

WAYLAND COLLEGE OPENING

Last Tuesday morning Wayland Baptist College formally opened for the work of its second year. A large throng of visitors were out from town and from various parts of the south Plains and enjoyed the exercises thoroughly. President I. E. Gates presided and Rev. W. A. Knight of Tulla conducted the devotional exercises. Prof. Smith, who is here from Central Texas both in the capacity of assistant vocal teacher and student, lead the song service. Miss Lena Williams favored with a reading, Miss Mamie Outz, teacher of music, a piano solo, Mrs. Rurle V. Littell, a violin solo, and short addresses were made by Dean Wray, Prof. Hoover of the business department, Pastor H. H. Street, Pastor Chas. R. Lee, Judge T. D. Webb, president of the board of trustees, Dr. R. B. Longmire and Pres. I. E. Gates. The enrollment the first day was 100 as against 61 last opening date.

MARRIED.

RYAN-O'KEEFE.—At Denver, Colorado, September 7, 1911, Mr. Joseph William Ryan to Miss Lucy May O'Keefe, both of Plainview, Texas.

The Herald joins the many friends of the happy couple in extending congratulations and best wishes. The groom has been in charge of the telephone business in Plainview for a number of years, and is a very worthy and estimable young man, who has made a host of warm friends in this city during his residence here. The bride is the only daughter of Mr. and Mrs. R. W. O'Keefe, and was born and raised in this country. She is a most amiable young lady, and her friends are numbered by all who have the pleasure of her acquaintance. They can be found at home, 400 Archer Street.

"May heaven's blessings e'er attend them
Through the changeful paths of life;
Her choicest gift may heaven send them,
Joy unmix'd with care or strife."

Judge and Mrs. W. M. Key of Austin are spending the week with their daughter, Mrs. T. P. Whittis. They have just returned from an extended stay in Colorado, are delighted with the Plainview country and state that it is but little behind Colorado as a summer resort. Judge Key, it will be remembered, is of the Court of Civil Appeals, and is reported as one of the shrewdest civil lawyers of the state.

W. B. and David Soash and W. F. Ward passed thru Plainview this week with the following prospectors: A. Cuthbertson, of Garwin, Iowa; O. A. Hulbert, of Toledo, Iowa, and T. J. Halligan, of Moorland, Iowa. The latter three gentlemen own land in Hale county but are so well pleased with same they will likely purchase more.

While returning from the opening at Wayland Baptist College yesterday the Herald man chanced to see the beauty of the residences and grounds on Wayland Boulevard. All the residences are new but are of the latest type, the grounds are beautiful and it is perhaps the prettiest residence section of the town.

Mrs. Geo. Lerner, who has been visiting her brother, R. A. Long for some time returned to Stephenville Thursday. She was accompanied by her niece, Miss Eppie Long, who will visit in Stephenville for several weeks.

Miss Lavada Garrison has resigned her position with A. E. Harp and has gone to Amarillo to accept a position as stenographer in the office of the superintendent of the Santa Fe system.

L. F. Cobb of the Cobb & Elliott Coal and Grain Company, is in Hale Center this week buying small grain. This company states that they are kept very busy this fall handling Hale county's grain and feed crop.

W. H. Tilson left Monday for Moline, Ill., where he goes to a factory to perfect the corn harvester on the plans of which he has been working for the past few years. It is said that Mr. Tilson has a great invention.

Floyd Fouts has turned over the Hale Center Live-Wire to Will D. Anderson of that town and leaves today for Waco where he will attend Baylor University.

OUR WEEKLY MARKET LETTER.

Kansas City Stock Yards, Sept. 4.—Cattle supplies are short today at all the markets, the run of 18,000 head here, including 2,000 calves, being several thousand head less than a normal Monday run in September. The Labor Day holiday cut some figure, shippers fearing packers would want few cattle, account of the plants being closed today. Heretofore this holiday has not reduced the run to any extent. The fears of the shippers seem to have been well founded, for the market is steady to 10 cents lower on most of the cattle here, a few corn fed cattle at stronger prices being the exception. The cattle run for the month past has contained a larger percentage of beef steers than usual at this season, because of good late pastures. For this reason killers are getting almost as much beef as a year ago, in spite of the shortage in total receipts. Stockers and feeders fell short 9,000 head here last week, out of a total shortage of 13,000 for the week, from last year. Killers protest that beef is costing too much, and they enforced a decline of 15 to 25 cents in the general market last week. Indifference on the buying side today added a little more to this loss. Prime cattle are scarce, and \$8.15 was paid for fancy Missouri steers here today, from the same feed lot as the \$8.20 steers here two weeks ago. Bulk of the beef steers bring \$5.75 to \$7.25, grass steers \$4.60 to \$7.25, native cows \$3.00 to \$5.25, bulls \$3.00 to \$4.50, veals up to \$7.50. Quarantine cattle sold strong first of last week, but closed with a slight loss; 70 cars in that division here today, steers at \$4.00 to \$5.45, cows \$3.00 to \$4.35. Colorado steers, 1,166 pounds, from Placerville, sold at \$5.30 here today. New Mexico stockers \$3.75 to \$4.65, Panhandle cows \$3.25 to \$4.00, calves \$4.50 to \$7.25. Native feeders bring \$4.50 to 5.75, stockers \$3.50 to \$5.25.

Hog receipts show a shrinkage from runs a short time ago, but are larger than at this time last year. The market is firmer than a week ago, and prices are going up, 5 to 10 cents higher today. Receipts here today \$5,300, top \$7.50, bulk \$7.20 to \$7.40. Prices are two dollars per cwt. lower than a year ago. Quality of hogs is better than a month ago, and not much different than a year ago, average weight here for August this year 201 pounds, same month last year 206 pounds. Shippers are taking a good many hogs, and packers buy more willingly than for some weeks past, points which indicate firm markets ahead.

The West is shipping sheep liberally, and the market is breaking badly. Lambs are the chief sufferers, aged sheep holding almost steady. Lambs lost 25 to 40 cents last week, and are off 10 to 25 cents today. The best they could do today was \$6.00, yearlings worth up to \$4.50, wethers \$3.75, ewes \$3.50. Three-fourth of the range stuff goes to the killers, and the feeding stuff is better than a year ago. Lambs bring \$5.00 to \$5.40 for the country, and those going out now could be finished by December. The feeding game looks good this year, and thin stuff will sell strong right along.

J. L. RICKART,
Market Correspondent.

STATE REPORT ON COTTON.

Austin, Texas, Sept. 9.—The Department of Agriculture today announced reports from six hundred and forty-five correspondents, showing the condition of Texas cotton on September 5 to have been 67 per cent, as against 68, which was the Government's report for August 28.

The State report gives August's ginning as 421,005 bales, as against 240,877 for last year.

Mrs. E. Graham and Mrs. David Tudor entertained Thursday afternoon at the home of the latter in honor of Mrs. T. A. White of Stamford. About seventy-five guests were present. Several musical numbers were rendered, games and guessing contests indulged in and a two-course luncheon was served.

Miss Ethel Jackson entertained Thursday night at the residence of Rev. Jewell Howard in honor of Miss Annie McDonald of Amarillo. Games were played and at the close of the entertainment watermelon was served on the lawn.

Eph Wells left Saturday for his home at Sistersville, West Virginia. Mr. Wells has watched the Plains grow for the past twenty years, and predicts great things for this country in the next few years.



W. N. Carter, Christian evangelist, of Whitewright, Texas, will hold a series of gospel meetings at the tabernacle just built on Pacific Street, south of The Herald office. Brother Carter is one of our ablest preachers, and a fine speaker. We ask all to hear him. He is coming quite a ways to hold this meeting, and we kindly ask the people to give him a fair hearing.

R. M. PEACE.

A PAIR OF INTERESTING LETTERS

"Page North Dakota, Sept. 7, '11.
"Editor Hale County Herald,
"Plainview, Texas.

"Dear Sir:
"In your last issue I have read "Mr. Campbell and the Plains," and noted the contents of a letter to Dr. Charles B. Stephens, New Bedford, O. I am surprised to find Mr. Campbell so "Janus-faced," or what seems to be so. It would seem to any one that there is a lie out, for it would be hard for him to square himself on all that he has written about the Plains country. I am sorry for this, as I have always believed him to be a man above such puerility. I have been a firm believer in his methods, and am still, but what has meant more yet to me—as truly a believer in the man behind the methods; and I would any time rather lose faith in a man's methods than in himself. I wish he would set himself right, if he can possibly do so.

"I am in possession of a letter directly from him personally, dated Nov. 22d, 1910, which I thought might be of interest to you, and possibly be used advantageously by you. I am enclosing it, with permission to use it freely. Kindly return it to me. I have always considered you quite a booster for the Plains country, but I never read anything in your paper giving greater luster to the country than does this letter of Mr. Campbell's.

"With all good wishes for you and your business, and only an attitude towards the Plains country that is fair and honorable, I beg to remain,
"Most sincerely yours,
"C. W. FOLEY,
"Lock Box 201,
"Page N. D.

Mr. Campbell's Letter.

"Lincoln, Neb., Nov. 22, 1910.
"Mr. C. W. Foley,
"Lock Box 201,
"Page, North Dakota.

"Dear Sir:
"We have your favor of the 18th, with enclosure of two dollars (\$2.00). We are also sending you your manual, under separate cover. Referring to your question regarding land in the Panhandle of Texas. We are strong believers in the final outcome of the Plains country.

"We have been operating a farm there, at Plainview, three years, under very adverse conditions, without sufficient funds. We have done work under more favorable conditions. Regarding equipment and our ability to give careful supervision, near Bovina, which is northwest of Plainview, where, with only five and one-half inches of rainfall from the time the winter wheat was put into the ground in the autumn of 1904, we harvested, in 1905, thirty-five bushels of wheat per acre.

"Scientific Tillage in its true sense has got to be applied in that country, to make a success. The ordinary methods will not do. We consider it an ideal country. Soil splendid, rainfall ample, the average there sufficient the year round. Hard to beat. Unless there is an effort put forth to educate the people in that country land will decrease in price. If the proper steps are taken, the proper demonstrations made, land will advance.
"H. W. CAMPBELL,
"President."

Dr. Carroll was over from Lockney one day this week.

TO OUR READERS.

This issue of The Herald was thrown late on account of a jam of work on the Linotype. The delinquent tax list stretched out to about double the amount of work figured upon, and with the whole force working night and day we were not able to make connections, on time. We beg our readers to be lenient with us on this occasion, and should you drop in on us while this job is on hand you will sympathize with us and help us in our apologies to the suffering public.

Chas. Sewell and family have returned to Mart after a weeks visit to his brother at this place. Mr. Sewell is delighted with this, his first view of the Plains, and we understand he is making arrangements to move to Plainview, and go into the grocery business with his brother.

H. E. Moore has resigned as express agent and will move to Dallas with his family. Mr. West of Houston has taken his place.

THE ANNUAL PICNIC.

Several years ago, Frank Norfleet planted a little grove of trees out on his place which is west of Hale Center about 10 miles, and last year the trees looked so good and inviting that the Norfleet community decided to have an annual picnic under and around these trees. The first picnic, that being last year, was good and everybody had a fine time; but this year the second annual picnic was one of pleasure and a glorious good time for the old folks, young folks and the "kiddies." Many of the oldest settlers on the Plains, coming from Lubbock, and places east and west, were there and enjoyed the hours by sitting under the trees and while smoking their pipes would go over their experiences years ago when this was the cowpunchers' and the Indians' home.—Hale Center Live Wire.

Clete Connell has resigned his position in the post office and will move with his wife to Sherman where he will accept a position in the mail service.

AMARILLO AUTO RACES.

The first event Monday afternoon was a twenty-mile race, won by an E. M. F. "30" entered by McKinney & Vaughn, driven by Reeves, time 20:15; prize, \$75; second, Marlon entered by the West Texas Auto Supply Company, driven by Day, time 21:03; prize, 25; third, Buick entered by W. P. Cooper, driven by Tripplett; time 22.

Second event, thirty miles, won by Staver-Chicago, entered by the Staver Carriage Company, driver, Monckmier, time 29:06; prize, \$100; second, Staver-Chicago driven by Nigrent, time 29:30; prize, \$50; third, E. M. F. entered by McKinney & Vaughn, driven by Reeves, time 30; prize, \$25; fourth, Marlon entered by West Texas Auto Supply Company, driven by Day, time 30:42; fifth, Cadillac entered by Panhandle Cadillac Company, driven by Mullins, time 30:48.

Third event, fifty miles, won by National "40" entered by George Elliott, driven by Reeves, time 44:37; prize, \$150; second, national "40" entered by H. F. Wilcox, driven by Wilcox, time 45:40; prize, \$75; third, Marmon entered by Ben Johnson, driven by Johnson; decision without mileage; prize, \$25.

Tuesday's Event.

The races were interesting from start to close, the first event being one of thirty miles won by a Staver-Chicago, driven by Nikrent, time 28:27; prize, \$100. Second, Staver-Chicago, driven by Monckmier, time 28:43; prize, \$50. Third, E. M. F., driven by Johnson, time 30:36; prize, \$25.

Second event, sixteen miles, won by E. M. F., driven by Johnson, time 15:15; prize, \$100. Second place, without time, awarded to Buick, driven by Tripplett.

Third event, one hundred miles free for all, won by National "40," driven by Wilcox, time 96:52; prize, \$250. Second, Staver-Chicago driven by Monckmier, time 103:15; prize \$100. Third, Cadillac, driven by Mullins; called for third place without time with prize of \$50.

Fourth event, fifty miles, won by National "40," driven by Wilcox, time 46:59; prize, \$150. Second, Marmon, driven by Johnson, no time; prize, \$75.

At a general meeting of the Civic League on Wednesday, September 7th, 1911, resolutions of appreciation of and thanks for the many kindnesses shown us in our entertainment of the musical medley were passed to Mr. Malone for giving the lights, to both papers, the Herald and News for giving nice "write-ups" and for lowest prices on printed matter, to the Alamo for the proffer of their building and to the Majestic for their offer to show pictures, most of all to the little folks and young ladies and young men who took part, to Miss Cooley of Tennessee, the accompanist and a great treat it was to hear Mr. Edwards, the voice teacher of the Polytechnic School of Fort Worth, to the general public for their liberal patronage. It gives us great pleasure to speak a good word for Miss Credille. As she wins her way through the world, may she be thrown among ladies and gentlemen for she is a gentle woman herself, and deserves to be treated as such. Thanking both papers for publishing this article.

FIRST IN NEW COURT HOUSE.

BIRD-COFFEY. Carrol Bird and Miss Eunice Coffey were married in the new Court House September 7, County Judge J. L. Mayfield officiating.

A party was over from Hereford this week and in conversation with him we learned that only fifteen miles from that town a drill may plunge down 400 feet and find only dry sand at the bottom. Evidently this section has no subterranean water course flowing under it. This fact should refute the claims made by some that the water under the Plainview and Hereford countries is supplied by local rainfall. We are simply fortunate enough to be located over a wide and deep stream of water, fed by snows on the Rocky mountains, and it has its geographical limits.

The Plainview Mercantile Company have on exhibition in their window a \$25.00 French doll, with real human hair, and is as large as a two-year-old child. The Majestic Theatre will give away this doll to the one holding the lucky number Friday night, Sept. 29. The Majestic will give a number with each ticket sold from now until Friday night, Sept. 29th.

SETH WARD OPENED FRIDAY

Under new management, with renewed life, Seth Ward College opened Friday morning, Sept. 1. There was a larger enrollment than ever before on opening day and everything points to a most prosperous and successful year. President J. Sam Barcus is one of the best known educators in the state, and he has a faculty, several of whom are from Southwestern University, that is excelled by none of the secondary colleges of Texas. The Methodist people of the Plains are rallying to the support of Seth Ward and it should in time be one of the largest, as it is now one of the best schools in the south. Friday night there was a public recital by the faculty and all patrons present were pleased with the executions of the fine arts teachers.

PROS TO MEET AT DALLAS.

Next Saturday members of the Statewide prohibition executive committee and all those friendly to the cause of prohibition who care to come will meet in Dallas, in response to a call issued by Col. Thomas Ball, State chairman, for the purpose of hearing a report of the subcommittee appointed at the Austin meeting and finally deciding whether the recent State-wide election shall be contested or not, and to consider such other business as may be presented.

The latter expression, in effect, as given in the call, has furnished the basis for much speculation, and the belief among many is that this meeting may develop into one of the most significant political gatherings of the year. The idea is entertained by some that propositions will be considered at this meeting for the naming of a State ticket, from Governor down, by the prohibitionists.

SINGING CONVENTION.

The Hale County Singing Convention will convene at Prairieview the third Saturday and Sunday. This is the annual meeting of the convention and some important business is to come before the convention.

We urge that delegates from every choir be present.

Everybody come and have a good time. Prairieview says there will be plenty to eat.

Come and bring full baskets.
Yours in song,
L. D. GRIFFIN, Sec.

In honor of her friend, Mr. E. T. Adams of Mart, Miss Mabel Wayland entertained last Saturday evening with a seven-course seven o'clock dinner. Covers were laid for four couples. The color scheme of red was carried out throughout the decorations and dinner save in the favors. For at each plate was a college emblem, for the boys, a tiny football and for the girls a basketball, ornamented with streamers of the college colors of each guest. After the dinner, music and conversation entertained for several hours. Miss Wayland and Mr. Adams each graduated at Baylor this spring. Mr. Adams has returned to Mart, from which place he will leave soon for Oxford University.

The musical medley at the opera house Monday night under the auspices of the Civic League was well appreciated by a large crowd. The program consisted of home talent entirely, with the exception of several vocal solos rendered by Mr. Arthur Edwards of Polytechnic college. There were over one hundred participating in the program and individual mention would be tedious. The entertainment was under the direction of Miss Elizabeth Credille of Commerce. The proceeds were about \$140, the Civic League realizing between \$50 and \$60.

A large number of Plainviewites and several guests from Amarillo, Hale Center and Lubbock are in attendance at the house party on the Saigling ranch seven miles south of Hale Center. Most of the Plainview boys came back to town on business in day time. All with whom we have talked are loud in their praise of Mr. Chas. Saigling as host and state they are having a great time.

Rev. J. H. Logan and wife of Archer City and their daughter, Mrs. Tom Keeter, of Throckmorton, are here this week prospecting and are reported to be delighted with the country.

Professional Cards

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

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.

MRS. M. E. KETTON, Nurse. Present Address: With Mrs. J. N. Morrison, 301 West California Ave.

CHANGE IN ELECTION PRECINCTS NOS. 5, 8 AND 9.

In accordance with the provision of the laws of The State of Texas now in force, it is ordered that Election Precincts Nos. 5, 8 and 9, of Hale County, be changed by the Commissioners' Court of Hale County at its Regular August Term, A. D. 1911, within the following bounds: Election Precinct No. 5.

Beginning at the North Line of Section 44, in Block A1, at a point where said north line intersects the west line of Election Precinct No. 1, thence West with Section Lines to the West Line of Block A1; continuing Due West to a point north of the Northeast Corner of Section No. 27, in Block A 2; thence South across surveys to the Northeast Corner of said Section 27, continuing South to the Southwest Corner of Section No. 95, in Block A 4; thence East on Section Lines to the Southwest Corner of Section No. 11, in Block R; thence North on Section Lines to the Northeast Corner of section No. 41, in Block A 4; thence West on Section Lines to the Northwest Corner of section No. 39, in Block A 4; thence South on Section Lines to the Northeast Corner of Section No. 22, Block A 1, same intersecting the South Line of Precinct No. 1; thence West to the Southwest Corner of Precinct No. 1, same being 1/2 mile West from the Northeast Corner of Section No. 21, in Block A 1; thence North on West Line of Precinct No. 1 to place of beginning, and that all elections in said Precinct be held at Norfleet School House.

Election Precinct No. 8. Beginning at the Northeast Corner of Section No. 41, in Block A 3, same being a point on West Line of Precinct No. 4; thence West to the County Line; thence South on County Line to the Southwest Corner of the County; thence East to a point South of the Southeast Corner of Section No. 79, in Block A 4; thence North to the Southeast Corner of Section No. 79, in same Block; thence North to the Southeast Corner of Section No. 91, in Block A 4; thence West to the Southeast Corner of Section No. 98; thence North to the place of beginning, and that all elections in said Precinct be held at Bartonsite School House.

Election Precinct No. 9. Beginning at the Northeast Corner of Survey No. 5, in Block D 8; thence West on Section Lines to the Northeast Corner of Section 92, in Block A 4; thence South with the East Line of Election Precinct No. 8 to the South Line of the County; thence East on South Line of the County to a point opposite the Southeast Corner of Section No. 16, in Block D 8; thence North to the place of beginning, and that all Elections in said Precinct be held in Abernathy School House. THE STATE OF TEXAS, County of Hale.

I, B. H. TOWERY, Clerk of the County Court in and for said County and State, do hereby certify that the above

\$25.00 SUIT FREE TO PRAETORIANS MADE TO YOUR INDIVIDUAL MEASURE AND GUARANTEED TO FIT YOU SEE D. W. McGLASSON AT PIPKIN-NAPP CO'S WHO KNOW MEN'S WANTS

and foregoing is a true and correct copy of the Field Notes of Election Precincts Nos. 5, 8 and 9 as established by the Commissioners' Court of Hale County on the 16th day of August, A. D. 1911, as the same appears on the Minutes of said Court in Volume No. 2, on pages 296 and 297.

Given under my hand and seal of office this, the 19th day of August, 1911. B. H. TOWERY, County Clerk, in and for Hale County, Texas. By W. H. BOX, Deputy.

ASSURED WEALTH FROM IRRIGATION. The Way Amarillo Paper Looks at Plainview.

By the Daily News Staff Correspondent. Plainview, Texas, September 2.—With fertile soil, a climate that is alike kindly to health and harvest, a crop schedule reaching the extreme in variety and value, and a naturally abundant rainfall, combined with irrigation, there would seem to be no possible progress and prosperity of which Hale County is not its own prophet.

The Pumpage Well. In the pumpage irrigation well the county has a new and magnificent agricultural resource, which is to be also magnificently developed, there being now in the Plainview vicinity twelve big wells with centrifugal pumps driven by gasoline engines, while Contractor Green who has put down the most of the wells, says that many more are soon to be put down. These wells have operated water depths ranging from 130 feet to 250 feet, irrigating capacities of 160 acres and upwards, and plant cost running between \$1,200 and \$2,000.

As an individual illustration, the Snyder well, the deepest of present series, five miles out of Plainview, has a depth of 200 feet, and a pump placed in an exhaustless water body with a capacity discharge of 2,000,000 gallons of water per day. The log of his well is as follows: 61-foot pit, which touched the first strata; 20 feet clay; 2nd strata, 36 in. depth; 10 feet of clay; 6 feet of rock; 3rd strata 18 feet thick; 4 feet of flint; 37 feet of clay and then the drill went into 38 feet of the 4th strata. Near the top of the well is a curious, calcareous formation. Further on down very coarse gravel and boulders were discovered. In the last strata many shells were discovered which substantiates the theory that this country was formerly the basin of a large body of water.

In addition to the Snyder well, the other deep wells of the Plainview vicinity are those of Messrs. Dowden, Smythe, Slaton, Perry (2) Brown, Alley, Brooks, Branson. Then, Mr. Dalmont has six wells on the Plainview Nursery, three of which are pumped by windmills and three by gasoline engines. All the first wells mentioned however are of the mammoth variety, using centrifugal pumps. Most of these wells were put down by Contractor Geo. Green. Mr. Green says there will be many more irrigation wells put in this fall and winter. The Seth Ward Methodist College opened for the fall term day before yesterday with 300 pupils, while the Wayland Baptist will open on the 5th of this month with about the same numerical attendance. The city public schools will have this term about 800 pupils, making all told probably 1,500 pupils in Plainview's educational institutions this fall. The city has put in a large number of additional street crossings this year and is preparing for long cement sidewalk extensions.

Work on the new Episcopal church is progressing, the edifice to be soon completed.

There is not a vacant dwelling house in the two college residence additions to the city, and many more residences will be soon constructed in the additions. The probabilities of a big beet sugar factory for Plainview are looking like a certainty, while negotiations for the erecting of a big central electric power house for furnishing power to a large group of irrigation pumpage wells are still in progress.

In connection with these electric motor plans is the putting in of a belt street car line connecting the Seth Ward and Wayland Colleges with the city and the railroad depot.

Plainview is in the race with both feet for the securing of the new building of the Texas Odd Fellows Widows and Orphans Home. Two towns are in competition for this \$200,000 structure and the other eleven will have to hustle themselves to make a showing against the many resourced metropolises of the Southern Plains.

Cantalope culture is at the front this season, with the shipment of many carloads and a multiplied crate expressage.—Amarillo Daily News.

BUSINESS. Texas newspapers in all the four quarters of the state are manifesting indisputable signs of prosperity. Advertising has improved vastly, both in quality and quantity within the last few years, and even the merchants in the smallest villages are becoming

keen for the publicity that brings them business. It is encouraging to note also in this connection that the men who keep store are discriminating intelligently and giving their business to the paper that offers them the best returns in point of both circulation and character. It is becoming more and more difficult for the fly-by-night sheets to secure patronage sufficient to maintain them even thru a political campaign. This makes for the benefit of the legitimate publishers and for the legitimate business men who buy advertising space as they buy merchandise—honest goods at honest prices. The automobile has almost obliterated local geographical lines. Advertising therefore, has a wider appeal and is more effective than ever before. Men and women, particularly women, are growing commercially keen, and their buying is being more thoughtfully done. They are favoring the stores that seems to offer them most. The old-fashioned method of buying of Juggs & Honeycutt regularly and exclusively because Juggs & Honeycutt were established in 1869 and have been doing business at the old stand ever since has just about played out. Young and aggressive merchants are in the field everywhere, and ante-bellum methods have gone to the scrap pile. Advertising is the leaven that stirs the whole lump these days, and to try to run a modern store without publicity and repeatedly and earnestly inviting the people is too slow a business for any man who has the necessary energy to finally succeed.—Dallas News.

SOME TWICE TOLD TALES. Archery. "Crabbed age and youth can not live together," said Senator Jeff Davis, speaking of an unhappy divorcee in Little Rock. "Whenever I hear of an old man marrying a young girl, I think of the Cupid story. 'Cupid,' cried a millionaire of 77 years, Cupid would be as powerless before such an iceberg as yourself, miss. Why, a score of Cupids could find no vulnerable spot in your heart of stone!" The young and beautiful girl addressed tossed her head as she replied: "No, they couldn't—if they used an old beau to shoot with."

Just Like A Human. Representative Gardner of Massachusetts, says the Washington Star, with reference to an immigration case he had investigated, said the other day: "The trouble with this immigrant was that he didn't know what was good for him. We are all more or less like that. The things that are best for us are the things that we most dislike. A woman was complaining about the depredations of her dog. 'Only yesterday,' she cried, 'he broke into the larder.' 'Dear me,' said her interlocutor. 'Did he eat much?' 'He ate,' she replied, 'every blessed thing except the dog biscuit.'"

Vacuum by the Quart. Two men on a train were in an argument as to the action on the vacuum brake.

"I tell you that it is the inflation on the tube that stops the train," exclaimed one.

"Nothing of the sort!" was the reply. "It's the output of the exhaust."

At the next stop it was decided to submit the matter to the decision of the engineer. Leaning out of the window of his cab, he listened condescendingly to the arguments of both men. Finally he said:

"As a matter of fact, you're both wrong. When we want to stop the train we just turn this tap, which fills the pipe with vacuum."

COCHRANE'S STUDIO. Where They Make HIGH GRADE PHOTOS. Image of a studio building.

Be Happy! Happy the girl, or woman, who has never suffered from any of the diseases of womanhood! Or, if she has been a sufferer, happy is she if she has learned of the wonderful benefits of Cardui, the woman's tonic! Cardui is a gentle, tonic remedy, for women's ailments. It is a natural medicine—safe, harmless, purely vegetable. It has been in successful use for more than 50 years. It has cured thousands. It should do the same for you. TAKE CARDUI The Woman's Tonic. Mrs. Mary Neely, of Denver, Tenn., says, "I think there is no tonic on earth, as good as Cardui. I used it with the very best results. I had backache and nearly everything a woman could suffer with, until I took Cardui. Now, I feel better than I have for two years. I shall always recommend Cardui to other suffering women. I can't praise it too highly. As a medicine for weak, tired, worn-out women, Cardui is safe and reliable. Try it, today. Write for Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn. See Special Instructions, and 64-page book, "Home Treatment for Women," sent free. J 58

Backache. Is only one of many symptoms which some women endure through weakness or displacement of the womanly organs. Mrs. Lizzie White of Memphis, Tenn., wrote Dr. R. V. Pierce, as follows: "At times I was hardly able to be on my feet. I believe I had every pain and ache a woman could have. Had a very bad case. Internal organs were very much diseased and my back was very weak. I suffered a great deal with nervous headaches, in fact, I suffered all over. This was my condition when I wrote to you for advice. After taking your 'Favorite Prescription' for about three months can say that my health was never better." Dr. Pierce's Favorite Prescription. Is a positive cure for weakness and disease of the feminine organism. It allays inflammation, heals ulceration and soothes pain. Tones and builds up the nerves. Do not permit a dishonest dealer to substitute for this medicine which has a record of 40 years of cures. "No, thank you, I want what I ask for." Dr. Pierce's Pleasant Pellets induce mild natural bowel movement once a day.

TEXACO ROOFING. Less expensive than metal or shingles. Approved by the Fire Underwriters. Easily put on by purchaser. MAKE YOUR OLD ROOFS WATERPROOF by recoating them with TEXACO ROOFING CEMENT. For sale by local dealers. THOS. ABRAHAM, Agent, PLAINVIEW, TEXAS. The Texas Company. General Offices, Houston, Texas.

OFFICERS. J. E. Lancaster, President; L. A. Knight, Vice-President; H. M. Burch, Cashier; L. G. Wilson, Vice-President; H. C. Von Struve, Assistant Cashier. Third National Bank of Plainview. Ansley Building, Northeast Corner Square. Capital \$100,000.00. DIRECTORS: R. W. OKEEFE, L. A. KNIGHT, J. E. LANCASTER, L. G. WILSON, H. M. BURCH.

Shiple & Shiple. 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.

E. T. COLEMAN. COAL and GRAIN DEALER. Successor to Tandy-Coleman Co. Handlers of Simon-Pure Nigger-Head, and Rockvale Coals. All kinds of hay, grain, and feedstuffs, Bought and sold at Rock Bottom Prices. Phone 176. Between Depots.

Montgomery-Lash Grocery Co

BIG VOTING CONTEST BEGINS THIS WEEK

In this contest we include our Empire Cream Separator \$75.00. You may pay for it with cream and get the votes just the same. Ten votes for every dollar's worth you purchase. (See explanation in Plainview News.) We also include Wolf Premium Flour in this contest at \$2.65 per hundred in 500-pound lots, every pound guaranteed. Cream is advancing and is also included in this contest. Bring your cream and vote for the church or individual you choose.

The Only Grocery Store In Town That Gives Votes

MONTGOMERY-LASH GROCERY COMPANY

COUNTY FAIR DATES ARE SET.

The executive committee of the Hale County Fair Association, plus several members of the advisory committee, met at the court house Saturday afternoon at 2 o'clock and some very important business was transacted.

The committee delegated to arrange for a permanent location for the fair reported as follows: the two empty buildings standing side by side on the south side of the square can be secured for exhibit purposes and Clint Shepard has kindly proffered the use of the Red Wagon Yard for the animals to be entered at the fair.

Upon motion it was decided to accept the report of the committee. The committee on securing a permanent location for the fair prayed for an extension of time and stated they would have a report ready by next Saturday, two weeks. They were granted the extension.

Upon motion it was decided to hold the fair on Tuesday and Wednesday, October 10 and 11. These dates being thought to afford ample time for the arranging of exhibits here as well as for packing and shipping the exhibit to the Dallas Fair which begins October 14.

The following committee was appointed to arrange the premium list for the fair: T. J. Tilson, chairman; E. Callaway, Clint Shepard, J. O. Brown, Murray Malone, George Schick, J. D. Hanby. They will meet at the Courthouse, Thursday, September 7.

Mrs. L. A. Knight has been chosen as Superintendent of the ladies' department and Miss Rosa Fowle, assistant. The ladies reported their work well in hand, the list of exhibits in that department being already arranged.

Jas. R. DeLay and Jim Pipkin were named as a committee on amusements and privileges.

To have charge of the packing and shipping of the exhibit that is to go to the Dallas Fair are E. Dowden, S. W. Meharg, J. O. Brown, Sam Wilkees and J. D. Hanby.

The various members of the advisory committee are advised to call

meetings in each of their several localities and arrange in detail the plans of exhibit from each community. Meeting was adjourned.

GOTCH WINS EASILY.

Chicago, Ill., Sept. 4.—It took Frank Gotch of Humboldt, Iowa, fourteen minutes and eight seconds to win the first fall and five minutes and 32 seconds for the second fall in the wrestling match with George Hackenschmidt, the "Russian Lion" here today.

The Russian's showing was pitiful. The crowd declaimed that he quit, but Hackenschmidt blamed his knee which was injured two years ago in training and on which Gotch worked and speedily reduced him to a state of helplessness.

The foreigner looked a beaten man when he entered the arena. Gotch was smilingly confident. When Gotch secured the fatal toe lock, which won the second fall, the Russian cried out "Don't hurt my toe," and a second later "Don't break my leg" and fell to the mat frothing at the mouth.

The first fall had resulted from a reverse body hold. Gotch had got a half Nelson on Hackenschmidt, then in the wink of an eye, he pivoted to Hack's stomach, switched to reverse body hold and downed his man. Old sporting men declared it the speediest shift ever seen in the arena.

1.02 INCHES PRECIPITATION.

J. F. Sander, who keeps the government rain gauge, states that Plainview received over an inch of rain today (Friday). This will be of great benefit to the late feed crops and will probably help cotton, which however was getting along nicely. This brings the total precipitation for 1911 up to 26.5 inches. Doesn't sound like this is a desert country, does it?

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

RESOLUTION OF RESPECT.

Whereas it has become known that the Father of the Universe has seen fit to take from us Brother M. W. Shelly, of Abilene, Texas, one of our charter members. Be it resolved by Plainview Lodge No. 12, I. O. O. F. that a copy of these respects be spread upon the minutes of the lodge, also copy mailed to the wife of the deceased at Abilene and a copy given to the Hale County Herald for publication.

Brother M. W. Shelly was well known to a number of the Plainview people and was loved by all who knew him. He was an active worker in the lodge and while here helped in many ways to build up this lodge, and also made several efforts to get the Rebecca to organize at this place.

In 1904, Brother Shelly, with his wife and daughter went with a party of ladies and gentlemen to Amarillo, Texas to attend the rally of Odd Fellows of West Texas, and while there a number of the Plainview party took the Rebecca degree.

Brother Shelly leaves a wife, two daughters and four sons to mourn the loss of a good true and loving father and husband. To the bereaved ones, Plainview Lodge No. 12, extends their sympathy and condolence and assures them that the dear one has gone before to prepare a home for the rest, and awaits their coming.

A. L. ANDERSON,
B. H. TOWERY
JOHN R. BATES,
Committee on Resolutions.

SOUVENIRS OF SENTIMENTAL VALUE.

When William Houston, the youngest son of the late Gen. Sam Houston, was here last week, he presented Mrs. J. M. Shropshire with a flag of the old Republic of Texas—a lone star surrounded by the red, white and blue bars. The old flag was blood-stained at the Alamo, that waved in triumph over the field of San Jacinto, that was seen in action by an army all of whom have passed from the ranks of the living save one alone.

Mrs. Shropshire is 76 years of age and nursed William Houston when he was a boy. She is a daughter of John F. Winters, who lived in Huntsville, himself and his two brothers, being in the battle of San Jacinto under Gen. Houston. She was a firm and life-long friend of General Houston and her husband, Colonel J. M. Shropshire showed the Herald man one day this week, a bodkin, whittled from cedar by the hand of General Houston and presented to her by that famous man many years ago. These remembrances of a great war and a great man could not be purchased from Mrs. Shropshire at any price.

WEST TEXAS RATES CUT.

The completion of the Coleman-Texico cut-off to Canyon City is causing a general reduction of rates between Fort Worth and West Texas points at the meeting of the rate clerks in San Antonio, according to information received by F. M. McClure, assistant general passenger agent of the Frisco.

The line from Canyon City to Coleman generally shortens the distance to Fort Worth throughout that section of the country and the rates being pushed by the Santa Fe are causing all railroads to change their rates. The Panhandle country is most affected by the change, as the Coleman-Texico cut-off invades the heart of that section.

The rate clerks expect to complete their deliberations Thursday or Friday and the local representatives will then return.—Fort Worth Star-Telegram.

COMMENDS CAMPBELL BROTHERS SHOW.

Last Friday Campbell Brothers circus visited our town and was greeted by a large crowd. The procession was an interesting one and embraced 8 elephants, a camel dromedary, three bands and a callope. Some fine horses with gaily dressed riders added a touch of color to the wind and dust which somewhat marred the effect. In the big tent, the high wind again interfered with the program, owing to the slant of the tent poles rendered necessary by the high winds. Some good stunts were given including a cowboy program, embracing riding, roping, etc. But we expected some of the riders would dash into one of the poles, though happily our expectations were not realized. The usual assortment of clowns, trapeze performers, riders and elephant acts made the time pass all too rapidly. A complete menagerie afforded much interest to the crowd before taking in the show. The Campbell Brothers outfit is a large one conveyed on 30 cars, and includes 200 horses besides the other animals.—Rushville (Neb.) Recorder.

BAILEY TO PRACTICE LAW.

Gainesville, Texas, Sept. 6.—Following Senator Bailey's announcement here last night that he would not again be candidate for United States senator from Texas, it was learned authoritatively today that the senator expects to move to New York where he will reside permanently.

There he will become a member of one of the strongest law firms in the country and will devote most of his time to the practice of corporation law, it is said. His income will be ten times that of a United States senator. The name of the firm with which he will associated has not yet been announced.

While Senator Bailey has not given out any definite reason for his coming retirement, it is known that during the past year, he and other Democratic leaders in Washington have not been in accord over important legislation, and that much legislation has been enacted over his vigorous protests.

A BIG AFFAIR.

Pecos Fair and Barbecue to Occur September 14th and 15th—Low Rates.

Dispatches from Pecos state that extraordinary efforts are being made in that city to pull off a real big celebration September 14th and 15th, when the second annual fair and barbecue of the Pecos Valley occurs. A large sum of money has been raised to make the celebration the biggest thing West Texas has ever seen and the railroads have granted a one-fare round-trip rate to Pecos account the fair.

A long list of attractions have been secured, including exhibits of agricultural products, decorated automobile and vehicle parade, musical concerts, baby show, vaudeville shows, pike attractions, gun shoot, athletic contests, baseball and free vaudeville attractions. Hundreds of prizes have been offered all for cash.

All the people of New Mexico and West Texas have been invited and preparations are being made to take care of not less than 5,000 visitors.

MONEY TO LOAN in sums of \$10,000.00 and up on approved ranch and farm property, three to five years' time. Address EDWARD R. MOORING, Cleburne, Texas.

WHY SHE GASPED.

Two women who had known each other in years gone by, met in the street, says the Record-Herald. Both of them were married to musicians. The one, a bride of a year, was pushing a baby carriage in which were three fine babies—triplets, all girls. The other had been in the bonds of matrimony a couple of weeks.

"What beautiful children!" exclaimed the newly married one, with interest.

"Yes," replied the proud mother. "Let me tell you the funniest coincidence. At our wedding supper the boys who played with my husband in the orchestra serenaded him, and they played 'Three Little Maids,' from 'The Mikado.' Isn't that queer?"

"At this the newly married one turned pale.

"Mercy!" she gasped. "At our wedding super Tom's friends serenaded him, also, and they rendered 'The Sextet,' from 'Lucia.'"

NEW BRICK FOR PLAINVIEW.

Dr. E. A. Waldert of Tyler is making arrangements to rebuild with brick on the two lots on the north side of the square where the frame buildings were recently destroyed by fire. The plans he is now having drawn are for a building of pressed brick, modern in every respect, 50x90 feet in dimensions. This will make almost a solid row of bricks on the north side of the square where eighteen months ago there was only one. Dr. Waldert states that he has great confidence in Plainview and Hale county and the erection of this building, which will commence this fall, is concrete proof of same.

WORLD'S RECORD BROKEN.

Parame, France, Sept. 4. Roland G. Garros, the French aviator, today broke the world's record for altitude in an aeroplane. He ascended 4250 metres (13,943 feet).

SELF-EXPLANATORY LETTER.

Mr. W. A. Miles,
Plainview, Texas.

Dear Mr. Miles:
I wish to thank you for the many courtesies shown me while in Plainview, and, in this connection, I want to say that I was very much surprised in the country around Plainview. I had heretofore had the idea that this was something like the general western country, but I must say that the lands in Hale county are a long ways better than I expected. In fact, I think Hale county offers as good opportunities for the home-seeker, and to many better opportunities, than any place that I know of in Texas. I was surprised at the enormous fruit, vegetable, melon and small grain crop raised there, and the possibilities for the farmer desiring a home.

With best wishes to yourself and family, I am,

Very truly yours,
OSIE GOODWIN.

FIFTY PER CENT INCREASE.

It is estimated this season's milo maize is 50 per cent greater than ever before grown in the county, this harvest probably averaging two tons in the head or over 50 bushels in grain to the acre. Milo maize is now selling in heads at \$17 and \$18 per ton and will be largely shipped this fall to more or less drouth stricken portions of Texas as prices are perhaps reaching \$25 per ton. Milo maize this year will net Hale county farmers as high as \$50 per acre.

Said a prominent Hale county farmer recently: "When we look over our big feedstuff and cotton crops this year we wonder how we are going to gather them."

The above harvest in Hale county has already suggested an organized effort on the part of the farmers and the county for importation of labor for cotton picking and feedstuff gatherings.—Amarillo News.

The Herald for Job Printing.

To School Monday

Here is a full line of tablets, pencils, crayon drawing paper, spelling tablets, note and composition books, ink, pens, book-straps, book-satchels, lunch boxes and baskets, drinking cups, etc.

FREE to the first 100 boy customers—A TABLET
FREE to the first 100 girls customers—A SET OF JACK STONES

Special Next Week, Until Sept. 16


10c Dust Pans 05c	25c Platters 15c
Daisy Ely Killer 10c	15c Platters 10c
Wire Fly Traps 10c	10c Milk Strainers 05c
50c Salad Bowl 35c	3 Doz. Clothes Pins 05c
40c Salad Bowl 25c	50 Sheets Butter Paper 05c
35c Platters 25c	60c Dish Pans 40c

Save Your Coupons, a Prize Every Saturday
AT FIVE O'CLOCK

The SURPRISE STORE

What's Your Tailor?

Make Up Your Mind



that you're going to get the best clothes this Fall that your money will buy. To be absolutely sure that you're getting the full value to which you're entitled.

Have Us Measure You

for fashionable clothes tailored to order from exclusive woolens by

Ed. V. Price & Co.

our famous Chicago tailors, and costing no more than would manufactured ready-made garments of the same cloth made for nobody in particular.

Waller Tailoring Company

TELEPHONE 188 FIRST DOOR SOUTH OF OPERA HOUSE

\$100 REWARD, \$100.

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

Address F. J. CHENEY & CO., Toledo, Ohio.

Sold by all Druggists, 75 cents. Take Hall's Family Pills for constipation.

DUMBFUZLED.

An old resident of Plainview called at Waggener's store and after purchasing a few articles as marked, glanced around and earnestly asked, "Is this a bankrupt stock you have picked up somewhere Mr. Waggener?"

SUNNYSIDE DAIRY at Post City, Texas for sale at a bargain. One dairy here, fine opening for a good dairy, will sell fifteen good cows, one Jersey bull, two Jersey heifers, milk cans, bottles, churn, milk cooler, etc. All for (\$1,000) one thousand dollars. For further information address R. E. King, Post City, Texas.

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 Otis Reeves Realty Company, Plainview, Hale county, Texas.

LEASE FOR SALE—320 acres, 100 in cultivation; best sandy loam soil; new improvements; small irrigation plant; pays no rent. Will sell crop with lease if wanted. This land also for sale. Bargain if taken at once, 11 miles south, 1 mile east, from Plainview. See or write, WILLIS E. HUMBER, Ellen Texas.

DOING THEIR DUTY.

Scores of Plainview Readers Are Learning the Duty of the Kidneys.

To filter the blood is the kidneys' duty.

When they fail to do this the kidneys are sick.

Backache and many kidney ills follow;

Help the kidneys do their work.

Doan's Kidney Pills build up weak kidneys.

Plainview people endorse our claim.

Mrs. T. B. Irwin, West Third and Jones Sts., Plainview, Texas, says:

"Doan's Kidney Pills have been used by us and we have found them very effective in relieving backache and lameness across the kidneys. We got this remedy from the R. A. Long Drug Co. when we heard of its merits, and our experience was so satisfactory that we can recommend it to other persons suffering from kidney complaint."

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

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

FORCED TO LEAVE HOME.

Every year a large number of poor sufferers, whose lungs are sore and racked with coughs, are urged to go to another climate. But this is costly and not always sure. There is a better way. Let Dr. King's New Discovery cure you at home. "It cured me of lung trouble," writes W. R. Nelson, of Calamine, Ark., when all else failed, and I gained 47 pounds in weight. It's surely the king of all cough and lung cures." Thousands owe their lives and health to it. It's positively guaranteed for Coughs, Colds, LaGrippe, Asthma, Croup—all Throat and Lung troubles. 50c and \$1.00. Trial bottle free at all Druggists'.

A DREADFUL SIGHT

to H. J. Barnum, of Freeville, N. Y., was the fever-sore that had plagued his life for years, in spite of many remedies he tried. At last he used Bucklen's Arnica Salve, and wrote: "It has entirely healed, with scarcely a scar." Heals Bruises, Boils, Eczema, Cuts, Swellings, Corns and Piles like magic. Only 25c at All Druggists.

Campbell's Show is coming. Waggener is already here. Williams building, southeast of square Phone 212.

No. 5475.

Report of the Condition of THE FIRST NATIONAL BANK

at Plainview in the State of Texas, at the Close of Business, Sept. 1st, 1911.

RESOURCES.

Loans and Discounts	532,306.71
U. S. Bonds to secure circulation	25,000.00
Premiums on U. S. Bonds	500.00
Banking House, Furniture and Fixtures	56,722.06
Other Real Estate owned	23,202.86
Due from National Banks (not reserve agents)	5,771.96
Due from State and Private Banks and Bankers, Trust Companies and Savings Banks	153.96
Due from approved Reserve Agents	75,311.84
Checks and Other Cash Items	2,744.92
Notes of Other National Banks	385.00
Fractional Paper Currency, Nickels and Cents	47.63
Lawful Money Reserve in Bank, viz:	
Specie	\$ 9038.85
Legal tender notes 17,040.00	26,078.85
Redemption fund with U. S. Treasurer (5 per cent of circulation)	1,250.00
Due from U. S. Treasurer	1,000.00
Total	\$750,475.79

LIABILITIES.

Capital Stock paid in	\$100,000.00
Surplus Fund	20,000.00
Undivided Profits, less expenses and taxes paid	163,901.24
National Bank Notes outstanding	25,000.00
Due to other National Banks	11,255.41
Due to State and Private Banks and Bankers	2,587.44
Individual Deposits Subject to Check	261,196.42
Time certificates of deposit	124,132.99
Certified checks	900.00
Cashier's Checks outstanding	15,285.37
Bills payable, including certificates of deposits for money borrowed	25,000.00
Reserved for taxes	1,216.92
Total	\$750,475.79

STATE OF TEXAS,

County of Hale,)
I, J. H. Slaton, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
J. H. SLATON, Cashier.

Subscribed and sworn to before me this 6th day of September 1911.
C. S. WILLIAMS,
Notary Public.

CORRECT—Attest:
W. C. MATHES
LEVI SCHICK
GUY JACOB
Directors.

SHERIFF'S SALE.

THE STATE OF TEXAS,
County of Hale,)

NOTICE IS HEREBY GIVEN. That by virtue of a certain Order of Sale issued out of the Honorable District Court of Hale County, on the 19th day of August, 1911, by the Clerk of said Court, for the sum of (287.55) Two Hundred and Eighty-seven Dollars and Fifty-five Cents and costs of suit, under a Judgment, in favor of A. E. Harp, in a certain cause in said Court, No. 636, and styled A. E. Harp vs. J. D. Hanby and Eva Hanby, placed in my hands for service, I, G. A. London, as Sheriff of Hale County, Texas, did, on the 20th day of August, 1911, levy on certain Real Estate, situated in Plainview, Hale County, Texas, described as follows, to-wit: All of Lots No. 7 and 8, in Block No. 20, in the original Town of Plainview, Hale County, Texas, and levied upon as the property of J. D. Hanby and Eva Hanby. And on the first Tuesday in October, 1911, the same being the 3rd day of said month, at the Court House door of Hale County, in the Town of Plainview, Texas, between the hours of 10 a. m. and 4 p. m., by virtue of said levy and said Order of Sale, I will sell said above described Real Estate at public vendue, for cash, to the highest bidder, as the property of said J. D. Hanby and Eva Hanby.

And in compliance with law, I give this notice by publication, in the English language, once a week for three consecutive weeks immediately preceding said day of sale, in The Hale County Herald, a newspaper published in Hale County.
Witness my hand, this 4th day of September, 1911.

G. A. LONDON,
39 Sheriff, Hale County, Texas.

LOST.

One pair of Seiz shoes, size 8 1-2, box left shoe, stock No. 1796 on box. Either left at some place or lost on road from Plainview to Hereford. Finder please return to Shelton Bros.

CIRCULATION

VIEWED FROM BEHIND THE SCENES

Why forced circulations are not worth one hundred cents on the dollar—Advertisers need to know not only how much the circulation is, but also how it was obtained.

By HENRY H. HOWER

Advertising Manager, The F. B. Stearns Automobile Company

Slowly, but as surely as the passing of time, a new idea is making itself felt in advertising. That idea consists in paying for circulation according to the quality of the publication and its readers—not simply paying for so many sold copies. The time is steadily passing when so-many-thousand readers for such-and-such a rate can get any and all the business. Thinking men are realizing the fact that the hundreds of thousands wasted in advertising can be diverted into producing channels. On every side this idea is cropping out.

A few years ago—and today in many cases—very large circulation meant heavy advertising patronage. In some cases this was justified, but very often it was quite the reverse. More and more advertising managers are commencing to think more deeply and to analyze statements which before they had taken for granted.

Probably the best example of this class of advanced thinker is E. St. Elmo Lewis. Mr. Lewis is outspoken in his denunciation of the old method. "It is the most erroneous idea in advertising," Mr. Lewis said, recently. "There is no sense in buying circulation merely as circulation—it is what composes that circulation that counts. I wouldn't give two cents for a hundred thousand circulation if I had no way of knowing or finding out something about that circulation."

There are publications of 50,000 in this country whose columns are worth more to the majority of advertisers than others of double and even treble that figure. Personally, I would willingly pay twice as much for space in the former as in the latter. And the time is coming when valuable circulation—among quality readers—will win its own battle.

Listen: Several years ago I became connected with a small semi-trade paper in an executive capacity. Shortly after taking up my work, there came one day the representative of a "subscription and circulation bureau." To cut a long story short, he offered to get me as many thousand subscriptions as I wanted—in any state or states I desired—to deliver them within sixty days and to conform to the post-office regulations. All this without any effort on my part, but with considerable expense. Suppose all this had been done—the circulation boosted to ten or fifteen thousand—aggressive advertising men put in the field. The business would have surely come in.

How is the advertising manager to know that some of the various publications he is using are doing these very things? This may seem an extreme position, and it is doubtless open to criticism, but there is more truth in it than many will care to admit.

I know of a certain publication selling for fifty cents a year which has recently secured contracts for automobile advertising. Cannot the wisdom of the selection of such a medium as this be criticised?

A little test I made of a large list of publications shook up my ideas in a good many ways. But above everything else I found that there was a greater difference between well known publications than I had dreamed of before. The idea of paying for the quality of the publication and its readers means more to me now than then.

And one thing more. Quality circulation cannot be forced. A publication of little merit cannot get—and hold—such readers. Its genuine merit of the publication that is responsible, and there is setting in a strong drift toward those publications which have this merit.—(From Printer's Ink, July 6, 1911.)

The Hale County Herald has never made one of those "MARVELOUS, MUSHROOM GROWTHS," but has each year, for the past twenty-two, made a STEADY, SUBSTANTIAL GROWTH, and among its readers are the best families of each community in which the Herald circulates.

There's no "FORCED" circulation here. And if YOU, Mr. Advertiser, will drop in our office, we'll let you see who the Herald's readers are.

One Day Only 13 WED., SEPT. 13

CAMPBELL BROTHERS GREAT CONSOLIDATED SHOWS



A GIGANTIC COLLECTION

Remote, barbaric and unpeopled lands, from the frigid zones of the poles to the hot climes of the Equator, forest fastness, impenetrable jungles, burning deserts, mountain crags and the broad plains have contributed profusely and have yielded their Strange Members of the Animal World in a COMPLETE GIGANTIC COLLECTION that has never before been seen since the historic deluge when the Patriarch Noah assemble his grand collection in the Ark. To preserve from the pluvian downpour, the Birds, Beasts and Reptiles of the earth. Object lessons in an animated nature brought to your very doors. All earth's treasures, embracing Animals famed for their ferocity, rarity or beauty, which includes the finest specimens alive of the huge blood-sweating Hippopotami, Stately Giraffe, Monster Elephants, Ferocious Carnivorous Lions, Treacherous Tigers from India, Beautiful Striped Zebras, and all of the strange monsters of the sea, jungle and forest. Strange forms of life from remote lands. Birds of bright, brilliant plumage from the Islands of the South, and thousands of other strange and curious animals

100 CAGES-DENS-LAIRS ARE NECESSARY TO HOUSE THE \$1,000,000 WORTH OF RARE ANIMALS THIS SEASON FIVE TIMES LARGER THAN EVER

NO OTHER SHOW EVER ADDED SO MANY ATTRACTIONS IN ONE SEASON, AS THE CAMPBELL BROTHERS HAVE FOR THIS YEAR MAKING OUR SHOW NOW THE LARGEST IN THE ENTIRE WORLD

YOU CAN NEVER AFFORD TO MISS THE GRAND STREET PAGEANT

in the Forenoon. Well worth a Journey of 100 Miles to Inspect.

NO NEED TO STOP WORK.

When your doctor orders you to stop work, it staggers you. "I can't," you say. You know you are weak, run-down and failing in health, day by day, but you must work as long as you can stand. What you need is Electric Bitters, to give tone, strength and vigor to your system, to prevent break down, and build you up. Don't be weak, sickly or ailing when Electric Bitters will benefit you from the first dose. Thousands bless them for their glorious health and strength. Try them. Every bottle is guaranteed to satisfy. Only 50c at all Druggists.

NOT A WORD OF SCANDAL

marred the call of a neighbor on Mrs. W. P. Spangh, of Manville, Wyo., who said: "She told me Dr. King's New Life Pills had cured her of obstinate kidney trouble, and made her feel like a new woman." Easy, but sure, remedy for stomach, liver and kidney troubles. Only 25c at all Druggists.

Children—"What are you looking so pleased about?" Teacher—"I like those won't-turn-over Ink bottles you bought at R. A. LONG DRUG CO.'S. Don't buy any other kind."

Ladies Civic League of Plainview. The party who took the V-shaped harrow from L. D. Sewell shortly after the fire will please return same at once.

The parties who took the pump off of my oil tank after the fire, please return same to L. D. SEWELL.

A good gentle horse for sale reasonable. Call at Shipley & Shipley.

NOTICE TO PATRONS OF THE PLAINVIEW SCHOOLS.

The division lines between the High School Building and the Lamar or East Side School are hereby defined by the Board of Trustees as follows: beginning at the south end of Grover street in Plainview; thence north with Grover street to California Avenue; thence east with California Avenue to Pacific street; thence north with Pacific street, to Second street; thence east with Second street to McClelland street; thence north with McClelland and Eighth streets to the railroad; thence easterly with the railroad to the Corporation Limits.

All pupils south and east of said lines from the 6th grade and under to attend the Lamar school. All 7th grade and High School pupils to attend the Central School.

WANTED—Good Housekeeping Magazine requires the services of a representative in Plainview to look after subscription renewals and to extend circulation by special methods which have proved unusually successful. Salary and commission. Previous experience desirable, but not essential. Whole time or spare time. Address, with references, J. F. Fairbanks, Good Housekeeping Magazine, 381 Fourth Ave., New York City.

A LAND BARGAIN.

I have 1.00 acres which I will sell in Section, 1/2 Section or 1/4 Section lots at \$10.50 per acre. Call or write H. M. PACKARD, Spring Lake, Texas.

Teacher—"What are you children tickled about?" Children—"O, we bought our Books, Pencils and Tablets at R. A. LONG DRUG CO.'S, and they

Mrs. T. S. Maples, formerly a resident of this place, died Monday at Plainview and was taken to Hereford for burial. She had many friends in and around McGregor who regret to hear of her death.—McGregor Mirror.

F. J. Sitton, of Pleasant Hill, Ill., is down looking after the valuable property he owns 7 miles north of Plainview. He says the best investment he ever made was when he tied onto land in Hale county.

Representative J. C. Hunt and R. B. Cousins of the Canyon Normal were down from the capital of Randall county Thursday and Friday and addressed the teacher's institute, in session all this week.

ALFALFA SEED.

I now handle the celebrated J. M. Simmons alfalfa seed. Call and see me before buying. J. H. LEACH COAL AND GRAIN CO. tf.

FOR SALE—One 4-horse-power Witte Gasoline Engine, practically new. A bargain. Inquire at Herald office. tf.

Everything you need to keep house with at from 20 to 25 per cent off at NASH'S SECOND-HAND STORE. tf.

I have nothing to sell at cost. I buy right. I can save you money. Try me.—Waggener, Phone 212.

The parties who took the pump off of my oil tank after fire, please return same to L. D. SEWELL. tf.

All kinds of Gasoline Stoves and Ovens, 25 per cent off, at NASH'S SECOND-HAND STORE. tf.

LOCAL AND PERSONAL

We can make you a bond. See us. J. M. MALONE INSURANCE AGENCY.

Guy Jacob is attending to business in Amarillo today.

Waggener. Phone 212. 37

Jim Hamilton spent several days in Lamesa the first of the week.

Chair seats with tacks at Waggener's. 37

R. C. Sawyer of Hillsboro was here last week visiting his brother.

Air ships repaired at Waggener's. Phone 212. 37

Miss Dona Johnson has returned from a visit in Oklahoma.

Waggener swaps new furniture for old furniture. 37

Miss Alva Fawver is visiting in Lockney.

Waggener's Second-Hand Store. 37

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

Mack Bonner returned Saturday from a business trip to Abernathy.

Waggener repairs furniture. Phone 212. 37

Judge J. E. Lancaster made a flying trip to Amarillo last Saturday.

Waggener swaps furniture. Phone 212. 37

A. S. Howard was here from Olney this week prospecting.

Dining tables at Waggener's. 37

Miss Fay Loving of Sherman is attending the Saigling house party.

Window shades at Waggener's. 37

E. Dowden has returned from a trip thru several of the northern states.

Old-fashioned walnut bookcases at Waggener's. 37

WANTED—A second-hand violin at Nash's Second-hand store. 36

Curtain poles at Waggener's. 37

Born to Mr. and Mrs. E. W. Walker Thursday morning a boy.

Tater mashers at Waggener's. 37

C. E. Conner was here from Abilene this week prospecting.

Miss Bess Wilson attended the races at Amarillo.

Hershell Ballinger left Monday for Norman, Oklahoma, to attend school.

Mrs. D. J. Reynolds of Hillsboro is here visiting E. T. Diggs and family.

Shakespeare, Ruskin, Josephus, Bunyon and other books at Waggener's. 37

W. R. Ferguson was over from Hale Center Saturday, placing his son, William, in Seth Ward College.

Ticket Agent Bowman of the depot force is spending vacation in Fort Worth, Waco and other points.

County treasurer Hamilton was called to Comanche Monday on account of the illness of his brother.

Rev. Sharp of Tahoka was in Plainview Saturday placing his son in Seth Ward College.

Mrs. M. L. Fawver has returned to Floydada after visiting her son here for the past ten days.

Messrs. Shafer, Roberts and Dupuy returned Wednesday from a fishing trip on Mount Blanco canyon.

J. H. Griffith shipped three cars of fat cows to the Kansas City market last Saturday.

Prof. B. N. Graham, superintendent of the public school at Kress, spent Sunday in Plainview.

Miss Fanlie Brashear of Denton came in Thursday for a visit to M. F. Brashear and family.

J. C. Woodriddle left Wednesday for Knox City after spending several days here.

Editor Kelley of the Hereford Recorder passed thru Saturday on his way to Slaton. Admitted that the crops around Plainview were better

SHELTON BROTHERS
BETTER MADE SUITS
THAN YOU USUALLY GET FOR

Twenty-Five
DOLLARS

After you have worn a Schwab suit a few months, you'll begin to genuinely appreciate the great worth of the "double guarantees" and what they stand for in quality of material and high-grade workmanship.

These are guarantees that do guarantee and mean something that you can rely on and which we endorse and personally stand responsible for—and in other words, you have everything to gain and nothing to lose by buying a Schwab suit from us.

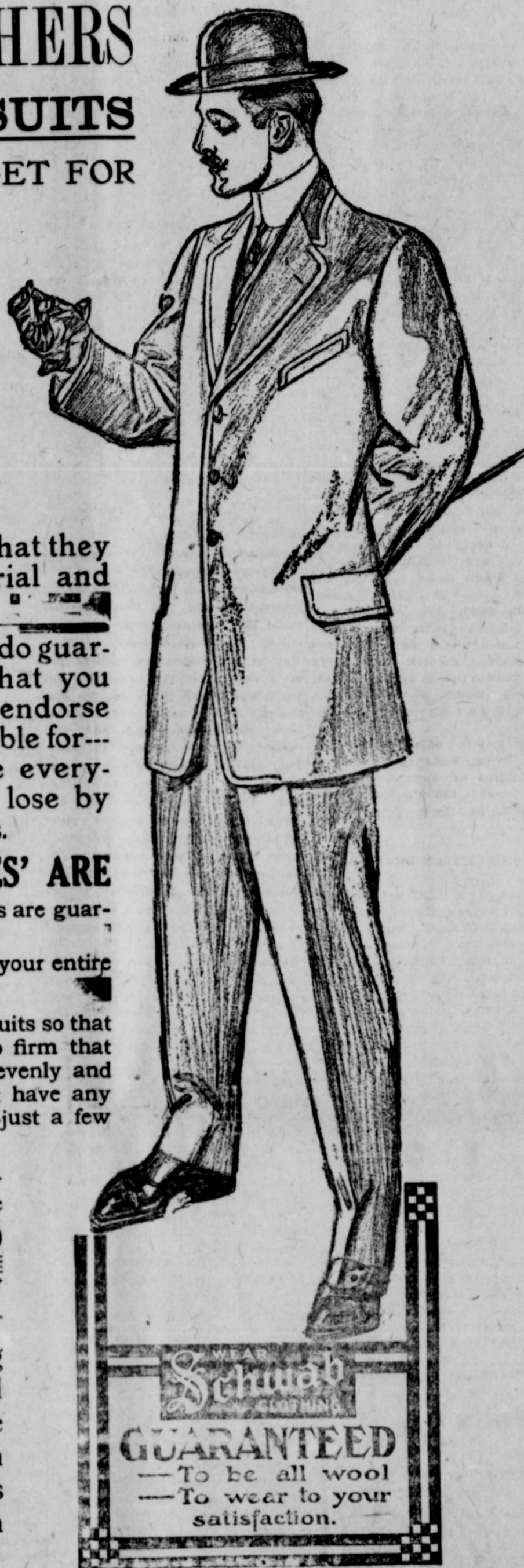
THE 'DOUBLE GUARANTEES' ARE

1. That the fabrics in Schwab suits are guaranteed to be all-wool or wool and silk.
2. That Schwab suits will wear to your entire satisfaction.

The buttons are sewed on Schwab suits so that they will stay; the button holes are so firm that they hold their shape; the collars fit evenly and snugly all the way around; you won't have any trouble with the fronts of the coats—just a few reasons for the Schwab guarantees.

These suits not only have the appearance of a \$25.00 suit, but they have all the quality and make-up we claim for them, and the price is ONLY \$15.00

If you want your clothing made to order we will be glad to take your measure. We have a varied assortment in staples and the latest weaves from the Scotch and English mills.



Report of the Condition of THE CITIZENS' NATIONAL BANK, At Plainview, in the State of Texas, at the Close of Business, Sept. 1, 1911.

RESOURCES.	
Loans and Discounts	\$184,280.02
Overdrafts, secured and unsecured	NONE
U. S. Bonds to secure circulation	25,000.00
Premiums on U. S. Bonds	750.00
Banking House, Furniture, and Fixtures	9,497.00
Other Real Estate owned	3,774.15
Due from National Banks (not reserve agents)	51.36
Due from State and Private Banks and Bankers, Trust Companies, and Savings Banks	489.42
Due from Approved Reserve Agents	16,598.67
Checks and other Cash Items	1,711.19
Notes of other National Banks	965.00
Fractional Paper Currency, Nickels, and Cents	165.27
Lawful Money Reserve in Bank, viz:	
Specie	\$7,337.05
Legal-tender Notes	3,000.00
Redemption fund with U. S. Treasurer (5 per cent of circulation)	1,250.00
Total	\$254,969.18
LIABILITIES.	
Capital stock paid in	\$100,000.00
Surplus fund	20,000.00
Undivided Profits, less Expenses and Taxes paid	1,728.69
National Bank Notes outstanding	25,000.00
Due to other National Banks	1,305.39
Individual deposits subject to check	57,922.55
Time certificates of deposit	12,104.85
Cashier's checks outstanding	1,807.65
Bills payable, including certificates of deposit for money borrowed	35,000.00
Total	\$254,969.18

STATE OF TEXAS,)
County of Hale,)
I, E. B. Hughes, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
E. B. HUGHES,
Cashier.

CORRECT—Attest:
J. N. DONOHOO,
W. L. HARRINGTON,
J. L. VAUGHN,
Directors.
Subscribed and sworn to before me this 7th day of September, 1911.
W. E. ARMSTRONG,
Notary Public.

L. F. Roberts returned to Stephenville Thursday after spending several weeks with the Shafers and John Dupuy.

J. W. Newbrough, whom we understand is a Baptist missionary in Old Mexico, was here this week placing his son in Wayland Baptist College.

There is a very large bunch of prospectors in town this week and in next issue we will probably be able to report some sales.

The dry goods firm of Stephens and Goodlett will remove to Hale Center, where Mr. Stephens has been in business before, in about a month.

Amarillo went dry this week by 27 votes. Now, the question is, will she enforce the law. She never did before.

There was an excellent recital at the Methodist church, south, Sunday night by the faculty of Seth Ward College.

Floydada received her first bale of new cotton, August 30. It sold at 13 1-2 cents, netting with the premium \$102.37.

Judge H. C. Randolph was called to Austin this week to be at the bedside of his mother who is not expected to live.

Mrs. J. D. Burson of Silverton was here Monday for the purpose of entering her son, Luther, in Wayland Baptist College.

Any little girl under 30 giving name and age, can get a little china doll free by calling at Waggener's store. 36

Last Saturday night, a bullet of large calibre passed thru the plate glass front of the Wright & Dunaway grocery building. No one knows when it was done or who did it—save the party who did the shooting. Here is a fine opening for an amateur detective.

J. B. Nance is preparing to open a wagon yard in front of the McAdams Lumber Company yard.

Mrs. Cleo Connell left for Sherman Thursday where she will spend several weeks with relatives.

J. J. Cole and family have moved here from Hale Center to place a son and daughter in Wayland.

Webb Freeman and Mr. Reedy of Cordell, Oklahoma, were guests of Mr. and Mrs. C. E. White this week.

Dr. Duncan is here from Brownsville visiting his son and looking after business interests.

J. C. Joiner has returned to Abilene after visiting his children here for some time.

W. E. Risser, of Anargo, Ill, is here looking after his property near Olton and Hale Center.

Miss Pearl Gilliam of Canyon visited her aunts, Mesdames Williams and Barnes Sunday and Monday.

Joe Ryan left Tuesday for Memphis, so he said, but it commonly believed in Plainview that his nose will lead him in the opposite direction. We are sure he will spend a pleasant vacation.

Mrs. Lawrence and daughter are here from Roanoke, Va. visiting Mrs. F. M. Wells.

W. A. Parker and wife left for Decatur Thursday. The good wishes of Plainview go with them.

Mrs. J. M. Malone and little daughter returned home Saturday from a visit at Seminole.

The revival at the Calvary Baptist church continues under the preaching of Pastor Chas. R. Lee.

Ring once when you want Central. Yell 2-1-2 when you want Waggener's store. 37

W. McCullough, an Abilene capitalist was here this week and will likely purchase property in Hale County.

Take your heart troubles to your Creator, your furniture troubles to Waggener. Phone 212. 37

A few more Ice Boxes and Ice Cream Freezers at cost at NASH'S SECOND-HAND STORE.

Jim Anderson departed Tuesday for the University of Virginia, where he will take the academic course, we understand. Jim is a very bright young man and we predict a brilliant future for him.

W. J. Forrester of San Diego, California, visited Jack Galloway Saturday.

Elder Jewell Howard attended the Sunday School institute in Amarillo this week.

J. W. Lovelady of Colorado City was here this week looking after cattle interests.

Miss May Belle Battle has gone to Tulla to take up her duties as teacher in the public schools.

Two Hundred second-hand Fruit Baskets—all sizes—at NASH'S SECOND-HAND STORE.

Any little boy giving name and age can get marbles free by calling at Waggener's store. 36

M. E. Sidebottom, of the Nobles Brothers Grocery company returned this week from a vacation spent in Colorado.

Henry Epps left last Friday for Kansas City with four cars of fine cattle, for which he expects to get the top price.

Mr. and Mrs. J. A. Stanford and daughter, of Amarillo, returned home Saturday, after a couple days' visit in our city.

J. B. Nance and family left Wednesday for Paris, Texas, where Mrs. Nance was called to the bedside of her mother.

Carrol Bird and Miss Eunice Coffey of Norfleet were married in the office of the county judge in Plainview Thursday.

Mrs. Havans and daughter of Cooper, Texas, who has been visiting Mrs. H. E. Moore, their daughter and sister, have returned to their home.

The Mystic Club met with Mrs. W. E. Armstrong Saturday afternoon for their first meeting after the summer vacation.

The Highland forty-two club met with Mrs. John Elliott Thursday afternoon for its first session after vacation.

Walter Burch is shaking hands with his many friends in Plainview. Walter claims Oklahoma City for his headquarters these days.

It is very pleasing to note the numerous funeral pyres blazing merrily all over town these days. They mark the destruction of all hopes for future progeny Plainview's weed crop may have cherished. Swat the weeds and then burn the seeds.

SALOONS GO SEPT 16.

September 16 is the earliest date at which the county commissioners court can or may canvass the returns from the recent local option election.

This stretch of time will give the saloons ample time to dispose of their holdings, in the form of stock fixtures and other properties.—Amarillo News.

PATTON'S SOLE-PROOF FLOOR COATINGS

are not like any other colored varnishes. As their name implies, Sole-Proof Coatings are made for floors—to be walked on and to withstand wear; yet, Sole-Proof Coatings also lend themselves admirably to the refinishing of furniture and interior woodwork.

Sole-Proof Graining Outfits enable even the novice to produce natural wood effects on all sorts of surfaces. Try Sole-Proof on worn oil cloth and linoleum. It's fine.

Sole-Proof Floor Coatings are sold in ten colors by reputable retailers whose business existence depends upon the quality of their wares.

Beautiful color card and descriptive booklet sent upon request.

PATTON PAINT CO. Lake Street Milwaukee, Wis.

For Sale by

R. A. LONG DRUG CO.

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.

START A BRASS BAND. For concerts, dances, parading, and making extra money. We will send a book free, "The Town Band." Tells how to begin and shows every step. No experience needed, only a few weeks' practice. PEPPER & SON, PHILA., PA.

"HERCULES" Boys' Suits are the best in the world

Ask for this Label



Sold by

Plainview Mercantile Co. Plainview, Texas



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

HORRIBLE TRAGEDY IN TERRY.

On last Sunday morning just as people were preparing to go to church and Sunday school, a message was received in Brownfield stating that Arthur, son of C. S. and Perla Cardwell of this city, had been thrown from a horse and perhaps fatally hurt.

The story of the disaster as recorded by fellow cowboys was as follows: Early Sunday morning the boys started out from the "S" headquarters to make a round-up and soon all were separated, the last boy being separated from Arthur was Robert Ashbery and Robert had not gone far when he discovered a loose horse with a saddle on.

He at once got help and provided a shade, but every time an attempt was made to move the wounded boy, he would entirely lose his breath. Just as soon as Mr. Cardwell arrived he phoned for Dr. Baugh of Lubbock, and they arrived there at six p. m. Here Dr. Murphy was called in consultation, but with all that two skilled physicians, assisted by two trained nurses could do, there was no hope.

It is believed that the horse he was riding, which was a perfect out-law, began pitching and the victim being already bilious and dizzy, was thrown with such violence as to crush his lower skull down into the spinal column.

Arthur was the oldest child of his parents living, being the second of their children to meet their death from bad horses, the other being dragged to death by a Jack.—Terry County Herald.

HEREFORD CITIZEN DROPS DEAD.

Hereford, Tex. Sept. 6.—Lewis R. Bradley, living in the east edge of town, dropped dead at about 6 o'clock this morning from a stroke of apoplexy. Mr. Bradley went to bed last night apparently in perfect health, he got up about six o'clock this morning for a drink of water and complained to his wife of not feeling well.

Mr. Bradley has lived in this vicinity for over twenty years, and was one of our best and most influential citizens. He formerly owned ten sections of land close to town and was an extensive breeder of fine cattle. He is survived by his widow and several children, together with a number of near relatives who live near here and other parts of Texas. The remains will be buried in the Hereford cemetery tomorrow.

Be sure and see those Plymouth Wool Rugs, 9x12, new, at \$6.50; Matting Rugs, 9x12, new, at \$4.50; at NASH'S SECOND-HAND STORE. tf.

CAMPBELL BROTHERS GREAT SHOW.

The Campbell Brothers great consolidated shows arrived in the city early this morning, and the unloading of the long circus cars took place, and in a very short time the huge white tents were seen going up one after another until the entire show grounds were covered, and the Campbell Brothers were ready to give two magnificent performances. The afternoon exhibition was a grand success and the large crowd that witnessed same voted it the best performance the Campbell Brothers have ever given in this city, which is saying a good deal as they have always had the reputation of putting on one of the cleanest and most up-to-date 20th century circuses this country has been fortunate to enjoy.

The afternoon performance began promptly at 2. m. and the large tent was well filled when the grand tournament marched around the hippodrome track, the troupe of elephants performing wonderfully, and it is without a doubt the best act of its kind ever put on before the public. The four Lamy Brothers in their mad and dangerous aerial flights amused the audience with some difficult feats of skill heretofore unknown in the aerial world of artists. Their wonderful acrobatic act at the close of the performance was also the best act ever seen, introducing in both acts double somersaults and full twisters that made the audience sit up and take notice. The Morales family of three Mexican tramborine bar artists put on a very novel and interesting act and it was strictly first-class, the gentlemen doing some very astonishing double somersaults and full twisters between and over the bars. They also do a very pleasing acrobatic act, and deserve everyone's attention. Five cowboys gave two very typical exhibitions of western cowboy life, of rough riding and fancy lariat throwing and twirling. The high school of menage horses (four in number) performed perfectly, ridden by four young ladies and it was a very pleasing as well as a pretty number. The somersault riding by the Hellis family of three members was very good and received the attention and applause from the entire audience. The trick Shetland ponies and the pretty little dogs did some wonderful feats and performed the same as if they were playing.

The menagerie is very complete, containing among the collection two of the most wonderful Royal Bengal Tigers ever seen with a travelling circus and the five lions also received their share of attention. Leopards, jaguars, barbary sheep, sacred ox, the eight elephants, camels, etc., go to make up the remainder of the collection.—Chickasha (Okla.) Daily Express.

BOY SCOUTS ORGANIZE.

Plainview is nothing, if not up-to-date. A number of the youngsters of the town met at the home of Kirby Nash (which home is the residence of his father, W. A. Nash) Wednesday night and affected a temporary organization. Grover B. Smith, late of the U. S. Army, will be the scout master. The eligible age is 12 and 18, just when boys need such a meritorious organization to keep them out of mischief. It is thought that most of the boys of the town will be enrolled in the ranks of the Boy Scouts, as considerable interest is being worked up. At a meeting next Friday night a permanent organization will be perfected and officers elected. The Boy Scout movement has become general all over the United States and we have heard nothing but good reports from its work. However, as usual, Plainview takes the lead in the Panhandle by organizing the first company. Let us more—urge your boy to join. If the Herald man were younger he would put in his application.

The Herald for Job Printing.

PUMPING BEATS GRAVITY.

Here are some of the reasons an expert has given why irrigation by pumping from wells is more satisfactory than gravity irrigation:

First: There are many places where water services cannot be obtained from a gravity system, but where an abundance of water may be available with a reasonable life.

Second: Nearly all flowing streams are muddy and while they carry a small percentage of fertilizing soil the application of this dirty water to plant leaves is bound to coat them with dirt and fill up the pores in the leaves, working an injury.

Third: In almost all gravity systems there are a large number of farmers dependent upon the same ditch for water supply. These must be supplied in rotation according to the rights of the persons interested. It frequently happens that the water user needs water out of his turn and it is only available by consent of his neighbor who may, or may not be willing to yield to him. If the water is not at that time available serious losses are often sustained. If this water user has a pumping plant and his need is great he merely runs a few extra hours, consulting nothing but his crude oil account.

Fourth: Gravity systems are dependent upon the season's rainfall. The supply of water will rarely if ever be the same for two consecutive years and almost always inadequate during a portion of each year. The underflow or percolating waters come great distances and travel very slowly. A dry season may have the effect of increasing the lift slightly, thereby increasing perceptibly the operating cost, but these conditions are bound to be coincident with partial or total losses sustained by neighboring gravity systems resulting in high prices for farm products more than sufficient to compensate for this slight increase.

Fifth: All gravity systems are liable to more or less complete destruction from floods. Head-gates and immense dams are frequently washed away, entailing not only the cost of restoration, but usually cost loss of the entire crop grown under the system of ditches, and frequently the destruction of orchards which it has taken years to develop. The pump or engine may break down at a critical time, but there are few accidents of this sort which cannot be repaired at the neighboring machine shop within a few days and while slight losses will result, such a thing as a complete loss should be an impossibility.

Sixth: Finally and reiterating what has already been said, the absolute reliability of the water supply and the independence of the water user in relation to his neighbor's water, in a large measure compensates, if indeed it does not more than compensate for the increased water cost of pumping above a gravity flow.

\$1,500,000 CATTLE DEAL.

El Paso, Texas, September 1.—Chas. F. Hunt of this city, has contracted for 45,000 head of cattle from the Terrazas ranch in the State of Chihuahua, Mexico, which exceeds a figure of \$1,500,000. Shipments of these cattle will begin within a few days, as the ranges in that section have been in excellent condition since the bountiful rains came and the importation will all be made through the port of El Paso.

Fifteen thousand head of these cattle will go on the Kansas City, St. Louis and St. Joe markets; 10,000 will go to California, 8,000 in Texas and about 15,000 in the Dakotas and Montana. The first shipments are expected to arrive here about September 15.

This makes a total of 66,000 head of cattle that have been contracted off the Terrazas ranches by Texas cattlemen within the past week, and more than 15,000 of them are big steers said to be in prime condition for the market.

QUITE CORRECT.

The crabbed bachelor and the aged spinster sat suffering in the concert hall. The selections were apparently unfamiliar to the gentleman, but when the "Wedding March" of Mendelssohn struck up he started up. "That sounds familiar," he said. "I am not strong on these classical pieces, but that's a real good 'un. What is it?" The spinster cast down her eyes. "That," she told him, demurely, is "The Maiden's Prayer."

DIES OF POISON.

Mrs. Ruth R. Hill of Petersburg, died Monday of bichloride poison taken by mistake Tuesday last week. Her body was prepared for shipment by Flake Garner of this city and sent to her old home at Antelope. She leaves two sons, Rollins and Wilson, aged 5 and 7 respectively. Mrs. Hill was a school teacher and her school was to have started the day of her untimely end.

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

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

B. D. CROW, Horse Shoer HORSES SHOD FOR \$1 PER HEAD Fifteen years of experience allows me to guarantee every job of shoeing I do. DON'T FORGET-- We also do all kinds of Blacksmithing, Buggy and Wagon Work.

J. H. LEACH Coal, Grain, Seed and Feed Stuff Phone 136 Plainview, Texas

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 though service between Galveston and the Pacific Coast via Amarillo. Ask for particulars. R. McGEE, Agent

The First National Bank Plainview, Texas CAPITAL STOCK \$100,000.00 SURPLUS AND UNDIVIDED PROFITS 150,000.00 Our new home places us in a position to meet all your requirements. Your patronage solicited.

COL. ROGER Q. MILLS DEAD. Corsicana, Texas, September 2.—Col. Roger Q. Mills, former United States Senator, died at his home here this morning at 10:20 o'clock from a complication of diseases, from which had been suffering for sometime. The funeral will take place Tuesday afternoon. He had been in ill health since last May, and in June went to Canada in the hope of regaining his health. He returned three weeks ago, accompanied by Major C. H. Mills and wife, saying he wanted to be with his friends and at home. The funeral will take place here at four o'clock Tuesday afternoon, and the services will be conducted by Rev. Horace Bishop, presiding elder of the Hillsboro district. He will be buried by the side of his little daughter, who died in 1860 and his wife, who died October 28, 1907. Another daughter, Mrs. Malony, is buried in Washington. Mrs. Richards, another daughter, is now in Europe. Roger Q. Mills, of Corsicana, was born in Todd county, Ky., March 30, 1832. His parents were Charles H. and Tabitha (Daniel) Mills, his grandfather being Charles Mills of Hanover county, Virginia. Col. Mills father was a planter. The son was educated in the hazelnut thickets of Kentucky until he was 17 years of age, when he came to Texas and studied law under his brother-in-law, Judge Reuben A. Reeves, the latter afterwards serving on the Supreme bench of Texas and New Mexico. For a while young Mills worked in the postoffice and did duty also as a drug clerk. In 1854 the young man settled in Corsicana and began the practice of law. He was married to Miss Carrie R. Jones, daughter of Col. Henry Jones, January 7th, 1858. To Col. Mills and his wife, five children were born. FREE TO PRAETORIANS. To a male member a \$25.00 Suit tailored by Pipkin-Napp Company. To a lady member a round trip ticket to the Dallas Fair. Ask D. W. McGlas-son.



SCHOOL TIME AGAIN

New Books, New Clothes--Let Them Go Together

Is not dressing well a necessary part of an education? Appearance counts. Habits formed when young are lasting. Have your children form the habit of looking neat and well dressed. They will carry the habit through life. Stylishly dressed young folks, stylishly dressed old folks and stylishly dressed teachers, not only feel better but do better. We are fixed for your school wants.

A FEW THINGS FOR SCHOOL

FOR THE BOYS

HERCULES CLOTHES--They can't be beat.
CADET HOSIERY -- Guaranteed. If you want hosiery satisfaction, wear Cadets.
BURLEY & STEVENS SHOES--Shoe perfection for boys.
BRADLEY SWEATERS--You've heard of Bradley Sweaters. They are the kind that don't bag. We carry a full line of Bradley Sweaters.

FOR THE GIRLS

GINGHAM DRESSES--The latest styles.
BRADLEY SWEATERS and SWEATER COATS.
AVIATION CAPS--Just the thing for school wear.
CADET HOSIERY -- That good, dependable hosiery with the iron-clad guarantee. Anything that a girl needs for school will be found at this store.

See our line of School Tablets and Pencils, all sizes, prices and kinds.

THIS STORE IS THE PLACE TO DO YOUR SCHOOL BUYING

In laying in our supply of merchandise for school-time we have considered style, wearing quality and price. We sell none but good goods, yet we have looked out for those careful with their purses.

PLAINVIEW MERCANTILE COMPANY

W. A. SHOFNER
MANAGER

'THE BEST AND PRETTIEST DRY GOODS STORE ON THE PLAINS'

HAMLET ON THE HIKE.

The late illustrated well pumpage irrigation supplement of The Herald—a paper published at El Paso, Texas—is a splendid exposition of New Mexican and Arizona progress in the concerned direction, but, from a Texan standpoint, the Texas published Herald article is analogous to a presentation of the great play of Hamlet with Hamlet himself left out, as nothing whatever is said about the magnificently munificent well pumpage irrigation belt of the Texas Panhandle.

As The Herald, of El Paso, Texas, has evidently "gone away from home to hear the news," The Amarillo News will, alike considerably and charitably, add a few important facts and figures to The Herald's apparently attenuated knowledge of Texas resources, development and progress.

The Texas Panhandle counties already developing and actually operating well pumpage irrigation plants are Deaf Smith, Hale, Lubbock, Swisher, Floyd, Lynn and Lamb—these seven Panhandle counties—in these seven Texas Panhandle counties—in parenthesis to The El Paso, Texas, Herald—containing a total of more well pumpage irrigable acres than is found in the concerned agricultural area of combined New Mexico and Arizona.

In addition to these seven already demonstrated well pumpage irrigation counties, half a dozen more Texas Panhandle counties are offering shallow water evidences which are to speedily include them within the radius of the great Texas Panhandle well pumpage irrigation belt.

These Texas Panhandle well pumpage plants represent a rare and rich union of minimum cost of water production and maximum irrigated acres per plant.

Around Hereford, Deaf Smith County, well pumpage plants with respective irrigating capacities of hundreds of acres are put in at the comparatively bagatelle cost of \$6,000 per plant; in the Plainview, Hale County, vicinity, twelve pumpage plants are now operating, with individual irrigating flows ranging up to two million gallons of water per day and respective fruitful irrigation of from one hundred and sixty to two hundred acres.—Amarillo News.

WHERE ARE THE BOYS!

We have for years past noticed the very undesirable feature in the attendance of public school in the high-

er grades, viz:

There are, as a rule, many more girls attending than boys. Why is this? Where are the boys?

They leave school, many of them, in their early or middle teens as soon as they are able to get a position as clerk in some store or office, under the impression that they are wasting time by remaining longer in school. The average boy thinks that if he gets some business position that will enable him to earn a few dollars a month, and that looks towards his final occupation in life, while his classmate sticks to school three or four years longer, he has just so many years the start of the companion who remains in school. Now, the real facts in the case are that the reverse of this is the truth. The boy who remains in school and acquires a thorough education lays a foundation that will surely, other things being equal, enable him to surpass his classmate who left school three or four years earlier.—Exchange.

With Illustrations.

"The barber gave me a very interesting story as he shaved me."

"Indeed."

"Yes; and also illustrated it with cuts."

PATTON'S SOLE-PROOF FLOOR COATINGS

are tough, wear-resisting, colored varnishes, hard enough to stand the constant rubbing of footwear. For putting new life into old furniture they are just the thing. If you have an old chair or table that is scratched or marred, refinish it with Sole-Proof. Use Sole-Proof on linoleum.

And then with the Sole-Proof Graining Outfit, even an amateur can get natural wood effects with ease.

Sole-Proof Floor Coatings are sold in ten colors by reputable retailers whose business existence depends upon the quality of their wares.

Beautiful color card and descriptive booklet sent upon request.

PATTON PAINT CO., Lake Street Milwaukee, Wis.



FOR SALE BY R. A. LONG DRUG CO.

PUMPING FOR IRRIGATION.

Deming, N. M., has recently published a finely illustrated booklet conservatively written and full of information about Deming and the Mimbres Valley country. The story is plainly told for the exact and interesting information of truthseekers and home-seekers. The watershed supplying the underground reservoirs of the Mimbres Valley country are figured at 1,400 square miles area, with an annual feed of 450,000 acre feet of water. The valley has been thoroughly tested with wells, and the practicability of irrigation by this means is no longer open to question.

The experimental stage has been passed long ago. Many of the wells are equipped with pumps of very large capacity, and they seem inexhaustible. No difference in volume is apparent during different seasons or different years, and the underground reservoir seems constant and uniform. The water can be economically applied, and is readily accessible everywhere in the valley.

As the booklet says, "Water is to be had here at any hour, in any quantity, and two, three or four crops can be grown on the same land in the same year." The arguments in favor of irrigation by pumping can not be controverted.

While Deming is a conspicuous example of the success of this plan, irrigation by pumping is being carried on with equal success in the Pecos Valley of Texas, in the Toyah country, and east across the plains and highlands. New areas of practical pumping irrigation territory are being developed all the time. Without doubt this is one of the most profitable directions for the employment of capital and energy in the Southwest. In the Southwest we "have good growing weather 300 days in the year."—El Paso Herald.

UNDERSTOOD LITERALLY.

A school teacher in Alleghany, Pa., got this note the other day: "Dear Mum: Please excuse Johnny today; he will not be at school. He is acting as time keeper for his father. Last night you gave him this, if a field is 4 miles square, how long will it take a man walking three miles an hour to walk two and a half times around it? Johnny ain't no man, so we had to send papa to make the walk. They left early this morning, and they said they ought to be back late tonight, though it will be hard going. Dear

Mum, please make the next one about ladies, as I can get away; pa can not afford to lose the day's work. Respectfully yours," etc.

Short on Men.

Two Irishmen died. One went to heaven and the other went to hell. Mike called down from heaven and asked Pat how he was getting along. "I am shovelling coal," said Pat. "Do you have to work very hard?" "Not very," he said, "we have shifts. I only work about three hours a day." Pat then inquired of Mike how he was making it. "I'm sweeping down the golden stairs," said Mike. "Do you have to work very hard?" "Yes," said Mike. "I have to work eighteen hours a day as we are short on men up here."

BREAKS RECORD.

New York, Sept. 2.—Bob Burnam, driving a Benz car, made a new world record, 1:37:87 for two miles during the automobile races at the Brighton Beach Motordome today. He covered the first mile in 48:92. He hit up the tremendous pace in the second round, and for two full miles beat Ralph D. Palma's time of 1:40:55 made last year at Syracuse.

BUSINESS CHANGE.

It is reported that J. F. Sander and W. T. McRea have disposed of their interests in the McRea Building Company to J. B. Maxey. Mr. McRea will continue in construction work but Mr. Sander is undecided as to what sea

of business endeavor will next contain his craft. This company has built most of the best structures in Plainview and will no doubt continue to be one of the best companies in their line in the Panhandle. They have a contract for a large building in Lubbock at present and there is scarcely a town on the Plains where they have not done work.

MAKING HAM FROM PEANUTS.

Why not peanuts? The peanut, according to a recent writer, is one of the best drouth resisting plants known. In the driest year (1910) for a generation the plant thrived in the Southwest almost every place it was tried. Five or six weeks of severe drouth in the summer failed to kill the plant; even though it wilted every day it freshened up nights, and stockmen got 500 to 1,000 pounds of hog meat for each acre of peanuts they pastured.

It is declared that the Spanish peanut will grow on any farm with sandy soil in the dry farming sections of Texas, New Mexico or Arizona. Bulletin No. 356 of the United States Department of Agriculture shows as particularly adapted to the raising of peanuts Eastern New Mexico and the State of Texas. Peanuts thrive best on a soil rich in lime, and enrich the soil in the same manner as alfalfa and cowpeas. The Department of Agriculture estimates a fair average crop at 50 bushels of nuts and one ton of hay per acre, making an average net return to the farmer of \$30 per acre.

The nuts and the hay make splendid feed for mules, Jairy cattle, or beef, and the hay has a value equal to that of the best clover. The hay made from the entire plant, including vine and nuts, is a perfectly balanced ration for milk production, and forces cows to a high yield. The Arkansas agricultural experiment station determines that hogs pasturing an acre of peanuts would make 1,252 pounds of gain as compared with 436 pounds of gain on hogs pastured on an acre of corn.

As for flavor, the pork produced from peanut-fed hogs has the most delicious flavor of all, and the Virginia peanut is responsible for the fame of the Smithfield ham. It is declared by some writers that the peanut will prove as useful a plant for farmers in semi-arid regions as milo maize.—El Paso Herald.

Ice Tea Perfection

The severest test of tea comes when it is made into ice tea—if it's not just the right sort you won't get your fullest enjoyment out of it.

White Swan Tea

proves its superiority in every possible direction by the smooth, flavorful, delicious ice tea it makes. Indeed one might call White Swan the ice tea if it did not make so delightful a hot beverage too.

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.—Dallin, Tex.—Brownsville, Tex.—Standard, Tex.—Hamilton, Tex.—Chillicothe, Tex.—Amarillo, Tex.—Ada, Okla.

Wilarp
160 A.

18,000 Irrigated Acres

Wilarp
160 A.

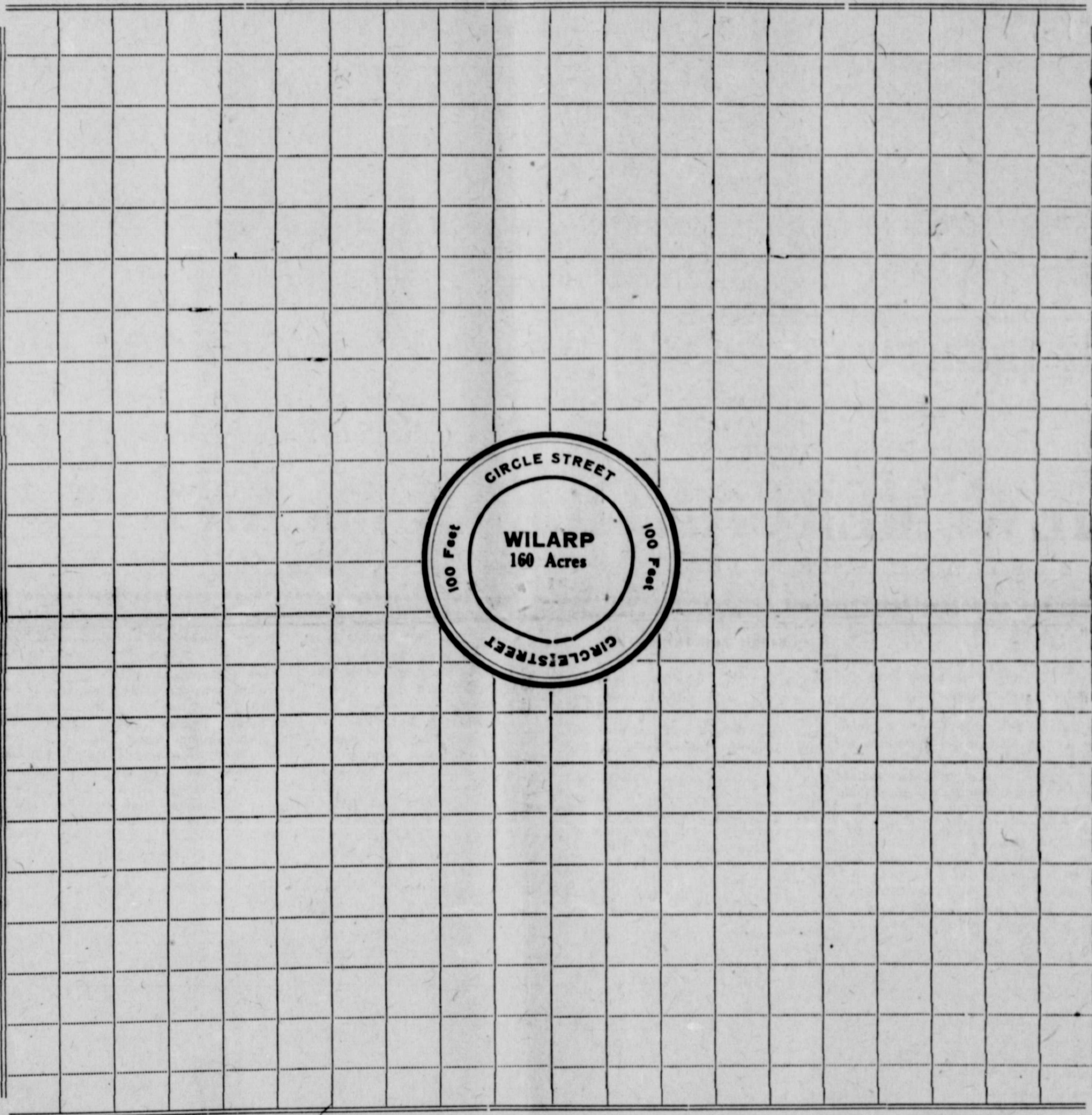
TO BE SOLD IN FIVE, TEN AND FORTY ACRE TRACTS
WATER FOR IRRIGATION GUARANTEED

A. E. HARP, INVESTMENTS

PLAINVIEW, TEXAS

The Water Problem Has Been Solved and Water is Now Guaranteed

The Water Problem Has Been Solved and Water is Now Guaranteed



The SUGAR BEET is the crop. Twenty tons per acre average yield. Any beet factory in the U. S. will pay \$5.00 per ton for sugar beets, a gross income of \$100.00 per acre, allowing \$20.00 per acre for seeding, cultivating and harvesting, you have a net profit of \$80.00 per acre, or \$800.00 net profit on ten acres of each forty acre tract, as this crop should be rotated every three years. This is a never-failing crop.

Twenty acres in alfalfa--five tons per acre--one hundred tons per twenty acres, at \$15.00 per ton gives a gross income of 1,500.00. Allowing \$4.00 per ton for cutting, baling and delivering, leaves a net profit of \$55.00 per acre, or \$1,100 per the twenty acres. A net profit of \$1,900 for the two crops, sugar beets and alfalfa, besides leaving ten acres of the forty for houses, barns, lots, cantaloupes, cucumbers, onions, watermelons, etc.

Don't You Want a Residence Lot and a Forty Acre Tract
A SAFE INVESTMENT!

Wilarp
160A.

18,000 IRRIGATED ACRES

Wilarp
160 A.