# THE PLAINVIEW NEWS 

Tuesday---TWICE A WEEK---Friday

| Volume |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| $\begin{aligned} & \text { WAYIAND COLIEEE HAD } \\ & \text { SUCCESSSUL YEAR'S WORK } \end{aligned}$ |  |  |  | HALE COUNTY SUBSCRIEED |
|  |  |  |  | $\$ 185,900$ TO VCTTORY LOAII |
| IN MANY WAYS BEST IN ITS HISTORY - GRADUATING EXERCISES TODA |  |  |  | s |
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|  |  | MILLINERY |  |  |
|  |  |  |  |  |
|  |  | make a quick clearance of Ladies' Hats we offer |  |  |
|  |  | Esteile <br> Only twelve of these stylish Hemp and Georgette <br> hats. $\$ 5.00$ to $\$ 6.50$ values for |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  | Clara |  |  |
|  |  | A-splendid assortment of twenty-fuur hats. $\$ 5.00$ to $\$ 7.50$ values for |  |  |
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|  |  | Bett |  |  |
|  |  |  |  |  |
|  |  | Forty-six elegant styles, nearly all just aoded to the dine. $\$ 6.50$ to $\$ 12.50$ styles for |  |  |
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|  |  | Richards Buas-bollise |  |  |
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|  |  | ChaUUTUOUUA PROGGRAMS ARE CONGRESS CONVENED IN PLEASNG THE PEOPIE SPECLAL SESSON YESTEROY |  |  |
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|  |  | Men |  |  |
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|  |  |  | Dr. Lincoln McConnell, of Atlanta, |  |
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|  |  |  | A coach full of Canyon Normalstudents passed through this morningen route to their homes. Several gotoff here. |  |
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## ANNOUNCEMENT

Our summer classes will begin forming May 26th. Day and night sessions will be held in our quarters down town.

The following courses will be of fered: Banking, Short hand, Typewriting, Bookkeeping, Penmanship, Telegraphy and associated branches.
Our motto is "All graduates placed in good positions.

J. E. Watson Mrs. J. E. Watson

To Whom This May Come:-
We the undersigned do hereby and herein declare that we were personally instructed and trained by Mr. and
Mrs. J. E. Watson. They are very kind, paintaking, and C.s. J. E. Watson. They are very kind, paintaking, and their students. They taught us to be thorough and ac curate and at the same time insisted and encouraged us to finish at the earliest possible moment, thereby impressing the fact that speed counts for much in a business of fice.
Mr. and Mrs. Wason are deserving of the good reputation they have established in Plainview and surrounding country in the past seven years. They hold an undisput ed record of training more successful students than any other two people in Texas according to their age
We have been, and are now holding positions in Plainview, and are delighted to have this opportunity of speaking a few words of commendation of our faithful teacher and proven friends. Respectfully, Mrs. W. L. Braddy, Anna Walter,
Kathleen Beauchamp, Louise Duckwall
Daisy Carver
Lillian Sloneker,
Gertrude Bishop,
Aline Dalmont,
Mrs. R. H. McGee,
Opal Thomas, Della Ansley

Gertrude Overal

When In Trouble Call 314

## FORD HOSPITAL



> Remember that when you bring your Ford car to us for mechanical attention that you get the genuine Ford service-materials, experienced workmen and Ford factory prices. Your Ford is too useful, to valuable to take chances with poor mechanics, with equally poor quality materials. Bring it to us and save both time and money. We are authorized Ford dealers, trusted by the Ford Motor Company to look after the wants of Ford owners-that's the assurance we offer. We are getting a few Ford cars and first come first to receive delivery

## Barker \& Winn

Plainview, Texas
$\qquad$

In Our Entire Ready-toWear Department 20

On all dresses, including the new ones recently received, all the popmer season.

The styles if anything are more pleasing because of their youthfu straight lines and striking patteri and colors. ©Beyond a doubt their graceful, slender lines will find great favor with women who admire the richness of smart simplicity in apparel

## Deautiful Silk Skirts

## ---Just Received

A nice assortment of Ladies' and Misses Silk skirts in Crepe-de-Chine, Crepe Meteors and Georgette in rich light and dark shades and very stylishly made. We have included these new skirts in a special Chautauqua offer.

Prices $\$ 12.00$ to $\$ 24.50$
Matchless Group of Men's Silk Lined Suits $\$ 34.50$ to $\$ 39.50$

Returning soldiers, sailors and marines and young,men generally will slip into one of these suits with a vim.
They'resurpassinglysmart indesign. Beautifully tailored of fine Scotchs, Cheviots, Tweeds and Blue serges. These suits have all the clever style touches and smart simplicity that distinguishes garments of the highest class. Other splendid lines areshown.
$\$ 16.50$ to $\$ 48.50$
New Felt and Straw Hats
Our large and varied assortment of hats will command your admiration and place us in a position to meet your hat requirements. Every new style is here
$\$ 2.00$ to $\$ 12.50$
Jacobs Bros. Co.

## OUR SHOE SALE CONTINUES

And we are adding new numbers every day. We have gone over our enormous shoe stock very carefully and have picked out thirty different styles including many styles that we could not buy wholesale at the price we are offering them during our PUSH'EM OUT Shoe sale. We will put on sale Wednesday morning one hundred pairs Black Kid Boudior slippers at \$1.59, regular $\$ 2.00$ values. (Not over two pair to a customer.)
38 Pair Brown Kid Edwin Clapp Oxiords, 811.00 vala -, 88.45
20 Pair Black Patent Leather Oxfords, (Lamb Skin Lined, $\$ 11.00$ values

## ${ }_{65}$ Pair Brown Military Heel Oxfords, 88.00 values $\quad \$ 8.95$

70 Pair Black Glazed Kid, High Heel, Oxfords, 88.00 values 85.95

| 25 Pair Black Patent Leather Pumps, covered heel, $\$ 8.50$ values - |  |
| :--- | :--- | :--- |
| - |  |
| 10 Pair Black Kid Military Heel Pumps, 85.50 |  |
| values | 83.95 |


| 40 Pair Black Kid Military Heel Pumps, 85.50 values | 83.95 |
| :--- | :--- |
| 10 Pair Pearl Grey Pumps, 810.00 values | 85.95 |

10 Pair Peari Grey Pumps, 810.00 values
And many other styles, broken size prices, ranging from $\$ 1.50$ to
$\$ 3.15$

## WE FIT THE FEET Carter-Houston's

## 300,000 FRIENDS NOW

Tho New Light Weight Enduring Car
Wins Friends Because ofltsPerformance

## ADVERTISE THE ESSEX

## Wo hand win tivenw those who would ride in it. The car would not be adver advertised. <br> No claims would be made for it. People were asked to go see it--take a ride, and <br> we would rely upon its quality to speak for itself.

 for itself.You know how the Essex has won its
place by what people are saying about it. On the first day the EEsex was shownJanuary 16 th-close to five thousand peo-
ple in all parts of the country responded ple in all parts of the country respond
to the invitation to ride in the Essex.

The Essex Has ${ }^{\text {P }}=\mathrm{z}$
Expected two Years
The response was large because the Es-
had been expected for two years. But only a few had been permitted to ride in
it up to that time.
It has awakened the interest of all who
ical operation, combined with qualities of
performance, riding ease, endurance and
other attractions heretofore obtainable in
only large and costly cars.
Users of big cars are enthusiastic over
the Essex because they have found it to
possess the very qualities most prized in

## ing in cost and expense of operation. But users of good light weight cars are the most urgent supporters of the Essex They see in it all the advantages they know in their cars, with the additional qualities of cars that cost two and three

Essex Qualities Not Comparable to Any Car
gree of leauty, comfort, performance or endurance. Other cars closely match it in some of these particulars. But those who
attempt to describe the Essex use a dozen different well-known makes for compari-

## J. C. HOOPER \& SON MOTOR CO.

HUDSON AND ESSEX MOTOR CARS
Agents Exide Batteries
Southeast Corner Square
Plainview, Texas


> Of Special Interest to Pouitry Breeders

We have taken the distribution of the famous line of chick feeds manufactured by the Purina Mills of the most widely fave Surely you have seen the advertising arguments of the quality of these feeds. Every issue of most of the mportant agricultural journals tells of the merits of his feed-and the best of it all is that they live up to their reputation in feed values.

Purina Chicken Powder, Purina Chick Feed, Purina Scratch Feed

Purina Chicken Powier will make them lay efisg unless they are roosters, and it will put the "gro works in the ration with the mash in feeding youn orks ind ose with the Chowder in the grown stock ration. We want you to try this feed-you will be pleased ith results.
We can furnish it in any quantity you may wan

Plainview Produce Co.
Phone 366
North Side Square
 Made Her Well.
 $2=$ CAMPAIGN IS ON MAY $18-25$

APPEALS ON THEIR BEHALF

## PROMINENT TEXANS SUPPORT METHODIST

 CENTENARY DRVE ON EVE OF GREAT CAMPAIGN
FOR $\$ 35,000,000$ THEY MAKE
SNAPPY STATEMENTS TO



## BACK US UP NOW




| IES IN MESSAGE TO 400,000 TEXAS METHODISTS | The date was changed because far mers ordinarily are busy with spring |
| :---: | :---: |
| ET TEXAS FROM ABROAD |  |
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| . | rn and Southern regions, and |
|  | the returns on the |
| ate | during the winter are mor The questions include |
| etion with the Texas drive for |  |
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| ng for the cente | stock classification |
|  | age, acreage of wo |
| Texas is called upon to ralse one- | of fa |
| seventh of the total amount, 835, | needing dra |
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| dight days, beginning May 18, and | of land tenure, fa |
| Methodists have a |  |
| 8 their part, |  |
| Texans have manned |  |
| outposts of Methodist missions |  |
| doctors, nurses, teachers and |  |
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| na. Japan, Korea, Cuba, Brazil, and |  |
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| stations among the foreigners now |  |
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| mined nurse |  |
| Miss charlio Hoolland Moscow, | ion beautifier, by squeezing the |
| 退, teacher in Lambuth Memorial |  |
|  | three ounces of orchard w |
| Kobe, Japan. | ee should be taken to |
|  | pulp gets in, then this lotion will keep |
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Reports of 50,000 Cases of Kidney
Trouble, Some of Them Plainview of Them
mercican Owned Entirely


Aspirin (i)

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## WELCOME WEEK-END CHAUTAUQUA VISITORS Make the Plainview Mercantile Company Your Headquarters, Your Store and Your Resting Place

And to those who care to combine business with pleasure, our big store with the big stocks offers you some special inducements in such a great variety of the newest, at interesting prices.

| Ladies' | Ready-to-Wear Section |
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|  | The spring and summer fow |
|  | of Fastion Procks. Cha new summer dresese of $p$ premer |
|  | and plain Organdes, printed |
|  | Misistructai |
|  | plait ond printed Georgettes |
|  | weil known and reliable mait |
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|  | ${ }_{\text {Roberson an }}$ |
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## New Blouses

New ideas featuring the many new models you read about. Fresh new shipment of fresh spring colors. Fesh new shipment of fresh
Special offer in White Voile Waists, lace trims at each $\$ 1.3$

Special Gingham Dress Sale
All new, all values, all on sale in Children's Misses' and Grown-ups. Special price reduction of 25 per cent off of regular prices


Dove Brand Underwear

New Dove Novelties for midsummer wear, made of Flesh Pink Batiste in Gowns, Envelop Chemise, Billie Burk Pajamas. prices.

New Silk Underfinery of Gowns, Teddies, Camisoles and Brand make.

## White Wash Dress Skirts

New trims, new weaves, new models, materials of Pique, Gabardine and Wash Barronetts, well known makes, such as Lady Fit Well and the Belle Skirt makes. Prices range


MILLINER Y
Sumertime Fashions and Fads for Early Summer Wear
eaturing the newest creations created. Many new styles and kind for as many accessories, sport wear, vacation
war. street wear and for all dress occasions. Special showing of popular price $\quad \$ 2.50, \$ 3.50$ and $\$ 5.00$ A great varity of styles and kinds for little tot3, misses, matrons and older people,

## Veils Keep Pace With Hats

Auvanceu hat styles inapize velling ereotions Now
ideas in veils and veiling are ushered in for the summer season, as usual we are ready to show the new.

Shoes! Shoes!



Coats, Coat Suits, Capes and Dolmans
The Plainview Mercantile Co's. first big reduction sale a real sale of real full Wool Man-Tailored the best yet offered, if you consider value features Colors mostly Navy. Models conservative. You can well afford one of these garments for now and next fall wear A real price cut of $331-3$ per and off of regular price.

## Piece Goods Section

Extra Good Values in the Season's New Voiles for the summer
The coolness of this material makes it the one really ideal fabrics for warm weather wear. Special showing of the 27 inch printed patterns at
And the 38 and 40 inch widths at $35 \mathrm{c}, 50 \mathrm{c}, \mathbf{6 5 c}$ to $\mathbf{2 5} \mathrm{c}$

Silks, Georgette and all Kindred Fabrics
Thenewer-creations, colors and color combina-
tions, new shipments just in. Special in Marie Georgette, colors in white, navy, rose and Turquo se at $\$ 2.95$ Specials in printed Georgette and Crepe de Chin 38 and 40 inches. New shipment.

## STOP!

At Petticoat headquarters. Charming new colors and combinations in real Jersey Silks, Mes saline and Taffeta.

COLORED GINGHAM PETTICCATS
In stripe and plain colors.
$\underset{\text { Specials at }}{\mathbf{7}}$
for
Real full Extra sizes it all above mentioned. -

