## VOLUME SEVENTEEN <br> BLLL PASSES

west texas coliege mill is Austin, Jan, 29.-The senate today ing for the astablishoe bill providechnology college in West Texas ter debating the measure fo: two
hours. The final vote was twenty-
four to five. The meacare had been ongrossed in the house.
The vote on the West Texas College
measure follows: For--Baugh Bledoee, Bowers, Burkett, Clark, Cousins,
Darwin, Davis, Doyle, Dudley, Fair
child, Floyd, Holbrook, Lewis, MeMillin Parr, Pollard, Rice, Piageway Rogers, Stuart, Turner, Watts, Witt.
Against- Bailey, Murphy, Strong.
Thomas, Wirtz. Senator Woods of Navarro county
was present, but did not vote. Sena-
tor Wood of Williamson county, was The measure carries apprcp-iation
provisions totalling a million dollars. An attempt to amend the bill reduc-
ing the appropriations $\$ 350,000$ was defeated. The amendment was sub-
mitted by Darwin. Two minor amend-
ments by Witt were adopted before ments by Witt were adopted before
final passage. One makes the balance
of $\$ 150,000$ appropriated for purchasing a site which is not used for this
purpose available for building pu:-
poses and the other altered the purSenator Bledsoe, author of the bill,
made the principal address in favor
of the measare. He said the bill was
on attempt to opinions of educators and citizens
from all parts of the state. He said
Phe proposed collcge has the support schoois with the exception of Dr. Biz-
zell of the A. \& M. college, whom ho
tated, had not expressed an opinion Senator Thomas of Bell county
spoke against the bill stating that he
would not vote for any measure tha
carried a large appropriation with
the site trengery in a depleted con-



## ANOTHER CRISIS

 INNEAREAST
 TVE Manner and try thadd dome "are here, and punishment in th
Sixteen Million for Schools


## CHILDSCALDED WILLHOLD A <br> TO DEATH TURKEY TROT



NEXT FALL
It is proposed to pull off a big
"turkey trot" in Plainview next fall,
in which many thousands of turkeys
will take part. The "turkey trot"
will be conducted somewhat after the
manner of the one held each year at
Cuero, in Southest Texas, which is
known all over the United States.
It is likely that buyers from all
over the country will be here, for the
purpose of bidding on and buying the
PLAINYIEW HIGH SCHOOL WINS
HONORS IN BASKET BALL
Capture Distrite Championship and
Silver Trophy Cup in Tunament
Held Here Last Week
K. \& R.HOLDS

The boys' team played three games
at Wayalnd college, winning them all.
anNUAL club affaiz proves
VERY INTERETING AND
ENNOYABLE
 y a seore of fourten to twelve. This
was the hardest fought game of tne The annual joint llancheon of the
Kiwanis and $\begin{aligned} & \text { outary } \\ & \text { alubs, held today } \\ & \text { an noon at the Ware hotel, proved }\end{aligned}$



Mrs. C. J. Hill Dies
Mrs. Chas. J. Hill died at the fam-
ily home in Plainview yesterday, and
tural will take ple

$\qquad$


Hale Center Has Dollar Day
The merchants of Hale Center pull-
ed off a very successful dollar day
bargain sale Saturday, and a very
Amarillo, Jan. 26 .-Secretary W .
V. Blanton of the Panhande-Plams . Blanton of the Panhandle-Plams
Chamber of Commerce is getting out
he first number of "The Mid-West",

|  | zine devoted to the the Panhandle-Plains co |
| :---: | :---: |
| it. We are told that some of the siness firms did the largest day's |  |

13MONTHS

## Rabbit Drive at Iowa Avenue Friday, Feb. 2nd, a rabbit drive

## JURY REDUCES ASSAULT TO RAPE FROM FELONY TO

The jury in the Tom Johnson case,
ried last week for assault to rape a
young lady, brought in a verdict yes-
terday afternoon, reducing the crime



$\qquad$
reversal by the higher court.
The ease was given to the jury late
Saturday night, and several times tha


| cipation officials turn | growers received h |
| :---: | :---: |
| attention to extending CONTROL OF RAILWAYS | prices during thanksgiv. ing and christmas season |
| c- |  |

rsday R

JOHNSONGETS



# THE WALL STREET JOURNAL 

MORNING EDITION-NEW YORK, MONDAY, NOVEMBER 13, 1922

## Sixteen pages

## CHEROLEI "OOME BACK" <br> IS A REMARMABEE STORY

NINE MONTHS' OUTPUT THIS YEAR 176,771 CARS
NEARLY FOUR TIMES THAT OF CORRESPONDING PERIOD LAST YEAR
Extent of Improvement in Product Indicated by Fact That 68
Changes Were Made in Model "490" in Year
Ended July 1, 1922, and 23 Additional
Ended July, 1, 1922, and 23 Additional
hanges in 1923 Model-Many
Economics in Operation
DETROIT.-If the men responsbile for the "come back" of Chevrolet ever fully loosen their tongues the public will be treated to a most romantic story. Here is a company which
got so badly in the doldrums that it virtually breathed through the financial oxygen tank of its parent General Motors, and in a year has become one of the corportaion's most valuable units. Production comparisons give perhaps the best picture of
what has happened. In nine months of 1922 Chevrolet turned what has happened. In nine months of 1922 Chevrolet turned
out 176,711 cars, against 45,000 for corresponding nine months of 1921. Value for nine months of 1922 is $\$ 89,620,489$, com pared with $\$ 52,603,602$ for the entire year 1921. Reduced to
basis of average monthly sales, the 1922 rate is $\$ 9,950,000$, against $\$ 4,400,000$. Estimate for all of 1922 is 249,000 cars. IMPROVEMENT IN THE MODEL
Chevrolet began in July, 1921, to build a better product. New front-axle bearings were adopted, a better rear axle made and had given trouble was redesigned. Some idea of how thoroughly the " 490 " Chevrolet has "been remade may be gained from the engineer's report. In body and top there were 22
changes, in the front axle and wheels 10 , in the rear axle six,
in the transmission seven, in the motor 10, and in the chassis 13 changes. Total of changes between July 1, 1921, and July 1, 1922 , was 68.
Not satisfied with these, Cherrolet made 26 additiona
ch nges in the 1923 model, which is now markable run of sales. Officials who have been responsible for the improvements modestly say: "We have only followed the dict tes of the public. Building a popular only followed is now beyond the poker and circus stage. People have not is now beyond the poker and circus stage. People have not
time to stop at any side-show-they want to go right into the big tent." The official who made this remark is probably the least known in public press among motor wizards. A year from now, when Chevrolet reaches the 2,000 daily-production goal, he may be prevailed upon to permit connection of his name with the Chevrolet achievement, but at present he threatens to throw the Wall Street Journal's correspondent out of the window of his office, on the sixth floor, General Mo tors Building, if he is quoted

ECONOMIES IN OPERATION
An illustration of operating economies is in the changed method of handling closed cars. Formerly bodies were built by an outside company, shipped to Flint, and there attached to
chassis. Four or five in a freight car was the maximum. Now the company buys bodies from its cassocisted Fisher Body. Now the company buys bodies from its associated Fisher Body Company knocked down. It ships more than fifty in a freight car owhe assembling plants, with an obvious freight and time saving. Furthermore, the labor cost of assembling
until the car is much nearer delivery to purchaser.
until the car is much nearer delivery to purchaser.
Chevrolet in this respect is closely following the Ford as sembly idea, but possibly going one better in the matter of ture and delivery, Fisher Body Company eventually will have ture and delvery, Fisher Body Company eventually will have Flint Cherrolet has its of each Chevrolet assembling plant. I Flint Chevrolet has its engine plant and assembling plant, and
Fisher is building a body plant exclusively for Chevrolet bodies on adjinnigg a body
How closely Fisher is expanding to accommodate Chevrole may be seen in a list of Chevrolet assembling plants placed

## of Detroit and Cleveland

Flint (engine, assembly) Flint (engine, assembly
St. Louis (assembly)


Fisher St. Louis (assembly) Chevrolet body plant Janesville (assembly) Cincinnati (assembly) incinnati (assembly) Chevrolet body plan arrytown (assembly, Chevrolet body plan oledo (transmission)
Detroit (axles)
Chevrolet has 14 plants in operation, and as its business xpands several additional branches in other strategically locat d cities will be built.

THE OUTSTANDING FIGURES
Three men stand out prominently in the Chevrolet resusita tion, though each denies his part. They are Pierre S. du Pont Colin Campbell and W. S. Knudsen. Mr. du Pont, though no generally known, has been and is acting head of Chevrolet. He is credited by his associates with having conveived the resustation plans. He has fathered the movent, and the others, under his
tive fields.
Mr. Campbell, vice president in charge of sales,, began July , 1921, one of the most intensive missionary campaigns in the states, holding meetings, appointing distributors and agents, tates, holding incetings, appols ing ang months between July 1,1921 and November 1,1922 the num months beew July 1,1921 , and N sotser 1,1922 , the numto 12,080 and sate jin 250 per cent. Asked about the 12,080, and sales jumped 250 per cent. Asked about the but th ehighest clase merchandise and that Cherrolet was mo ing to be a winner under Mr. du Pont's guidance. All I did was to impart the faith I had to dealers." When Mr. Knudsen, vice president in charge of production, was asked about his part in reviving Chevrolet, he said: "The public is quick to recognize a good car nowadays. All I did was public is quick to recognize a good car n
jump in here and say, 'Come on, boys.'

## Western Union Telegram

ash Motor Company

## Plainview, Texas.

Friday, January nineteenth, Chevrole Motor Company shipped from their variou FIFTY-EIGHT CARS, which is record shipping day, and which is result of unprecedented winter orders.

Chevrolet Distributors

Ash Street PLAINVIEW, TEXAS <br> \title{
Nash Motor Co.
} <br> \title{
Nash Motor Co.
}



## MONEY

to loan on Farms and Ranches If interested see C. B. HARDER virtue of snid levy and said order of
ale, I will sell said above deseribed

 English langange, once a week for Mreececing said day of sale, in the
Tlanview News, a news ed in Hale county. Withess
Wanuary 1923. hand, this 30th day of Sherif Hale County, Tex London Daily Mail prints the fret
$\qquad$



| Try a want-adv. in the News. Only |
| :--- | :--- |
| le a word, minimum charge 15e a |
| time. |



MISCELLANEOUS

Farm and ranch loans on long time at 6 per cent simple, annual interest.
J. W. Patterson, room 20, Grant
Blag., Phone 507, Plainview, Texas.
FINNEY SWITCH-Best market for
grain, hay and hogs.-L. J. Halbert.


FOR SAIE

## WANT COLUMN

FOR SALE--Improved half section
of land, two miles west of Hale Cen-
ter. Would trade for quarter section
and dieffrence, or city property.- -
H. Bryant, Panhandle, Tex. FOR SALE-Kitchen cabinet, folding
bed and mattress, bachelor stove.-
Phone 137. FOR SALE-Dodge roadster, firs
class condition, would trade for feed harness, lister, and some cash.-J.
Gibson, 713 Date street.
73 -tf FOR SALE-Ford touring car in A1
condition-B. H. Oxford, suite 33,
Grant bldg., Plainview, Tex. 71 -tf
FOR SALE-On long time and easy
terms, six lots in Highland addition, nt
on West Eleventh street, and four
on
Iots on West Thirteenth street. In-
iostigate this if you wish to build
n-
veme, as these lots are very desirabe.
home
-Apply at News office for informaWILL pAY the highest market prices
the year round on poultry, eggs and
hides.-L. D. Rucker Produce hides.-L. D. Rucker Produce.
WANTED-To ist second-hand wind
mills. Can sell them for you.-J. C.
Cook, phone 489.

