# THE PLAINVIEW NEWS 





## Pofocier

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## Surprise Part

Miss Mary Lee Nichols
On Friday evening, before her de-
parture ore Baylor University, Miss
Mary Lee Nichols was given a surMary Lee Nichols was given a sur-
prise party by her school friends of Wayland
a dainty hour spent on
games.refreshme
passed, provided

## a surprise also. The guests $p$

Johnie Reeves, Albert were Misses Clark, Sallies, Austint, Mabel, Rise Bessie Lee Turner, Mary Miser, an
Glads Spillman, Messrs. Delver
Jones, Roy Gladson, Carol Hun ter, K. C. Lea, Mayon Ewing, John
Austin, David Covington, Roy Stall
Plainview Girl Weds
South Dakota Man Plainiew Girl Weds
South Dakota Man
At one ocelot Monday afternoon,
Rev. and Mrs. A. B. Roberts gave
their daughter, sibyl, in marriage to
Robert John Gordon of Yankton, s. their daughter, Sibyl, in marriage
Robert John Gordon of Yankton,
D.

some tailored suit of brown broad are large in .acreage and fine. Half
cloth, with trimmings of fur and the wheat is still in the fields on
matching accessories.



$\square$







敬율

urging the mob to not resort to law
lesses when one of the mob yelled threw a rope about his neck, dragged him half a block and twice hanged
him to a trolley pole; each time as cut down by two policemen. If but is now recovering. A regular were beaten and a white man was
killed. Federal troops were sent
$\qquad$ A small negro boy was here yes and a bunch of small white boys had
some laughable sport with him on some laughable sport with him on
the square, trying to steal his hat the square, trying to steal his hat.
He got a small stick and held them at bay for quite awhile.
 over land piteach county. He stayed over and preached at the Baptist
church there Sunday morning and
night. night.

The Methodists at Hereford have
broken ground for a fine new church. Gland Service Station.


INFLUENZA
Ask us for the right kind of serum to use Don't be misled; the right kind of serum helps a lot.

DYE DRUG CO.
THE REXALL STORE
West Side Square

## FOR SALE

SEVEN ROOM HOUSE-Three rooms and two closets upstairs and four rooms, three closets and big pantry downstairs. Two lots with east front. Good terms.

## SEE

## RAYMOND GIBBS,

Plainview Produce Co.

## WAYLAND COLLEGE

FACULTY RECITAL be given by Misses Done. Smith, and Walker the college auditorium, Friday night, Oct. th.
clock. You are cordially invited

Seeds For Fall Planting
Poultry supplies, all kinds
We buy Sudan, Millet, Maize, Kaffir, all others it good.
C. E. White Seed Co.

Plainview

## Farm and Ranch Loans

Very autracivetime in ind contract. Inspection made
from Plainview
Prompt Service-Positively No Delay
Room 35, Grant Bldg.
P. 0. Box 695

CONTENTED COWS GIVE MORE MILK


## TO ICE CUSTOMERS

We now have no regular man delivering ice in the western part of town, and deliveries are made only in the afternoon. Those wishing ice will please phone No. 13 early in the morning if possible.
Texas Utilities Company

# Charles F. Horner Presents "TIEL ONLY GIRL" Mae I, Friday, Oct. 3rd 

First of a series of four New York productions coming to Plainview during the winter.
"Only Girl," "Thirteenth Chair," "Cheating Cheaters," "Gypsy Trail'
Everyone a masterpiece in its field of drama-comedy, mystery plot, heart-interest.
Puy a sasasen ticket for the serion of all four preductions. You will sor: money and get a better seat.
Season tickets on sale at all drugs stores and by girls' teams at $\mathbf{5} .00$ plus war tax of 80 cents
Wednesday and Thursday exchange your ticket for choice of seats from Mae I plat, at R. A. Long Drug Store.
No reservations of sıngle admissions till Friday and after season holders have
been cared for.
Only two hundred season tickets to be sold. Get yours now? "THE ONLY GIRL," Mae, I Friday, 0ct. 3rd 8:30 P. M.

## PEARS

Have a car of fancy pears this week, at the stores and on track, at $\$ 1.75$ a bushel.

## D. C. Aylesworth



## AUT0 REPAIRING

We now have more room and more workmen and can rèpair any kind of car. Better have your car put in good shape before winter.

us ASismav 6BX91<br>Carter-White Motor Co.



FORGOT UUSTONGE
And Lapse Brought Zoo Worker Pretty Near His End.


# Did You Ever Stop to Think How Much You Owe to Advertising? 

By J. R. HAMILTON

## Former Advertising Manager of Wanamaker's, Philadelphia

One hundred million people owe most of their comforts, their luxuries, their degree of prosperity, and many of them even their lives to advertising, and yet few of us even stop to think of it except as a necessary evil.
Through the publicity given a certain antitoxin, that dread disease, diphtheria, which used to mow down our children as a reaper mows down grain, is hardly dangerous any more. We never cut a finger or scratch a hand but what we go straight to a bottle of advertised antiseptic. (And this has no re lation to socalled patent medicines.)
When we rise in the morning we put on an advertised stocking that saves us hours of weary labor. We touch a match to an advertised gas stove and save another half hour. We put on an advertised toaster and save our tempers and our digestion. We dress in advertised clothes (advertised either by the maker or the seller), and from then until the time we go to sleep again on n advertised bed, we are dealing with and living in touch with publicity throughout the livelong day.
We use it as our guaranty of quality or price, or good faith on the part of eller, We act on it with fuil faith and we accept it implicity at all times loubt the dead certainty of the mano sidns his name to it, either to make dood what he claims or cheefully to give us back our cash.
They say this is a day when no man can succeed without advertising, but it is even more than that. It is a day when no family can succeed without reading the advertising
If most people were as impervious to advertising as they think they are, they would be twenty-five years behind in everything they do.
The time has come when advertising has got to be treated as news, read news and acted upon as news.
The people who do not read advertising, like the people who do not use advertising, are getting farther and farther behind in the race every year.

| ELEPHANT MADE NO WHIMPER Tooth Drawn With Stoiciem That Would Shame Many H | GOOD WORK IN CANAL ZONE <br> Archdeacon Carson Tells of Religious Activities Among Those Em | Auctioneer <br> kress, texas. |
| :---: | :---: | :---: |
|  | Few men perhaps have so intimate a knowtedge of the spirtual progress made to the canal zone as the Rev. |  |
|  |  |  |
| one of the biggest elephants in the |  | ton |
| Ringting herd at Madison Square gar- den. New York, had refused to eat | $\mathrm{Mr}_{\substack{ \\\text { the } \\ \hline}}$ |  |
|  |  |  |
| dy by filling The tooth mat was giving Albert so |  |  |
| The tooth that was iving Albert so |  |  |
| mnn's fist. After a liberal dose of cocaine had been infected, forceps as big |  |  |
|  |  |  |
| as ice tongs were clamped to the tooth, a rope attached to the forceps, and a |  |  |
|  |  |  |
| a tremendous pull, and out came the huge tooth. |  |  |
|  |  |  |
| In this sort of dental work the unknown quantity lies in what the ele |  |  |
| known quantity lives in what the ele phant (will do. Albert had been taken |  |  |
| out of the menngeric to prevent panic nmong the rest of the herd in conee he |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| The Holy Terror Lady-They say Father Hooley advanced to the attack with a prayer |  |  |
|  |  |  |
| book in one hand and a bomb in the other. |  | ases. |
|  |  |  |
| tryin' $t$ ' belittle a good man, mum Lady-Isn't it true <br> tn both hande- The N ( Thie Marine. |  |  |
|  |  |  |
| The Proof. |  |  |
|  |  |  |
| "A woman can never come to the polnt. |  |  |
| "How can you prove such an assertion $\gamma^{\prime \prime}$ <br> "Prove it yourself; just watch her | Oai |  |



