# THE PLAINVIEW NEWS 

WIL ORGANIZE TOWN BEAUTIFUL CAPTAINS FOR EACH FOLK
BLOCKS-WIL WAGE GREAT
CAMPAIGN



## MASSMEETNGFORTEH COLLECE CTfY ADDTIORUW SATURDAY

## Every Person in County and Town Urged to At tend and Assist in Campaign to Secure the Location of Institution.

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| al | A. \& M . and the C |
| College, and every person in the coun. |  |
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| the enereal charge of the campaisn |  |
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| done so far to secure the coll |  |
| tell of the plans to be used in the |  |
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| NGRESS | SLOW RAI |
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## CLEAN Up OF Biportant ISLTINONCUGTIN JAM IS BEING PLANNED




 one or the greatest, most Dr . Hamlet
patriotio the confidence, not only of his own
church man chiorch, but of al other denomina-
tions that know him, except possibly the Catholic church-a man whose
ideals and patriotism are of the loftiest character and who evidenced his
patriotism and devotion to the prinei les of his government by taking his
Continued on Page Seven

Perry \& Move Land Office
Perry \& Cram will move their real
estate office to the old Ellerd build ing, one door
Variety Store.

County Court Next oMnday
The regular March term of county ing. No jury has been drawn for the
first week.
Community Meeting March 9
The Community meeting at Cente
Plains has been postponed until Fri-
SONISFOUND
AFTER 31 YEARS



Mexiean Arrested for Stealing
A Mexiean was arrested and put
jail Snturday afterroon, on charge
having stolen a bucket of salted pe raving stolen a bucket of sale
nuts from the Santa

TAKEALOOKA?
YOUR FIGURES



WANT COLUMN


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$\frac{\substack{\text { Try a want-adv. In the News. Only } \\ \text { If } \\ \text { it } \\ \text { ime. word, minimum chargo } \\ \text { 15e }}}{\text { MISCELLANEOUS }}$

 Fants Fairy flour, nothing better.-
Brashearis Grocery, FINNEY SWITCH--Best market for
grain, hay and hogs.L. J. Halbert.
 MEATS and groceries. Prompt de-
liver. Phone $402 .-$ Frankin's, west
of city hall.
 $\frac{\text { egrs and hides. -Neal Produce co., }}{\text { wet of Nobles Bros. }}$ of rep
s80.
FOR BRICK WORK of all kinds see


## 

 Have you seen the new Turner tinerfor Ford cart end Fordsons? We are metal cable oil proof and will not
thort.-Tex-New Mex Auto Supply
Cond BLUE HOGS, PEDIGREED-Atrac. tive blue in color. They grow large
quik chy. Fancy show animals and
quike bis litters Write for literature.


 LLAINVIEW NURERY has the
 your locality. 2 miles sorth of Plad
viev, 15 years in the busines. - D.
Aylesworth, Prop.
FOR SALE Fants Fairy flour can't be beat. Sold
by Brashear's Grocery. WILL PAY the hiphest market pricess
the year round on poultry, eggs and


## 


EARGANS ny (9iter's New Har
ware store, natito

sack. Call 223 and get
Brashear's Grocery.
BLACK STRAP-Feed it to your
horces, cattle and hogs. Car londs en
route regulary. Sansem A Son.
S. C. Rhode IIland Ree egss, 11.50 p
setting. T. O . Collier, Plainview.
MPERIAL ENGAISH, single comb


FOR SALE-Ford touring car, good
condition, Will loan purchaser on
land any amount ont
land any amount up to 82,500 . Phone
49 or inguire at ard
F. W. Clinkscales.
National Bank
81-st
For SALE-Nice bright baled wheat
straw-W. A. Esstridge, 8 miles
Fon groerires, Feod, conl, gasolnne
phone 631. Prompt delivery.
FOR SALEE Good filir room house
with lot sox 140. Wowir consider some
tradit See E. Q. Perry.
FEW TONS of cot'on seed hulls l

For sALE-On long time and enasy




| $\begin{aligned} & \text { Wan } \\ & \text { and } \\ & \text { Hatel } \end{aligned}$ |
| :---: |
| WANTED-A place to live and work for wages on farm or ranch by man and wife and grown son.-Box 753, Plainview, Texas. |
| WANTED-Keep books or clerical work in evening after school Wayland Saturdays, reference.-Call Wal |
|  |
|  |



FOR RENT





This Lumbert is identified Why?


LONG-BELL Lumber can be idontified by the
Long-Bell trade-mark on the end ef everg biece
We have Long-Bell Lumber in our stock of dependable building materials

## LONG-BELL LUMBER COMPANY

"Quality Our Watchword-Service Our Creed" Phone 163

FARM AND RANCH LOANS Prompt Service
Liberal Prepayment Options
N. F. S. Vittrup, Inspector 516 Taylor St

Representing Old Reliable Company
GARNER BROTHERS Exclusive Undertakers \& Embalmers Day or Night Service Auto Hearse Private Motor Ambulance, Modernly Equipt, Calls Answered at all Hours Phone Store $105 \quad$ Residence 375 and 704

## Rice Bran and Polish Coton Seed Meal \& Cake Corn Coal

Farmers' Elevator Co.
PHONE 240

| ing the normal, moved back to their place four miles southeast of Dimnitt Saturday. | "Day by day in every way my business is getting better and better." There's a reason. <br> Eyes Tested Glassed Fitted DR. C. M. CLOUGH |
| :---: | :---: |
| ESTACADO <br> Feb. 21.-Rev. R. F. Dunn of Lo- |  |
| at Estacado last Sunday, and preachex two able sermons. | with her father, Mr. Catching, who is ill. |
| The B. Y. P. U. rendered a splendid program last Sunday afternoon. All who were on the program were abl | A number of our people nitutided the Workers' Councils at Idalou on |
|  |  |
| to be present and render their part. |  |
|  |  |
| Texas, who has been visiting in the |  |
| home of Mrs. Oscar Martin, returned to her home last Saturday. | children, Mr. and Mrs. J. W. Davey, |
|  |  |
| Piainview, spent the week end 'with | all of Lorenzo, visited in the home of Mr. and Mrs, W. B. Fullingim Sun- |
| home folk. Herman Seels of, Ralls, visited his |  |
|  |  |
| sister, Mrs. John Brown last Sundey. Miss Baker of Lorenzo visited with |  |
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|  |  |

## OCIITTY

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Miss May Hardin Becomes
Bride of Herbert Douthit Miss May Hardin and Mr. Herbert
Douthit were married here yesterday.
She is the dauarter of W. L Hariin Douthit were married here yesterda;
She is the daughter of W. L. Harii
and and was raised in Plainview and Hal
county, and is a very winsome an
popular girl. He is a young rarci- man, living
county, and is
nent family
District Federation
Meet In Clarendon Mrs. C. G. Goodm
president of the S through yesterday morning, en rout
to Canyon.
She informed us that the anne: meeting of the District Federation
will meet in Clarendon the latter part
of April, and program and announce-
ments will soon be made through the
newspapers.
 Former Plainview Girl Marries
Miss Olliedene Doubleday and Mr.
James MeNichol of Dallas were mar-
ried at the home of the bride's nar-
ents, Mre and Mrs ents, Mr. and Mrs. George B. Doubie-
day, in Amarillo Saturday afternoon,
in the presencee of about seventy-five
relatives and friends. They left at
once for Dallas, where they will live.
The bride formerly lived in Plainview. Mill
Ming
ding

## Geo. Washington Party By Entre Nous Club

One of the enjoyable social events
of the week was the party given at
the home of Mr. and Mrs. C. . Hard-
er by the members of the Entre Nous
club club, honoring their husbands.
The receiving rooms were artist The receiving rooms were artisti-
cally decorated with potted plants and
flags. The George Washington adea
was carried out in tally cards, Fortycally decorated with potted plants and
flags. The George Washington adea
was arried out in tally cards, Frory-
two being chosen as the diversion for two being chosen as the diversion for
the evening. At the close of a series
of interesting games, a delicious rethe evening. At the close of a ser
of interesting games, a delicious re
freshment course consisting of ind
vidual cherry pies, whipted vidual cherry pies, whipped cream an
coffee, red and white mints, were ser
ved to ved to Messrs. and Mesdames, A.
Allison, Ed Blatr, Prentice Rosso
Lynn Pace, Ray Ivey, O. . . Thaxto Lynn P

## Program for Hale Center Mother's Club Following is Mothers' club pro. Following is gram for March 1 Lincoln progra Lincoln program. Roll call-A. Lincoln. Cox. Poem, O, Captain, My Captain. Mrs. Mrs. Story Pinson. Poem Dooryal Pinson. When Lilacs Last in the Poem, When Dooryard Bloomed.-Miss Graham. Muaic Min

 Meeting of Hale CenterDelphian Chapter
The Delphian Chapter met Satuc-
day, Feb. 17, at the home of Mrs. .e-
Mond. Twel members were pres-
ent. Mrs. Hobby Thomas was a visi-
tor. During the business sessiw Mond. Twelve members were pres-
ent. Mrs. Hoby Thomas was a visi-
tor. During the business session
plans were made for the lunch to he
served by the Delphians on the third
of March. served by the Delphians on the third
of March.
The reviews of Huckle Berry Finn
and Red Rock given by Mrs. Goodlett The reviews of Huckle Berry Finn
and Red Rock given by Mrs. Goodlett
and Mrs. Price were certainly interand Mrs. Price were certainly inter.
estifg. After refresments of creand
puts, filled with carcmenel and.
with whipped cream and hot coflee,
the club adjourned to meet on Friday,
March 2nd at March 2n
Burgess.

## Hale Center Junior Needle Club The Junior Needle club met Thurs- day, Feb. 15, with Miss Patty Caudle. day, Feb. 15, with Miss Patsy Caudle. The following members were present:

 The following members were present:Mesdames Dennis Scaling, Nelson
Perdue, Mildred Burgess, Hobby Therue, Mildred Burgess, Hobby
Thomas, John Sears, Watter Lemend, and Misses Patsy Caudle, Erie Wall
and Euna Wallen. The guests of the
afternoon were Mesdames Norme afternoon were Mesdames Norm
Mosely, Claude Scrogins, Jeff Ive
and Miss Bengta Akerson. and Mhs sengta Akerson.
The hostess serve- lovely trin.
ments of ham sandwiches, deviled eggs, baked apples and hot chocolate,
after which the club adjourned to son.-Reporter.

## If You Are Well Bred






eym.
Dr. Andrews Speaks OnAt the Rotary luncheon today at
noon, Rotarian Rev. E. H. J."or of the Episcopal church, gav,"hat of a minister talk" on his yocation,
the minister is prophet, pried thatminister is prophet, priest andpastor-prophet who looks forward tororinity of Goo in Mitsides overifiger the
astor who works among his peoppleand feedn them as among his people the shepherd

## Plainview Mercantile Co. READ FOR SPRNG WTH THE NEW WANTED MERCHADOSE READY-TO-WEAR DEPARTMENT



You know the exactions of good taste in dress. You can appreciate fine distinction in matters of texture, color, style, value and appeal in things for Women's Wear.

If you please, you are requested to call and pass judgment on this Spring display of Dresses, Suits, Coats, Wraps and Blouses. We think it is the greatest style show we have ever staged. Rich in variety, rare in coloring, unusual in combinations, unique in models and revealing new heights of taste, style and value.
Dresses of Crepe and Taffeta begin at $\$ 19.50$ and we think them unsurpassed values, and also have a great style feature.

Other prices to be found in $\$ 22.50, \$ 24.50, \$ 27.50, \$ 32.50$, $\$ 37.50, \$ 42.50, \$ 47.50$, and up to \$64.50.
New Suits-both, new from material and style features Prices $\$ 24.50, \$ 27.50, \$ 32.50$ and up to $\$ 67.50$.
New Coats and Wraps- the new features in fabrics as well as colors make these garments

Prices $\$ 14.95$ to $\$ 39.95$
Throughout this department we are showing the new at popular prices

## OUR MILLINERY DEPARTMENT <br> MISS MABEL PACKWOOD IN CHARGE. OUR SPRING 1923 SHOWING NOW READY

There are some things which cannot be expressed in words, they may be sensed, rather than defined. It is the ability to feel fine distinction which makes good taste in dress. We are as usual showing the new crea-tions-new ideas in models, designs and color harmonies, new features in styling, new materials and the new sesaon's new shades of popular colors. Come early while assortments are good.
We are showing such a wide range in prices Sailors and other ready-to-wear at $\$ 2.75$ to $\$ 7.50$ Trimmed Hats $\$ 5.00$ to $\$ 2.2 .50$ Children's Hats $\$ 1.50$ to $\$ 7.50$
Quite a variety of styles and colors. No two alike

## VANITY FAR SLIKUNDERYW:AR

New express shipment to day-Bloomers, Chemise,
Vest and Vanities. Colors pink, orchid and white.-Prices $\$ 3.50$ to $\$ 5.50$

## SPECIAL BARGAN

24 dozen Women's Monarch Union Suits, wide shell knee, self shoulder straps. This is a special purchase, usually priced $\$ 1.00$ per garment. Our special price - 65c
A MOTHER SPECCLLLONSATURDAY ONLY 30 dozen Women's Pure Linen Handkerchiefs, neat REMEMBER THESE SPECIALS, THEY ARE OUT OF THE ORDINARY BURNS \& PIERCE

east bound train for New Orleans.
will sail for their home in Pernam
buca, Dutch Guiana, where Mr. Buch anan is assistant general manager

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send their honeymoon in Cuba, Pan-
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in. bride and groom were both of friends here whose good wishes will

## NOTICE

THE BLUE BIRD BARBER SHOP WILL OPEN MARCH isi We will have a nice clean place. Will have the best nf workmen. Will use a fresh hot towel to every man's face and no preference will be shown to any one Our prices will be, live and let live: Hair Cuts 35 haves 20 c . Mothers don't be afraid to send your chil dren, or girls to our shop for work. Positively no bad
language will be allowed in our place of business, from the time we open in the morning, until we close at night.

COME TO THE BLUE BIRD BARBER SHOP

## Peace \& Miers

## O'KEEFE INN

 WILL REOPEN MARCH ISTI will re-open the O'Keefe Inn, Thursday in the building vacated by Perry \& Cram, and will serve meals to the public at reasonable prices, as I did on former times. I invite all the old cystomers and friends to again give me their partonage.

## J. B. GILLLLAND, MANGGER

## A New Shirt

There are two newideas in these Wilsom $\mathbb{B r}^{\circ} \mathrm{O}$ 's shinss: a criff the really reverse, and a starchiess meckband of infmire possibilities, Come in and let us demonstrate.

## - Weive some oftier furnish. Wess from, Wilson Bros that will interst you too. Come in and see.

CHAS. REINKEN -

| Personal Mention <br> Looper spent yesteraay in Lub- <br> A. White of Cisco is here on bus- | HALE COUNTY HAPPENINGS |  |  |
| :---: | :---: | :---: | :---: |
| John Boswell was in Amariioi day. |  | On last Thursday evening, Grace | Methodist Revival |
| Sam Wilks went to Lubbock |  | the young people of Abernathy at the home of Mr. and Mrs. J. C. Arnett. |  |
|  |  |  |  |
| ma trip to Waso Sto |  |  |  |
|  |  |  |  |
|  |  |  |  |
| nd Mirs. R. | Th |  |  |
| piek Groves and J. W. Pat | Abernathy, who died last | spent a most delightful evening_-R. |  |
| Hecames $A$, H.Justioe and JJ. E . | Firday afternoon. De |  |  |
|  | laty laty |  |  |
|  |  |  |  |
| Pomey w. F. Crayrors, who has beer |  | Bro. Ble |  |
|  | so m | is regular |  |
| ada |  |  | arem |
| \%o Ozona | at of Jan |  | - |
| - | Al 11 round country of eexas she is |  |  |
| ${ }^{\text {Otur }}$ Otheberes of |  | Saturday atereroom. |  |
|  | , | team, and each would |  |
|  |  | game is expece |  |
| , itre, whinerr and child of A |  | in the |  |
| T | the children being sick and one of th teachers, Miss Agnes Bier of Plain |  |  |
| a |  |  |  |
|  |  |  |  |
| Mrrand Mrs. B. E. Young ot peat | Mre. Josie Lovvorn and |  |  |
|  |  |  |  |
| Mr. Cruterer, who has been her | (in in town |  |  |
| for |  |  | buiness meet ine |
|  | , |  | ${ }_{\text {mee }}^{\text {mee }}$ |
| (1) |  |  |  |
| Cater, B . A . H |  |  |  |
| kuth | Thurany | Rev |  |
| deit | with her folk at Lockney, as his | de |  |
| Itre C. C . Bosede |  |  |  |
|  | in town |  |  |
| ne of |  |  |  |
|  | hale cester |  |  |
| n, Otho, | Ininitive |  | Wedeseday Phips was in Hereferd |
|  | ame time ateod college |  |  |
|  | deysy ago or Aurora, |  |  |
| mily bued tolve her |  | Mr, and Mrs Waller E. Hegia |  |
| in Amarlil ${ }^{\text {a }}$ (tre W. H. Crowley went to Amm- | rival. It is stat | Ativese in Mowilum cants, Theey |  |
| is h | nan vi |  | M. wisited her husand dat the chas |
|  | South Central Texa, |  |  |
| ¢ have many friends here |  | W. F. Dendi, have |  |
|  | News han been received heren | Smith is asain in the schoml |  |
| In have erumed from |  |  | of Springlake. Mr. and Mrs. Botsford |
| herethe paxat week looking fote |  |  |  |
| (tam he owns near town and to | def | the Chrisian church hunday. There were no ereviese at the other church- |  |
| and Mrs. Norman Gusti Okla., are here visiting |  | es John Criswel, the mail carrier ras |  |
|  | Friday and Saturday; | Ira krebb is | A. F . Nath. Mr. .and Mrse W . A : |
| alifornia, to visit his son, J. H | and intomed us that |  |  |
| Diego. |  | The mestasi in the C. W. Watkins |  |
|  | 3. He turter stated that he |  |  |
|  | , ions of doing likew | shool for several days suffei ing with |  |
|  |  | hiss | lection of delinuunt taxes uring the |
|  | Hen |  | the tax ollector rand conty aturney |
| from Como, Tr the J. C. Terry |  |  | lection of all delinquent taxes, and that said order be published in the |
| ceo. s Ross, freld agent for | Mr. and Mre, Cart Goodm |  |  |
| Texas Hotel Keepers' Ass was here Saturday and Sund | to the ranch in Terry | to Laubock county, wh |  |
| J. A. Testman and the |  | W. Hankins has traded |  |
|  |  |  |  |
|  | home at Weinert, Texas after spend- |  | y Clerk, \#lale Countr, Texas) |
| ring legislation and in | reativese Netie Roberson of |  |  |
|  | spending some tin |  |  |
| anything of value from a hotel. |  | visti with her parents at Mrs. R. C. Hannah, whon | Best Jomorrow |
| Invitations to Singers Randall county singing |  |  | Take sare of your |
|  | tere tamee |  |  |
|  |  | lamb county |  |
| cordially invite all singers of |  |  |  |
| whith us Lovorn, President. |  |  |  |
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|  | ${ }_{\text {ed }}^{\text {Ed }}$ |  |  |
|  | Mond and Elmo Caude of Hale Cen- |  |  |
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## ichand Llogdones $\int$ apst we wer



\% USE NEWS WANT ADS

The News carries more Want Ads than any other newspaper on the South Plains. There is a reason for this: Want Ads in the News get the results, for the News reaches the people of this section, and an adv. costs only a few cents.

If you have anything you wish to sell, trade, rent or if you want to buy, trade for or what not, you can find someone who will do business with you, if you put a Want Adv. in the News.

## THE COS IS SMALL-THE RESULTS BIG

The rate is 15 words or less 15 c per issue. Each additional word Ic .

## Local Circulation for Local Advertisers

It does not matter to a Plainview merchant how many subscribers a newspaper may have a hundred or a thousand miles away, it is local circulation among people in this trade territory that counts-that is worth while, and the newspaper which has the largest list of subscribers in the Plainview country is the most valuable as an advertising medium, and especially is the newspaper that goes into the most country homes, for farmers buy more and larger bills of goods than town people.for their needs are greater and more varied

## THE PEOPLE OF HALE COLNTY ARE SUBSCRIBERS TO THE NEWS

And they trade in Plainview, hence an advertisement in the News is the best investment a merchant or any one wishing to reach the people of the county, can make.

## THE NEWS HAS LARCEST CIRCULATION

It has more subscribers at Plainview Postoffice than any other newspaper published.
It has approximately three times as many subscribers on the rural routes out of Plainview as any other newspaper published.
It has decidedly more subscribers at the smaller postoffices and rural routes in Hale county than any other newspaper published.
It also has good lists of subscribers in the communities in adjacent counties, among people who trade in Plainview. All these crrculation facts can be sustantiated.
The reason why so many people of the Plainview country are subscribers of the News is that it publishes the most local happenings and has an open and fearless editorial policy.
ANY MERCHANT IN PLAINVIEW WHO DOES NOT ADVERTISEREGULARLYINTHE PLAINVIEW SEMI-WEEKLY NEWS IS LOSING MONEY BY NOT DOING SO,FOR THE NEWS GIVES THE MOST SERVICE FOR THE MONEY.

## ARE YOU One of the Wise Shoppers Who Responded TO OUR

## RECORD BREAKING VALUES AND MERCHANDISIIGC CAMPAIGN <br> SALE?

If not you still have plenty of time to participate in one of the greatest, if not one of the most astonishing value offerings that has ever been presented. Read below and get one of our double page circulars, but better still come and see the real values.
When you have carefully inspected our merchandise and prices you will ask yourself the question, not whether you can afford to buy but can I afford not to buy?




Cuting Pajamas and Night Shirts


Men's Wool Underwear
Union Suits and 2 -piece garments.
Sizes are broken, but values eren


## EXTRA SPECIAL!

Cowboy Boot Sale


Sweaters for Men, Women and Children at One-Half Prcie

Don't overlook this opportunity. You
cannot possibly go wrong in buying
cannot possibly go wrong in buying a
Sweater at such a low price. We al-
most know you will not pass it up-
If you would see these values. Re
member our entire stock is included
Think of it, our 812 .
Think of it, our $\$ 12.50 \mathrm{knitted}$, extrà
large coats for only
$\$ 6.25$
Men's Wool Shirts
Government Standard O. D. Cloth
lined, double elbow, etc., at the fol
lowing low prices.
lowing low prices:
83.45
values 83.45 values.
$\$ 4.35$ values $\begin{array}{r}81.95 \\ -\quad \$ 2.65 \\ -. \quad \$ 3.35 \\ \hline\end{array}$

