

We are making extremely low prices on **Cut Glass, Silverware and Painted China**

DO NOT MAKE YOUR PURCHASES UNTIL YOU HAVE EXAMINED OUR LARGE STOCK

## DONOHOO-WARE HARDWARE COMPANY

### DESTRUCTIVE WINDS AND WAVES

#### BOSTON SUFFERS PROPERTY DAMAGE AND LOSS OF LIVES.

#### Severest Snow and Wind Storms Along the Atlantic Coast for Years—Much Suffering.

New York, Dec. 27.—This city was by no means the worst sufferer from the storm, according to dispatches which reached here to-day from cities and towns in its path.

The damage done in and around Boston by the wind, snow and phenomenally high tide is estimated at \$5,000,000. Three lives were lost in Chelsea, where the tidal wave broke through a dyke. Communication with Boston by wire to-day was maintained with difficulty, and wires are down all over New England.

The five-masted schooner, Davis Palmer of Boston was wrecked on one of the outer ledges of Boston harbor yesterday, with her captain and eleven men.

Philadelphia suffered an almost complete business tie-up, railroad traffic, even on great systems, is demoralized, and street cars, with the exception of the subways, were not running at all this morning. This afternoon conditions were reported improved. The city could get no milk. Five deaths from exhaustion were due to the storm.

Washington did not suffer severely, but on account of traffic conditions to the north, President Taft decided to postpone an engagement to speak in this city. No train from this city, however, has reached the capital since Christmas night. The Weather Bureau has sent out warning of another snow storm coming from the Ohio Valley, but says it is light and should not complicate conditions hereabouts.

Judging by reports from other cities New York came off with good fortune, despite the fact that the snowfall was the heaviest experienced in December for nineteen years.

#### SPEAKING OF PLAINVIEW.

#### Prosperity and Improvements Here and in Hale County.

In a recent issue the Dallas News gives space to the remarks of a citizen of this place who believes in spreading abroad the news of Plainview's progress and the inducements of Hale county to the prospective home buyer. This kind of talk, without the usual boomer fanfare of words, but giving facts and figures, will do much to attract the attention of investors and men who are seeking new homes and better locations. The article follows:

"J. A. Graham, of Plainview, who was registered at the St. George yesterday, said:

"Plainview has its own way of raising funds for Commercial Club work. A list of all taxable property was taken from the assessor's rolls and one-quarter of 1 per cent made against each individual, bank, corporation and business. They have all signed up, with one exception. This gives Plainview between \$5,000 and \$6,000 for Commercial Club work for 1910. We believe that we are the first club to try this plan, and our success has been more than anticipated.

"At the present time there are under construction in Plainview the following buildings: Re-enforced concrete hotel to cost \$100,000; opera

house, re-enforced concrete, \$35,000; high school building, \$35,000; court house, \$65,000; Baptist college to cost about \$85,000 with equipment, besides numerous dwellings. These buildings are actually under construction at the present time.

"The Commercial Club has purchased and will set out 30,000 shade trees this winter and will cultivate them the first year.

"Twenty-five thousand acres, conservatively estimated, have been planted in wheat, and the outlook for this crop has never been better. Hale county has nearly 100,000 acres in actual cultivation, 8,000 in alfalfa, 4,000 in apples. This county took the first premium at the Dallas fair on alfalfa."

#### THOUGHTS ON NEW YEAR.

Meet the new year with a smile. Give 1910 the glad hand and tell the

sult. Live honestly with yourself and your neighbor, and remember that it is every day that counts and with the rush in that line, especially each must be in line or the year's record is out of plumb. Take the sentiment of the philosopher for a New Year's resolution:

"The hour that is gone I cannot recall, but to-morrow I will do better than yesterday; and all to-morrows shall be better than the yesterdays. Let us leave behind our low-vaulted past."

#### PROMISED ENTERTAINMENT.

The volunteer fire department is planning a benefit dramatic production by local talent to be given in the near future. The play has been selected, parts assigned and there is promised an enjoyable entertainment when the bill is put on. Some of the well known amateurs of the city are in the cast; also one or two whose Thespian ability and proclivity are only known to their circle of friends. The date and program will be announced later.

### A RUNNING START UP THE PIKE

by the complimentary mention of The Herald, as follows:

#### MARLIN COMMERCIAL CLUB.

Marlin, Texas, Dec. 21, 1909.

Mr. J. A. Graham,  
Secretary Commercial Club,  
Plainview, Texas.

Dear Sir:

I have just read with a great deal of interest and pleasure of the work outlined for your club for the next year and wish to congratulate on having matters so well in hand. You are doing a great work for that section of the country, and I would like to add that The Hale County Herald is helping, for the write-up they gave your meeting was full and well written. As assistant secretary of this club I ran an ad with your paper and got much good returns from my money, one letter in particular coming to us from Wisconsin. This sure-

#### TO LEAD IN THE MARCH OF PROSPERITY

#### Will Be the Spirit of the Commercial Club's First Meeting of the New Year—Social Program.

There will be a New Year's celebration at the Commercial Club rooms in the Wayland building on next Tuesday night.

There are to be no formal fixings and no physical refreshments accompanying the open-house entertainment, but you are invited to call around all the same and you will be received by a committee composed of the most progressive, alive and far-seeing men of Plainview, who will entertain you with their overflowing enthusiasm concerning the future greatness of this city.

There is work to be done and men are behind this movement who recognize its importance and have the energy to carry it through to success.

It is their intention to make 1910 the premier year in Plainview's progress. You are invited to partake of the spirit of the hour and lend your presence on the first meeting of the new year to give the forward movement such an impetus that it can not stop until the cry of "10,000 for Plainview" is appeased by fulfillment.

In addition to the discussions and talks on the outline for the coming year's work, the following interesting social program has been arranged:

Address—"Possibilities of Plainview in 1910"—Hon. L. S. Kinder.

Paper—"Prophecies for Plainview in 1910"—Miss Madge Hall.

Dialect Reading—H. H. Hill.

Quintette—Misses Johns, Rolena, Dillingham, Messrs. Hatchell and Chatman.

#### GOVERNOR PARDONS MANY.

#### 106 Men and Women Receive This Season's Holiday Gift.

Austin, Texas, Dec. 27.—When the Christmas pardons were issued the governor thought he was through as he liberated 106 men and women from prison walls, but to-day's list of visitors and bag of mail brought many applications for New Year pardons. This week will be a busy one for the governor in the pardon line. There are many who argue that if a man is given his liberty about the first of the year he will make a New Year's resolution to be good which will be kept. There are many who are asking for the opportunity of making such a resolution.

#### WEST TEXAS NORMAL.

#### Contract for Buildings to Be Let on January 1.

Austin, Texas, Dec. 27.—M. L. Waller, an architect of Fort Worth, was here today conferring with Superintendent of Education Cousins and Gov. Campbell relative to the plans for the new West Texas Normal building. His plans were finally approved and blue prints will be ready for those who wish to bid for the construction work within the next few days. It was announced today that the contract for the construction of the buildings would be let on January 1, work to begin on the school building as soon thereafter as possible.

Mrs. G. H. Brooks, of Oklahoma City, is visiting her daughter, Mrs. P. J. Woolridge.



"Out with the Old--In with the New"

### PLANS PREPARED FOR COMING YEAR

#### COMMERCIAL CLUB PROPOSES TO ADVERTISE

The Resources of This Country to an Extent as Has Never Before Been Attempted.

During the coming year the work of advertising Plainview and the resources and attractions of Hale county will be carried out on such a scale that it will not only be a credit to this entire section of the country. That the Commercial Club is alive to every advantage and is already becoming known for its work throughout the state is evidenced by the following letter from one of the liveliest bodies engaged in looking out for the interests of their section. That such

advertising brings results is shown by letters that you are reaching out.

I am enclosing you copies of the folders we are sending out, and if you have the time and inclination we would be glad to receive copies of any advertising you are doing.

Wishing you and your club the great success you so justly deserve, I am,

Your very truly,

(Mrs.) HOPE HARRISON HAWKINS,  
Assistant Secretary.

#### REVIVAL SERVICES.

A protracted meeting conducted by members of the Holiness denomination is being held nightly since Sunday in the old Masonic building, otherwise known as the bakery, on the southeast corner of the public square. Rev. Hodge, of this city, is doing the larger part of the preaching, and the revival sermons are arousing considerable interest. All are invited to attend.

**We are After the Farmer's Patronage.**

IF QUALITY AND PRICE ARE EQUAL, WHY NOT BUY HOME-MANUFACTURED PRODUCTS? WE MEET THE PRICE, AND AN EXAMINATION WILL CONVINCING YOU OF THE QUALITY.

**Plainview Wire Fence Co.**



**DRAGON'S BLOOD**

and all other shades and colors are here for your fall painting. The summer must have dulled some part of your house, inside or out.

**WE HAVE THE PAINTS**

stains, varnishes, etc., that will brighten up those spots and match the old colors exactly. Of course, we have the brushes, too. All kinds, from the camel's hair to the kalsomine brush.

**A. G. McAdams Lumber Company**

**A SUCCESSFUL STOCK SALE.**

**Result of Advertising Exceeded Farmer's Expectations.**

That the public is usually alive to the opportunity and prospect of securing something at a price just a little bit under the actual value was fully demonstrated by a case in point which occurred near this city a couple of weeks ago.

W. G. Karschner, a farmer living south of Plainview, decided to sell his stock of farm animals, implements, feed, etc., and move to a larger place north of the city, where he would farm on a more extensive scale, using machinery operated by steam or gasoline power. He naturally wanted as many people as possible present at the sale in order to insure its success and that the offerings might bring fair prices.

The Herald sold Mr. Karschner 30 inches of advertising space, in which he carried a display ad telling the public what he had to sell, how, when and where he would sell it; and when that gentleman came in to the office to settle his bill he was naturally asked as to the success of his sale, which was advertised to be quite a large one of its kind.

"We had a fine crowd and the sale was much better than I expected. All of the stuff brought good prices, and really some of the stock sold for more than I had offered them at private sale. I am more than satisfied with the result of the advertising you did for us and consider the money well spent. I put out the usual handbills and posted a few placards, but I believe that newspaper advertising is the best money a man can invest when he has anything to sell." Mr. Karschner was speaking from experience.

**ALL TIRED OUT.**

**Hundreds More in Plainview in the Same Plight.**

Tired all the time; Weary and worn out night and day; Back aches; side aches, All on account of the kidneys. Must help them at their work. Let one who knows tell you how: Andrew Allen of Midland, Texas, says: "Doan's Kidney Pills did me more good than any other remedy I ever tried. I had a tired, miserable feeling in my back which caused me a great deal of annoyance, and whenever I stooped I could scarcely regain an erect position. The passages of the kidney secretions were too frequent, particularly at night, and I was forced to rise several times. When I heard about Doan's Kidney Pills, I made up my mind to give them a trial, and I procured a supply. I used two boxes and received great relief. I consider Doan's Kidney Pills to be a fine remedy."

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.

Big lot of Men's Dress Shirts, 75c and \$1.00 values; choice 48c, at CARTER MERCANTILE CO.

**KRESS.**

J. F. Fedderson, of Twist, shipped four cars of cattle to St. Joseph, Mo., last week. Mr. Fedderson went with his cattle and expected to visit in Eastern Iowa during the holidays.

Fred Sjogren left Tuesday for his home in Nebraska, where he will spend the holidays.

Ed Boyd and family are visiting in Eastern Texas. Mr. Crowley, of Tulla is looking after Mr. Boyd's business during his absence.

Mr. Erickson left this week for a visit in Nebraska.

Mrs. J. C. Bagley is on the sick list, but was better at the last report.

Fred L. Overley, a student of the Iowa State College, at Ames, Iowa, is home to spend his vacation. He expects to be here about a month.

R. G. Lyans, of Twist, was a business visitor in Kress on Friday.

The Christmas tree was a success and well attended.

Mrs. Hutchins and little daughter, Mary, who have been visiting relatives during Christmas, expect to return to their home at Guthrie, Okla., this week.

Miss Mayme Ford, a teacher in Tulla schools, is spending Christmas vacation with her parents at this place.

The carpenters are again at work, after a short rest during the cold spell.

Mr. and Mrs. Haines, of Kaufman county, Texas, are visiting at the home of their daughter, Mr. H. A. Jordan.

Miss Georgia Ford, of Tulla, spent a few days this week at the Gaylor home.

**TWIST.**

The Christmas tree at the school house was a success. There were a great many presents and a good program.

Mrs. J. F. Fedderson gave the young people a party on Christmas night. Everyone reported a good time.

J. F. Fedderson is spending Christmas with home folks in Iowa. He went with his four carloads of cattle as far as Kansas City.

Miss Maggie Estes and Mrs. Irene Gillean, of Hereford, are spending the holidays at the home of their parents, Mr. and Mrs. John Estes. Mrs. Gillean had to return home on Wednesday on account of her baby being sick.

Mrs. Pearl Roberts and sister, Maude, of Lubbock, are spending the holidays at Mr. Estes'. Mrs. Roberts returned home on Wednesday.

Los Knight threshed kaffir corn this week.

Nearly all of the members of the M. W. A. lodge in this neighborhood will attend the oyster supper at Kress, given by the order, on New Year's Eve.

The weather is rapidly moderating and the farmers will soon begin plowing again.

Misses Hattie and Laura Matlock, who are spending Christmas with their sister, Mrs. Bright Bagley, attended the Christmas exercises at the school house and received some nice presents.

The Herald for Book and Job Printing.

**TO OPEN ROAD TO CROSBYTON**

**DECISION MAKES PASTURE ROAD A PUBLIC HIGHWAY.**

**Interesting Legal Fight Over a Question of Importance to the "New Baby of the Plains."**

In a report of a hearing on a temporary order of injunction against the commissioner's court of Crosby county to restrain them from declaring an old road through the pasture of the "C. D." Live Stock Company a public highway, the Crosbyton Review says:

"The case of the "C. B." Live Stock Company vs. Pink L. Parish et al. was tried last week in the district Court at Emma before Judge Dickson on a motion made by the defendants to dissolve the temporary injunction which had heretofore been entered. The trial began Thursday morning and lasted until about one o'clock Saturday. The plaintiff was represented by J. W. Burton and Lloyd A. Wicks, of Crosbyton, and H. C. Randolph, of Plainview. The defendants were represented by W. E. Cranford, of Emma and L. W. Dalton, of Plainview.

"The defendant introduced testimony on the theory that the road out south through the pastures of the plaintiff is a public road on the ground that the Kentucky Cattle Company, its previous owners, had permitted the public to use it without objection for a period of ten years. The plaintiff introduced testimony to show that although the public has used the road in question for a number of years, it has used it just as it has all the other wood roads and trails through the country and that it was permitted to do so by the owners of the land, and that the public could not acquire an absolute right to the use of the road when it was using it with the consent of the owners and not against their will. Much

ancient history was gone into by the witnesses and lawyers, and altogether it was a most interesting trial, such old-timers as Hank Smith, Marion Reid, Julian Bassett, R. N. Martin, Judge Covington and others occupying the stand as witnesses. "The court deciding the case said that he had been much interested in listening to the testimony of the witnesses reciting bits of old-time history when the settlers on the plains were few and far between. He said that he had seldom sat on a case which had been so thoroughly and ably argued and presented to the court. In conclusion he said he believed that the Kentucky Cattle Raising Company, through which the "C. B." Live Stock Company obtained its title, had by its acquiescence lost its

**Spur Farm Lands? Texas!**

**A Wonderful Farming Section**

Located in Dickens, Kent, Crosby and Garza Counties; most fertile valleys and uplands in West Texas; 673 square miles now offered in quarter sections, or more—direct to home-seeking farmers—without commissions to anyone—at prices ranging from

**\$12.00 to \$17.50 Per Acre**

Farms are in prime condition from recent rains and produce wonderful cotton yields (this crop having never failed); absolutely free from boll weevil; ideal hog country, cholera unknown; excellent fruit-growing region; fine for corn, small grain and feed stuffs—alfalfa in portions. Very healthful climate; altitude 2,000 to 2,500 feet.

**Best Transportation Facilities**

SPUR, a rapidly growing town, is the terminus of the new extension of the Wichita R. R., Burlington System. All Spur lots were sold the first day, excepting a few reserved for the company. New \$45,000 Bank and Office Building; also \$30,000 Hotel being erected. Sixteen Residences built and occupied and as many under way—all in 26 days. Sixteen hundred Bales of Cotton brought there in 26 days. State of Texas has chosen "Spur" for Experimental Farm Station, to demonstrate wonderful possibilities and great varieties of products adapted for this region.

**Six Years to Pay**

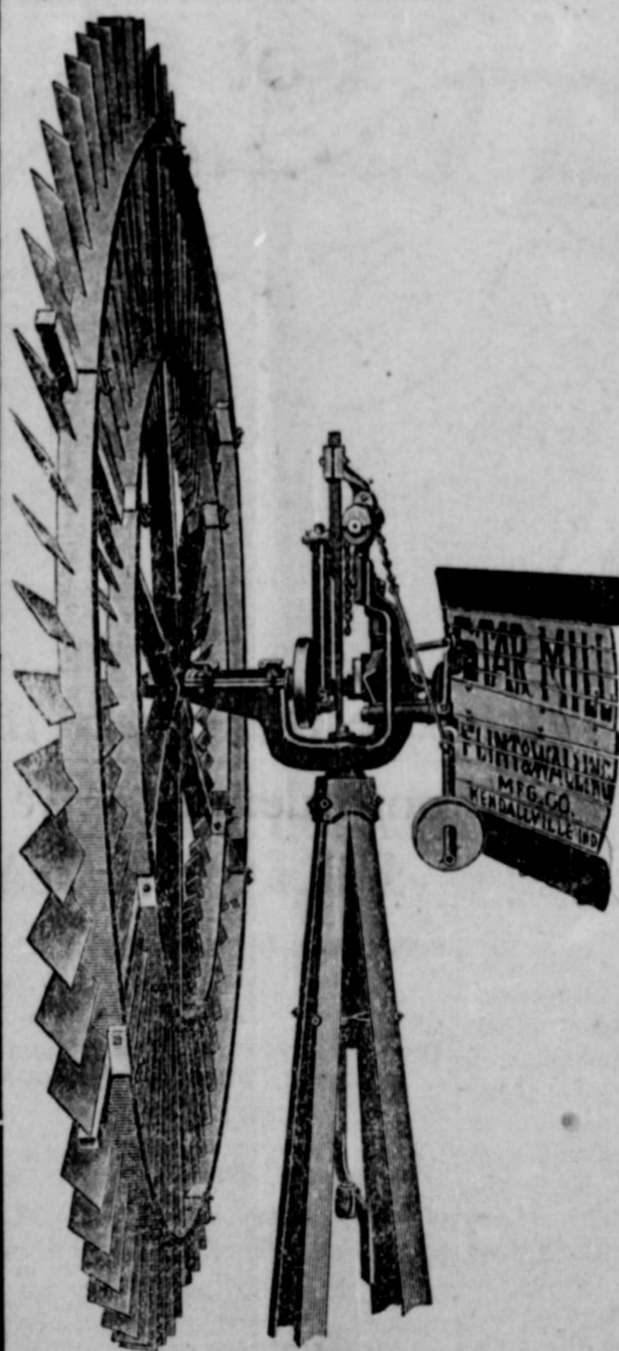
**TERMS**—One-fifth down, balance in one to six years. Don't wait. Farms are selling fast. For further information address,

**C. A. JONES,**  
Manager for S. M. Swenson & Son,  
SPUR, DICKENS COUNTY, TEXAS.

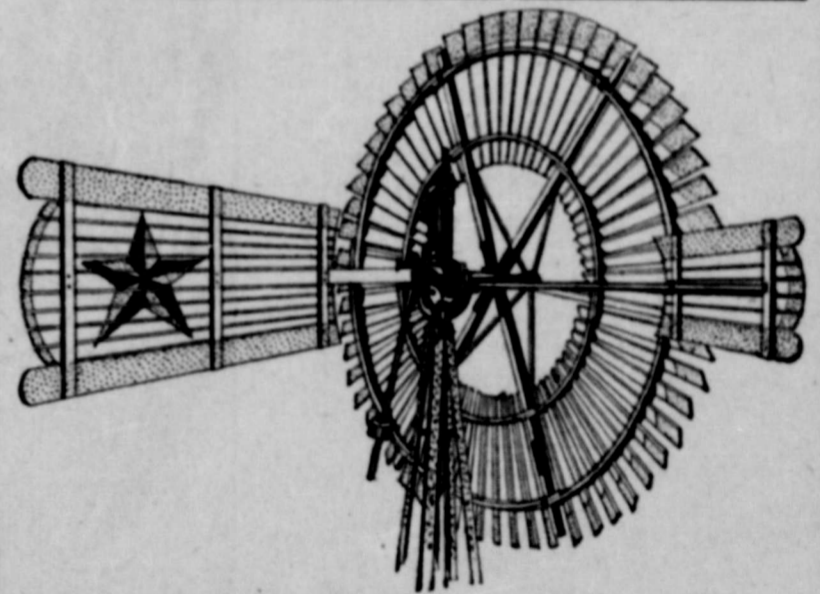
**THE GENUINE STAR WOOD WINDMILLS**

ARE BUILT ON PRINCIPLES THAT ARE ABSOLUTELY CORRECT, OF THE VERY BEST MATERIAL OBTAINABLE, AND ARE EFFICIENT, POWERFUL AND DEPENDABLE. THEY HAVE BEEN ON THE MARKET FOR OVER A THIRD OF A CENTURY, AND ARE A SUCCESS WHEREVER USED, BECAUSE THEY ARE CAPABLE OF DOING ANY AMOUNT OF WORK, AND KEEP ON DOING IT SATISFACTORILY FOR YEARS AFTER THE CHEAPER MILLS ARE WORN OUT AND FORGOTTEN.

**We are the Exclusive Manufacturers of the Genuine Star Windmills**



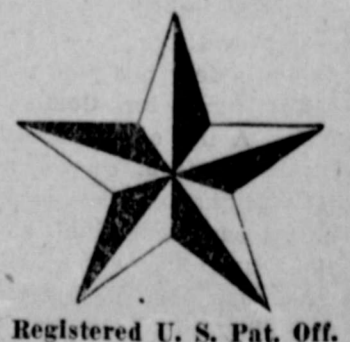
STAR WOOD WINDMILL Showing name side of rudder



STAR WINDMILL, SHOWING STAR SIDE OF RUDDER

In the territory named, the GENUINE STAR WOOD WINDMILLS are sold only by the R. C. Ware Hardware Co., Plainview, Texas; C. R. McCullum Hardware & Furniture Co., Lockney, Texas; C. Surginer & Son, Floydada, Texas; Barton Supply Co., Abernathy, Texas; Hale Center Hardware Co., Hale Center Texas. In buying a Windmill see that you get a GENUINE STAR and no other.

Every GENUINE STAR WOOD WINDMILL has painted on one side of the rudder a "Star Trade Mark," as here shown, and on the other side the words, STAR MILL, with name and address.



**FLINT & WALLING MFG. CO.**

**Kendallville, - - - Indiana**

**RICH MEN'S GIFTS ARE POOR**

beside this: "I want to go on record as saying that I regard Electric Bitters as one of the greatest gifts that God has made to woman," writes Mrs. O. Rhinevault, of Vestal Center, N. Y. "I can never forget what it has done for me." This glorious medicine gives a woman bouyant spirits, vigor of body and jubilant health. It quickly cures Nervousness, Sleeplessness, Melancholy, Headache, Backache, Fainting and dizzy spells, s.e nW ache, Fainting and Dizzy Spells; soon builds up the weak, ailing and sickly. Try them. 50c, at all Druggists.

**TO MY PATRONS:**

Through the columns of The Herald I desire to thank my friends and patrons for their patronage during the past year. It has been appreciated, and I hope for a continuance of the same during 1910.

Thanking you again for the business which you have given me, I am, Respectfully,  
JOHN M. WEBB.

**LOCAL AND PERSONAL**

Mr. and Mrs. J. A. Slaton and children, of Anson, Texas, came in last Thursday on a visit to J. H. Slaton and family.

Mr. and Mrs. W. S. Posey, of Lubbock, came up to spend Christmas in the city and to attend the wedding of Mr. Posey's sister.

Mr. Nichols, of Lockney, and his daughter, Miss Ruth Nichols, came over last Saturday to attend the Nichols-Posey marriage.

Paxton & Oswald have a licensed embalmer, who is ready at any time to answer calls for embalming and undertaking. 48-tf

Mr. and Mrs. L. A. Knight, Mr. and Mrs. R. E. Burch and Mr. and Mrs. R. W. Otto spent a part of the holidays at Mr Knight's ranch, near Running Water.

**MISCELLANEOUS MELANGE.**

**The Philosopher of Folly.**  
"What's the use," asks the Philosopher of Folly, "in judging a man by what his enemies tell you about him? His friends are all perfectly willing to give you a complete list of his faults."

**A Learned Student.**  
In talking over with his mother his first day at the kindergarten, Bobby philosophized, "If what I don't know yet is as much as what I do know, there's a heap to learn yet, isn't there, mother?"

**Touched a Tender Spot.**  
Two hundred women employed by a firm of hatters at South Norwalk, Conn., went on a strike because their employers wanted to know their ages in order to promote the three oldest to the positions of inspector.

**Those indebted to us will please call and settle, as we need the money. Don't forget it.**  
L. J. WARREN GROCERY CO.

**ANDERSON-SHORB.**

On last Sunday morning at nine o'clock at the Baptist parsonage, Rev. Gillon, in his usual pleasant manner, spoke the words joining in the holy bonds of matrimony John Anderson and Miss Lottie Shorb, both of this city.

Love's young dream has been, a pleasant one with these young people for some time, as The Herald force can testify, they both being former employes of this office. The groom is a gentlemanly young man of sterling worth and the bride's pleasing personality has won for her many friends, and the benedict is to be congratulated on securing such a charming companion for life. The happy couple are at present domiciled at the residence of the groom's mother, Mrs. Anderson.

That the waves on life's matrimonial sea may be merely gentle ripples is the wish of The Herald for this loving young couple.

Mrs. L. Lee Dye has returned from a visit with friends at Tulia.

**STUNG FOR 15 YEARS**

by indigestion's pangs—trying many doctors and \$200.00 worth of medicine in vain—B. F. Ayscue, of Ingle-side, N. C., at last used Dr. King's New Life Pills, and writes they wholly cured him. They cure Constipation, Billousness, Sick Headache, Stomach, Liver, Kidney and Bowel troubles. 25 cents, at all Druggists.

**STOCKHOLDERS' MEETING.**

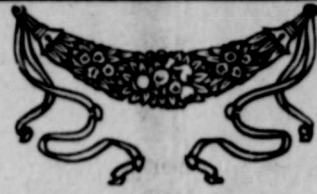
Notice is hereby given that a meeting of the stockholders of the Citizens National Bank of Plainview, Texas, will be held on January 11, 1910, at the hour of 5 p. m., in their banking room, for the purpose of electing seven directors to serve the ensuing year and to attend to any other business that may come before this meeting.

This December 6, 1909.  
J. N. DONOHOO, President.  
E. B. HUGHES, Cashier. 50-4t

The Herald for Book and Job Printing.

California  
Canned  
Fruits

# Our Opening



Call  
244  
Quick  
Service

A Line of Goods That was Never Opened in Plainview  
Every Article Guaranteed Fresh

- With first order for **\$20.00** 1 sack White Crest Flour
- With first order for **15.00** 1 Swift's Premium Ham
- With first order for **10.00** 18 lbs. Granulated Sugar
- With first order for **5.00** 1 bot. Manshaw Cherries
- First 20 orders for **2.50** Your choice fine can fruit

## 10 o'Clock Monday Morning January 3, 1910

### To the People of Plainview and Surrounding Country

WE wish you a Happy and Prosperous New Year and at the same time give you a cordial invitation to visit our opening on January 3, 1910. We open with a first class new stock, fresh from the factory and packers, and will appreciate any business given us. We are all interested in the business and will do our best to merit your trade and confidence. We are a new business with experienced men in charge.

To the people who have produce to sell, don't forget us.

Yours to please,

### Monarch Grocery Co.

BUCK SAMS  
FULTON MURPHY

D. L. WARDLAW  
T. W. SAWYER  
E. E. WADE

Send Your Child with an Order---It Will Receive Our  
Best Attention  
If Any Mistakes Should Occur, Same Will be Cheerfully Corrected

### CHRISTMAS TREES

#### WHEN SANTA CLAUS CAME TO THE SUNDAY SCHOOLS.

#### Brought Joy to the Hearts of the Young Generation and Aroused the Spirits of the Old.

In addition to the four Christmas trees mentioned in last week's issue, there was another at the Presbyterian church on Christmas night for the Methodist Episcopal Sunday school.

Santa Claus came again, though he had appeared the previous night at the other churches, bringing joy and gladness to many childish hearts. Each tree was a grand success. Programs were rendered at each one, and the good old Christmas time was ushered in with music and laughter and the merry voices of children.

"Peace on earth, good will toward men" seemed to be in the hearts of all, and a feeling of prosperity and plenty prevailed the city and its inhabitants.

#### CHOKED TO DEATH

is commonly said of babies who have died of the croup. How unnecessary this is. No child ever had the croup without having a cough or cold at the start. If you will stop the first symptom of the cough with Ballard's Horehound Syrup there is no danger whatever of croup. Sold by Wyckoff-Willis Drug Co.

#### PUDER-ANDERSON RECITAL.

At the Baptist church on Friday night, January 7, 1910, will be given a recital by two of Plainview's favorite musicians, Mr. Puder, violinist, and Mr. Anderson, vocalist, assisted by Mrs. Barnes, pianist, and Misses Williams and Barnes, readers. This recital is under the auspices of the January circle of the Baptist Ladies' Aid, and they cordially invite your patronage, at popular prices of 20 and 35 cents. With only a mention of the above names and the reduced prices the ladies should be greeted with a crowded house.

The Herald for Job Printing.

#### A PLEASANT TRIP.

The editor has no apology to offer that his part of the work on this week's issue is not up to the usual measure, in volume; we, we tried to side-step that insidious expression, but it's no use, and this is a personal matter anyhow; and the high-browed young man who operates the linotype never gets in a hurry until the copy hook is empty and the writer's magnet refuses to spark, then he assumes a pitying I-could-write-a-column-a-minute-of-your-kind-of-dope expression; then aesthetic construction counts for little and the insatiate maw of the Mergenthaler must be appeased.

What we started out to say was that during the holidays we thought we needed a rest—and was confident that our readers did—so, accepting the invitation of the publisher, Tom Shafer, who seeks surcease from all the sorrows incident to owning a newspaper in driving a fast-running automobile, and G. Ellis Carter, as companionable a young adonis as you would care to know, we accompanied them on a visit to their old-time friends, the Haynes, out on the stock farm of John Haynes, the son and brother, near Quitaque. Quitaque! That name trips our tongue in pronunciation every time. It is an Indian name and what it signifies is mere tradition, so let it go at that. Near the peaks bearing the name, and which rise to such heights as to be visible for miles as markers for the boundary line of the breaks at the juncture of the undulating prairies to the east and the wide, level plains to the west, the Llano Estacado of Texas histories, was at one time a favorite camping place and rendezvous of the red-skins, so vividly remembered by the early settlers of the West, and it was near there that General Mackensie caught them, but they slipped away and eluded him for a few days, but not many miles away he captured all that his troops did not kill in battle. That is the story as it runs of old Quitaque, and until this day are found in that vicinity the skulls and bones of Indians killed in that or other battles. The town of the name at present occupies a site

about six or seven miles northwest of the peaks, and to the hurried visitor its only distinguished features are its lack of population and a landlord who evidently has only recently moved from Vermont or Jerusalem, as he possesses the craftiness of one and the avarice of the other.

Five miles north from this place lies the ranch and home of the Haynes family, a pioneer family of the West who came to Hale county and settled near Petersburg some 20 years ago. When the daughters, Misses Myrtle, Lou, Mary and Willie, arrived at school age, the mother, a widow, moved to this city, where the young ladies attended school, and a more pleasant, cultured and sociable family, evidencing the quiet refinement incident to good breeding and education, can not be found in the West. Hospitality is the family creed, unostentatious but genuinely genial, and their home is a popular visiting place for their many friends. John Haynes, the son and brother, is a tall, broad-shouldered, athletic young bachelor, of good education and the whole-hearted manner of the westerner, with a quiet good humor which adds to his popularity.

We supposed the trip to be principally a hunting expedition, but Shafer and Carter were more socially than otherwise inclined, and after we, who up until that time were not very well acquainted with the sprinting qualities of the blue, or Mexican, quail, had chased a bunch of them all over Briscoe county, we, too, decided that the house furnished the greater attraction, and much of the remaining time was spent in pleasant company with games of pastime, attending an old-time dance at a neighboring ranch and the very pleasant diversion of the table, which was a thrice daily attraction by reason of its amplitude of edibles. So pleasant was the visit, so enjoyable the cordial hospitality, that the trip was prolonged beyond original intention. Even the automobile was reluctant to leave, and it was so firmly established in that conviction that it required three or four surgical operations, several explosives and one explosion to get it started. What specific inducement prevailed will probably remain one of the mysteries, as we did everything

to it from a scientific dissection of the carburetor to the more prosaic but just as effective method of tying a tin can to its tail, and, when for the sixty-fourth time it had been verbally consigned to the region where the snows never drift, it started as smoothly and easily as possible and ate up the intervening 65 miles to The Herald office in short order.

So what's the use of apology; even if we did miss a few days' work. The sun still shines, the weather is balmy and spring-like, the new year holds portentous promise. The paper is issued on time, thanks to the society editor, the readers will not miss many of our usual intellectual summer-saults and we hold pleasant recollections of a few days spent most enjoyably in the society of a most hospitable host and pleasant hostesses.

#### DANGER!

Citizens are warned not to touch or drive over any loose electric light wire, as the wires are now carrying a high voltage and are dangerous to come in contact with. Anyone noticing any loose or broken wires along our lines will please notify us by phone.

MALONE LIGHT & POWER CO.

#### NOTICE.

Those having an account with us that is past due are urgently requested to make immediate settlement. We are in serious need of money just at this time, and those that are indebted to us should show their appreciation of the courtesies we have shown them in this respect by calling and making settlement.

L. J. WARREN GROCERY CO.

#### DR. HALL CRITICALLY ILL.

On last Sunday morning during services at the Christian church, Dr. J. B. Hall, the well-known dentist, was attacked by a spell of heart failure, and for a time was thought to have suffered a fatal stroke. He rallied somewhat from the attack and was removed to his residence, where he is now, and his condition is slightly better, but physicians pronounce his illness critical.

#### GROCERY VERSE.

The Monarch Grocery Store Is quite a swell affair; They've bought new goods galore, Have delivery men past compare.

Behind two prancing animals, In a new wagon grand, You'll see equipped for working This prompt delivery man.

In this special line of work This man has won a name, If you will let him bring your goods, You'll find he earns the fame.

We deliver all kinds of goods, From hogs' heads down to hams, If you want the best results, Just call on old Buck Sams.

Connected with the Monarch Is a delivery boy quite fine; To deliver you the best of goods He's ready all the time.

He has a wagon, new and bright, And everything to match, Your goods are delivered right at once And never get a scratch.

To please the people's fancy Is this young man's sole aim, If you receive your goods thro' him 'Twill be your material gain.

So if you'd like the best results, Just call up Monarch Groc'ry And ask to have your goods sent up By Mr. Fulton Murphy.

—Contributed.

#### I NEED MONEY.

Bear it in mind. Those indebted to this firm must pay what they owe. Don't wait until the bill collector calls around, but call at the store and make settlement.

L. J. WARREN GROCERY CO.

Miss Fannie Stout and John Allen visited over Christmas with Miss Belle Lyons, daughter of Mr. and Mrs. R. G. Lyons, at their ranch, about 25 miles northwest of this city.

Big stock Wool and Cotton Blankets at 25 per cent discount at CARTER MERCANTILE CO.

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**COOK, COLLOSSAL FAKE OF AGE**

**HIS NORTH POLE CLAIMS VANISHED IN THIN AIR.**

The Canard with Which He Duped the World Would Not Stand Scientific Investigation.

Copenhagen, Dec. 21.—The report of the special committee of scientists which the University of Copenhagen appointed to scrutinize Dr. F. A. Cook's claims that he had discovered the North Pole was submitted to the consistory of the university this morning, indorsed by that body and given to the public.

The report shatters completely, almost contemptuously, the American explorer's claims to such discovery and fills the officials and people of Denmark with chagrin at the figure Denmark is made to appear in the view of the scientific world. The public was prepared for a verdict of "not proven," but it did not expect its recent hero to be branded as an imposter. Many still cling to the belief that Cook acted in good faith, but harbored a delusion.

**Scientists Lose Faith in Cook.**

Explorers and scientists, almost unanimously, have lost faith in Cook's honesty, while one of his warmest supporters, Knud Rasmussen, helped to frame the university report. The evening papers attack Cook and severely reproach him for hiding, which they regard as a sign of a guilty conscience. The rector of the university, Dr. Torp, when questioned as to the possibility of the university canceling the degree which it conferred upon Cook, said no decision had been reached, but he thought the degree could be withdrawn.

**Explorers Believe Cook a Swindler.**

Commodore Gustav Holm, the Arctic explorer, and a member of the committee, said: "Cook's claims that he made the observation 89 degrees 59 minutes 46 seconds near the pole proved immediately that he was a bad observer, but nothing indicated that he was a swindler. Now, his papers convict him of being a swindler. We examined Cook's observations thoroughly and unanimously agreed that they were worthless."

Prof. Olufson, secretary of the Danish Geographical Society, said: "It is the saddest event in my life. As an explorer there seems to be no doubt that Cook is entirely unreliable."

**Danish Newspaper's Criticism.**

The National Tidende, while deploring that the university conferred the degree in a moment of enthusiasm, finds consolation in the fact that others honored Cook when he returned to civilization.

"The president of his own country and its envoy at Copenhagen," says the paper, "were the guarantors for him. Denmark alone did not blunder. Our country must now leave this sad affair to America and to Cook."

**Rasmussen Abandons Dr. Cook.**

In an interview, Knud Rasmussen said: "The university would not call me at first because I was one of Cook's strongest supporters. Later, however, I was invited to the investigation, and when I saw the observations I realized it was a scandal. My

**ALONE IN SAW MILL AT MIDNIGHT**

unmindful of dampness, drafts, storms or cold, W. J. Atkins worked as night watchman, at Banner Springs, Tenn. Such exposure gave him a severe cold that settled on his lungs. At last he had to give up work. He tried many remedies but all failed till he used Dr. King's New Discovery. "After using one bottle," he writes, "I went back to work as well as ever." Severe Colds, stubborn Coughs, inflamed Throats and sore Lungs, Hemorrhages, Croup and Whooping Cough get quick relief and prompt cure from this glorious medicine. 50c and \$1.00. Trial bottle free. Guaranteed by all Druggists.

confidence in Cook had been based on personal impressions and also on the testimony of the Eskimos when they all said that he had made the trip from Cape Sparbo to Etah, and such a trip during the dark of winter would suffice to make a man famous. But the papers which Cook sent to Copenhagen are most impudent. No schoolboy could make such calculations. It is a most childish attempt at cheating. Cook has killed himself by his own foolish acts."

Commodore Hovgaard, the explorer, said:

"Although it has not been proved that Cook did not reach the pole, I can only regard Cook now as an imposter."

**Documents Submitted by Dr. Cook.**

The documents handed the commission of the University of Copenhagen for examination are:

1. A typewritten report prepared by Dr. Cook's Secretary, Walter Lonsdale, and covering sixty-one pages of foolscap.

2. A typewritten copy made by Mr. Lonsdale from Dr. Cook's notebooks. This occupies sixteen pages of foolscap and includes a description of the expedition during the period from March 18, 1908, to June 13, 1908, during which, according to the statement, Dr. Cook journeyed from Svarstyog to the North Pole and returned to a point on the polar ice not specifically indicated but west of the Axel Heiberg Land.

The papers were not accompanied by private letters from Dr. Cook, but Secretary Lonsdale stated verbally to the commission that the original notes and books of the explorer from which his copies were made had been sent to Europe by another route as a precautionary measure and would be delivered to the university in the course of a few days.

**Claims Accurate Duplicate.**

In presenting the data Mr. Lonsdale stated explicitly and repeatedly that the copy numbered "two" was a complete and accurate duplicate of the information contained in all of Dr. Cook's notebooks that could be of any importance to the university for the purposes of this examination.

**No Original Notes Presented.**

In spite of the explorer's promise and his secretary's assurance that they would be forthcoming, the commission is not yet in possession of the original notebooks and diaries.

Up to this time it has been impossible for the university authorities to re-establish communication with Dr. Cook, which was suspended some time ago. The explorer's address is not known here even to Secretary Lonsdale.

After the members of the examining committee had made themselves acquainted individually with the material delivered and so convinced themselves of its utter worthlessness as a means of determining whether Dr. Cook reached the pole, the president of the committee, Prof. Stromgren, called a general meeting of the committee for last Friday, when the report to the university, and which is now made public, was drawn up.

**Lonsdale Is Questioned.**

Lonsdale, who had been invited to this meeting to answer some questions, brought with him a letter which he had received from Dr. Cook, which bore neither the place nor the date of its writing. The opened envelope, however, bore the postmark "Marseilles, Dec. 14, 1909. The same envelope contained a letter addressed by Cook to the former rector of the University of Copenhagen, Prof. Torp. The letter to Torp was dated New York, Sept. 27, 1909. In his letter to Prof. Torp, Cook states that not only were his instruments left at Etah, but most of his astronomical observations were left there, and he adds that without these it seems unwise and impossible to pass a final judgment upon his expedition. The committee finds as follows:

**Finding of Committee.**

1. The report of the expedition sent to the university by Dr. Cook is the same as that printed in the New York Herald during the months of September and October last.

2. The copy of Cook's notebooks does not contain any original astronomical observations whatsoever, but only results.

3. The documents presented are inexcusably lacking in information which would prove that the astronomical observations therein referred to were really made; and, also contains

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no details regarding the practical work of the expedition and the long journey which would enable the committee to determine their reliability.

**"Contain No Proof."**

The committee thereof is of the opinion that the material transmitted for examination contains no proof that Dr. Cook reached the Pole.

The report is signed by all six members of the committee, who were assisted in their inquiry by Knud Rasmussen, the explorer.

The university council issued this statement:

"The documents handed to the university for examination do not contain observations and information which can be regarded as proof that Dr. Cook reached the North Pole on his recent expedition."

**Personnel of Committee.**

The committee representing the University of Copenhagen in the examination was composed as follows: Prof. Elis Stromgren, director of the

(Continued on Page Six.)

**REMEMBER THAT E. R. WILLIAMS is prepared to fill your wants in any emergency in EMBALMING AND UNDERTAKING.**

**OSTEOPATHY.**

Dr. Pennock, an osteopathic physician, has opened offices in the new SoRelle building, one block north of the First National Bank building, Rooms 7 and 8, Phone 396.

Dr. Pennock is a member of the National Osteopathic Association, a physician of six years' practice and a graduate of osteopathy under the founder of the science, A. T. Still, of Kirksville, Mo.

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## Hale County Herald

TOM SHAFER, PUBLISHER

Phones: Business office, 72.

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 368, Plainview, Texas.

### ANNOUNCEMENTS.

For District Attorney, 64th Judicial District,

REUBEN M. ELLERD.

For County Attorney—  
CHARLES CLEMENTS.

For District and County Clerk—  
B. H. TAMPBERRY.  
J. W. CAMPBELL.

For Treasurer—  
JOHN G. HAMILTON.

For Tax Assessor—  
J. J. (JIM) LASH.  
S. J. FRYE.  
H. M. BURCH.

### TEXAS' EMPTY ACRES.

The land map issued by the Commercial Secretaries' association showing the cultivated and uncultivated area of Texas is the most eloquent invitation to the homeless thousands to come to Texas ever issued. But it is more than an invitation the the ambitious immigrant. It is a catalogue of material resources that should swell the Texas heart with pride and impress us with the splendid opportunities that lie about us. With an uncultivated domain comprising 141,372,060 acres, with the vast mineral and timber resources of the state only partially developed, with hundreds of miles of navigable rivers yet to be improved, there stretches out before us a vista of material wealth that should stir the blood and fire the ambition of every citizen of this great state.

With enough unoccupied land to provide a home and a living for every man woman and child of every race and color in the United States, Texas offers a welcome to the thrifty and law-abiding immigrants and to the investor unrivaled by any section of the globe.

But this showing of splendid opportunities is not only an invitation to immigration and investment from abroad, but it should be an inspiration to every landless man in Texas to redouble his efforts to get a homestead for his family somewhere on these broad but empty acres.

Much of this unoccupied land is owned by the state and is rapidly being purchased in large tracts. At the earliest possible moment the state should conserve this vast body of land for homes for its own citizens, by reducing the number of acres that may be purchased by one person. This domain is the heritage not only of this generation, but of future generations as well.

This land map should bring home to us another important truth, which is the imperative duty of the state to do more for the agricultural development of the state in the ways of added facilities for teaching agriculture to the rising generation of boys and demonstrating the best methods of farming to the present generation of farmers. In doing these things Texas is far behind many of her sister states having less acres and fewer farmers. The wide diversity of soil and climate in this state presents many diverse agricultural problems, which it is the duty of the state to solve. With agricultural courses a regular part of the public school curriculum, with one or more state colleges with an attendance of 5,000 or 6,000 young men, with an experiment farm in every county and a demonstration farm in every neighborhood, with farmers' clubs and institutes in every school district, not only would the uncultivated area of the state be rapidly decreased, but the area already in cultivation would produce larger and more profitable yields.

The time is ripe for our statesmen to respond to public sentiment and public needs and construct a policy of agricultural development which will people our empty acres with happy and prosperous farmers.—Fort Worth Record.

Arcadia is ours. Ours to know, appreciate, live and breathe. Waft to us on the boundless main of infinite love the recrudescences of "peace on earth, good will toward men."

Arcadia and the glad yuletide have met and are warmly embracing the opportunities of universal brotherhood. Sing to us of love, Boundless as the love of God is the similitude of the glories to be found in this section of the universe. It is Arden. It is Arcadia. Come join this band. Sing to us of love, oh, vestal choir!—Lubbock Avalanche.

In the language of the poet, "That is going some."

While we do not know just where the town of Arden is located, or whether they have regular "recrudescences" there or not, we suppose it to be a new townsite platted and placed on the market by some of Lubbock's enterprising real estate dealers; and the Avalanche man's assertive simile that Lubbock, the lusty, Lubbock, the quintessence of quietude was trotting down the pike of progress side by side with old Arcadia is somewhat surprising.

Lubbock, of Lubbock county, and the Lubbock Avalanche are known and recognized from Maine to Mexico, Cape Horn to Peary's Pole, Kamskatca to Cooks present whereabouts as being the hustling hustlers of hustledom, and the encyclopedia says that famed Arcadia was in the also-ran class: "A country in the heart of Peloponnesus, the inhabitants of which were reckoned as simple, ignorant and stupid, but happy."

In sizing up the various candidates in the gubernatorial field, Frank Putnam, of the Houston Chronicle, says of one:

"Mr. Colquitt as an orator is entertaining, but not convincing. He is always too palpably matching with his hearers, trying to make his audience think as he for the moment chooses to think. But Mr. Colquitt has taken his pitcher to the well too often. Folks generally have got him sized up. They can't help admiring his audacity, or cheek, if you want to call it that, and they like his plump ruddiness, his abounding physical vigor, and his infectious but somewhat superficial good humor, but they can't trust him to stay hitched politically. Mr. Colquitt is consumed with ambition. He knows his intellectual ability to fill any office in the gift of the state, and with a concentrated zeal seldom seen in politics he flies his kite in every wind that blows to boost Oscar Colquitt's ambition."

"If there is one business on earth that a quitter should leave alone, it is advertising," says John Wanamaker. "To make a success of advertising one must be prepared to stick to it like a barnacle on a ship's bottom. Advertising doesn't jerk; it pulls. It begins very gently at first, but the pull is steady. It is likened to a team of horses pulling a heavy load. A thousand spasmodic jerks will not bulge the load, while half the power, exerted in steady effort, will start it and keep it moving."

The Fort Worth Star-Telegram, the cheerful optimist whose editorial pages delight the Texas press, pays the following compliment to the papers of the state:

"If your faith in the future of Texas ever falters, get a bundle of Texas newspapers and read them through. If you do not lay them down with a renewed faith in the state you should move out of it. Nothing can cure you."

Tainted money is twice tainted when 'tain't mine, nor 'tain't yours.—"Muckraker."

### LUTHER M. TESH.

Luther M. Tesh, field secretary of the World-Wide Baraca and Philathea Union, who is making a tour of America, will make an official visit to Plainview on Jan. 5th, remaining one day.

His work is interdenominational, and while here he wants to meet all Sunday school workers of the city. An evening program has been arranged for at the Baptist church, at which time he makes his leading address on the subject of "Baraca."

People of all denominations are urged to be present, for they will hear something fine. No admission will be charged. After the program an informal reception will be tendered Mr. Tesh at H. J. Dillingham's home, corner of First and Jones streets.

Other announcements will be made later.

### WELL-KNOWN WOMAN DEAD.

"Aunt Mollie" Straughn, of Amarillo, Passes to Her Reward.

The following notice, taken from the Daily Panhandle, of the death of a woman well known to many citizens of Plainview will be read with regret, and especially so by those who have lived long in this country and had often met this kindly disposed and gracious old lady. The news item says:

"The tireless, active hands of "Aunt Mollie" Straughn, the much loved and motherly housekeeper for Hotel Amarillo for almost two decades, now rest from their labors. Following death, which resulted after months of suffering, the body was removed to the Eakle establishment. Funeral services were conducted for "Aunt Mollie" this afternoon at Sacred Heart Catholic church, Rev. D. H. Dunne, the pastor, officiating.

"With the passing of "Aunt Mollie," a light has gone out of the Hotel Amarillo. She was a favorite with traveling men, and at no time did she ever forget the faces of those with whom she came in contact. Her range of acquaintance was large—including practically all who ever were sheltered beneath the roof of the well-known hostelry during her stay in Amarillo.

"Always gracious and considerate of the comfort of the guests, the "Aunt Mollie" of the hotel brought the minds of many back to the homes of their childhood. She withheld not her hand where kindly ministrations was availing, and she is mourned by all of the household, from the proprietor down to the porter.

"Mr. and Mrs. H. P. Canode, proprietors of the Hotel Amarillo, could scarcely have been more appreciative of their own mothers, and their devotion to the passing friend was little short of pathetic. To-day there is real grief in the family of the hotel, and the news that "Aunt Mollie" is no more is being sent to many of the old-time patrons of the establishment.

"This cheery, good soul touched and encouraged, raised the drooping spirit and soothed the aching brow of many. Her life, if not on exalted lines according to the estimate of mankind, was one that served a purpose far nobler than have many holding the station of kings and queens."

### WHITFIELD.

Mr. and Mrs. H. L. King gave a farewell dinner in honor of Mr. and Mrs. J. B. Wakefield, a highly respected couple who are about to move near Silverton. We will all miss this fine couple, as they have won many friends while living here. Those present were J. B. Wakefield and wife, J. A. Pullen and family, P. A. Hubbard and family, J. W. Briggs, Cleve Hartman and Guy Ramsey, of Lockney.

Mrs. Jim Nation, who had been visiting here, received a telegram from Oklahoma stating that her father was seriously ill. They left last Friday for home.

Mrs. Wilkinson was a pleasant caller at the Pullen and King homes on Monday.

The beautiful home of J. A. Pullen was the scene of joy and peace on Christmas day, when a number of their friends gathered to eat turkey, cranberry sauce and all the dainties which we enjoy so much at Christmas. After the bountiful dinner the guests withdrew to the spacious parlor and reception room, where music was rendered and forty-two was enjoyed by all. Those present were Mr. and Mrs. H. L. King and son, Henry, Mr. and Mrs. Hubbard and family, Guy Ramsey, of Lockney, J. W. Briggs, and Mrs. McLein, of McGregor, Texas.

The young people had an enjoyable time at the Farmway home on Friday night.

Felix Wakefield, of Silverton, was over here the first of the week helping to move his father to their new home.

Harry Stutzenbecker was in Plainview Tuesday.

H. L. King went to Plainview on last Monday.

Quite a crowd "tripped the light fantastic" at the Stutzenbecker home on Friday night of last week. All enjoyed a pleasant evening.

Should you discover that your name is incorrectly spelled on the address label of the copy of The Herald you receive, kindly notify us of such error, as it might be the cause of your failing to get your paper.

YOU'VE been reading a lot lately about wear and wearability of paint; and there are paints that do have these qualities.

But there's one paint that has more than these, for it possesses the peculiar quality of *sustained* wear, namely the Mound City Horse Shoe Brand; the paint with the life in it; the paint that's made of honest Lead and honest Zinc and Pure Aged Linseed Oil; the paint that wears and looks better than Lead.

Horse Shoe Brand Paint, all colors, always gives a clear, beautiful, living look to the finished job. Never bleary, or muddy, or gummy; none of that dead, dull appearance.

Then, too, it pays to come to a store where they are able to advise you and help you to get the most good out of paint. If you read this ad. you will know where such a store is right in this very town.

Besides the House Paint, there's a Horse Shoe Paint for every purpose: Floor Paint, Barn and Roof Paint, Buggy Paint, To-Walk-On Stain, Screen Paint, Wagon and Implement Paint, what you want for whatever you want to put it on.

Let's tell you about one of these Horse Shoe Brand Specialties: Floor Paint: Horse Shoe Brand Floor Paint is the best floor paint we know anything about, for the reason that the more you wash it the harder it gets, like cement. Wears like concrete and yet keeps alive all the vivid color that it had when first applied.

So, when you're ready for paint that *is* paint, and does what good paint ought to do, here's the place and here's the store that sells it. You can trust the paint and you can trust the store; two things worth remembering.

## ALFALFA LUMBER COMPANY

M. C. HANCOCK, Manager

### New Year's Greeting.

To My Many Customers in Hale and Adjoining Counties:

I want to thank you for your liberal patronage this past year, for while I have had a splendid business this year I feel that I owe my success to you, and I want to show my appreciation by making you lower prices in the future than you have ever had in the past. I have a larger and more complete stock of general household goods, both new and second-hand, than I have ever had before and at prices that will make you buy them if you see them. Don't forget when you are in Plainview to spend the night that we have the largest rooming house on the South Plains. Clean rooms and lots of cover; beds, 25 and 50 cents.

Also remember that I am still Hale county's auctioneer and can sell your stuff for all it is worth and sometimes more.

Hoping for your liberal patronage in the future as I have had in the past, I wish you a prosperous New Year. I am, as ever,

Yours for business,

W. A. NASH.

Proprietor of Nash's New and Second-Hand Store and Rooming House, North Covington St. Phone 95. 1

On and after January 1st we will conduct our business strictly on a Cash Basis. TANDY-COLEMAN COMPANY. 52



## PROTECTION

is what we all want. The eagle may scream and his flight may be the highest, but he isn't worth powder to blow him up when it comes to

### Adjusting Fire Losses. This Office Does It

on every policy we write. Protection is full and complete in all our policies.

### Hazard Nothing. Get Our Policies.

It's a risk to delay. Insure today. We write Live Stock, Liability, Plate Glass and Automobile Insurance.

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PLAINVIEW, TEXAS.

## Attention, Land Buyers!

If you have land to sell list it with us and we will find a buyer. We make a Specialty of Farm Lands and City Property.

R. C. SCOGGINS

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## Shallow Water Land Company.

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Plainview, Texas.

# Start the New Year Right

By letting us furnish your home complete with up-to-date Furniture. We have anything you might need to complete furnishing your home at prices that will please you. Let us sell you a nice

**Carpet or Rug  
Linoleum  
Hall Tree**

**Extension Table  
Set of Chairs  
Parlor Suit**

**Library Table  
Book Case  
Fancy Rocker**

**Dresser  
Iron Bed  
Sealey Mattress**

We always handle a large stock of Furniture, and you cannot make a mistake by visiting us before buying

**PHONES 105-149**

**E. R. WILLIAMS**

**House Furnisher**

Hale County's Leading Furniture Dealer and Undertaker

## SOCIAL EVENTS

By Mrs. W. E. ARMSTRONG—Phone Herald, or Residence 166.

### WOODEN WEDDING.

Quite a pleasant gathering of old friends and new assembled at Mr. and Mrs. Robert Tudor's on Christmas evening, the occasion being the fifth anniversary of their marriage. The Yuletide was favored in the decorations of red and green, crimson bells, red and white carnations and gray autumn leaves predominating, while the dates, 1904 and 1909, marked a half decade of happy married life. Forty-two and five-hundred were played during the evening. The favors—clusters of carnations—fell to Dr. J. D. Hanby and R. E. Burch.

A three-course supper was served at ten o'clock to the thirty guests present.

A number of handsome and useful gifts were received.

### NICHOLS-POSEY.

On Christmas morning at eleven o'clock Dr. Everett O. Nichols, of Fort Worth and Miss Jewell Posey, daughter of Mr. and Mrs. J. B. Posey, of College Heights, were united in marriage at the home of the bride's parents, Dr. L. L. Gladney officiating. Only the immediate families and a few intimate friends of the bride and groom were present.

After the simple but impressive ceremony, an elegant dinner was served, reminding the guests by its appointments and bounty that the wedding day was also Christmas day.

The bride is the beautiful and accomplished daughter of J. B. Posey, vice president of the Citizens National Bank, and the groom is a promising young physician of Fort Worth.

Dr. and Mrs. Nichols left on the 1:30 train for their future home, the bride wearing a going-away gown of gray cloth with plumed hat to correspond.

A number of handsome presents testified the popularity of the young couple.

### CHRISTMAS PARTY.

Little Adrian Hanby, daughter of Dr. and Mrs. J. D. Hanby, entertained twelve of her little friends on Christmas afternoon, from three to five.

After enjoying a variety of games for a while, the wee lads and lassies were ushered into the beautiful dining room, where a miniature tree awaited them, laden with fruits and Christmas stockings filled with candy and nuts for each small visitor.

Miss Lucile Kinder assisted Mrs. Hanby and her daughter, Gwendolyn, in entertaining the following guests: Grace McCormack, Roberta Tudor, Mary Nan Meharg, Allene Schick, Sarah Wayland, Geraldine Jones, Jennie Lee, and Howard London, Thomas Brahan, Edwin Braselton, Edwin Kerr, Vestal and Gordon Wardlaw.

### HARMONY CLUB.

At the club hall on last Monday evening the members of the Harmony Club gave their Christmas ball. The realization of the function fully met the anticipations of Plainview's gay social set. It was a full dress affair, and many of the costumes seen were brilliant with the glitter of diamonds and shimmer of satin.

The grand march was led by Mr. and Mrs. Frazier, followed by the members of the club and the ladies favored by them. The music, furnished by Mr. Chambers, of Clovis, New Mexico, who is employed by the club, was inspiring and beautiful.

A hot supper was served at 10:30 by Dick Weis, the famous caterer.

The Christmastide was honored in the programs and in all the appointments of the affair, which was one of the most beautiful ever given in Plainview.

### FIVE HUNDRED PARTY.

On Thursday evening of Christmas week Miss Allie Ware honored her guests, Misses Kate Stockwell, of Amarillo, and Eula Mae Alley, of Hale Center, with a five hundred party, which, though small, was one of the most pleasing of the season's festivities. Holly, mistletoe and Christmas bells gave evidence of the happy Yuletide. In the game Miss Bettie Knight won the favor for the ladies, a hand-painted plate, and David Collier won the gentleman's prize, a pair of silk socks.

A salad course was served the following guests: Misses Bettie Knight, May Kinder, Ola Long, Joe Keck, the honorees, and Messrs. Guy Jacobs, Roy Sanson, Bert Wooldridge, Will Dowden, Payton Randolph and David Collier.

### THE YOUNGER SET.

Miss Georgia Brashear entertained ten couples of the younger set last Monday evening. A variety of games made the hours pass pleasantly. Hot chocolate, fruit salad, whipped cream and cake were served at ten-thirty.

Miss Amy Nash was hostess on the evening of the 28th to a number of her friends. Good music and games occupied the hours, until chocolate, ambrosia and wafers gave a finishing touch to a most pleasant time.

### YULETIDE PARTY.

Mesdames H. C. Randolph and J. O. Wyckoff entertained most delightfully last Wednesday afternoon in true Christmas spirit and style. The beautiful home was decorated with the colors of the season. The electric lights and candelabra were shaded with crimson and the same warm color predominated in the bells and

other tokens of the glad Christmas time, while jars of Chinese lilies made the air heavy with fragrance. The whole house presented a scene of Christmas warmth and beauty long to be remembered by those fortunate enough to be present.

Ten tables were arranged for the guests. At the close of the game an elaborate luncheon was served, perfect in appointment and style.

The score cards bore bunches of holly and good wishes to all, progression being marked by tiny bells.

Crimson boxes, containing mints, were given as favors and amid merriment and good wishes the guests departed for their homes.

### CHRISTMAS TREE.

Judge and Mrs. George L. Mayfield had a Christmas tree at their home on Christmas Eve for their own family and those of their friends who were prevented from attending those at the various churches.

The tree was bountifully laden and a source of delight to the following guests: Mrs. S. J. Frye, Mrs. Roy Frye and children, Mrs. Hal Hamilton and children, Mr. and Mrs. Stuart Rhea and children, Mr. and Mrs. Sidney Jones, Mr. and Mrs. J. L. Smith, Mrs. Eliza Glover, Miss Martha Glover, W. M. Glover and Ralph Maggard.

### BIRTHDAY DINNER.

Dr. and Mrs. Irvin E. Barr gave a dinner on Sunday of last week in honor of the first birthday of their little daughter, Lucile. Covers were laid for Dr. and Mrs. G. W. Carter, Mr. and Mrs. E. P. Norwood, Mr. and Mrs. J. W. Pipkin, little Esther Jordan and Mr. and Mrs. R. S. Griffin.

### MARRIED CHRISTMAS DAY.

Miss Lillian Grimes and B. W. Baker were married at the home of the bride's parents, Mr. and Mrs. L. R. Grimes, three miles east of Plainview, on Christmas morning, in the presence of the family only; Rev. C. N. N. Ferguson officiating.

### HOLIDAY DINNERS.

A series of holiday dinners that in appointment and style equal any in cities of older growth and larger population was inaugurated on the evening of the 23rd by Mr. and Mrs. Lloyd Mayhugh at their home, corner of Restriction and Alexander streets. The decorations were emblematic of the approaching festival. A large crimson bell was suspended over the center of the table, surrounded by smaller bells of the same hue. Festoons of red were caught from the cluster of bells to the four corners of the room, while wreaths of holly ornamented the walls. An elaborate five-course dinner was served the following guests: Mr. and Mrs. Thomas B. Carter, Mr. and Mrs. Albert Hinn, Misses Edna Mayhugh, Rosa Fowle, Elsie Cobb, Georgia Saxton, and Messrs. John Elliott and Roger Mayhugh.

Dr. and Mrs. James Walker Grant honored Messrs. O. M. Unger, Roy Sanson and Guy Jacobs with a dinner

### MULES WANTED.

Will buy 14½ to 15½ hands high, from 4 to 8 years old, in good flesh. Will be in Plainview at Red Wagon Yard on Monday.

D. P. KENNEDY.

## Want Column

FOR RENT—A well furnished front room; close in. Phone 31. Mrs. C. R. LUTHER.

LOST—In Plainview; ladies' neckscarf of squirrel fur. Return to Herald office and receive reward. 52

WANTED—A good, industrious, middle-aged woman for chambermaid. Apply at DAILY HOTEL. 52

FOR SALE—3-year-old Jersey cow, now giving milk. Inquire for WHITSON, at Crowds Bros. & Hume. 54

LOST—In Plainview, gold watch fob, imitation rail fence, with Simon's chain. Return to Herald office and receive reasonable reward. J. W. RAY. 51

Take a look at the line of Ladies' \$1.50 to \$3.00 Shoes to close out at 95c at CARTER MERCANTILE CO. 52

FOR RENT—Nicely furnished room; close in. Apply Box 12. 51

FOR SALE BY OWNER—Three strictly modern, five-room cottages, in Plainview. Apply corner of Wayland and Slaton streets. Small payments; balance to suit. Also one house to rent. 48-1f

SEWING WANTED—Good dressmaking done by Mrs. H. A. Counts, on Prairie street, just north of new Methodist church. Prices reasonable. 43-1f.

TO REAL ESTATE MEN OF PLAINVIEW—I have taken all of my land in Hale county off the market.—J. W. Wonder. 51

All bills sent COLLECT ON DELIVERY after January 1, 1910. TANDY-COLEMAN COMPANY. 52

We conduct funerals, do embalming and carry the largest line of Caskets, Robes and Suits in Plainview. Calls answered at all hours. Phone 179.—Paxton & Oswald. 48-1f

When you request to have your address changed, NEVER FAIL to give your old address, as well as the new. Remember this. 1f.

### SPECIALIST.

I treat all diseases of Eye, Ear, Nose and Throat; also have Glasses and pay special attention to fitting them. Consultation and examination free. Will be in Plainview January 12th and 13th. Office at Daily Hotel. B. E. SMITH, M. D., Weatherford, Texas.

## The S. BRUNER LUMBER CO.

DEALERS IN

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## ALFALFA LUMBER CO.

DEALERS IN

All Kinds of Building Material

Phone 163

M. G. HANCOCK, Local Manager

## Worn Women

Women, worn and tired from overwork, need a tonic. That feeling of weakness or helplessness will not leave you of itself. You should take Wine of Cardui, that effectual remedy for the ailments and weaknesses of women. Thousands of women have tried Cardui and write enthusiastically of the great benefit it has been to them. Try it—don't experiment—use this reliable, oft-tried medicine.

# TAKE CARDUI

## The Woman's Tonic

Mrs. Rena Hare, of Pierce, Fla., tried Cardui and afterward wrote: "I was a sufferer from all sorts of female trouble, had pain in my side and legs, could not sleep, had shortness of breath. "I suffered for years, until my husband insisted on my trying Cardui. The first bottle gave me relief and now I am almost well." Try Cardui. "It will help you.

AT ALL DRUG STORES

### COOK, COLLOSSAL FAKE OF AGE.

(Continued from Page Three.)

astronomical observatory; Dr. C. F. Pechuls, astronomer attached to the observatory; Gustav Helm, explorer; Prof. A. B. Yonson, president of the School of Navigation; Dr. Royder, director of the meteorological office, and Dr. F. A. Engstrom, director of the Lund Observatory.

#### Loose's Data Not Used.

Capt. Loose's observations were not used in the papers Cook submitted to the university.

Washington, Dec. 21.—"Three months ago, from the Labrador coast, I sounded an explicit and deliberately worded warning to the world, based upon complete and accurate information, in regard to the Cook claims. In doing so I accepted the responsibility devolving upon me and fulfilled my duty to myself and to the world."

With these words Commander Robert E. Peary pointedly expressed his sentiments regarding the failure of

the University of Copenhagen to find any proof of the discovery of the North Pole by Dr. Cook.

Seated in a comfortably heated room in his apartments on Columbia Road, Commander Peary received an Associated Press representative, who apprised him of the decision by the Denmark scientists against Dr. Cook. Although far from showing any delight over the news from Copenhagen, it was evident that the explorer received the news with much satisfaction. Not so much as a faint suspicion of a smile illumined his stern face, but his eyes lighted up with the welcome knowledge of a vindication which had come to him after difficult trials.

#### Not Matter of Belief Alone.

"I have known the outcome of this since weeks before I reached this country on my return trip from the pole. It was not a matter of belief with me, but of absolute knowledge.

"However, I shall not discuss this matter in detail for publication. It is not necessary. The warning which I sent to this country before I landed is still sufficient. You remember my cablegram from Battle Harbor. Here is the exact wording of it:

"Cook has not been to the pole, April 21, 1908, or any other date. He has simply handed the public a gold brick."

With this Commander Peary de-

## Money! Money!

I have money to loan on Hale county farms. Long time; easy payments. Write or phone me at Lubbock, Texas.

R. SCOTT COCHRAN.

## Rectigraph Abstract Company

(INCORPORATED)

CAPITAL — — — — — \$15,000

We have a complete abstract of all lands and town lots in the following nine counties: Hale, Lamb, Lubbock, Floyd, Castro, Briscoe, Bailey, Hockley, Cochran.

Work always attended to promptly. Notary in office. Room 27, First National Bank Plainview, Texas.

M. M. Hargis, Manager  
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T. H. Shaw, Cattle Salesman  
C. M. Bishop, Hog and Sheep Salesman  
Leonard Hardin, )  
Tommie Shaw, Jr., ) Yardmen  
Alfred Vander Stuken

J. P. Maddox  
L. C. Smith  
Jno. R. Blocker  
Will H. Ford  
Geo. G. Hardin  
John L. Teague  
Walter Vander Stuken

"Let Us Sell 'Em .. There's a Reason"

## Texas-Oklahoma Commission Company

Room 111 Exchange Building, Ground Floor. Phone 4106

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Stock Yards:  
FORT WORTH, TEXAS

clined further to discuss Dr. Cook or his affairs, and it was evident that he regarded the whole controversy as ended. He declined to say whether he considered it possible for Dr. Cook to proceed further in presenting additional evidence or in submitting his data to other courts of authority.

"My friends may consider this decision as a complete vindication of their attitude on this whole matter, but as for me, I do not care to comment," said Mr. Peary.

#### Prof. Moore Talks.

Prof. Willis L. Moore, president of the National Geographic Society, which, through a committee of the body is conducting an investigation into the discovery of the North Pole, expressed lively interest in the information from Copenhagen.

"Our own committee," said Prof. Moore, "with Prof. J. Howard Gore, as chairman, will continue its work so that its report may be complete and contain a full history of the discovery of the pole. We hope that the report will be so fair and impartial that the world may understand it in all its details, the controversy respecting the discovery which has arisen.

"I presume that neither the University of Copenhagen nor Dr. Cook will have any objections to our committee examining the original records, and I anticipate the committee will still desire to go to Copenhagen to make that investigation. The committee is acting under authority of the board of managers of the National Geographic Society, which permits the committee to use its own discretion; but as the committee can not make its report entirely complete without seeing these records, it is reasonable to assume the committee will go abroad for that purpose.

"Our committee's examination of Dr. Cook's records doubtless will confirm the findings of the University of Copenhagen and would in no sense be an impeachment of that university's examining board, but under the rules of our society it is necessary that original records shall be examined by its investigating committees in order that the society's findings shall in every sense be original."

#### DISCREDITED BY HIS FRIENDS.

#### "Where Is Dr. Cook?" Is One of the Unanswered Questions.

New York, Dec. 21.—Thus ends one of the most fascinating chapters in all the romances of exploration. Honored by the King of Denmark, heralded by the University of Copenhagen, garlanded with wreaths of roses by young girls, accorded the freedom of the city of New York and acclaimed by thousands the length and breadth of the land as the bravest man who ever dared the silent terrors of the Arctic, Dr. Frederick A. Cook stands tonight discredited in the house of his friends. Not a word from him in defense or explanation. Nothing but disavowals from his partisans in the controversy that has raged about him ever since he first flashed word from Lerwick, in the Shetland Islands, to his wife:

"Successful; well; address Copenhagen."

Even that address to-night is lacking. Only his brother still stands stubbornly by him, refusing to believe that the verdict of the University of Copenhagen has been correctly reported.

Interest to-night centers on three questions:

Where is the Doctor?  
What will he have to say for himself?

What will he do for himself?  
Charles Wake, a close friend, and Dr. Cook's brother, in Brooklyn, both say he is at Christiansand, Norway, with his wife, but that the children are at school in this country.

A friend who had opportunity to see a private letter from Dr. Cook to the rector of the University of Copenhagen, says that the doctor then wrote that in the event of an adverse decision he would take no appeal to other scientific tribunals of the world.

One of the party who made the trip with Dr. Cook to Hamilton, Mont., where he had a dubious meeting with the guide, Barrill, who denied that the doctor had ever completed the ascent of Mount McKinley, said to-day:

"On the way back I asked the doctor what he would do if the University of Copenhagen found against him."

L. A. KNIGHT, Pres.  
L. G. WILSON, V. Pres.

J. H. SLATON, Cash.  
GUY JACOB, Asst. Cash.

## The First National Bank OF PLAINVIEW

Surplus and Undivided Profits \$115,000

We offer all accommodations consistent with prudent management.

## OUR NEW OFFICE

We have bought the business of the F. M. Richards Land Company, and our Plainview office will be in charge of our Mr. J. B. Downs, formerly of Waco.

We desire every tract in Hale County for sale to be listed with us. We sell any size tract, from a town lot to 32 sections.

## HUGHES LAND COMPANY

LOCKNEY -:- -:- -:- -:- PLAINVIEW

"I have not thought of that," answered the doctor.

"But you must think of it," said the friend.

#### Cook Discussed the Future.

"Well," answered the doctor, "if the university should find against me I believe I should go back among the Eskimos of Southern Greenland and try to carry on there such a medical mission as Dr. Grenfell has made famous."

Henry Wellington Wack, Dr. Cook's lawyer, and the friend who is the authority for the above statement, were both asked to-night how much money they thought Dr. Cook had made from the sale of his narrative to newspapers in this country and abroad and from his lectures.

#### Explorer's Profits.

"More than \$80,000," said Mr. Wack. "More than \$100,000," said his friend.

Both agreed that should the doctor elect to spend the remainder of his days in the retirement he has lately chosen, he need never want for comfort.

The Board of Aldermen who voted

#### DEAFNESS CANNOT BE CURED

by local applications, as they cannot reach the diseased portion of the ear. There is only one way to cure deafness, and that is by constitutional remedies. Deafness is caused by an inflamed condition of the mucous lining of the Eustachian Tube. When this tube is inflamed you have a rumbling sound or imperfect hearing, and, when it is entirely closed, Deafness is the result, and unless the inflammation can be taken out and this tube restored to its normal condition, hearing will be destroyed forever; nine cases out of ten are caused by Catarrh, which is nothing but an inflamed condition of the mucous surfaces.

We will give One Hundred Dollars for any case of Deafness (caused by catarrh) that cannot be cured by Hall's Catarrh Cure. Send for circulars, free.

F. J. CHENEY & CO., Toledo, O. Sold by Druggists, 75c.

Take Hall's Family Pills for constipation.

Dr. Cook the freedom of the city on his return to this country has now before it a resolution, introduced to-day, to withdraw its grant.

#### Cook's Mysterious Disappearance.

Dr. Cook mysteriously left the Hotel Grammatan, in the Bronx, Nov. 21, where he had gone to prepare his

## The Western Hotel

Board by the day or week.

RATES ..... \$1.00 per day  
BOARD AND LODGING by the week ..... \$5.00

JAMES YOUNG, Proprietor.



#### H. H. STEWART.

Maker of the celebrated Plainview Saddle. Special attention given to mail orders, write for Photos.

We also make a complete line of Light and Heavy Harness, and carry a full stock of Navajo Blankets, Gloves and all goods found in a first class Saddlery House.

Respectfully,  
H. H. STEWART  
Phone 290. South Side.

## The Plainview Nursery

Will be prepared to furnish Black Locusts and all other kinds of Shade Trees in all sizes. Also any kind of Nursery Stock. Send in your order now.

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## J. E. PENICK, Contractor..

All Kinds of Brick, Stone, and Cement Work  
CEMENT TRIMMINGS AND SIDEWALKS A SPECIALTY

North Covington St. Phone 331



records supporting his claim that he had reached the North Pole. It now appears that he sailed Nov. 27 on the steamer Caronia for Naples, where he remained for several days. This information was contained in a letter the explorer sent to his brother, who said:

"Dr. Cook has authorized me to announce that he is in Europe trying to gain a much-needed rest, and that is all I can say. At the proper time my brother will make a statement for publication, and until he sees fit to do so there will be nothing for his friends to do but to respect his wishes and allow him to remain in seclusion."

**Bradley Admitted Being Fooled.**

"He has fooled all of us, from the King of Denmark down," was the exclamation of John R. Bradley, Dr. Cook's backer in his arctic trip, when apprised of the news from Copenhagen; "and he fooled me with the rest," Mr. Bradley added.

"As for Dr. Cook, I haven't seen him nor heard of him since he left the Waldorf-Astoria to go to Bronxville to prepare his records for submission to the University of Copenhagen. I wasn't in communication with him while he was at the Grammatan, and as a matter of fact had hardly an hour's solid conversation with him all the time he was here after his return from the Arctic."

**Discounted Danes' Decision.**

"I discounted this decision from the University of Copenhagen some time ago. I began to weaken decidedly when Dr. Cook left us all without so much as a word of good-bye. When a man runs away, you can't expect his friends to fight for him, and Cook's flight—for that's what it seemed to me to amount to—killed all my interest in him and his affairs. Before that I had never had reason to doubt Cook, and his whole course in this matter seems inexplicable to me."

**Sick of "Polar Business."**

"I am sick of the whole blooming polar business and I don't want to hear anything more about the North Pole or any of its attributes," was the characteristic way in which Mr. Bradley summed up his attitude.

Charles Wake, Dr. Cook's closest personal friend and the only one besides the doctor's brother who knew the whereabouts of the explorer in the last few weeks, was so dumfounded when informed of the verdict reached by the University of Copenhagen that he gasped for breath and dropped the telephone receiver.

**Close Friend Talks.**

"This is such a severe blow to me that I can not now fully appreciate it," said Mr. Wake when he had recovered his composure. "I had every confidence in Dr. Cook, yet I am well acquainted with the authorities of the University of Copenhagen and I know that any verdict they reach is just and true."

"Dr. Cook never expected this adverse decision, I know, for he always spoke with full confidence that the proofs would decide that he had gone to the pole."

"At present I do not know what to think of my old friend, Dr. Cook. Certainly I never dreamed of such a fraud as seems apparent now."

Mr. Wake said that Dr. Cook's wife is with him in Norway, but that his children are here.

"From my personal knowledge of Dr. Cook and from my knowledge of the work in the Arctic, I never wavered in my belief that Dr. Cook could never prove the claims he made," said Herbert L. Bridgman, secretary of the Peary Arctic Club, when informed of the verdict of the Copenhagen scientists.

**Mount McKinley Affair.**

Dr. Cook's claims that he made the ascent of Mount McKinley, in Alaska, the highest peak in America, is now under investigation by a committee of the Explorers' Club here. Dr. Cook promised to appear before the committee after he had completed his polar data, but he did not do so. His guide, Edward Barrill, who Cook asserted went with him up the mountain, came out with an affidavit a few weeks ago declaring that they had not been within several miles of the peak.

**Hopes Cook Is Ignorant.**

Christiania, Dec. 21.—"Nobody could feel more sorrow at the commission's crushing statement than myself, for I had learned to appreciate Cook as a devoted friend and an honest man," said Capt. Raold Amundsen to-day, with much feeling. "The important question now is whether he is a swindler or merely

From nursery direct to the planter, the world's standard trees (Stark Trees) are now sold at

# 25% Discount To Mail Order Buyers

for all cash-with-order business.

In addition to giving this liberal discount, we also prepay freight to any point in the United States, on orders amounting to \$10 or more, box and pack shipments without extra charge, most nurserymen make extra charges for boxing and packing, guarantee safe arrival, give generous premiums and assure every customer complete satisfaction.

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Heretofore Stark Trees have been sold through salesmen, to whom we have paid a commission for sending us your orders. We have now discontinued selling through salesmen and are dealing direct with the planter in the irrigated valleys and orchard regions of the west. Thus the commissions formerly paid are saved—and given to you.

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**Is Our Only Salesman**

In this state and it is a top-notch salesman too—better by far than most men salesmen. Every question you could ask, it will answer, and the answer will be correct—not a guess. Every variety in all classes is fully described, strong and weak points are pointed out—(everything is not listed as "best" as is the case with most nurserymen's literature). Following each variety is a key indicating the section of the country where experience has proven that variety will succeed.

This book contains accurate and valuable information on methods of planting, fertilization, cover crops, planting and care of trees, suggestions for spraying, pruning, etc., etc. Over 150 illustrations from actual photographs are within its pages.

You could not ask for a better salesman than is our catalogue-price-list. With it in your hands you can order more successfully, conveniently, and with better results than you could by talking to the best informed nursery salesman. Send for it today.

**Have You**

**Planted Stark Delicious?**

If not make it the first and biggest item on your next order—you'll never regret it. Delicious is the most wonderful apple known to horticulture for quality, keeping qualities and selling value. This year at the sale of the Wenatchee Valley Fruit Growers' Ass'n (Washington) Delicious brought \$3.00 per box f. o. b. there (the present market value is \$4.00), while Spitzenburg brought only \$2.50, Winesap \$2.25, Jonathan \$1.90, Black Ben \$1.75, (now \$2.00—selling with Jonathan), Baldwin \$1.15, Ben Davis \$1.40, Gano \$1.50, etc.

Luther Burbank, Wizard of Horticulture, says: "Delicious is a gem, the finest apple in all the world. It is the best in quality of any apple I have so far tested"—and Luther Burbank knows.

**Delicious Brings \$2,000 Per Acre**

100 seven year old Stark Delicious apple trees in the Bailey Orchard, Chelan Co., Washington, earned \$2,000 for their owner last year and when prices were low—or an average of \$20 per tree for one season's crop.

Delicious is today making more profits—big profits, for the long-headed, far-sighted orchardists who have planted it than any other variety. Write

for "The Apple Stark Delicious" a booklet giving its full history and the opinions of the world's greatest horticulturists and successful orchardists. It will convince you. Last year we sold 1,250,000 trees of Delicious alone and could have sold another 1/2 million had we had them. Planters now-a-days do not buy a variety at that rate unless there's a reason. And there is one—send for the booklet.

**Stark King David Apple**

You should plant it along with Delicious—plant it largely—you'll never regret it. It's a money maker, and a big one. It has highest quality, is a long keeper, very hardy, and has beautiful color. Sells at highest prices. Many planters think it better than Delicious.

"In my opinion King David will surpass Delicious as a commercial apple. It is fine as silk."—Rev. T. H. Atkinson, Entiat, Washington.

Was in Mr. Olds' orchard last week. His King David 3-yr. old trees will bear quite a lot of fruit this year. I consider them far ahead of Jonathan—the fruit is larger, has better color and flavor and is a better keeper.—D. J. Hayden, Chelan Co., Washington.

King David stood 25 degrees below zero last winter without injury while Ben Davis suffered severely.—R. G. McDougall, Chelan Co., Washington.

King David, a very rich red, makes a most beautiful apple. Hangs on the tree well, equal to Ben Davis and just as productive; quality is equal to Spitzenburg; picked three boxes from one scion grafted on Ben Davis. It is the finest apple you have for this part of the country; the most beautiful apple grown; can't help but sell anywhere, and ahead of all others. Have heard nothing but King David all this season. Have had to date fifty-two parties at my place to see these apples.—F. Dando, Chelan Co., Washington.

Include King David in your next order. You'll never regret it and will want more when you see its magnificent fruit.

**Stark Early Elberta Peach**

One of the good things you can not afford to overlook. It is winning golden opinions from experienced fruit men the country over. Better quality than Elberta and ripens ten days to two weeks earlier, reaching the markets when all other good peaches are scarce and thus commanding high prices. A great shipping peach, surpassing Elberta.

I believe Early Elberta is one of the best varieties introduced since the first Elberta came. In Early Elberta one has all of the good qualities of Elberta, and the additional feature of early ripening. When this is taken into consideration, and when it is planted along with the original Elberta, much of the strain and congestion which comes with peach harvest will be greatly reduced. The shipping season will be lengthened.—E. H. Favor, Ass't Horticulturist, Davis Co., Utah.

Having tested its shipping and keeping qualities thoroughly, without doubt it is the most valuable addition to the commercial peach list introduced in recent years; an excellent shipper and as a keeper it has no rival.—L. Marsh, Hort. Inspector, Davis Co., Utah.

J. H. Hale (The Peach King) wrote me that he took some Early Elberta home from Georgia and that they kept nearly twice as long as Elberta.—Dr. Sumner Gleason (Originator of Stark Early Elberta) Davis Co., Utah.

**Use Our Special Service Department Free**

If you contemplate planting an orchard in either a large or small way, let us assist you. Our Special Service Department will advise you as to best varieties for commercial or home orchard, best methods and time of planting in your locality, spraying, care of trees, and other valuable information. This service is given without charge and will in no way obligate you to buy of us. The department is maintained to promote greater interest in the planting of the best and most profitable varieties of fruit known. Address

## Stark Bro's Nurseries & Orchards Company

Lock Box Number 1000 Louisiana Missouri U. S. A.

ignorant. I prefer to believe Dr. Cook himself was confident he had arrived at the pole. This must have been a fixed idea with him. If he is a swindler, he must have changed his character in the last ten years."

**Still Loyal to Cook.**

New York, Dec. 21.—Chas. Wake, who was too much surprised this morning by the verdict of the University of Copenhagen to make any extended comment, to-night issued a statement in which he said:

"The verdict of Copenhagen is a disappointment, but it has not altered my convictions that Dr. Cook either reached the pole, or honorably believed that he had reached it. The decision is, not that he did not reach the pole, but that he has failed to prove it."

**Capt. Scott's Comment.**

London, Dec. 21.—Capt. Scott, the Arctic explorer, said of the Cook situation:

"I would not like to kick a man when he is down." He added that upon first reading Dr. Cook's published narrative he concluded that the explorer could not have accomplished what he claimed.

Members of the Royal Geographical

Society express no surprise at the verdict from Copenhagen.

**Paris Withholds Judgment.**

Paris, Dec. 21.—The Paris newspapers have received the findings of the Copenhagen commission coldly, and are inclined to show caution in view of the possibility of Dr. Cook producing further evidence. The Figaro says that it is Dr. Cook's duty to bring out his reserves without delay. This is not only a duty which he owes to himself, but to those who championed him from the start.

**Search for Dr. Cook at Genoa.**

Genoa, Dec. 21.—It is asserted that Dr. Cook recently spent some time in the south of France and then came to Genoa, but no one can be found who saw him, but a search to locate him to-day proved fruitless.

**LOOKING ONE'S BEST.**

It's a woman's delight to look her best, but pimples, skin eruptions, sores and boils rob life of joy. Listen! Bucklen's Arnica Salve cures them; makes the skin soft and velvety. It glorifies the face. Cures Pimples, Sore Eyes, Cold Sores, Cracked Lips, Chapped Hands. Try it. Infallible for Piles. 25c at all Druggists.

**MAN MISSING!**

The Review would be pleased to receive any information as to the whereabouts of one Silas Jefferson, about 5 feet 4 inches, light complexion, impediment in speech, and was a cowboy on the Plains and in the Panhandle. The gentleman is related to the editor of this paper.—Gomez Review.

**DON'T BE HOPELESS**

about you're crippled when you're crippled with rheumatism or stiff joints—of course you've tried lots of things and they failed. Try Ballard's Snow Liniment—it will drive away all aches, pains and stiffness and leave you as well as you ever were. Sold by Wyckoff-Willis Drug Co. 52

**MARRIED OVER THE PHONE.**

**Toyah Couple Couldn't Wait, So Married by Wire.**

Pecos, Texas, Dec. 22.—Rev. H. H. Smith, of Pecos, last night performed a wedding ceremony by long distance telephone, which united Miss Dorothy Flowers and Kyle Lovejoy, who were stationed at the telephone at Toyah, twenty miles away.

Each held a receiver to the ear and replied to the questions of the clergyman, at the other end of the wire.

Then they clasped hands and together heard the minister pronounce them man and wife.

Special lot Men's Suits, up to \$17.50; choice for \$10.00, at CARTER MERCANTILE CO. 52

**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

### KEEP YOUR EYE ON SAM

THE NEW FIRM OF VICKERY-HANCOCK GROCERY CO., WHERE MOST PEOPLE WILL TRADE.

He caters to both city and country trade. They will give you the BEST of Goods and BEST of Service. All kinds of Fruits, Nuts and Vegetables. Huyler's, Lowney's and Hughes' finest Chocolates. Tobaccos and Cigars. All Drinks served at Soda Fount, both hot and cold.

Don't Forget the Meat Market in rear of building. Swift's Best Brands of Ham and Bacon. Best of Pork, Beef and Mutton, Sausage, Cheese and Country Butter. Fish and Oysters.

Don't Forget to

### KEEP YOUR EYES ON SAM

#### CIVIC LEAGUE MEETING.

The members of the Civic League are earnestly requested to attend the meeting of the league on next Wednesday afternoon at 3 o'clock in Wayland hall. There will be the annual election of officers and other important matters to attend to.

Officers of the past year are requested to come and hand in their reports. Do not forget the date, Wednesday afternoon, January 5, 1910, at Wayland hall.

#### THE CORRECT TIME

to stop a cough or cold is just as soon as it starts—then there will be no danger of pneumonia or consumption. Just a few doses of Ballard's Horehound Syrup taken at the start will stop the cough. If it has been running on for sometime the treatment will be longer, but the cure is sure. Sold by Wyckoff-Willis Drug Co.

#### CEMETERY ASSOCIATION.

The ladies of the Cemetery Association will meet Tuesday afternoon, January 4th, at the Wayland hall for the purpose of transacting such business as is incident to closing up the year's work and the election of officers for the coming year. Everybody is invited and members are especially urged to be present.

The Herald for Book and Job Printing.

### LOCAL AND PERSONAL

John Vaughn came in on Wednesday from Topeka, Kansas.

M. D. Henderson spent the holidays with his family at Topeka, Kansas.

J. A. Graham, secretary of the Commercial Club, visited Dallas recently.

Miss Duke returned on Wednesday from Jacksonville, Texas.

Mrs. R. A. McWhorter visited in Hale Center this week.

Mr. and Mrs. T. P. Whitis went to Lubbock last Monday.

C. C. Callaway has returned from a short business trip.

Miss Kate Stockwell, of Amarillo, spent the holidays with Miss Allie Ware.

Mr. and Mrs. S. W. Smith came in Wednesday from a visit to Mr. Smith's parents, at Midland, Texas.

Miss Eula Mae Alley, of Hale Center, is the guest this week of Miss Allie Ware.

T. D. Irwin has returned from Nebraska and other points in the Northwest.

City Attorney E. Graham went to Canadian last Sunday, returning on Tuesday.

Mr. and Mrs. Walter Posey, of Lubbock, spent Christmas day in Plainview.

Mr. and Mrs. Bert McWhorter and children, of Lubbock, spent the holidays in Hale Center and Plainview.

Miss Susie Tudor went to Lubbock last Monday on a visit to Mrs. Houston Pau.

Dr. and Mrs. L. Everette Dye, of Tulla, spent the holidays with relatives in Plainview.

Mound City Paints may cost a trifle more, but—! Alfalfa Lumber Company. 47-1910

Mr. and Mrs. Scott Cochran returned on Thursday to Lubbock, after spending Christmas with relatives in Plainview.

W. P. Viles, of Sawyer, N. M., is spending the holidays in the city, the guest of his sister, Mrs. Albert Anderson.

A. Thompson, who has been with the Carter Mercantile Company for some time, left this week for an indefinite visit to Dalhart.

The Herald for Book and Job Printing.

### "THE VOICE IN THE BOX."

The telephone is more essential in country districts than in the city, in the opinion of the Atlanta (Ga.) Constitution. This newspaper recently reviewed in its editorial columns a rural telephone article which appeared in the Manufacturers' Record, also a Southern publication. The Constitution stated:

"Commenting upon the marvelous manner in which the telephone is coming into vogue in the rural districts, and outlining its practical value to the farmer and the rural resident generally, the Manufacturers' Record says:

"It is not alone that the farmer can in this way keep posted as to the price of his products, and many of the farmers of the West depend entirely upon the telephone in making sales of grain and other produce—valuable as the telephone is from this financial point of view, it is even more valuable in bringing the family of farmers in touch with their neighbors. The loneliness which has made farm life a burden to so many people, especially to the women and children; the fear that takes possession of them when the men are away, the fear of the inability to reach a doctor in times of sickness, are all banished by the telephone in the home. Among the great blessings which have come to civilization in recent years there is scarcely anything comparable to the value of the telephone, and as valuable as it is to the people of the city, it is infinitely more valuable to those in the country.

"In the South, and, of latter years, especially in Georgia, the 'voice in the box' has made wonderful strides in the country districts.

"The farmer has outgrown the old impression that the telephone was a luxury accessible only to the man in the city.

"He has discovered that with the use of the 'party line system' and co-operative method, now so prevalent throughout this section, he can have an instrument in his house the year round at a cost well within the profit from the sale of a bale of cotton.

"The claim of The Record that a telephone is even more essential to the country than to the city is entirely logical.

"In the city there is none of the isolation that characterizes the rural districts, and the means of communication, aside even from the telephone, are numerous and rapid.

"In the country there are only the highways connecting farmhouse to farmhouse, a highway often nearly impassable in inclement weather and under the best of conditions forcing consideration of the elements of delay and outlay.

"Into this difficult situation the rural telephone comes as a great transformer. It mitigates isolation almost to the vanishing point. It puts the farthest-removed farm in immediate touch with neighboring farms as well as civilization-at-large. It gives the farmer, with a crop ready for sale, instant access to market quotations, it provides for the summoning of physicians, for aid in fighting fire or for any of the dozen emergencies inseparable from country life.

"It is not strange that, offering these and other revolutionizing advantages, the telephone should be rapidly conquering the rural districts.

"So vividly was Mr. Roosevelt's country life commission impressed with the salutary results that had followed the general prevalence of telephones in the country that it named their patronage as one of the factors destined to solve the rural problem.

"With the South facing unprecedented prosperity, it is likely the coming year will witness even greater progress on the part of this modern adjunct to life and business."

That the telephone is rapidly "conquering the rural districts" was never more apparent than this year. In the past ten months the Western Electric Company, which makes all the "Bell" telephones, sold 100,000 of its newest type of rural telephone. In some sections of the country more than three-fourth of the farms have their telephones.

E. R. WILLIAMS HAS A LICENSED EMBALMER in his house and is ready at a moment's notice to answer all calls for EMBALMING AND UNDERTAKING.

The Herald for Book and Job Printing.

## To Our Customers and Friends

### New Year's Greeting



The figures 1909 which represent man's arbitrary division of time for the purpose of computation will soon give place to 1910 to denote another division and the

#### Incoming of Another Year

As the old year draws to a close it is customary and proper to sum up the results of the past year's efforts and lay plans for the future.

#### Our Very Successful Business

since we have been here is a source of satisfaction to us. Our volume of trade was pleasing and profitable. We are gratified with each year's increase of business and know that with every success we become more able to establish our store on the basis and reputation we desire---

#### As the Store of Many Friends

In all our calculations for the conduct of our business during the coming year we hold to the main idea

#### To Please Our Customers

They have pleased us in the past and to each and every man, woman and child in Hale and surrounding counties we extend

#### Our New Year's Greeting

With best wishes for your individual happiness and prosperity's bounteous blessing.



## Plainview Mercantile Company

W. A. SHOFNER, Manager

#### TRIBUTE TO "BILLY."

#### Remarkable Resemblance of 'Possums and Politicians.

Attorney General Davidson was one of the invited guests and was on the program for a toast at the fourth annual supper of the Central Texas 'Possum and Tater Club, recently pulled off with great success at Waco. General Davidson could not be present, but sent his proposed speech. Two other candidates for governor and many other notables were in attendance. The attorney general's remarks were as follows:

"Gentlemen of the Central Texas 'Possum and Tater Club:

"Once before I was an honored guest at this festive board. This second invitation which you so kindly sent was irresistible. Wafted to me was the odor of 'possum and 'taters, the cordial handshake of friends, the merriment and joy of living over again that never-to-be-forgotten night five years ago when we were all assembled here to do honor and justice to 'possum and 'taters. I thank you for remembering me, and I thank you for honoring me with this great subject, 'Possums.' My toast of five years ago was 'Texas and Texans,' but to-night I am promoted to 'Possums.'

"England has the lion, Russia the bear, Mexico the snake, the United States the 'possum, surnamed 'Billy.'

"The 'possum is an animal distinct in its characteristics, whose name is applied to man only when man pretends something that he is not. He is 'possuming.

"There is but one other creature in

the universe that resembles the 'possum and comes near rivaling him in his strong characteristics—he is the politician. In fact, there is a very strong resemblance in the acts of these two animals. In a great crisis in the lives of politicians and of 'possums you will find that when both are caught or in any great danger of being entrapped, they both can play 'possum. In religion, we have the holy trinity, three in one; in this our fair land we have another trinity, the South, the nigger and the 'possum.

"The South would not be the South without the old-time nigger and the nigger would not be nigger without his love of 'possum. They are one and indivisible. Each animal has its own characteristics. The lion is king of the forest for strength and courage; the bear, fortitude and resistance; the fox, its cunning; the coon, fight and grit; the 'possum and the politician, meekness and humbleness. The politician sometimes raises cane, and the 'possum has been known to raise the dead."

#### IT'S A CRIME

to neglect your health. The worst neglect that you can be guilty of is to allow constipation, biliousness or any liver or bowel trouble to continue. It is poisoning your entire system and may lead to a serious chronic disease. Take Ballard's Herbine and get absolutely well. The sure cure for any and all troubles of the stomach, liver and bowels. Sold by Wyckoff-Willis Drug Co.

Counterpanes, large size, making nice gifts, \$2.25 values; special \$1.45, at CARTER MERCANTILE CO. 52

"Yule" Be Glad Always

if you buy Furniture from us. Our stock is complete in every detail and you will make no mistake in doing your trading at this store.

Every day is Bargain Day.

Bain Furniture Co.

