

Hale County Herald

TOM SHAFER, PUBLISHER
 Phones: Business office, 72.
 Manager's residence, 14

NOTICE—All announcements of any church pertaining to services are welcomed to the columns of The Herald FREE; but any announcement of a bazaar, ice cream supper or any plan to get money is looked upon as a business proposition, and will be charged for accordingly.

All communications, remittances, etc., should be addressed to The Herald Publishing Company, Postoffice Box 345, Plainview, Texas.

AFTER THE ELECTION, WHAT?
 Well, the people of Texas have practically selected a helmsman for the ship of State for the next two years, as well as pilots for the numerous smaller craft that go to make up the strongest fleet in the Union. Now that the primaries are over, let Plainview citizens, regardless of who their candidate was, stand behind or pull together for every enterprise that means the upbuilding and improvement of the town or its territory. If Plainview is to maintain a lead over her enterprising neighbors it will never do to let politics or prohibition create dissensions among her citizens. And we feel sure this will not occur. Plainview citizens are too broadminded for petty prejudices. Most of the defeated candidates appear to have learned the real value of "submission," and if they are such game losers as to suffer the sting of defeat without swelling up, surely the ordinary citizen should survive.

The sweltering suns of midsummer have developed from the ranks of meek-faced, convention-bound male mortals a mighty phalanx of surly-faced insurgents. "Wot's the use?" is their battle cry. Why the sweltering weights of coats, vests, gloves, shoes? Why the throttling grip of imprisoning collars? One rank radical, goaded to desperation, suggests the cool costume of the heathen Chinese. The trend of the times, however, is discouraging. Where are the coat-shirts and linen suits of yesteryears? Imprisoned upon some dusty shelf by the iron bars of convention! O Tempore! One hysterical theorist, from beneath the shadow of an electric fan, offers black underwear as a partial solution of the problem, acting on the fact that the natives of the tropics are furnished with sable skins. Might do; don't know. However, midsummer days always did make us envious of our farthest forefather.

CONCERNING THE METHODIST COLLEGE.
 We hope every one of our readers will carefully assimilate the substance of the article contributed by "A Citizen," in this issue of The Herald, anent the Methodist College. And if your name does not appear in the list of signers you should see Dr. Gladney personally and assure him of your support and sympathy during the coming year. It is, indeed, fortunate that adverse circumstances will not prevent the school's opening on schedule time, for, if you will pardon a vulgar expression, it is just as hard for a college to "come back" after missing a term, a few months or even a few days, as it is for a professional pugilist. Fifteen rahs for Plainview, the Athens of West Texas!

The man who discovers substitutes for the regular materials used in the making of paper or of rubber will soon be wearing diamonds and riding in airships. The making of paper from reeds is meeting with success slowly. And in the meantime the ranks of the wood-pulp-bearing trees are constantly diminishing. If a new scheme pans out, autos and bikes will soon be slipping along over banana peels. The skins of green Martinique bananas are said to furnish an exudation that yields 20 per cent of solid rubber substitute. Here's luck to the inventor—anything to reduce the cost of living.

WHAT TO DO WITH TEDDY.
 Theodore Roosevelt could use his conceded and great influence to force both parties to be honest. He is by nature an opportunist. But he would have to renounce office himself and lead a body of valiants equally renouncing office to utilize to the fullest power to moderate and compel the Janizaries who are in public life solely for what they expect to get out of it.—Henry Watterson.

BOOST FOR BIG FAIR.
 Secretary Graham tells us that the Commercial Club is sitting up late at night over plans for making the County Fair, to be pulled off in Plainview in September, the grandest success in the history of Hale county. Any one having any suggestions to offer them, please turn them in and accept their thanks.

BY WAY OF APOLOGY.
 Coming to Plainview to assume control of the editorial work of The Herald, as an almost utter stranger, we beg of you to deal gently with omissions in news gathering, mistaken initials, etc., until we have become familiarized with the territory. Also, we would greatly appreciate any news items that might be turned in. Respectfully,
 Z. E. BLACK.

Let the earth rejoice! The settlers of the pace in society circles, at Newport, have adopted a sane slogan this summer. "Early to bed and early to rise, plenty of exercise and less drinking of intoxicants," is the new religion being introduced, by Mrs. John Drexel. Evidently the swell set is stringing out on sensible lines. It is certainly time the old world was arriving at the age of discretion.

Last Saturday was the day when the poorest voter stood on an equal plane with the millionaire. On election day one is made to realize how truly great it is to bear the title, "American Citizen," a right that empowers the dollar-a-day laborer to grin at his employer with the thought, "My vote can kill yours" (and it usually does).

While soaring over a place by the heathenish name of Barcelona, one day last week, lightning struck and knocked the stuffin' out of Aviator Ehrmann's aeroplane. Which leads to the query, how in the sainted name of Icarus will they ever be able to ground a lightning rod attached to an aeroplane? By wireless?

Funny how Adolphus Busch, the big brewer of St. Louis, in the face of impending State-wide prohibition, has started the erection of a million-dollar hotel structure in Dallas, and will soon begin another at Waco. But, come to think of it, his swell, summer home is in a prohibition town in California.

More than 4,500,000 ice cream cones were seized by a United States marshal one day last week, on the charge that they contained boric acid and were, therefore, dangerous. We know of one Cone that didn't prove very bad.

The famous Taft smile was eclipsed this week by a Presidential grimace, as a result of the regal right ankle turning under the royal weight while the President was indulging in his favorite pastime, golf.

Well, at any rate, one of the Johnson family kept the grand old name unswelled by the dust of defeat!

And that's no hot air about that gas plant, either!

"SHORTING THE BUYER."
 A crusade against short weights and measures is being waged in a number of states and cities. It is a shameful fact that a very large per cent of the goods put up to be sold in the original package is short either in weight or measure—often in both. What's the use in standard weights and measures if we are going to short them systematically and persistently, to the blunting of the public conscience.—Santa Anna News.

It does far a customer a bit to discover that his gallon held three quarts and that the yard of cloth his wife purchased measured 31 1/2 inches from tip to tip. But we've gotten used to these things. Being an easy-going sort of people, those willing to take the trouble to trim us did it in great shape. Some of them are still doing it. Look back there, years ago. You used to smile at the joke about the strawberry box, and the grocer who was ruined because the boy turned them upside down to fill them. Then you'd get something in an alleged pint bottle, and when the bottle was emptied and held to the light you'd find a long, rakish cone of glass within it, and a similar long, rakish hollow within the cone, the same holding probably a third of a pint. But, as the Santa Anna News implies, some of us are waking up. We're waking up, yawning and stretching, but some of these days our eyes may pop open so suddenly that the short weights and measures folks will be shocked.—Dallas News.

DRY GOODS CLERKS WIN.

On last Wednesday afternoon the Grocery boys met the proud team from the various Dry Goods emporiums, but failed, by a score of 12 to 7, to stay their onward march. Batteries for the winners, Brasbears-Patrick; for the vanquished, Rather-Pennis. Umpire, Ferguson.

It is rumored that the court house gang is to play the Bank Clerks on Saturday, and the defeated political candidates will play the winners at a later date.

PLEASED WITH PLAINVIEW

BIG BAPTIST BOOSTS FUTURE OF WAYLAND COLLEGE.

Favorable Impression is Made on Editor of Baptist State Organ. "Best School Building in Texas."

As every Baptist knows, Rev. J. B. Gambrell, who delivered an excellent address at the cornerstone-laying exercises of Wayland Baptist College, is editor of The Standard, the official organ of the Baptist Church in Texas. That paper came out this week with the entire front page devoted to a description of the College and its proud mother, Plainview.

Following are excerpts from same: "Our people have heard about Wayland Baptist College, at Plainview, but they have not heard anything like all the truth about it. Founding an institution of learning is quite a different matter from starting one. Many start that never really take root, and, after a hard time's struggle, fall and pass out of existence.

"An institution of learning really founded, that is, rooted and made to live, becomes one of the most potential and one of the most enduring factors in civilization. This is true of any worthy educational institution. It is pre-eminently true of a Christian institution which is prepared to give a complete education.

"Some time ago a movement was started to found a Baptist school at Plainview. Dr. Wayland, a physician of long standing in that country, took the lead in it. He has practiced medicine for some twenty years, making Plainview his headquarters and ranging the Plains around for almost a hundred miles. He knows the country and the people and is deeply interested in the development of that great, growing section of our commonwealth.

"In order to found the institution, he gave thirty acres of land, beautifully situated with reference to Plainview, just out a little, and yet not too far out, and, with the thirty acres, \$10,000 in money.

"Finally, I. E. Gates was elected president and put in charge of the movement. Never were a people more fortunate in a leader. He has been a prime factor in rallying the sentiment of the community to the school, and has led in the raising of large sums of money.

"The 13th day of July was a memorable day in Plainview. The banks closed, the business houses closed, the people poured out by hundreds and thousands, and came in from other parts, and the people of Plainview provided abundantly for the great crowd, numbering 2,500 or 3,000 people. The occasion was the placing of the tablet commemorating the planting of the school. The building is going up rapidly. The school itself will be opened this fall. The Masons placed the tablet and had charge of the special ceremonies of the occasion. Attorney-General Lightfoot made an extended and able address, suitable to the occasion. The editor of The Standard made an address, followed by Dr. Homer T. Wilson, who was conducting a meeting with the Disciples in the city. It was a high day. Never in an experience running over forty years has this writer seen a nobler sentiment gathering around an institution, nor a more united community behind an institution. In this connection we present the picture of the main building, now in construction. It seems to us that the institution at Plainview is well-nigh ideal. For the College, of course, there is a long, hard pull ahead, but the people have a mind to work, and nowhere in Texas have we found a better team than the one hitched up to this enterprise."

Further on in his write-up of his trip through the South Plains country, he has this to say of the "Queen of Hale County":

"Plainview is a place of about five thousand inhabitants, one of the cleanest towns in every respect in the whole State of Texas. It is the seat of Wayland Baptist College. The main building of the institution is going up. It will be the best, though not the largest, school building in Texas, fire proof from top to bottom and first-class in every respect. And it will be large enough to accommodate three hundred students. Plainview is rapidly coming into the front rank of Baptist Churches in the State. Its last contribution to State missions ran to \$1,000. The building is being rushed for the opening of school in the fall. They are to work a double force, a day force and a night force, to get ready. I. E. Gates is president. R. E. Bell, dean, of the faculty. They are hitching up a great team in Plainview. Besides Gates and Bell, they have other preachers, Smith, general evangelist for the State Board; Fouts, missionary for the Association; the veteran J. W. Winn; Dr. Duncan, and some others, perhaps. And they have a great com-

Summer Shoes

Right now is when you need a new pair of Oxfords but you don't feel like paying full price for them. We have some numbers in ladies low cuts that we are selling for a great deal less than the real value, also some new styles and shapes just received.

Children's Low Cuts

Now is the time to buy the children a new pair of Oxfords. Entire stock except the Weatherbird line at 25 per cent discount.

Men's Oxfords **25** Per Cent Discount

See our values in figured Lawns at 4c, 9c, 10c, 14c, 8c

50 PER CENT DISCOUNT on our entire stock of Muslin Underwear. We have one of the best lines obtainable. Now is your chance to buy at low prices. Just think half price. Come and see.

Carter Mercantile Company

The Store of Quality

Phone 79

Plainview, Texas

pany of laymen, Dr. Wayland, Judge Webb, Brother Howell, and many others we can not mention. Besides these, there is a noble company of women, and all of them working to a growing unity and efficiency."

SANTA FE OFFICIALS HERE.

Heavy Megs Have High Hopes for the South Plains Section.

C. W. Kouns, vice president and general manager of the Santa Fe; Chief Engineer Felt, of the A. T. & S. F.; S. C. Starkweather and party paused in Plainview on last Wednesday to inspect the new depot under construction, and various other improvements.

The inspecting parties were in a special car, and had made both the Floydada branch and the line to the south as far as work had extended. They stated that the Santa Fe held sanguine hopes for the South Plains territory and was very proud of its hold on this section.

The drier the year the better an irrigation plant thrives.

Wallace Davenport returned on Sunday from a brief but pleasant visit to Belton. He says he was there the evening of the mob, but, on account of his diminutive size, did not get out on the dangerously crowded streets.

COBB & ELLIOTT GRAIN CO.'S

prices on Wheat are always in line 30

Ralph Kerr left Saturday for Amarillo, where he goes to take charge of the advertising end of The Daily News. The Herald wishes him success in his new field of labor.

Misses Addie and Anna Frick left on Saturday for Trinidad, Colo., vacation bent.

OFFICERS

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

Third National Bank

of Plainview

Annex Building, Northeast Corner Square

Capital \$100,000.00

DIRECTORS

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

Surprise Bulletin

- Cups and Saucers, decorated, per set 65c
- Cracker Jars, decorated 65c
- Salad Bowls, 25c, 35c, and 50c
- Post Card Albums 50c values 35c
- Hair Brushes 50c values 35c
- Box Stationery 50c value 35c
- Box Stationery 35c value 25c
- Box Stationery 25c value 15c
- 1-2 pk. Matches, all good 10c

We Will have Masons Fruit Jars for tops and rubbers in a few days.

Surprise Store

Wayland Building

HOMER T. WILSON ENDS MEETING

ADDRESSES ELKS AT CHRISTIAN CHURCH SUNDAY MORNING.

Closes Fortnight of Splendid Sermons and Lectures with His Masterpiece, "America's Uncrowned Queen."

But few towns are so highly honored as to have a lecturer of world-wide repute remain with them as long as two weeks. Plainview citizens so fortunate as to secure seats at the Christian church during the past 14 days should have stimulated ambitions and lead cleaner lives in the future as the result of hearing this wonderful lecturer and pulpit orator.

Homer T. Wilson has been pleasing the public from the platform for perhaps fifteen years, but, like wine, it seems that he grows better with age—or does he really age? Many who heard his address on "Fraternalism," last Sunday morning, say it was the peer of any effusion ever delivered in Plainview.

Mr. Wilson was delighted with Plainview and the treatment he received at the hands of the Plainview people; so much so, in fact, that A. E. Harp, always alive to the interests of Plainview, extracted a promise from him to the effect that, in the event of the lecture business becoming dull, the great man would locate in our town in the capacity of a blacksmith (the only thing he knows how to do, so he says).

Following are some extracts taken from the published volume of his lectures:

"Sparks from the Anvil."

"The history of the world is but the history of great men, and the history of great men is the history of a heroic struggle. From the anvil of adversity and the hammer of will, the sparks of genius have enlightened the world."

"I would rather walk across the street to shake hands with a struggling boy than to shake the hand of any congressman America ever produced."

"Not only have the sparks of inventive genius enlightened the world, but the march of humanity is onward and upward in morals as well."

"The sacred precincts of home is to the traveling man the harbor of safety after a stormy voyage on the commercial sea. As the Goddess of Liberty, the wife stands at the threshold of home holding in her hand the beacon light of love, while the light of her soul extends far out upon the troubled waters and bids the storm-tossed mariner welcome home."

Address before a "Drummers' Convention."

"The commercial intercourse between the sections has done more to unite our country and allay political prejudice than all the laws passed by congress since the war."

"What is Your Life?"

"Our thoughts should be embodied in words, and our words converted into actions. An unexpressed thought, however beautiful, will never benefit the soul."

"Sympathy is the great, warming Gulf Stream of the soul."

"Let other people run the politics; you work your crops."

"Woman's Influence."

"No monuments or towering shafts need be built to the memory of woman. She hath builded herself a monument in the home, in the school room, in literature and in the church. Around the base of this towering shaft the fires of persecution in their fury may roll, but around its summit the sunlight of eternity will forever play."

Address at Dallas Fair.

"If ever the restless tide of ambitious youth could ever be turned back again to the farm, where, on account of modern improvements, farm life is both easy and successful, then our social conditions would improve and the seeds of anarchy would not find a soil in which to grow."

"America's Uncrowned Queen."

"When the sunlight of a woman's love is withheld from the flower that blooms upon the altar of a man's heart, it, too, will wither and die."

"If I could walk through the floral gardens of the world and pluck the flowers of rarest beauty and sweetest perfume, and then select from the crowns of kings and queens the rarest jewels that glisten there, I would fashion them into a more beautiful crown, and, with the hand of love, I would place that crown upon the brow of Mother—America's Uncrowned Queen."

PETERSBURG PARAGRAPHS.

News Notes and Personals from the Heavy End of Hale.

Petersburg, Texas, July 27.—Outside of the heavy cluck-e-ty-cluck of the laden wheat wagons hauling the grain to market, the Petersburg community has little this week of interest to the public. It is thought by some that 400 loads will cover the grain crop around here this season—but next year look out! The wheat acreage will be at least trebled, and many think it will be quadrupled, for next year. People who had no wheat at all this year will have some next, and many who had wheat will treble the acreage. One man who had eight acres this year has saved seed for sixty acres. Nearly every farmer in this country will plant wheat this fall. It is very sensibly urged by our farmers that wheat brings money into the household at that season of the year when it is most needed, and, if some untoward circumstance should cause the wheat to fail, then the land can be seeded to some other crop, such as June corn, milo maize, millet, or some such crop. Should we make a bumper wheat crop next year we must have a railroad to move it—wagons will be inadequate.

The cotton acreage hereabouts has been more than doubled, and the plant is in the best of condition. If we should produce about 400 bales, worth \$70 per bale, it will be time for Plainview, Abernathy, Lockney and Floydada merchants to sit up and take notice. Prospects now indicate that such a crop will be produced.

On last Friday Messrs. Lemon and Parks, of the A. R. & E. P. Ry. Co., with capitalists from the North, were here, looking over the graded line. They came from Lubbock and went to Lockney. Mr. Lemon informed us that he and another party will be here in about two weeks, inspecting the line, and that track-laying would begin at Lockney in 40 to 50 days.

Messrs. Frank Reeves, Dr. Gilliam, Jay and Emmett Ford went to Emma Tuesday to witness the ball game between Petersburg and that town. Petersburg was skinned, but this makes all things equal between the two for this year.

The election went off quietly here, and it is the almost unanimous verdict that Mr. Colquitt is everybody's candidate now. And, after all personal prejudice is laid aside, it is thought that Mr. Colquitt's platform of "less agitation and more work for the general upbuilding of Grand Old Texas" will be a very satisfactory slogan, and one upon which all well-balanced men can agree. Our people do not endorse intemperate mouthings of any kind, and more than one man voted for every candidate that a campaign lie was told upon.

Messrs. J. T. Stalcup, Jr., Ed M. White, D. R. Bailey, J. W. Roberson, J. C. Ford, A. J. Randolph and E. W. Ford were among the Plainview visitors this week.

Mr. Smith, of Temple, Oklahoma, a brother of our fellow-citizen I. Z. Smith, is making his first visit to the Plains this week. He says the land here is undoubtedly fine, and he is much impressed with the country. He says an early drouth where he lives has cut the corn crop in half, but that cotton, so far, is looking well. It is possible that Mr. Smith will come to the Plains to live.

BLACK BRUTE PAYS PENALTY

ATTEMPTS TO ENTER A WOMAN'S ROOM; THEN SHOOT'S OFFICER.

Caught by Posse in a Field, Rushed to Town in an Automobile and Burned to Death at Stake.

Dallas, Texas, July 22.—Henry Gentry, the negro who attempted to enter the room of Mrs. John Lamb, a widowed white woman at Belton, this morning, was burned at the stake by a mob tonight.

When captured, near Belton, Gentry was dragged to town behind an automobile, thrown on a pyre, and riddled with bullets as the flames shot up. Two other negroes, one of Gentry's brothers, were sought by the mob, but were protected in the jail by the sheriff.

Mrs. Lamb was awakened by the efforts of the negro to gain entrance to her house, and telephoned the constable. When Mitchell arrived the negro had fled. Mrs. Lamb shot at the negro.

Constable Mitchell then returned to the city after bloodhounds, and the officer and citizens approached the house of the negro who had fled. Gentry returned to the house with a shotgun and shot Mitchell in the back, and the constable dropped from his horse and died in a few moments.

SUNDAY SERVICES.

Rev. C. E. Hastings, pastor of the First Methodist Episcopal Church—"The Home-Like Church"—announces the following services for Sunday, July 31:

10 o'clock a. m.—Sunday School.

11 o'clock a. m.—Preaching—Subject: "The Complete Life."

8:30 o'clock p. m.—Preaching—Subject: "God's Manifestations."

12 o'clock m.—Class Meeting.

Prayer meeting Wednesday night.

Everybody invited.

RESIDENCE BURNS.

On last Friday night, at about the witching hour, as E. M. Arnold sat reading in his residence, located about two blocks from Seth Ward College, the treacherous oil lamp exploded and, while Mr. Arnold escaped injury, the house was soon a mass of flames. As it was beyond the fire district, the five-room building and contents were destroyed, save only some bedding and minor articles. \$1,200 insurance was carried. Mrs. Arnold was out of town at the time of the fire.

ONE WAY OF COLLECTING.

A Michigan dealer used the following statement as a gentle reminder to his slow-paying customers: "All persons indebted to our store are requested to call and settle. All those indebted to our store and not knowing it are requested to call and find out. Those knowing themselves indebted, and not wishing to call, are requested to stay in one place long enough for us to catch them."

BIG REDUCTION SALE

STARTING AUGUST THE 1ST And Lasting 15 Days

When we put on a reduction sale you can depend on real reduction. All goods marked in plain figures, showing regular and special sale prices. We quote below a few prices to give you an idea of the wonderful reduction we have made.

DRESSERS.		BRASS AND IRON BEDS.	
\$10.00 ones reduced to	\$ 8.75	\$ 5.00 ones reduced to	\$ 4.25
\$18.00 ones reduced to	\$15.00	\$ 8.50 ones reduced to	\$ 7.25
\$20.00 ones reduced to	\$17.50	\$15.00 ones reduced to	\$12.00
\$40.00 ones reduced to	\$38.00	\$40.00 ones reduced to	\$32.50
\$50.00 ones reduced to	\$42.50	\$50.00 ones reduced to	\$40.00
ROCKERS AND CHAIRS.		EXTENSION TABLES.	
\$ 1.25 ones reduced to	\$ 1.00	\$ 8.00 ones reduced to	\$ 6.50
\$ 1.75 ones reduced to	\$ 1.25	\$18.00 ones reduced to	\$15.00
\$ 3.75 ones reduced to	\$ 3.00	\$25.00 ones reduced to	\$20.00
\$ 5.50 ones reduced to	\$ 4.25	\$35.00 ones reduced to	\$28.50
\$15.00 ones reduced to	\$12.50		
MATTINGS AND RUGS.		LEATHER AND PLUSH COUCHES.	
\$ 1.50 ones reduced to	\$ 1.15	\$10.00 ones reduced to	\$ 7.50
\$ 2.50 ones reduced to	\$ 1.95	\$25.00 ones reduced to	\$20.00
\$ 5.00 ones reduced to	\$ 3.90	\$35.00 ones reduced to	\$29.00
\$25.00 ones reduced to	\$19.50	\$50.00 ones reduced to	\$37.50

Everything Goes at Reduced Prices in This Sale

15 Days Only 15

West Main Street **E. R. WILLIAMS** Phone 105
THE FURNITURE MAN Opposite P. O.

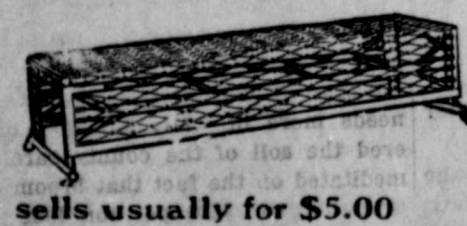
Be Fair to Yourself

Buy Needed House Furnishings at BAINS

A complete line in every particular. We will sell you so you can tell at a glance that you save money



STEEL COUCH
Makes full size bed, reinforced underneath by coil springs.
\$4.25



Imitation Leather Davenport, full size, Oak frame, works automatically
\$27.50

Bain Furniture Co.

W. E. Armstrong

Land and Immigration

Phone 279

PLAINVIEW, TEXAS.

TREASURY DEPARTMENT, Office of Comptroller of the Currency.

Washington, D. C., June 29, 1910.

WHEREAS, by satisfactory evidence presented to the undersigned, it has been made to appear that "The Third National Bank of Plainview," in the Town of Plainview, in the County of Hale, and State of Texas, has complied with all the provisions of the Statutes of the United States required to be complied with before an association shall be authorized to commence the business of Banking;

NOW, THEREFORE, I Lawrence O. Murray, Comptroller of the Currency, do hereby certify that "The Third National Bank of Plainview," in the Town of Plainview, in the County of Hale, and State of Texas, is hereby authorized to commence the business of Banking, as provided by Section Fifty-one Hundred and Sixty-nine of the Revised Statutes of the United States.

IN TESTIMONY WHEREOF witness my hand and Seal of Office this twenty-ninth day of June, 1910.

LAWRENCE O. MURRAY,
Comptroller of the Currency.

SELLS A SECTION.

R. P. Mitchell, a successful real estate of Des Moines, Ia., was down this week, with Messrs. Humphrey and Eby, to whom he disposed of a choice section of Hale county land located near the thriving village of Petersburg, or "the heavy end of Hale county," as The Herald correspondent from that town delights to designate it.

The purchasers left with Mr. Mitchell, on Sunday, but expect to return soon and improve their newly-acquired property. It is, indeed, a dusty day when there is no turning in the upper crust of Hale county.

The Herald for Job Printing.

Vickery-Hancock
Grocery Company

Vickery-Hancock
Grocery Company

BENEFIT

Plainview Volunteer Fire Dept. Cake Baking Contest

EVERY lady in Plainview and the surrounding vicinity should be interested in this contest and especially our Volunteer Fire Department. Every lady in Plainview is cordially invited to bake a cake and enter this contest. Bake your cake at home. Bake any kind you wish and on Monday afternoon, August 1st at 3 o'clock, bring your cake to Vickery-Hancock Grocery Company's store. Your cake will be numbered when it is brought in and the name removed, so no partiality will be shown. Five disinterested ladies of our city will cut and judge the cakes according to merit and not looks. The four best cakes brought will receive the four prizes named below.

The only conditions of this contest are that you use COTTOLENE and GOLD CROWN FLOUR in your baking. Use one-third less Cottolene than butter in your cake baking. Vickery-Hancock will sell you any amount of Flour you want for this special occasion. They also have a fresh supply of Cottolene on hand.

Refreshments will be served free to all who come out during the afternoon. You don't have to bake a cake in order to be served. Ladies, try your hand, and win a month's supply of groceries free. You will be helping a good cause, whether you win or not.

HELP
THE
FIRE
BOYS

HELP
THE
FIRE
BOYS

First Prize

- 1 Sack "Gold Crown" Flour.
- 1 Two-Pound Can Chase & Sanborn's Coffee.
- 1 One-Half-Pound Can Chase & Sanborn's Tea.
- 1 Gallon Can "White Swan" Syrup.
- 3 Boxes "Saltine" Crackers (Brown's).
- 2 Cans "Luxury" Sliced Peaches.
- 1 Ten-Pound Swift's "Premium" Ham.
- 1 Quart Bottle of Heinz' Pure Apple Vinegar.
- 1 Bottle of Heinz' India Relish.
- 3 Cans Van Camp's Hominy.
- 1 Box Brown's Butter Thin Wafers.

Second Prize

- 1 Sack "Gold Crown" Flour.
- 1 Two-Pound Can Chase & Sanborn's Coffee.
- 1 One-Half-Pound Can Chase & Sanborn's Tea.
- 1 Gallon Can "White Swan" Syrup.
- 3 Boxes "Saltine" Crackers (Brown's).
- 2 Cans "Luxury" Sliced Peaches.
- 1 Quart Bottle of Heinz' Pure Apple Vinegar.
- 1 Bottle of Heinz' India Relish.
- 3 Cans Van Camp's Hominy.
- 3 Cans "Victory" Tomatoes.
- 1 Box Brown's Butter Thin Wafers.

Third Prize

- 1 Sack "Gold Crown" Flour.
- 1 One-Half-Pound Can Chase & Sanborn's Tea.
- 3 Boxes "Saltine" Crackers (Brown's).
- 2 Cans "Luxury" Sliced Peaches.
- 1 Quart Bottle of Heinz' Pure Apple Vinegar.
- 1 Bottle of Heinz' India Relish.
- 3 Cans Van Camp's Hominy.
- 3 Cans "Victory" Tomatoes.
- 1 Box Brown's Butter Thin Wafers.

Fourth Prize

- 1 Sack "Gold Crown" Flour.
- 1 One-Half-Pound Can Chase & Sanborn's Tea.
- 3 Boxes "Saltine" Crackers (Brown's).
- 2 Cans "Luxury" Sliced Peaches.
- 1 Quart Bottle of Heinz' Pure Apple Vinegar.
- 1 Bottle of Heinz' India Relish.
- 3 Cans Van Camp's Hominy.
- 3 Cans "Victory" Tomatoes.
- 1 Box Brown's Butter Thin Wafers.

AT 9 O'CLOCK ON THE SAME EVENING A CORDIAL INVITATION IS EXTENDED TO ALL TO BE PRESENT AND WITNESS THE CUTTING AND JUDGING OF THE RESPECTIVE MERITS OF ALL THE CAKES BROUGHT IN.

Special Prize To those under 17 years of age who enters the best cake a \$3.00 pair of Oxfords will be given by the **Plainview Mercantile Company**

AFTER THE CAKES ARE ENTERED AND JUDGED THEY WILL BE AUCTIONED OFF IMMEDIATELY, AND THE MONEY OBTAINED FROM THEIR SALE WILL BE GIVEN TO THE PLAINVIEW VOLUNTEER FIRE DEPARTMENT, TO BE USED IN SUCH A WAY AS MAY BE DEEMED ADVISABLE BY THEM. THE WORK OF OUR FIRE BOYS DURING RECENT FIRES IS DESERVING OF MUCH PRAISE, AND WE ASK THAT EVERY LADY IN PLAINVIEW TAKE PART IN THIS CONTEST, THEREBY AIDING IN A GOOD CAUSE. IF NOT THOROUGHLY UNDERSTOOD, TELEPHONE 17 OR 145. ONE OF MARY J. LINCOLN'S 50-CENT PURE FOOD COOK BOOKS GIVEN FREE TO EACH PURCHASER OF "COTTOLENE" UP TO AND INCLUDING MONDAY, AUGUST 1ST. COME TO OUR STORE ON THE DAY OF THE CONTEST AND HAVE ONE MORE GOOD TIME. BAKE YOUR CAKE ON SATURDAY IF YOU WISH.

Vickery-Hancock Grocery Co.

Chase & Sanborne
Teas and Coffees

Good Things to Eat

Chases Varieties
of the Heinz 5