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The Hale County Herald

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IN THE WEST

VOLUME TWENTY-TWO

THE HALE COUNTY HERALD, PLAINVIEW, TEXAS, FRIDAY, FEBRUARY 17, 1911

NUMBER SEVEN

Plainview Country Gets 6 Inches Precipitation the Past Week!

"COME ON, BOYS, WATER'S FINE!"

THE PLAINVIEW COUNTRY GOES WET IN EARNEST.

Farmers in Fine Fettle, and the Business Men Too Delighted for Words.

The Plainview country has been treated with over six inches of precipitation within the past week. Four and one half inches of rain fell during the past few days, according to the Government gauge, and the 8-inch snow of last Friday and Saturday quite run the moisture up to six inches.

All over West Texas has the fall been generous the past week. It was of the variety that soaks in, too. A winter sun never shone on brighter-faced farmers than these that inhabit the Plains country.

There has been so much irrigation interest that the atmospheric conditions became peevish, and decided to show what they could do. All of which bears out our statements that we do not have to irrigate in order to live prosperously. But we happen to be progressive enough and sensible enough to see that with our average rainfall, supplemented by well-established irrigation, we will have the most-to-be-desired country on earth. Every one will be in the best of spirits for the Water Carnival. Coming?

PLANS FOR FAIR.

Fair Grounds Secured One Mile South of Town.

Mayor Jas. R. DeLay has just closed a lease for a quarter-section tract of land one mile from town. The lease was made for the Plainview Fair Association, and is for five years. Considerable money will be spent in improvements, work on same to begin at once, and next fall Plainview proposes to have a fair that will be a credit not only to this particular county, but to the entire Plains country.

The live stock and farm products exhibit here last fall was a great success, but with several hundred acres of irrigated land products added to what the country always has and naturally does produce under ordinary conditions, it is certain that Plainview will give to the world a revelation as to what can be done in farming on the Plains.

The baseball grounds will be ready for use during the coming season, and, though there is already a good race track on the property leased, it will be greatly improved, and, in addition to the live stock and agricultural exhibits, great things are proposed and expected in the matter of the race meet, which will be held during the fair.

\$10,000 FOR 78 ACRES!

J. P. Lattimore sold his 78-acre place one mile south of Plainview last week to Carter Brothers, of the local firm of Carter Mercantile Company. The consideration was cash, and amounted to \$10,000, which brings the land to above \$100 an acre, as improvements on same were not very expensive. We understand that a deep well will be put down on same and that, owing to its proximity to the local market, the entire tract will be converted into a monster truck garden, under irrigation supplemented by rainfall. Watch the Plainview country grow!

"A WOOLY COUNTRY."

Geo. Kruger, Bert Holmes and Will Brown, the three gentlemen that were down with R. A. McWhorter last week from Mendota, Wis., returned on Monday, one of them having bought a quarter section. They are strong in their praise of this country. When asked by The Herald man if Mr. McWhorter had "storied" to them any about the South Plains, they said, "No, he never told us half the good things about it. We expected to find a 'wooly' country."

Mrs. Emma Hatcher died on last Sunday, at her home, in Plainview, of a leaking valve in the heart. A husband and three children survive her.

FROM OUR MAIL BAG.

"Harper, Kan., Feb. 8, 1911. The Hale County Herald, Plainview, Texas.

"Gentlemen—Enclosed find one dollar (\$1.00), for which please send me 'The Herald' one year.

"As I am a land-owner, and will probably be a resident of Hale County soon, I am taking great interest in your recent discovery, and trust that Hale County will be one of the 'garden spots' of this great Nation.

"Your truly,
"H. F. WIEMEYER, Jr."

"Meade, Kansas, Feb. 11, 1911.

"Hale County Herald:
"I am an irrigator of 25 years' experience, and will say you are on the right track. Read your irrigation issue of February 3rd. Go on conquering. Irrigation, as you say, is all right. Keep it a-going. Send me some papers of February 3; also, if agent of porous tiling wants to place some on exhibition here, and pays the freight, I will do the rest.

"CHAS. E. FUNK."

"Princeton, Iowa, Feb. 9, 1911. The Hale County Herald:
"Please send sample copies of your paper to the above address. The one you sent our friend here has set this locality ablaze. It's a daisy.

"I know the Plains country like a book, and sold most of those men there. Thank fortune, I believe she is a winner.

"Send me a sample paper and I'll set up the smokes when I come down.

"Yours very truly,
"O. E. WARREN,
"A Booster."

A GENTLEMAN FROM ARKANSAS.

R. T. Cotham, of Monticello, Ark., is here in the interest of the Harris P. Cotham estate, which comprises six choice sections of land located in different parts of Hale County. From afar, Mr. Harris heard of the beautiful little romance of water upon which the curtain is just going up—the entire Plains country the stage, but Hale County occupying the bright, articular spot light. Hastily, he hid himself hither, and he thinketh seriously of advising the others interested in the above-mentioned estate to develop the irrigation possibilities on same. He states that in order to do this they expect to bring a colony from Arkansas and locate them here. We raise "peaches" of apples in Hale County—bring on the Arkansawyers!

COURT OF INQUIRY.

A court of inquiry has been in session off and on for the past few weeks. Several were stuck for boot-legging, two or three for using vulgar and profane language over the telephone and some misdemeanors were ferreted out. Sheriff London has been tied up with the taxes for the past few months, and, so, was unable to look after the good behavior of the town and country as sedulously as usual. But he and his corps of assistants are faithful officials, and will enforce "company manners" every day if they only have the co-operation of all good citizens.

SUNDAY SERVICES.

The following announcements of services are made by Rev. C. E. Hastings, pastor of the First Methodist Episcopal Church, the "home-like" church, for Sunday, February 19:
10 a. m.—Sunday School.
11 a. m.—Preaching—Subject: "Question 3: 'If a Man Die Shall He Live Again?'"
6:30 p. m.—Epworth League.
7:30 p. m.—Preaching—Subject: "Samson: Strength Made Weakness." You are invited to attend.

The ladies of the Episcopal Guild gave a valentine party, at the home of Mr. and Mrs. P. J. Woodridge, on last Monday afternoon.

J. J. Rushing is away on his last trip to the North before the water Carnival. It is needless to state that he is boosting for same.

The Texas Industrial Congress, which has its headquarters at Dallas, offers a first prize of \$2,500 in gold to the farmers securing the largest yields from ten acres of corn, and ten acres of cotton. Assuming that it will take four months to grow his crop, the fortunate winner will be paid at the rate of more than \$20 per day for his labor—and he will have his crop besides.

Fine line of "Alger" Books for boys—25 cents each. DUNCAN'S PHARMACY. 7

Mesdames J. O. Wyckoff, E. B. Hughes, A. H. Lindsay and Miss Casey celebrated the approaching anniversary of St. Valentine on last Saturday afternoon with a classy reception to their friends, at the Lindsay residence, 701 Restriction Street.

FOR LIVERY SERVICE—A good, comfortable Franklin Automobile will make trips to any points on the Plains. Calls answered day or night. Day phone, No. 60; at night, inquire of central. F. E. BROWN. 10

The Ladies of the First Baptist Church will have their regular Saturday market at the Monarch on the 25th. 7

LOCKNEY DIGS AND BOOSTS, TOO

LIVE TOWN WILL MAKE PLAINVIEW LOOK TO HER LAURELS.

Many Wells to Go Down—Log of Test Well Looks Like Slaton's "Jumbo."

John Kendrick, of Lockney, informs us that Lockney will be over at the Water Carnival in full force. He says they have the irrigation fever bad. Messrs. Carr and Dickson, of Waco and Lexington, who recently purchased three sections near Lockney, are preparing for irrigation in earnest. They have a 3,000-pound, 12-inch bit and drilling machinery on the road and a pump contracted for. They are down 75 feet, to the first strata, on Lockney's test well, and the log of the well is identical with that of the famous Slaton well.

Mr. Green, of Plainview, is contractor for another well to be put down one mile south of Lockney, on Will McGehee's place.

That little Lockney town is a "goer."

NEWS FROM THE CAPITAL.

Austin, Texas, Feb. 16.—The Legislature has reached the danger period of the session. With two weeks more of political sunshine the solons will be making hay, but so far very few bills have run the gauntlet of both the House and Senate, and then there is the occupant of the gubernatorial chair, who sits like the sphinx of Egypt. A legislative forecast at this time is as uncertain as Texas weather, but, unless all signs fail, we will have very few general laws passed at this session.

A peace that surpasseth the understanding has existed in the Senate during the greater part of the week, but was occasionally broken by the introduction of prohibition measures. When a prohibition bill is called up the Senators scramble for their respective positions like a baseball team when the game is called, and then there is a display of statesmanship that makes one proud of Texas. Eloquence and wisdom, kept under cover for extraordinary occasions, are brought out, and the Senators take turns at soaring up to the giddy heights of oratory and roast each other to a beautiful brown, and finally settle the question by voting just like they would have voted at the beginning.

The corporation section of the legislative arena has been the most attractive field for political sky rockets. All sorts of bills have been introduced, and business men from all over the State have rushed to the capital to protect their property. Many of these bills have about the same effect on the State's development as a fire would have on a city building.

A number of labor measures are out of the committee rooms, with favorable reports, and are now on the floor of the House. The bill seeking con-

B. T. Hatchell and J. W. Johnson have bought the grocery and meat market known as "The Favorite." The well-thought-of gentlemen took charge on Monday, and will continue the business in the same stand.

Phone your orders to HATCHELL & JOHNSON. They carry everything good to eat. Phone 76. 7

The members of the Methodist Episcopal Church celebrated the anniversary of their organization in Plainview on last Monday afternoon and evening, at their church.

Prompt delivery to any part of the city. Phone us your wants in the Drug line. DUNCAN'S PHARMACY.

E. R. WILLIAMS, Funeral Director and Embalmer, Plainview, Texas. 14

We have some choice lands for sale in the Shallow Water Belt at low prices. SQUARD, BRADFORD & COLLIER, Petersburg and Plainview, Texas. 10

E. R. WILLIAMS, Funeral Director and Embalmer, Plainview, Texas. 14

Grady Pipkin visited in Canyon on Sunday.

LAST CALL TO WATER CARNIVAL

LIVE CREAMERY PROPOSITION.

T. O. McHenry, representing the Reswell Cream Company, is in Plainview for the purpose of interesting her citizens with respect to the establishment of a creamery here. Many know that much of the cream going out of Plainview is being bought by this Roswell, New Mexico, creamery. Such a quantity and quality of Hale County cream has interested the company, and Mr. McHenry is here for business, provided he receives the proper encouragement. When interviewed, at the Burton House, he said that Plainview was the best creamery opportunity he had ever seen. Why should we send our ever-increasing cream supply away on a long and expensive haul? A creamery at Plainview, by all means, and so keep more of the profits at home!

VALENTINE PARTY.

Miss Jo Keck entertained with a Valentine party on last Tuesday night, at the Keck residence, in honor of her visiting friend, Miss Tomlinson, of Tulsa. After passing through the doorway, the guests were ushered through a beautiful labyrinth of pendant hearts to a punch bowl, where all drank to the honor of old Saint Valentine in right red punch. Half hearts were then distributed to the crowd, and the boys sought their soulmates as evidenced by the matching of the irregular-shaped bits of cardboard. Various amusing games, suitable to the occasion, intermingled with conversation, passed away the time pleasantly until near the hour of eleven, when elaborate refreshments were served, the scheme of hearts being carried out in the entire course.

The following guests were present at this social success: Misses May, Tomlinson, of Tulsa, Newton, Alley, of Hale Center, Kent, of Abilene, O'Keefe, Davidson, Edna and Florence Harington, Kinder, Ware, Ada and Elizabeth Knight; Messrs. Malone, Pipkin, Black, Alley, of Hale Center, Sanford, Jacob, Ryan, Anderson, McWhorter, Randolph, Collier, and Meredith, of Waco.

TALKING ABOUT SLATON WELL.

The Hale County Herald is rejoicing over the discovery of a well, on the Slaton ranch, five miles west from Plainview, which will supply from 1,500 to 1,700 gallons of water per minute. It was developed by the Commercial Club of Plainview, and, when it was done, Mr. Slaton took over the well and machinery.

This discovery means more to Hale County and vicinity than the finding of mines of gold, for it means wealth as long as water runs.—Hall County Herald.

Yes; that one well will irrigate several hundred acres, assuring crops several times a year of the largest yield. And The Journal has been trying to impress upon our people in this Great Arlington County that beneath us, at a much shallower depth than is found in most places, lie veritable gold mines, for artesian water (and even shallower wells) may be had easily that will irrigate our rich, unsurpassed fruit, truck, garden and feed-stuff land. Let us get at it. No drought need have terrors for us.—Arlington Journal.

NEWSPAPER BILL PASSED.

Austin, Texas, Feb. 14.—The Senate this morning passed the Perkins bill permitting newspapers to exchange advertising for railroad transportation. The Lieutenant Governor endeared himself in the hearts of the press boys by making the passage of the bill possible. The vote stood fourteen to fourteen, and Mr. Davidson cast his first vote in this session, breaking the tie and voting for the bill.

Mr. Converse informs us that telegraphic money orders are possible in Plainview from now on. He got such instructions only this week. One can telegraph money via the Western Union to any part of the world—but who wants to send money out of Hale County? Put her in a well, brother.

PLANS ARE PERFECTED FOR THE BIG DEMONSTRATION.

About \$800 Was Raised, at Mass Meeting, in Ten Minutes for Entertainment.

At a special called meeting of the Plainview Water Demonstration Congress, on Wednesday, February 15, 1911, at 4:30 p. m., the meeting was called to order by J. E. Lancaster and the following permanent officers were elected:

Jas. R. DeLay, chairman.
J. F. Garrison, secretary and treasurer.
W. E. Armstrong, assistant secretary.

J. E. Lancaster, being introduced by the chairman, stated the object of the meeting, which was to arrange for and secure funds to entertain the people on the 24th and 25th of this month.

The chairman introduced, in rotation, Hon. Y. O. McAdams, of Dallas, and Revs. Ferguson and Howard, who, in their own individual way, very enthusiastically paid tributes to the South Plains and prophesied its future as being very bright.

Rev. Gates, that genial man of affairs, and noted for his power as a money raiser, gave one of his red-hot speeches, from his heart, that loosened the purse-strings, and the collection that followed was very gratifying.

The chairman read a letter from Knox City, that outlined a railroad headed this way.

The amount realized from this collection, and the ones previously taken, amounted to \$906.00, and, as we will need \$1,500.00, there is a deficit of \$594.00, which will be readily given by those that have not been seen and some who will increase their subscription.

There being no further business before the meeting it was adjourned, subject to the call of the chairman.

J. F. GARRISON,
Secretary and Treasurer.

The Santa Fe demonstration train will be on hand, and, aside from the exhibits, Prof. H. M. Bainer, Prof. J. L. Thomas, a dairy expert, and L. L. Johnson, a practical poultryman, will deliver interesting lectures, the former on hog raising. The Santa Fe, also, has just sent in a pump, and propose to show off their well near Plainview.

This wide-awake road has distributed circulars advertising the Plainview Water Carnival at every station throughout its extensive lines in the United States.

The mammoth precipitation of this week comes at an opportune time, as by the time we may need irrigation many plants will have been installed.

"ELI AND JANE."

Did you ever sit on a mossy bank and look at the sun-kissed brook as it merrily dances in glee around the protruding pebbles, and feel glad that you are alive? Well, that is the same sensation that you experience when you see "Eli and Jane," the clever show that is soon to be here. It is a laughing, bubbling, pure, heart-and-home story. When the curtain drops on the last act you feel as though you had been refreshed by a drink of good, cool spring water. Harry Green, in the title role, is enough to insure a good performance. At the Schick, February 24.

MARRIED.

On last Wednesday evening, in a car in front of the Armstrong residence, Nick Alley, of Hale Center, and Miss Ada Knight, of this place, Rev. Kidd officiating, Mr. Alley is a prominent land owner of Hale County, and a popular young man in general. Miss Knight is the daughter of W. B. Knight, our pioneer real estate man. She is one of the society favorites of Plainview, and is considered one of the most beautiful "daughters of the Plains."

Ralph C. Ely, of Deming, said the other day that the highest prosperity of New Mexico is going to come from pumping for irrigation, and Ralph is right about it.—Roswell Register-Tribune.

Red Letter, Sunday School and Reference Bibles at DUNCAN'S PHARMACY.

The Herald for Job Printing.

Some Real Bargains

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

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

Otus Reeves Realty Co. Plainview, Hale Co. Texas

POULTRY POINTERS.

Make your plans to reduce the great loss in the high mortality of little chicks. Much of this could be saved if careful plans are made in advance.

The surplus cockerels should be promptly disposed of, and their board bill saved. It is poor economy to feed fowls that are not needed in the poultry yard.

Nests should be convenient and kept in a sanitary and attractive condition. You can not expect hens to lay in nests that are unsanitary and repulsive.

It is a good plan to remember when planting watermelons and cantaloupes that fowls relish them as well as pigs. Plant melons liberally, so the fowls may share these luxuries.

Early-hatched chickens are usually more profitable than those hatched later on. Everything should be ready for the early spring hatch. Much can be saved by beginning early.

Small grain, such as wheat, oats, rye, barley and rice, are relished by fowls from the time they germinate until harvested. In winter, when food is scarce, it is a good plan to have grain in the bin and grain plants growing for green food.

When it is remembered that eggs replace meat in the diet, contributing as they do to support energy, blood, bone, muscle etc., they should have an important place on our tables. Do not sell eggs and buy high-priced cuts of meat.

Raising poultry is a good method of utilizing high-priced land at a profit. There are very few lines of agriculture that produce as much on a small area as can be made with fowls. But without intelligence and care poultry will not be profitable.

In teaching agriculture in the public schools, teachers should remember that poultry husbandry interests most children, and it should be treated at the proper time. A live teacher can find much in poultry raising that can be taught in the schools.

Feeding is one of the important items in raising fowls. Those who produce food for their fowls do not have so much difficulty in getting

profits. It is a good plan to grow all the feed possible on the farm, if poultry raising is one of the features.

Now is the time to begin your record of the fowls for 1911. Those who kept a record last year have found much assistance for the work this year. It does not take much time to make these entries, and the information is of inestimable value to poultry raisers. Try it this year.

Two sex (hermaphrodite) birds are not common, but occasionally one is found. A case was reported at the Maine station in 1908. The bird resembled the female of that breed, which was Plymouth Rock, in color and bodily shape; the head and neck, comb and wattles indicated a young cock.

Poultry and truck is a good combination, where one is situated near a good market. But pains must be taken to keep the fowls in and the garden out, or the garden in and the fowls out. Fowls and vegetables do not thrive well together—at least, the latter do not—when under the same enclosure.

The skimmed milk is hardly less profitable when fed to fowls than when given to pigs and calves. Clean, fresh milk is relished by young chicks, and it furnishes protein, that essential element which produces growth of bone, muscle, feathers, eggs, etc. Divide the skimmed milk among the pigs, calves and fowls.—Farm and Ranch.

TEXAS TAKES THE LEAD.

Washington, D. C., Feb. 9.—The details of the Agricultural Census for 1910 has not been completed, but sufficient progress has been made in compiling the report to justify the conclusion that Texas will lead in per cent of increase in the number of farms in 1910 over 1900. This is the item that has been disappointing to a great many of the older agricultural states, and as farm production is Uncle Sam's test of prosperity it is regarded her as one of the most important classifications that will be developed by the present statistics. Of the states so far reporting, Illinois leads, with an increase of five per cent, and the other states line up with lesser figures. Throughout the entire country, the report shows an alarming shift of population from the rural districts to the cities, but no such

unrest exists among the Texas farmers. In Texas they have the fellowship which the big-hearted cowboy left as a heritage to the country, and the pioneer hospitality which made the lives of Sam Houston and Stephen F. Austin illustrious predominates throughout the rural districts, and is one of the charming features of farm life.

In 1900 Texas had 286,654 farms, valued at \$966,237,083, but the immigration agent has been bringing farmers to Texas, by train loads, and the showing that the State will make in the number of farms in 1910 will be a pleasant surprise to all Texans.

The total population increase of the State was 27.8 per cent, and a reliable forecast is made that Texas farms will show at least 12 per cent increase.

SEES WITH ARTIFICIAL EYES.

Boston, Mass., Feb. 7.—A remarkable operation, said to be the first of its kind, has restored the eyesight of Dr. William Copley Winslow, noted as an archeologist, historical writer and formerly an Episcopal minister.

In place of the natural lenses of the eye he now has glass lenses, which perform the functions of the natural lenses that the surgeons removed.

Four years ago Dr. Winslow's sight failed, and cataracts were found to be forming over the eyes. These continued until he was blind.

Dr. Frederick Spaulding, a specialist, operated upon him. The cataracts and the lenses of the eye were removed. Then there was substituted the glass lenses, which flash to the brain the pictures upon which the eye rests. Without the glass lenses there is nothing but a glare of light. The operation, remarkable as it is, is more so when it is considered that Dr. Winslow is 71 year old. Dr. Winslow pointed out objects on the Charles River that could not be distinguished by persons who talked with him.

NOTICE TO FARMERS.

Being interested in the growing of cotton in the Plainview country, and for the benefit of those desiring to plant same, will say I have secured a quantity of select Rouden Big-Boll Seed from the first ginning, grown in the Panhandle, sufficient to plant about 400 acres. Will offer for sale only to farmers for planting purposes. For prices, etc., see

OTUS REEVES REALTY CO., Plainview, Texas.

W. B. HALE Phone 346 W. A. INSKEEP

The Better Tailors

Successors to Waller's Tailor Shop

We are Agents for

A. E. ANDERSON

Works Brothers Tailors
The City Tailors
Washington Tailors
and the Famous Custom
Standard Tailors

Tailored Suits from \$12.00 to \$60.00

WE

Do Cleaning and pressing
Do Hat cleaning and blocking
Do Dyeing—any color
Do First-class altering
Make Clothes for ladies
Make Clothes for gentlemen

Wofford Building over Surprise Store. - - - Plainview

NOTICE—SHERIFF'S SALE.

THE STATE OF TEXAS,
County of Hale.

By virtue of an Order of Sale, issued out of the Honorable District Court of Hale County, on the 6th day of February, A. D. 1911, by the Clerk thereof, in the case of R. H. Wilkin versus W. W. Goodman et al., No. 537, and to me, as Sheriff, directed and delivered, I will proceed to sell for cash, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in March, A. D. 1911, it being the 7th day of said month, before the Court House door of said Hale County, in the Town of Plainview, the following described property, to-wit:

In Hale County, Texas, and known as the J. H. Williams Survey, and described by metes and bounds as follows: Beginning at the S. E. corner of the J. H. Bryan homestead survey; thence west 1,016 varas; thence south 478 varas; thence east 950 varas; thence south 950 varas; thence east 66 varas; thence north 1,426 varas, to the place of beginning, levied on as the property of W. W. Goodman and Early Van Deventer, to satisfy a judgment amounting to \$3,891.80, in favor of R. H. Wilkin, and costs of suit.

GIVEN UNDER MY HAND, this 7th day of February, A. D. 1911.
G. A. LONDON,
Sheriff.

NEEDFUL KNOWLEDGE.

Plainview People Should Learn to Detect the Approach of Disease.

The symptoms of kidney trouble are so unmistakable that they leave no ground for doubt. Sick kidneys excrete a thick, cloudy, offensive urine, full of sediment, irregular of passage or attended by a sensation of scalding. The back aches constantly, headaches and dizzy spells may occur, and the victim is often weighed down by a feeling of languor and fatigue. Neglect these warnings and there is danger of dropsy, Bright's disease or gravel. Any one of these symptoms is warning enough to begin treating the kidneys at once. Delay often proves fatal.

You can use no better remedy than Doan's Kidney Pills. Here's Plainview proof:
Mrs. E. H. Cox, 212 West Third St., Plainview, Texas, says: "I am enthusiastic in my praise of Doan's Kid-

ney Pills, which I got over a month ago from the R. A. Long Drug Co. Since using them I have been quite free from headache, that had previously bothered me so much, and the headaches and dizzy spells have also disappeared."

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.

HOW'S THIS!

We offer One Hundred Dollars Reward for any case of Catarrh that can not be cured by Hall's Catarrh Cure.
F. J. CHENEY & CO.,
Toledo, Ohio.

We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by his firm.

WALDING, KINNAN & MARVIN,
Wholesale Druggists, Toledo, O.

Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price, 75 cents per bottle. Sold by all Druggists.

Take Hall's Family Pills for constipation.

TORTURED FOR 15 YEARS

by a cure-defying stomach trouble that baffled doctors and resisted all remedies he tried, John W. Modders, of Moddersville, Michigan, dseems doomed. He had to sell his farm and give up work. His neighbors said, "He can't live much longer." "Whatever I ate distressed me," he wrote, "till I tried Electric Bitters, which worked such wonders for me that I can now eat things that I could not take for years. It's surely a grand remedy for stomach trouble." Just as good for the liver and kidneys. Every bottle guaranteed. Only 50 cents at All Druggists.

FOR SALE.

Irrigated and non-irrigated land in the beautiful Arkansas River Valley, in Colorado. Will take part trade at cash value.

J. L. HUGHES,
Plainview, Texas.
In J. A. Price's Land Office.

WIFE GOT TIP-TOP ADVICE.

"My wife wanted me to take our boy to the doctor to cure an ugly boil," writes D. Frankel, of Stroud, Okla. "I said 'Put Bucklen's Arnica Salve on it.' She did so, and it cured the boil in a short time." Quickest healer of Burns, Scalds, Cuts, Corns, Bruises, Sprains, Swellings. Best Pile cure on earth. Try it. Only 25 cents at All Druggists.

LIFE SAVED AT DEATH'S DOOR.

"I never felt so near my grave," writes W. R. Patterson, of Wellington, Texas, "as when a frightful cough and lung trouble pulled me down to 100 pounds, in spite of doctor's treatment for two years. My father, mother and two sisters died of consumption, and that I am alive today is due solely to Dr. King's New Discovery, which completely cured me. Now I weigh 187 pounds, and have been well and strong for years." Quick, safe, sure, it's the best remedy on earth for coughs, colds, lagrippe, asthma, croup and all throat and lung troubles. 50 cents and \$1.00. Trial bottle free. Guaranteed by All Druggists.

NOTICE.

Plainview, Texas, Jan. 30, 1911.
Because of recent court decisions and the ruling of the Comptroller of the Currency of the United States, to the effect that the officers of National Banks are personally liable for overdrafts granted by them, we, the undersigned banks of Plainview, Texas, have determined that on and after March 1, 1911, we will permit no overdrafts in any form. This is for the purpose of notifying our customers, in order that they may govern their future business accordingly.

FIRST NATIONAL BANK,
By J. H. SLATON, Cashier.
CITIZENS' NATIONAL BANK,
By E. B. HUGHES, Cashier.
THIRD NATIONAL BANK,
By H. M. BURCH, Cashier.

FEED FOR SALE.

Millet Hay, 50 cents per bale; Maize Head Chops, \$1.60 per hundredweight.
J. F. EDMONSON,
At Plainview Barn.



A Page for Farmers and Stock Raisers

SUGAR BEETS ARE PROFITABLE

CROP DIVERSIFICATION SHOULD COME TO INCLUDE THEM.

Past and Present Experience Here Shows That They Flourish in the Plains Country.

The following is a part of a speech, taken from the Roswell Register-Tribune, made by Major Aaron Gove at the National Irrigation Congress held at Pueblo, Colorado, September 26-30, 1910:

"From the beginning, eighteen years ago, the annual records of the National Irrigation congresses are replete with how to grow sugar beets ample to provide for home consumption of sugar. Sugar beet culture has been one of the cherished projects of this congress.

"Continental Europe has taught the lesson that the temperate zone need not be dependent upon the tropics for sugar.

"From the first beet fields in the desert has grown an output of approximately half a million tons of sugar. Today 420,000 acres of growing beets can be seen about the homes of the American farmers, the greater part of which are in the arid West, made possible and profitable by irrigation—the irrigation that this congress, by its organization and constitution, has so formidably and intelligently encouraged and promoted. Representatives of the beet industry have participated in the helpful proceedings and materially prospered by the instruction and encouragement received at the annual meetings of the congress, now the most potent organization existing for the promotion and furtherance of farming under irrigation.

"A million dollars a day, the cost of sugar to the American people each working day, is intimation of the magnitude of this product—three times as much as we pay for silk and silk goods manufactures, carriage and wagon factories, and cordage and twine factories.

"The remarkable growth of the sugar tooth scarcely is realized. The \$2 pounds per capita is but a milestone in its progress.

"Sugar from the beet became a factor in the commercial world when Napoleon, in 1811, offered \$250,000 in prizes for the successful growers, and otherwise encouraged the industry.

"The United States is now, with the blessing of irrigation, in the infancy of the industry, with a promising future, with proper governmental encouragement.

"Rarely in a Western community can be found capital adequate for factory investment, but so far outside capital has responded. Few of the sixty-eight American factories have been built with home money. The West is not asking as to the character of that money; it seeks not to discover tainted money; what is offered it accepts; it rejoices at the establishment of a beet factory, reserving always the ultimate control of the enterprise.

"A beet field, of one acre, with a two-pound beet each in its own place, gives a product exceeding forty tons. While such an outcome can not be anticipated, scores of instances can be given showing what has been accomplished.

"For illustration: I have selected from a list of growers near Longmont, Colorado, one season's report of six farmers, as follows:

Acres	Tons		Gross Earnings	
	per acre	per acre	per acre	per acre
7	22.34		\$111.70	
37	32.07		\$110.35	
12	23.98		\$119.90	
11	21.58		\$107.90	
10	24.71		\$123.55	
6	27.41		\$137.00	

"Western Kansas has a 1,200-ton beet sugar factory. Mr. F., a grower, the first season raised forty acres of beets, averaging more than eighteen tons per acre. At a fair estimate, plowing, planting, weeding, thinning, topping and hauling cost him \$40 an acre. He received \$5.00 per ton for his beets.

"The unoccupied field for sugar production is well before us."

POSTAL SAVINGS BANKS.

British postal savings banks pay 2-1-2 per cent interest on deposits, and have over eleven million depositors—roughly, one to four of the population—with eight hundred million dollars to their credit. When the interest on government bonds was 2-3-4 per cent the postal banks showed profit. Since bond interest was reduced to 2-1-2 per cent—the same rate paid depositors—they have, of course, operated at a loss.

French postal savings banks pay 2-1-2 per cent interest on deposits and have five million depositors, with about three hundred million dollars to their credit. They are operated at a profit. The postal savings banks of Italy also have five million depositors, with about three hundred million dollars to their credit. They pay a little over 2 per cent on deposits, and show a good profit after deducting over a million dollars a year of income tax. Postal savings banks in Belgium pay 3 per cent on small deposits and 2 per cent on larger accounts. They have two million depositors, with a hundred and forty million dollars to their credit, and are operated at a profit. In England and France the annual cost of administration is a little less than one-half of one per cent of the amount on deposit; in Belgium it is a little more; in Italy only one-quarter of 1 per cent.

From a bulletin recently issued by the National Monetary Commission, statistics for other countries might be all, however, to the same general effects. There are over forty million depositors in all postal savings banks—mainly working people, for whom perfect security and convenience of access to a depository are the great inducements to save. To take care of their savings cost nothing, except in England, where the deficit is due to the interest on the government debt. Such, briefly, is the world's experience in the system which is now being established in this country.—Saturday Evening Post.

MARKETING FARM PRODUCE.

At their next meeting, which will be on the first Saturday in March, the farmers of the Plainview country should discuss co-operation in marketing the produce from the farm.

Plainview parties tell us that they will guarantee a market for all the melons, cantaloupes, etc., that the farmers will raise. There are plans on foot for a cold storage, to accommodate the farmers, and as fast as feed cars can be filled they will be hied away to the best markets, filled with the perishable productions of the farm.

J. F. Garrison is one of the men talking this project, and the farmers should have him at their next regular monthly meeting, to expatiate on his plans.

GOOD SEED.

The wars that have made the map of the world and changed the course of civilization have been decided not by strength and valor so much as by which of the two sides engaged in the struggle had the better weapons. The superiority of the white races over all others has largely been due to the fact that they had better gun-powder and guns that could shoot further than their opponents.

The farmer who gets a living from the soil is in a continual warfare with the elements, with insect pests, with the soil, and with fluctuating markets. In his fight he needs the best weapons he can get.

Would you expect a man to shoot an enemy if his powder were wet? Yet, in his fight for a living many a farmer is using "wet powder." By that we mean seed that is inferior or damaged or lacking in vitality.

Good seed commands a high price. Why? Because good seed means larger crops. Half the struggle to get a yield from land to make a living is dependent on whether the seed planted is the right kind. A man can not plant thistles and gather figs. No more can he plant trash and expect a crop.

The scientists tell us we should improve our seed. That is true; but what is a man to do while the improving is in progress? Ten years is a short time to develop a good strain of cotton or seed corn. Does the average farmer have time to do it?

Is it not economy and wisdom to avail one's self of the long and patient work of men who make a specialty of producing better seed, to buy of their product, and so get on an equal footing with them in respect to yields? The farmer can't exercise too much care in the choice of his seed. Buy only from reputable dealers, and so avoid seed that may be mixed with the Russian thistle and other pests.—The Truck Farmer.

REASONS FOR POULTRY RAISING.

There are eight good reasons why poultry should be raised on every farm in Texas, and in these eight reasons there is not included the one that there is a big demand for poultry products, which are of our most valuable food products. The eight reasons follow:

1. Because he may by their means convert a great deal of the waste of the farm into money in the shape of eggs and chickens for market.
2. Because, with intelligent management, they will be an all-year revenue producer, with the exception of the moulting season.
3. Because the manure from the poultry house will make valuable compost for use either in vegetable garden or orchard. The birds themselves, if allowed to run in plum or apple orchard, will destroy all injurious insect life.
4. Because, while cereals and fruits can be successfully grown in certain sections, poultry can be grown in all parts of the country.
5. Because poultry raising is an employment in which the farmer's wife and daughters may engage, and leave the farmer free to attend to other departments.
6. Because it will bring him the best results in the shape of fresh-laid eggs during the winter season, when the farmer has the most time on his hands.
7. Because the poultry will yield him a quicker return for the capital invested than any other branch of agriculture.
8. Because to start poultry raising on the farm requires little capital.—Fort Worth Star Telegram.

HOGS FINISHED ON MAIZE.

They are raising hogs in Floyd county, away out yonder not a great distance east of the New Mexico line; and they are good hogs at that. And there is one important thing in connection with hog raising in Floyd County, and that is, that tiptop porkers are finished for the butcher without a grain of corn. The Lockney Beacon tells of a hog sale at Lockney that is interesting. It says:

"Mr. J. F. Connor, who lives sixteen miles east of Lockney, was on the market here the latter part of last week with some fine pigs.

"He sold twenty that were six months old that averaged 200 pounds. These pigs never saw an ear of corn, and were fattened on maize. They were the Poland-China and Berkshire. These hogs are said to have been the prettiest lot of porkers sold in Lockney this season, all of which goes to prove that the Lockney country is, indeed, the greatest hog-raising country in the State.—Fort Worth Star-Telegram.

Call 72 when in need of printing.

SUCCESSFUL FARMER SPEAKS.

Lockney Farmer and Stockman Tells How He Does It.

Mr. W. C. Watson, a representative farmer of the Lockney country, was in to see us last Saturday, and had The Beacon sent to Van Augustine for a few weeks, where he has gone with a car of mules.

While in the office, Mr. Watson stated that \$50,000 worth of Floyd County mules were sold during 1910, and the good work continues.

Mr. Watson thinks the Plains country is an ideal stock country, and says that if our farmers will raise a good crop of mules each year it would be a paying crop. He thinks that farmers should plant just enough cotton for their families to conveniently gather, then plant maize and kaffir corn, and, besides mules, raise hogs for the market.

"This is the greatest country on earth," said Mr. Watson, "if the people will diversify and take advantage of our wonderful resources. This country is not a one-crop country, but a half dozen crops can be raised successfully."

Speaking of stock raising, Mr. Watson says that the farmers of the Plains country should fix to take care of their stock in the winter time, and, instead of having them standing on the south side of the North star, they should build warm barns and house their stock when blizzards come. The stock would not only do better, but would be a saving in feed.

In the matter of farming, Mr. Watson thinks more attention should be given to the preparation of the ground. The ground should be broke thoroughly and rebroke before planting, and thereby getting same in shape to receive rain when it comes.

He thinks discing is the best way to prepare the ground. He says he has seen wonderful demonstration of this plan right here in Floyd County. He tells of a party who prepared a piece of ground for alfalfa planting, but rain was too late in coming for planting, and it was planted in other crops. This piece of land produced twice as much as any other piece of ground he put in. This ground was disc and rediced, then harrowed thoroughly, and was in a fine condition for cultivation when the rains came, and he attributes the fact as the reason of the bountiful crop gathered from this piece of land which was originally prepared and intended for alfalfa.

Summing up farming, he says that if the farmers would expend the same amount of labor in land preparation and cultivation as is expended in the black-land section of North Texas, they would see a vast difference when harvest time came.

Mr. Watson, while he has been here only three or four years, is enthusiastic about this country, and says the time is not far distant when Floyd County land will be selling for from \$100 to \$200 per acre, and we think he is about right.—Lockney Beacon.

SUCCESSFUL WHEAT GROWING.

Mr. W. L. Cox, who lives nine miles west of Lockney, is reputed to be the most successful wheat grower of this section of the Plains. He has four hundred acres in wheat this year, and it is all in fine condition and is growing nicely. It is about hand high, and as green as a spring meadow.

Mr. Cox has one hundred acres in this planting that has received special cultivation, and this is the best wheat he has, and any one passing the farm can tell the difference.

On this one-hundred-acre field, the land was cultivated two years before planting. The land was sodded year before last; then, last year, it was rebroke, to keep down vegetation, and last fall it was planted.

Mr. Cox is from Oklahoma, and it is said that he raised wheat in that state when every one else failed.—Lockney Beacon.

[Editor's Note.—The Beacon man would confer a favor on the entire Plains country if he would interview Mr. Cox on his successful methods of wheat raising and publish same, that exchanges may copy. An interview with the only man who could raise wheat in Oklahoma during a bad year would, indeed, be a prize story.]

HIGH-PRICED STEERS.

Last week we spoke of a sale of a bunch of steers—coming two's—that brought \$29 per head. Last Saturday Rev. G. R. Fort sold sixty-eight head of coming two's, to a Hereford buyer, for \$37 around. These steers cost \$13 last summer, and have not been fed a great deal. They had the use of a stalk field and straw stack. They are out of a Ples Skeen herd of registered Herefords, and are in fine shape. This is the highest price paid in the Panhandle, so far as we know, for this aged steers, but they are worth the money.—Briscoe County Herald.

ORCHARD AND GARDEN.

If it is possible to irrigate the garden, make your plans to take care of the vegetables through the drouth of summer. A small area with irrigation will supply your wants when the drouth has destroyed general crops.

Such small fruits as strawberries, blackberries, raspberries, grapes, etc., are relished and contribute much to the health and enjoyment of the family. If you do not have an abundance of these fruits in season, set the plants this spring.

A good garden, in which is grown plenty of wholesome vegetables for the family, will be a good financial investment for you this year. Your rotation plan will be unsatisfactory if you do not include the garden in your farm operations.

This is a good time to set shade trees on the school grounds. Ask the teacher to announce that the pupils will be assisted by the entire community in planting trees. Let every one take part in beautifying the school grounds with trees.

Make ample provision for sweet potatoes. There are few crops that pay better for the labor and capital used in producing them than sweet potatoes. Every home ought to have plenty for the family table, and a surplus can be marketed at a good profit.

Let us hear from you in regard to your garden plan. It will soon be time to begin the plan you have made, and it would be a charitable act to tell others what you expect to grow and the general plan of your garden. Your originality should benefit others as well as yourself.

Pretty flowers contribute much to our contentment and happiness, and should have our careful time and attention. The people in the home are often estimated according to the flowers and ornamental plants around the home. Do not, under any circumstances, neglect the flowers this spring.

We are especially anxious to have letters from girls and young ladies upon growing flowers. What flowers do you grow, how do you grow them, and what benefits do you derive from floriculture? We want to hear from you upon these and any other subjects that appeal to you. You can help us place these facts before others.—Farm and Ranch.

The Herald for Visiting Cards.

HOG RAISING IN PANHANDLE

THE PLAINS COUNTRY IS CLASSED AS PANHANDLE, TOO.

Fort Worth Market Places Panhandle Hogs at Top of Texas List.

The Panhandle is rapidly forging to the front as the leading hog-raising section of the State. Both in the quantity and quality of hogs being grown in this section, the Panhandle is rapidly becoming recognized as a banner hog country. The following dispatch to The Dallas News, of recent date, from Fort Worth, indicates the standing of the Panhandle in "hog circles:"

"During the week a total of 229 car loads of hogs arrived for this market. Of that number, 154 were from Texas, 69 from Oklahoma and six from Louisiana. East and Central Texas were represented by 61 shipments; North Texas and the Panhandle country by 43 car loads; South and Southeast Texas contributed 34 car loads, and West Texas closed up the gap with 16 consignments. A detailed statement gives these figures: Panhandle, 15 car loads; North Texas, 17; Northeast Texas, 6; Northwest Texas, 5; East Texas, 29; Central Texas, 32; South Texas, 16; Southeast Texas, 10; Southwest Texas; 8, and West Texas, 16.

"The packing house people regard this as a gratifying answer to the request to 'plant hogs' urged to the farmers of the State, urged by the press of the State, and evidently headed by the farmers of the State.

"Another new field in hog raising that has grown to be one of much importance is the Texas Panhandle. The idea of raising hogs there six or eight years ago was not entertained. Now the shipments are fair in volume, and it is a most common thing for the Panhandle hogs to top the market. In fact, the Panhandle hogs are in a class by themselves, and sell at the top or right around the highest prices paid on the yard, and class up with the Oklahoma hog, and sometimes exceed them in value."

An old man once said: "Start a man down hill and everything seems to be greased for the occasion." While this seems to be true, the reverse is also equally true. As soon as it became known that Hale County had plenty of water for irrigating purposes, tilling factories, beet sugar makers, oil mills and other industries came knocking at our doors.

NOTICE

Have purchased the horses and equipment of the Plainview Livery Barn and moved the same to the O K Livery Barn, east of the public square, and will conduct a Livery Business at that place

Also I have a fresh car of Colorado mares for sale or to exchange for mules or good bankable paper. Everything sold on a positive guarantee to be as represented

The Livery business will be conducted by Mr. Geo. Gibson, who will give you the best service possible. We will appreciate your business

J. L. DORSETT

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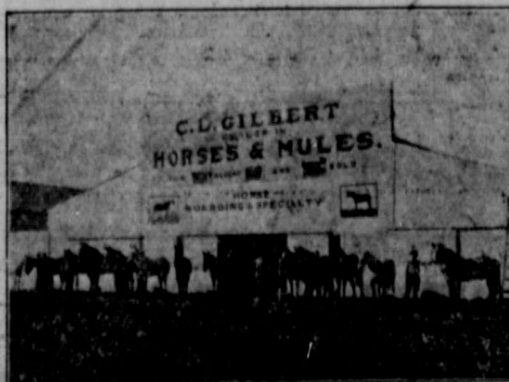
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The Hale County Herald

TOM SHAFER, Publisher
Z. E. BLACK, Editor

Phones—Business Office, 72; Manager's Residence, 14

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NOTICE.

All announcements of any church pertaining to services are welcome 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.

Subscription Price One Dollar Per Year
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PLAINVIEW—ITS PROGRESS, PAST AND PRESENT.

THE HISTORY OF PLAINVIEW naturally and necessarily begins with its establishment, which was about 1887, at which time the county was unorganized. The following year the county, which had previously to this time been attached to Crosby County for judicial purposes, was organized.

From its earliest history, which antedates the coming of the railroad by twenty years, Plainview was one of the biggest and best inland towns in Texas, or, for that matter, anywhere in the great West. It had big mercantile establishments and drew an immense volume of business from all parts of the country surrounding it for many miles.

Not only has Plainview always occupied a most enviable position as a business point, but it has been equally famed for its moral atmosphere, for the high class of its citizenship, for its progressiveness and hospitality, and, especially, for its deep, broad interest in schools, churches and in all things tending to the moral and intellectual benefit of its citizenship.

The railroad was completed into Plainview on the first day of January, 1907, an event that was celebrated by one of the biggest barbecues and celebrations that had ever taken place in Western Texas up to that date, being attended not only by people for a distance of more than a hundred miles around Plainview, but by many people from other parts of the United States. This event meant not only a great deal for Plainview, which had previous to this time been sixty-five miles from the nearest railroad point, but was an event of no small concern to people in other part of the South Plains, who had been removed from railroad facilities by distances ranging from one hundred to one hundred and twenty miles. It was from the completion of the road into Plainview that the real history of South Plains development begins, and it was also the real beginning of Plainview's present greatness.

The coming of the road made Plainview the distributing point and railroad center of a scope of magnificent country, embracing a territory of many hundred square miles. Plainview thus secured a lead as a commercial center that it has since maintained, and the supremacy of which no one denies or doubts.

From its very inception Plainview has occupied a position of solidity, and this has been strengthened by each passing year. Perhaps no town of equal size has such a solid foundation of excellent history in the matter of progress and stability. No town in the country has been more fortunate in the matter of continued and uninterrupted prosperity. In no town have business men been more uniformly prosperous, and in no town in the United States have there been fewer business failures for the same number of years. In this particular the town stands at the head of the list, according to the commercial agencies, and no one thing could be cited as stronger evidence of the industrial conditions of this section of country. It likewise substantiates the claim as to Plainview having always been upon a most solid and secure basis in business and industrial matters.

The city was incorporated in April, 1907, the incorporation embracing an area of 1,152 acres, with a population of 1,090, this being the smallest but most densely populated area of any incorporated town in Texas. The first officers elected were composed of the most substantial men in the town, and they proceeded immediately to the creation of such laws and city regulations as would result in wholesome benefit to the town. Among the first things done was the passing of a fire limit ordinance, which prevented the erection of shacks and fire-traps within the business districts. They also passed a stock law, and did everything possible to insure the beautifying and material benefit of the town.

The first bond election was for the purpose of installing a sewage and water works system, was for forty-eight thousand dollars, was held in 1908 and was carried by an almost unanimous vote, only three votes being cast in opposition to it.

Water works and sewage were immediately installed, and, as a result, Plainview now has one of the best water works and sewage systems in the State. Two wells, pumping station, a reinforced concrete reservoir with a capacity of one hundred and fifty thousand gallons, and an elevated tank with a capacity of thirty-five thousand gallons, this elevated tower being exclusively for domestic purposes. For fire purposes the town is provided with a fire pump with a capacity of seven hundred and fifty gallons per minute, giving direct pressure from the storage reservoir.

All engineers who have inspected the Plainview water works system state that Plainview has gotten more for its money than any other town in Texas.

The town is provided with eleven miles of sewage mains, giving ample connections and service to the residence and business portions of the city, these mains emptying into a septic tank, located one mile south of the city. Plainview's sanitary conditions are strictly the very best, being second to that of no town in the State, a fact which, coupled with our naturally healthy conditions, makes sickness a thing almost unknown, in so far as local causes are concerned.

The second issue of bonds was voted in April, 1910, the issue being for ten thousand dollars for the erection of a city hall, and the proposition carried by a practically unanimous vote. The city hall, a most beautiful building, is now under construction, and will be completed within the next sixty days.

or by the 15th of April.

Not only has the city been busy and judicious in the matter of public utility matters, but even as much can be said in the matter of public schools. There have been two bond elections for school-building purposes, the total bonds voted and issued aggregating fifty thousand dollars, as a result of which Plainview now has two of the best brick high school buildings in the country.

The county commissioners were not asleep during this time, but ordered an election for \$75,000 for the erection of a court house and jail. The bond election carried, the court house is now under construction, and within the next two months Plainview will have one of the most beautiful and commodious buildings of this kind in Texas.

In addition to our excellent public schools, we now have two big denominational colleges. The Wayland Baptist College was erected at a cost of about one hundred and thirty-five thousand dollars. This building is fire-proof throughout, has commodious dormitories, and is easily prepared to accommodate an attendance of six hundred pupils. This school occupies a campus of forty acres, one mile west of town.

The Seth Ward Methodist College occupies a half section of land one mile and a half north of town, the entire property being valued at more than two hundred thousand dollars. This school can easily accommodate an attendance of five hundred.

Both these schools have a large attendance. The town has nine church buildings, and two others are soon to be erected. The Baptists have two church buildings, both good structures. The Christians have a church erected at a cost of eighteen thousand dollars. The Southern Methodists have one of the finest churches in Texas, erected at a cost of sixty-five thousand dollars. The Northern Methodists also have an elegant church building. The Presbyterians have two nice church buildings. The Pentecostal and Nazarene Churches each have good, new buildings. And the Catholics and Episcopalians both have regular services here, and both are arranging and will soon begin the erection of fine church buildings.

All secret orders are well represented here, not only in membership but in the matter of activity. The Masonic lodge owns its building and lot, and is arranging to erect a fine building on its property. The Elks also have a strong lodge here, and this is a matter of no passing concern, in that it is a positive index as to the population of the town, no town being granted a charter by this lodge until it can produce incontrovertible evidence that it has a population of five thousand. This order has now been organized fifteen months, has bought a lot and is going to erect a building in the near future.

Plainview has a good fire company, well provided with fire-fighting equipment, this being one of the most thorough and well-drilled fire companies in the country. A County Fair Association has been organized and an absolute lease secured on a tract of one hundred and sixty acres one mile south of town, on which will be erected all necessary buildings, a grandstand, etc., and everything made ready for a county fair and race meet the coming fall, and each fall following.

The town has an opera house, erected at a cost of forty thousand dollars, and conceded to be one of the best in the country. The Ware Hotel stands pre-eminently as the best building of its kind west of Fort Worth. It is three story, fire-proof, reinforced concrete, has seventy-five rooms, and was erected at a cost of one hundred and thirty thousand dollars.

Here the Santa Fe has one of the most beautiful and commodious passenger depots on its line, erected at a cost of thirty thousand dollars.

The town has as many miles of concrete sidewalks as any town of its size in the country, aggregating more than twenty miles.

In the spring of 1910 the Plainview Commercial Club ordered and set out ten thousand shade trees, which, together with the great number set out by individuals, assures that soon Plainview will be one of the most beautiful towns in the country. And, in this connection, much credit is due the Ladies' Civic League for the great interest and untiring efforts they have put forth in the matter of sanitation and civic attractiveness. To them is due most of the credit for the great things accomplished in these matters.

In the matter of public institutions, the town has a forty-thousand-dollar light and ice plant, a twenty-five-thousand-dollar flouring mill, a wire fence factory, for the manufacture of woven wire fence, costing \$25,000; a model steam laundry, costing \$18,000; a grain elevator, costing thirty thousand dollars; three National banks, with a combined capital of three hundred thousand dollars; an up-to-date local and long distance telephone system, and a franchise has just been granted to Illinois parties for a gas plant, to be installed at a cost of several thousand dollars. In the matter of mercantile establishments and also in the matter of business houses, no town of equal population surpasses Plainview. It is a town of strong business concerns, good business buildings and beautiful homes.

Since the coming of the railroad, just four years ago, Plainview has progressed from a town of one thousand to a town of six thousand population, from a town of wooden shacks to a town of magnificent brick and concrete business houses, and from a town of unpertaining homes to a town of beautiful residences. Always a good town, it has grown to be a model little city, and this upon a solid foundation, and for its future growth and expansion its foundation today is more solid than ever before.

JAS. R. DeLAY, Mayor of Plainview.

THE VALUE OF A COLLEGE TO A TOWN.

ONE OF THE FIRST CONSIDERATIONS with most people when seeking a location is with reference to educational advantages and church facilities and the town that offers the best in these lines, other things at all being equal, determines the future home of the most desirable citizens, and the college home to do in bringing good people to a town than the church. People will put up with poor church facilities more readily than they will with poor educational advantages. This is true even of church people, and much more so of people who affiliate with no church.

A good, first-class college has more to do with the substantial growth of a town than even good public schools, for the reason that a college course requires at least four years more than the public school, and, too, it is a great saving for people to live in a college town, as to expense and also in the

satisfaction of having the family together.

More and more families are moving to a college town in order to be together, for when there is more than one to be educated it often requires years of separation on the part of members of the family before all are graduated.

Nothing adds more to the dignity and appearance of a town than a magnificent college building and a beautiful college campus. Plainview has nothing finer to show the visitor than the beautiful college buildings of our two great colleges, Seth Ward and Wayland Baptist. These buildings are as fine as can be found in Texas, and, located in a great and growing section, are destined to become the leading colleges in all the West.

People from every section of the country will locate here for no other reason than that these colleges are located here, and, generally, people who come for the educational advantages are the best fixed financially, and make other investments, to the good of the whole community. Then, scores of students will come from abroad, and spend hundreds of dollars in the town.

Then, a college tones up the moral atmosphere and raises the ideals of the people, and this is a great gain to any town. The very sight of a college often inspires a young man or woman to get an education. When I was a small boy my father carried me to Waco, and, two miles before we reached the city, I saw a magnificent building, with tall spires, and I asked father what it was, and he said: "Baylor University; the place where young people go to college and fit themselves for life." And, as we talked about the great school, I resolved some day to graduate there. It was twenty years afterward when I graduated, but the fires kindled in my heart that day, at first sight, never died out. This can be repeated again in Hale County, and will be as the years go by.

A great college affords many diversions for the people in the way of college functions, such as musicales, entertainments, lectures and high-class sport. Nothing stirs the blood more than a great game of football. I have seen 3,000 people on the campus of Baylor rooting for the home team, with buggies and autos covered with college colors, with enthusiasm up to the boiling point, and when the big fight was over the town went into pandemonium.

With a favorable year in 1911 our two colleges will enroll 400 students in 1912. Two hundred of these will come from abroad, and, on an average, each student will spend \$50.00 for clothes, \$100.00 for board, \$15,000 for books, \$50.00 for tuition and \$35.00 for laundry, making a total of \$250.00 for each one, and a grand total for the 200 of \$50,000. This is equal to a good-sized bank every year. This is no small gain for a town of 5,000 people, and as the town and the colleges grow our income from these sources will grow.

One of the biggest assets Waco has is Baylor. The people of Dallas were wise in giving, in cash and lands, \$1,500,000 for the great Methodist university soon to be located there. Fort Worth offered 100 acres and \$500,000. Sanger Brothers, in Dallas, gave \$16,000 in cash to the college, and other business concerns gave thousands, and, in the end, will gain financially.

If a few, from a commercial standpoint, will give \$16,000 in cash to a Methodist college, it certainly must be of great value to a city, as the Jews are not given to bad bargains.

The people of Plainview ought to take great pride in their colleges and cheerfully provide means for their equipment and support, in view of the great gains to be derived therefrom.

I. E. GATES,
President Wayland Baptist College.

CONSERVATIVE COUNSEL FROM A FARMER.

PETERSBURG, Hale County, Texas, Feb. 15.—Under the general invitation to farmers and others to contribute to The Herald this week, I think it opportune at this time, when, naturally, there is more or less excitement regarding the recent discovery of abundant water here for irrigation purposes, to caution our people against "unlearning" the valuable lessons learned in the past two years, scarcely less valuable to us, as farmers, than the great discovery of this pure water.

I refer particularly to those valuable lessons we learned regarding proper preparation of the soil, before planting, and correct methods of culture, for, no matter what kind of farming we attempt, correct methods will show best results.

Here in the Petersburg country it was demonstrated by several good farmers that good crops could be produced with a minimum rainfall, without irrigation. And, no matter how much nor how little we irrigate, we will not get best results unless good methods are used.

Of course, under irrigation our ways of cultivating will be more or less changed, but, as "every-

thing can not be done in a day," we can not hope to complete enough wells to water all our lands for the next coming crop, notwithstanding many wells will be finished and used. Again, there will be many crops raised in this country in future years without irrigation, for the rainfall is sufficient. Our records of rainfall show the average to be above 22 inches. In the light of our experience last year, with proper methods, this is ample for farming in this country. Irrigation will tend to increase the fall.

Therefore, in our joy and exuberance over the discovery of this fine, pure water in such great quantities, let us not forget we will still need conservation and intelligent efforts on these fine farms, and that diversification of crops and "living at home," instead of out of paper bags, is the farmers' surest road to success.

The discovery of this water for irrigation, when necessary, will prove to be more beneficial to this country than anything which has preceded it. It is better than new railroads—several of them—and yet it will bring the railroads. They are already pointed this way, some of them are not far away, and they want to come. They are coming anyway, and this will accelerate their movements. We can now furnish them ample tonnage and passenger traffic, and that is what attracts railroads. They will come soon. As we already have railroad facilities, we are not suffering particularly from this source. It is pleasing to note that the great Santa Fe is showing evidence that it intends to do its full part toward the early settlement and advancement of our country.

But let us as farmers and citizens, use discretion and conservatism in all things, learn what we can regarding proper preparation of the soil, planting and culture, and not become excited nor forget what we have already learned.

J. W. BRADFORD, Farmer.

CONCERNING SANITARY CONDITIONS IN PLAINVIEW.

WE WERE ASKED by the Chief Pencil Pusher of The Hale County Herald to write a short article on the above subject.

We have at present one of the very best sewer systems that can be found in the State, being constructed modernly in every sense of the word, and with a septic tank, for the purification of the sewerage which is said to be the best that there is known at the present time.

We have at present the brightest prospects for a clean city of any town on the Plains, and to give an idea of what the sewer system has done for Plainview I give the following figures, so that one can see that it has paid us to clean up, and we expect to do more of it by the time that the summer is here:

On the 28th day of July, 1909, (without a sewer system) we had about 38 cases of typhoid fever in Plainview. On the same date the following year (with the sewer system) we had three cases of typhoid fever. I did not take the pains to look the matter up for the whole year, but I am sure that we did not have, during the whole year, more than one-half as much fever as we did by the 28th day of July, 1909. Now, if it was not the connecting to the city's sanitary sewers that called a halt on this terrible monster, what was it?

We have at present about 200 closet connections, and more are being made every day, and we hope, ere the first of July reaches us, to have at least 100 more. And just think of ridding a little town the size of Plainview of 300 nasty, dirty, filthy, up-ground closets, which are not only a public nuisance but a menace to common decency!

We have, at present, more than 100 people here who are in quest of health, and if we will only keep pushing for the next year as we have in the past year, we will have one of the cleanest towns that can be found any place; and we will all point with pride to the fact that we have ridded our little city of the great monster "Typhoid," and other kindred maladies.

Trusting that this little item will be of some consolation to those who have spent their money connecting to the sewer, and trusting that it will inspire others to connect before we have to take the compulsory step, and fine a batch of them for not attending to this matter, for I am now fully determined to have all that are within the Sewer District, as defined by that Ordinance, to connect, and do so at once, or there will be several different kinds of fun—and not so funny to some as it may seem—I am,

Respectfully,
JAS. R. HAMILTON,
City Secretary of Plainview.

IN OFFERING \$10,000 in gold prizes to the farmers of Texas for the best yields of corn and cotton secured this year, the Texas Industrial Congress has inaugurated a campaign for better cultural methods that has never before been equaled in any state in the Union.

FOR BALD HEADS.

A Treatment That Costs Nothing If It Falls.

We want you to try three large bottles of Rexall "93" Hair Tonic on our personal guarantee that the trial will not cost you a penny if it does not give you absolute satisfaction. That's proof of our faith in this remedy, and it should indisputably demonstrate that we know what we are talking about when we say that Rexall "93" Hair Tonic will grow hair on bald heads, except where baldness has been of such long duration that the roots of the hair are entirely dead, the follicles closed and grown over, and the scalp is glazed.

Remember, we are basing our statements upon what has already been accomplished by the use of Rexall "93" Hair Tonic, and we have the right to assume that what it has done for thousands of others it will do for you. In any event, you can not lose anything by giving it a trial on our liberal guarantee. Two sizes, 50 cents and \$1.00. Remember, you can obtain Rexall Remedies in this community only at our store—the Rexall Store. The Wyckoff-Willis Drug Co.

Ask your doctor about prescriptions filled at our store. DUNCAN'S PHARMACY.

Liberty for Women

We want every woman who has suffered for years from feminine complaints and disorders—who has tried numbers of so called cures without obtaining relief—to get a bottle of the new and wonderfully successful remedy.

REXALL VEGETABLE COMPOUND

That has cured thousands of women who despaired of ever regaining their health. We know just what this remedy contains, have absolute confidence in its effectiveness, and prove this by guaranteeing it. If you are a sufferer from any form of ailment peculiar to women and REXALL VEGETABLE COMPOUND does not bring you relief, come back to us with the empty bottle and we will immediately refund you your money. We don't know of any offer more fair than this.

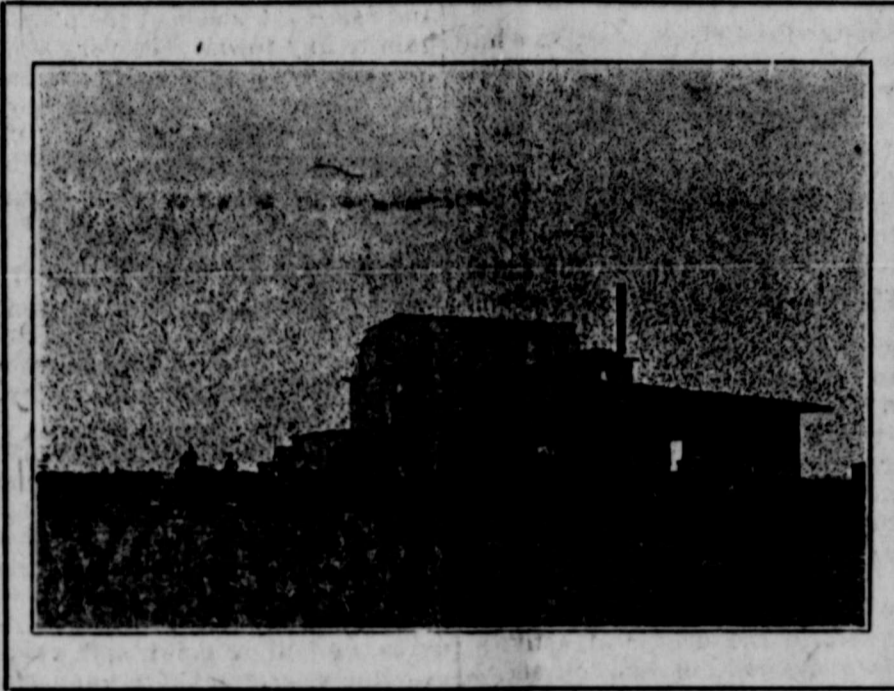
THE REXALL STORE

Wyckoff-Willis Drug Company

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The Flour of the Plains

Patronize Home Industry by using
PLAINVIEW FLOUR
the best flour



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Most Up-to-date Method
of milling

"Pride of the Plains" Flour represents a product made from the best wheat in the southwest. The most modern and up-to-date processes of cleaning and purifying and a miller thorough in every detail of the trade.

Our white corn meal is the only real fresh meal in the home market. Absolutely pure and free from pelegra. Headquarters for all kinds of feed products. Corn, corn chops, kaffir and maize chops, bran, etc. Call and see us.

Harvest Queen Mills

FAR MORE IMPORTANT THAN IRRIGATION

HOW TO BE HAPPY, THOUGH MARRIED.

I am a bachelor. Also, I am a West Texan, and, as this is a land of chivalry, I can't register any knocks against the other sex by claiming that women are the sole cause for my single condition. But every one must admit that there is some vital reason for the increasing number of divorces in the United States. Is a business man, such as myself, who has escaped the darts of Cupid in his tenderer years, and has arrived at the age of reasoning, likely to board the matrimonial wagon when the chances of a wreck to his happiness are on the increase?

Nay, nay, Pauline—and Elizabeth, too!

While the other citizens of Plainview are resting the editor by contributing articles on the irrigation proposition, the building of railroads, advantages of schools and promotion of prosperity in general, I am going to discourse on the most important subject of all—the home life. What doth it profit a man if he gain the whole world, but when he goes home at eventide the pleasant sound of the jingle in his pockets is drowned by the jangle of a wife's bitter words?

There is no one more suited to show the married folk, and the young people, too, the error of their way than the old bachelor. He views the bickerings of the benedicts and their fraus with calmly dispassionate eye. And, too, he remembers enough of his youthful love affairs to give sentiment its proper place in the scheme of married life.

"Where is the state of Matrimony? It is in the United States. It is bounded by hugging and kissing on one side and babies and cradles on the other. Its products are population, broomsticks and staying out late at night. It was discovered by Adam and Eve, while trying to discover a northwest passage out of paradise. The climate is rather sultry until you pass the tropics of housekeeping, where equally weather sets in with sufficient power to keep all hands cool as cucumbers. For the principal roads leading to this interesting state, consult the first pair of blue eyes you run against."

And a great many men are fascinated by and marry the owner of the

first gold curl that dazzles their eyes, when any old body could buy one like it for a dollar!

Two girls were talking, in confidence, the other day, and here is a scrap of their conversation:

"Phil was calling on me the other evening, and he asked me if he might have the long curl I wear hanging down the back of my neck. I, jokingly, said 'yes.' Before I knew what he was about he had taken a little pair of scissors out of his pocket and snipped it off, close to my head."

"Why, the idea! Didn't it make you furious?"

"Not for the smallest fraction of a second. I thought it was just too splendid of him that he didn't seize it and pull it off."

And there it goes! When a man is in love, his brain is in a trance, and he fancies the object of his affections ideal.

If I were a sour, crabbed bachelor I would say that the brains of most modern girls are perfume, clothes and theatre parties; their talk is absolute nonsense; their personalities are mostly kitten and a little sphinx. They think with their feelings, and their philosophy depends on whether the new dress will be ready for the dance. They are always crazy about something. Have you ever met a girl who was not misunderstood? or who was not different from all other girls? or who had not seen heaps and heaps of sorrow? The older ones are charmed by a short talk on the shortcomings of the female sex, and a little sentimentality. You can "get by" with the younger ones if you ask if they really think they are different from all other girls. Which is much worse than robbing a church!

But such talk is merely the foam on the beer. Underneath it all, we have the utmost reverence and respect for the petticoat sex. Cynicism is the child of wounded ideals, and this talk but serves to drown the groans of the cynical one. He who sneers at women learns later that their weakness is their strength.

But this is digressing from the subject.

"How to be happy, though married," seems to be a question hard to solve in Kansas City. Recent statistics show one divorce for every four marriages, and the case is nearly as serious in Fort-Worth. Other coun-

tries have only one divorce to every four hundred marriages. Eighty per cent of the divorces are obtained by women, which shows either that the men are the most unfaithful or that the women are shrewder to "catch on."

"The decay of religion" is given by Dr. Elwood, of the University of Missouri, as the reason for the increase in matrimonial infidelity. Another probable reason advanced is that of the development of individuality, self-assertion and self-interest. This spirit is antagonistic to the happy, simple, married life. It is the spirit fostered by the New Woman, the woman of the clubs and the suffragette. A number of avocations are now open to women in which they can earn a salary, making them independent of man. Consequently she is more often rebellious. God never intended that woman should vote or work in a man's position.

The increase of late marriages is another reason for unhappy wedded life. Both contracting parties have developed habits to the extent that they are loath to adapt themselves to each other's ideals.

On the other hand, the older wife meets married life, with all its illusions and dead realities, without so much "fuss and feathers." She is not so likely to weep all day if her husband forgets to kiss her as he goes to his office. She will not find pleasure in trailing her chariot over the hearts of men in order to arouse jealousy in the heart of her husband.

It's a tough proposition to deal with. Happy married life is the most important problem before America today.

Happiness in marriage must be worked for. As a lecturer says, "Marriage is a bitter-sweet, with the sweet predominating only if proper conditions are observed. Adam and Eve were the only perfect pair, and they raised Cain. Have respect for your mate's individuality. Be reasonable, and so be rare. Treat your wife for at least one day in the week just as you treated her when you were sweethearts only. There are no perfect people in the world. What avails it how high a man's family may be if he be low himself? Be satisfied with the romance of solid, sober reality, and you will be happy."

"Cupid, having grown old, has changed his name to Cupidity. But wealth can never cover up imbecility, and happiness can not be bought at

a bargain counter. And don't marry a man to reform him—if a man were not reformed he would not need to be reformed!"

A woman should never buy bargain neckties for her husband; let him know how old she is; allow him to edit her letters; expect to have the last word; tell him what her mother says; tell him he is good-looking; ask where he is going or where he has been; economize at the expense of her personal appearance; tell him everything, and thus reveal her limitations, or allow his stock of handkerchiefs or socks to get low.

A man should be something besides a husband and father, but we need more of the latter. He must be made to learn that a woman does not earn her board by living with him as his wife. Marriage, in the true sense, is the voluntary union of two loving souls. He must not be jealous. Jealousy is the product of inordinate exclusiveness, distrust and a desire for possession. The keeper of a harem is jealous. That trait is nothing to boast of.

And, if I ever "take the count," my soul's conqueror will be a woman who can "cut-up" in a culinary way, or at least oversee the kitchen force successfully.

Many a single man has been driven into marriage by eating at a restaurant, but many a married man has been driven out of marriage by having to eat in hotels and boarding houses after marriage. Seventy-one per cent of the people of the United States do not own their own homes, and this is having its effect upon the Nation. Every young man should have to furnish a health certificate, and every girl a certificate showing that she can cook and keep house. If we could teach every wife in America to be a good cook there would be a magnificent slump in the divorce business.

The world is being civilized away from common sense and happiness. The future of mankind depends more upon the proper mating of the rising generation than on any discovery that may be made in the arts and sciences.

Here is the end of the whole matter: "Are you happy, and are your wife and kids happy? If not, why not?"

A PLAINVIEW BACHELOR.

If you have Farm and City Property, or Merchandise Stocks, to sell or exchange, for results try BOSWELL & JEFFUS, Office in Stephens Bldg. 8 Late Fiction by popular authors.

FOR AGED PEOPLE.

Old Folks Should Be Careful in Their Selection of Regulative Medicine.

We have a safe, dependable and altogether ideal remedy that is particularly adapted to the requirements of aged people and persons of weak constitutions who suffer from constipation or other bowel disorders. We are so certain that it will relieve these complaints and give absolute satisfaction in every particular that we offer it with our personal guarantee that it shall cost the user nothing if it fails to substantiate our claims. This remedy is called Rexall Orderlies.

Rexall Orderlies have a soothing, healing, strengthening, tonic and regulative action upon the bowels. They remove all irritation, dryness, soreness and weakness. They restore the bowels and associate organs to more vigorous and healthy activity. They are eaten like candy, may be taken at any time without inconvenience, do not cause any griping, nausea, diarrhoea, excessive looseness, flatulence or any other disagreeable effect. Price 25 cents and 10 cents. Sold only at our store—The Rexall Store. The Wyckoff-Willis Drug Co.

LAND DEALS AT LOCKNEY.

This week Mr. J. B. Downs sold to J. S. Burnett, of Nebraska, 160 acres of land five miles south of Lockney, belonging to Lee Mitchell. The terms of the sale are private, but we learn that, while the tract sold at a bargain, it was turned at \$5 advance per acre from what it could have been bought for last year.

We understand that Mr. Burnett will not go on his land until next year. He says that quite an interest is manifested in his section about the South Plains country, and a number of people are awaiting his return to report on the condition of the Lockney country, and will come, later on, to investigate for themselves.

Speaking of irrigation, Mr. Burnett says: "I am familiar with irrigation in Colorado and other states, and I see no reason why the South Plains country should not make a success of irrigation." He was very much enthused over the prospects in this section, and returned to his home a good booster for the South Plains, and the Lockney country in particular.

We are informed that Mr. Sherbert, of Floydada, bought last week a tract of land five miles south of Lockney, adjoining the place he sold some time ago to Mr. Keys. After prospecting all over the country, he tried to buy back his home place, and, failing to make a deal, he bought a place adjoining. We welcome Mr. Sherbert back to the Lockney country.—Lockney Beacon.

MULES SHIPPED FROM TULLA.

D. P. Bennett, the mule man, is back here this week, buying another car of mules. Mr. Bennett has shipped 200 mules from Tulla since September. Other buyers and shippers have shipped about the same number from here. This represents about \$5,000 which has been distributed among our farmers in Swisher County for mules. This is a splendid country for growing mules, and many thousands of dollars' worth of them should go out of Swisher County every year.—Tulla Herald.

A COMPARISON.

Since its beginning, the Legislature of Texas has appropriated out of the general revenue for the University less than \$1,800,000. For the present biennium, at their last session, each Legislature of Wisconsin, Illinois, Michigan, Minnesota, California, and Ohio, appropriated out of the general revenue and special taxes more than \$2,000,000 for higher education.

TULLA PEOPLE MARRY.

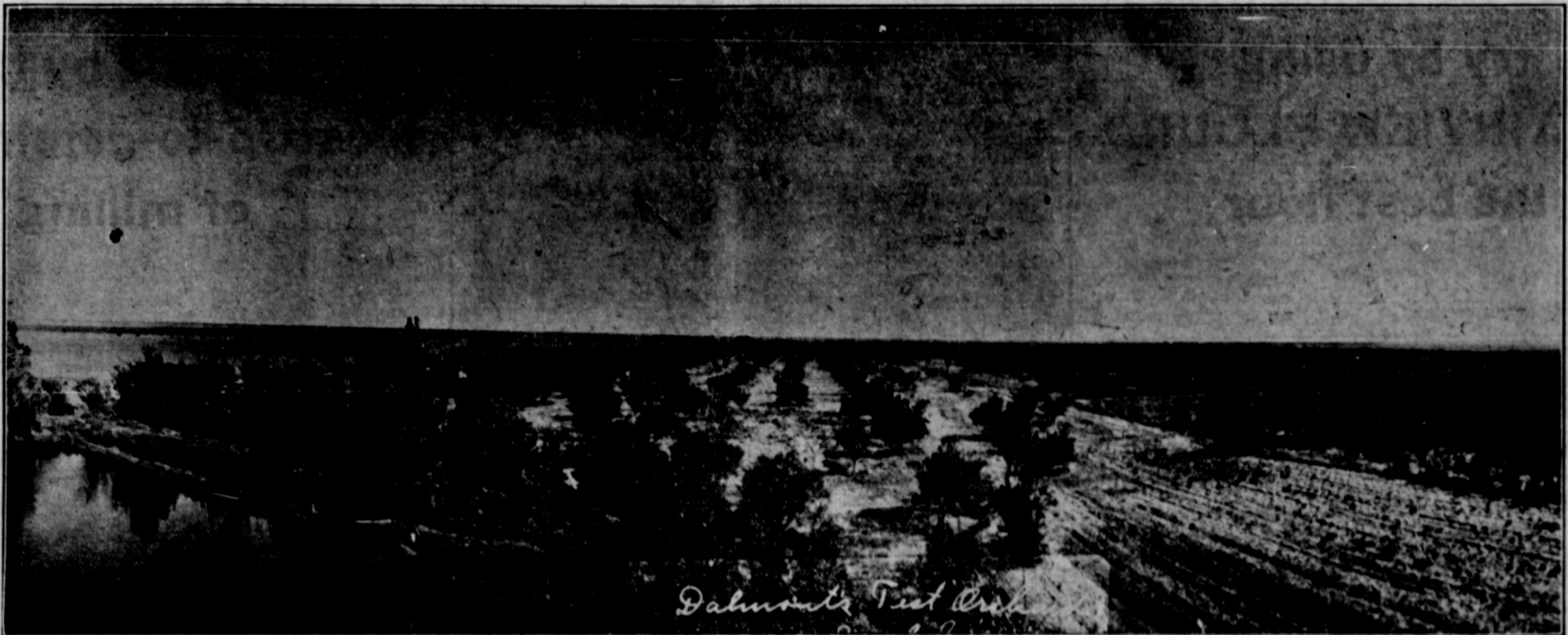
Miss Myrtle McCune and Mr. Harry Conner, both of Tulla, were united in the holy bonds of matrimony, at the home of Mr. and Mrs. J. E. McCune, the bride's parents, by Rev. Jamison, of the Methodist Church, on last Wednesday evening, at 8 o'clock.—Tulla Herald.

F. J. Dohmen, a Texan, blind from babyhood, is teaching mathematics in Harvard University. He received his education at the State Institution for the blind, the University of Texas, the University of Berlin and Harvard University. For two years he taught mathematics in the University of Texas.

65 cents per volume at DUNCAN'S PHARMACY.

Farming by Irrigation

It is the safest and surest way in the world to raise crops. Irrigated land is the most valuable--The South Plains is the only ideal section for irrigation--Cheap, because of our level areas, because irrigation is needed only at times to supplement an average normal rainfall, Profitable, because of our fertile soil and desirable climate, Practical, because of an abundance of easily utilized water.



This Plainview orchard is watered by rainfall supplemented and insured by irrigation.

Our first deep well, to a depth of 130 feet, resulted in a flow of at least 1,700 gallons a minute, or over 2,000,000 gallons per day, and the pump has run for over a week at a time without any perceptible weakening of the supply. Many other wells are being drilled in different sections of the country, and equal success has been met with. The lower strata consists of 60 feet of sand and gravel, in proportion of three parts to one of water. So, you see, we are over a mighty underground stream, flowing from the Rockies, 15 feet deep and perhaps hundreds of miles wide.

The first strata yields an abundance of water at a depth of from 40 to 60 feet, and, by the use of cheap, windmill power, it is being brought to the surface for stock, for small gardens and for orchards. With the advent of sub-irrigation, which is being installed extensively, many times larger areas may be moistened from the windmills. Until recently, the methods of sub-irrigating land have been very crude, costly and unsatisfactory, but now it can be used to great advantage. The two main advantages in sub-irrigating land are, first, to obtain an equal distribution of water to the ground; second, to admit water to the ground no faster than it can be absorbed, thus avoiding water-logging the soil, such as is sometimes encountered in the natural precipitation and in surface irrigation.

However, our shallow wells and windmills will supply water for a large tract, sub-irrigated, and at a very small expenditure, and our 2,000,000-gallon wells will irrigate sections, sub- or surface irrigation—take your choice!

The farmers in the artesian belt recently discovered in Southwest Texas are now facing ruin on account of alkali being brought to the surface in the water and burning up their crops. There is no alkali, gyp nor salt in the waters of Hale County. Thousands of gardens show it—but come and see for yourself.

A man of moderate means may put in his own well and system of irrigation, and be his own master, without having to wrangle over the question of water rights such as the farmers of other irrigated districts have to contend with.

The frozen regions of the North, where the soil lies dormant half the year, and the biting winds drive the stock to shelter and the farmer to the fireside, are quite different from the mild South Plains—a land of perpetual sunshine and many crops per year, with the drawbacks of the strong west winds of the early spring and the occasional irregularity of the rainfall, only. But the wind is the main reason why this is the most healthful region of the globe, and when our entire section is moist with irrigation no doubt the rainfall will be more regular and abundant.

There is no question but that 20 acres properly cultivated and irrigated will produce more income than 160 acres poorly tilled and not irrigated at all. There is not a country on the face of the earth that will surpass the South Plains in the production of a majority of average farm products, most of the fruits and almost every variety of truck. This has been proven time and again by the blue ribbons our products have carried away from State and National fairs.

The most optimistic dreamer can not fancy a more beautiful landscape picture than that of the South Plains country of a few years to come—when our section, broad as an empire and smoothed level by the caressing touch of its Maker, shall teem with a population of happy home-builders, working with brain and brawn to beautify it with trees, make it blossom with flowers, make its mighty bosom, pregnant with potentialities, yield a harvest of crops and fruits unexcelled by any portion of the United States or the world!

You say, "You are taking in lots of territory." Well, you don't have to believe without being shown! Come to our big Water Carnival and Irrigation Conference, February 24th and 25th, and see if you don't think we have ample foundation on which to base our statements.



out being shown! Come to our big Water Carnival and Irrigation Conference, February 24th and 25th, and see if you don't think we have ample foundation on which to base our statements.

If you want to know more of irrigation in this "Second Nile" country, write our Commercial Club secretary; Come to our Water Carnival and Irrigation Conference, or

Subscribe for the Hale County Herald!!

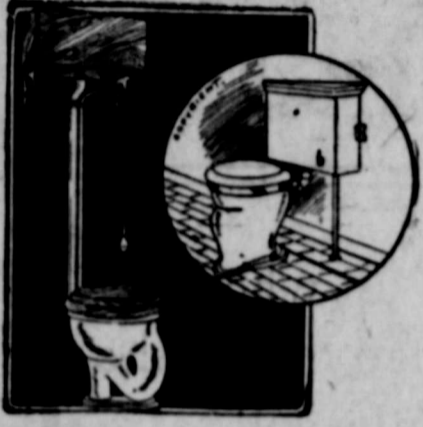
What Irrigation Means to the World

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

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



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are as requisite for health as a doctor is when you are sick. Our estimates on plumbing will prove satisfactory.

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Big Wheat Yields H. W. Campbell

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

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

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

The Campbell System for Soil Culture

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

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

TAKE A TRIP TO EUROPE. Fare is less than you can get for yourself. All troubles looked after by others—all you have to do is to "see things." Write today to MRS. W. E. ARMSTRONG, Plainview, Texas.

We can write you any kind of a bond here in the office. Call and see us. J. M. MALONE INSURANCE AGENCY.

Irrigation is almost as old as history itself. It was known and used with profit by the Egyptians. The rivers Nile, Amazon, Ganges and Danube have all furnished their quota of liquid help for man's enrichment, but never in the history of the world has irrigation received such an impetus as in recent years.

Mankind has awakened to the fact that it is better to have one's own rain, right at his door, the kind that don't drench him to the skin or soak his land so as to stop nearly all work on his farm for days and days at a time. Irrigation is the very best kind of rain, and the farmer controls it at will, without the attendant discomforts of the old-time lightning's splutter and the thunder's roar.

In Hawaii, water for irrigation purposes is lifted 600 feet, yet, notwithstanding that enormous expense, farming in that country pays 300 per cent more per acre than in Illinois, Indiana, Iowa and Kansas, and fully 1,000 more per acre than in the New England states.

The growing season is three months in Colorado, only 120 days in which to plant, cultivate and harvest one crop. The balance of the year the farmer may be up to his neck in snow, yet irrigated land in that state, that so far has never felt a plow share, is bringing \$200 and over per acre, because the adjoining land already under cultivation has demonstrated its worth.

Over most of the Northwestern states the United States Government has expended large sums of public money locating irrigation systems to bring arid lands under the plow. What would appear as high prices have been charged settlers for those same lands, and they have had hard sledding, with perhaps six months of non-producing weather, yet, with all of that, the Northwest has become one of the Nation's great storehouses, proving beyond question the value of irrigation.

It can be said without exaggeration that the South Plains offers today the most inviting field in the United States for the man who desires to farm a few acres of land under the most favorable circumstances as to climate, soil, water, market and home conditions. A farm of 10 or 20 acres here, properly tilled, will net the owner as much as the average farm of 100 or 200 acres in the Northern and Eastern states. These lands, under intensive cultivation, intelligent selection of crops and marketing of produce by the methods of co-operation practiced in California, should net the owners \$100 or more per acre annually. Orchards, vineyards and gardens of small fruits and vegetables, for supplying the home markets, for shipment in carload lots to distant markets or for canning or otherwise preserving, in some cases are netting much more. These figures look large to the average farmer from the North or East, but they can be verified.

Secretary Wilson, of the Department of Agriculture, once expressed an opinion that irrigated farming ultimately would revolutionize agriculture all over the United States. The first systematic application of irrigation in the United States was inaugurated by the Mormons on the shores of the Great Salt Lake, in 1847. They found Utah anything but the promised land for which they had hoped. From necessity they resorted to irrigation, and soon made the barren site of Salt Lake City one of the most prosperous communities in the West. Irrigation, however, did not make any extensive headway until after the Civil War and during the early '70's, when the great tide of immigration turned toward the West. In 1870 only about 30,000 acres of land were under cultivation by irrigation in the United States. In the next ten years this number was increased to 1,000,000 acres. During the years between 1880-90 irrigation experienced a great boom, and the number of acres increased to nearly 4,000,000. In 1902, the last census, the acreage was 9,034,526, and each month sees thousands of acres added, until the total is nearly 20,000,000 acres today. The prehistoric town-building Pueblo Indians, in this and adjoining territory, practiced irrigation thousands of years ago. The descendants of these Indians still cultivate lands which were tilled by irrigation when the treasure-seeking Spaniards came up from the south. High along the steep cliffs in the canyons of the Southwest still cling the ruins of the former homes of the extinct race of cliff dwellers, and in the broad valleys below can be seen today the ruins of their stone dams and irrigation canals—all that is left to tell the story of America's first agriculturists.

The farmers and fruit growers of the South Plains are 1,500 miles nearer to the Eastern markets than are the California farmers. Late in the season, when the California growers begin to ship their fruit to Chicago and Eastern states, our farmers have a decided advantage in their favor. Being so much nearer to the source of demand, they are able to leave their fruit to fully ripen on the trees, and, not having to pick it half ripe for long-distance shipping, they consequently command much better prices. Fruit is no longer a luxury, but has become a necessary article of food, and the demand for early fruits and choice vegetables from the South Plains will always so far exceed the supply that serious competition practically can not exist. No part of the West is blessed with climatic and other advantages equal to those enjoyed by the people of

this section. We are sufficiently far south to be insured against the severe winters of more northern lands; it has sufficient elevation to relieve it from the sweltering summer heat prevalent in countries of a similar latitude, but nearer the sea level. It has an atmosphere so dry that it will not absorb heat, so that as soon as the sun sets the air becomes as cool as that of a land much farther north. These peculiar conditions combine to make both the summer and winter climate of the South Plains an ideal one for animal and vegetable life.

Hale County has had an average annual rainfall of 22 inches for the past 20 years. We have raised as good crops here the past two seasons as the average section. If we can farm by irrigation we will increase the value of our lands many times, for irrigated land is never cheap land.

With an average rainfall of 22 inches, there will be many years when irrigation will not be needed, or, if at all, only a few times during the season. We have a marked advantage over the arid country that has irrigation and, also, over the seasonable section, that depends solely upon rainfall. In the case of the former, they must depend upon irrigation alone; in the case of the latter, rainfall only. The former method proves more expensive, the latter, unreliable.

Our first deep well, to a depth of 130 feet, resulted in a flow of at least 1,700 gallons a minute, or over 2,000,000 gallons per day, and the pump has run over a week at a time without any perceptible weakening of the supply. Many other wells are being drilled in different sections of the country, and equal success has been met with. The lower strata consists of 60 feet of sand and gravel, in proportion of three parts to one of water. So, you see, we are over a mighty underground stream, flowing from the Rockies, 15 feet deep and perhaps hundreds of miles wide.

The first strata yields an abundance of water at a depth of from 40 to 60 feet, and, by the use of cheap windmill power, it is being brought to the surface for the stock, for small gardens and for orchards. With the advent of sub-irrigation, which is being installed extensively, many times larger areas may be moistened from the windmills. Until recently, the methods of sub-irrigating land have been very crude, costly and unsatisfactory, but now it can be used to great advantage. The two main advantages in sub-irrigating land are, first, to obtain an equal distribution of water to the ground; second, to admit the water to the ground no faster than it can be absorbed, thus avoiding water-logging the soil, such as is sometimes encountered in the natural precipitation and in surface irrigation.

However, our shallow wells and windmills will supply water for a large tract, sub-irrigated, and at a very small expenditure, and our 2,000,000-gallon wells will irrigate sections, sub or surface irrigation—take your choice!

The farmers in the arid belt recently discovered in Southwest Texas are now facing ruin on account of alkali being brought to the surface in the water, and burning up their crops. There is no alkali, gyp nor salt in the waters of Hale County. Thousands of gardens show it—but come and see for yourself.

A man of moderate means may put in his own well and system of irrigation, and be his own master, without having to wrangle over the question of water rights, such as the farmers of other irrigated districts have to contend with.

The frozen regions of the North, where the soil lies dormant half the year, and the biting winds drive the stock to shelter and the farmer to the fireside, are quite different from the mild South Plains—a land of perpetual sunshine and many crops per year, with the drawbacks of the strong west winds of the early spring and the occasional irregularity of the rainfall, only. But the wind is the main reason why this is the most healthful region of the globe, and when our entire section is moist with irrigation no doubt the rainfall will be more regular and abundant.

There is no question but that 20 acres properly cultivated and irrigated will produce more income than 160 acres poorly tilled and not irrigated at all. There is not a country on the face of the earth that will surpass the South Plains in the production of a majority of average farm products, most of the fruits and almost every variety of truck. This has been proven time and again by the blue ribbons our products have carried away from State and National fairs.

The most optimistic dreamer can not fancy a more beautiful landscape picture than that of the South Plains of a few years to come—when our section, broad as an empire and smoothed level by the caressing touch of its Maker, shall team with a population of happy home-builders, working with brain and brawn to beautify it with trees, make it blossom with flowers, make its mighty bosom, pregnant with potentialities, yield a harvest of crops and of fruits unexcelled by any portion of the United States or the world!

You say, "You are taking in lots of territory." Well, you don't have to believe without being shown—come to our big Water Carnival and Irrigation Conference, February 24th and 25th, and see if you don't think we have ample foundation on which to base our statements.

Professional Cards

DR. CLARENCE D. WOFFORD,
Dentist
Office: Rooms 14 and 16,
Donohoo-Ware Hotel Building
Phones: Office, 197; Res., 193.

L. C. WAYLAND,
Physician and Surgeon
Office: Rooms 16 and 18,
Donohoo-Ware Hotel Building
Office Phone, 197; Residence, 20.

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

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
guaranteed strictly first-class.
Drop me a postal and I will call.
J. H. EDWARDS,
At Brown's Jewelry Store.

For Trade

I would like to trade my cotton gin and small farm adjoining Petersburg, for acreage property.

Charles Schuler

Disbursements.

Paid J. H. Smith, work as sexton \$371.00
Paid J. H. Tilson, on surveying account \$ 40.00
Paid R. C. Ware & Co., on account \$140.00
Paid Fulton Lumber Co., on account \$ 1.25
Paid Herald Publishing Co., on account \$ 5.00
Paid W. C. Club, for extra work \$ 1.50
Expense account, various small amounts \$ 1.16
Balance in bank on February 7, 1911 \$124.91

Respectfully submitted,

E. B. HUGHES,
Treasurer.

EARTH SOON TO DRY UP!

New York, N. Y., Feb. 8.—"Mercury and Venus are already dead and dried up worlds, Mars is rapidly approaching a state of wrinkled old age, and the earth is next in the procession headed toward the extinction of all life," according to Dr. Percival Lowell, head of the Lowell Observatory, who is in New York for a series of lectures before scientific bodies.

"Mars is certainly inhabited by some character of organized life," Dr. Lowell said in his opening lecture, "and the Martians have far greater reason to deny that there is life on the earth than we have that they do not exist."

"But there is no life on any other planets besides the earth and Mars, all other members of the solar system being either already dried up, so that life, animal or vegetable, cannot exist, or else, like Jupiter, Saturn, Uranus and Neptune, much too young in world evolution, and, therefore, much too hot from interior sources to admit of life of any kind."

You had better to have your house and household goods insured than to be sorry later. See J. M. MALONE INSURANCE AGENCY.

Thirty-five horse power, four-cylinder National Automobile. Will trade for farming implements and good work teams and harness, or cattle. Address A. L. HAWKINS, Hale Center, Texas.

NOTICE—SHERIFF'S SALE.

THE STATE OF TEXAS,
County of Hale.

By virtue of an Order of Sale, issued out of the Honorable District Court of Hale County, on the 7th day of February, A. D. 1911, by the Clerk thereof, in the case of W. L. Dunn versus B. Dunaevski et al. No. 579, and to me, as Sheriff, directed and delivered, I will proceed to sell for cash, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in March, A. D. 1911, it being the 7th day of said month, before the Court House door of said Hale County, in the Town of Plainview, the following described property, to-wit:
Lots Nos. 13 and 14, in Block No. 64; Lots Nos. 13 and 14, in Block No. 45; and Lots Nos. 11 and 12, in Block No. 67, all in Highland Addition to the Town of Plainview, in Hale County, Texas, levied on as the property of B. Dunaevski and Mrs. E. M. Dunaevski, to satisfy a judgment amounting to \$402.10 in favor of W. L. Dunn, and costs of suit.

GIVEN UNDER MY HAND, this 7th day of February, A. D. 1911.
G. A. LONDON,
Sheriff.

The ladies of the First Baptist Church will serve oysters, coffee, tea, chocolate and cake on the evening of February 24th, beginning at 6 o'clock. Feb. 24, beginning at 6 o'clock.

J. H. LEACH

Coal, Grain, Seed and Feed Stuff

Phone 136

Plainview, Texas

Coal and Feed

Bought and Sold, at Prices
that can't be beat

That's Our Business. Come to see us

TANDY-COLEMAN CO.
PLAINVIEW

Phone 176

Between Depots

CEMETERY ASSOCIATION REPORT

The Plainview Cemetery Association met in the directors' room of the Citizens' National Bank on Tuesday afternoon, February 7th, Mrs. J. N. Donohoo presiding. Much business was transacted. Mrs. W. E. Armstrong resigned as secretary, and Mrs. Charles W. Tandy was elected to that office.

We print in full the excellent report of the treasurer. The Association hopes soon to pay the balances of their debt of \$60.00 to Mr. Tilson and \$50.00 to R. C. Ware Hardware Co. The report follows:

Plainview, Texas, Feb. 7, 1911.
President, Secretary and Ladies of Plainview Cemetery Association:

I beg to submit to you the following report of your Association from April 2, 1910, to February 7, 1911:

Receipts.
Balance in bank April 2, 1910 \$ 94.32
Received from sale of lots \$266.50
Received from 18 regular burial permits \$ 90.00
Received from 1 pauper \$ 3.50
Dues paid by members \$ 16.50
Donation from Plainview Fair Exhibit \$ 9.95
Donation from Plainview baseball club \$ 10.50
Various amounts realized from "Sales Days" \$19.50

9689

Grand Barbecue, BASKET PICNIC, WATER CARNIVAL AND IRRIGATION CONFERENCE

Plainview, Texas, February 24th-5th

Arrangements have been perfected whereby we can insure a good and profitable time to all who may attend, and it is confidently expected that this will be the biggest and best function ever pulled off in the plains country. To witness the vast volumes of water forced from wells by huge centrifugal pumps will satisfactorily convince you that we can furnish abundance of water to supplement any irregularity or shortage in our rainfall, thus insuring maximum crops.

If fate should so fix it that you cannot be present on the above mentioned dates come later, come any old time, and we will show you something of interest to every tiller of the soil



This is a sample of our waterworks, a Scheme



that will keep these fellows busy from April to eternity

**“The gods Help Those
who help themselves”**

In consideration of the creditable efforts put forth by our people Jupiter Pluvius ushered in the Water Carnival with a five inch rainfall, commencing Wednesday night

Great is this Plains Country,
AND
Great is Jupiter Pluvius



Forty-odd different Varieties of Fruit Grown in the Vicinity of Plainview

**You Cannot Afford to
Miss this Carnival**

Come early and bring the women and children. This will be an important lesson to the farmer boys and should make them wise as to the great possibilities of this country. This will apply in about the same ratio to the fathers of these boys.

Boys, Come and Bring your Fathrs

The Dairy, Poultry and Stock Train of Santa Fe System Will Give Exhibit and Lectures at Plainview, February 24 and 25

FIRST CLASS
JOB PRINTING
A SPECIALTY

BEST MEDIUM
FOR PUBLICITY
IN THE WEST

The Hale County Herald

VOLUME TWENTY-TWO

THE HALE COUNTY HERALD, PLAINVIEW, TEXAS, FRIDAY, FEBRUARY 17, 1911

NUMBER SEVEN

What Irrigation Means to Plains Country

A Few Things in General on the Most Important Step Ever Undertaken by Our Progressive People

The era of irrigation is now with us of the Plains and South Plains country. In so far as the South Plains, which comprehends the entire Plains proper, is concerned, Plainview will naturally and justly stand most prominent in this matter. First, it was here that the test was first made, the real facts first revealed; and second, though of even greater consequence, the Plainview country is the very heart of the Shallow Water Belt, and comprises the greatest, most fertile and magnificent scope of farming country. No matter what may be developed in other sections of the Plains country, the Plainview country has secured and will naturally maintain the lead in the matter of irrigation.

Irrigation means much more than the mere agricultural development of the country, and it means much more than the mere advance of land values. It makes both of these imperative and certain, but a brief discussion of these phases of the subject is certainly not inappropriate.

Irrigation means higher-priced lands. Go into the most desert country in the United States that has been reclaimed by irrigation and all lands subject to irrigation will range in price from one hundred and fifty to five hundred dollars per acre. Go into the greatest farming sections of the United States where irrigation is not followed and you can get the very finest land at prices not exceeding one hundred and fifty dollars per acre, the average being below one hundred dollars per acre.

Naturally you ask why is land in an irrigated country higher priced than land in a country where rainfall is abundant for farming purposes. Naturally you wonder why any man can put water on land and make it more valuable than land where the work and expense of man in supplying the water are not necessary. The answer is found in the simple but forcible fact that man makes irrigated land far more productive. He makes it yield greater revenue, and the actual, permanent value of anything is based upon its productiveness, and back of all this is demand. The diamond mine is valuable just in proportion as it produces diamonds, and diamonds are valuable just in proportion to their scarcity and the demand by those who can afford diamonds. The gold mine and the silver mine are valuable just in proportion as they produce the wealth with which to buy the diamonds.

The irrigated district is the diamond mine of the agricultural world, and the things that make irrigation possible are the gold mines that sustain the diamond output of the irrigation districts.

In an irrigation district anything can be grown that water, soil, climate and the ingenuity of man can produce by cultivation. But the most profitable crops are those where the least risk can be taken in their production; consequently this part of agriculture, fruit culture, etc., goes to the irrigated districts, where the element of uncertainty is almost entirely removed. In short, irrigated land is highest because of two things: It is the land where the element of uncertainty is removed, and it is the country where, especially because of this very fact, the highest-priced produce is raised.

Irrigation is not adapted solely to arid countries, as many erroneously suppose, but is of even greater consequence in a country where the seasons materially contribute to the growing of produce. It takes so much water, distributed at proper seasons, to furnish moisture for crops, and where this comes from the clouds just that much expense has been saved in producing the crop in a country where irrigation prevails. Let us presume, for instance, that the people of Illinois or Eastern Texas could provide for irrigation with the same nominal cost that like provision can be made on the Plains; then irrigation would be a great thing for those people. Perhaps only once during several years those people would have to resort to the use of this agricultural agency, but even then it would save crops in excess of its cost. In this country we

have never appreciated the importance and benefits of irrigation simply because it was not necessary. We thought we had the water, but we did not realize the benefits that would accrue by the development and utility of this water. At last common business sense asserted itself, and we came to see these things. With us irrigation was not a necessity, but an unappreciated asset of incalculable and inconceivable magnitude.

With the sugar beet industry becomes a certainty, and with this industry comes that great auxiliary, stock feeding and stock farming.

Sugar beet raising is one of the most profitable of industries, and prevails only in countries where irrigation is followed. There are many countries where the soil is adapted to sugar beet growing and where rain is ample for that purpose, but that rainfall may not be distributed as it should for this peculiar and sensitive crop.

With irrigation alfalfa, another of the world's greatest and most profitable crops, becomes a certainty. Almost without exception, alfalfa growing is confined to irrigated districts. Yet there are many countries where the soil is adapted to growing alfalfa and the total precipitation is ample on the Plains it has been a profitable crop without irrigation—but, in growing alfalfa, it isn't a question of abundant moisture so much as it is a question of moisture at the proper and particular time. Rain assists rather than retards or interferes with the growing of alfalfa and sugar beets, but failure to get rain at some particular time, perhaps on a particular day, may make the entire crop a failure.

The same can be said of fruit and vegetables. These things and irrigation are almost inseparable.

Where staple crops can be grown in connection with these things so much the better. It enlarges the scope of diversification. In many irrigated districts this is impracticable, if not impossible. For instance, take a country where there is practically no rainfall. Corn, cotton and other so-called staple crops can not be profitably grown there. The cost of irrigation is prohibitive. Yet all of these are profitable crops. This is a country peculiarly adapted to irrigation and to raising staple crops. In addition to his irrigated farm, the farmer can have considerable of his field for which he merely provides irrigation in case of emergency. Ordinarily he will not have to irrigate his corn, cotton, wheat, kaffir corn and maize, but sometimes a little irrigation will perhaps save his crop, or, at least, bring every acre to its full producing capacity. If he irrigates these crops at all it will only be as an adjunct to the natural rainfall, and will be the exception rather than the rule, for the reason that it will be the exception when it is necessary, even to bring the land to its full producing capacity.

Cheapness of irrigation here is due to the limited extent to which it is necessary, as well as to the cheapness and ease with which the means can be provided.

Irrigation promises more, perhaps, for this section of country than it does for any other part of the world, for the reason that climate, soil, water, rainfall and marketing facilities combine with that great factor, economy, to cheapness and certainty of production.

High-priced land is the greatest factor in bringing about bettered conditions. Cheap land is used for speculative and non-productive purposes. When our land was cheap men didn't want it except in large tracts. Later it took on what might be termed a speculative value, and then people wanted it only for purposes of barter and bargain. But with this came actual demand. In fact, speculation was based upon what men saw to be inevitable—the demand for the land for agricultural and industrial purposes. But there is a low limit to all kinds of speculative values. Protection alone sustains the price of land. But as prices advanced there came a demand for land in smaller

tracts. The individual could no longer control great bodies, and was content with a limited area, and, as values advanced, this condition multiplies itself. After all, the demand for land is not a question of area, but of net results. The investor is a content with the corner lot that produces a profit of five thousand dollars as he is with the section of land that gives the same result. To get this sum for his corner lot he must build the town to that magnitude; to get the result from his section of land he must subdivide the country into smaller tracts and multiply the demand. And valuable land must be made productive. It can not lie idle and maintain its value or produce a sustaining revenue. So, don't be alarmed about land getting too high. That is the very thing that will prevent it lying idle. The man will contribute to make the town bigger because he doesn't want the price of his property to depreciate, and to build the town bigger he must have something behind it. The man will develop his land and make it productive for the same reason. Furthermore, the higher the value of land the more it must be made to produce per acre, and these are the very things that bring about what we call achievement, industrial development.

One little garden patch made productive by skill and properly-applied agencies is more valuable to society, to a community, a state or a nation, than an idle, non-producing empire. It is what land produces that gives it real value, real usefulness, brings from it wholesome results, and land produces what man makes it produce, and man always gets busiest when necessity or self-interest puts him to the task.

This country is just now entering that stage of its existence.

The wells that are now being put down in the vicinity of Plainview represent the greatest measure of real development that has ever been done throughout this entire section of country. It marked the passing from the speculative, haphazard era to the era of solidity, progress and profits. Until this was done our land was considered high by those who came to buy, but since this has been done those same people realize the cheapness of this land, and, as demand creates value, up it will go. That is natural, inevitable. And just as five-dollar land represented the dissolution of the big pastures, fifty- and one-hundred-dollar land—and this is a low estimate as to the value of land even in a country where the feasibility of irrigation is a demonstrated certainty—means the dissolution of the one- and two-section tracts.

This is conceded by feeders of years' experience in all parts of the Union to be an unsurpassed feeding and fattening country, and, with irrigation and the consequent output of the best fattening products it is certain soon to become perhaps the greatest feeding country in the United States.

It is without question or doubt the finest known hog country, both for breeding and developing purposes. Disease among hogs is unknown here, and our mild winters and cool summers make greatly to our advantage both in raising and in preparing hogs for market. An alfalfa country is always a great hog country, and this is sure to be the greatest of them all.

The full agricultural development of this country means more railroads, more towns and bigger towns. It means more permanency in every respect.

But, most positively and perhaps most immediately far-reaching in its effect, it means the passing of doubt and skepticism as to this being a farming country. No one has ever questioned the fertility of the soil, no one has ever questioned the excellent character of the climate, but there still lingered that inexplicable element of doubt about the seasons being sufficient for practical farming purposes. The fact that for several years we have excelled nearly all other parts of the country in the matter of raising stuff, per acre, did not overcome this. The fact that figures taken from the Government bureau

showing an average rainfall of more than twenty-two inches for a great number of consecutive years did not remove this superstitious fear and doubt. It was an error bred in the minds of the people through years of misrepresentation and dime-novel literature, and only some powerful revelation or years of patient demonstration and education could remove it.

Irrigation is the agency that works its magic without delay or argument. These things, briefly, as to what irrigation will bring about as an immediate and direct result, and now a few remarks as to the cost and practicability of irrigation.

Of course, the first and greatest cost in connection with irrigation is in providing a well, pump and power. The cost of this depends upon the size of the project, and may range from a very few hundred to many thousands of dollars. And, of course, there are many systems of irrigation—all of them good. By many the tilling system is advocated as the best and most economical. It certainly has its special and excellent features, and especially is this true in the matter of small tracts and for the man of limited means. At an expenditure of a thousand dollars a man can easily provide to irrigate a ten-acre tract of land. This covers the cost of well, windmill or gasoline power and everything preparatory to turning on the water. After this the annual cost is practically nothing. The figures here given are above what is calculated as the average cost, but this estimate certainly places one on the safe side of the proposition.

With five hundred dollars one can install nearly any of the various makes of three-inch centrifugal pumps, and with these the average cost per annum will hardly exceed three dollars per acre, the basis for surface irrigation being about \$1.20 per acre foot of water, which means a volume of water equal to twelve inches of rainfall.

The cost of providing ample water and power for a tract of say one hundred and sixty acres would be about twenty-five hundred dollars. This same outlay, however, would provide water and power for one section of land, and, thus, by four men, each owning a tract of one hundred and sixty acres, combining, all would have ample water and power, and the cost for each would be less than eight hundred and fifty dollars, and there are many ways in which the cost can be reduced far below this mark. In reality, the cost of preparing to irrigate is much the same as that of building a house in which to live. For a few hundred dollars a man can build a good home; for several thousand dollars he can build a magnificent residence; and, after all, he will get along about as well, and be fully as happy, in the one as in the other. It is greatly a matter as to whether you are doing something for show or something for use.

In this country where a man can own and absolutely control his water if he selects, four hundred dollars is a safe cost-estimate for preparing to irrigate from five to ten acres of land, and I am not saying it can not be done for much less than that.

Two thousand dollars will give any man almost any kind of a system for from one hundred and sixty to three hundred and twenty acres, and this is the limit rather than the average.

With the amount of rainfall we have in this country it would rarely be necessary to use more than four inches of water during the year. But, double this amount, and place the necessary supply at eight inches! This, on the generally-accepted cost basis of one dollar and twenty cents per water foot, would make a total maintenance or operating cost of eighty cents per acre. And, in this connection, it may be well to mention that in most countries where irrigation is first introduced, or with people who are novices in the work, the main trouble is that they use too much water. Irrigation requires only sufficient water, not too much, and plenty of work. Many people try to make water take the place of work, and then attribute failure to everything but their own mistake.

The man who uses too much water is piling up unnecessary expense, and doing no good in any other way.

There is no such thing as dead expense in preparing for irrigation, good judgment, of course, being exercised in the matter. Every dollar so spent gives permanently increased value to the property. No other class of improvement adds so much to the value of property. A thousand dollars spent in preparing a thousand-dollar piece of land for irrigation will enhance the value of that property to perhaps three or four thousand dollars. No other character of improvement would produce such multiplied results. This is so because an improvement that insures big dividends gives value. When your land is prepared for irrigation the crop sure to follow is figured as an asset. Building a fine house or making any kind of mechanical improvement does not insure a crop. It only gives its actual cost value to the property. It produces nothing save an incidental value.

There is nothing deep nor mysterious about irrigation. It is just a plain, common-sense proposition. It calls for work and common sense, and for all practical purposes the exercise of common sense is what we term "science."

Irrigation is a simple matter of putting water on the ground when the ground needs water, knowing when that water has been applied in proper quantity, and then working that ground as it needs to be worked. Irrigation doesn't mean slavery, but exemption from it. There is no other one thing where a man of limited means can so easily make himself efficient. There is no other branch of agricultural science about which information can be obtained so easily, for the reason that there is no other branch of agricultural science that has been given such thorough attention. Get from any state experiment station works on irrigation, or from any of the many concerns supplying irrigation machinery, and you will have ample textbooks from which to draw your education and fund of useful knowledge.

It is the only branch of farming that has been reduced to an absolute and positive science. All other farming, where the uncertainty of seasons is to be reckoned, is speculative, and can be reduced to no more than a theoretical proposition. Any man with common sense knows what work and water will do in the matter of production, and any man knows just how to farm when these things are at his absolute command. When the seasons are speculated upon it is different. A man may farm for a dry season and have a wet one, or for a wet season and have a dry one, and unless his seasons conform to his methods his theory is upset—and this applies to all countries alike where irrigation does not exist. There is science—great science—in farming, and it has received greater consideration during recent years than during the rest of the world's history, but only where irrigation prevails has it been reduced to a positive, known quantity.

PETERSBURG PARAGRAPHS.

Newsy Notes and Personals from the Heavy End of Hale.

Petersburg, Texas, Feb. 15.—Our people are moving along in the even tenor of their way. There's evidence a-plenty that they are happy. They enjoyed to the full the snow of last Friday. It was about an 8-inch fall, and proved to be very wet. Already our wheat crop is beginning to show the beneficial effects. You Plainview people should come down soon and see these magnificent wheat fields. Not that you have not some of your own, but we can show you some crops that are indeed pleasing to the eye.

Commissioner Britt, after making a hurry-up trip to Amarillo the first of the week, is spending the remainder in Plainview, in attendance upon Commissioners' Court. Mr. Britt will soon sink an irrigating well upon his fine farm west of Petersburg.

Barney Johnson, of Crosbyton, passed through Petersburg on Wednesday, on his way to Plainview. He said the steel was laid half way from Lubbock to Crosbyton, on the Crosbyton & South Plains Railroad, and, the grade being entirely completed, the road would be finished as far as Crosbyton soon after the first of next month. Track laying proceeds at the rate of about one mile per day. He also said track laying on the Santa Fe main line between Post City and Sweetwater was proceeding at a rapid rate: they were laying track on both ends, and the two track-laying gangs were expected to meet in about 50 to 60 days. As soon as this work is completed, and turned over to the leveling and surfacing gangs, the entire available forces will be then transferred to one or both the "cut-offs" to Texico. I do not believe that you Plainview people, nor our own people here, fully appreciate the great advantages the opening of this main line of the Santa Fe to the Southeast is to be to this country. It puts us in direct touch with those good people and good farmers in the rich, black and land belt of South Central Texas. There the best lands sell at from \$90 to \$150 per acre, and my observation has been that that kind of a country, North, South and East, has furnished fully 85 per cent of the immigration to this country. Already many good farmers from Bell, Williamson, Hill, McLennan and other counties have come to this country, and are well pleased. Mr. Reed, living nine miles south of Petersburg, is one of them. Mr. Reed is the gentleman, of whom I wrote you previously, that made \$40 per acre, net, on his cotton crop, and the crop he planted in his orchard paid him the same, strange as it may seem. Mr. Reed is from Bell County. He made a visit to his old home on Christmas, and reported that his feed and cotton crops were fully equal to those of his former neighbors in Bell County. I am saying to you now that many more of those good farmers in those rich counties will sell their high-priced lands there and locate here. They like this country, these lands, and they all say we have the best and most water and the finest climate they ever saw. This new line of railway runs directly through the heart of this rich country.

I. Z. Smith visited Plainview on Monday, returning on Tuesday, with lumber and coal. While there he sold a fine mule, though I did not learn the price. The Petersburg country can always be depended upon for at least a few head of first-class live stock.

Watch us show the best hogs at the Plainview Fair next fall! And if Plainview people do not look sharp we will beat them on colts, of which we have a number that will be hard to excel. R. A. Anderson has one, that will then be a coming two-year-old, that will probably be sent to the State Fair after being shown at the Plainview Fair.

Mr. E. Callaway was in Plainview the early part of the week, to meet his daughter and grandchildren, who are moving in from Oklahoma. The husband of his daughter will come soon, having been detained by business. They have bought a splendid quarter just west of Mr. Callaway's farm.

Quinn Lewis, a well-driller, of Fort Worth, is expected to arrive here, with his big outfit, in a week or two. He is an old-time friend of Messrs. Hankins, Williams, Shankle and your humble servant, and will not be a total stranger. Lewis does things and knows his business.

J. S. Burnett, from Nebraska, bought a quarter section northeast of Petersburg this week, and has gone home to bring his family for the coming crop.

A. W. COLLIER.

New line of Screen Doors at PLAINVIEW LUMBER CO.'S. 9
See us for houses built on installments. PLAINVIEW LBR. CO. 9

Are your horses and mules insured? If not, let us write you a policy on them now.—M. MALONE INSURANCE AGENCY. 11.

Nature's Gift from the Sunny South

Cottolene

Sunshine means Purity

Many people believe with Moses, the great law-giver, that the source of lard is unclean. The source of *Cottolene* is absolutely clean and wholesome, and the product is as healthful as olive oil.

Cottolene comes from the cotton fields of the Sunny South; it is a product of Nature, refined by our exclusive process. The ancestry of lard is not so clean or inviting. Lard never has been, never can be, anything more or less than unwholesome hog fat.

Cottolene makes food that any stomach can digest, while authorities state that lard is the cause of nine-tenths of all indigestion.

Cottolene is the best frying and shortening medium made to-day. Wherever exhibited in competition with other cooking fats, it has always been granted Highest Awards.



COTTOLENE is Guaranteed Your grocer is here-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

PILFERED PEPPER.

No grown boy is as good as his mother believes he is.

Why is it no one ever kicks about the high price of whiskey?

When a business man has had a god many partners, it is a bad sign.

When two women fuss the whole town knows about it in a week.

It is easier to get \$10 in promises than it is to get 50 cents in money.

The next thing you know women will want to be umpiring ball games.

Men who belong to the lodges are great men to run for office.

If you want your wish to come true, you have to help it along.

The older a girl gets the less she believes in long engagements.

Why don't some of the married women look as pretty as the widows? What's to hinder?

Many a man who had a hard boyhood tries to be good to his son, and ruins him.

When a man is going to ask you for a favor, the first thing he does is to shake your hand.

Culberson says, "The presidency is in the party's grasp." If that's true, no doubt the party has its arms full.

An editor is abused so much that he thinks he is meant every time he hears a man swear.

Men do seem to do more courting in every succeeding generation, and less marrying.

The best thing about a baby is that it can look like its father and still be pretty.

What has become of the old-fashioned girl who held her finger in her mouth while she was being courted?

Always remember that if a man knows where he can make a dollar, he will not tell you about it; he will go after it himself.

Farmers change in other respects, but they continue to cling rather tenaciously to the notion that all the easy money is made by the town men.

One reason many people make a failure of the chicken business is that they depend upon the chickens to attend to the business.

The Herald for Job Printing.

FOR SALE—Eight good, young work horses, at reasonable prices, at my ranch 8 miles northeast of Plainview. J. S. OVERHOLT.

So many women think that if they didn't worry a great deal their husbands wouldn't be able to make a living.

Did you ever try any First-class Bran and Cotton Seed Meal mixed with Hulls, handled by TANDY-COLEMAN COMPANY, on that old cow. Better do it, and see how much more milk you will get.

Fresh Meats of all kinds at HATCHELL & JOHNSON'S. Phone 76. 7

We take orders for all kind of Engraving, Embossing and Lithographing. Prices as cheap as the cheapest, quality considered. 11

AUTO SERVICE—I have a Franklin car that I will use in livery service. Trips made to any part of the Plains. Phone 60. E. B. SMITH. 11

I have several desirable Residences in Plainview which I will RENT or SELL or TRADE for Hale County lands. C. E. McCLELLAND. 11

Buy your Groceries at HATCHELL & JOHNSON'S. Phone 76. 7

Get our figures on your house bills before buying. PLAINVIEW LUMBER COMPANY. 9

If it is any kind of a bond you want we can make it here.—See J. M. MALONE INSURANCE AGENCY. 11

WILLIAMSON HAFFNER CO.
ENGRAVERS-PRINTERS

CURTIS
DENVER, COLO.

KEEP OUT THE AIR.

The housewife in "putting down" her fruits, sees to it that the cans are perfectly air-tight, and coats her jellies with paraffin to keep out the air, otherwise the fruit juices would ferment. Exactly the same principle is employed by The N.K. Fairbank Company in marketing their cooking fat, *Cottolene*. The *Cottolene* pail has a unique cover pressed on by special machines and sealed, making the can absolutely air-tight and keeping the contents sweet and fresh as the day the *Cottolene* was made.

With *Cottolene* the housewife can be assured that she is getting a cooking fat, pure, fresh, wholesome.

THE IMPORTANCE OF STOCK SHOWS.

The importance of a fine stock show in stimulating farmers to raise good stock is not now disputed. The fat stock show at Fort Worth and the fairs at Dallas and San Antonio are worth millions to the State of Texas in giving us better stock. The exhibition of the National Feeders' and Breeders' Show at Fort Worth, which is held every year—this year March 13 to 18—brings together the finest cattle, horses, hogs and sheep in the United States, and is considered the best show of such animals in the United States, except the International, at Chicago. At the next show \$25,000 will be paid in cash premiums to the exhibitors of the winners, and a great number of special prizes and gold and silver trophies are offered.

The great value of such shows lies not in what the breeders may win, but in the instruction that the average farmer gains by visiting them and seeing the fine stock there, for few farmers go away without making up their minds that they can and will raise better farm animals thereafter.

The Lord helps those who help themselves. As soon as we secured our big irrigating wells, lo and behold! the Lord sent us a very beneficial snow. Verily, nothing succeeds like success.

QUEENS—AND KINGS.

There was a queen in Siam who could not swim. She was out boating one day with a number of court people, her boat overturned, and she was plunged into the waters of the lake. As no one has a right to touch the sacred person of a queen, in that country, except the king, who unfortunately was not near the scene, she was quietly permitted to drown, the others looking on with horror.

We have queens here in Texas, too, but under like conditions every man of the Lone Stella State would consider himself a king. Thank goodness for civilization.

Come to the Water Carnival and Irrigation Conference.

THE OLD REGIME PASSES.

The Childress-Matador mail line was discontinued a few weeks ago. It had been running for more than 20 years. Often, in the olden days, the hack would creak under the weight of a thousand pounds of mail. But the hacks passed out with the cowboy, and—enter the auto stage service. Soon this, too, will be discarded, and the railroads, the inter-urban and, possibly, in time, the airship will carry the mail of the West. With no more stage hold-ups, where are the blood-and-thunder weeklies to turn for material, and whence the moving picture shows their romance?

Come to the Water Carnival, and forget the past in planning a more romantic future!

So strong has the sentiment grown in favor of instruction in agriculture in the public schools of the State during the last few years that a large per cent of the public schools are now conducting agricultural classes in connection with the regular work, and great benefits are accruing from this class of instruction. The new state of Oklahoma adopted a provision in its constitution requiring that the elements of horticulture, stock feeding, etc., be taught in the common schools, and, while the framers of our constitution did not make this provision, the directors in the various schools throughout the State, and especially in the rural districts, are providing for this kind of practical instruction.

NOTICE.

To the Citizens of Hale County, Texas: You are hereby requested to attend a mass meeting to be held at the court house in Plainview, Texas, at 2 o'clock p. m., on Saturday, February 25, for the purpose of transacting business pertaining to our campaign for State-wide prohibition. All are urged to be present promptly at the hour named. This 10th day of February, 1911. Respectfully, REUBEN M. ELLERD, Chairman, Anti-Saloon League, Hale County, Texas.

NOTICE.

To Property Owners, Real Estate Agents and others: Your attention is called to Rule 20 of the Sanitary Code of Texas, to-wit: "No person shall offer for hire or cause or permit any one to occupy apartments previously occupied by a person ill with tuberculosis, or any quarantinable disease, until such apartments shall have been disinfected under the supervision of the local Health Officer."

E. F. McCLENDON, City Physician.

MULES AND HOGS FOR SALE.

I have about 70 head of good work mules for sale at my ranch 9 miles below Hale Center. Also have some young thoroughbred Poland-China hogs for sale. Some males and gilts. CHAS. E. SAIGLING.

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

ACME HOTEL

(Formerly the Daily)

IS now open for the reception of Guests, local and transient Under its new name and management this house has been renovated and refurnished, and is now first-class in all respects Boarders by the week and month solicited.

No pains spared to make guests feel comfortable and at home CENTRALLY LOCATED. PLAINVIEW, TEXAS

DON'T BE TAKEN IN

If somebody tells you that he can sell lumber or building material at a lower price than we offer you, don't be "taken in" without investigating. He's offering you "bait"

We don't believe there's a dealer in the country who makes prices lower than ours. We don't see how he can—and stay in the business. But you know there's a big difference in lumber, and quality cuts a big figure. We will never slight the quality in order to cut the price. We want your confidence and your steady trade, and that we know we are not entitled to unless we give you a square deal all around and all the time. Try us.

A. G. McAdams Lumber Co.

R. C. WARE HARDWARE CO.

For Irrigating Gardens and Truck Patches
There is Nothing better than

The Genuine Star Windmill

Manufactured by Flint & Walling Manufacturing Company, Kendallville, Indiana; Sold and guaranteed by us

Call on us for your Well Outfits, Pipe, Gasing, Cylinders and Pumps

For Breaking, Planting and Cultivating your soil

Use John Deere Implements

SATISFACTION GUARANTEED IN EVERY INSTANCE

TELEPHONE 178

R. C. WARE HARDWARE CO.

Plainview,

Texas

NOTICE.

Notice is hereby given that the Commissioners' Court of Hale County, Texas, will on the 13th day of February, 1911, receive bids from any bank, association or individual banker in Hale County, Texas, desiring to be designated as County Depository for the period of two years from the expiration of the present contract.

Such proposals shall state the rate of interest offered on the county funds, on daily balances, shall be accompanied by certified check as evidence of good faith on the part of the bidder, in the amount required by law, and shall be filed with the County Judge on the first day of the February term of said Commissioners' Court.

GEO. L. MAYFIELD,
County Judge, Hale Co., Tex.

**NOTICE—SHERIFF'S SALE.
THE STATE OF TEXAS,
County of Hale.**

By virtue of an Order of Sale, issued out of the Honorable District Court of Hale County, on the 7th day of February, A. D. 1911, by the Clerk thereof, in the case of Floyd P. Caylor versus D. T. Heatly, No. 601, and to me, as Sheriff, directed and delivered, I will proceed to sell for cash, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in March, A. D. 1911, it being the 7th day of said month, before the Court House door of said Hale County, in the Town of Plainview, the following described property, to-wit:

Lot No. 13 in Block No. 3, Knob Hill Addition to the Town of Plainview, in Hale County, Texas, levied on as the property of D. T. Heatly, to satisfy a judgment amounting to \$492.65, in favor of Floyd P. Caylor, and costs of suit.

GIVEN UNDER MY HAND, this 7th day of February, A. D. 1911.
G. A. LONDON,
Sheriff.

NEW YORK GETTING THIRSTY.

New York, N. Y., Feb. 6.—New York is down to its last 50,000,000,000 gallons of water, and if the drought which has existed since last May continues for three months more Father Knickerbocker will have to take a dry shave in the morning and drink his bitters straight. If the weather were suitable, a man might wade across the Croton Lake reservoir today and never wet his shirt front.

A report by the Water Commissioner says that the supply is the lowest in the history of the water department.

"There has been no rain of benefit to the city water supply since last May," he says. "However, there is no immediate danger. There is enough water for present needs, but not a drop to waste."

**NOTICE—SHERIFF'S SALE.
THE STATE OF TEXAS,
County of Hale.**

By virtue of an Order of Sale, issued out of the Honorable District Court of Hale County, on the 27th day of January, A. D. 1911, by the Clerk thereof, in the case of John Glynn versus H. W. Smith, No. 586, and to me, as Sheriff, directed and delivered, I will proceed to sell for cash, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in March, A. D. 1911, it being the 7th day of said month, before the Court House door of said Hale County, in the Town of Plainview, the following described property, to-wit:

Section No. 16½, in Block X, Jno. Glynn, original grantee, in Hale County, Texas, levied on as the property of H. W. Smith, to satisfy a judgment amounting to \$735.54, in favor of John Glynn, and costs of suit.

GIVEN UNDER MY HAND, this 7th day of February, A. D. 1911.
G. A. LONDON,
Sheriff.

SINGING CONVENTION TO MEET.

The Hale County Singing Convention will convene at the Nazarene Church, in Plainview, Texas, on the second Sunday, March 12, 1911. We suggest that every class get busy and be well represented by delegates and members. Our by-laws will be ready for the meeting. We especially invite the choirs, ministers and Sunday School superintendents of the adjoining counties to be with us, and have a grand and glorious day, that the people may feel and realize the great work that this grand South Plains Singing Convention is doing in this beautiful country.

We have the country and talent, and we urge each class to put their shoulders to the wheel and roll at every bump, and it is not too much to say that we will have the greatest convention in West Texas.

The Plainview people have made preparations for the convention, and will be more than glad to care for those who may come from a distance.
D. L. GRIFFIN,
Secretary-Treasurer.

A NEW ONE.

The first number of the Petersburg Tribune comes to our desk, with Olin Brashears, late of The Hale County Herald force, as editor, and W. C. Longmire, late of The Plains Baptist force, as associate editor. It is a neat, well-printed little sheet. A criticism, however: The leading front-page articles are National questions concerning "Uncle Joe" Cannon and Mr. Ballinger. Don't do it, boys. The religion of a rural paper should be: "The home and community first, the county next, then the State, next the Nation, and, lastly, the little old world." The big splash should begin at home, and the ripples should ever weaken as they widen. There is a mighty mission ahead of the papers of the South Plains, in developing this country—let the old world wag on without our assistance. The Petersburg country is one of the best sections of Hale County, and The Tribune should do well. Here's luck to it.

HARD LUCK.

Booze to the amount of two gallons for each man, woman and child was consumed in the United States last year. Wonder who drank our share.—Randall County News.
Here's the one best bet—it was none of our mothers that guzzled the missing gallons. Come to the Plainview Water Carnival and forget your troubles.

CONCERNING PEDAGOGDESSES.

Fort Worth school trustees want protection against Cupid's inroads on the faculties of the various public schools. The school rules now provide that when a young woman teacher marries she must resign her position. Really, this is a serious proposition. The loss of a favorite teacher in a school, while the term is still on, often stunts the ambition of certain pupils. Members of the board are suggesting that the pretty teachers, before entering upon their work, be made to give bond against marrying during the session. It was thought out of order to impose this on the homely ones, for the reason that they will probably have only one chance, if any, and, no matter when this opportunity arrives, they should be free to grasp it. The stumbling block in this way is: "Who on the board will be the 'goat' to decide what

teachers should give bond." However, most "old maid school teachers" do more good in the world than many married women.

AN OSTRICH-EGG OMELET.

The principal dish at a luncheon to be given Colonel Theodore Roosevelt on his coming visit to El Paso will be an omelet made from fresh ostrich eggs.

The Colonel will be weighed before and after eating, and so will the omelet.

There will also be a whole roast ostrich on the table.

If the Colonel will come to Plainview, we can't promise him an ostrich egg omelet. The ostrich is a native of a desert country, and, so, we would have to import them. But we can feast Teddy on the freshest and latest style of hens' eggs. They grow well in this country, and we would not

subject him to the embarrassment of being weighed afterward, either.

Come to the walloping big Water Carnival!

Andrew Carnegie and John D. Rockefeller, in attempting to die poor, are waging a mighty war to see which shall give away the most money. It would be great, wouldn't it, if they should move the base of the campaign into Hale County?

Mexico's total population is a little over 14,000,000, according to a recent census. Let's see; how many white persons would that amount to, estimating one U. S. dollar worth two of the Mexican variety?

Every woman imagines that she is an ideal sick room visitor.

Men talk about their stomachs. Women talk about their hair.



The Trinity Triumphant That Rules in Hale County

Familylite Oil

the safest oil manufactured for
Household Use
Best for Cooking, Lighting and Heating

For sale by all dealers
THOMAS ABRAHAM, Agent at Plainview, Texas

MADE ONLY BY

The Texas Company

General Offices: Houston, Texas

The Hale County Herald

TOM SHAFER, Publisher
Z. E. BLACK, Editor

Phones—Business Office, 72; Manager's Residence, 14

Entered as second-class matter at the Post Office in Plainview, Texas, under the act of March 3, 1879.

All communications, remittances, etc., should be addressed to THE HERALD PUBLISHING CO., Post Office Box 368, Plainview, Texas.

NOTICE.

All announcements of any church pertaining to services are welcome 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.

Subscription Price One Dollar Per Year
(Invariably in advance.)

PUBLIC ROADS AND PUBLIC SCHOOLS OF HALE COUNTY.

THE EDITOR of The Hale County Herald has asked me to contribute an article for publication on the public schools and public roads of Hale County. Why he should blend the two subjects I can not tell, unless he has been reading Roman history. It is said of Rome that her public highways and her schools contributed more to make her famous than anything else. Her highways were so constructed, protected, and equipped with relays of horses, that couriers, in case of the approach on her borders of an enemy, could, with great dispatch, bear the news to the Roman generals, and immediately they were on the march with their cohorts to repel the approaching army.

But we do not want good roads for purposes of war. We want them to facilitate the travel in the marketing of our abundant crops. I speak advisedly when I say "abundant crops." We who have been here during the months of June and July the years when we had a perfect season know that we have a producing country. A few years ago a gentleman, whose name I could call, came into my office some time in July, after we had had plenty of rain for about six weeks, and said: "I have always been skeptical about that gourd-vine story in the Bible, but since watching my corn grow for the past two weeks I am convinced that every word of it is true."

The question of the fertility of the soil has long since been settled in the minds of the "old timers." But the irregularity of the season, some years retarding the growth of crops, has been a vexing question to the people. All one has to do to be convinced that this obstacle has been removed is to visit to Slaton well, four miles west of Plainview, and see them irrigating from the two-million-gallon-a-day well recently brought in. Having shown that we are certain of raising the best of crops, the question remains of how we can get the good roads.

The Commissioners' Court has provided teams for road work, and they have been furnishing extremely profitable service. But it will take more than these teams and the road hands to get the good roads, and I know of nothing I could say that would be more suggestive of what could be done than to quote the following:

"Building Good Roads.

"Around Coffeyville, Kansas, they believe in getting things done by doing them. The Montgomery County Good Roads Association was organized there, and within a month after the organization 1,500 men, with teams and road-making machinery, started at seven o'clock in the morning to build a road from Coffeyville to Independence, twenty miles away. Before the setting of the sun that evening the road had been completed, except for a little work with the drag and a few coats of oil. The twenty miles of road had been divided into divisions, each having its superintendents and foremen. Wives of farmers as well as women's clubs in the two towns furnished refreshments to the workers during the day. Feed and water were furnished for the teams, and all of the workers contributed their services. The mayors of Coffeyville and Independence declared a holiday, and many from the two towns joined the workers. The new road will be constantly dragged this winter, and next spring it will be thoroughly oiled, the oil for the purpose being donated by the local oil companies.

"That is one mighty good way to solve the road problem. One day's volunteer work, offered by people who really want to improve the condition of the roads, is worth twice that amount of hired labor. The Kansas farmers will be well repaid for their trouble by the greater ease with which they can get to market, and both the towns will increase in prosperity for the same reason.

"What county in Texas has enough enterprising citizens to follow the example the Kansans have set?"

Now, why not the different towns in the county and the people along the way say, "We will connect with good dirt roads?" After these roads are once established, they will not be so expensive as they are in a great many counties in the State, as we do not have the streams to contend with.

Now, as to the question of schools. It takes the combined efforts of the whole community to have schools. It will simply be marvelous, the rapid settlement we will witness in the next two years, and I am persuaded that we can rank right along with the densely populated communities of the Eastern and Northern states. We can have, as they do, our central high schools in the country, with from four to six subordinate schools, and to do this it will be necessary to have public conveyances to convey the students, and there is no reason why our county schools should not grade right along with the village and city schools, and, with a combined effort, we can grade the country schools right along with the village and city schools.

The idea that only professional men need to educate themselves is fast passing away. It is now clearly shown that the farmer should be educated, and, now, instead of sending the son away to school that he may be able to leave permanently, he is sent to school that he may be useful on the farm by evoking the more modern and scientific methods of farming.

From a financial standpoint, does it pay the farmer to educate? We think so. Nearly every farming state in the Union is spending thousands of dollars annually experimenting along all lines. And does it pay? It certainly does.

We might present a few definite facts which show what education has done in the way of a financial return. In Illinois, Professor Hopkins and his colleagues have, by means of a careful study of botany and the principles of heredity, developed new varieties of corn and new methods of cultivation which have increased the yearly corn yields forty-five million bushels. Professors Lyon and Montgomery, of Nebraska, and Professor Holden, of Iowa, have done similar work. A few years ago the orange growers of California lost \$5,000,000 a year from the ravages of the white scale. The pest spread so rapidly that at one time it looked as if the industry in California would be destroyed. The experts in the Department of Agriculture discovered that the Australian ladybird beetle would destroy the scale. So, education not only has saved California the five million dollars annually, but possibly has saved it from the final loss of the entire fruit industry.

Look at the loss to the cattle industry Texas once sustained from what was known as "Texas fever." It was, through the efforts of the University of Missouri and the Agricultural and Mechanical College of Texas, discovered that this fever was transmitted only through the cattle tick, and by the process of dipping and inoculation that this great pest will be entirely eradicated.

Now, let each and every citizen of Hale County be awakened to the realization that it requires the assistance of all to succeed in any line, and let every one put his shoulder to the wheel to see that we have the best of roads and schools.

GEO. L. MAYFIELD,
County Judge, Hale County.

THE PLAINVIEW COUNTRY NEEDS MORE RAILROADS.

RAILROADS, RAILROADS! More railroads we must have, brother farmer and citizens of Hale and adjoining counties. Do you know there are none so blind as those that won't see?

This country is greatly in need of more railroads—we must have them—we have got to have them! The writer came from Iowa to Wichita, Kansas, in the fall of 1877, just thirty-three years ago. He found a little city there, located on the banks of the Arkansas River. It was situated the same as Plainview was two years ago next March, when we arrived here. They had but one plug railroad, the Santa Fe, running from Newton, a town on the main line, forty miles north of Wichita. They run two trains a day, a freight and a passenger. They would run down there, the same as they used to from Canyon to Plainview, turn on a "Y," and go back.

Were freight rates high? I guess so! If you went to buy a paper of pins and they charged you fifteen cents for it, and you made a kick, the merchant would say, "It's the freight." Isn't that about the situation of things in Plainview now?

The country around Wichita at that time was as thinly settled as it is around Plainview and in Hale County today, and the improvements were not nearly so good, for many people lived in sod houses and dugouts. We needed more railroads, so as to get cheaper freight rates and more people to settle up the country, to produce more freight for the roads to haul out. We had no market for our products, on account of freight rates being so high. The writer had been used to buying coal in Iowa for \$1.75 per ton. The first coal bought in Wichita was \$8.50 per ton. It almost took my breath!

The railroads had their eyes on Wichita and the Arkansas Valley, and were knocking at the door for admittance, but they must all have a bonus to come in. At that time Kansas could vote bonds on the county for railroads, so there was an election called to vote bonds for three roads, at the same election, amounting to almost \$250,000. Of course, the bonds were to run thirty years. Several of the old moss backs went wild. They said it would bankrupt the county; that we would vote taxes for our children and grandchildren to pay after we were dead!

The bond question was the topic of conversation the same as the Slaton well is here now. Wherever a few men were gathered together they were talking about the bonds.

One Saturday evening, about ten days before the election, I went over to a little country store and post office for my mail. There were several men gathered on the walk in front of the store. Of course, they were talking about the bonds. They were all opposed to them. As I came out with my mail, one man remarked that if there was one man in the township that was going to vote for those bonds he would like to see him, would like to know who he was. I said to him: "Look here, Mr. Copner, look at me and you will see one man that is going to vote for the bonds." He turned to me and used language that would not sound very well in Sunday School. Another man stopped him, and said: "Hold on; if he is going to vote for them, let us hear his reasons for it." Copner said: "Well, Callaway, when did you go crazy?" (There, now, I have told my name, and I did not intend to do that.) Well, I told him that I had been crazy ever since I had bought my first ton of coal there. I was crazy to see more railroads, and more people come in and settle, improve and develop that wild country, and make it a fine agricultural and fruit country—that it is today. I showed them the daily market report of Chicago, Kansas City and Wichita—showed them the difference in prices in the two former and the latter. I told them I wanted to see Wichita make a Kansas City: if we got more railroads we would get stock yards, packing houses, flouring mills, larger elevators and manufactories.

The day of the election I went over, in the afternoon, to vote. Mr. Copner came to me and said: "Well, I have been here all day working for the bonds." I asked him when he went crazy. He said: "I am not crazy, but that talk with you at the store opened my eyes, and set me to thinking." Would you believe it? The bonds carried in that township!

Today Wichita has a fine stock yards, two large packing houses, six large flouring mills and elevators, that will hold a million bushels of grain, and manufactories too numerous to mention.

The same coal that sold for \$8.50 per ton, they now get for \$4.00. Today the Santa Fe is running twelve passenger trains in there from the south every twenty-four hours, to say nothing of the trains that come in on the Rock Island, Missouri Pacific, Frisco, Orient and Midland. Think of the thousands of dollars in taxes that all of these railroads have to pay into the county treasury to help pay those bonds and help run the schools! The city now has a population of between fifty and sixty thousand, and there is a family on nearly every quarter section in the county, and hundreds of families on five, ten, twenty and forty-acre tracts. Land that was worth

from ten to fifteen dollars per acre then is now worth from one hundred to one hundred and twenty-five dollars per acre. You see, there are others beside those from Missouri that have to be "shown."

With the water that this country has there is nothing to hinder it from doing better even than that, if we will only pull together in harmony. But railroads won't come in without some kind of a bonus, and the bulk of the burden comes off of the city, and, at the same time, the whole country gets as much benefit from the roads as the city, for we know you can't do anything to help one but it helps the other. If Plainview don't put up something to get some roads other towns will, and we will be left. Let us get in and swim while there is swimming—we have the water! Now I am just as crazy as ever; I want to see this country developed.

Brother farmers, now a word to you. Should there be a railroad surveyed through your farm, don't go wild about it and put on two or three prices for the land they take for right-of-way, but let us be reasonable, for generally it comes off of the city to pay for it. It will advance the price of your land tenfold as soon as the road is built.

When Plainview gets three or four trunk lines running through it, then you will see things begin to boom. This country has the best of soil, a fine climate, and the water can't be beat, and what it needs is thousands of up-to-date farmers to develop it.

I think this certainly will make a great wheat country some day. I have some that is looking all right yet, and has had no rain to speak of since it was drilled, but the sod was turned in June and in August it was disced and harrowed twelve times, and we had a fine seed bed and it held moisture. There is entirely too much slip-shod farming done here. We have got to work our ground more; keep it loose on top; don't stir it deep, but often, not more than two or three inches deep. Then, we want to do the work with good, big mares, and let them raise colts while they do the work, instead of raising mules, that you can't get anything but the work out of them.

Then, we have got to keep stock enough to eat all our crops. There is no money in hauling it off. Hogs do well here. I have had several litters of pigs to come in January, and they are all doing well. The farmer that keeps hogs enough to eat his grain is the man that generally has a good bank account or money to improve his farm; or, if he has to borrow money, as we sometimes have to do, a bunch of good hogs is gilt-edged security.

If the farmers of this country would all take good, up-to-date agricultural papers, such as The Breeders' Gazette, published at Chicago; The Iowa State Register and Farmer, published at Des Moines; The Successful Farmer, published at the same place, you would soon see better farming and improved stock in this country.

Now, let us all get our shoulders to the wheel and roll together, and in ten years Plainview will make Amarillo look like a mere village.

The writer of this article is no real estate man, but just a plain, every-day farmer.

E. CALLAWAY, Ellen Texas.

THE CHURCHES AND THE CITY.

THERE IS NO INSTITUTION on earth that should be more interested in building the city than the Church.

No city is going to attract the best people to her citizenship and her commercial life unless she is provided with ample church facilities.

One of the first things the prospecting home-seeker asks is: "How are the churches and schools there?" This, too, is a very important question, as these things are necessities in the proper rearing of children. Too, schools and churches go hand in hand, and you can not have the best of one without the other.

This fact places certain responsibilities and obligations upon each church in the community to the commercial interests of that community:

1. Each church should keep the facts of their progress, membership and all other information of interest in the hand of the commercial agencies of the community. This is necessary in order that these agencies be able to advertise the country most effectively.

2. All churches should use the columns of the local paper, and keep all matters of public interest before the public. Our people are continually writing "back home" to those of every denomination, and they should have the most interesting information for that particular person.

The Church and the Knocker.

According to my experience, the KNOCKER is the hardest proposition the Church has to deal with. That fellow that has lost confidence in the country has practically lost faith in God. He does not believe any more in man. The knocker does not only work against the commercial interests of the community, but he is creating division in the Church. He is usually a man that has made a mistake. He has come to this country expecting money to grow on trees, and got here and didn't even find the trees. He expected to get rich without either work or the use of business sense, and is disappointed. When I see him I tell him, for the sake of everything that is good to return to his old home and his friends. He is no good to the Church or country. In this the Church and commercial agencies are identical.

The Church wants busy business men. The man that is out trying to do something for himself is the man that can usually be depended on for service in the Church. That is the kind of people we want. As for my part, I preach that I have found no place in the Christian religion for a lazy, do-nothing sort of fellow. God can save, but he makes a new creature of him, and if he is genuinely saved he will then volunteer for service. Here, again, are the commercial interests identical with those of the Church.

More of the Business Men Ought to Attend Church.

No business man but that believes that an educational institution on earth today. Our whole educational system is the product of the mind of the Church. The pulpit is the greatest educational platform in the world. There are more vital questions discussed there than anywhere, and more trust-worthy information given out. Men, if you believe in education, support the Church. Give it your time, your money and your presence.

Again, the Church is the best advertisement a town can have. It increases property values almost equal to a railroad. As it makes you money in that way, you ought to patronize it.

In conclusion, I want to say that there are more people who go to church in Plainview than in any town of its size I have ever seen. We appreciate

that, and long for all of our business men to come. We have great churches here—made by the loyal support of a great people.

CHAS. R. LEE,
Pastor, Calvary Baptist Church.

THE REAL ESTATE MAN—PIONEER IN DEVELOPMENT OF THE PLAINS.

IN EVERY NEW or undeveloped country there is always a demand for energetic, enthusiastic men who have the grit and faith in its final outcome to take the initiative, and risk their efforts and what little money they may possess in its development. These men, with a faith in the future and in their ability to inspire others, are always found in the front rank of every development in the new country.

The territory known as the Plains Country was not looked upon as of any particular value except as a great cattle range, in the early days, until the pioneer real estate man came upon the scene and, with his far-seeing instincts, began to realize the possibilities of this vast area of fertile prairie, waiting only the magic touch of the agriculturist to make it one of the beauty spots of earth. It was then that he began to spread the good news to his friends and to others, in the old settled communities from whence they came, and, with a persistence and indomitable will, he has kept it up until today we are proud to point to his efforts as a crowning success in the rebuilding of this splendid community—with Plainview as its "Queen City," and her 6,000 citizens enjoying a condition of prosperity equal to any in the Western country. Her splendid schools, magnificent churches, city water works, electric light plant, three National banks, \$85,000 court house, \$100,000 hotel, a fire-proof opera house and two splendid colleges, all speak volumes of praise for the untiring efforts of the pioneer real estate man and those who came after him for their part in the development of this great agricultural district, the Shallow Water Belt of the Plains country.

It is true, however, that the real estate man is not the richest man in the community. He is content with only a comparatively small portion of its wealth, but it is a fact that if there is a public enterprise of any kind coming up you will always find the real estate man there, ready not only to give his help and support, but to go down in his pocket to contribute his share, and usually about twice what any other business man in the community will give, in proportion to their comparative wealth.

If there is a railroad to build, or a bonus to raise, Mr. Real Estate Man is there, always ready to do his part. When there is a college or public building to be constructed, that will be a public benefit, the real estate man is always the first to give his time and money in behalf of the enterprise. When a stranger comes to town he is always welcomed with a glad hand by the real estate man, and he is never too busy figuring interest or selling goods but what he can stop long enough to take his auto and show the stranger the beauties and advantages of the community in which he lives, and the stranger who comes to Plainview and has the good fortune to make the acquaintance of any of the many good, reliable real estate men will hardly have cause to regret it.

(The term "real estate man," as used in this article, refers to all who are doing a legitimate real estate business, and not to the curbstone man, who has no interest at stake but his own selfish gain.)

If the stranger wants the facts about any community, the most reliable information can always be had from the up-to-date real estate man, who deems it his duty to know the facts. If you have ever been unfortunate enough to have been dishonestly treated by some fellow in the business, don't condemn them all, for, like bankers, merchants, doctors and lawyers, you will find some unsatisfactory ones in the lot, but, as a class, they are progressive, reliable, high-class citizens, who are recognized leaders in their community.

M. D. HENDERSON.

THE PROFIT IN MID-SUMMER VEGETABLES.

Petersburg, Texas, Feb. 14, '11.

TO THE HERALD:

I have from time to time read your various articles on what our shallow water belt, Plains country, can produce profitably for its careful tillers, and I think these articles have been well written, and conservative in their statement of facts.

This short statement is not intended to deal with one phase of our agricultural possibilities, and that is our profitable production of MID-SUMMER VEGETABLES.

The writer's attention was first forcibly called to our wonderful possibilities along this line when, upon having made an extensive trip over the major portions of North, Central and South Texas, as far as Corpus Christi, during the months of July, August and September, and taking careful notes of this matter, I found no vegetables, such as tomatoes, snap beans, peas, cabbage, etc., fresh in the markets from local gardens in any of the large towns in the above districts.

The same conditions, usually, prevail in Oklahoma, North and West Arkansas and other states.

Upon my return to Hale County, as late as September 27th, I found our gardens full of tomatoes, snap beans, cabbage, etc., and of as fine quality as could be produced anywhere.

The POINT is this, after June 15th, usually, south, east and northeast of us there are no gardens, while all the FINE vegetables for which our gardens are famous will find at that time (July, August, September and October) an ever increasing market, at remunerative and, in fact, fancy price, and this will apply with equal force to our splendid watermelons and cantaloupes, which we can have in the greatest abundance, along with the above vegetables, till October 15th or November 1st.

With our wonderful water supply developed, and irrigation demonstrated, and with this splendid market, at fancy prices, for our MID-SUMMER garden products, we can SHOW the thoughtful, intensive farmer, who is now to inhabit and assist in developing this country, why he can, if necessary, pay \$200 per acre for this unexcelled land, with its limitless supply of fine water, that he owns and controls without let or hindrance from any one, and this can be done without in any way interfering with his growing of alfalfa, fruits, dairy products and HOGS.

Therefore, let none of us who have the great future of this great country next to our hearts, in recounting our splendid possibilities, overlook our MID-SUMMER VEGETABLES.

Yours for the "safe and sane" development of this, which is to be, the GARDEN SPOT of Texas.
A. A. SOWARD.

Montgomery-Lash Grocery Company

HEADQUARTERS FOR PRODUCE

We shipped 14,400 eggs in 15 days. We shipped more cream to the Roswell creamery than any other firm they buy cream from. We shipped 242 pounds of butter in ten days, we have the best cream markets of any cream shippers on the Plains. We pay cash for cream and settle with you at the store when you bring the cream.

We bought ducks, chickens and turkeys last week, we bring money to the country by buying produce and paying Cash. Having a good market to ship to is the reason we pay more for produce and cream than other merchants do.

We sell for cash is the reason we can save you money. We sell Plainview flour, Home-made lard, Forbes' coffee, is the reason we succeed in business. Our customers are pleased is the reason they come back and bring their neighbors with them.

Small Profits and Quick Sales

is what we count on and then we always have fresh goods to sell our customers. Come to see us and get some of these fresh vegetables, fish and oysters, butter and eggs, country lard, winesap apples and pickled pigs feet.

It makes you hungry to see the nice things we have to eat. Call and see and then you will buy.

PHONES 139 and 438

Montgomery-Lash Grocery Company

WILLIAMSON HAFFNER CO.
ENGRAVERS-PRINTERS

OUR CUTS TALK

DENVER, COLO.

KEEP OUT THE AIR.

The housewife in "putting down" her fruits, sees to it that the cans are perfectly air-tight, and coats her jellies with paraffin to keep out the air, otherwise the fruit juices would ferment. Exactly the same principle is employed by The N. K. Fairbank Company in marketing their cooking fat, Cottolene. The Cottolene pail has a unique cover pressed on by special machines and sealed, making the can absolutely air-tight and keeping the contents sweet and fresh as the day the Cottolene was made.

With Cottolene the housewife can be assured that she is getting a cooking fat, pure, fresh, wholesome.

The Herald for Visiting Cards.

Wayland Baptist College Notes

The following new students have recently entered the literary department of Wayland College, for the spring term's work: From Plainview, Fred, Charles and Forest Street; Glenn Tilson, B. C. Ivey, Misses Dona Johnson, Pearl Miller, Mildred Buchheimer, Lou Ida Hatchett, Mertyle Marra; Miss Dot Campbell, from Meadow; Miss Cassie Barton, from Bartonsite; Miss Leta Taylor, from Tulla; Mr. O. L. Wood, from Tolbert; and Mr. H. C. Suttle, from Waco. In addition to these, quite a number of others have taken up work in the special departments.

It is planned to hold a revival meeting in the College, to begin about the first of March. A young man who is a boarding student in the College was converted at the evening service at the First Baptist Church on last Sunday. Great results are expected from the proposed meeting at the College.

The Eglossians met in regular session on Friday. There seemed to be

some little mistake concerning the arrangement of the program, and it was deferred, and in its place we had some very interesting talks for the good of the Society.

We received one new member, and the Society is, as a whole, in a very enthusiastic mood.

After the adjournment we visited the Antilogians, and had a very enjoyable time.

The Students' Christian Association met on last Friday evening, with Professor Bruner as leader. The discussions were interesting and helpful. As Mr. Claude Steward, our president, had to leave, we elected Miss Mary Barton to fill that office. Miss Josie Goode is the secretary, and we hope that all students and friends of the College will give these two deserving young ladies their hearty support in making our meetings a success in every way.

Brother McMahon filled his appointment at Happy on Sunday.

Prof. C. E. Nelson was elected editor for the B. Y. P. U. on last Sunday evening.

Elmer Childress went on a visit to Tulla on last Friday, to see—?

Great interest is being shown in baseball, but, owing to the weather, the boys have not worked out very much.

The Antilogian Literary Society met in regular session on last Friday afternoon.

After a fine debate upon "School Examinations," the Eglossian Society visited us in a body, and each made a short speech which was interesting as well as instructive.

As "snow-balling" was fine outside, the Society adjourned rather early.

"Pleasant Evenings."

On Monday night, February 6th, at Olton, Mr. Ed Allard Compton, of the Expression Department of Wayland Baptist College, gave one of his "Pleasant Evenings." The entertainment was well attended and the audience very responsive, and Mr. Compton was at his best. In his opening remarks, he succeeded in putting everybody in a fine humor, and the enjoyment grew as he proceeded with his program—a program which proved him a very versatile artist, true to high ideals.

"The Interviewer," by Mark Twain, was given in a manner to bring out all the subtle humor for which that author is so famous, and the audience expressed its delight in no uncertain manner. This was followed by a group of lyrics, exquisite little gems, given with a grace and tenderness which brought out fully their inherent beauty. Mr. Compton is particularly strong in lyrics, and those chosen for his program are of exceptional merit.

One of his most effective numbers is "A Sermon of Olden Times," given in costume. Into the spirit of this he entered so fully that he brought from his audience peal after peal of hearty laughter, and it was one of the most successful numbers of the entire program.

The great classic of the program was an adaptation from Justin McCarthy's book, "If I Were King." This gave opportunity for showing skill as an impersonator, there being three strong characters to portray. Mr. Compton interpreted this with keen appreciation of its dramatic contents, and showed himself an artist of great natural ability and earnest purpose.

The monologue, "Willie and His Girl," given in costume and with great abandon, furnished amusement particularly to the young people of the audience, and was a great piece of acting.

Mr. Compton closed with "Life's Mirror," a lyric of surpassing beauty of sentiment, and a fitting close to a program of such genuine merit. Any town may consider itself extremely fortunate in securing Mr. Compton in one of his "Pleasant Evenings."

G. P. B.

Prices no object on house bills. PLAINVIEW LUMBER CO. 9

Phone 219 for Cab, Bus or Livery service. Day or night. 7

EPWORTH LEAGUE.

The following program has been arranged for the meeting of the Epworth League of the M. E. Church, South, on Sunday afternoon, February 19:

Subject—"Making the World Acquainted with God." II Cor. 3:2-3; Eph. 3:8-9.

Leader's Address.

Prayer.

Song.

Scripture Readings—John 1:40-46; Ps. 2:8.

1. "Widening the Acquaintance-ship"—Miss Willie Young.

Song.

2. "The Value of the Small Unit"—Miss Della Ansley.

3. "Explanation of Missionary Movements and Agencies"—Miss Pearl Betts.

Song.

4. "Fair Distribution of Labor"—Mr. Roy Terrell.

Open meeting.

Leader—Miss Elizabeth West.

The Herald for Job Printing.

SINGING CONVENTION.

The Hale County Singing Convention will meet at the Nazarene Church in Plainview on the second Sunday in March (12th). Everybody is invited to come expecting plenty to eat and a splendid time, singing.

Yours in song,
J. B. JOHNSON,
Acting as Secretary.

NOTICE.

I have taken all of my land off the market.

L. A. KNIGHT.

FIRST NATIONAL BIDS BEST.

At the opening of the bids for county depository it was found that the Citizens' National Bank had bid four and six-tenths per cent, the Third National, six per cent, and the First National, seven and three-eighths per cent, all estimated on daily balances. The highest bidder, of course, won.

HENDERSON & GRANT

Real Estate and Investments

Rooms 5 & 6 First Nat'l Bank Bldg

Plainview, Texas.

WE have some Big Bargains in Farms and Small Tracts, from ten acres to a section, well located near Plainview.

We have what you want and right in the proven Irrigation territory

If you want a home in this ideal climate with rich soil, an inexhaustible supply of pure water write us at once

Reference:---Any Bank or Business House in Plainview

We want Your Property Listed with us

We have the Customers

HENDERSON & GRANT

Richards Brothers

Are in the eastern markets buying New Spring Goods, while Collier is at home selling **Red Seal Zephyr Gingham**, none better at any price **12 1-2c** Fabric strong and smooth color absolutely fast, Patterns Elegant : : :

Richards Bros. & Collier

FREE BULLETINS.

Dallas, Texas, Jan. 28.—Col. Henry Exall, president of the Texas Industrial Congress, which recently made public an offer of \$10,000 in gold prizes to the farmers of the State for the best yields of corn and cotton, is in receipt of a letter from Prof. C. M. Evans, superintendent of the agricultural extension department of the A. & M. College, who says:

"I am receiving a large number of requests for special bulletins on the cultivation of corn and cotton from people interested in the contests which you have announced. There certainly is a hearty interest being manifested, and I regard this as being the greatest move that has ever been put on foot in Texas. Owing to this fact, we have decided to issue, through the extension department, for the special benefit of these people, a series of bulletins on the different phases of the production of corn and cotton. The first will deal entirely with the preparation of the land and the selection of fertilizers, the second with the selection of and testing of seed and the planting, etc."

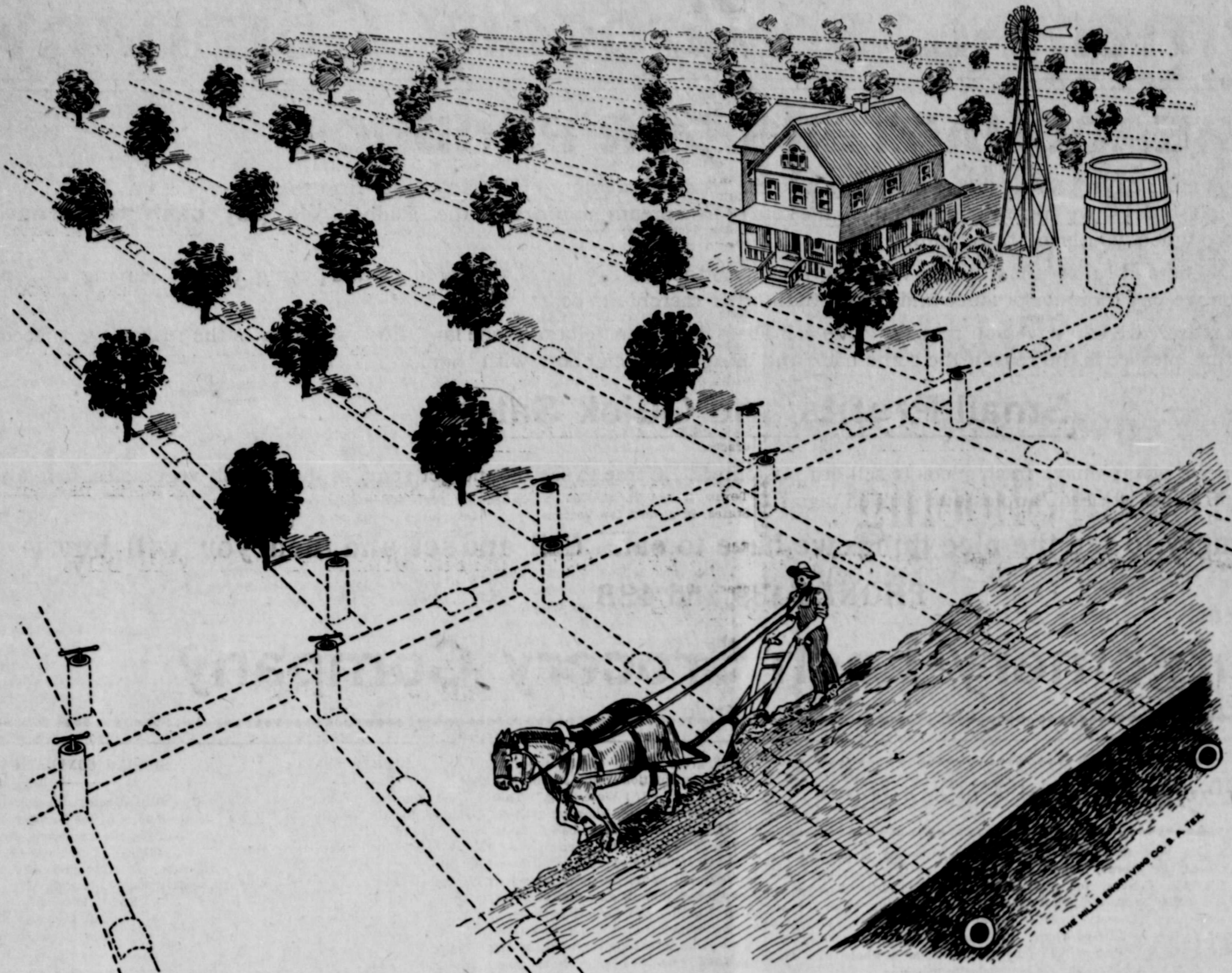
Copies of these bulletins may be had, free of cost, upon application to the extension department of the A. & M. College, College Station, and full particulars of the big prize offer may be secured by writing the Texas Industrial Congress, at Dallas.

"CASEY JONES."

If one-tenth of the energy expended in Plainview in whistling, singing, humming and winding graphophones that the fame of "Casey Jones," deceased, might be perpetuated was diverted into boosting by conversation, post cards and letters that the mammoth Water Carnival and Irrigation Conference might be exploited, we would have the biggest crowd at Plainview on the 24th and 25th of this month that the South Plains has ever seen. "Casey Jones" was all right, but—he's a "dead one." The Water Carnival is the liveliest proposition we know of.

Come to the Water Carnival!

FOUND—A lady's fur, east of Plainview. Found about one month ago. Owner can get same by calling at this office and paying for this notice; also reward.



Wiggins' System of Sub-Irrigation.

NEIGHBORS QUARREL

Because she paid back that Simon-Pure "Nigger-Head" Coal, bought from TANDY-COLEMAN COMPANY, which was borrowed, with sorry coal, bought elsewhere.

FOR SALE.

A farm on Running Water draw, west of Plainview. If you want to raise hogs and alfalfa, buy this place while it is offered cheap. Address "OWNER," 87pd. Box 383, Plainview, Texas.

PROOF OF A RUNNING STREAM

ACCIDENT DEVELOPS MATTER OF GREAT INTEREST.

Proves That Water Rushes Like a River Underneath the Great Plainview Country.

By accident, a matter of great interest and concern in connection with the water situation on the Plains occurred last week. While drilling on the well on E. Dowden's place, five miles west of Plainview, the driller struck a big boulder in the 14-inch hole a few feet below the bottom of the dug pit. To get this boulder out of the way, it became necessary to put in a heavy dynamite blast. As a result of this blast, a large cavity was made in the drilled hole, and, as the water cleared within a remarkably short time after the blast, Mr. Dowden decided to make an investigation. With mirrors properly arranged he managed to get an excellent focus on the cavity made by the blast, and, to his amazement, saw that the water was rushing like a rivulet around the shattered boulder, which had been encountered in the second vein of water.

For some time there has been much argument and speculation as to whether the great underground water supply here was a flow or an underground lake. The Dowden discovery certainly tends to substantiate the flow theory. This is the first authentic revelation along this line, and will be followed by more thorough investigation.

The water conditions on the Plains, and particularly in this immediate section, certainly afford a field for scientific investigation, practical study and general interest.

The first vein doesn't receive much consideration here, but in most countries it would be hailed as a bonanza. It is found at a depth varying from 25 to 40 feet, depth, to a great extent, depending on topography, and is the vein from which most of the windmill water supply has been obtained, but few of the old wells going below it, and it has never yet been exhausted. The second vein is found at a uniform depth of 25 feet below the first, and no kind of pump has so far exhausted its supply, but the "Jumbo" vein, the 2,000,000-gallon-a-day strata, is found at a depth varying from 100 to 150 feet.

And, by reason of common but erroneous phraseology, many people draw wrong conclusions as to the depth of the wells now being put down for irrigating purposes. A man speaking of a well here, perhaps his own, will say that it is 100 or 130 feet to water, as the case may be, when he really means that it is that depth

to the third strata, and, as a result of this error, the impression is going abroad that it is that depth to the water. If that were true it would make irrigation here impracticable, but it is seriously erroneous.

The first vein of water rises about three feet, which, in a well of 25 feet, would bring the water to within 22 feet of the surface, when the second vein is struck the water generally rises another foot or two, and this is maintained when the third vein is struck. Take a well, for instance, that is 120 feet deep, which is a little above the general average; it would be 25 feet to the first vein and 95 feet to the second, and there would be 104 feet of water in the well, standing within 21 feet of the surface. And this is a reasonably fair average upon which to base calculations.

NOTICE—SHERIFF'S SALE.

THE STATE OF TEXAS, County of Hale. By virtue of an Execution issued out of the Honorable County Court of Hale County, on the 6th day of February, A. D. 1911, by the Clerk thereof, in the case of E. P. Norwood versus W. R. Matsler et al., No. 197, and to me, as Sheriff, directed and delivered, I will proceed to sell for cash, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in March, A. D. 1911, it being the 7th day of said month, before the Court House door of said Hale County, in the Town of Plainview, the following described property, to-wit:

An undivided one-eighth interest in Lots Nos. 9 and 10, in Block No. 23, of the Town of Plainview, in Hale County, Texas, levied on as the property of W. R. Matsler and G. C. Matsler, to satisfy a judgment amounting to \$213.05 in favor of E. P. Norwood, and costs of suit.

GIVEN UNDER MY HAND, this 8th day of February, A. D. 1911. G. A. LONDON, Sheriff.

COME AGAIN!

The big well of the Denver road at this place has been completed, and the flow measures 100,000 gallons per day, not nearly so much as was hoped. However, the company expects to place perforated pipes in the well, extending back about twenty feet, which will materially increase the flow.—Clarendon Chronicle.

Only 100,000 gallons a day! Plainview has wells that are running over 2,000,000 gallons a day, so you will have to whip up along the Denver. Come to our Water Carnival and let us show you!

NOTICE

WE, the undersigned Tailors of Plainview do hereby notify our customers and the public that on and after February 15th, 1911, our business will be run strictly CASH

HALE & INSKEP IVY BROS. TAILORING CO. RIDDLE TAILORING CO.

Shipley & Shipley

Dealers in

Coal, Grain, Hay and Flour

We handle the best Niggerhead Coals mined

No long waits when you order. No short weights when you get your coal

We Want Your Trade

Phone 18

Opposite Freight Depot

R. A. Long Drug Co.

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

R.A. Long Drug Co. PHONE 327

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

The First National Bank

Plainview, Texas

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

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

OFFICERS

J. E. Lancaster, President L. A. Knight, Vice-President H. M. Burch, Cashier L. G. Wilson, Vice-President H. C. Von Struve, Assistant Cashier

Third National Bank

of Plainview

Ansley Building, Northeast Corner Square

Capital \$100,000.00

DIRECTORS

R. W. OKREEFF L. G. WILSON L. A. KNIGHT H. M. BURCH J. E. LANCASTER

Tandy-Coleman Co.

Dealers in

Coal and Grain and All Kinds of Feed Stuff

Sole handlers of Simon-Pure Nigger-Head Coals. Genuine Rockvale always on hand. Satisfaction guaranteed. Give us a trial and be convinced.

Phone 176

Near Depot

Housework Drudgery

Housework is drudgery for the weak woman. She brushes, dusts and scrubs, or is on her feet all day attending to the many details of the household, her back aching, her temples throbbing, nerves quivering under the stress of pain, possibly dizzy feelings. Sometimes rest in bed is not refreshing, because the poor tired nerves do not permit of refreshing sleep. The real need of weak, nervous women is satisfied by Dr. Pierce's Favorite Prescription.

It Makes Weak Women Strong and Sick Women Well.

This "Prescription" removes the cause of women's weaknesses, heals inflammation and ulceration, and cures those weaknesses so peculiar to women. It tranquilizes the nerves, encourages the appetite and induces restful sleep.

Dr. Pierce is perfectly willing to let every one know what his "Favorite Prescription" contains, a complete list of ingredients on the bottle-wrapper. Do not let any unscrupulous druggist persuade you that his substitute of unknown composition is "just as good" in order that he may make a bigger profit. Just smile and shake your head! Dr. Pierce's Pleasant Pellets cures liver ills.



B. D. CROW

Wagon and Carriage Shop

Blacksmithing and Repairing

HORSESHOEING A SPECIALTY

I have had 15 Years Experience

Money Saved on Shoeing

Heretofore the prevailing price for horsehoeing has been \$1.50 per head

I am Now Shoeing for \$1.00

All Kinds of Blacksmithing Promptly executed at Reasonable Prices

Gober's old stand, Southeast corner of square

Community Correspondence

WHITFIELD.

Mr. Hancock, of Silverton, the telephone man, put in a phone and connection bell Tuesday between Plainview and Silverton, and Mrs. J. A. Pullen will be—"Hello, gal."

P. A. Hubbard and wife were callers at Plainview on Tuesday, Mr. Hubbard having some dental work done. At the literary on last Saturday night, the "Providence Proverb," edited by Mrs. J. A. Pullen, was a success.

Claud Nations was on the sick list the first part of the week.

Jess Lovvorn, of Plainview, was a pleasant caller in this locality on Sunday.

Providence had one of the best literatures on last Saturday night that ever was had on the Plains, and the house was jammed full.

Mr. Ooley, from Crawford, Texas, on Saturday moved on his place, which he recently bought from H. L. King.

A number of people from here took in the sale at Plainview on Monday.

Messrs. Racjan and Dodson went to Floydada, to court, on Sunday.

Bass brothers, went to Tulla last week, on business.

Mrs. Ooley arrived here the first part of the week, from Crawford, Texas.

Jacob Haas and wife left on Tuesday for a week's visit at Beloit, Kansas, and from there they will go to their home, at Wakefield, Neb. They were much pleased with the Plains, and hope to be able to spend another winter here with their daughter, Mrs. J. A. Pullen.

Mrs. W. C. Ooley is sick with la-grippe at present.

SPRING LAKE.

Miss Opal Bales is attending school at Dimmitt.

P. D. Vore this week received the sad news of the death of his mother. We enjoyed a fine snow on Friday, which has put the farmers in the fields.

Messrs. M. W. Axtell, D. G. Axtell and A. R. Reddington were delivering millet seed in Fronia on Friday.

M. E. Cleverger was in Plainview the first of the week.

Messrs. Wicker and Schler were in this "neck o' the woods" buying grain on Tuesday.

Mrs. Gilbert went to Hereford on Tuesday.

E. M. Rice, who has been very sick

for a week past, is able to be up.

Spring Lake boys enjoyed a visit from the Big Square boys, in a fine game of baseball on Saturday.

D. G. Axtell was in Dimmitt on Saturday.

Mr. Linwell is able to be about again.

Mr. McKane, of Hereford, made a business trip to Spring Lake this week.

The series of meetings closed, with an all-day service, on Sunday. Rev. Hurlbert has labored very faithfully among us, with great good to the community.

Mrs. Duncan and little daughter, Martha, were visiting with old friends at Spring Lake this week.

Mrs. Judd was made very happy this week by the arrival of her mother, who came to make her a long visit.

Mr. and Mrs. Rice, of Hereford, are here, with their son, Ernest, during his severe sickness.

Mrs. H. M. Pack was visiting in Plainview on Monday and Tuesday.

Our farmers are planning on a big crop for 1911. They are going to try cotton on a big scale, and other things in proportion.

I will close by saying "Hurrah for Plainview and her big well."

RUNNING WATER.

(Crowded out last week.)

Running Water is beginning to wake up. A large number of people were out at the literary society on Friday night. A good program was rendered, which was heartily enjoyed. On Saturday evening a number of our representative farmers met at the store to discuss matters of importance to the community, especially the feasibility of putting down a test well north of the draw. Something like four hundred and seventy-five dollars was subscribed to place such a well on the Bailey place, three miles northeast of Running Water.

B. B. Morton expects to put down an irrigation well, also.

Prayer meeting on every Sunday evening has been revived. Mrs. Tarwater was leader on last Sunday evening. Attendance and interest were good.

Mr. and Mrs. George Phillips gave a dinner party on last Sunday, in honor of their son, Charley, who came in on that day from Temple, Okla., with his bride, who was Miss Bertha Betty, of that place.

Mrs. L. D. Griffin spent last week

visiting her mother, in Floyd County.

Mrs. B. L. Ray, of Plainview, has been quite sick the past ten days or more at the home of her father, G. F. Kirk.

Mrs. B. B. Morton's horse ran away with her buggy one day this week, making a complete wreck of it, but Mr. Morton presented her with a new one the next day.

The Baptists of this place have called Rev. T. J. Fouts, of Hale Center, as pastor.

The Dye boys, who have been engaged in trapping in Hall County, came in a short time since, bringing their traps with them, and since that time hunting and trapping has been the order of the day among the Half-way men and boys.

It is said, on good authority, that the handsome young storekeeper of Halfway, who has lately taken bachelor quarters, has set a trap to catch a girl.

A number of pupils are absent from the Halfway school on account of sore eyes.

A. G. Maryfield, of Clovis, New Mexico, is here on business.

Mrs. B. B. Huguley sold over \$5.00 worth of eggs the past week. The price received was seventeen and a half cents per dozen. This lady also marketed seventeen dollars worth of turkeys one day last week. Isn't this nearly as well as the Petersburg people could do in the way of poultry?

HOG NOTES.

The more hogs there are in Texas this year, the more good money to the velvet there will be in the State. Raise hogs and be happy.

"A pig in the poke" or a pig anywhere on the farm is a good thing nowadays. Get some and then get more.

No farm is complete without a bunch of pure-bred hogs on it; they keep the smokehouse well filled with meats we must have, and, besides, they come in handy to help pay taxes and other debts.

Put a small box of crushed coal where the hogs can have constant access to it, and it will be appreciated by the porkers.

The demand in Texas for pure-bred hogs for breeding purposes is on the increase; and that is one thing that points to continued prosperity in the State.

A dollar saved is a dollar made. Make a few dollars by buying your Coal and Grain from TANDY-COLEMAN COMPANY. Phone 176.

LETTER TO FORT WORTH PEOPLE

ADVISING THEM TO BUILD ROAD THEY MOST NEED.

Plainview Would Be Proud to Be Connected with That Big Market Metropolis.

[Following is an open letter to Fort Worth papers by A. W. Collier, a former citizen of the packery town, now one of the liveliest natives of Hale County. At a mass meeting in Fort Worth immediately after Dallas beat them to the Methodist University it was decided to put the unused bonus for that institution into a new railroad out of Fort Worth. They most need direct connection with the great Plainview country. If the road decided upon comes in this direction this section will meet them half way with open arms and pocketbook. If we don't get connected in this way, look out for packing houses and manufacturing in the Plains country in a few years to come! This section will be the greatest tonnage producer in Texas, if not in the entire United States, in a very few seasons.]

Editor Fort Worth Record:

I was born in Fort Worth. I was practically raised there. When Fort Worth was a village, I set type on the old Fort Worth Democrat, under Russ Walton, and for Capt. B. B. Paddock. With this short explanation, I feel that I have a right to talk to Fort Worth people—if I want to do so, and God knows I have the inclination. I want to talk now—tomorrow may be too late—and I am more interested today, I want to talk about the building of a railroad from Fort Worth in a north-west direction. I do not care to talk about building a railroad from any other place, nor in any other direction from Fort Worth.

When I was a boy we had dreams of building a road from Fort Worth to the Northwest. At intervals since that time the subject has been discussed. At one time, with my prayers in his favor, Capt. Paddock went to London and succeeded in financing this road. The Captain, for once, combined business with pleasure—but business was first, mind you—and had lots of fun with the late Tom Ochiltree. These two were the sensation of London at that time. But Capt. Paddock really and truly financed the road. He did, at that time, his whole duty in behalf of Fort Worth, as he had always done before and since, and is doing now.

As soon as it became known that Captain Paddock had financed the proposition, the Rock Island "got busy, right now," built the extension from Bridgeport to Jacksboro, and we do not know what else they did at that time to put the "everlasting kibosh," as they hoped, to the meritorious enterprise financed by the invincible Paddock.

Individually, I do not blame the Rock Island. 'Twas the richest railroad plum then ungathered—the Rock Island knew it!—and what thinking person could blame the Rock Island for thus protecting what they considered their own. And who can blame Mr. Lassiter now for doing his duty by his client?

However, times have now changed. The country in question has grown. It continues to grow. With additional railroad facilities the country northwest of Fort Worth would grow as it should grow—with leaps and bounds. The human mind can scarcely conceive the wonderful growth and development which would necessarily follow the quick construction of this one particular road. Millions of people are seeking homes. They want to move into a first-class farming section, but they want conveniences, shipping facilities and modern environments. The old-fashioned way of settling people "just any old place," without any conveniences, has passed away. It can no longer be done, because an enlightened people will not "stand for it." Land buyers "have something to say" regarding where they shall settle—and fine farming land alone will not suffice.

As Colonel Bill Capps well said, "Fort Worth is not a finished town." Fort Worth needs this road. There is absolutely nothing that Fort Worth needs as much as she needs this road. It should be built, as far as practicable, with Fort Worth capital, in order that it get the full sympathy and cooperation of the people along the route, and for other good and sufficient reasons. It should be a competing line—competing honorably, of course.

Previously, I have told of gentlemen who have done and are doing their duty. What is the duty—the plain, bounden duty—of Fort Worth now, under present existing conditions? That duty is to build this railroad. It is a duty they owe to themselves. It is a duty they owe to many people all along the route, from perhaps, Azle to Texico. These people are loyal to Fort Worth. They like the Fort Worth spirit. For more than 20 years they have hoped for this road. Time and time again they have signified their willingness, yea, their anxiety, to obtain this road by sub-

scribing liberally to bonuses, which have, as yet, amounted to naught. They are now more anxious than ever to get this particular road. It is the apple of their eye.

Other roads are being built. Extensions are being made—here, there, all around. North and south lines are being built, and this great, prosperous people is being courted by the people and business interests of Kansas City, St. Louis, Chicago and other places to the northeast. Gradually, we are being weaned away from our "first love," Fort Worth—and that, too, against our wills.

Wrapped in your own environments, nursing your comparatively small pet schemes, you seem oblivious to facts pertaining to the stupendous growth of the magnificent country northwest of you. In your fancied security, you congratulate yourselves, with apparent ostentation, on having gained in population 175 per cent in ten years.

Why, gentlemen, your gain of 175 per cent, while commendable, and a feat to be proud of so long as you make your comparisons in that section, looks like "thirty cents" to our people here in this mighty West! Mind you, our gains have been made almost wholly without railroad advantages. Now, let's compare gains in populations, and make a few comparisons. In population, Hale County gained 650 per cent in the past ten years. In farming population the gain was 1100 per cent. In material wealth the gain was 842 per cent. We have no measure by which to judge our gain in good citizenship, intelligence and progressiveness, but this must have been around 500 per cent. Along the route of the proposed road there are several towns and counties that have gained from 300 per cent to 2000 per cent in that same ten years. All have made wonderful and substantial gains. The people all along the proposed route are now able to buy more—much more—than formerly, and do so.

The people are willing to pay for railroad advantages—their full share. Last year Plainview offered the Quanah, Acme & Pacific \$100,000.00 to build into this city.

Now I have a suggestion. On February 24 and 25 Plainview will hold a Water Carnival. At that time the people of the Plains propose to fitly celebrate the great, recent discovery of sufficient quantities of water for irrigation purposes. Demonstrations of water and the various irrigation systems will be fully made. There will be a big barbecue and general good time, as Plains people do not do things by halves. My suggestion is this: Let your Board of Trade send to this Carnival a delegation of at least ten of its wide-awake members. If they are skeptical as to the resources of this country so much the better. Let that delegation come as the guests of Plainview Commercial Club. They will be shown things that will open their eyes regarding the progress, possibilities and almost unbelievable developments already realized and to be put in operation in the next few months. Your delegation can make its report to your Board of Trade upon its return here.

We feel sure this report will be interesting and quite surprising.

We think this investigation by your citizens is due to this country, as well as to Fort Worth. An honest investigation is desired by the people of

this country, who will abide the result, whatever it may be.

A. W. COLLIER,
Plainview, Texas, Feb. 16, 1911.

PLANT A TREE.

Pregnant with possibilities is the Western town, but beauty should be its penchant. Civic beauty walks hand in hand with prosperity and progress of every kind. Had you thought of the fact that you are now in the midst of the shade-tree-setting-out season. Put out, in good taste, a few more trees and shrubs before the season slips by. It is a debt you owe to the home as well as to the city, and a mighty good investment, too. Every man and woman in the city with any artistic or esthetic taste or pride of habitat should become a member of the Civic Improvement League, and one's first labor for the Club should begin at one's own home. The grounds about our public buildings and schools, also, should by all means and schools, also, should, by all means be beautified.

Regard for the beautiful is the beginning of wisdom. Edgar Allen Poe said truth is beauty and beauty is truth, and there is no wisdom apart from truth nor any moral perception or real righteousness. Man is above the brute creation only in the refinement of his reasoning faculties far above and beyond the brute instinct. The first created beings and their immediate posterity wore scant clothing and bathed only semi-occasionally. Their surroundings were more beautiful than ours because they were nature's. But with evolution and progress we have defaced nature and trampled upon her beauties until all that is left is purely artificial, and we must depend upon art and ingenuity to amend what we have spoiled, and, to some extent, at least, we must get back to nature by the planting of trees and shrubs and flowers and by making more attractive what we have substituted for nature.

INTERURBANS.

Just to the east of here lies the town of Haskell. It has street cars, but is no larger than Plainview. Now capitalists have been interested in the proposition of connecting Haskell with Rule, a town 12 miles on this side, by this interurban, and work is to commence soon. The entire route to Rule is nearly as level as a floor, and is thickly settled by prosperous farmers, who are anxious for the road to be built.

The time is not very far distant when the entire South Plains will be threaded with interurbans, just as it is strung with telephone wires today. Our country is as level as a sheet of ice, and the construction will not be difficult. That day will not come, however, until the "10-acres-and-liberty" idea has been fully worked out by the development of irrigation. How soon this will occur is entirely in our own hands. Sounds Utopian, doesn't it? But it will surely come to pass if our people are as progressive as we think they are.

Come to the Irrigation Conference and hammer the first spike into the construction of a glorious future!

FOR SALE OR RENT.

One-half or whole section of choice land, 10 miles northeast of Plainview. For further information, address
BOX 63, R. F. D. No. 2,
Pemberville, Ohio.

THE LAND OF OPPORTUNITY

—IS IN—
WESTERN LOUISIANA
Along the
Kansas City - Southern Railway

Where land is cheaper than in the older settled states and produces larger money returns. A country of good tillable land, excellent water, abundant rainfall, fine pasturage, and the greatest variety of production

The highest part of the state, perfectly drained, naturally producing every crop grown in the United States, and splendidly adapted to extra early fruit and commercial truck crops

Write for illustrated books telling all about it
WM. NICHOLSON, Immigration Ag't, K. C. S. Ry
110 Hughes Building, Kansas City, Mo

IT'S TIME TO PLANT GARDEN

In order to get the very best results from your garden it is necessary that you

PLANT ONLY THE BEST SEEDS

We have had years of experience in the seed business and sell only the best to be found in the market

We are Headquarters

for Seed Corn, Onion Sets, Sweet and Irish Potatoes, Alfalfa and a full line of small seeds in bulk

If you are interested in planting seed it will pay you to visit our Seed Department. Come in and let us talk the seed business over.

Vickery-Hancock Grocery Co.

The ladies of Calvary Baptist Church will serve Chicken-Pie Dinner every First Monday.



The Good Housekeeper knows it is a waste of money to buy poor groceries. She knows how much may be spoiled by strenuous butter or doubtful eggs, etc.

Our Groceries are Cheap

because they are GOOD as well as because they are LOW in PRICE. We ask you for a trial order, in the expectation of gaining your steady trade through excellence.

Orders promptly filled and delivered to any part of the city.

L. D. RUCKER
Proprietor of

CASH GROCERY
Phone 174 219 E. California Aa

FREE BULLETINS.

Dallas, Texas, Jan. 28.—Col. Henry Exall, president of the Texas Industrial Congress, which recently made public an offer of \$10,000 in gold prizes to the farmers of the State for the best yields of corn and cotton, is in receipt of a letter from Prof. C. M. Evans, superintendent of the agricultural extension department of the A. & M. College, who says:

"I am receiving a large number of requests for special bulletins on the cultivation of corn and cotton from people interested in the contests which you have announced. There certainly is a hearty interest being manifested, and I regard this as being the greatest move that has ever been put on foot in Texas. Owing to this fact, we have decided to issue, through the extension department, for the special benefit of these people, a series of bulletins on the different phases of the production of corn and cotton. The first will deal entirely with the preparation of the land and the selection of fertilizers, the second with the selection of and testing of seed and the planting, etc."

Copies of these bulletins may be had, free of cost, upon application to the extension department of the A. & M. College, College Station, and full particulars of the big prize offer may be secured by writing the Texas Industrial Congress, at Dallas.

Bring your Eggs and Butter to HATCHELL & JOHNSON'S.

One pair of twins was born on Monday at the home of Sheriff Carter, of Castro County, and triplets were born last week in Swisher County. The South Plains for bumper crops!

LOCAL AND PERSONAL

A girl was born to Mr. and Mrs. Henry DeJarnatt on last Tuesday, but we are sorry to chronicle that it died soon after birth.

If you want a Cab promptly, phone 219.

Robert Alley, of Hale Center, was in town this week, and states that he already has the pit dug for his well, and will install a tiling system soon. Let the good work go on!

C. L. GILBERT TRANSFER CO. for quick service. Cab or Bus. Phone 219.

Spring winds are coming, and a fire is liable to come. Let us write your insurance now. J. M. MALONE INSURANCE AGENCY.

H. A. Kreul, of Laurens, Iowa, was down this week, looking after the tract of land he owns just north of Plainview. He is seriously pondering the irrigation proposition.

How about that accident and health policy?—before it is too late. See J. M. MALONE INSURANCE AGENCY.

HATCHELL & JOHNSON for Groceries and Meats. Phone 76.

Ferd Rastetter, who lives five miles south of Plainview, informs us that he is putting down a "Jumbo" well—is down now to the second strata. He expects to install some sub-irrigating tiling. He is expecting two brothers-in-law from the North down this week. They stated in letters to him that they would buy if our wells proposition was not a lie. (Note the rhythm.) Come on in, boys; the water's fine!

Flake Garner, embalmer with E. R. Williams, was called early Monday morning to prepare the body of Mrs. Neona Bell Breckenridge for transportation to her old home, in Wyconda, Mo. She was the wife of J. T. Breckenridge. The family lived 15 miles south of Plainview. Mrs. Breckenridge was a good woman, her neighbors say, which is the greatest eulogy that could be offered upon her death.

Call 72 when in need of printing.

"A DRUNKARD'S WIFE."

At the Schick Opera House, February 28th. Moral play written by our fellow-townsmen, R. M. Peace, put on by worthy local talent. Proceeds to go to prohibition county campaign fund. Prominent in the cast are Prof. E. A. Compton, Miss Piggat, of Lockney, Attorney Austin C. Hatchell and the writer of the play, who will have a difficult part. Tickets on sale at Wyckoff-Willis drug store.

SOME WIND, WHAT!

Mrs. Easter, an elderly lady of Estacado, while turning a street corner one day last week, had her skirts whipped about her ankles by the

wind in such a way that she was thrown to the ground, and suffered a broken arm in the fall.

QUITS BANK FOR FARM.

According to The Tulsa Herald, Cashier Donaldson, of one of the leading banks of Swisher County, has resigned his position and gone to the farm, to develop irrigation. Irrigation will better the banks—why shouldn't the bankers boost irrigation?

Let us insure your crop against hail J. M. MALONE INSURANCE AGENCY.

Lumber, Lumber, Lumber. PLAINVIEW LUMBER CO.

Why not

Buy land in Hale county while it is cheap? Several Irrigation Wells already completed.

D. HEFFLEFINGER
Plainview, Texas

I have several sections of land in Hale County which I will trade for Plainview REAL ESTATE. C. E. McCLELLAND.

Pure Hog Lard (no tallow) at HATCHELL & JOHNSON'S.



NEWS ITEM: TEXAS LEADS ALL OTHER STATES IN HOMESEEKERS

A Royal Welcome

J. N. DONOHOO, JAS. B. POSEY, E. B. HUGHES, A. W. MCKEE,
PRESIDENT VICE PRESIDENT CASHIER ASST. CASHIER

THE CITIZENS NATIONAL BANK

Of Plainview, Texas

CAPITAL - - - - - \$100,000.00

We would be pleased to have your business