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The Hale County Herald

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VOLUME TWENTY-TWO

THE HALE COUNTY HERALD, PLAINVIEW, TEXAS FRIDAY, JULY 21, 1911

NUMBER TWENTY-NINE

FROM FT. WORTH TO PLAINVIEW

OVER A MILLION DOLLAR BONUS HAS BEEN PLEDGED.

Charles E. McSweeney, the Promoter Writes He will be in Plainview at an Early Date.

Down at the Packing house city, they are getting busy on plans for that railroad the Plains country has been planning for, mainly: a line from Fort Worth to Plainview.

The Plains country can never become a great manufacturing center. Our irrigated lands and our wheat fields are too rich and too beautiful to be littered up with factories.

It is Plainview's dearest ambition to have direct railroad connection with Fort Worth and Dallas, the only two towns in the state, this section thinks much of.

Charles E. McSweeney, who was out here this spring, writes from Fort Worth, date July 15, that he will be in Plainview in a very few weeks to go over the proposition of the Fort Worth to Plainview road in detail.

Packing House Builder Proposes to Construct Railroad Line From Worth to Plainview

"From Fort Worth to Plainview via Graham, Throckmorton and Matador thru a rich but undeveloped farming and mineral region, is the proposed route of the Fort Worth and Panhandle railway, a new enterprise.

He also proposed the organization of a subsidiary company, called the Fort Worth and Panhandle Coal Company, with a capital stock of \$60,000, to develop the resources of a hundred square miles in West Texas, said to contain rich deposits of bituminous coals.

He has introduced the railroad plan to 30 West Texas towns and 18 of them have already pledged cash bonuses. Plainview, he says, has already raised \$100,000 as a bonus and citizens they are elated over the opportunity of getting a direct line to the East.

Mr. McSweeney furnishes the following list of west Texas towns, which are now raising money for the line, and the amount of each bonus: Azle, \$5,000; Reno \$5,000; Springtown

\$25,000; Poolville \$10,000; Agnes, Gibtown \$7,000; Tina Top \$10,000; Oakdale \$5,000; Graham \$75,000; New Castle \$30,000; Profit \$10,000; Elbert \$15,000; Haskell \$75,000; Throckmorton \$25,000; Knox City \$30,000; Matador \$150,000; Lockney \$25,000; Plainview \$100,000.

Plainview does not put much faith in wild cat schemes and blue sky railroads but those Fort Worth people have been making a lot of promises the past few years and we are convinced they are meaning to push thru a line to this section as soon as ever they hit upon a suitable plan.

The commercial secretaries and business men's associations of Texas, which has its headquarters at Fort Worth, gives out the following information this week, which substantiates to some extent the above article: "The Red River to the Gulf highway now being laid out by R. J. Potts of the A. & M. College and his party, is exciting state-wide interest, and an effort is being made by the Commercial Clubs in the Panhandle to run a loop from the Fort Worth branch thru the Plains country.

But out here in the Plains country we have things much more substantial than scenic grandeur. A highway would help but a railway would hasten our development as well as that of Fort Worth a thousand times more.

AN UNDERGROUND RIVER.

Still further proofs of an underground river were shown by P. B. Snyder on the streets of Plainview this week in a glass bottle. They were smooth, many-colored gravel, such as one frequently sees in the bed of a creek.

Judge Lancaster examined the above-mentioned pebbles and decided that he saw not only flecks of gold in them, but Egyptian hieroglyphics. And the Judge is strong on deciphering chirography.

VOTE FOR PROHIBITION.

Tomorrow is the day when Texas votes herself free from the liquor traffic, that is, if the vote of Plainview may be taken as any sign. The prohibitionists have been faithfully working this section for the past few months, and it is almost certain that the South Plains will roll up a large majority against the saloon.

MRS. SLATON DEAD.

Just as we go to press it is learned that Mrs. Mary Slaton, mother of our banker, J. H. Slaton, died at 2:30 this afternoon. She had been hovering near death's door for the past few weeks, and finally succumbed to senility, with a complication of diseases.

PLAINS STOCKMAN INTERVIEWED

"Never had a saloon in Hale County since it was organized, and we have no whiskey trade drug stores in the county, either," said J. C. Hooper, a prosperous stock farmer of Plainview, Texas. "It is not a case of poor people, and a county where things are not going right, by any means. We have just finished a \$75,000 court house, and we have a county seat town of over 4,000 inhabitants with two large church colleges. It is all nonsense to talk about saloons being necessary to business interests.

Mesdames Dougherty and Allen, of Streater, Ill., are visiting their son and daughter, Mr. and Mrs. F. M. Dougherty.

Just received this week, 250 of our special \$1.00 men's dress shirts.—Shelton Bros.

TWO GOVERNMENT EXPERTS HERE

WELL PLEASSED WITH FIRST GLIMPSE OF PLAINS.

Predict for This Section Great Future for Truck and Cotton Raising.

Last Thursday and Friday W. L. English, a Government expert from Washington, D. C., and Geo. L. Bishop, of the Government Experiment Station at Cordell, Okla., visited the Plainview country, and were carefully shown over same by H. M. Bainer, agricultural demonstrator for the Santa Fe, who was a schoolmate of Mr. English.

Mr. English was formerly Director of the Oklahoma Experiment Stations, but he was promoted to general work for the Government. Mr. Bishop is District Agent for Government Demonstration Work, and Western Oklahoma is his field.

Chiefly they came to the Plainview country because of the fact that they have broken into the cotton raising ranks by the high average yields of the past few years and the fact that ten thousand acres are planted to cotton in Hale County this year.

While irrigation investigations is not included in their line of work, both gentlemen are well versed in same, and their decision, after a thorough investigation, that this method of farming will prove highly profitable in the Plainview country, is very gratifying, and their reports may mean much to us.

The Herald man had a long interview with these gentlemen, and following are some of the nuggets we gleaned from their conversation: "You are right in the heart of the feed belt, and your forage crops are sure and cheaply raised. This, coupled with the facts that thousands of acres of grass are going to waste in this section and that cattle raising is ideal here and the price is high, should mean a larger percentage of cattle in the South Plains.

"We would advise you people to

SPECIAL ATTRACTION.

The Russell-Davis Stock and Vaudeville Company will open a week's engagement at the Schick Opera House next Monday, July 24, presenting a varied repertoire of tabloid dramas, comedies, farces and vaudeville features.

This form of entertainment has gained a wonderful popularity in the East, and has seemingly filled a long felt want in the amusement menu of theater goers.

The average American has grown far too nervous to sit quietly through the two or three hours necessary to unfold the plot of the regulation comedy or drama.

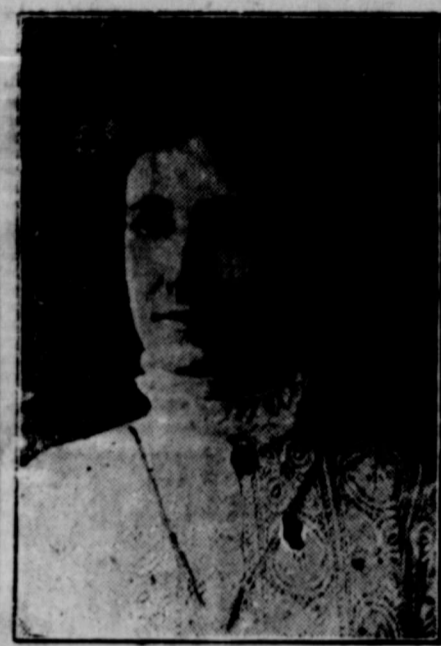
This new form of entertainment consists of the presentation of comedies and dramas free from all persiflage, and boiled down to a point containing nothing but the meat of the story; it is dashed off quickly, and the auditor gets the benefit of the full production with the tiresome passages eliminated.

The Russell-Davis Company contains several performers of considerable note. Lawrence Russell is one

21.41 INCHES RAIN SINCE JAN. 1

of the best character actors that is known to the present generation, and is the author of a number of well-known plays that have been successfully produced both in America and in England.

Emma Marie Davis is a charming comedienne, who has achieved distinction in a great number of roles, varying from comic opera to legiti-



mate drama. She possesses a beautiful contralto voice. It in itself alone will make her a favorite with any music loving audience.

The company will present a complete change of program each night, and special features will be offered in addition to the regular performance.

IN THE SOCIAL REALM.

A jolly crowd of Rebekahs met at Mrs. Fitzgerald's Saturday afternoon and gave her a "handkerchief shower." Refreshments of cream and cake were served. The occasion of the shower was the departure of Mrs. Fitzgerald for Iowa, where she will visit for some time.

Mrs. T. E. Richards entertained Tuesday night, in honor of her niece, Miss Oxford, of Stephenville, who is visiting her. The decorations were pink and white, the same scheme being carried out in the brick ice cream and cake, but the punch was the regulation color.

Miss Nell Holland entertained Monday night, complimentary to her guest, Miss Zeda Craig, of Hillsboro. Several unique diversions, such as poetry making, guessing advertisement from the pictures and the "truth ball" served to pass the time right merrily.

Honoring her guests, Miss Bonner, of Mexia, and Miss Wortham, of Austin, Miss Georgia May was hostess at an eight o'clock dinner at the May residence, on Wayland Boulevard, Wednesday evening. There were six couples present, several of the young ladies being visitors in the town.

CITY SELLS PROPERTY.

The City Council has sold lots 16 and 17 in block 32 to R. C. Ware and Dr. Dye. The lot purchased by Mr. Ware lies directly behind the R. C. Ware Hardware Company, and he will have a ware house erected upon it. The city received \$2,300 for these lots, the same price they paid for them when they bought them with the expectation of using this property as a City Hall site.

NATURAL COLOR PHOTOGRAPHS

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ABOUT 9 INCHES IN THE PAST TWO WEEKS.

Where Is the Man Who Said the Month of July had a Dry Moon, Huh!

J. F. Sander, Government rain gauge keeper, has about worn out his guage measuring 21.41 inches precipitation since January 1, and over 9 inches in the past fortnight, and he suggests that the common people make home-spun rain gauges out of smooth-topped molasses buckets, cylinder-shaped, placing them three feet from the mother earth, that they may get the measurements until his new instrument comes.

It has Jupiter Pluviused the past two weeks until the streets of Plainview are navigable. Actually, boats have been used on the public square! And in the Harp basement the water is six feet deep. "Come on in, the water's fine," is what the small boys are saying every night when darkness spreads its mantle over their naked forms and they try the "over-hand" stroke.

The man who dolefully spoke of the "dry moon" in July is staying at home taking care of the children while his wife goes after the mail. Nearly every man asks as he passes you, "Is this rain enough for you?" These are the same men who asked, "Is it dry enough for you?" last month. They should be executed. Why can't some one invent new jokes about the weather?

There has been enough money spent for cab fares and rubber boots the past two weeks to have graded several streets and built miles of concrete sidewalks and street crossings. Of course, when it's dry—that is, not all the Arkansawyers get their mail in that state.

This "weather prophet" joke has been worked to death. A man who will try to get that stale gag off should be shot on sight.

There has been too much rain right here in Plainview, and if the wet weather keeps up prayer meetings for dry water should be started. It is thought the fall has not been so heavy elsewhere. If it has, no doubt many crops have been injured.

The hail Monday afternoon did some injury, and a strip of country five miles east of town was badly banged up. S. R. Doan, a grocery drummer with the American Grocery Company of Kansas City, was out driving that afternoon, when the lightning struck the telephone wire above him, splitting same, demolishing three poles, paralyzing the horse for the time being. Mr. Doan for a few minutes. Here in town a half dozen flues were blown down, and several windmills suffered the same fate.

The man with his funny joke about a barrel being filled by rain through the bung hole was seen and heard on the streets of Plainview several times the past two weeks. And he hasn't been indicted yet!

The rains have been as general as the State of Texas, but we have yet to hear of any section receiving as much as Hale County. They have assured many crops, and the little injury they have done amounts to nothing when compared with the vast good. What's the matter with Hale County!

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

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THOS. P. WHITTIS

Civil Engineer and County Surveyor

Office at Court House Plainview, Texas

SEEKING INFORMATION.

We get many letters such as the following from substantial men seeking information on the great Plainview country. W. S. Craig, of the Citizens National Bank, Navasota, Texas,

writes: "Please put my name down for a year's subscription to The Hale County Herald and send me the bill and I will remit at once. You have too fine a country for me not to be in touch with it. Respectfully, W. S. Craig."



Personality In Clothes

WE admit that ready-to-wear clothes have reached a high point in fit and style. But, you can't consider a ready-to-wear garment as really being a part of you. There is some place in your anatomy that it will not fit.

There are some little ideas of your own that it cannot contain. The greatest clothes satisfaction can be obtained only from having your clothes made from your own individual measurement. Make your selection from 500 beautiful fabrics, which comprise the Kahn-Tailored range for this season. By all means wear clothes made only for you. They cost no more, the value is higher, and your personality is in them.

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ANOTHER SURVIVOR OF SAN JACINTO.

Henry Hardin of Diboll, Texas, Claims That Distinction.

Henderson, Texas, July 10.—I see in Sunday's News, an account of the death of the Hon. Henry Steele, a veteran of San Jacinto, and the statement that Hon. W. P. Zuper is the only survivor of that memorable battle. I have written a sketch of the life of one Henry Hardin, who claims to have been in that battle as well as others of the Texas war. Before giving a paragraph of what I have written of his life, I will state that I believe he is a truthful old man. He is unlettered and simple, and I wrote the story of his life just as he gave it to me, and it compares well with the history of Texas. I will give the story just as he gave it to me:

"I was born in Memphis, Tenn., in the year 1820, in the month of May. My parents both died by the time I was four years old, and I was left in charge of my grandmother, who moved to Perry County, Miss., in the year 1835. That year I ran away from my grandmother and came to Nacogdoches, Tex. The old stone fort was the first house I stopped. When I left Nacogdoches I went to the Colorado River and remained there until Dec. 1, and then I went to San Antonio and joined Capt. Fannin's company; was in the battle of San Antonio from the 5th to the 9th; Milam was my colonel until he was killed; Col. Johnson then took command. We whipped the Mexicans and took command on the evening of the 9th. Col. Cos was taken prisoner. They were taken to Matamoras. The Texas troops were turned loose, leaving only enough to garrison the fort. I went back to Nacogdoches and remained there until about the last of March, 1836; I then went to Harrisburg, where we had a skirmish with the Indians. I was at Harrisburg until about the 25th of March, when Travis called for help. When we got to Gonzales we heard that the Mexicans had captured Travis and his men at the Alamo, and there word reached us that they had captured Fannin and his men then Houston retreated to Harrisburg; Deaf Smith captured two Mexicans; Houston learned from these men that the army was divided, Santa Anna intending to cross at Lynch's Ferry, near Harrisburg. Houston left the supplies with three hundred men under Capt. Gillespie. We then went to the battle-

ground; got there the morning of the 20th; we skirmished with them all day, when Santa Anna drew back and threw up a breastwork; on the 21st in the evening we charged them and gained the victory; we ran them to the bayou and killed many of them. We remained there on the battleground until the last of May then we went to Velasco. We stayed there until the last of July, guarding the prisoners. We were then turned loose, and I went back to Nacogdoches. I belonged to Capt. Billingley's company, which was Company C, in Burleson's regiment."

I believe his story to be true, and give it to the public for what it is worth. Henry Hardin now lives at Diboll, Texas.

C. A. TOWER,

Pastor Methodist Episcopal Church, South.

TAFT RECEIVES AERIAL VISITOR.

Washington, July 14.—President Taft received his first aerial visitor shortly before 3 o'clock today. The President stood on the rear portico of the White House as Aviator Harry N. Atwood of Boston, after circulating the Washington monument, landed on the White House lawn. Alighting from the machine, Atwood walked to where the president stood and was presented by him with a gold medal from Aero Club of Washington.

SUB-IRRIGATION INSTALLED.

I. N. Terrill, the "modern water witch," of Amarillo, again visited the South Plains country this week, and installed two of his sub-irrigation plants, one for W. E. Bledsoe, of Abernathy, and one for J. M. Shafer. The Herald editor has three squares and his midnight siesta at the Shafer house, and so will have an admirable opportunity of studying the workings of the system, and will report on same to The Herald readers from time to time.

It will probably be many weeks before Mr. Shafer has occasion to turn the water into his tiling, on account of the ever falling rains, but he will try it as soon as his grass and garden need water, if not sooner. And he is so anxious to test it we rather think it will be sooner.

Mr. Terrill has returned to Amarillo, and in conversation with a representative of The Amarillo Daily News is quoted as follows:

"I have much basis for the opinion

that this matter of irrigation is destined to become one of the greatest, if, indeed, not the very greatest, in the Panhandle country. The people are awakening to the importance of the question, and more and more capital is being interested in its development. I believe that within the next few years a large force of men will be engaged constantly looking to the general installation of irrigation plants throughout this and other sections of the great Panhandle country.

"We are considering the water supply of the Panhandle from many different angles, and there seems reason to believe that through this artificial application of water to the earth lies the quickest and surest legitimate route to the goodly proportioned bank account. The people are coming rapidly to this view and when this shall have been fully assimilated there will be a clamorous desire to get the installation of irrigation, so that the golden harvest may be hastened to the individual and the community as well.

"That the growth of interest in irrigation is not so wonderful as the fact that the people have waited so long for the coming of the same. There is reason now for the wonderful awakening, second scarcely to the wonderment that it should have been so long delayed. We are coming to the front, and men who have cash invested in land have the right to demand from that land returns on the capital thus invested. Irrigation is the key to the hidden treasure, a fact that needs but little more demonstration and argument to assure its general adoption at the hands of the citizenship of the Panhandle."

PA'S WET AND MA'S DRY.

Ma is dry and pa is wet,
Something doing there, you bet;
Ma gets up and says 'at pa
Ain't no sympathy fer law,
Waves her arms and hops 'round,
En pa tries to hold his ground—
Says 'at ma's a kind of crank,
En ma says 'at pa's a tank;
En that gets everybody het.
Ma is dry and pa is wet.

Ma is dry and pa is wet—
Argument and epithet.
Ma says, "Down with the saloons;"
Pa says ma is "full of prunes,"
Waltzes up and waltzes down,
Says they want to kill the town;
Bangs the table with his knucks—
That makes ma red hot, you bet!
En calls the dries a lot of "mucks."
MA IS DRY AND PA IS WET.

Ma is dry and pa is wet,
Home is horribly beset;
Pa says prohibition's bum,
Ma attacks the demon rum,
Pulls his ears and twists his nose,
Allemands and do-se-dos;
Calls the wets "a lot of soaks,"
En pa gets mad until he chokes—
Biggest family ruction yet,
Ma is dry and pa is wet!

—Anon.

BETTER SEASONS ON PLAINS.

The so-called arid plains of the Southwest are more fortunate in rainfall this season than the regions further east. It makes little difference whether the seasons are moving west of whether the west is moving east, just so the west is reasonable.—Farm & Ranch.

CROSBYTON CAPITALIST HERE.

Julian M. Bassett, who owns the townsite of Crosbyton and who has just finished building the Crosbyton railroad, spent yesterday in Hereford on important business. Mr. Bassett is anxious to extend his railroad to Plainview and Hereford. He asks that Plainview and Hereford get together and build the road, which would cost about \$5,000 per mile.—Hereford Recorder.

Just now Plainview prefers putting down irrigation wells, putting in truck patches and putting on a tonnage getting campaign in general to building railroads at \$5,000 per mile. We have several promising railroad schemes ahead now that will come cheaper than building them ourselves. When we get a sufficient tonnage to fill all the out-going box cars of the Santa Fe, then we will probably have another road, and it won't cost much, either. The great irrigation belt of the South Plains will demand a network of railroads in time, and Plainview and Hereford will look like two great cobwebs. Hasten the day when steel connects these pioneers in the promotion of irrigation in the Plains country.

SOUTH PLAINS IN FINE SHAPE.

James Welch and C. H. Ball, vice president and traveling salesman, respectively, for the Morrow-Thomas Hardware Company, have returned from an extended trip over the South Plains in an automobile, looking af-

ter the interests of the company.

In conversation with a representative of The Daily Panhandle, Mr. Ball said: "The wheat, oats and cotton of the South Plains are very fine, the only trouble experienced by the farmers of that section being a continuous spell of wet weather, which has very materially interfered with the harvest of the crops. It seems to me that if these every day rains do not discontinue some injury will result. Indications, at present, however, seem to point towards the early return of normal conditions. As to the cotton, the rains, of course, have not affected it in a similar way. Looked at from every point of view, I think this will be a banner year for the people of that section."—Amarillo Panhandle.

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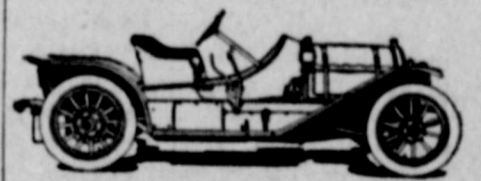
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RABBIT RIDGE RAMBLINGS

Howdy! Good morning! Have you used Pear's soap?

Well, the Ridge received the rain, and it came in several instalments, and it looks as tho it would continue in our next. It's funny how one rain can make the pessimist see the doughnut. And this country can change more in one day after it receives a precipitation than can a tramp after he gets a bath.

"Little drops of water, On little grains of sand Make the Ridge and valley Seem inviting land."

Let me up fellers, you've got my nose to bleeding already.

Last Friday morning, a little boy in Portales, about twelve years old, waked up and noticed the water from the rain the night before covering the streets. In dismay he ran to his father crying, "Papa, papa, somebody's irrigation ditch has busted and is losing all the water."

Turn on the water, Hiram Lad, and watch out for your Sunday shoes.

Uncle Newt Greenboy was in from his ranch which is situated to the south of the Ridge one day this week and in a conversation with the Herald correspondent stated that the rabbits were fine and easily caught on his ranch. Said all you had to do was to shove a stick in the hole and keep a tight grip on it and the rabbits would twist themselves up. This is the first instance of the kin the Rabbit Ridge people have ever heard of and several are planning a hunting trip to the Greenboy estate.

Bill Hankins is always pessimistic. Admits he had a good rain on his farm and that the range is good and the rabbits getting fat but says his wife is expecting her mother in at any time to spend the summer with them.

How beautiful that most of our troubles never happen.—Elbert Hubbard.

This scribe is very glad to announce that the ball game last Friday between the "Rabbit Twisters" and the "Poverty Flat Panthers" was postponed on account of WET GROUNDS.

The Rabbit Ridge Order of Pessimists had an indignation meeting last Saturday night on account of the big rains. They eased their feelings somewhat by spitting amber on the school house floor.

I see by the paper where a barber says he'll be darned if he can see where a merchant that shaves with a safety razor has any kick on the mail order houses.

Aunt Mandy Skinner was in town Saturday to do some shopping. After she had disposed of her butter and eggs—those ever present aids in the time of financial stringency—Hi Walters, the genial proprietor of the local dry goods and groceries and hardware emporium says, say he, "Now what do you want, Aunt Mandy?" That lady replied, "How do I know until I have looked."

Femal women are the same the world over when it comes to shopping.

A bunch of Rabbit Ridge loafers were standing on the porch of Hi Walter's store last Saturday watching Jupiter Pluvius. It was summat of an electrical disturbance. Every time the lightning let out a vicious flash and the thunder turned loose with both barrels, all the assemblage would dodge instinctively and think about their sins. Did I say, all? Well, that is, all but Uncle Lige Skinner. He stood as firm as Stone-wall Jackson and eyed the play of the lightning with unblinking gaze. Finally one of the others said, "Ain't you skeered of lightning, Uncle Lige?" "Naw," he says, "I carry a rabbit's foot."

It's mighty handy to have a rabbit's foot or the Presbyterian faith to lean on in a thunder storm. Of course, a man can't die before his time comes but speaking personally, we prefer lightning rods.

Zeke Dobson, the village inventor, is able to prefect the rabbit trap, which has engrossed his time for the past two years. He has the box completed now and all he lacks is figuring the tripper work.

Some men can understand everything about a scheme but the trigger work. Some men sabe all about an auto except what "makes it go," and some fellows can cuss a gasoline engine into running. Get up, Hobbin, let's get to the end of this row.

Bud Long has purchased a new bug but the cards are not out yet.

Veraciously yours,
RABBIT SMITH,
Correspondent.

B. O. McWhorter and wife, of Lubbock, and R. West Lemond, of Hale Center, were guests of Scott Cochran past week.

HALE CENTER ITEMS.

Last Sunday afternoon, Henrietta Mester, a little of 13 years, was driving the cows up and the horse she was riding fell, throwing her and breaking her arm. She was one-half mile from the house and had to walk in. When she got to the house a buggy just happened to be there and no one at home except her brother. They drove down to town in the buggy and the doctor was able to stop the pain which the little girl had gone thru for a long while. The doctor says she is getting along fine.

It is reported by stockmen that local cattle conditions have never been better than at the present time. Cattle are in excellent shape with an abundance of grass and every indication that the stock will pass thru the fall and winter season amply fortified against all adverse conditions that might arise.

Mr. L. T. Dent brought a sample of his cabbage crop to the editor this morning that's a baout. The cabbage is only a fair sample of his crop and it weighs about six pounds. Some class to that cabbage head; was so solid and that shape was a little classy too. Brother Dent must have known my living spot.

Most all of Hale and Floyd counties have had good rains this and last week. Rain is making good and will bring a high price. The big acreage of cotton is doing fine and sows a prospect of a bale to the acre.

Hale county farmers are making money this year. An average of 30 bushels of oats to the acre and the price of 50 cents per bushel. Wheat will make about 20 bushels per acre and the maize, kaffir corn, cotton and millet never looked better.

The picnic at Abernathy last Wednesday was a big success. People from many different points over the Plains besides all the Abernathy community were present. A good ball game was played by Emma versus Estacado, which resulted in a victory for Emma. The Emma team now wants to play Hale Center; this will be a good game for our picnic day which will be in August some time.

Mrs. Elliott is remodeling the old homestead out on the farm three miles west of town. She is having a gallery built for the house, changing the stairs and having new ones put in, building three good rooms up stairs and making the house almost new; repapering and painting it. This work will amount to several hundred dollars worth of improvements.

Rev. Sweeney will begin a revival meeting the fourth Sunday in this month. He will be assisted by R. L. Jamison, pastor of Tullia Methodist church. Everybody invited to come out and take part in the work.

George Griffin's place, one mile north of town, was sold by Harsh & Sanders this week to an Iowa party, who will move here this fall. The Griffin place is well improved and all the 160 acres is in cultivation.

Miss Lucile Anderson, who has been attending St. Mary's college at Dallas came home Saturday for the summer's vacation.

—Live-Wire.

KNOWN AS TYPHOID GIRL.

Chicago, Ill., July 15.—Miss Roe Boersma, known as the typhoid girl, is being guarded by a city detective on a dairy farm south of Chicago, and may be quarantined for life, according to health department officials.

Although enjoying perfect health, she is said to be a carrier of the disease germs and directly responsible for three deaths and fifty cases of fever in the south division of the city. She has been under quarantine for more than a month.

MAN FALLS 150 FEET; UNHURT.

New York, July 15.—Joseph Kinward, of Tarrytown, was in a swing painting the water tower there late today when the rope broke.

He dropped 150 feet, struck a guard wire, turned a complete somersault and landed on his feet. He smiled and said:

"I didn't expect to come down this way, but I'm all right."

Although somewhat shaken up, he was able to walk home.

BOATING IN PLAINVIEW.

Yesterday Sheriff London decided that on account of the paucity of crimes he needed some exercise, and, just after the rain, he got in a boat and began to enjoy himself gondola-ing about the streets Deputy County Clerk Box, who is some mischievous, offered some small boys fifty cents apiece if they would turn him over. They did, the sheriff got wet but the boys got the money. This goes not as a knock on the streets of Plainview, but simply to show how heavy was the precipitation.

Regular \$1.99 overalls, this week for 99 cents.—Shelton Brothers.

SOME ADDITIONAL LOCAL LORE

G. W. McCleary and wife, of Honey Grove, are visiting A. W. McKee and family. Mr. McCleary is cashier of the First National Bank at that town.

Among other interesting items might be mentioned that peaches are ripe, the "summer girl" crop is larger and prettier than usual, and roasting ears will soon be ready.

Mrs. Newton and daughter, Miss Vera, returned Wednesday from an extended trip to California and other points.

Miss Lucy Malone returned to Abilene Wednesday. She was accompanied by Mrs. Chas. Malone, who will visit there for a few days.

W. R. Moore, a prominent grover of Waco, passed through Saturday, on his way to Floydada, where he will visit his parents.

Fletcher Brown, manager of the Fuiton Lumber Company at Abernathy, passed through Saturday on his way to Kress, where he visited his mother.

Just received a car load of Wolfe Premium Flour from Kansas. \$2.75 per hundred. Every sack guaranteed.—Montgomery-Lash.

We want old hens, old roosters, young chickens, fresh eggs, fresh butter all the cream you have.—Montgomery-Lash.

Handle flour by the car is the reason we can sell Wolf Premium for \$2.75 per hundred at Montgomery-Lash's.

Remember you can buy butter for 20 cents per pound sugar 17 pounds for \$1.00 and Wolf Premium Flour, \$2.75 per hundred. Montgomery-Lash.

Our Big Sale closes next Monday the 26th. Don't fail to come and get the goods.—Montgomery-Lash Grocery Company.

Best light bread flour on the market is Wolf's Premium, \$2.75 per hundred. Sold only by Montgomery-Lash.

G. F. J. Stephens, manager of Nobles Brothers Wholesale Grocery at Plainview returned home this morning after making a business visit to this city.

If you want fresh hams and bacon and lard, use Diamond C. They reach us two days after they are packed.

Don Biggers was up from Lubbock the first of the week to arrange for crates for shipping his cantaloupe crop.

Mrs. M. B. Metzger and two children are here from Topeka, Kansas, for a two weeks' visit to her sister, Mrs. R. E. Cochrane.

Floyd Fouts, editor of "The Live-Wire," was over from Hale Center Monday. Fouts is giving those people a good paper—eight pages, all home print, last week.

James Whittington, of Rogersville, Texas, is here for his health. Says he weighs more after three weeks here than he ever did before.

Fitz Hudgins was here from Bartonsite Monday, and said the range and crops in his portion of the county couldn't be beat.

Mrs. Hary Adams came in Tuesday from Ranger to join her husband, who is on the force of The Plainview News.

See the specials in this week's ad of Shelton Brothers.

Dr. L. N. Pennock, our osteopath at Plainview, will attend the American Osteopathic Association, which convenes in Chicago next week, from the 25th to the 28th. He will leave here tomorrow. The doctor says he will pull for Plainview for the 1912 convention. Here's wishing him good luck.

Board and room at the ACME HOTEL for \$4.50 per week. All guests receive the best accommodations.

LOST—Breast pin with watch fob pendant in shape of demijohn. Lost in Plainview Saturday. A reward will be paid upon its return to MRS. A. M. PELPHREY, at Club House.

FOR SALE—One 16-foot and one 10-foot windmill, with towers complete. See CHAS. A. MALONE, at Light Plant.

WOMEN AND THE FARM.

"He likes the farm and I don't." This is the reason given by a woman for her willingness to be divorced from the man to whom she has been married many years and to whom she has borne eight children. She is willing to give him to any woman who desires him, because he likes the farm and she does not.

May there not be here some partial key to the problem of farm desertions and to the reason why immigrants are flocking to the cities despite the fact that land—which is so widely coveted in Europe—may be had almost for the asking?

Almost every shrewd manufacturer looks to it that he is turning out something that the women want or something that they need. As compared with the things which are made exclusively for men there are scores which are made exclusively for women. The play that appeals to women is a success. The book that appeals to women is a "best seller."

If farm life can be made appealing to women, may we not find the people looking for farms in larger numbers?

It is true the thing might be very difficult, even if it were found to be the basis of the difficulty. But, in view of the fact that woman is fond of money and the things it will buy, is it not possible that woman might take a much greater interest in the farm kitchen and other institutions of the farm if they were considered in the guise of partners?

We do not hear of the farm woman's profits on a year's work. The man makes so much—and that is all there is to it. Or he loses so much—and perhaps there lies the rub. For he must look forward to the possible bad years before estimating his gains of the present year.

The woman could not expect a full half of the proceeds—though she may be credited with doing a pretty good half of the work. But if a fair proportion were awarded her, is it not possible that farm life for women would assume a new aspect?—St. Louis Times.

J. V. MATLOCK DEAD.

J. V. Matlock, a Hale County pioneer, died at McKinney Tuesday, following an operation a few days previous for cancer on the neck. The cancer had been bothering him for 17 years, we understand, and had resisted the best medical skill of the United States. As a last resort he turned to the knife, and his death is all the sadder for it seemed for a few days that he would survive the operation. His wife accompanied the remains to Plainview, arriving here Wednesday afternoon, and the funeral took place the following day. The services were conducted at the Methodist Church by Pastor Ferguson.

The deceased was born July 15, 1855, and had resided in Hale County many years, both at Plainview and Runningwater. He was one of the most substantial of our citizenship, and the town is saddened by his death.

A wife, seven daughters and two sons survive him, we understand.

COATS AND HELMETS COME.

The coats and helmets for the fire boys have arrived, and they are beauties. After the boys paid for them we understand the boys had only enough money left to purchase a collar for their mascot, his dogship "Chief." We understand the department is going to pull off some scheme in the near future for raising money to buy books or their reading room, and we are the people of the town will support this most worthy cause.

AIRDOM TO OPEN UP.

A. C. Renfro is down from Amarillo for the purpose of opening up a first-class airhome. The building is going up on Pacific Street, just north of the Ellerd building. Mr. Renfro says he will have a new machine, a skilled man to operate it and a singer of illustrated songs.

SEWELL FAMILY IS BEREAVED.

Jo Anna, the infant daughter of Mr. and Mrs. L. I. Sewell, aged eleven months, died last Sunday night, after a lingering illness, and was buried in the Plainview Cemetery Tuesday. The services were conducted at the residence by Rev. Jewell Howard, of the Christian Church. The family has the sincere sympathy of The Herald.

CAR OF PEACHES.

Car of choice Alberta and Plum peaches will be on track at depot Monday, July 14. Prices reasonable. HULEN & WYATT.

MAGNATES ON PLAINS

May Mean a Road Thru Plainview and Hereford.

There may be some significance attached to the visit to Hereford in the past two weeks of the officials of the two big railroads of the United States, the Frisco and Santa Fe. Last week, R. D. Yoakum, brother of B. F. Yoakum of the Frisco railroad, was in Hereford to inspect the irrigation proposition. Whether or not this gentleman came as a representative of the Frisco there is no definite information, but it is known that Mr. Yoakum is interested in railroad building and the recent purchase of the Brownwood railroad by the Frisco, leads one to believe that there is something in the air in the railroad building line, especially for this country. The line of railroad which the Frisco acquired last week is known as the Brownwood North and South road and goes from Brownwood to the little town of May to which point the grading has been completed. President Winchell and his party who visited their new acquisition, stated that the road would in all probability go from May to Rising Star, and that material for construction work would arrive in a few days. Rising Star is in a due northwesterly course from May, situated on the south line of Eastland county. From that point it is a directly northwest course to Hereford and would come through some of the finest country in Texas. Plainview would be the logical point for it to cross the Santa Fe, coming to Hereford and then on north to the Rock Island connecting with the coal fields of New Mexico.

B. F. Yoakum and his brother, R. D. are heavily interested in irrigation land at San Benito and know the fruits thereof. An extension of their Brownwood road into this country would give this country a most excellent outlet to the Gulf and also give the road a most splendid territory from which to derive traffic. It would pass thru the shallow water belt of this and the Plainview country giving it an immense traffic of irrigation products and a large income traffic of coal from New Mexico coal fields.—Hereford Recorder.

A fast mail train on the New York Central road, a few days ago, drawing seven all-steel mail cars and two Pullmans, ran three miles in one minute and fifty-one seconds. The first mile was made in 55 seconds, the second in 37 and the third in 36, the fastest time ever made in the world on a steam railroad.

An exchange remarks that a man can start out any day and inside of an hour and thirty minutes he can engage a woman to work for life at nothing a week, while it will take two weeks of solid search to get one to work at high wages and board.

Many a man makes his mark in the world with a whitewash brush.

All things come to him who waits—if he only knows where to wait.

THE SANTA FE EXCURSION.

Yo-he, yo-he, for the briny deep and a dip in the white-capped surf! On with your traveling togs, all ye Panhandle dwellers put a bathing-suit in your pocket and be ready for the first special excursion train to Galveston ever run from this section of Texas!

Such is the call of the Santa Fe railway, which, on Saturday, July 22, will run from Amarillo direct to the Oleander City a special train with adequate chair and sleeping car facilities.

This special will leave Amarillo at 6 a. m. next Saturday, according to announcement, reaching Galveston at 9:25 the following morning, just in time to give the traveler from the Plains country a whiff of a new sort of ozone, fresh, salty and bracing, from old Father Neptune's factory. Excursionists will be given a three days' stay in the seawall metropolis, the extra time being allowed on account of the distance from which the travelers must come.

Local Santa Fe officials state that requisition for transportation has already been made by 500 Panhandle residents, and that special Pullmans have been spoken for by a number of towns along the route. The train will probably reach Houston with ten cars, inclusive of seven sleepers.

A special will be run, it is stated, from Floydada and Lockney to Plainview, to connect with the excursion train. Added interest attaches to the excursion from the fact that it will be run over the new Coleman cut-off, and will reach Galveston by a new and more direct line from this section.—Amarillo News.

STRENUOUS TREATMENT.

An editor away for a while left his paper in charge of a preacher. During the minister's stay in the sanctuary the following letter came from a subscriber: "I know very well I paid you my subscription to your paper the last time. If I get any more such letters from you as I received last week, I will come in and maul h—l out of you." The minister answered: "I have been trying to get that out of the editor for ten years, and if you will come down and maul it out of him, then, my dear sir, I have twenty members of my church I will get you to operate on.—Exchange.

We owe it to the community in which we live to do everything we can in every way possible that will be to its advantage. Our neighbor's prosperity means a great deal more to us than someone's who lives elsewhere. We should bear this in mind in buying our goods. We can afford to pay our home man a firm price for his wares rather than send our money away, knowing as we do that every dollar expended with our own citizens will help in sustaining our schools, churches and public institutions. It pays richly to patronize home industry.

The men who do a town more harm than good may be classed as follows: First, those who oppose improvement second, those who run it down to strangers; third, those who never advertise their business.



An Ice Tea Julep
(Temperance)

Here is one of the most delightful, cooling and refreshing summer meal time beverages you ever tasted. A long glass, a lump of ice, a bit of sugar, a sprig of mint, a thin slice of lemon and cold tea made with

White Swan Tea

But be sure you use White Swan Tea; it has a delicacy of flavor, a velvety smoothness that blend exquisitely with the other ingredients. It is real tea.

Grocers Everywhere

sell White Swan Tea—four sizes in air-tight tins—10c, 25c, 40c and 75c. Should your grocer be one of the few who don't carry it write us for

A "Large Enough" Sample

We will, on receipt of your grocer's name and address and ten cents in stamps to pay packing and postage, send you a plenty large enough sample package for you to try it several times.

Waples-Platter Grocer Co.
Dallas — Denison — Ft. Worth

BRANCH HOUSES:
Gainesville, Tex.—Greenville, Tex.—Dulles, Tex.—Brewer, Tex.—Shamrock, Tex.—Hamlin, Tex.—Chillicothe, Tex.—Ansonia, Tex.—Ada, Okla.

The Hale County Herald

TOM SHAFER, Publisher
Z. E. BLACK, Editor

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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
(Invariably in advance.)

THE EDITOR'S CREED.

I believe in the stuff I am handing out, in the firm I am working for, and in my ability to get results. I believe that honest stuff can be passed out to honest men by honest methods. I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my job. I believe that a man gets what he goes after, that one deed done today is worth two deeds tomorrow, and that no man is down and out until he has lost faith in himself. I believe in today and the work I am doing, in tomorrow and the work I hope to do, and in the sure reward which the future holds. I believe in courtesy, in kindness, in generosity, in good cheer, in friendship, and in honest competition. I believe there is something doing, somewhere, for every man ready to do it. I believe I'm ready—RIGHT NOW.—Elbert Hubbard.

SPEAKING OF "SPUDS"

J. F. Peck of Sulphur Springs has just marketed nine acres of potatoes which brought one hundred bushels to the acre. The net profit which Mr. Peck realized from his nine acres after deducting the cost of cultivating, fertilizer, etc. was six hundred and ninety-four dollars and the land is now planted in cotton.

There are unlimited possibilities for the diversified farmer in Texas and the experience of Mr. Peck is only one of the many hundreds throughout the state.

And there are almost as many possibilities for the diversified farmer of the South Plains as there are for the farmers of all the state. We could have Mr. Peck's in this country by the bushel, if we wished. Irish potatoes do well in the Plainview country—some years. The Herald man has talked to several old truck farmers here and they tell us that they have raised record crops one year and almost failed on them in another. But they could not tell us where they used the same variety of potato seed each year, planted at the same time or cultivated in the same manner. Still as Mr. Post says, there must have been a reason. The pencil is the most important farming implement and yet it is rarely used.

Potatoes are a very profitable crop under irrigation but great care must be exercised that they get the right amount of water. Over at Hereford last month we saw potatoes growing under irrigation by pumping. J. O. Brown thinks perhaps the valley land in this section produces the best potatoes while other farmers take issue with him. Mr. Sanders, the commission company expert, who was here last week thinks spuds should grow well here as there is considerable sand mixed with our rich soil, but says we will have to find a variety suited to this section before we can ever make a success with this crop regularly. Thinks it likely that the red potato is best suited to this section than the white variety, and says, too, that we don't cultivate our potatoes enough.

The East Texas potato is a failure—so is the crop in Colorado. We understand that potatoes are hovering around \$4.00 per bushel now and there is every indication that the price will begin to rise soon. Probably they will be selling at 5 cents an eye soon. And this high price is the only thing needed to put them in style. It will probably be many years before they get too cheap for the millionaires. In the mean time the truck farmers in Hale county should begin to look the potato in the eye and get acquainted.

LAUGHTER.

We don't laugh enough. Here's a popular comedian's toast to laughter. "Here's to laughter! The sunshine of the soul, the happiness of the heart, the heaven of youth, the privilege of purity, the echo of innocence, the treasure of the humble, the wealth of the poor, the bead on the cup of pleasure; it dispels dejection, banishes blues and mangles melancholy, for its the foe of woe, the destroyere of depression, the enemy of grief; it is why king's envy peasants, plutocrats the poor, the guilty the innocent; it is the sheen on the silver of smiles, the ripple on the waters of delight, the glint on the gold of gladness. Without it humor would be dumb, wit would wither, dimples would disappear and smiles would shrivel, for it's the glow of a clean conscience, the voice of a pure soul, the birth cry of mirth, the swan song of gladness. Laughter!"

Nearly \$50,000 will be spent in the next four years by the reclamation service for irrigation works in the west. Expenditures to date are about \$70,000,000. Lands reclaimed will aggregate between 3,000,000 and 4,000,000 acres, affording homes and occupations in country and towns to at least 1,000,000 persons.

PANHANDLE TRUCK GROWERS' ASSOCIATION NEEDED.

An effort is being made to organize the farmers of Northwest Texas into an association for the promotion of the agricultural interests, and especially the fruit and truck growing interests of that section of the state. Mr. W. M. Porter, a successful fruit and truck grower of Mineola, is leading the movement and offers to furnish seed to all farmers in that section for demonstration purposes, the same not to be paid for unless a successful crop is raised.

The farmers of the South Plains, especially of the portions subject to irrigation, should form a Truck Grower's Association. There is no doubt about it—this is the coming truck producing section of the state but organization is needed. Look what the Plainview Truck Grower's Association is doing for the Plainview country. There is little doubt that the cantaloupe crop in the vicinity of Plainview will bring in at least \$50,000 this year. And this is the first year of the organization, too. Had our farmers not systematized their effort, the spasmodic production of cantaloupes would have amounted to but little.

BETTER DRAINAGE NEEDED.

For the first time since the writer has been in Plainview, the water from Saturday's precipitation ran over the sidewalks and into some of the business houses in town. True the rain came in a bunch but we have had harder rains before and the ditches managed to handle it with ease. Plainview is easily drained if the ditches have but a fair show. Now they are clogged up with unsightly and unwholesome weeds and this probably accounts for their bad acting Saturday. Plainview should start and keep up a weed-cutting campaign. Had you noticed how quickly those stagnated pools of water on the square became foul? Had you noticed that green slime about them? They mean typhoid fever if this wet weather keeps up and they are not drained. Weeds in the ditches somewhere is the chief cause of it all. Swat the weeds and save lives as well as promote civic beauty.

TRADE FOR PLAINVIEW.

No town can become a business center so long as its citizens rely on few merchants to make the efforts to bring the trade to the town. The lazy or non-progressive merchants are content with the trade that naturally drifts to their place of business. A true public-spirited man should ask himself if he is doing his part in making his town a trade center. The Plainview country will probably make the best crops all the way round of any section of the state this year and Plainview should see that she gets her share of it. Wheat has averaged 20 bushels to the acre, oats has done proportionately as well, the recent rains have almost assured heavy feed crops and the prospects for cotton are bright. 100 cars of cantaloupes from this immediate vicinity furnish a fair estimate of what the truck production will be in this section. Truly we may expect a bounty from the earth this year with another rain or so and it is up to Plainview to get busy and cop her share of the trade.

GET THE MICROSCOPE.

THIS IS GOING the rounds of the Kansas papers with no proper credit: "It was the summer of 1920: The custodian took the favored visitor through a long corridor to a steel-clad vault, unlocked the door and busied himself for a moment with the combination of the inner safe. Arising he displayed a 2-ounce vial containing some strange transparent liquid. "No," he breathed in answer to the visitor's question. "It is not gasoline—it's the rainfall of June 1911."

THE BOOSTER.

I'd rather be a booster than a knocker any day. I'd rather tinge with hope than doubt the words I have to say.

I'd rather miss my guess On another man's success Than to view his bitter struggle and prophesy his fall.

I'd rather say "He's coming" Than "He's going," when I'm summing. Up the labors of my brothers. I would rather boost them all.

Out of the list of 60 graduates for the manual training school in Kansas City who were questioned as to what occupation they intended to adopt after completing their education, ten declared for the farm and this is so much larger percentage than the average the Kansas City Star calls it a "ten strike."

A MAN WILL SPEND \$25 to buy cut flowers for his dead wife's coffin, when if he had spent 25 cents for a bunch of flowers for her when she was alive she would have fainted. You wait until she is dead and then you get some preacher to tell how good she was.

THOMAS JEFFERSON said: "Were it left to me to decide whether we should have a government without newspapers, or newspapers without a government I should not hesitate a moment to prefer the latter."

JACK JOHNSON and his white wife ate with the passengers of the liner when he crossed over to England recently. There may be some wild uncultured people here in the Panhandle but we would starve to death before we would eat with a negro.

UP IN NEW YORK they opened a ball game with prayer. That's about all some pitchers have to begin a game with.

JUST SOME NOTES AT RANDOM

A woman without religion is like a flower without perfume.

You will never have a friend if you must have one without a fault.

It is one of the paradoxes of life, that the more a woman keeps her husband in hot water, the colder he grows towards her.

The man who seldom does more than his salary calls for has little salary to call for.

A man is an animal who will spend \$25 to buy cut flowers for his dead wife's coffin when if he had spent twenty five cents for a bunch of flowers when she was alive she would have fainted. He waits until she is dead and then gets some preacher to tell how good she was.

An attempt is being made in Oklahoma by a French expert to teach monkeys to pick cotton. If the experiment succeeds a colony of monkeys will be imported and put to work. Hale county should try a little "monkeying" on her ten thousand acres of cotton this fall. A monkey should prove as intelligent as a "coon" when it comes to picking cotton and it is certain our women would be far safer than if we had imported coons. We understand there is some talk of bringing negroes into this section at an early date. Don't do it. Import your cotton picking machines. Import your Mexicanas. But don't bring in the coon. This is too good a country to be the habitation of the white man's burden and our atmosphere is too sweet and pure to be profaned by the filthy effluvia of the descendants of Ham.

Speaking of congested population up in New York City, a thousand and three hundred live on an acre and in Hale county there are 576,000 acres, and only a little better than 7,000 souls to occupy them. Plenty of room in Hale county. Come right in, people.

"Whatever may be said of other forms of investment, the wisely directed purchase of real estate is the safest of all. The man with the few hundred or a few thousand dollars who buys a piece of real estate has something that will not run away. It will not vanish between days. He can see it and stand upon it if he will. It is less susceptible to deterioration than any other investment. It will afford him a home, or if purchased with ordinary care and wisdom, will return him an income at least as great and often greater than can be drawn from any other reasonably safe investment."

"Altogether too much money is going for the luxuries of city life and not enough for country improvement. The cry of "back to the farm" should apply to money as well as to men. It takes the coin of the realm to improve farms, build public highways, and support schools and make farm life profitable and attractive."

Of all the places on earth, home is the most delicate and sensitive. Its chords move with the breath; its fires are kindled with the sparks; its flowers are bruised with the least

rudeness. Here our hearts wear no covering, no armor. Every arrow strikes them. If we would have a true home, we must guard well our thoughts and actions.

"Half the joy of life comes from getting good out of things as we go along. Some of us are always putting off our enjoyments. After while we expect to take a rest, see a friend or read a book, but after while never comes, the good things we are looking forward to are as far away as ever. All our lives are spent in meaning to overtake them and enjoy them. Meanwhile, toil, drudge and grow old, passing by with too unselfish eye, the happiness we might get out of every day."

A Colorado farmer has gathered 125 bushel of grass hoppers which he intends to dry and use for chicken feed next winter. Next.

Twenty-one in. of rain since Christmas over the Plainview country and an inexhaustible supply of water for irrigation under the Plainview country, the record small grain yield of the entire state, one hundred cars of cantaloupes soon to be ready to go out and prospects for a bale to the acre of cotton, should convince even the most skeptical northerner that the real estate men of Plainview have not been fibbing altogether as to the profit in purchasing land in this section.

Up in Oklahoma during the recent hot spell all the blanket wearing Indians discarded their blankets for bed sheets. Nobody wears blankets in the Plainview country except at night. Got to get something heavier than a sheet these cold summer nights. The South Plains is ideal for a summer resort. Pitch your tent this way.

The past few years the annual decrease in the number of beef cattle has averaged 2,000,000 head. Thousands of acres of fine grass are going to waste in Hale county on account of understocking. There is no economy in wasting grass. A strip over this section will show a beef steer only in the seldom spot. As long as our acres are not under cultivation, the next best thing is to have them well stocked. There is good money in raising cattle for beef, for that article of diet is high and rapidly getting higher. Lazy land and idle grass are a crime—raise more cattle.

When Governor Colquitt spoke on prohibition at Palestine one day last week, women and children, 700 strong thronged the court house and prevented all but a couple of hundred men from hearing the address. The Governor chided with not practicing the golden rule. Prohibition women are resourceful and resolute.

The city council of Lubbock one day last week let the contract for 42,000 square feet of concrete walks, 25,000 lineal feet of curb and 13,000 feet of crossings. This was the most commendable move and it looks as though Lubbock has slipped one by Plainview. How about it, fellows, are

we going to let Lubbock best us?

We see by the papers that Rockefeller gives his wife credit for amassing the Rockefeller millions. Now that's nice in the old boy. More men should give their better halves credit for what measure of lucre is in their possession. Here is what John D. Says and every married man should read it closely: "Had it not been for her business sagacity and her clear insight into affairs, I would be a poor man today. Many times her advice has been counter to my ideas, but her judgment has invariably been for the better." Take your wife into your confidence, and so have feminine instinct as your ally.

While crossing the Atlantic, a short time back, Miss Bertha Rapp, an athletic German teacher of calisthenics took on any man on the big liner in a catch-a-catch-can wrestle. No man could handle her. It has long been the case that mere man is no match for woman in a battle of wits and now they are going to wrest from us physical supremacy.

The soft collar is becoming so firmly established that the starch trust and the steam laundry combine are justified in viewing with alarm. Mankind is slowly and surely shaking of the shackles of convention.

Never suspect a friend of doing wrong until the proof of it is as plain and as clear as the sun at noon on a cloudless day, and then—yes, even then—do not accuse or censure until you have heard from his own lips his version of the supposed wrong. If you were ever a friend to him, he is certainly entitled to that much forbearance and consideration. If this rule was practiced, many a misunderstanding would be averted, and many a headache spared.

With all the get-rich-quick promoters in jail and about 'steent trust magnates being measured for a suit of checkered clothing, looks like there was going to be but little doing among the Men of Mark the next year or two.

They say that the kissing habit breeds microbes and germs and death. Maybe it does, but microbes and germs and death and then some couldn't scare a man who looked down into a wealth of pouting lips.

Nobody can talk as interestingly as the fellow who is not hampered by facts or information.

Remember that your family job may not seem very funny to the company that comes to dinner.

The trouble with spooning in an auto is that you can't throw the lid around the whip.

Most girls would rather be married and have trouble than not to be married at all.

Some girls are born with big and others wear white shoes.

Mothers can't flare up and like a hired girl.

Nothing a little man says sounds probable.



SPOT CASH SEAY'S BIG SALE

FOR

SATURDAY and MONDAY

We have put this Sale on for Saturday as well as Monday so that our many customers through the country as well as the city, may take advantage of these exceptionally low prices.

WHY WE CAN AND DO SELL FOR LESS

We pay the cash when we buy our goods--We get the cash when we sell our goods--
We pay no bookkeepers or collectors--We operate on our own money--We are not
carried by banks and jobbers--We have sufficient capital to buy our goods in large
quantities. These prices will save you money and make us money.

GET BUSY AND LAY UP A SUPPLY

28 Bars Clairette Soap - - \$1.00	18 lbs. American Standard Gran- ulated Sugar - - - \$1.00
28 Bars Gold Band Soap - - 1.00	10 lb. bucket Swift Premium Lard 1.25
26 Bars Crystal White Soap - 1.00	Swifts Oxford Smoked Bacon per pound - - - .14
15 Cans of Lye - - - 1.00	10 lb. bucket Cottolene - - 1.25
14 Cans Columbian Milk - - 1.00	100 lbs. Belle of Wichita Flour - 3.00
12 Cans Cornell Milk tall size - 1.00	30 lbs. Broken Rice - - - 1.00
11 Cans of No. 3 Cottage Tomatoes 1.00	16 lbs. Fancy Head Rice - - 1.00
2 Gal. bkt. Farmer Jones Sorghum .90	12 cans Early June Peas - - 1.10
2 Gal. Bucket Royal Sorghum - .80	12 cans Illinois Sweet Corn - - 1.10
1 Gal. Velva Syrup pure sugar cane .60	
17 1-2 lb. sack Corn Meal - .35	

Weigh, Count or Measure Every Article Bought at This Store

L. R. BLAKE Manager	"SPOT CASH SEAY" ...THE PLAINS PIONEER CASH GROCER...	PHONE NO. 348
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South Side of Square

Plainview, Texas

NATURAL COLOR PHOTOGRAPHY

MAY BE SEEN RIGHT HERE IN PLAINVIEW.

The Herald Man Interviews R. E. Cochrane on the Progress of Photography.

Plainview is quite fortunate in having in her midst several high-class photographers. Notable among these is that quiet little man, R. E. Cochrane, the artist whose wonderful photographs have made our irrigation wells famous. His pictures make fine cuts, as has been shown from time to time in the local papers as well as in the metropolitan dailies and various magazines.

The Herald man chanced to be down at the Cochrane studio one day this week and Mr. Cochrane was kind enough to show us some specimens of something we have often read of of late but had never had occasion to see—natural color photographs. One was a picture of a flower garden, and the natural tints and shadings of sweet peas were reproduced as natural as life. Another was a photograph, and the likeness was perfect, even to the color of the eyes. It hardly seems possible that man could accomplish such wonders with a machine alone.

Mr. Cochrane also gave us an interesting talk on the development of the art of photography. Seventy-five years ago photography was unknown. In 1838 L. J. M. Daguerre, a Frenchman, achieved success in a photographic process on which he and J. N. Neipce had been experimenting for years. During this time Neipce had died, and in 1839 Daguerre announced the full details of his process (the Daguerreotype, known to our parents) to the world, and was pensioned by the French government for so doing. However, it remained for Dr. Draper, a scientist of New York, to first apply the process to portraiture, the early Daguerreotype showing landscapes only. His first successful portrait was made of his sister, who posed for him 30 minutes in bright sunlight on the top of a building. Now a picture can be made in one-twelfth-hundredth part of a second.

The Daguerreotype was not perfect, as it was only a thin negative, reversing features, the right side showing as the left in the picture, and va-

rious other objections. In a few years came the glass negative, from which positives were transferred on sensitized paper. The various stages of the progress of photography are too manifold and technical to attempt to describe. Photography revolutionized journalism. The cinematograph, a machine for taking, in rapid succession, photographs of moving objects, upon a continuous film, to be used in reproducing the appearance of actual motion, came next, and any one with a dime may be put in touch with every part of the world and its inhabitants in life-like animation.

And, last of all, photography has reproduced nature in her true colors. In modest black and white, photography has done this section an untold good in showing the skeptical world its beauty and productiveness. There are optical illusions, it is true, but the camera is always believed before printed statements or word of mouth. Now that color photography has come in, we can give the world an even better impression of the wonders of the Plains.

A French firm perfected the process of color photography and the materials may be had right here in Plainview. A skillful amateur may do the work almost as well as the professional. It is known as the "autochrome" process. Potato starch, the grains one-twenty-thousandth of an inch in size and red-orange, blue-violet and green in color, is dusted over the screen plates—but then, this is too technical for us to attempt to describe. Mr. Cochrane will tell you about the process in detail. Besides, the plates come ready for service, and all one has to do is to take the picture, we understand.

Now that color photography has come in, we may expect a large addition to the ranks of those who "take a kodak with them." Photography is fascinating, and it has many devotees in this section. We can't send away too many pictures of the beautiful Plainview country. If you want to make an impression on a person that will strike home, try this novelty—a color photograph. We want to insist that every reader of The Herald goes around to Mr. Cochrane's studio and take a look at one. Mr. Cochrane has told us to invite you, and we assure you that your time will be well spent.

Frank Kennedy returned from Colorado this week, where he has been visiting and looking into cantaloupe culture. Mr. Kennedy has five acres of cantaloupes and five acres of watermelons on the J. O. Brown place that are looking nice. C. E. Thatcher also has four acres of watermelons and six acres of cantaloupes that adjoin the Kennedy patches, and they promise a big yield.

If you haven't "red" one of our big circulars, read it and come on opening day, Saturday, July 15. STEPHENS-GOODLET DRY GOODS CO.

Fifty neophytes were brought before the Sublime Augustus at the Praetorian Hall, in the Wayland building, last Monday night. Tonight the Runningwater Praetorians are entertaining their friends with an ice cream festival. The annual ice cream festival for the Lady Praetorians of Plainview will take place at the Ware Hotel dining room in the near future. The Praetorians on the Plains are very active, and their order is rapidly increasing in numbers and strength.

You need not look on your hat for



this trade mark, but it should be on your shoe.

Fred Robbins was here last week on a visit to his brother, S. P. Robbins and attended the Fourth of July celebration. Fred was at one time local manager of the Pierce-Fordyce Oil Company but several months ago was promoted to the head office in Dallas, where he made rapid progress and is now travelling auditor for the state. The many friends of this young man will be pleased to know of his success and rapid promotion and those who know him best, realize that he is not getting more than he really deserves.—Lubbock Avalanche.

Mr. and Mrs. G. C. Groner, formerly of Fort Worth, and who have been in Hereford some time on a visit to Mrs. Groner's parents, Mr. and Mrs. J. H. Head, left last Saturday for Slaton where Mr. Groner will enter the drug business. Mr. Groner was one time in the employ of E. T. Woodburn and Sons, and his many Hereford friends wish him much success in his new home.—Hereford Brand.

Bushels of Bargains at the "Red Letter Sale." Your red coppers do good service here. STEPHENS-GOODLET DRY GOODS COMPANY.

E. Evans, who lives just east of Hale Center, was in town Monday for the purpose of selling three pigs of the Jersey Red variety. Two were eight months old and averaged 200 pounds. The other was about eighteen months old, and weighed 450 pounds. Last week Mr. Evans sold nine others, their average weight being 200 pounds. These are good weights for pigs, and they were fattened on maize and kaffir, never having seen an ear of corn. Hale County can't be beat when it comes to porker producing.

TO THE MEN:

If you don't know the values send your wife to the big "Red Letter Sale." Your wife is smarter than you are anyway. If you don't believe it, ask her. STEPHENS-GOODLET DRY GOODS COMPANY.

Dr. Summerville, of Fort Worth, preached at the Methodist Church, North, last Sunday morning.

We have just received a shipment of fine Rugs. Don't fail to call and inspect this line. E. R. WILLIAMS.

A new line of men's hats at Shelton Brothers.

Miss Gertrude Whiting who has been on a very pleasant visit of several weeks with relatives at Plainview, returned yesterday to the home of her sister, Mrs. C. T. Bell, 50 Pierce Street.—Amarillo Panhandle.

Let us insure your property before it is too late. J. M. MALONE INSURANCE AGENCY.

Natural Color Portraits and Views are now being made at COCHRANE'S STUDIO. This is the latest branch of photography, and one that will interest every one. They far excel the miniature paintings. A view of our samples will convince you.

Let us insure your horses and mules. J. M. MALONE INSURANCE AGENCY.

R. G. Rawls, of Emma, was in town several days this week. Stated that Emma would soon move four miles west, to the railroad, and he modestly stated, too, that it would change its name to "Rawls."

WINDMILL REPAIR WORK.

I am now prepared to do any kind of windmill repair work. Twelve years' experience. When your mill won't work, call 88 and ask for it. R. W. THOMPSON.

J. W. Bagley and family and Wesley Carter and family are here from East Texas, the guests of S. M. Nations. Mr. Nations is a prosperous landowner of the Whitfield neighborhood, and has been reading The Herald for the past seventeen years.

FOR SALE—240 acres of choice land out of south half survey 35, blk. J. K. 2. Located in the northwest part of Plainview, and the most desirable land around town. Will sell in 40 or 80 acre tracts on easy terms. Other lands for sale in all parts of the country. For prices, terms and descriptive literature write Otus Reeves Realty Company, Plainview, Hale county, Texas.

The Donohoo-Ware Hardware Company will occupy the lower story of the Campbell building on or about the 15th of August. Their present home will be used as a warehouse, we understand. They have ordered some costly fixtures for their new place of business.

SETH WARD COLLEGE BOOM.

Nice, large residence and beautiful residence lots fronting wide avenues for sale; long time, low interest. JOHN BROWN, Plainview, Texas. Box 477.

Geo. S. Bailey, who is with the Amicable Life Insurance Company, was in Plainview this week on business and a visit to E. H. Perry, whom he knew when both were citizens of Oklahoma. This was his first visit to the Plains country, and he states that he never dreamed it was so fine a country.

To keep up with the times we are dispensing ice tea, made from real tea. If this is your favorite summer drink, remember you can get it at Willis Drug Company.

Cantaloupe Expert Sanders writes Col. Smyth that he will be back about the first of August to arrange for the Plainview shipment. A car of crates arrived the first of the week. The Plainview Truck Growers' Association will meet tomorrow at the Wayland Hall, and all members are urged to be present.

NOTICE TO HORSE AND MULE BREEDERS.

Will make the season three miles east of Plainview at the Grimes place with the following horses and jacks: One draft stallion; one standard bred trotting stallion and two good jacks. It will pay you to see the above stock before breeding elsewhere. CLINT SHEPARD.

B. Hyer, of Dallas, vice president of the Leyhe Piano Company, spent several days in Plainview this week. This company has twelve stores in Texas, and Mr. Hyer stated that he hoped to put one in at Plainview some day that would be a permanent institution. Thinks this a very pretty town, and mentioned that it seemed to him to be a "young man's town."

Say, did you know our soda is the snappy, sparkling kind, served in bright sparkling glasses? Bring your friends to our fountain and we will not disappoint you.—Willis Drug Co. if

Mrs. Perry, the mother of E. H. Perry, came in this week from Manhattan, Kansas, for an extended visit. She was accompanied by Miss Nellie, the daughter of E. H. Perry, who will visit here this summer. She has been connected with Epworth College, Oklahoma City, but will teach English in a Boston school this fall.

J. H. Jenkins returned Saturday from a trip to Lubbock, Plainview and Lockney. He was accompanied by Henry Smith, Mr. Shelton, Ben Thomas and Mr. Jackson, but they remained to investigate further into the Panhandle country. Mr. Jenkins says he is well pleased with the Panhandle and thinks it has a good future.—McGregor Mirror.

We call it a "Red-Letter Sale" because the prices are all Red Hot. STEPHENS-GOODLET DRY GOODS COMPANY.

Everything "red" in this great, big sale—Red Tickets, Red Newspaper and Red Hot Prices. STEPHENS-GOODLET DRY GOODS CO.

Schick Opera House

ALL NEXT WEEK BEGINNING MONDAY NIGHT

The Russell-Davis

Stock and Vaudeville Company

will play an entire week for the show going people of Plainview.

Come out and have a week of fun.

PRICES - - - 10 and 20c

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

Anslay Building, Northeast Corner Square

Capital \$100,000.00

DIRECTORS

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

Santa Fe New Line

Sweetwater, Ft. Worth, Galveston, Houston and all Eastern and South Texas Points, via the

COLEMAN CUT-OFF

through Lubbock and Sweetwater. Leave Plainview 11:40 a. m. daily. Watch for our new through service between Galveston and the Pacific Coast via Amarillo.

Ask for particulars. R. McGEE, Agent

J. W. Willis Drug Co.

DRUGS and JEWELRY "The Rexall Store"

There is always a Competent Registered Pharmacist in charge of our prescription department.

Our stock of Drugs, Chemicals, Pharmaceuticals, etc., is the largest in the city or Northwest Texas.

Edison Phonographs and Records, Eastman Kodaks and Supplies, Conklin's Self-filling Fountain Pens, Howard, Elgin, Waltham and South Bend Watches.

Our Jewelry Department is in charge of a competent watchmaker, who has had twenty years experience and all work guaranteed. Prices reasonable.

GIVE US MORE OF YOUR BUSINESS WE ARE ANXIOUS TO LEASE

PHONES NOS. 44 and 373

PLAINVIEW NURSERY CO. wants your Peach Seed. Will pay \$1.25 per bushel, Cash or Nursery Stock, delivered at Nursery. Plainview Texas.

L. D. Rucker had a cow struck by lightning and killed Monday. She was near Seth Ward College when it happened. She was a valuable animal and her name was "Rose."

The Lubbock ball team returned from Tulla Sunday, where they suffered a couple of defeats at the hands of the Tulla team.

Mr. SoRelle, formerly of the firm of Reves & SoRelle, was here this week, from Clarendon, looking after business interests. Complimented the improvements in Plainview the past year.

Miss Sallie Austin, of Rockwall, is visiting her cousin, Mrs. J. W. Pipkin. She will probably be here a week longer.

NOTE FROM SETH WARD COLLEGE

Everything is alive this week on College Hill. Workmen are busy plowing the park, painting the buildings, renovating the furniture and preparing flower beds. The painting is in charge of Mr. Jordan, who, with a number of assistants, is rapidly improving the outside appearance of the dormitory. Brother Ferguson has general charge of the park improvement. Mr. Grobb is plowing up the ground preparatory to setting out trees, and laying off walks and driveways.

Brother Fort made a trip to Turkey this week in the interest of the College. If he succeeds in getting as many new ones as came last year and the old students return, Turkey will be well represented.

President Barcus has been busy in the field and supervising the work at the College. He addressed the picnic crowd at Silverton on the educational question, and attended the Tulla picnic. In all the places visited are students coming to Seth Ward College. The catalogue has gone to the printer and will be rush-thru the press as rapidly as possible. It will not be a very elaborate affair, but will give most of the essential information concerning the school.

Inquiries in regard to the school are coming in from various sections. One father whose son attended school last year in Michigan is thinking of patronizing Seth Ward this fall. A request for a catalogue comes from New York City. All indications point to a full school.

On Sunday, the president will preach at the Methodist church. He has a special word for the local supporters of the school and would be glad to have the friends of the College present.

Mr. Hermann is being already talked of as a great musician. One young lady has already arranged to come over from Hereford once each week and take lessons on the piano and pipe organ under this distinguished musician. She knew of his work when he was teaching in Clarendon a few years ago.

Brother Ferguson is to spend Sunday in Amarillo in the interest of the College. For four years he was the popular pastor of the Methodist church at that place. He proposes to tell his friends there about the peculiar advantages of Seth Ward

and thinks there will be a number of pupils from that city.

Brother Hicks has been down in the Lubbock and Slaton country on church business. As he always does he will look after the interests of Seth Ward College. He took with him a number of college folders and will distribute them.

The president wishes to say to the citizens that he has a number of applications from boys who wish to work after school hours to help defray expenses. Some of them know how to cook, milk, wash, garden and do other things about the house. To take one of these young men in the house would be a good deed, appreciated by the young man and by the management of the school. Anyone wishing to use a boy in this way can get one by applying to the president.

ORDINANCE NO. 49.

An Ordinance Providing for the Carrying of a Lighted Lamp on Automobiles used upon the streets of Plainview after Night.

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

SECTION 1. That every driver or operator of an automobile or motor vehicle upon the streets or driveways within the City of Plainview, Texas, who shall fail or neglect to carry a lighted lamp in an appropriate place on said automobile or motor vehicle, from one hour after sunset to one hour before sunrise, shall be guilty of a misdemeanor, and upon conviction, thereof, shall be fined in any sum not exceeding one hundred dollars.

SECTION 2. The fact that there is now no efficient law providing for the carrying of lighted lamps on automobiles after night, creates an emergency and a public necessity that the rule requiring a second and third reading of an ordinance is suspended, and that this ordinance take effect and be in full force from and after its passage and publication, and it is so ordained.

Passed and ordered published, this the — day of July, 1911.

JAMES R. DELAY,

Mayor.

Attest:

JAS. R. HAMILTON,

City Secretary

Subscribe for The Herald.



NORTH END OF STEPHENS BLDG.

SHELTON BROTHERS

NORTH END OF STEPHENS BLDG.



Special Offerings for Next Week!

WHEN you really, fully realize the saving you make by paying CASH, and buying at the right store you will always pay CASH. It is so easy to go in debt, and sometimes so hard to get out. Don't get in, that's all. Prices can be so manipulated that they travel as if in a circle--no lower in the end than they were at the beginning. BUT the SPECIALS we offer this week are so distinct from other special prices, you will notice it at a glance.

GINGHAMS, REGULAR TWELVE AND ONE-HALF CENT VALUES, FOR, PER YARD, ONLY **10c**

CALICOES, REGULAR SIX-CENT VALUES, AND GOOD ONES, TEN YARDS ONLY **39c**

TOWELS, TWENTY-FIVE THIRTY-CENT VALUES, PER PAIR, ONLY **18c**

RIBBONS, EIGHTEEN AND THIRTY-FIVE CENT VALUES, GOOD ASSORTMENT, PER YARD, ONLY **10c**

Extras on Men's and Young Men's Suits

ALL MEN'S TWO-PIECE SUITS RANGING IN PRICE \$17.50 TO \$27.50 TO GO AT THE UNHEARD OF PRICE OF SEVEN DOLLARS AND FIFTY CENTS PER SUIT



Extras on Boys' Suits During This Week

BOYS' SUIT WITH LONG PANTS, CAN BE ALTERED IF DESIRED, VALUES FROM \$7.50 TO \$10.00, YOURS FOR ONLY THREE DOLLARS AND FIFTY CENTS PER SUIT



These Specials are unparallel values. Look at the big ads in the Sunday papers and see how much lower we are.

One Dollar Overalls for Eighty Cents

LOCAL AND PERSONAL

The Herald for Job Printing.
L. A. Knight had business in Amarillo Tuesday.
M. D. Henderson went down to Slaton Tuesday.
D. Heffelfinger transacted business in Slaton Tuesday.
Wayne Paxton left this week for the Chicago markets.
Mrs. J. R. Kerley attended the picnic at Tulla Saturday.
All dried fruit at cost.—Montgomery-Lash Grocery Co.
Mrs. S. R. Merrill and two children are visiting the Kecks.
Mrs. Paul Barnett, of Hereford, is visiting the Bone family.
C. K. Shelton was transacting business in Amarillo Tuesday.
Mrs. J. M. Bull is visiting her daughter at Hale Center.
Jno. L. Brock, of Decatur, Ala., is here closing up some deals.
Paul Hunsaker made a business trip to Amarillo last Saturday.
Misses Ellen Smith and Myrtle Wade are visiting in Lubbock.
Mrs. Chas. Penlen, of Dallas, is visiting her father, L. Wright.
Miss Bess Marchial, of Whitesboro, is visiting Mrs. Frank Barrow.
W. A. Shofner returned Saturday from a business trip to Lubbock.
Dr. R. E. Hall, of Lockhart, is visiting his sister, Mrs. S. W. Meharg.
Miss Mary Cameron, of Dallas, is the guest of Miss George Alice May.
Mrs. L. M. Faulkner left Wednesday for a few weeks at Colorado Springs.
Dr. Anthony, of Dumas, was here this week, visiting B. T. Ansley, Sr.

W. J. Black is down from Oklahoma City looking after his property.
Miss Martha Childs and little sister were over from Hale Center Monday.
Red Hot Barbecue every day at Otto's Market.
Judge Y. W. Holmes was over from Hale Center Wednesday.
Judge Henry, of Floydada, was a business visitor in Plainview Saturday.
Miss Nellie May Carr, of Amarillo, visited Miss Laverda Garrison Sunday.
Born, to Mr. and Mrs. J. E. Stephens, last Sunday night, a nine-pound boy.
Mrs. W. A. Stephens, of Hale Center, is visiting J. E. Stephens and family.
Mr. and Mrs. James Hamilton returned Tuesday from a visit to Lamesa.
Mrs. R. C. Joiner returned Wednesday from a visit to Stamford and Abilene.
Mrs. J. M. Crosby has returned to Austin, after a visit to her father, A. J. Bell.
Sam Seay was down from Amarillo Sunday, looking after his business sinterests.
Mrs. Hannon and daughter, of McGregor, are visiting Mesdames Ooley and Edwards.
Mrs. R. H. Wilkin has as her guests her sisters, Misses Bertie and Sadie Kerr, of El Paso.
Owing to the inclement weather, our Sale will be continued until next Saturday, July 29. MONTGOMERY-LASH.

Prof. M. L. Williams, who has been attending the Normal at Canyon, is visiting R. C. Joiner.
H. B. Tatam and wife, of Callahan County, are visiting her parents, Mr. and Mrs. L. N. Dalmont.
Mr. Ackley, of the Fulton Lumber Company, was down from Amarillo the first of this week.
Miss Fanetta Wortham left for Amarillo Thursday, after a week's visit to Miss Georgia May.
Miss Ella Burchard was here from Miami the latter part of last week, visiting Miss Amy Faulkner.
WANTED—A singer that can sing illustrated songs. Address A. C. RENFROE, Plainview, Texas.
Homer Steen, the efficient editor of The Floydada Hesperian, was over Saturday transacting business

Dr. Wardlaw came in from South Texas Wednesday, to straighten up some business matters here.
Miss Annie Hughes, of Lockney, visited her cousin, Mrs. Cleve Hamilton, several days this week.
Messrs. Cowart, Ramsey and Norris, of Lockney, were seen on the streets of Plainview Saturday.
Ask for Diamond C hams. Fresh, just two days after they are packed, they reach us.—Montgomery-Lash.
Owing to the inclement weather, our Sale will be continued until next Saturday, July 29. MONTGOMERY-LASH.
The Children's Day exercises at the M. E. Church, South, last Sunday afternoon were well attended, and an excellent program was rendered. The Methodists have a large and enthusiastic Sunday School.

R. A. McWhorter has five parties down from Wisconsin this week who are doing considerable prospecting.
Mrs. B. H. Warren and children came in from Canadian Monday to visit her sister, Mrs. J. J. McCasland.
Miss Quinn Scott, of Waco, is visiting her former Baylor classmate, Miss Bessie Wilson, for a few weeks.
Owing to the inclement weather, our Sale will be continued until next Saturday, July 29. MONTGOMERY-LASH.
We can make you a bond. See us. J. M. MALONE INSURANCE AGENCY.
Mrs. A. L. Harlan and children, of Waco, are visiting her parents, Mr. and Mrs. D. W. McGlasson.
Y. O. Adams was here from Dallas this week, on business of the A. G. McAdams Lumber Company.
Born, to Mr. and Mrs. Jesse Waller, Saturday night, a girl.
Chas. McFarland, of Weatherford, is here looking after some of his property.
V. Irvin, a hardware man of Bartlett, is visiting the Davenports.
The Weimar-Phillips billiard parlor will move next week to the old Bain hardware building.
Dr. R. B. Longmire has let the contract for his new residence on Wayland Boulevard to Mr. Stone, and dirt has already been broken for same.
Mrs. B. T. Ansley, Sr., and Miss Julia Ansley left this week for Dumas, where they will visit relatives.
W. T. Johnson, of Cass County, is here visiting J. M. Murphy and looking after some property interests.

J. E. Stephens was summoned this week to the bedside of his father, who lives at Victoria.
J. J. Simpson was in from the Petersburg community yesterday, and reports everything looking lovely down his way.
Try the Wolfe Premium Flour. \$2.75 per hundred pounds. Every sack guaranteed. Montgomery-Lash.

Seth Ward College
PLAINVIEW, TEXAS
Location Beautiful to behold.
Buildings Modern, Roomy, Convenient.
Property Worth \$100,000. Out of debt, growing in value.
Laboratories The best in the West.
Courses Literary Piano, Pipe Organ, Vocal, Violin, Art, Elocution, Bookkeeping and Typewriting.
Faculty University graduates and specialists.
Expenses Board and college tuition \$185 a year.
Session Opens September 1st.
J. SAM BARCUS, President

LOOK
Two Sections 5 miles north of Whitfield and 20 miles from Plainview, all fenced; with two small lakes. If you are looking for a bargain this should suit you. This is owned by a non-resident, and advises us to sell Patented Section at \$11.00, and 97c School Section at \$10.00; 1-3 cash; balance 1 to 3 years. Eight per cent.
We have some choice residence lots in Plainview to exchange for mules, horses and wagon. What have you to trade?
Windmill, tower, elevated tank, pump and pipes for sale, complete.
Shallow Water Land Company
WARE HOTEL BUILDING PLAINVIEW, TEXAS

The Phone 286 **H. D. HYDE,** Plumber, Plainview

Sale Closes
 Saturday
 Night
 July 29th.

COME TO OUR BIG JULY
RED LETTER SALE!
 STEPHENS-GOODLETT DRY GOODS COMP'Y

\$15,000
 Worth of
 New Goods
 to Select
 From

Fifteen Days of Fast Selling of Seasonable Merchandise

The Big July Sale we have been preparing for the past thirty days which opened Saturday July 15 at nine o'clock and continues for FIFTEEN DAYS. The wholesale houses of St. Louis now have on their pre-inventory Clearing Sale of all summer goods. We were fortunate in buying from them some of the best values in the new novelties brought out for this seasons wear. These are now on display for our Big July Red Letter Sale. Besides these we have marked down our merchandise in every department at big Concessions We have advertised this sale throughout the country and we anticipate a big rush of eager buyers.

Prints Greatly Reduced

Big Line of Prints, all the Standard Brands. A big line of patterns to select from. 5,000 yards, worth 6-cents. Our Price **4¹/₂c**

Men's Shirts

One lot of Men's Shirts in a bin; regular price, 75c and \$1.00; your choice in this RED LETTER SALE for only .. **45c**

Men's and Boys Hats

One lot of Men's and Boys' Hats, regular price, \$2.00, \$2.25 and \$2.50; take your choice during RED LETTER SALE **99c** for

So come early and get fist choice. The prices we are making is for cash. The store was closed all day Friday, July 14th in order to make our final arrangements for this great selling event. On opening day the first, second and third ladies who entered our store were each given a nice set of Rogers knives and forks put up in a highly polished oak case. We also have 2,000 McCall patterns on hand that we are going to give to our customers. Come and pick your choice.

Remember we guarantee to save you money and don't forget to tell your friends of the Big Red Letter Sale.

Table Linens Greatly Reduced

Our Table Linen assortment should attract the attention of all good housewives that know Linen Values. \$1.25 grades in our RED LETTER SALE **95c**

Chambray

In all the solid colors go in this RED LETTER SALE at the remarkably low price of, per yard **8c**

Overalls and Jumpers

No broken sizes. All union-made, worth \$1.00 of anybody's money, but the RED LETTER SALE cut them down to **82c** only

THIS SALE CLOSSES SATURDAY NIGHT, JULY 29TH
We Expect Big Crowds--You Had Better Come Early

Scrim and Curtain Goods

On sale at about 25 per cent under value. 35-cent value reduced now to only **24c**
 25-cent grade reduced now to only **18c**

Table Linens, Extra

Our table linen assortment should attract the attention of all good housewives. \$1.00 grade, our July Red Letter Sale .. **75c**
 75c grade, our July Red Letter Sale ... **59c**
 50c grade, our July Red Letter Sale . **37¹/₂c**

Colored Lawns, Etc.

You will find some wonderful Bargains in this department. Don't let the low prices give you the wrong impression of these goods, as they are all new goods and the patterns are superb.

All of our 25-cent grade, special price **17¹/₂c**
 All of our 20-cent grade, special price . **15c**
 All of our 12¹/₂c grade, special price **8¹/₂c**
 All of our 10-cent grade, special price **7¹/₂c**

Men's and Boys' Shoes

One lot of Men's and Boys' Shoes and Ox-

fords in a bin; regular price, \$3.50, \$4.00 and \$5.00, RED LETTER SALE at only .. **\$1.85**

Bed Sheeting

Full 10-4 Bleached Sheeting reduced to only **25c**
 Full 10-4 Unbleached Sheeting reduced to only **23c**

Specials

Laces and Embroideries, Cambries, Do-

mesties, Ladies' Waists, Skirts, Vests, Drawers—in fact, we will guarantee that our prices are right on everything in the store.

Ginghams

We have about 4,000 yards to dispose of in this BIG RED LETTER SALE. Not a yard of this big assortment worth less than 10 cents per yard—most of it worth 12¹/₂ and 15 cents. This entire assortment goes in this sale at, per yard, only **9c**

Big Line of Shoes and Oxfords

This is a great sale in itself. So extensive is our offer on Shoes and Oxfords that you have an excellent assortment from which to make your purchase. A full line of Shoes arrived last week. Every pair in our store has been reduced and you can save money in making your purchase.

One lot of Ladies' and Misses' Slippers put in a bin; regular prices, \$3.00, \$3.50 and \$4.00; your choice in this BIG RED LETTER SALE at **\$1.65**

White Goods

This great sale of White Goods could not come at a more opportune time. You are possibly needing these goods right now, and should take advantage of the exceptional low prices at which they are marked. 25-cent grade at only **18c**
 20-cent grade at only **15c**
 15-cent grade at only **11c**
 12¹/₂-cent grade at only **9c**
 10-cent grade at only **7¹/₂c**

The Bargain Opportunity for Economical Buyers

On account of the lack of space we can't quote any more of these Red Hot Prices, but here is some of the lines that we have not quoted that will go according to other prices, if not cheaper. Neckwear, Gloves, Suspenders, Pants, Parasols, Trunks and Suit Cases and Belts.

All Go at Big Reduced Prices

STEPHENS-GOODLETT
DRY GOODS COMPANY

Mens' and Boys Straw Hats

As cheap again as we can buy them from the wholesale houses. They must go while you are in need of them. One lot only; regular price was \$2.00 and \$2.50; RED LETTER SALE only **55c**

\$5.00 IN RED CASH

To the person who purchases the first bill of \$40 worth of Goods in our store during the fifteen days of the Special Red Hot Sale.

Madras at Reduced Price

This is exceptionally good cloth for Shirts. Have some very desirable patterns, everywhere sold for 12¹/₂ cents per yard; BIG JULY SALE at only **9c**

A Page for Farmers and Stock Raisers

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.

DR. PENNOCK
Osteopathic Physician
15 and 16 First National Bank
Building.

CHAS. B. BARR
Veterinary Surgeon and Dentist
Office Wyckoff-Willis Drug Co.
Phones:
Office, 44; Residence, 86

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

ANDERSON & GIDNEY,
Physicians and Surgeons.
Offices: 1st National Bank Bldg.
Office and Residence Phones.

**COCHRANE'S
STUDIO**



Where They Make
HIGH GRADE PHOTOS

DR. COX'S Barbed Wire LINIMENT

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

Dr. Cox's Painless Blister

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

I have for sale or exchange for good notes, feed of any kind or horses, several good buggies, two hacks and one carriage, all in first-class condition. With or without harness. See J. L. Dorsett at the O. K. Barn.

Frank Hardin, of Plainview, is in the city attending the meeting of the Panhandle Publicity Association—Amarillo Panhandle.

WHEAT GROUND PREPARATION

H. M. Bainer, Agricultural Demonstrator for the Santa Fe Ry. Co., makes the following general remarks in regard to wheat ground preparation:

"There is no question but that wheat ground should be prepared early. For this reason summer tilled land nearly always out-yields land that is prepared just before seeding time. Wheat requires a firm seed bed. On account of this, early preparation can be deeper than later work. Deep plowing just before seeding time is not desirable, as the ground will not have time to become well settled. Early deep preparation is very favorable to wheat production, especially where the ground has been thoroughly packed with machinery or has had enough moisture to settle it properly. Deep plowing for wheat in the latter part of August or September is not advisable.

All deep preparation should be packed with a sub-surface packer, disc set straight, or peg tooth harrow, immediately after the plow. This packing is very necessary. It keeps the ground from drying out as deep as plowed and establishes a moisture connection between the solid sub-soil and the plowed surface. The wheat roots penetrate this packed soil very readily, and are not damaged by gradual settling, later, or from an undue loss of moisture on account of too loose soil.

"The farmer who prepares his wheat ground early should not be satisfied with shallow, three-or-four-inch plowing. This ground should be worked an inch or two deeper each year until a depth of, at least, seven or eight inches has been reached. From observation and experience, I firmly believe that the time is not far distant when we will prepare our ground twelve and fourteen inches deep instead of seven or eight. This depth of plowing should necessarily be done six months or a year ahead in order to insure a crop the first year. To be certain, this depth of plowing will give good results for a series of years and will not have to be prepared to this depth every year.

Lands prepared for wheat after the latter part of August should be worked shallow—at a depth not to exceed four to six inches. Often, where there are but few weeds, if any, the disc harrow will make a good seed bed without plowing, provided the land has been well worked the previous year.

Where wheat is to follow wheat or some other small grain crop, the ground should be disced as soon as the crop has been removed. In case the ground is not disced immediately, many weeds are likely to grow, and, later, the ground will become too hard and dry to plow at all. Growing weeds will consume the moisture very rapidly. The wheat farmer cannot reasonably expect to grow a good crop of wheat following a weed crop.

"After the seed bed has been prepared, whether before seeding time or after, the surface should not be allowed to crust. The common peg tooth harrow or weeder should break this crust as often as it forms, until the wheat gets to large to work. Do not let the ground get too dry before harrowing, as it is likely to work up too fine and make it liable to blow. Sandy land will not stand as much working or as deep plowing, in most cases, as the hard or tight lands."

WILL PUT DOWN WELLS.

W. E. Halsell, of Kansas City, Mo., owner of "Spring Lake Ranch," south of here, has decided to put down a big irrigation well near his old ranch headquarters. Mr. Halsell has paid several visits to the big McDonald wells north of town, and has finally decided that he wants one just like it. Water on many portions of his ranch is struck at forty feet. If the first well comes up to expectations he will put down a number, and will then be in a position to raise alfalfa on an extensive scale. Three contracts have recently been closed here for smaller irrigation wells.

C. T. Herring, living in Amarillo, owner of "Flag Ranch," which is near the Halsell land, has decided to put in several big irrigation plants. Mr. Herring, too, has inspected the McDonald wells, and has become quite enthusiastic over the possibilities of irrigation. He has some 2,000 acres under cultivation, and can reach water under sixty feet—hereford Recorder.

HOME MANUFACTURED GOODS.

The Commercial Secretaries have been conducting an investigation into the patronage of home industries by Texas citizens.

The cotton factories were the line of industry first taken up, as cotton is our leading product, and the mills reporting indicate a woeful lack of patriotism on the part of the home people in buying their goods. Only 17 per cent of the Texas made product finds a market in Texas, the bulk of the output going to the North Central tier of states, and goods are shipped to all states of the Union. The bulk of cotton goods consumed in Texas is manufactured in Massachusetts, and a portion of it comes from England.

The Texas cotton manufacturer, with goods and prices equal to his foreign competitor, is compelled to fight for local trade, and finds that northern and eastern states look with more favor upon his product than the home people.

The Secretaries urge all citizens of the state to demand the Texas made product, as the most effective way to build up the manufacturing industry in Texas is to take care of factories we now have.

RUNNELS COUNTY ONIONS.

The Ballinger Ledger reports a net profit of \$200 from three acres of onions on Runnels County land that was formerly used for grazing purposes only. The land belongs to Judge B. B. Stone and was only recently brought under cultivation. Only a little over half the crop has been harvested, which will give a net profit of about one hundred and twenty-five dollars per acre when the entire onion crop has been sold.

The onion belt of Texas is rapidly spreading, and the onion is one of our leading commercial crops. By the way, the Plainview country can not be excelled when it comes to raising onions.

TURNIPS AND ALFALFA.

Prepare your soil and plant turnips. They are valuable succulent feed for stock, and are relished, when properly prepared, for the family table. They are easily grown, but should have a deep, rich loam soil. Plant a large patch of turnips, and plant them just as soon as the ground is dry enough.

It is not too early to begin on the land that you expect to sow to alfalfa next fall. Much will depend upon the preparation of the soil. It will be desirable to have a good deep mulch, so that as much moisture as possible be retained from the early rains. Alfalfa is one of the best-paying and surest crops in this country and a large acreage should be on every farm. Alfalfa planted in rows is one of the surest dry weather crops known, and the yield of alfalfa on irrigated land is immense and the trouble raising it is practically nil.

PROGRESSIVE FARMING.

If all other lines of business had adopted the ideas of many farmers, that the old system of farming could not be improved on, we would still be using the forked stick, with a one-eared ox, one man driving and one holding the plow, while the old reaper hook would still be used instead of the modern binder and the old flail instead of the threshing machine. A remarkable conditions is that farmers have had their machinery improved on but will not listen to the soil culture theories, conservation experiences and results of demonstration work.

COTTON CARNIVAL.

On July 29th the Third Annual Cotton Carnival of Galveston will open, and hundreds of visitors will worship at the shrine of King Cotton. This Exposition was planned and carried out by the public-spirited citizens of Galveston for the purpose of increasing the cotton production and increasing interest in the South's greatest staple, and has been made a permanent organization. Cotton in every shape and form will be on display, and a replica of the Galveston sea will be an interesting feature of the Exposition.

IRRIGATION AT MARFA.

Another large irrigation project is in progress at Marfa in Presidio County. A large Kansas City Irrigation firm owns thirteen thousand acres of land at this place, and will construct a dam across the Alamito Creek. The structure will be 997 feet long, 108 feet high. With the exception of the Medina River dam, which is now in the course of construction, this will be the tallest dam in the state. It will be built of concrete, and the reservoir will have a capacity of 1,120 acres, with an average depth of 35 feet.

The improvement of this thirteen thousand acre tract will cost over a million dollars, and will mean much to that section of the state from an agricultural standpoint.

We understand that the Medina project represents five and a half millions expenditure. And there are many such schemes going in in South and Southeast Texas. Why can't some of this capital be steered to the South Plains? Put a few millions into irrigation on our low priced lands and they will double in a very few years. Oh, for a Commercial Club to interest themselves in interesting this capital!

FEED AND CASH.


All the world will have to buy feed from Castro County this year. We have the only crop and we are going to exact the utmost prices. We are as remorseless as was Joseph in Egypt. Our cattle are fat and getting fatter on new grass. Our crops are going to be hard to gather on account of their abundance. We will have thousands to sell and it will take thousands of money to buy our stuff.

This is Castro County's year, and no false pity as to the distress of others is going to prevent us from gathering in the fruits of our opportunity. The world of people outside of Castro County will be lucky if we leave them enough money to pay their moving expenses to this blessed country of big feed, crops and unrivaled opportunities. — Dimmitt Plainsman.

What funny things editors will say when under the influence of a welcome rain! "All the world will have to buy from Castro County this year. We have the only crops," etc. Mr. Plainsman man, come down in Hale County and take a look at our crops. Can Castro show seven inches of rain in the past two weeks? Can Castro show 20.03 inches of precipitation since the middle of January? Can Castro show 20 bushels of wheat to the acre and 30 bushels of oats? Can Castro show 10,000 acres of cotton that is promising a bale to the acre? Can Castro show one acre of feed stuff to five acres in Hale County? We think not. For we happened to make a trip through that county last month. So, please do not claim, Mr. Plainsman man, the ONLY crop in the South Plains. We will admit, however, that the only crops are in the South Plains, but none will compare with those of Hale County, and we are ready to leave it to any man in a position to know. Besides, please, Mr. Plainsman man, what would Castro have done if she had NOT got that rain? She has no irrigation wells to fall back on, as has Hale. Would she have expected other counties to be as remorseless as the said "Joseph" when it came to supplying Castro with feed stuff. We are not mad, but we hate to have the mammoth list of subscribers to The Plainsman misled concerning Hale County by any such positive statements as the above.

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

WOMAN'S ILLS



Many women suffer needlessly from girlhood to womanhood and from motherhood to old age—with backache, dizziness or headache. She becomes broken-down, sleepless, nervous, irritable and feels tired from morning to night. When pains and aches rack the womanly system at frequent intervals, ask your neighbor about
Dr. Pierce's Favorite Prescription
This Prescription has, for over 40 years, been curing delicate, weak, pain-wracked women, by the hundreds of thousands and this too in the privacy of their homes without their having to submit to indelicate questionings and offensively repugnant examinations.
Sick women are invited to consult in confidence by letter free. Address World's Dispensary Medical Ass'n, R. V. Pierce, M. D., Pres't, Buffalo, N. Y. Dr. PIERCE'S GREAT FAMILY DOCTOR BOOK, The People's Common Sense Medical Adviser, newly revised up-to-date edition—1000 pages, answers in Plain English hosts of delicate questions which every woman, single or married, ought to know about. Sent free to any address on receipt of 31 one-cent stamps to cover cost of wrapping and mailing only, in French cloth binding.

Tandy-Coleman Co.
Dealers in
Everything in the COAL and GRAIN Line
Handlers of Simon-Pure Nigger-Head, and
Genuine Rockvale Coals. Either a
solution to the Fuel Problem.
Full Weight, Prompt Delivery, Courteous Treatment Our Motto
Phone 176 Between Depots

Shipleigh & Shipleigh
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

Oats Wheat Flour

We are in the market for Panhandle grain, and are in position to pay the highest cash price for carload lots. ☞ We sell Flour and Mill Products and our name on sack is a guarantee of every single sack of our products. ☞ There is only one flour mill in Amarillo and it the largest in the Panhandle.
Amarillo Mill and Elevator Company

**Singer the Standard to Which
all Others are Compared**

Have you ever wondered why it is that dealers in other makes of sewing machines take pains to emphasize their claim that their particular machine is "just as good" as the SINGER? Or why it is that more than 2,000,000 women buy Singers every year—more than all other makes combined? Or why Singer sales have spread all over the world, into every civilized country?

The Singer has so long represented the highest degree of excellence that it is to-day everywhere recognized as the standard of perfection—the envy of every competitor—the pride of every owner.

IT IS EASY TO OWN A SINGER.
Singer will pay for itself. Phone 51 and see about our easy payment plans Machine Needles, Oils, and Supplies. Liberal Allowance for Old Sewing Machines in Exchange for a Singer
J. H. EDWARDS Agent Phone 331
Singer Sewing Machine Co. have moved their office 117 North Covington with City Plumbing Co.
Singers sold on easy terms—Liberal allowance for old machine

Wilarp
160 A.

18,000 Irrigated Acres

Wilarp
160 A.

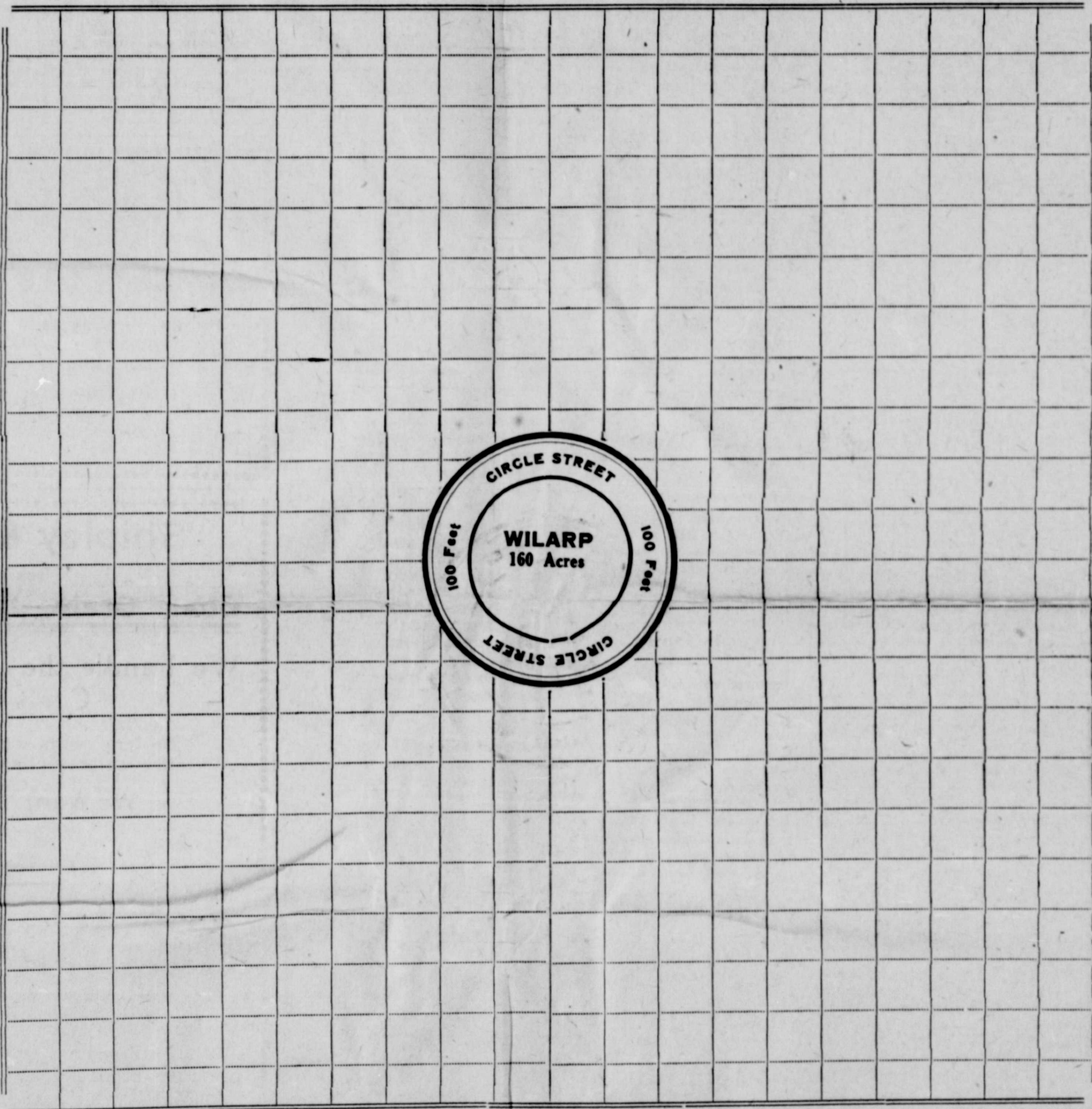
A. E. HARP, INVESTMENTS

PLAINVIEW, TEXAS

Twelve inches of water on one acre of land is an acre foot of water. Water furnished at \$1.00 per acre foot.

18,000 ACRES IRRIGATED LAND
To be divided into 5, 10 and 40 acre tracts

18,000 ACRES IRRIGATED LAND
To be divided into 5, 10 and 40 acre tracts



Below we give the approximate number into which this 18,000 acres will be divided:

426 40-acre tracts	17,040 Acres
64 10-acre tracts	640 Acres
32 5-acre tracts	160 Acres
576 City Lots	160 Acres
	18,000 Acres

All main streets will be 80 feet wide, intersecting streets 60 feet. A town symmetrical in every detail—beautiful to the most critical eye. We are firm believers in the civic attractiveness of our State.

With our wonderful wells, insuring water at the exceedingly low cost of \$1.00 per acre foot, we can easily make this the garden spot of Texas. WATER is what we need to make this country an ideal home for any and all. WATER is what we have. Are YOU going to invest in this money-making land?

For further particulars regarding Wilarp, together with the 40-, 10- and 5-acre tracts and the WATER, address A. E. HARP, Plainview, Texas. All inquiries will be answered promptly.

Each block in the above diagram represents 40 acre tracts

THIS ADVERTISEMENT SUPERCEDES REVIOUS ISSUES

Wilarp
160A.

18,000 IRRIGATED ACRES

Wilarp
160 A.