







## We Want You to Ride

*Thousands Praise this New Car*

### In the Essex

The Essex is being advertised by what people say who have tried it—not by what we claimed. That is why we ask you to ride in the Essex and see for yourself what this car will do.

The qualities in the Essex which appeals most are those very qualities that are most attractive in the light, cheap car and those of the large, costly one. They are comfort, riding ease, endurance, and elegance at a moderate cost for purchase and operation.

Ask any motorist what he thinks about the Essex. His answer is sure to be more enthusiastic than anything we have said. We have tempered all our claims. We knew how strongly the Essex would speak for itself.

**Every Essex Sales Room Now Holds Motordom's Interest**

Essex popularity is not limited to any one city or locality.

People instantly admire its beauty. They speak of the detail and care with which it is finished. They note its lines and talk of features they have never seen on any but costly cars. Such are their observation.

But their real enthusiasm comes when they return from a test ride. They are not prepared for such easy riding qualities over rough cobblestone streets and worn-out pavements. The Essex does not pitch its passengers about. It remains rigid and firm and free from rattles and squeaks no matter how rough the service.

The Essex is demonstrated on the bogy hills used to prove climbing ability by high-powered and costly cars. Speed is shown over

the same course that fast cars are demonstrated. Passengers are told to hold their watches on the speedometer to note the quickness of Essex acceleration.

These are things you will observe when you ride in the Essex. We will arrange for a driving appointment at your convenience if you will let us know.



## Hooper & Son Motor Co.

Agents for the Exide Battery  
Ash Street Plainview, Texas

#### CLUBBING RATES

Then Plainview News one year and the Dallas Semi-Weekly News one year ..... \$2.25  
The Plainview News one year and the Amarillo Daily News one year for ..... \$8.25  
Plainview News one year and the Kansas City Weekly Star ..... \$1.85

#### Pullman Fares Reduced

Beginning April 1 all Pullman fares will be 2c lower than heretofore since the advent of the United States railroad administration. From now on the rate will be 8c on every dollar of the straight fare, instead of 10c. Within the next forty days it also is expected that excursion rates to the different lake and mountain re-

sorts of the North will be effected. It was learned that these rates will not be as low as those in effect before the government took over the railroads.

**CARS FOR SALE**—Ford touring car, Dodge touring car, Hup touring car, Hup roadster—used cars, for sale Shepard Motor Co.

#### GERMANY STANDS PAT ON FOURTEEN POINTS

Will Emphatically Reject Any Treaty That Deviates From this Program

Berlin, March 31.—Germany's final peace strategy will be to voice an emphatic "No, never," to every peace condition inconsistent with President Wilson's fourteen points as interpreted by the Germans themselves. The World correspondent has gathered enough circumstantial evidence to warrant this assertion.

Further, the present government will not authorize the German delegates to sign any kind of a "dictated peace," particularly one embodying—as it is expected—such features as the satisfaction of Polish territorial aspirants, indemnities other than reparation and "economic slavery."

This view is confirmed by the German propaganda which is functioning at the highest pressure as the peace climax approaches. It now lays its main emphasis on the Wilson fourteen points, with the corollary that if Germany can not obtain a Wilson peace, which is the only kind she will accept, Germany is certain to go over to the Bolsheviks.

Added confirmation of this view, as obtained by the World correspondent from Count von Bernstorff, now chief of Germany's general peace staff, who, when asked whether Germany's delegates would sign a peace treaty embodying clauses considered by Germans as contrary to the Wilson fourteen points, answered emphatically, "I would not sign such a treaty if I were a member of the delegation."

Von Bernstorff added that Germany naturally would not go to Versailles with any positive peace program, for she would be on the defensive. But the World gained the impression that this defensive would be a stubborn one along the lines of the Danzig question and would employ tactics regardless of consequences.

Von Bernstorff strongly intimated that Germany would stand pat on the proposition that the acceptance of President Wilson's fourteen points by the allies and Germany has already constituted a virtual peace treaty and that anything at variance with those points would be treated as a scrap of paper.

#### Debs Threatens Big Strike

Akron, O., March 31.—Eugene V. Debs, socialist leader, today threatened to call a general strike of his party throughout the country unless he is granted a re-hearing in the courts on charges upon which he was convicted under the espionage act.

He said today, "Unless something further can be done, the program of the party to tie up the country in a general strike will be fulfilled. I am prepared to fight to the end."

#### Few Failures Past Year

It is reported by the referees in bankruptcy that there were very few business failures in West and Northwest Texas the past year, in fact fewer than for any previous year. This is a fact showing considering the fact that a severe drought of three years had prevailed in considerable of the territory.

There was only one failure in Plainview during the past year—a small repair shop.

#### Ex-Kaiser Seeking New Domicile

Geneva, March 27.—Former Emperor William of Germany, alarmed by the receipt of threatening letters, intends to leave Holland and seek refuge in Switzerland, according to the newspaper La Suisse. Swiss newspapers are printing many advertisements inserted by members of the German and Austrian nobility who are seeking houses in this country at moderate prices.

#### Ranger Will Pay \$13,000 Royalty

Austin, March 26.—Land Commissioner J. T. Robison, reports \$17,757 receipts for royalty on oil and gas during the month of February. Of that sum \$8,628 came from Goose Creek field in Harris county and \$9,127 from one well in the Ranger field.

This makes about \$13,000 royalty from the Ranger well since it came in on January 10th this year.

#### Telegraph Rates Increased Again

Postmaster General Burleson has issued an order increasing telegraph rates 20 per cent, beginning April 1. He says the increase is to meet the "increased cost of operation occasioned by wage increases now in effect, made during the past year."

#### Will Bring American Dead Home

Former Attorney General Gregory is in Paris on a special mission for the War Department in connection with bringing home the bodies of American soldiers who fell in the great war.

The streets of Quanah are being surveyed with a view to paving. The plans are to use vitrified brick for the work.

# Monuments

Besides the large and complete stock of finished monuments on exhibition in our display room, we have made a careful collection of cemetery photographs and designs for memorials, for the purpose of being able to show you, in addition to these monuments, an interesting variety of the newest ideas in design.

You are cordially invited to examine these photographs and designs. Many of them have never been shown before, and several can be executed at a surprisingly low cost.

## South Plains Monument Co.

Plainview, Texas

#### An Educational Lecture

Dr. H. T. Musselman, editor of the Texas School Journal, Dallas, Texas, will deliver two educational lectures in Plainview, April 7th.

Dr. Musselman will give his lecture "Building Our Educational Program on a Life Basis" at the Presbyterian church at 3:30 o'clock p. m., and "The Public School and the Future of Democracy" at 8:00 o'clock at the same place.

These lectures have been arranged by the teachers of the public schools and all citizens of Plainview are invited to be present. Dr. Musselman is a man who thinks through a proposition and expresses himself forcefully. You may not agree with him on every proposition, but you will admire the man.

Remember the place and date. Admission free. H. P. Webb, Supt.

#### Texas Cotton Statistics

Ellis county raised more cotton than any other Texas county the past year—91,258 bales. Other large yields were—Collin, 69,046; Dallas, 50,926; Fannin, 59,166; Fort Bend, 57,277; Hill, 50,294; Hunt, 58,882; Kaufman, 56,382; Lamar, 56,353; Navarro, 59,454; Wharton, 49,882; Williamson, 49,097.

Plains counties—Childress, 3,798; Collinsworth, 7,016; Crosby, 4,195; Dickens, 3,178; Donley, 2,868; Floyd 2,561; Foard, 2,380; Garza, 1,244; Hall 10,318; Lubbock, 2,464; Motley, 2,156; Lynn, 665.

The total for the state was 2,606,601 bales; the year before 3,041,726 bales were ginned.

Three or four hundred bales were raised in Hale county.

#### L. of N. is British Document

One of the reasons given by some for opposing the League of Nations constitution is that it is a British document and if adopted would give that government domination of the world. Mr. Wilson recently acknowledged that at first four drafts of the League constitution were submitted to the council of peace—one by Great Britain, one by America, one by France and one by Italy—and that the British draft was accepted as a basis to work on, the other three drafts being discarded.

An eminent writer declares: "If as a result of this great war we should adopt the constitution of the League of Nations drawn by Great Britain, we should voluntarily, and with our eyes open to all the ultimate possibilities, jettison a foreign league in which we should always be subordinate and inferior in voice to Great Britain. She, with her dominions, would always have among the body of delegates five times as many representatives and votes as the United States."

"And we should enter an executive council within the league in which the United States would have one vote and eight foreign nations one vote apiece; so that on any question, involving even our own American interests, the vote would be eight to one against the United States."

#### Soldiers Welcomed Back

The largest crowd ever before congregated in Dallas gathered Saturday to welcome back home the 133rd regiment of the 36th division, composed of Dallas soldiers. They recently arrived from France, though they did not do any fighting there.

# "A HOME"

Is the very best investment being offered the American citizen in exchange for his money, considered from a standpoint of finance, economy, sentiment, and eternal satisfaction.

**"NOW IS THE TIME FOR ACTION"**

Let no man overlook for a moment the fact that the employers of this country have a duty to perform in handling to the very best of their intelligence and ability the impending problem of recruiting back into the ranks of civil life the several millions of men who laid down their civil and domestic duties in order to don the uniform of Uncle Sam and go forth to fight for honor and civilization. To overlook this most important matter would be a fatal error.

Let us help you start your home soon; now is the time to build. All indications are that building materials will not be lower; "likely will cost more"; send us your inquiries and orders by mail, wire or phone.

## Alfalfa Lumber Co.

Phone 163

# O'Keefe Inn

Gilliland & Lynn, Props.

We have opened a boarding house in the O'Keefe building, formerly occupied by Boyd Grocery, having thoroughly renovated and refurbished same, where we will serve regular meals.

Nowhere in Plainview will you find so delightful eating place, for our reputation for serving the best meals is well known to the people of the community. We want you to eat with us, and know you will be pleased with our food and our service.

**Meals 50c; tickets \$7.50 to twenty-one meals; regular board, \$25 per month for meals, and \$30 for meals and room.**

## Gilliland & Lynn

O'Keefe Bldg.

Next to Liberty Loan Bank



# Easter Apparel of Surpassing Charm In the New Modes of SUITS, COATS, DOLMANS, CAPES AND DRESSES

Still more new garments are being daily added to our already large collection.

The newer modes in distinctive suits for women and misses, portray many fascinating styles, graces, that are entirely new and delightfully different, yet in keeping with the trend of fashion.

Interesting variations are described in the Russian Blouse, Box Coat, Waist Coat, many clever innovations are shown in Waist Coats pongee vests.

## Trinity Wash Goods for Dresses, Waists and Skirts

Whence came the figure and color ideas of the period? From France? Yes more than from elsewhere. France gave Organdies, Voils, Crepes and other pretty cottons to the users of the world; and in our stock you will all that fashion approves for dresses, waists and skirts. Weaves, designs and colors that tasteful women demand.

A large variety of styles in combinations, checks, stripes, plaids, floral, etc. at very moderate prices.

Our competent and courteous sales force welcome the opportunity of showing the many new Easter apparels in which you may be interest.

## Our Silk Stock Responds to All Your Demands

It is a silk season; every woman now knows it. We knew it months ago, and prepared for it, a glance at our display shows the depth and breadth of our preparation; Presenting every weave and color that fashion smiles on ready to your hand.

Georgettes,  
Crepes,  
Taffetas,  
Crepe de Chines,

Wash Satins,  
Moussilines,  
Chiffons,  
Silk Gingham.

Your ideal silk is here for every need, and prices are within easy reach of every person.

**Jacobs Bros. Co.**  
THE ONE PRICE CASH STORE

The Most Progressive Store of Plainview and the Home of Printzess Garments.

### Cash Grocery Company

Down to our store we offer you groceries at the right price.

Full Cream Cheese, lb.	40c
Half gallon Grape Juice	\$1.00
Quart Grape Juice	65c
Pint Grape Juice	40c
W. S. Pork & Beans	10c and 15c
Gallon Apples	45c
Del Monte Asparagus Tips	35c

CASH GROCERY CO.  
Phone 101

#### Kress and Silverton Tie

Recently the Kress school visited Silverton. In a game of basket ball the Kress girls defeated the Silverton girls, and in a game of baseball the Silverton boys won over the Kress boys.

There will be a box supper at Hooper school house, seven miles west of town, tomorrow night.

Mr. and Mrs. Klein Wilson of Lockney have been here this week visiting relatives.

#### PERSONAL MENTION

C. K. Shelton left yesterday for Fort Worth, where he has an oil lease office.

D. L. Miller left yesterday for a business trip to Tulia and Canyon.

Dr. J. C. Anderson returned yesterday morning from a trip to the Ranger oil fields.

Mr. and Mrs. J. J. Richards of Amarillo came in Wednesday to visit T. E. and J. W. Richards.

Mrs. E. C. Lamb returned Wednesday from a visit of several weeks with her sons in Houston and Georgetown, and with relatives in Galveston.

Dr. and Mrs. C. C. Gidney expect to leave Sunday for Washington, to visit their son, Chauncey, who is in college there. Dr. Gidney will then go to New York City to take a course in medical lectures.

Surrey Henry of Sweetwater arrived Wednesday for a visit of several days to his two little sons, who are living with their uncle and aunt, Mr. and Mrs. H. B. Adams.

R. A. Mills of Adrian, Michigan,

has been here visiting. He has sold his farm in Michigan, and after a trip to California to visit relatives, expects to return to the Plains, purchase a farm and locate with his family, for he is pleased with this section.

Miss Margaret Gardner, who has been in Seattle, Washington, since last June, is expected home in a few days to visit her mother.

W. H. Gibson and family of Hale Center have gone to Colorado Springs to visit R. J. Ritchey and family for a while, after which they will go to California to make their home.

Mr. and Mrs. S. T. Gargas have come from Russellville, Ark., to visit their daughter, Mrs. Ed Gentry, in Hale Center, and they may locate in that town.

C. E. Stevenson and family, who have been residing in the Bellview community, have moved to the Frank Frieburg place, at Floco.

L. J. King, formerly of Plainview, writes that he and his wife are now in Lubbock, having come there from a stay of several months in Clovis.

Walter E. Taylor, as architect of

Lubbock, was here Wednesday on business.

R. A. Watson came in Wednesday from Schlosse, N. M., near Belen, to spend a few days.

Judge W. B. Lewis returned the fore part of the week from the Ranger oil fields, where he has interests. Mrs. Carl Stoker is recovering very satisfactorily from a surgical operation which she underwent at Plainview Sanitarium Sunday.

W. F. Scarborough of Midland has been here this week visiting relatives. Joe Jay of Petersburg has been visiting a "particular friend" down at Colorado City.

Miss Tina Davis of Mt. Pleasant, Texas, was here the past week visiting Miss Kathleen Joiner. She left yesterday for Manila, Philippine Islands, where she will take a responsible position with a commercial company.

L. J. Grady Vaughn, who returned Sunday with his wife from New York, where he was with the aero service, has taken a position in Donohoo-Ware Co's. store.

Lt. Fulton Murphy, who recently returned home from service at the training camps in the East, left Sunday for Shreveport, La., to take his former employment with the Burroughs Adding Machine Co.

F. F. Hardin will go to Galveston next week to attend the annual convention of the State Lumbermen's association, which will be held there April 10-12.

Attorney W. W. Kirk returned the first of the week from a trip into the oil districts of Oklahoma.

W. J. Figge and family of Lake Arthur, N. M., arrived Sunday in their car to visit E. B. Miller and family, brother of Mrs. Figge. Mr. Figge has gone to Missouri to visit relatives, and Mrs. Figge and children are remaining here until his return.

Edward Peltzel, better known as "Dad," has closed his tailor shop here, and left yesterday for Clarendon to be associated with his son in the same business. He made many friends while here because of his industry, integrity, geniality, and his ability in his profession, and his friends wish him success in Clarendon.

W. R. Blocksom returned Sunday from a trip to the Eastland and Comanche county oil fields.

W. N. Baker has returned to Cisco to look after his oil company interests.

Mrs. Gates and children of O'Donnell have been here visiting her brothers, Marvin and Flake Garner, but left yesterday morning for their home.

Mrs. Anna Halt, the nurse, came in yesterday from a vacation of more than a month spent in Corpus Christi and other points down in the state.

Otis L. Williams of Amarillo is here today.

Paul Barrier of Floydada was in town yesterday.

Mr. and Mrs. J. N. Donohoo returned Tuesday from a stay of three months in Los Angeles and other Southern California points. They report a very delightful trip.

Miss Mary Howell will leave tomorrow for Cisco, to take up stenographic work.

#### More Rain on Plains

A steady rain fell over the Plains Tuesday night and until Wednesday night. The total rainfall at the station here since January 1st has been 4.34 inches.

#### Lecturer Cannot Come

Dr. H. T. Musselman of Dallas, whom it was announced would lecture here next Monday on educational topics, will not be able to do so, as he is now sick in a hospital in Dallas.

Prof. J. E. Watson of Wayland Business College, has leased the hall over the City Bakery, where he will open a downtown commercial school next Monday, giving a practical business course. He says quite a number have signified their intention of enrolling.



#### Wayland Alumni to Have Annual Banquet April 11

The alumni association of Wayland college will hold its annual banquet and meeting in the Wayland building the night of April 11th. Many members from elsewhere are expected to attend. Mrs. W. L. Braddy is president of the alumni.

#### Miss Cecile Barnhart Marries

Miss Cecile Barnhart and Mr. Travis Walling, prominent young people of Childress, were married Saturday evening at the Catholic church in Wichita Falls.

The bride is a niece of Mrs. C. C. Gidney and has visited in Plainview several times, and is well known here.

#### Lindemann-Newman

Miss Emily Sophia Lindemann and Mr. Samuel Newman, were married at the home of the bride's parents, Mr. and Mrs. A. Lindemann, three miles west of Whitfield, Thursday, March 27, Rev. J. H. Halm, pastor of the Lutheran church at Sagerton, performing the ceremony. They will make their home in the Providence community.

#### ROUND ABOUT TOWN

There are two things a barber hates—and they are a safety razor and a rainy or cold Saturday. A larger part of a barber's week's work is on Saturday, and whenever that day is inclement few men get haircuts and not many get shaves, hence not much business for the "tonsorial artist." The past two Saturdays were rainy, and things in the barber shops were on a standstill—at least that is what Ben says.

L. D. Griffin returned Wednesday from Kansas City, where he went with a shipment of cattle. His neck is still sore on a stretch stretching it so much to see the tops of the high buildings in that city.

Mr. and Mrs. J. C. Leckliter were up from the Anchor community Tuesday, and were rejoicing over the fine soaking rains and bright prospects for big crops. While here another rain came and Wednesday they had to go home through heavy muddy roads.

John Haydon returned this morning from Wichita Falls. He says the "bottom dropped out" down in that section and he hardly ever before saw such heavy rains.

Miss Leta Hamilton of Texico has been here for more than a week visiting her brother, Dr. J. S. Hamilton and family.

Young Men! We have your Favorite Style For Spring—

## SEAMED-WAIST SUITS

As Designed and Made By the Kirschbaum Shops

HERE it is! The young man's style of the hour. High, welted-seam waistline, slash pockets, flaring skirts. Cut and tailored by men who know how to turn out the smartest and most dashing of sack suit fashions. In all-wool Argonne Flannels and Saxony Cassimeres.

\$35

And others at \$40 and \$45, many skeleton lined with silk.

REINKEN'S



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Copyright 1919, The House of Kuppenheimer

## Clothes That Express Individuality

**T**HE outstanding fact about clothes is that they tell a powerful lot about the man who wears them. People take it for granted that a man's clothes are at least an expression of his individuality.

**Reflecting Spirit and Individuality** That makes clothes an important matter in any man's life—particularly the young man who still has his dent to make.

A young man today has a great deal to live up to. Youth found itself in the War—found that it is the greatest living force in the world.

If clothes are to express the present-day young American, something of this FEEL has got to get into the clothes.

That is just what the designers for The HOUSE OF KUPPENHEIMER have

done in their authoritative Styles for Spring.

In short, clothes in tune with the times — the Keynote of *In Tune with the Times*

Kuppenheimer Clothes success, season in and season out. And back of style and fit—to make them last—the old reliable Kuppenheimer standbys: quality fabrics and fine tailoring.

Your Kuppenheimer dealer has the thing you are looking for. Fabrics that have life. Style that reflects the buoyancy and vim of the young man looking the world confidently in the face. Design that sets off the grace and strength developed by the training camp and battlefield.

It's not what clothes cost, but the service you get out of them that counts. Good clothes are always the cheapest in the long run.

### The HOUSE OF KUPPENHEIMER

*A National Clothes Service*

CHICAGO U. S. A

**BURNS & PIERCE**

SUCCESSORS TO THE  
PLAINVIEW MERCANTILE CO.

**PLAINVIEW, TEXAS**