPLEMENT CO.

New Business

We wish to announce to the public that we have purchased the remaining stock of the Warren Grocery Company and will continue to do business

At the Same Place

with a complete and up-to-date new stock of groceries added, by a firm that has spent years in the General Merchandise business studying the wants and wishes of the people, and will be

Open on or About May 1

to give to the buying public the advantages of our years of knowledge, also courteous treatment and prompt service. We will pay the highest market prices for butter, eggs and produce.



Fowler Grocery Co.

Phone 205

Phone 205

Want Column

FOR RENT—Five-room house, in Lakeside Addition. See J. C. FORTENBERRY. 17

FOR RENT—3-room House to rent, at \$15.00 per month, payable in advance. TANDY-COLEMAN CO. 17

FOR SALE—A first-class Jersey milch cow. She is young and a good milker. W. R. SIMMONS. 17

FOR SALE OR TRADE—Good Upright Piano. Will trade for cows, mules or mares. E. DOWDEN. 17

LOST—Small gold locket; monogram "D. R. J." engraved on back. Return to Herald Office for reward 17

LOST—On Sunday, between the Schick and Judge Mathes' residence, a child's fur, brown. Leave at Herald office. 17

LOST—A plain band ring, 14k gold, somewhere in the vicinity of Reeves & Winn's Garage. Return to Herald office. 17

LOST—Ladies' black pocketbook, containing six dollars in dimes. Return to Herald office and receive reward. 17

FOR SALE—Good Team of Mules, Wagon and Harness. Will sell at a Bargain; will take bankable note. Inquire at this office. 17

FOR SALE—No. 5 Oliver Typewriter; used about three months; perfect condition; \$65.000 cash. Inquire at HERALD OFFICE. 17

FOUND—On the streets of Plainview, a lady's small fur. Owner can get same by calling at this office and paying for this notice. 17

FOR RENT—Six-room house, five acres of ground, all broken, in North Plainview. Will rent for \$20 per month by year lease. See A. E. HARP, Plainview, Texas. 17

FOR SALE OR RENT—The Fair Boarding House; three lots; on corner of West-Third and Grover streets; within four block of public square. GEO. F. FAIR, proprietor. 17

Roy Irick was a Floydada visitor this week, where he assisted in opening the new Vickery-Hancock grocery store at that place. Mr. Hancock, of the firm, will give his personal attention to the store at that place.

WHY I Trade at Duncan's Pharmacy

My prescriptions are promptly and accurately filled. Their stock of Drugs, Patent Medicines, Stationery, Toilet Articles, etc., is complete. I am made to feel that my trade is appreciated, no matter how small a purchase I make, and—

THEIR PRICES ARE REASONABLE.

TRY

Duncan's Pharmacy
"The Up-to-Date Drug Store"
NORTH SIDE SQUARE

BORDEAUX MIXTURE

Authentic Information as to Its Proper Preparation.

Dr. Raymond H. Pond, Pathologist at the A. & M. College of Texas has received many inquiries for a Bordeaux Mixture recipe, and in response has prepared the following:

Bordeaux mixture is the best all around fungicide known. Its application must be intelligently made to secure results and avoid positive injury.

The best way of making Bordeaux has been a subject of study and experimentation for years, and any one who tries without special knowledge to do something different from the approved method will probably do what has already been found to be a mistake. Therefore, follow the directions, and, if you think of a possible improvement, do not take the risk of trying without securing an opinion from some one who is informed.

The two ingredients used for making Bordeaux are copper sulphate (blue-stone) and stone lime. Copper sulphate is a strong fungicide, but it cannot be used without injuring the plants. The lime in some way allows the fungicidal action of the copper to proceed without injury to the plant, provided the mixture is properly made.

Bordeaux may be made in various proportions of lime and blue-stone. The numerical expression for the proportions is usually written in the form of a formula, so that one can see at once what the proportions are. Thus 5-5-50 means five pounds of blue-stone to five pounds lime in fifty gallons of water. The formula 4-6-50 means four pounds of copper sulphate to six pounds of stone lime in fifty gallons of water. The figure for the copper sulphate in the formula is given first, then the figure for the lime, and last the figure for the water. The water is always gallons and the lime and blue-stone always in pounds. Different formulas have been used as standard at different times. At present, the standard formula for general use is the 5-5-50.

This chemical comes in the form of blue lumps or crystals, or may be powdered. It dissolves in water, making a deep blue solution; the depth of color depending upon the concentration. This may be obtained from most any wholesale druggist or firm dealing in spray materials. Little difficulty is experienced in obtaining this in sufficiently pure form.

Lime varies in quality according to the amount of foreign material in it, such as clay, sand, magnesia, etc. Lime is oxide of calcium, which, when slacked, forms a compound which will absorb the carbon dioxide of the air to form hard lime-stone rock. If the limestone rock be heated in a kiln, the carbon dioxide is expelled by the heat and the oxide remains. Now un-slacked lime should be the pure oxide of calcium, but full purity is not attained in ordinary preparation of lime for building purposes, and the quality varies considerably. For making Bordeaux, it is important to have as good a quality of lime as can be had, and that known to the trade as "fat lime" is the best.

Bordeaux consists of a mixture of slacked lime and diluted copper sulphate. It is the mixture which constitutes Bordeaux, and the mixture must be fresh, but stock solutions of the copper sulphate and of the slacked lime can be kept on hand for making the mixture desired.

The copper sulphate solution is prepared by placing the copper sulphate lumps in a gunny sack and suspending the sack in a barrel of water. The best proportion for such stock solution is one pound of copper sulphate for one gallon of water.

10 Days = 10 Days

Special for 10 Days

We are going to offer some attractive premiums on Clothing sales

\$35.00 Suit, \$5.00 in Merchandise

\$30.00 Suit, \$4.00 in Merchandise

\$25.00 Suit, \$3.50 in Merchandise

\$20.00 Suit, \$2.00 in Merchandise

\$15.00 Suit, \$1.75 in Merchandise

You may select any goods in the house to the amount opposite the price suit you may buy

These Premiums are only on Cash purchases and all goods charged will be regular price

Trade with

Pipkin-Napp Company

"There's a Reason"



THE PLAINVIEW NURSERY

WILL BE PREPARED TO FURNISH BLACK LOCUSTS AND ALL OTHER KINDS OF SHADE TREES IN ALL SIZES, ALSO ANY KIND OF NURSERY STOCK. SEND IN YOUR ORDER NOW.

L. N. DALMONT, Proprietor

J. E. Cauthan and A. M. DeForest, Representatives.

On account of sickness, I offer my residence for sale at a bargain—7 rooms, 5 closets, bath, coal house, chicken house, barn, water in yard and barn lot. C. H. WHITE. 17

Everybody knows what the Satley Planter and Cultivator is. The Satley is the best two-row sod Planter on the market. We have a car load. PLAINVIEW HARDWARE AND IMPLEMENT COMPANY. 17

W. M. Woods, one of Lockney's best citizens, was a visitor in the city this week, and paid The Herald a call. The office force regrets being out during his call, but "Uncle Billy" will henceforth read The Herald just the same.

F. P. Fonvielle, of Oklahoma City, division manager for the Lovell & Buffington Tobacco Company, one of the anti-trust concerns of Covington, Ky., was in the city this week in the interest of his line. Mr. Fonvielle is a most pleasant gentleman to meet, and his success with "Bull Dog" tobacco is not only in keeping with the quality of the goods, but a tribute to the genial manner of the division manager.

H. W. Knupp, recently of Iowa, as located in the city and will soon engage in business here. Mr. Knupp is a very genial gentleman, and The Herald trusts that the change of residence may prove extremely pleasant for him.

THE CALL OF THE BLOOD

for purification finds voice in pimples, boils, sallow complexion, a jaundiced look, moth patches and blotches on the skin—all signs of liver trouble. But Dr. King's New Life Pills make rich, red blood; give clear skin, rosy cheeks, fine complexion, health. Try them. 25c at All Druggists. 17

No, no; the census man is not a censor. Walk up and get in the count.

The man who isn't capable of giving advice always has the habit.

OUR WINNERS

WHITE CREST FLOUR--Is Guaranteed to Satisfy WHITE SWAN COFFEE--King of All Coffees HOLLAND BLEND COFFEE--Is the Queen

Teas direct from Japan, bought in grades for Hot and Ice Tea—try them.

Heinz's Pickles, Preserves, Chow Chows, Apple Butter, Ketchup, Tomato Chutney, Malt Vinegar, and other good things in this noted line.

Our Dried Fruits are selected in large markets and are the very best that money can buy.

As to Canned Fruits and Vegetables, ours rank first, against all brands.

Now, it takes money and experience to offer you this high grade stuff at average prices, so kindly think this over and give us a trial. We want your business if business-like treatment and the best goods will get it.

Call 244 The Monarch Grocery Co. Call 244

TO ENTERTAIN ODD FELLOWS

PANHANDLE ASSOCIATION WILL
MEET HERE MAY 12 AND 13.

A Large Number of Representatives
Expected, and the Local Lodge Is
Preparing to Entertain Them.

Members of the local lodge of Odd
Fellows are making extensive prepara-
tions to entertain the Panhandle
Association of I. O. O. F. lodges, that
is to meet in this city for a two-days'
session on May 12 and 13.

From notices already received, it is
expected that the attendance at the
coming meeting will be the largest in
the history of the association, and the
sessions will be especially interesting
to members of the order.

Notices have been sent to every
member of the local lodge that their
presence is expected at the regular
meeting on next Tuesday night, when
final arrangements will be made to
entertain the visitors in keeping with
the spirit of Odd Fellows and Plain-
view citizens.

The local order of Rebekahs will
assist in making the visiting repre-
sentatives glad to be here, and they
are making active preparations to
make their part in the proceedings a
pleasant feature of the meeting of
the association.

Plainview citizens in general will
have an opportunity to display their
splendid hospitality on this occasion
and let the three-linkers carry home
a pleasant impression of this place.

THE WOODS SISTERS.

A good house greeted the Woods
Sisters last night in their opening
play, "A Daughter of Dixie," at the
Marion Opera House. Manager Clark
is to be congratulated upon securing
this most excellent company for fair
week. Each and every one of the
company is a star actor. The Woods
Sisters are actresses with whom no
fault can be found; each is absolutely
perfect. They are beautiful, accom-
plished, and perfect ladies in every
sense of the word, a combination that
is not always found with the leading
actresses of many traveling com-
panies. They are masters of the
violin also, and their renditions on
that best of all musical instruments
was a rare treat to the audience last
night.—Exchange.

This popular company, who are
strangers to Plainview's people, will
open a three-night engagement at the
Schick on Thursday night, May 5,
presenting "A Daughter of Dixie,"
Friday night, "Thelma," a great fea-
ture, for which the company pays a
royalty for each performance. Satur-
day night, Mary J. Holmes famous,
powerful novel, "Lena Rivers," the
most up-to-date and artistic perfor-
mance ever given in Plainview. A spe-
cial matinee performance will be
given on Saturday afternoon, when
the company will play "For Mother's
Sake;" 15 cents to all school children;
25 cents for adults. Get seats at Wil-
liams' Furniture Store.

BIDS WANTED.

Mr. J. F. Garrison, President of the
Board, will receive bids up to 3:00
P. M., Monday, the 9th day of May,
1910, for the erection of an eight-room
brick school building for the Plain-
view Independent School District.
Bids, to be considered, must be ac-
companied by a certified check for
\$500.00. Plans may be had by de-
positing \$25.00 with Mr. J. F. Garri-
son, or with the Architects, Goodwin
& Maxey, all of Plainview, Texas.
The right to reject any or all bids
is reserved. 17

NOTICE TO CONTRACTORS.

Sealed bids are invited for the
erection of the Floydada Presbyterian
Academy building, at Floydada,
Texas; work to begin May, 1, 1910.
Bid must be sealed and envelope
addressed to D. P. Kauffman & Son,
Architects, Amarillo, Texas, and en-
dorsed "Bid for the erection of the
Floydada Presbyterian Academy."
Bid must be accompanied with a cer-
tified check for \$500, payable to Jas.
K. Green, Treasurer, Board of Trus-
tees, F. P. A., conditioned that if the
contract is given the bidder, he will
approve bond in the sum of \$5,000.00
for the performance of his contract.
Plans and specifications may be
seen on and after Monday, April 25,
1910, at the office of D. P. Kauffman
& Son, in Amarillo, Texas; at the
office of W. E. Armstrong, in Plain-
view, Texas; and at the office of A. L.
Love, in Floydada, Texas.

The bids will be opened at the office
of D. P. Kauffman & Son, Architects,
at Amarillo, Texas, Saturday, April
30, 1910, at 5:30 p. m.

The building committee reserve the
right to reject any and all bids.
A. L. LOVE,
Building Committee,
Floydada, Texas.

FOR DYSPEPSIA.

You Risk Nothing by Trying This
Remedy.

We want every one troubled with
indigestion and dyspepsia to come to
our store and obtain a box of Rexall
Dyspepsia Tablets. They contain
Bismuth-Subnitrate and Pepsin pre-
pared by a process which develops
their greatest power to overcome di-
gestive disturbance.

Rexall Dyspepsia Tablets are very
pleasant to take. They soothe the
irritable, weak stomach, strengthen
and invigorate the digestive organs,
relieve nausea and indigestion, pro-
mote nutrition and bring about a feel-
ing of comfort.

If you give Rexall Dyspepsia Tab-
lets a reasonable trial, we will return
your money if you are not satisfied
with the result. Three sizes, 25 cents,
50 cents and \$1.00. Remember, you
can obtain Rexall Remedies in Plain-
view only at our store—The Rexall
Store. The Wyckoff-Willis Drug Co.

NEW BAPTIST PAPER.

No. 1, Vol. 1, of the Plains Baptist
is the latest addition to South Plains
and Panhandle newspaperdom. While
Plainview is the home of the new
paper, it can not be considered a local
publication, as it will have a general
circulation over Northwest Texas.
The first number is just such an issue
as was expected of Revs. Gillon, Gates
and Bell, an able trio in any under-
taking, and, together with A. L. An-
derson, as publisher and business
manager, The Plains Baptist could
not be but a high-class, able and ar-
tistic publication.

An excerpt from the editor's sala-
tatory fully explains the object of its
establishment:

"To solidify our people, blend our
forces and harness up our powers,
is the ever-growing problem. Not-
withstanding the country is new and,
for the most part, sparsely settled,
we have money, numbers and ability
enough to foster any enterprise, how-
ever costly, of which our section
stands in need. The purpose, there-
fore, of the paper is to serve as an
educational and news medium, carry-
ing our folks the facts touching all
parts of our work, with a hope of
helping them to think along the same
general lines, and to work as they
think. When people think together
they pull together, and hearty, co-
operative effort will build anything
that can be erected by men. No coun-
try ever had a brighter outlook for
Baptists than Northwest Texas."
And The Herald adds that no de-
nomination could wish for a better
medium to inculcate such spirit than
has that church in the present publi-
cation. The Herald's best wishes are
for its unbounded success.

AROUND THE CIRCUIT.

Hon. R. M. Ellerd, accompanied by
his mother and boys, left Sunday for
a swing around the circuit in the in-
terest of his candidacy for District
Attorney. While in Gomez, he was
requested to deliver an address in
the church on the subject of prohibi-
tion, and did so, to the pleasure of
a large crowd, from which he re-
ceived many compliments on the
manner in which he handled the sub-
ject. On Monday a large crowd heard
him along political lines at Plains,
Yoakum county, and he attended and
participated in the anniversary exer-
cises of the Odd Fellows at Lub-
bock, on Tuesday night.

SOLD DRUG STORE INTEREST.

Dr. L. Lee Dye has sold his interest
in the Plainview Drug Company to
his former partner, R. B. Tudor, who
will continue the business at the
same stand.

Mound City Paints may cost a
trifle more, but—! Alfalfa Lumber
Company. 47

LAUNDRY WILL BUILD.

Concrete Structure to Be Erected
Near Business Section.

Messrs. Gray & Lindsay, recent
purchasers of the steam laundry, have
secured a site two blocks east of the
Nash hotel, and active construction
of their new concrete building is an-
der way.

The building is to be of concrete,
26x80 feet, and erected for the special
purpose of a large and up-to-date
laundry.

Messrs. Steinkeuler & Calhoun have
the contract for the concrete founda-
tion and floor work, and will begin
work on same at once.

The new location is favorable for
business purposes, and, when estab-
lished in their new building, with
proposed improved equipment, the
Plainview Laundry will be fitted to
handle a large volume of business
from surrounding territory in addi-
tion to their local patronage, which
is very satisfactory.

Plainview secures the best in every
line of business.

\$100 REWARD, \$100.

The readers of this paper will be
pleased to learn that there is at least
one dreaded disease that science has
been able to cure in all its stages,
and that is Catarrh. Hall's Catarrh
Cure is the only positive cure now
known to the medical fraternity. Catarrh
being a constitutional dis-
ease, requires a constitutional treat-
ment. Hall's Catarrh Cure is taken
internally, acting directly upon the
blood and mucous surfaces of the
system, thereby destroying the founda-
tion of the disease, and giving the
patient strength by building up the
constitution and assisting nature in
doing its work. The proprietors have
so much faith in its curative powers
that they offer One Hundred Dollars
for any case that it fails to cure.
Send for list of testimonials.

Address,

F. J. CHENEY & CO., Toledo, O.
Sold by all Druggists, 75c.

Take Hall's Family Pills for con-
stipation. 17

"FOR MOTHER'S SAKE."

Miss Hazel Woods, one of the popu-
lar young sisters of the Woods Sisters
Company, which is coming to Plain-
view for an engagement of three
nights, commencing May 5, is said to
have found in the role of Jo Pember-
ton, the leading boy character in "For
Mother's Sake," one of the best char-
acters this talented little woman has
ever essayed. The play, "For Moth-
er's Sake," tells the story of life in a
little New England village. The char-
acters that are drawn into the play
are unique, and at the same time
faithful to life. Miss Edna Woods
will be seen as Abbie Deane, a winning
young bud from the city, and, eventu-
ally, the fiancee of Jo. There is an
abundance of comedy introduced to
lighten the more serious scenes of the
drama—so well arranged the result is
said to be one of the most pleasing
performances among the Woods Sis-
ters' long list of former offerings. All
the specialties introduced with the
company this season are of a high
order, and the vaudeville program
will be headed by Misses Hazel and
Edna Woods, who will be seen in
new musical numbers. Some pleasing
surprises are promised this year in
the violin renditions of these two
well-known artists. Seats on sale at
William's Furniture Store.

THE CALL OF THE BLOOD

for purification finds voice in pim-
ples, boils, sallow complexion, a jau-
ndiced look, moth patches and blotches
on the skin—all signs of liver trouble.
But Dr. King's New Life Pills make
rich, red blood; give clear skin, rosy
cheeks, fine complexion, health. Try
them. 25c at All Druggists. 17



Men's Oxfords

Burt & Packard guaran-
teed patent leather Burro-
japs Oxfords at \$4 and \$5.

Howard & Foster fine
Oxfords at \$4 and \$5.

Also Edwin Clapp smart styles at \$6.00 and \$6.50.

*Hart Schaffner and Marx clothes
for the careful dresser*

Ladies' Oxfords

Krippendorf Dittman smart styles in patent and dull
leathers, all widths, \$3 to \$5.

Peters' Shoes for all the family

The Store of Quality

Carter Mercantile Company

Men's Furnishings

Ladies' Furnishings

BIG BILL BITTNER

Concluded Engagement and Compli-
mented Local Theatrical Patronage.

Big Bill Bittner's company closed
their three nights' and matinee en-
gagement at the Schick on Saturday
night, and left on Sunday for Okla-
homa City.

Their performance here was a suc-
cess, both as an entertainment and
from a financial standpoint. Big Bill
took occasion to publicly compliment
the theatre-goers of this city on hav-
ing an up-to-date play house and re-
turned his thanks for the best patron-
age the company has received this
season, with the exception of Oklaho-
ma City and Amarillo.

A pleasing feature of the perfor-
mance of the "Squaw Man," the best
play of their engagement here, was
the introduction of little Adrian Han-
by, the 6-year-old daughter of Dr. and
Mrs. J. D. Hanby, who played the in-
dispensable part of the boy in such
a capable manner that ninety per cent
of the audience thought the child be-
longed to the regular cast. She did
not show the least embarrassment in
her unusual situation, took the cues
promptly and spoke her lines clearly
and without hesitation. She is truly
a bright child, and a credit to her
parents.

TO OUR CORRESPONDENTS.

The Herald wants a live corres-
pondent in every community in Hale
county. We furnish stationery and
stamps and allow liberal commis-
sions on new subscriptions. We want
to make the paper of local interest
to every county reader, and a few
items weekly of the doings of your
section would not only be a help to
us, but would attract attention to
your locality and might be the means
of inducing helpful settlement. 17

CIVIC LEAGUE.

The Civic League, of Ward No. 1,
convened with Mrs. David Tudor on
April 27. Mrs. Dan Shipley presided,
the president, Mrs. Knight, being ab-
sent.
Many discussions of interest came
before the meeting, the most impor-
tant of which was the park. One
visitor was present.
The next meeting will be with Mrs.
Elmer Hoyle, on the last Wednes-
day in May.

PRESS REPORTER.

Hail Insurance!

Let us issue you a policy in the

Saint Paul Fire & Marine Insurance Co.

[A Stock Company with Over \$5,000,000 Cash Assets]

Protecting Your GRAIN CROP Against Damage from HAIL

Liberal Contract—Reasonable Rates—Attractive Terms

For further particulars, address or see

DAVID GREER, Agent

Stephens Building

PLAINVIEW, TEXAS

IF YOU NEED ANYTHING IN THE FURNITURE LINE

Or ART SQUARES, RUGS, MATTINGS, LINOLEUMS, WINDOW SHADES, SEWING MACHINES, SEALY
MATTRESSES, ETC., it will pay you to see us before buying. Our stock is complete and we guarantee to save you
money.

WE ARE THE HOME OF QUALITY FURNITURE

Also we have a complete line of UNDERTAKING GOODS, and have a licensed embalmer, who is ready to answer
calls day or night.

RESPECTFULLY

E. R. WILLIAMS

PLAINVIEW FUNERAL DIRECTOR AND EMBALMER

Can come on a moment's notice
to do any out-of-town
Embalming.

Phones - - { 105
316

Ansley Realty Company



want to trade you a fine Farm down in the civilized portion of Texas for your land or property in Hale or adjoining counties. Write or come and tell us just where you want it; we will do the rest. We buy, sell and exchange property anywhere.

Ansley Realty Company

Ansley Bank Bldg., N. E. Corner Square Phone 102
Look for the Flag

J. F. 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

Simon Pure NIGGER-HEAD COAL

---THAT'S US---

Also ROCKVALE, the Genuine Article, WE HANDLE IT

Lump and Nut

GRAIN

All Kinds of Feed Stuff Bought and Sold

COME TO SEE US. PHONE 176.

TANDY-COLEMAN CO.

ELKS LODGE GROWING.

Officers of Local Order in Fine Shape. New Members Initiated.

At a meeting of the local lodge of Elks on Tuesday night, several new members were received and a number of visitors entertained.

District Deputy Grand Exalted Ruler C. O. Elliott, of Fort Worth, paid the lodge an official visit, and, among the visitors and new members, were J. B. Morrow, of Fort Worth; Mr. Hall, of Huntville, Ala.; Jinks, J. E. and E. B. Penney, W. P. Powell, J. N. Stoops, Harry Reed and Albert Taylor, all of Lubbock.

After transacting the business of the meeting, a regulation Elks' spread was enjoyed.

The local lodge is constantly adding to its membership and popularity, and is numerically and financially in fine shape. They will soon erect a building on their lot recently purchased on Pacific street.

A BABY SHOW IN PLAINVIEW

would have many contestants; but it's safe to say that the healthiest baby would win the prize. No baby can be healthy who suffers from worms, and most babies do, unless they are kept free from them with White's Cream Vermifuge. Acts quickly, yet mildly—is its own purgative. Mothers, don't attempt to raise children without White's Cream Vermifuge. Price 25 cents. Sold by Wyckoff-Willis Drug Co.

SUNDAY SERVICES.

Rev. C. E. Hastings, B. D., announces the following services for Sunday, May 1, at the First Methodist Episcopal church:

10 a. m.—Sunday School.

11 a. m.—Preaching—Subject: "What Hast Thou in the House."

7:45 p. m.—Preaching—Subject: "Half Baked."

Class meeting at 12 o'clock m.

Services are held in the court house. Come with us.

PLAINVIEWITES ELSEWHERE.

Dr. J. B. Hall, a prominent dentist of Plainview, was here Monday. He promises to make Silverton once a month. We need him.—Briscoe County Herald.

Mr. McKinney, of Plainview, who owns the old Posey property on California street, was down on business Monday.—Floyd County Hesperian.

Chas. McClelland was down from Plainview Tuesday, trying to adjust the losses sustained by the citizens of our town in the storm of last Tuesday.—Floyd County Hesperian.

Miss Francis Irick, of Plainview, visited a part of last week with Miss Myrtle King.—Lockney Beacon.

L. A. Knight, of Plainview, was here a few hours this week on business. There is always something doing when one sees Light prowling around.—Lockney Beacon.

E. Graham, of Plainview, was a business caller in Canyon on Tuesday. * * * Miss Ada Knight, of Plainview, was in Canyon Tuesday, at the Baltimore. * * * E. Denn and J. E. Rushing, of Plainview, were looking after some business matters in Canyon Saturday.—Randall County News.

Jesse Iglehart and wife came from Plainview to Clarendon in an automobile Thursday, and on to Memphis on the train. Friday they returned to Amarillo on the train and will go home in an automobile.—Memphis Herald.

CHANGE OF RESIDENCE.

R. W. O'Keefe and family have moved from the place formerly occupied by them, on Prairie street, and are now domiciled at First West and Archer streets, in a cottage on the lots recently purchased and on which their elegant new residence will be built.

MARRIED.

At the Baptist parsonage last Saturday afternoon at 7 o'clock, Ernest Cox and Miss Nora Howard were married, Rev. R. L. Gillon officiating.

CITY ORDINANCE.

An Ordinance Prohibiting Interference with Fire Alarms, Plugs, Hose and Apparatus.

Be It Ordained by the City Council of Plainview, Texas:

Section 1. That no person or persons shall open any of the signal boxes connected with the fire alarm system of the city of Plainview for the purpose of giving a false alarm, or pull the hooks therein, except in case of fire, or tamper, interfere or meddle in any way with any of said boxes or any part thereof, or with the machinery, apparatus, fine wire, poles or brackets.

No person shall make or use any false key, or any key not authorized by the City Council of the City of Plainview, to any signal box.

Sec. 2. If any person shall falsely or maliciously give, or in any manner be concerned in giving, any false fire alarm or alarm of fire when there is no such fire, such person shall be guilty of misdemeanor and shall be fined in any sum not to exceed One Hundred Dollars.

Sec. 3. It is hereby made unlawful for any person to hitch any horse to a fire plug or to any post to which is attached a fire alarm box, now or hereafter to be erected in the City of Plainview, or to deface, injure or in any manner damage any fire plug or alarm box, or to remove the cap from any fire plug.

Sec. 4. The Chief of the Fire Department shall have authority and shall prescribe the manner in which all fire plugs shall be opened and closed, and no person shall have authority to open or close any fire plug except the Chief, Assistant Chief or Superintendent of Waterworks or any member of the Fire Department authorized by the Chief of the Fire Department to act, except in case of fire.

Sec. 5. No person shall use any fire plug, except in case of fire, for the purpose of practicing with hose or engine or for any other purpose, without express permission given for that purpose by the Chief of the Fire Department, and the Chief of said Fire Department shall not give permission to use such fire plugs for any other purpose than for practice with hose or engine or for extinguishment of fires.

Sec. 6. Any one violating any of the sections of this ordinance to which a penalty is attached shall be guilty of misdemeanor and, on conviction in the Corporation Court of the City of Plainview, shall be fined not less than Ten Dollars nor more than One Hundred Dollars.

Passed and approved this the third day of January, 1910.

JAS. R. DeLAY,

Attest: J. F. SANDER, City Secretary.

CITY ORDINANCE.

An Ordinance Prohibiting Owners, Etc., of Domestic Fowls from Permitting Same to Run at Large, and Providing a Penalty for Violation of This Ordinance.

Be It Ordained by the City Council of Plainview, Texas:

That it is hereby made unlawful for the owner, servant, helper, or any person entitled to the possession of any chicken or chickens, or any domestic fowl, to permit same to run at large (day or night) within the city limits of Plainview, Texas, and any person so offending shall, upon conviction thereof, be fined not less than One Dollar and not more than Ten Dollars for each and every offense. Each day that said chicken or other domestic fowl shall be permitted to run at large shall be deemed a separate offense; and it shall be deemed a separate offense for each chicken or other domestic fowl so permitted to run at large.

This ordinance shall go into effect and be strictly observed and enforced on and after the 15th day of April, A. D. 1910.

JAS. R. DeLAY,

Attest: J. F. SANDER, City Secretary.

THE DEMON OF THE AIR

is the germ of La Grippe, that, breathed in, brings suffering to thousands. Its after effects are weakness, nervousness, lack of appetite, energy and ambition, with disordered liver and kidneys. The greatest need then is Electric Bitters, the splendid tonic, blood purifier and regulator of Stomach, Liver and Kidneys. Thousands have proved that they wonderfully strengthen the nerves, build up the system and restore health and good spirits after an attack of Grip. If suffering, try them. Only 50c. Perfect satisfaction guaranteed by All Druggists.

The Herald is overstocked with old papers. Many people find them useful for various purposes. We offer our large assortment at slaughter prices until present accumulation is cleaned out. Call early and avoid the rush.

FARMS, RANCHES TOWNSITES CITY PROPERTY

WILL NICHOLSON
ALBERT G. HINN
P. O. Box 395

NICHOLSON & HINN

Real Estate

Town Lots in POSEY, TEXAS, a Specialty

Stephens Building

PLAINVIEW, TEXAS

TO PLANT BROOM-CORN.

C. M. Bolton, one of Hale county's prosperous farmers, was in the city on Monday making some investigations with reference to broom corn seed and the prospect of marketing the crop. Mr. Bolton is an experienced grower of this product, and says he thinks it well adapted to this country. He says, however, that many growers who are to make the experiment this year for the first time will likely be disappointed in the price they receive for the product, as the published report of extraordinary inducing prices for the crop is possibly true, but the grower will do well to remember that the fancy prices are for graded offerings and considerable care must be taken in harvesting and properly preparing the broom corn for market. Not all the crop will grade first-class, but, with intelligent cultivation and proper handling, it is the opinion of many who have tried it that broom corn is a paying crop, and peculiarly adapted to the Plains country.

PRESIDENT ROOSEVELT SAYS

that outdoor exercise is needed by the American people. That's all very well, but how can people with rheumatism follow that advice? The answer is simple—use Ballard's Snow Liniment and the rheumatism will go, leaving you as spry as a colt. Gives quick and permanent relief from rheumatism, neuralgia, lame back and all pains. Sold by Wyckoff-Willis Drug Co.

When we see some women on parade, we wonder how they get themselves unharnessed at night.

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

The First National Bank

Plainview, Texas

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

Our new home places us in a position to meet all your requirements. Your patronage solicited.

DICK'S TIN SHOP

Manufacturers of

Tanks, Flues, Milk Troughs and All Kinds of Sheet Metal Work

Let Us Figure Before You Place an Order

All Work Guaranteed

North Covington St

BAPTIST MEETING.

For nearly three weeks a protracted meeting has been going on at the Baptist church, conducted by the pastor, Rev. R. L. Gillon, who has been ably assisted by Rev. I. E. Gates, Rev. S. W. Smith and Rev. Bell, dean of the Baptist college.

The meeting has been the center of religious interest since the beginning and has been the means of a great awakening among church members and sinners. The sermons preached and song services have been enjoyed by members of all churches.

The Herald for Job Printing.

CONSECRATION MEETING.

Christian Endeavor program for

Sunday afternoon, May 1:

Subject—"Christ Our King."

Leader—George Cox.

Song.

Opening Service—Led by President

—Psalms 145:1-21.

Prayer.

Scripture Lesson—John 18:33-40.

Roll Call.

Open Discussion.

Announcements.

Song.

Benediction.

The Herald for Job Printing.

ANNOUNCEMENT

To the People of Plainview and Surrounding Country

I have purchased the West Side Grocery and Meat business of T. W. Morrison & Son, and will add a full line of everything to eat. L. J. Warren who knows the wants of the people of this community in the grocery line will have charge of this department and wants to see all his old friends and customers at my store.

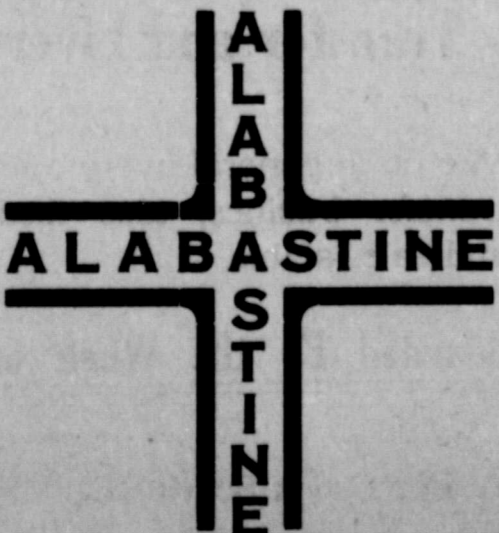
Farmers Bring Us Your Country Produce

Thanking you in advance for your many valued orders,

I remain, truly yours,

L. M. BLAKEMORE

Phone 76



The durable and sanitary WALL COATING. All colors and white

FULTON LUMBER CO.

Phone 107 :: Plainview, Texas

FREE! FREE! FREE!

One \$75 Chapel Organ, and \$5 Piano Stool, Given Away

WE will give away absolutely free to the buying public, one beautiful Columbia Chapel Organ, valued at \$75.00 and one handsome Piano stool to match--worth \$5.00. This Organ is one of the best known makes, and is guaranteed to be one of the best made of its kind on the market today, for church or chapel use. It will be on display in our store in about ten days, if nothing prevents, and we gladly ask everyone to come in and inspect this instrument, and if you think it worthy of your consideration, cast a vote for your home church or community, and stand the chance of getting it free.

Our Plans for Giving this Instrument Away

WE will give this beautiful organ and stool away to the community or church receiving the greatest amount of votes. With every fifty cent purchase at our store, it will entitle you to a vote. This vote will not be cast for any individual, but for your church or community in which you live. In this way you will benefit the entire community. It is worth your consideration, and if you have an organ already, and should you be fortunate enough to win this one, you can easily dispose of the old one, in order to install this beautiful instrument. The votes will be published every week, showing how each community or church stands in the contest.

Opening of the Contest

THIS CONTEST will open SATURDAY MORNING and will continue until July 1st., 1910, this will give you a better opportunity to win the prize. Come in early and get your name on the list. During this contest we will meet every price made on dry goods by our competitors, guaranteeing the quality of the goods to be as good as those sold by others at the same price, and at the same time give you the opportunity of winning this beautiful instrument in your neighborhood. Remember we are located here and expect to stay. We guarantee our goods and stand ready to right all reasonable complaints. So, why should you patronize a man who runs in our town, claims to shove out a bankrupt stock of goods away below cost, and before you have time to try them out, you find that you have been pinched. It will then be too late for he is gone. Stay with your home merchants who are here to stay and make their merchandise good. All we ask of you is to get the prices of such people who may come into our town at any time, bring them over to us, and we will guarantee to give you as good material for the same money or less, and if your home merchants can't do this, I am sure they will not think hard of you for trading elsewhere. Our stock is large and complete, and our assortment is one in which you will find some good attractions, that you can be able to make a purchase and help win the prize for your community.

IN giving this prize we assure you that we have not charged you any additional on the goods, but will give you a better price than ever, as we said. Get the price as stated above--and we will meet all competition.

Hoping you success in this contest, we remain, yours for right treatment.

L. W. SLONEKER

In Society's Realm

MARRIED.

At the home of Rev. and Mrs. J. H. Abney, last Friday night at 9:30, Clyde Hardin, of Plainview, and Miss Bessie Dinkel, of Terre Haute, Ind. The groom has been in Texas for a year, having come from the same place. The bride came in last Thursday, but, owing to the inclemency of the weather, the marriage was postponed until Friday. Rev. J. H. Abney pronounced the words that made the couple one.

MYSTIC CLUB.

The members of the Mystic Club held a most interesting session last Saturday afternoon, with Mrs. Joe Wayland as hostess.

Mrs. L. A. Knight read an instructive and well-prepared paper on "German Philosophers and Scientists."

After an animated discussion of the above, the club work for the coming year was selected and the following year-book committee appointed: Mesdames W. A. Wheelock, George Bethel and L. A. Knight.

In the absence of the president, the first vice president, Mrs. L. Lee Dye, presided.

VISITORS AT CLUB HOUSE.

That popular resort, the Tule Kreek Klub House, had an overflow of visitors last Saturday and Sunday. Among them were Judge and Mrs. L. S. Kinder, Misses Lucile Kinder

and Gwendoline Hanby, and Charlie Spencer, in one party. In another were Messrs. R. C. Ware, M. D. Henderson, Drs. G. W. Carter, J. W. Grant and J. H. Hanby, and others whose names could not be learned.

Mr. and Mrs. R. E. Cochrane, Miss Johns and J. A. Graham also spent the week-end in the canyon, camping, hunting and fishing, returning on Sunday.

Miss Allene Penry was hostess last Friday night for the members of the eighth grade of the high school. A most delightful evening was spent by the boys and girls in games of various kinds. A donkey contest afforded much amusement; also a story-telling contest, with the "lights turned down low." Miss Penry was assisted in entertaining her former pupils by her mother, Mrs. L. C. Penry, and her cousin, Miss Lissie Bell Walker, of Central Plains College. Delightful refreshments were served the merry boys and girls ere they said good-night to their charming young hostess.

The teachers of the Plainview public schools celebrated San Jacinto Day on last Friday afternoon by having a picnic at the beautiful hackberry grove, three miles east of town. The teachers, chaperoned by Mr. and Mrs. E. C. Nelson, went out in the af-

ternoon, taking with them a bountiful supply of good things for the evening's luncheon. Later they were joined by Mayor DeLay, Judge Lancaster, Will Grigsby, Frank Pearson and Wilbur J. Gray. The invited guests were Misses Lallah Duke, Margaret Ballard and Lema Williams.

One of the most charming of the Highland Club functions took place on Thursday last week at the home of Mr. and Mrs. J. O. Wyckoff, corner of Archer and West Second streets.

Five tables were placed for the game, after which a course luncheon was served the club members and substitutes. Mrs. W. R. Simmons having sent in her resignation, Mrs. John W. Elliott was put in her place.

To honor Mrs. J. C. Anderson, of Granger, who expects to move to Plainview in the early summer, Mrs. Henry W. Harrel entertained on last Saturday afternoon with three tables of forty-two.

After the interesting game, a varied and elegant two-course luncheon, consisting of baked crabs, stuffed tomatoes and strawberry cream, with caramel cake, was served the following guests: Mesdames J. C. Anderson, J. L. Vaughn, T. P. Whittis, James R. Hamilton, Charles E. McClelland, Kathryn Snashall, H. C. Randolph, J. O. Wyckoff, Murray Malone, L. C. Penry, W. A. Wheelock and W. E. Armstrong.

The members of the J. O. C. Club favored Miss Marquinta Hulen, at noon on Tuesday, the 26th, with a ribbon shower, the occasion being her seventeenth birthday. They went from school one way and she another. Meeting at the door of her home, the girls showered their friend and schoolmate with a supply of beautiful ribbons, after which they ran back to school, happy in the consciousness of having done a gracious act. The personnel of this club consists of Misses Gwendoline Hanby, Lucile Kinder, Georgia Brashears, Amy Nash, Marquinta Hulen, Patty Dalton, Lellia Matchett and Lilly Nance.

Miss Effie Casey, the popular primary teacher of the West Side school, complimented her fellow teachers on last Saturday afternoon by taking them to a matinee to see the "Squaw Man." Meeting at Wyckoff-Willis', they went en masse to the Schlick, and there spent a most pleasant afternoon.

NEW BANK AT SILVERTON

Organized This Week with a \$60,000 Capital Stock.

The Briscoe County Bank and Trust Company was organized at Silverton this week, and will soon be open for business.

Arlin B. Davis, of Raton, and A. F. Carter, of Royston, are the promoters, and a number of Silverton and Briscoe county citizens are stockholders.

The new financial institution is organized with a capital stock of \$60,000, and A. F. Carter will be cashier and active officer. The new cashier was formerly president of the Royston State Bank.

SAVED FROM THE GRAVE.

"I had about given up hope, after nearly four years of suffering from a severe lung trouble," writes Mrs. M. L. Dix, of Clarksville, Tenn. "Often the pain in my chest would be almost unbearable, and I could not do any work, but Dr. King's New Discovery has made me feel like a new person. It's the best medicine made for the throat and lungs." Obsolete coughs, stubborn colds, hay fever, la grippe, asthma, croup, bronchitis and hemorrhages, hoarseness and whooping cough, yield quickly to this wonderful medicine. Try it. 50c and \$1.00. Trial bottles free. Guaranteed by All Druggists. 17

GRAPE CROP.

At the home of Dr. and Mrs. J. D. Hanby, in this city, can be seen a grape arbor more than a hundred feet long and eight feet tall, covered with grape vines that are laden with bunches of grapes of several fine varieties.

These grapes, if no disaster befalls them, will give a most abundant yield, and demonstrates the fact that the grape crop will succeed on the Plains when other fruit crops fail.

Reports of other bumper grape crops are being sent in, and the prospect of a good apple crop is also reported.

REMODELING COTTAGE.

J. C. Jones, owner of the property, is having the cottage on Prairie Avenue remodeled, moved to the front, raised and otherwise improved, thereby adding considerably to its appearance.

POLL TAX PAVERS.

Hale County Shows up Well in Comparison of Numbers.

The complete statement of the poll tax payments in the state for this year shows a total of 615,654.

Hale county is credited with 1,235; Swisher, 702; Briscoe, 550; Castro, 388, and Randall, 495.

Thus it will be seen that Hale county shows up well in comparison, and will be a favorite field for those seeking political favors.

THE FRANKLIN CARS.

Mr. John J. Ellerd has signed with the H. H. Franklin Manufacturing Company as the dealer to handle Franklin automobiles in this city during the season of 1910.

The Franklin cars for 1910 are being made in thirteen models, besides trucks. The output from the factory for the present season is well under way. As has been the case with the Franklin from its beginning, the engine is air cooled.

A laminated wood chassis frame, full-elliptic springs, large tires and an aluminum body continue to be characteristics of the Franklin. The cars are of three horsepower ratings, 42, 28 and 18, and include touring cars, runabouts, close-coupled-body cars, limousines, laudaulets, town cars and taxicabs.

WITH PURE PLAINS WATER

A Former Resident Would Quench Her Thirst.

In writing The Herald directions to change of address, Mrs. Mitchell, who, with her husband and family, recently moved from this to Asherton, Texas, says: "How would like a drink of that cold, pure water on this warm night. No drilling water is found to equal that of the Plains. I am still in love with the South Plains."

When memory recalls that once gentle breeze of the "baldies" swept gentle tenderness athwart the heavy brow; when the pure, sweet, delectable liquid delight, brewed in the hidden fountains of mother earth or distilled in the golden tissues that part the western sky at sunset, refresh and invigorated the weary body, the longing of the absent becomes yearning to return and satiate in the inexpressible delights of daily existence in Plainview--pretty, peaceful, pluperfect, picturesque Plainview.

HUGHES BLOWS IN.

J. M. Hughes, the irrepressible, Silverton, Briscoe county, Texas, was talking Briscoe county and The Briscoe County Herald to Plainview business men this week. When Hughes can't paint the lily it's because he has lost his brush.

O. K. Transfer and Livery Co.

We do a general livery and transfer business; also feed and sales stable.

Horses Boarded By the Week or Month

For Quick Service call

O. K. Transfer and Livery Co.

East Side of Square

Phone 188

Quitaque Stock Farm

JNO. T. HAYNES

Horses, Mules and Cattle of every description

Phone Connections. Phone 279.

Address: Quitaque, Texas. PLAINVIEW, TEXAS.

Professional Cards

All Work Guaranteed. Phone 177
WEST TEXAS ABSTRACT CO.
 R. L. Jones, Manager
 Office with
 Reeves & SoRelle
 Room 3 Plainview, Texas

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

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

H. H. HILL Geo. R. Cox
CENTRAL PLAINS
ARCHITECTURAL CO.

Office: First National Bank Bldg.

HALL & HAWKINS
 Dentists

First National Bank Building
 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.

J. A. WITTE
 Physician and Surgeon

Phone 271. Peace Bros' Building
 Plainview, Texas.

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

DR. P. E. BERT
 Dentist

Office in Stephens' Building,
 Northwest Corner of Square.

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 over Citizens National
 Bank.
 Plainview, Texas.

N. C. LETCHER
 Dentist
 Rooms 3 and 4
 First National Bank Building
 Phone 305

GEO. L. MAYFIELD
 Lawyer
 Examination of Land Titles
 a Specialty.
 Office in Court House.

CHAS. B. BARR
 Veterinary Surgeon and Dentist
 Office Wyckoff-Willis Drug Co.

Phones:
 Office, 44; Residence, 221

PIANO TUNING
 Action, Regulating and
 all kinds of Repairing
 done. All work guaran-
 teed strictly first-class.
 Drop me a postal and I
 will call.
J. H. EDWARDS.

The Herald for Book and Job
 Printing.

BILL NYE ON COMETS.

What Humorist Said on the Subject
 Twenty-five Years Ago.

Halley's comet, which is about to attract more than ordinary interest to the columns of description and discussion which anticipate its return to the vicinity of the earth, there is little of more interest than some of the remarks of the late Bill Nye on kindred topics. The following is reprinted from the San Francisco Argonaut, of 1895, when the genial humorist was in the flower of his fame:

"The characteristic features of the comet are: A nucleus, a nebulous light or coma, and usually a luminous train or tail worn high. Sometimes several tails are observed on one comet, but this occurs only in flush times.

"When I was young I used to think I would love to be a comet in the sky, up above the world so high, with nothing to do but loaf around and play with the little new-laid planets and have a good time, but now I can see where I was wrong. Comets, also, have their troubles, their perihelions, their parabolas. A little over three hundred years ago Tycho Barhe discovered that comets were extraneous to our atmosphere, and since then times have improved. I can see that trade is steadier and potatoes run less to tops than they did before.

"Comets sometimes live to a great age. This shows the night air is not so injurious to the health as many people would have us believe. The great comet of 1680 is supposed to have been that one noticed about the time of Caesar's death, 44 B. C., and when it appeared in Newton's time, 7,700 years after its first grand farewell tour, Ike said it was very well preserved indeed and seemed to have retained its faculties in good shape.

"Much fear has been the result of the comet's appearance ever since the world began, and it is as good a thing to worry about as anything I know of. If we would get close to a comet without frightening it away, we would find that we could walk through it anywhere as we could through the glare of a torchlight procession. We should live so that we would not be ashamed to look a comet in the eye, however. Let us pay up our newspaper subscriptions and lead such lives that when the comet strikes we will be ready.

"Some worry a good deal about the chances for a big comet to plow into the sun some dark, rainy night, and thus bust up the whole universe. I wish that was all I had to worry about. If any reasonable man will agree to pay my taxes and funeral expenses, I will agree to do his worrying about the comet's chashing into the bosom of the sun and knocking the daylight out.

"There is much in the great field of astronomy that is discouraging to the savant who hasn't the time or means to rummage around through the heavens. At times I am almost hopeless, and feel like saying to the great, yearning, hungry world: 'Grope on forever! Do not ask me for another scientific fact. Find it out yourself! Hunt up your own new-laid planets and let me have a rest. Never again ask me to sit up all night and take care of the new-born world, while you lay in bed and reck not.'

"I get no salary for examining the trackless void night after night when I ought to be in bed. I sacrifice my health in order that the public may know at once of the presence of a red-hot comet, fresh from the factory. And yet, what thanks do I get?

"Is it surprising that every little while I contemplate withdrawing from scientific research and go and skin an eight-mule team down through the dim vista of relentless years?

"Then, again, you take a certain style of star, which, you learn from Prof. Simon Nemcomb, is such a distance that it takes fifty thousand years for its light to reach Boston. Now, we will suppose that after looking over the large stock of new and second-hand stars, and after examining the spring catalogues and price list, I decide that one of the smaller size will do for me, and I buy it. How do I know it was there when I bought it? Its cold and silent ray may have ceased forty-nine thousand years before I was born, and the intelligence be still on the way. There is too much margin between sale and delivery. Every now and then another astronomer comes to me and says: 'Professor, I have discovered another new star, and intend to file on it. Found it last night, about a mile and a half south of the zenith, running loose. Haven't heard of anybody who has lost a star of the fifteenth

magnitude, about thirteen hands high, with light mane and tail, have you? Now, how do I know that he has discovered a bran new star? How can I discover whether he is or is not playing an old, thread-bare star on me for a new one?

"In 1886 there appeared suddenly in the Northern Crown a star of about the third magnitude, and worth at least \$250. It was generously conceded by astronomers that this was a bran new star that had never been used, but, upon consulting Arggelander's star catalogue and price list, it was found that this was not a new star at all, but an old, faded-out star of the ninth magnitude, with the breadths turned wrong side out and trimmed with moonlight along the seams.

"After a few days of phenomenal brightness, it gently ceased to draw a salary as a star of the third magnitude, and walked home with an 'Uncle Tom's Cabin' company.

"It is such things as this that make spent Sunday with Wm. Lowe and the life of an astronomer one of constant and discouraging toil. I have long contemplated, as I say, the advisability of retiring from this field of science and allowing others to light the Northern Light, skim the Milky Way, and other celestial shores. I would do it myself, cheerfully, if my health would permit, but for years I have realized, and so has my wife, that my duties as an astronomer kept me up too much at night, and my wife is certainly right about it when she says if I insist on scanning the heavens, night after night, coming home late, with the cork out of my telescope, and my eyes red and swollen with the exhaustive nights of vigil, I will be cut down in my prime. So I am about to abandon the great labor to which I had intended to devote my life, my dazzling genius and my princely income. I hope that other scientists will spare me the pain of another refusal, for my mind is fully made up that unless another skimmist is secured the Milky Way will henceforth remain unskum."

OUR CRIMINAL LAWS.

Men who need the services of criminal lawyers are not so much concerned about methods as they are about results. Under our laws, procedure, and the method and character of their construction by the higher courts, the lawyer who would hold that he must not violate his duty as a citizen while engaged in the defense of criminal cases, and that to avail himself of such advantages as are now so fruitful in procuring the acquittal of the guilty, would be a violation of that duty, would be at a tremendous disadvantage to the lawyer who is concerned only for his client's interest. This ought not to be. It has a tendency to prostitute a great profession.—Hatton W. Summers, on "Non-Enforcement of the Criminal Law."

1-4 OF POUND A WEEK

at least, is what a young baby ought to gain in weight? Does yours? If not, there's something wrong with its digestion. Give it McGee's Baby Elixir, and it will begin gaining at once. Cures stomach and bowel troubles, aids digestion, stops fretfulness; good for teething babies. Price 25c and 50c. Sold by Wyckoff-Willis Drug Co. 17

If you have something to sell or trade, let it be known through a "Want" ad in The Herald. There is no better or cheaper way to advertise.



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 is 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.

"Nature's Gift from the Sunny South"

Cottolene Is Not a Substitute for Anything

No animal product, such as hog lard, ever has afforded, or ever can afford a satisfaction to compare with *Cottolene*. It is far superior to lard because it contains no hog fat, and its purity is unquestioned. It is more economical than butter for shortening and frying because, being richer, one-third less is required.

Cottolene is made from cottonseed oil, a fluid extracted from the seed of purest cotton. *From Cottonfield to Kitchen*—human hands never touch the oil from which *Cottolene* is made.

Pies, doughnuts and cakes cooked with *Cottolene* can be fearlessly enjoyed by the most *determined dyspeptic*, for *Cottolene* makes food digestible as well as palatable.

There is no substitute for *Cottolene*, because there is no shortening as good as *Cottolene*. It is pure, clean, neutral in taste and flavor, and absolutely the purest and most healthful frying and shortening medium.

COTTOLENE is Guaranteed Your grocer is hereby authorized to refund your money in case you are not pleased, after having given *Cottolene* a fair test.

Never Sold in Bulk *Cottolene* is packed in pails with an air-tight top to keep it clean, fresh and wholesome, and prevent it from catching dust and absorbing disagreeable odors, such as fish, oil, etc.

Made only by THE N. K. FAIRBANK COMPANY



BOB BURCH ANNOUNCES.

Requests the Support of His Friends
 for Tax Assessor.

The Herald is authorized in this issue to announce R. E. (Bob) Burch, who seeks election to the office of Tax Assessor of Hale county. While nothing the paper could say would, possibly, add anything to the high esteem in which he is held by his many friends throughout the county, yet, as it has been 21 years since The Herald cast its fortunes with the people of Plainview and Hale county, and as Bob Burch came along in the new-comer class a couple of years later, the paper takes pleasure in introducing the tenderfoot to its county readers as a man in every sense of the word—honest and upright in all his dealings, accommodating, obliging and courteous to all with whom he comes in contact. He has, perhaps,

as large if not the largest circle of acquaintance of any individual in Hale county, he having served as Sheriff for 12 years, and voluntarily retired from the office. That he has the ability to fill the office in a thoroughly satisfactory manner need not be said. Possessed of a full acquaintance with the land values of this section, his selection as Tax Assessor would be no mistake on the part of the voters at the July primaries. Although entering the race at a late hour, his friends will see to it that his claims receive full consideration.

GAVE ADDRESS AT LUBBOCK.

Hon. W. B. Lewis, of this city, celebrated with the Odd Fellows at Lubbock on last Tuesday night, and delivered an eloquent address at the anniversary exercises held by the lodge.

FOR AN EXTENDED TRIP.

Old Settler on the Plains Leaves to
 Visit Northern States.

D. M. Jay, of Estacado, an old settler of the Plains, who came to this country some 17 years ago and has been one of the able factors in developing a cattle range into an agricultural community, was in the city this week and informed The Herald that he had laid aside his work for awhile and would spend some six months in seeing the sights of other states, visiting his old home, in King county, Ohio, and spending a short time with relatives and friends in Ohio, Iowa, Illinois, Indiana and Oklahoma. He also expects to visit Niagra Falls before returning.

The Herald wishes the genial gentleman bon voyage, and trusts he will enjoy to the limit his well-earned vacation.

R. C. Ware Hardware Company

have now on sale a carload of the celebrated

Velie Buggies

In workmanship and finish the Velie is unsurpassed
 and is FULLY GUARANTEED

Refrigerators and Gasoline Stoves

The best assortment on the Plains

Farming Implements

Gardening Tools

Everything needed for the Farm, the Garden and the Home

R. C. Ware Hardware Company

W. E. Armstrong

Land and Immigration

Phone 279

PLAINVIEW, TEXAS.

A Progressive Store for Progressive People

THE close of the present month terminates the first four months of our business life in Plainview. We have endeavored from the start to keep abreast with the progressive spirit prevalent among Plainview's leading business men, and our aim and purpose has been to give "Progressive Plainview" a "Progressive Groery Establishment" where the particular housewife can at all times purchase the best the market affords in our respective lines.

A Fresh Shipment of
Vegetables
Each Day in the Week

SPECIAL BARGAIN	
20 lbs. Sugar	\$1.00
3 cans (3 lbs.) Tomatoes	.25
1 dozen Lemons	.30
1 lb. Black Pepper	.40
1 lb. can Chase & Sanborns Coffee	.40
1-2 lb. Chase & Sanborn's Tea	.40
10 lbs. Irish Potatoes	.25
2 lbs. Choice Peaches	.25
2 large Post Toasties	.25
	\$3.50

This special bargain will last from the 2nd till the night of the 7th of May

Chase and Sanborn's
Teas and Coffees
The Best Ever

SINCE January 1, 1910, our business has exceeded by far our most sanguine expectations, which is very pleasing to us indeed. Coming into your city comparatively strangers, our stay thus far has not been as though we were "Strangers Within Your Gates," but on the other hand four months of prosperous business, made possible by our many new friends and acquaintances, through their liberal patronage, to whom we present our compliments. There are, however, quite a number whom we would like to enlist as our customers, believing that our liberal policy, prompt service and courteous treatment will everafterward, not only make you a prominent customer of the "Store of Good Things to Eat" but a "Booster" as well. Phone in a trial order.

The VICKERY-HANCOCK GROCERY COMPANY

"GOOD THINGS TO EAT"

Alfalfa Harvest Is Here!

Are you prepared to take care of your crop properly? If not you should at once, come and see what we have in **MOWERS** and **RAKES**.

Either **McCormick** or **Deering**
Also all kinds of **Binder Implements**

Implements

We still have all kinds and can supply all your needs in **PLANTERS, LISTERS** and **CULTIVATORS**.

Screen Doors and Screen Wire

A full and complete line in all styles.

American Fence Poultry and Barbed Wire

In fact we have everything that can be found in a first class hardware store, where **QUALITY** exceeds **PRICE**.

Donohoo-Ware Hardware Company
of Good Hardware The Place to Buy Good Hardware

LOCAL AND PERSONAL

The Herald for One Dollar.

The Herald for \$1.00 per year—for a limited time.

Mrs. W. L. Harrington went to Lubbock last Saturday.

W. C. Mathes went to Plains last Sunday, on a business trip.

Capt. and Mrs. C. W. Tandy are visitors in Amarillo this week.

G. H. Brooks, of Oklahoma City, was in Plainview this week.

F. C. Vickery returned on Monday from a business trip to Ennis.

Contractor W. A. Mayers returned on Wednesday from Fort Worth.

A. I. Kirksey, of Oklahoma, is here visiting his cousin, T. B. Irwin.

Mrs. Belle Cother, of Waco, is visiting her daughter, Mrs. C. H. Hinton.

Dr. E. M. Harp, of the Abernathy neighborhood, was in town Tuesday.

Joe Dennis, of Weatherford is visiting his brother-in-law, J. C. Johnson.

Tom Vaughn and family left Monday for an overland trip through New Mexico.

H. W. Harrel, the insurance man, was a business visitor to Amarillo this week.

C. H. Hinton, the Santa Fe agent in this city, left last Monday for Texico and Clovis.

G. S. Fairris, wife and daughter, went to Lubbock last Saturday, returning Monday.

Mrs. Start Rhea left on Tuesday for Kirksville, Mo., where she goes for medical treatment.

Just received, a car load of Satley Planters and Cultivators—the standard of all two-row, sod Planters. **PLAINVIEW HARDWARE AND IMPLEMENT CO.** 17

J. H. Iglehart, of the firm of Neal & Iglehart, left Wednesday for Memphis, on a business trip.

Do you want to hear some railroad news? Be at the Commercial Club meeting on Tuesday night.

Contractor W. A. Mayer has returned from a business trip to Fort Worth.

John Haynes, the genial ranchman, of Quitaque, is spending a few days with friends in the city.

Take advantage now of The Herald's reduced price of \$1.00 per year. It is only for a limited time.

Dr. J. H. Hanby left on Thursday for Brewster county, in the interests of his real estate business.

Ask for Bull Dog Twist chewing and Bull Dog Cut Plug smoking. Finest on earth. Union made. 22

Mrs. Webb and daughter, of Hale Center, were the guests on Saturday and Sunday of Mrs. C. H. Hinton.

Rev. C. E. Clark, the popular pastor of the M. E. Church at Hale Center, was a Plainview visitor on Thursday.

Once a patron, always a patron, can be truly said of Ben Sebastian's visitors to his modern tonsorial parlor.

The Plainview Nursery has a good supply of Garden Plants for sale; also a general assortment of Native Trees. 19

Joel Jackson, a popular traveling salesman, with headquarters in Dallas, is calling on his trade here this week.

See the Satley two-row sod Planters at the **PLAINVIEW HARDWARE AND IMPLEMENT CO.** A car load just received. 17

Ben Sebastian employs none but experts at his tonsorial shop, and the bath parlors are finely fitted up and well attended. 17

Sweet Potato, Cabbage, Tomato and other Plants for sale. Write for price circular. **T. JONES & CO., Clarendon Texas.** 22

If you think \$1.00 per year too much to pay for The Herald, sit

around at the office and we will throw in the Dallas News, Kansas City Star and a few other small dailies.

A. D. Hodge, a live member of the West-Cullom Paper Company, of Dallas, was calling on the trade in this section this week.

Miss Emma Hoag, of Amarillo, district deputy for the Royal Neighbors, spent Tuesday night in Plainview, en route to Floydada.

Miss Fannie King and Mrs. Walter Crawford and children, of Emma, are spending this week with their sister, Mrs. James Redfean.

Miss Tot Hughes, one of Lockney's charming young ladies, spent a short visit with her cousin, Mrs. A. L. Hamilton, in the city this week.

The popularity of Ben Sebastian's shaving parlor and bath room is attested by the large patronage received. Ben's place is one of the finest in Northwest Texas. 17

We can fill your order for a Satley Planter and Cultivator—a car load just received. **PLAINVIEW HARDWARE AND IMPLEMENT CO.** 17

You can hear something about the county fair if you attend the Commercial Club meeting at the Baptist church on next Tuesday night.

J. F. Vaught, the hustling advertising representative of the Chattanooga Medicine Company, was doing publicity work in the city this week.

Miss Allene Penry left last Sunday for Hale Center. From there she will go to the Spade ranch, to attend the usual spring round-up at that cattle center.

HUNTING PARTY.

Harold Hughes, Prentiss Rosson, Liston Dunaway, Olin Brashears and Mason Dillingham left last Friday for a hunting trip to Tule canyon. They returned on Sunday with whole bodies and sun-burned faces, reporting the slaughter of some venture-some ducks, and a general good time.

The Time To Repair YOUR ROOF

is before it leaks. **TEXACO ROOFING** can be applied over shingles as well as to new roofs. Write for particulars. For sale by all dealers.

The Texas Company
General Offices: - - Houston, Texas
THOMAS ABRAHAM, Agent at Plainview, Texas

SANTA FE Excursions

\$21.90—To Austin, Texas, account Post-master's Association, May 7th and 8th, good until May 14th.

\$25.85—Galveston, Texas, account Travellers Protective Ass'n, May 3rd and 4th, good until May 10th.

\$3.00—Amarillo, Texas, account of Big Track Meet, April 29th only, good until May 1st.

C. H. HINTON, Agent