

BASSETT TO IMPROVE

**Big Hotel, Store and School House
Are to Be Erected on New
Townsite At Once**

ACETYLENE PLANT

One of the largest orders for lumber placed in Plainview recently was given to the Alfalfa Lumber company this week by J. C. Lewis, manager of the Plainview office of the Bassett Land company, and will total nearly 100,000 feet. The lumber will be used in building a hotel, school house and store at the new town of Bassett in Crosby county.

Julian M. Bassett, managing owner of the C B Live Stock company, which owns 75,000 acres of land in Crosby, Dickens and Floyd counties, is building the new town and when completed it will be something different from any of the plains towns situated off the railroad.

One of the stipulations in the contract awarded the Alfalfa Lumber company, as the successful bidder for the order was that every piece of lumber furnished should be of the highest grade and this standard will be maintained throughout in constructing the buildings for the new town. The hotel will have hot and cold water in the building and will be lighted by an acetylene plant which will also furnish lights for the street in front of the hotel and store.

All the streets of the town are being graded and the sidewalks will be paved. Each building will have every convenience possible for structures away from the railroad and the hotel will be equipped and conducted as a modern up-to-date hostelry.

Carpenters have been employed and William Handley has been engaged to haul the lumber to the town site. He will put all his teams at work on the contract and the first loads will leave Plainview this week. The work will be pushed as rapidly as possible and it is expected that the buildings will be completed within ninety days. Mr. Bassett already has a cotton gin, blacksmith shop and several dwellings on the townsite.

Although the prospects for a railroad through the Bassett lands are flattering, the Bassett Land company is proceeding with its plan of settling and improving the lands without regard to the railroads. Not one acre of the lands in the vicinity of the townsite will be sold to anyone who will not agree to go on the land and cultivate it, and by adhering strictly to this rule a thriving settlement of about twenty-five people has been established and is growing rapidly.

Contiguous to the new town six sections have been laid off in 40 acre tracts, designed to accommodate men of small means who desire to settle and farm the land and so popular has this move proved that already the tracts for three tiers around the town have been sold, while a number of farmers have bought and are now breaking up tracts ranging from a section to a quarter of a section in the

A STATEMENT OF FACTS

There are five cases of alleged smallpox in Plainview. We use the word alleged advisedly, because not a single case yet reported has been of a virulent nature. Most of them have been so mild that **the patients have not even been compelled to take their beds.**

Up to date, just nine cases have been reported. Four of these are up and about, having fully recovered.

Not one fatality has resulted, and not one patient has at any time been considered critically ill. Those patients who are still confined to their homes are doing well, and no fear is expressed over their quick recovery. Every precaution is now being taken by the physicians in attendance to prevent the spread of the disease, and it is confidently believed that the situation is perfectly under control. The city council at its last session ordered the construction of a pest house just outside the limits across the draw south from the Shallow Water Steam laundry. It is located fully a block from any other habitation, and on an ideal spot. All patients will be removed to it as soon as completed, and the utmost efforts will be put forth to confine the pest to this place. Well informed people doubtless are aware of the fact that there is no possibility of the disease spreading from this pest house, under the necessary precautions to its conduct. It is a fact that in many cities pest houses are located so near other habited buildings as to be separated only by a street, since the precautions used by those in charge of it are such as to make the spread of the contagion practically impossible. In the case of this city, however, the pest house is to be so isolated as to render it doubly free from possible danger.

These facts are absolutely authentic. They may easily be verified by any one. We reiterate them in the following summary in order that they may more fully be impressed upon the mind of the reader.

Total number of cases reported to date, 9.

Discharged, 4.

Fatalities, None.

Cases yet under treatment, 5.

We deem the foregoing statement of facts necessary to the welfare of this city for several causes. The principal among these is the fact that the wildest rumors and rumors of rumors have gained currency both here and abroad, and we felt that it is a duty we owe the city to correct them. Further silence would only lend color to reports which are daily becoming more exaggerated. An instance of the injury the town is already suffering from them is found in the case of a local business man who was negotiating a deal of importance with a gentleman from a distant city. The latter came to Amarillo en route to this place to close the deal. At Amarillo he was told that there were 300 cases of smallpox in its most virulent form here. He telephoned to the local business man with whom he was negotiating and declared the deal off, expressing a fear about coming here owing to the condition of affairs. Every assurance and argument that the local man could put forth to convince him of the falsity of the report were unavailing, and the deal was lost. It is learned from absolutely authentic sources that prospectors for the Plainview country are being diverted from their destination by the use of these absurd reports, and Amarillo and other towns are benefiting thereby.

But these ridiculous rumors are no means confined to Amarillo. Even local people have been victimized by the town liar—a bipedal misfit common, we believe, to all towns. A thing in a man's grab entertained a crowd of auditors near the depot a few days ago with a lurid description of the pest in Plainview, declaring, among other absurdities, that there were 160 cases of the disease here. In another quarter a little parasite of local society was diligently distrib-

uting the same sort of a lie. A prospector from Iowa informed us he had been told there were sixty cases here. Another said the number had been reported at twenty-five. Still another had heard that two deaths had occurred from the disease. Unless we mistake not, it lies within the province of the proper authorities to criminally prosecute these same liars, and if so the proper authorities are neglecting a Christian duty in not doing it.

This week the public schools were dismissed temporarily as a precautionary measure. It was a wise move, and we commend it. We believe in throwing every practical safeguard around the people to prevent the spread of the contagion, howsoever mild it may be, and accompanied with ever so little danger. But unfortunately the action was misconstrued by a number of excitable persons, and it is supposed that this incident gave rise to the wild rumors set afloat the early part of the week and so eagerly seized upon as a pretext for giving vent to the yellow supuration of the town liar's tongue.

The expected happened. Some good, conservative men were deceived, and immediate demands were made upon the authorities for the preventing of all public gatherings, including church gatherings of all kinds, club meetings, etc., and for the hour it appeared that Plainview would have to go Churchless and Sunday school-less for a time. And this because Plainview had, at that time, eight cases of a disease so mild that some of the patients were never forced to take to their beds.

But conservatism prevailed, luckily, to prevent a complete stagnation of business as well as a condition far worse than commercial stagnation. For if a procla-

mation had been issued not only would it have given official sanction to the wild rumors already afloat here and abroad but it would have given color to any wilder ones that may have been circulated.

It is stated that during the past several weeks Amarillo has had several cases of the disease—more than Plainview—yet the matter is given scarcely a thought there, to say nothing of proclamations prohibiting public gatherings. Canyon City has had a great many more cases than Plainview, yet there is no excitement over the matter in that city, and so far as we can ascertain the matter of prohibiting public gatherings of any kind has never even been discussed. Other towns of the plains are wrestling with the disease, but they are making no "fuss" over it whatever.

Life and health should be guarded with religious care by the constituted authorities of every community. They should be guarded even at the expense of every pecuniary consideration. But we regard it as a self-evident assertion that it would be both unwise and unjust to make the business men of Plainview suffer untold losses because of a few wild-eyed yellow-tongued calamity howlers. We venture the assertion that there is not one of our business men who would not readily close up his place of business and go home to stay indefinitely if conditions were so obvious as to demand it—and do it without proclamations. But to ask them to permit the throttling of their commercial affairs because of five cases of varioloid—or its equivalent—is, under these circumstances, to ask them to permit a thing to which they will quickly object—and object strenuously. So much for the health and commercial prosperity of the city.

And what about the churchgoers?

section broken up, which he will plant in a sod crop and afterward sow in wheat. He expects to have the greater part of his land under cultivation by next fall.

R. M. Bassett, father of Julian M. Bassett, is making his headquarters at the new town and will personally supervise the construc-

tion of the buildings and advise and assist the new settlers in establishing themselves. Mr. Bassett is enthusiastic over the prospects of his settlement and declares that, when the railroad arrives, it will find little to do in the way of developing the portion of the country included in the Bassett lands. The C. B. Livestock company

BANNER SALES IN REALTY

**About 15,000 Acres of Plainview
Country Realty Change Hands
During the Week**

TO CULTIVATE LAND

This has been another banner week in the realty affairs of the Plainview country, some 15,000 acres of land having changed hands since the big excursions at the end of last week came in with their crowds of prospectors. And the end is not yet; several deals of more or less importance are still pending, and will doubtless be consummated during the next week or ten days.

Leading all others in the quantity of land disposed of is the W. P. Soash Immigration company, with headquarters in Plainview. This concern had nearly a hundred prospectors come in last week. About ninety of them came Thursday at noon on the special train. The remainder of them arrived Saturday. They were taken immediately after their arrival here into autos and other vehicles bound for the Soash properties, lying in Hale, Lamb and Castro counties.

The company succeeded in disposing of just 21 sections, or 13,440 acres. The names of the prospectors and the prices paid for the land were not learned. The interesting information is given out, however, that all sales were made to bona fide settlers, who expect to remove to their new properties just as soon as they can conveniently do so, and the confidence is expressed that as a result of last week's excursions a number of good, substantial farmer folk will soon become residents of the Plainview country.

OTHER SALES.

Report has it that other sales were made by various realty men of this city, but nothing definite could be ascertained relative to them. According to these reports the aggregate sales for the current week will be in the neighborhood of 15,000 acres of Plainview realty.

The city council at its last session ordered the construction of a city pest house. The site chosen for its location is just outside the city limits, on an isolated block across the draw south of the laundry. No danger can accrue from its present location.

has owned the Crosby county lands for about nine years and it has been one of the largest ranches of that section. Recently Mr. Bassett decided that the lands had become too valuable to graze cattle upon and began the process of turning the pastures into farming land. The company now has about 7,000 cattle, but these will be sold off as the range in contracted by the sale of land to settlers.

Although the new town is generally known as Bassett, the name will have to be changed as there is a post office of that name in the northeastern part of the state. Mr. Bassett has a farm of several hundred acres and a growing orchard of 300 acres adjoining the townsite.

Star Windmills

STAR WIND MILLS STAR WIND MILLS



The new firm will be pleased to have you call and inspect their up-to-date stock.

New Stock, Buggies, Vehicles, Stoves, Crockery, Etc., Etc.,

Come and See Us.

R. C. WARE & CO., Agents.

Are Western Land Values Inflated?

This is a question one frequently hears and a statement that is frequently made. The question is generally asked by some one really desiring information and the statement is almost without exception made by one actuated by jealousy or ignorant of facts.

In determining the actual value of real estate many factors must be taken into consideration. Of these the producing capacity of the soil comes first. Next comes the character of products to which the soil is adapted, and after this comes a multiplicity of natural advantages, advantages of greater intrinsic value than that of the mere ground itself.

A man from one of the heavily timbered sections of the state was complaining recently because the price of land in this section was as high as in his section. And why not? Improved land is certainly worth as much. It will produce more with less labor and the products bring just as much in the market. This is by far the most delightful country to live in, and there are many other advantages to this country's preference. But as a matter of fact neither raw or improved land sells for as much here as they do in the country from which the gentleman came, consequently by comparison are much cheaper, and if the price of land depreciates here the same depreciating influence would certainly depreciate the lands in his country.

One instance will illustrate wherein this gentleman overlooked a most important factor in determining the value of raw land here and in his section. He looked at a very fine piece of land some distance from this place, the price of this land being fifteen dollars per acre, and complained that the price was too high, saying he could go back home and buy the same character of land for the money. The writer happens to know the character of country from whence this gentleman came and submits that land here is cheaper at the price

quoted than land in his country would be as a gift. In his country it would take at least twenty dollars per acre to put the land in cultivation and the timber procured from it would not detract a fifth of this expense. This would make his fifteen dollar land cost thirty dollars when prepared for cultivation. In his country it would take four or five years to put half a section in cultivation, and this would require a very large force. In this country a small force could put the same amount of land in cultivation in one year. This land is by far the most productive and by far more easily tilled. After the first year the whole body of land here would be in full cultivation. Now calculate the difference in five years labor bringing the other into cultivation and continuously cultivating this for practically the same length of time.

The mere fact that people who live here and have lived here for years are perfectly satisfied gives the land a considerable value, aside from the fertility of the soil. These people have prospered and they have enjoyed good health. They have homes in the country where it is a pleasure and a profit to live. Others who seek these same advantages must figure that they have a real value, and this value goes with the price of the land, yet land is cheaper here than in any other portion of the state.

The man who comes into this country expecting to find it a wild, undeveloped country, isolated from social advantages and far removed from commercial and industrial advantages and facilities sadly finds himself a victim of his own dense ignorance, and seeks consolation in complaining that prices are too high. The pessimist growls and knocks because perverted nature has so ordained, and envious mortal from whose section some good citizen contemplates moving, knocks because simplified selfishness asserts itself.

If you are satisfied with your

present location that is the place for you to stay. If you want to move to this country you will be welcome, but don't get it into your head that you are going to be given a bonus to come. There isn't any too much room for the people here at present and certain to come within a few years, and your knocking against this country will have about the same effect on its development that the prayer of a wharf rat would have on the weather. The country will continue to develop and that very rapidly, for nature has endowed it with all the requisite characteristics to bring about just this much, and some day not far away you will have the glorious satisfaction of telling your grand children how you could have bought such and such a farm for ten or fifteen dollars per acre.

Land in this country is too high for the man who doesn't want it. It is too high for the man who wouldn't use it if he had it, but it is not too high for the man who wants it, uses it, and will grow independent by it.

When you buy land in this country you do not get a gold mine guarantee in connection with it, nor free trip to Paradise as a special inducement. You merely get your money's worth, and an opportunity to become independent by the use of muscle and good judgment.

There is a man right here in this vicinity who could sell his farm for forty dollars per acre, and he could go back into the old community from which he came and buy land for less. He lived there a long time. He has lived here a long time, and certainly ought to know the relative value of land in the two sections. Why doesn't he sell out and go back? The reasons are too numerous to mention, but one is sufficient. He is satisfied and has sense.—Tuxedo Times.

Saved Her Son's Life

The happiest mother in the little town of Ava, Mo., is Mrs. S. Ruppee. She writes: "One year ago my son was down with such serious lung trouble that our physician was unable to help him; when, by our druggist's advice I began giving him Dr. King's New Discovery, and I soon noticed improvement. I kept this treatment up for a few weeks when he was perfectly well. He has worked steadily since at carpenter work. Dr. King's New Discovery saved his life." Guaranteed best cough and cold remedy by Plainview Drug company. 50c and \$1.00. Trial bottle free.

Wanted.

At Half Circle S ranch, fifteen miles southeast of Emma, Crosby county, Texas, by April 1, a man and wife (no children) to keep ranch. Must be neat, handy, good cooks, know how to care for milk, chickens, garden, etc. Good job and good wages to right parties. Address with references, A. W. Hudson, Emma, Texas. 11-12

Methodist Church.

The pastor will preach at the Methodist church Sunday morning at 11 a. m. and at 7:45 p. m. Sunday school at 10 a. m. Teachers meeting at 3 and 4 p. m. Praise service Wednesday evening at 7:45. A hearty welcome for all, Thomas S. Barcus Pastor.

Worked Like a Charm

Mr. D. N. Walker, editor of that spicy journal, the Enterprise, Louisa, Virginia, says: "I ran a nail in my foot last week and at once applied Bucklen's Arnica Salve. No inflammation followed; the salve simply healed the wound." Heals sores, burns and skin diseases. Guaranteed at Plainview Drug company's store. 25c.

PLAINVIEW

AND OTHER POINTS ON **PECOS VALLEY LINES**

BEST REACHED BY DIRECT CONNECTION WITH THE A. T. & S. F.

BE SURE

Your ticket reads via **SANTA FE** all the way. Full information regarding the rates, etc., cheerfully furnished.

D. L. MEYERS
General Passenger Agent
Pecos Valley Lines
Amarillo, Texas



Worth Its Weight in Gold!

That's figuratively speaking, but getting down to rock bottom facts but half expresses it.

A Bank Book

showing prudent, thrifty deposits with a good balance to check against may serve you the turn when occasion presents to assist to make your fortune. Bank here. We're conservative as to methods, solvent as to finances and prudent as to advice. Your account will be appreciated

FIRST NATIONAL BANK

THE MEHARG LAND COMPANY

Plainview, Lubbock and Floydada, Texas

General Agents for Lands on the South Plains

We make a specialty of Farm and Ranch land in Hale, Lubbock and Floyd counties.

Our business is to plant a farmer on every farm, and to this end we have land in any size tract in any part of Texas.

Lands for homes lands for investment and lands to exchange for other land. Good paying businesses and rental property to exchange for Plains land. We do a straight commission business and will appreciate a share of your trade. Call on or write us at Plainview, Lubbock or Floydada, Texas.



It's a Temptation

just to look at our assortment of canned and bottled fruits, jellies, jams, etc. And it's a temptation you can yield to without regret. LIKE ALL OUR GROCERIES our canned and bottled goods are put up in strict conformance with the Pure Food Law. And our prices are such that it's both a waste of time and money to do your own "doing up."

MARSH & DARST Grocers

LUBBOCK AUTO TRANSFER Co.

Daily from Plainview to Lubbock

\$3.50 ONE WAY; ROUND TRIP \$6.00

Tickets on sale at **Dr. Wayland's Drug Store.**

Leave Plainview at 8 a. m.; Make trip in 2 1/2 hrs.

R. C. Burns, Mgr.

YOU CAN'T SQUEEZE

Blood Out of a Turnip.

any more than you can get satisfactory work out of poor lumber. We handle the Best Lumber and Building Material and it will pay you to let us figure your bill before buying.

McAdams Lumber Company

E. M. WALLING
CLAUDR GOEN
Lockney

S. R. McLAUGHLIN
JIM HEARD
Plainview, Texas

TEXAS & NEBRASKA LAND COMPANY
HEADQUARTERS AT LOCKNEY AND PLAINVIEW, TEXAS

General Agents for Lands in Hale and Adjacent Counties

The Great Sha. low Water Belt of the Plains

D. L. Hammer

I. L. Marrs

Plainview Mills

CORN MEAL, GRAHAM

AND ALL KINDS OF FEED STUFFS

DELIVERIES MADE ANYWHERE IN TOWN.

SEE OR WRITE US FOR PRICES. PHONE NO. 140.

Plainview Mercantile Comp'y

Established Twenty Years

New Goods Arriving Daily

So that soon every nook and corner will be replete with the choicest fabrics obtainable and prices to please the most critical.



Style 1026

Dull gun metal calf blucher, extension edge sole, spade shank and military heel.
"St. Regis"
Toe

Price

25 inch black silks, \$1.25. Colored and fancy silks, fonlaid, etc., prices varying from 50c to \$1.50.

New printed voiles, stripes, plaids and checks, in full range of colors, yard 25 to 50c.

Pongee, pink, blue and tan, one of the most durable fabrics, yard 50c.

Lawn, batiste, Madras, Swisses and numerous popular wash goods will be found in our line.

Men's Furnishings: Shirts, Madras, percale and cheviot, light and dark patterns, all sizes, 65c to \$1.50.

Neckwear: A crochet four-in-hand, the very newest in neckwear, in plain and solid colors at 35 to 50c

Handkerchiefs: A new line of silk and fancy bordered handkerchiefs.

Hosiery: Come in and see our hosiery. It talks for itself.

American Lady and Gentleman shoes are here, a great variety of styles. Tan shoes are good. Ask to see them.

A beautiful line of silk petticoats have just arrived.

Would like to have you inspect our immense line of up-to-date novelties in beads, belt pins, brooches, etc. Bags, belts and ladies' neckwear have never been prettier.

We are expecting a beautiful line of ready-made dress skirts, and voiles. Panamas, batiste, etc., also a handsome line of ready-made waists.

Our line of millinery will be ready for inspection in a few days and will assure you that you will not be disappointed as to style and beauty.

The Social Realm

Happenings of the Week in the World of Pleasure

Items of local interest are solicited for this department, and when possible will be published in these columns. Copy for the society department should reach us not later than Thursday noon to insure publication. Address all communications for this department to Mrs. W. E. Armstrong, society editress, or phone 166.

A man can build a mansion,
And furnish it throughout;
A man can build a palace,
With lofty walls and stout;
A man can build a temple,
With high and spacious dome;
But no man in the world can build
That precious thing called Home.

So 'tis a happy family
Of women far and wide
To turn a cot or palace
Into something else beside,
Where brothers, sons and husbands
With wil ing footsteps tired come,
A place of rest, where love abounds,
A perfect kingdom, Home.
—Selected.

Cleaning Up Day.

Tuesday, March 10 was universally observed in the larger towns and cities of Texas as "cleaning up day." Let the householders and home makers of Plainview use every day in like manner and our town will soon be noted for its healthfulness and beauty, as it is for its push and progress.

It every man, woman and child in our town will assist our enterprising mayor by keeping their own premises clean the pure air of the plains will do the rest and disease will be a thing unknown.

Highland Club Meets.

Mrs. Murry Malone was at home to the Highland club at its last regular meeting. Boisterous winds prevailed, but the club members were well represented. In addition to these were Mrs. Will Malone of Lockney, Mrs. O. Holland, Mrs. L. C. Penry, Miss Lucile Penry, Miss Vera Newton, and Miss Nell Holland.

Mrs. E. H. Humphrey bore off the favor in a cut with Mrs. Penry and Mrs. Joiner.

A luncheon of two courses was

served. The club then adjourned to meet next with Mrs. L. P. Martin.

Entertains Young Friends.

Miss Lela Matchet entertained a few of her girl friends last Saturday evening. The following young ladies were present: Bessie Wilson, Georgia Brashear, Gene Harp, Ina Dowden and Ila Hassel.

Mr. and Mrs. Crawford of Canyon City visited their sister, Mrs. James Redfearn, last week.

Mrs. W. B. Joiner is visiting relatives near Floydada this week.

How to Remain Young

To continue young in health and strength, do as Mrs. N. F. Rowan, McDonough, Georgia, did. She says: "Three bottles of Electric Bitters cured me of chronic liver and stomach trouble, complicated with such an unhealthy condition of the blood that my skin turned red as flannel. I am now practically twenty years younger than before I took Electric Bitters. I can now do all my work with ease and assist in my husband's store." Guaranteed at Plainview Drug company's store. Price 50c.

Fair in Panhandle.

Amarillo Tex., 12.—The move for a big Panhandle fair to be held annually at Amarillo was put under good head way at a largely attended meeting held at the court house. The meeting was called to order by Secretary Marrs of the chamber of commerce. H. A. Campbell was selected as secretary. The committee appointed at a preliminary meeting to get information in regard to a site and other information for the meeting reported and the

committee was increased, to enable it to handle better the question of a site.

It was decided to make the capital stock of the association \$50,000 to be sold in shares of \$50 each and to be increased as the enterprise develops in future years.

A finance committee was named to take charge of soliciting stock in this and surrounding counties, composed of the presidents of the five banks of Amarillo, and a subscription list was opened at the meeting, resulting in over \$4,000 being taken in in a very few minutes.

The move for a Panhandle fair has been under way for some time, owing to the necessity of making the proper showing of the agricultural, horticultural and stock raising advantages of the Panhandle country, a section until recent years comparatively unknown in any of these lines. The fair will be an enterprise devoted to the entire Panhandle, and will be built in a permanent manner, a large plot of ground being contemplated, giving plenty of room for exhibits and amusements of all kinds, and for a race tract, which it is proposed to make second to none in Texas, owing to the fact that railroad facilities here will bring many fine lists of horses. The fair is being taken up with the same enthusiasm that the Panhandle was represented at the Texas State Fair at Dallas.

STEPHENS' POULTRY YARDS

G. F. STEPHENS, PROP.

BREEDER OF

Barred Plymouth Rocks ("Ringlett" strain.)

Single Comb Brown Leghorns.
Mammoth Imperial Pekin Ducks
Inspection and correspondence solicited.

Yards on East Ridge Addition.

PLAINVIEW, TEXAS.

Stoddard Announces.

This issue of The Herald contains the announcement of A. M. Stoddard as candidate for the office of city marshal of Plainview.

During the next twelve months the office of city marshal of Plainview will no doubt become of far greater importance than it has ever heretofore been, and it behooves the citizens of the town to select with care a man whom they believe to be fitted peculiarly for the place such as it is destined to become. In the person of Mr. Stoddard we believe the voters would make no mistake.

Race Suicide

as President Roosevelt calls it is not nearly the menace to increase in population that deaths among infants are. And eight out of ten

of these deaths are directly or indirectly caused by bowel troubles. McGee's Baby Elixir cures diarrhoea, dysentery, sour stomach and all infant ailments of this nature. Just the thing for teething babies. Price 25 and 50 cents. Sold by J. H. Wayland Drug company.

J. T. Bray Dead.

J. T. Bray departed this life Monday afternoon at 4 o'clock, at his home in this city. He was about forty years of age, and well known throughout this city and surrounding country.

The funeral services were conducted Tuesday afternoon at 2 o'clock, from the Baptist church, Rev. W. C. Dunn officiating, after which the Masonic fraternity took charge of the remains for interment.

Plainview Bank and Trust Co.,

Plainview, Texas.

Capital, \$50,000.00.

L. T. LESTER,
President.

E. GRAHAM,
Vice-President.

JAS. B. POSBY,
Cashier and Sec'y.

In the interests of the South Plains Country, and especially Plainview, with Hale and adjoining counties.

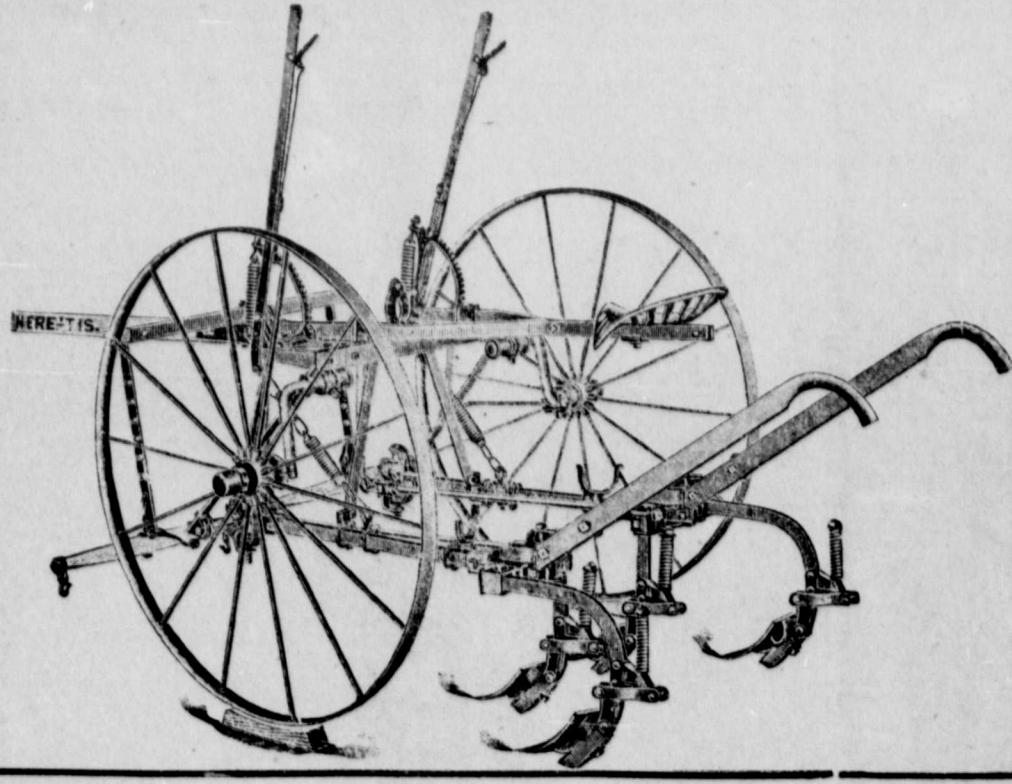
C. S. McBRIDE

Contractor and Builder

Shop next door north of Wooldridge Lumber Yard

Special attention given to screen work.

Plans and estimates cheerfully furnished.



A Cultivator That Cultivates

We have 'em. We have also any other kind of Implement that a farmer could desire. Investigate the merits of our two row Planters for sod and old ground—the strongest and most durable on the market. The C-It-Drop is the best Lister Planter that can be bought.

Also see us when in need of
High Grade Furniture.

Plainview Hardware & Implement Com'y.

Will Recover

Twice pronounced dead by his attendants, Cleve Callaway still lives and latest advices state that his chances for recovery are now good. In fact, his physicians state that, while his condition is still critical, they have little doubt left of his ultimate recovery, provided new complications, unforeseen at this time, do not set in.

Mr. Callaway is a well known young man of this city, and was recently attacked with appendicitis. Besides the local physicians, two others from abroad were called to his bedside, and an operation was performed. Last Sunday his condition became so serious that all hope was abandoned for his recovery, and on two occasions he was given up for dead. The doctors succeeded in resuscitating him, however, and he still lives. Yesterday he was said to be on the road to complete recovery.

New Livery.

Ross M. Harp announces that he will commence the erection of his new livery stables within the next two weeks. The building will occupy the same site of the one recently burned, just across the street from The Herald office. It will be constructed of brick, will be two stories in height, and will give to Plainview one of the most modern buildings of its kind on the plains.

To Build Residence.

John Oswald will commence shortly the erection of a new modern five-room residence, on Prairie

street, just a block south of the Shafer home.

The new building will be one of the neatest little residences in the city, and will cost in the neighborhood of \$1600.

Sells City Property.

DeLay & Lancaster this week purchased the lot and residence property of Rev. G. W. North, located west of the Shallow Water Steam laundry.

The same firm also sold to Rev. North a place west of the Bell property, outside the city. The consideration of this latter deal was \$800.

Commendable Enterprise.

J. J. Rushing, the noted Norfleet realty man, has just had completed a record-breaking job of printing in The Herald job offices. This is a booklet of twenty pages, "rush order," and was set up in type, made ready, printed, folded, stapled and trimmed, ready for delivery, in just three day's time. It is to be doubted if another job printing establishment in the Panhandle could have done better.

The booklet itself reflects the greatest credit not alone upon Mr. Rushing's enterprise but likewise upon the printers who did the work. Critics have pronounced it the finest piece of work ever turned out of a Plainview printing office. Profusely illustrated with the finest pictures showing the manifold advantages of the plains country, its resources and golden opportuni-

ties, replete throughout with well chosen descriptive matter, it is doubtless destined to turn the attention of many an eastern and northern man to this elysian spot of the world.

Aside from all other considerations, the Rushing booklet is a strong evidence of the Rushing enterprise. It is a costly bit of work, yet Mr. Rushing never spares expense in advertising his country. He knows he has a good thing, and purposes proving it to the world at large.

This is only the first edition of the work. Mr. Rushing states that he will soon publish an enlarged and even more complete booklet descriptive of his country.

Appreciates The Herald.

Eureka, Ill., March 3, 1908.

Mr. Tom Shafer publisher of The Hale County Herald, Plainview, Texas.

Dear Sir: Inclosed find \$1.50, which you will please place to my credit as a renewal of my subscription to your valuable paper. I don't like to get along without The Herald, as it keeps me posted and helps me in advertising the the Plainview country. As you know, I am interested in that country, having a section four miles south of your city, which I expect to improve in the near future or sell to someone who will.

Several parties have already visited Plainview at my suggestion. Don't fail to continue to send me The Herald, as I do not remember just when my subscription expires.

About a year ago my son and I put up at the Shafer house and a nice time. I recently celebrated my eightieth birthday—January 20.

Wishing you health and prosperity, I am truly yours,
John Kaufman.

Bailey's Speech.

Washington, March 12.—Senator Bailey's speech on the Aldrich bill in the senate was another of those masterful efforts of his which have earned for him prominence in the ranks of American orators and statesmen. For two hours and a half he enthralled a full senate and a crowded gallery, and tonight all Washington is ringing with his praise.

No such crowd has been before this session, nor at any time since a similar occasion nearly two years ago when Senator Bailey made his great speech on the rate bill. It came in response to the announcement made Saturday that Senator Bailey would speak today. Despite the constant downpour of rain and the uncertainty as to whether a session would be held on account of the death of Representative Meyer, the galleries filled early and the spectators waited the disposi-

tion of routine business which consumed the first two hours of the session.

Much interest attached to Senator Bailey's speech by reason of the fact that he has led the fight of the Democratic minority on the Aldrich bill and is the author of the substitute measure, which most of the Democratic senators are supporting. Mr. Bryan, during a late visit to Washington, conferred with Senator Bailey and indorsed his measure. This fact, coupled with the understanding that Senator Bailey's speech today would be an authori-

tative enunciation of the Democratic party's position on the currency question, lent an importance to the occasion surpassing a more forensic display and intellectual triumph.

When Senator Aldrich at 2 o'clock moved to take up for consideration senate bill No. 2023, which is the technical designation of the Rhode Islander's famous measure, all eyes were turned on Senator Bailey as he arose to speak. The scene which met his eye would have kindled the oratorical spark in a less gifted man.

Interesting Captivating Exciting

These terms describe the new serial we will begin publishing in the near future entitled:

The Escapade

A Post-Marital
Romance

By CYRUS TOWNSEND BRADY

In this story Dr. Brady introduces to his readers an American girl of the revolutionary period who has become the wife of an English naval officer. The marriage is a happy one until the wife is introduced to English society into which she does not fit, and a serious quarrel and separation follows her first house-party, and My Lord finds he must "a courting go" a second time to win back the affections of his wife.

In the story is another demure American maiden to whom love is appealing for the first time, and who follows the fortunes of her friend and countrywoman very much against her wishes.

No story by Dr. Brady would be considered complete did the ocean not enter into it, and in this one his heroine is a daughter of an American sailor and merchantman, and she takes to the water fearlessly when attempting to escape from her marriage bonds.

You will be interested in the clever tale, and in the way in which King George takes a part in again bringing together the estranged couple.

There is a subtle humor and appealing pathos woven together in the rapid action of the story, in the whole of which there is not a single dull line. We present it to our readers with the conviction that it will appeal to each and every one of them.

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