## THE PLAINVIEW NEWS

## VOLUME EIGHTEEN

## FINE COUNT Y

 EXHIBIT SENT
 forms us that he considers it the best
and most varied exhibit this county
has ever sert



## $+{ }^{\mathrm{c}}$



## 

## 

## cas raises. Golf Tournament Starts Today.

 Aloan text antien
ed Weimention mateches semill be play.
and finals Frinals.
and
Atter the finals a big fish fry wil
be held on the elub grounds.
Mises Sloneker Wins Cabinet.

It's all right to say what you
LAMB AND
STEAKLEY WIN
Singles Are Being Played This Week
in

| in Tennis Tournament-Finals |
| :--- | :--- |
| Tomorrow. |




CTasifed Adertiving
 Watsons

 dont Tailo
vemoval Notice-I ha
vy dental office to suite
me. Berndl Gyant Bidg.-P. hair or combi

- Phone 219 . ANYONE wanting to break out sod
for crop, close in, see H. B. Tatum, Yor crop, close in, see H. B. Tatum
Box 42. Prie 50 an ance of first
year and and dollar thereafter. 42 tif

3
FOR TRADE
FOR SALE OR TRADE
3

3 blocks east of square | ail modern convenienees. Will sel |
| :--- |
| or trade for resident poperty in Loch |
| ney. See H. B. Adams, Phone 97. |
| FOR TRADE-Three medium |

$\qquad$
WANTED
$\qquad$
FOR RENT
tual consent, ind that M. M. . . . .
wint reman in hesent location in
he Grant building, while Oxford
 FORSALE FOR SALE-Automobile, will trade
for land notes and pay difference. FOR SALE-Let me install an Olive Oil-Gass Burner in your range. heat.
ev or furnaee and burn distilite at
the rate of 6 to 8 hours per gallon. customers.-J. W. Boshers, P
view, Rt. A.
FOR SALE-Moline Universal tra tor, in yood eondition,
gain.-See E. Q. Perry


## LeAsE FOR SALE

6

| FOR SALE-Secondhand Dort will take approved notes.-Box Plainview, Texas. |
| :---: |

## LOST-FOUND

Lost-Buick mud chain on Plain| view streets Frididy: |
| :--- |
| Nell Dorsey, phone 81. |

FOUND-A mare mule and hiorse

1


## s.L. Vam zam

## DONT YOU THINK

## Your FORD Deserves Better Care?

Fix up the old boat. We have the parts; also Seat Covers, New Upholstering, Paint, Top Covers, Wheels, Radiators, Fenders, Tires, etc. and can save you money

## TEX-NEWMEX AUTO SUPPLY $\mathbf{C O}$.

Across Street North ol Guaranty State Bank

## YOUR EVERYDAY MARKET




More Blessed to Give Than to Receive


A Suit of Clothes has little value unless it fits and retains that fit.
LOOK-
Curlee Clothes are the best fitting line it has been our good fortune to procure. We do all our own alteration work in our own shop and guarantee a perfect fit or no sale.

## LOOK-

the right prices are the only ones it pays
you to buy. Our you to buy. Our
never a sale policy guarantees you sale prices all the time.

## PERRNS

\& STUBBS
Always a Bargain


Mrs. Putman Enter:ains Club. The Thursday Bridge club held the
(irst meteting of the ocming winte
Thursiay afternoon with Mrs.

drid
ant.
M
To Be Hostess At Afternoon, Tea.
Mrs. C. A. Pierce will give a tea
Thussiay afternoon from 4 to 6
o'clock in honor of the season's brides, Mrs. Sam. Curry, Mrs. Frank
Day and Mrs. R., Bparks.
The affair will be the The affair will be at the Pie
home on West Seventh Street Bridge Club Entertained. Friday afternoon, the Oreades
Bridge Club was entertained most
delightfully by Mrs, Marion Howard, delightfully by Mrs. Marion Howard.
Mrs. . A. Shook won high score for
the afternoon Hints hit the afternoon. Hints of the coming
Halloween season were shown in the
decorations, and the delicio decorations, and the delicious re-
freshments served by the hostess,
which were chicken salad in tomatocups, stuffed celery, chipped po
toes, bread and butter sandwichce toes, bread and butter sandwichces
pumpkin pie with whipped cream an
coffee. Mrs. W. J. Patton will entertain
the club on October 19th. High School Junior Class
Elects Officers For Year.
The Junior Class of High Schoo held officers for the yeear.
ed of elast
Virginia Wayland was elected pres Virginia Wayland was elected pres-
idenet; Newton Wayland, vice pres-
ident; Hariet Van idenet; Newton Wayland, vice pres-
ident; Hariet Vanderpeel, secretary-
treasurer; ident; Hariet Vanderpoel, secretary
treasurer; Josephine Hall, class his
torian; Eudell Kincaid, class
Wertis, torian; Eudell Kincaid, class artist;
Weldon Garner, annual staff report Weldon Garner, annual staff report
er, and Lorene and Sterling Rosser,
yell leaders er, and Lors.
yell leaders.
The
The social committee was appoint-
ed by the president and consists of
Marguerite W Welat ed by the president and consists of
Marguerite Wayland, chairman; Wil-
ma Bailey, Juanita Largent, Marguerite Wayland, chairman; Wil-
ma Bailey, Juanita Largent, Robert
Wayland and Waller Diggs. Wayland and Waller Diggs.
The Junior Class is the largest in
the history of Plainview High the history of Plass inview the liargest in school
and efforts are being mad it also the best.-Reporter.
Thursday Evening Bridge Club. Dr. and Mrs. E. O. Nichols enter-
tained the Thursday Evening Bridg Club last week.
Mrs. R. M. Malone and Mridge Mrs. R. M. Malone and Mr. P. J.
Wooldridge made high soore for the club and Mrs. M. C. MeGlasson and
Mr. Malone for the guests.

# Genuine 50c Silver Coins 

## Given Away To Advertise Headlight MNADE Overalls

 TROUSERS AND COMBINATION OVERALLSSaturday, Oct. 13, (One Day Only)

A man from the HEADLIGHT factory will be here with a bag full of new 50 c pieces and will give one free with every HEADLIGHT garment.

This 50 c piece is given you with this understanding: If you find the HEADLIGHT the best you ever wore, continue to buy them from us. If not the best you ever wore, come back and get your money. Fair, isn't it?

Special Weave Blue Overalls Regular price $\$ 2.00$, less 50 c , making the

## $\$ 1.50$

A general assortment of HEADLIGHTS on this sale- 50 c given with every pair for this one day only.


## Jacobs Bros. Co

## Plainview, Texas



## BEST GRADE OF COAL

farmer's elevator
We Pay Top Prices for Maize Heads.

## MCLIASON-ARISTRONG

DRIVE IN FILLING STATION TEXAS GASOLINE MOBIL OILS FEDERAL TIRES

Vulcanizing and Free Road Service. Phone 16.

## WHEN ITS IRRO-

When railroads are blocked by snowWhen there is a coal famine in our town -then

## "COAL IS COAl"

HAVE US STORE YOUR COAL NOW
You can then SELECT the coal YOU LIKE

## GET "LABELED" COAL <br> "The Coal You Like"

## BONNER-PRICE

The "Labeled Coal" Dealer
elegates,
Wighates, etc., for State Meeting in
Winclusive, rals, Noade, Nomber 13 to 17 , Notict to City Water and Sewer inclusive, read T. F. W. C. Constitu-
tion in 1922-1923 Annual-Mrs. L.
A. Weile, and sewer rents must be

A. Waid on or before the 15th of October | tion in 1922-1923 Annual-Mrs. L. |
| :--- |
| $\begin{array}{l}\text { A. Weils, State Chairman of Special } \\ \text { Programs. }\end{array} \begin{array}{l}\text { paid on before the } 15 \text { th of October } \\ \text { or same will be eut off october } \\ \text { 16th and a charge of } \$ 1.00 \text { will be be }\end{array}$ |
| $\begin{array}{l}\text { ot }\end{array}$ | FOR SALE-A few thorobred Bar- $\quad \begin{aligned} & \text { 16th and a charge of } \$ 1.00 \text { will be } \\ & \text { made for } \\ & \text { ling, City Secretary. }\end{aligned}$



## hart Schaffer \& Marx SuTs for

 BUSNEES OR SPORTS WEARQuality Clothings and Furnishings.
Stetson and Knox Hats, Eagle Shirts, Munsingwear.
High Standard Grades in All Lines.

## CARTER-HOUSTONS

"For Men."
A Safe Place to Trade.

## FOR FREE PREVENTION WEEK WE OFFER PYRENE

Most fires can be arrested right at the start if a PYRENE is available and the person discovering it keeps a cool head. We not only supply the Pyrene fixtures-filled and ready to go-but we are glad to give full instructions with reference to their use.

## ANOTHER OFFER

USE AN


Estatê HEATROLA

## Safest Stove-Works Like a Furnace.

## DOWDEN HARDWARE

Mutual Pays Policy at Once. Plains Mutual made out a draft for
There are several home circle or
Thal life insurance companies op-
mutual life insurance companies op-
erating in Plainview, and they are
erating in Painview, and
furnishing their policy holders insur- C. M. Cornelius of Westside wa
ance at very low rates and also there
is prompt service in payment of
in Roswell, N. M., last week. money is usually needed very badly For instance, Hugh M. Terry died of typewriter ribbons, for all kinds ot Sunday, and yesterday morning Ste-- machines. Also typewriter pape
retary W. N. McDonald of the South


## Personal Mention

 W. E. Pool of Brownfield was Saturday. ere Sunday. Johson of Lubbock wasJ. W. Randolph of Lubbock was . W. Randolph of Lubbock was
W. yesterday.
W. Crowley of ere yesterday.
John B, Pope left yesterday John B. Pope left yesterday for
trip to Dallas.
Despite the rains the Lubbock fa was well attended.
Miss Ruth Cobb of Tulia spent
Sunday in Amarillo. L. J. Halbert spent the week-end
visiting his parents in Coleman.
Mr. and Mr. Mr . and Mrs. H.H. Griffith
Lubbock were in Plainview yesterday.
Geo. P. Droke left this morning
for Temple, to enter a hospital for Mreatment. D. Russell has been
Mrs. C.
Cross Plains the past Cross Plains the past week visiting
relatives. Rev., J. H. Bone of Hale Center
was here Monday en route for a trip'to White Deer. George Kelley, cashier at the
Santa Fe station, returned Friday
from a visit with relatives in Caldwell. Claude Busby Claude Busby went to Amarillo
this morning, where he will he em-
ployed with the Southwester phone Co. C. Yauger of Long Beach,
Mrs. D. Calif., arrived yesterday to visit her
son at Olton, and look after property interests. Mrst Steakley of DeLecn,
Mr. and
who have been here visiting who have been here visiting J. D.
Steakley and family, left this morn ing for their home. J. E. Counts, who lives east of 'Tu
lia twelve miles, says the feed cro lia twelve miles, says the feed crop
up that way is tolerably good, as che up that way is tolerably good, as the
rains in August brought it out.
Mrs Mrs. Dan Cooke and baby, who
have been here visiting her parents, have been here visiting her parents,
Judge and Mrs. R. C. Joiner, left
S. Judge and Mrs. R. C. Joiner,
Saft
Saturday for their
home in Mt. Saturday J. L. Nisbet left yesterday for Dal
las, where he will help look after las, where he will help look after
the exhibit of the Moline Plow Co., in the exhibit of the Moline Plow Co., in
farm machinery hall at the state
fair


Mrs. Para Rowe left this morning for a trip of five weeks to Austing.
he has farming interests near that She ha
eity. Mathes left yesterday for Bos-
to resume his studies in Harvard niversity. He will go to New University. He wand gail from there for New
Orleans and
York or Boston. York or Boston.
I. T. Nortcutt I. T. Nortcutt returned this morn-
ing from Comanche county. He say
he people there the people there have made a good good
cotton crop and are in better financotton crop and are in better finan-
cial condition than for several years.
D. P. Parker of Gorman has taken
a position in the mechanical departD. P. Parker of Gorman has taken
a position in the mechanical depart-
ment of the News office. His wife


100 lbs . Spuds

- $\$ 2.50$

100 lbs . Plainview Flour $\qquad$ $\$ 3.35$ 100 lbs. Block Salt $\$ 1.00$ 10 lb . Bucket Best Honey Box Apples, $\$ 1.50$ down to $\qquad$ 1. 0 Sugar Cured Bacon, side
 Armour's Oats 10 Bars P. \& G. or C. W.
Corn, per can W. $25 c$ 50c
 8 Cans Prince Albert 1.00 Large Box Crackers 70c
 A thousand articles for the Table.
A Thousand articles for Poultry.
A Thousand articles for Farm and Garden. Another thousand articles for the Home can be secured by our Customers at less than 50 cents on the dollar.
Within 10 Days we will open the flood gates of Bargains for the Home to you.
If you can match the price and quality in any store in Plainview for double the money we will give the article to you FREE.
Direct from the largest Co-operative Warehouse in America comes the Merchandise to'you at less than 50 cents on the dollar, with a guarantee that satisfaction is yours or your money back. Nothing like it has ever been offered to the buying public of Texas before. Call on us for more information about it. By buying your supplies fro mus at lowest prices in Plainview you become a member of this Co-operative club which entitles you to secure almost anything you want in real merchandise at less than 50 cents on the dollar. We give you a Dollar coupon ticket with every dollar you pay us for anything we sell to you.
NO FAKE, NO HUMBUG, JUST 2 FOR 1.
we sell it for less.

## C. E. WHITE SEED CO. PLAINVIEW, TEXAS

 tant that the modern housewife make a matter of sourse. The fairest-
use of every labor saving device of minded husband would be shocked at
which she can avail herself. Long the indifference with which she can avail herself. Long the indifference with which he is
ago the man of the house surround-
permitting his partner-his wife-to ed himself in his office and factory po on day after day, year atter year, devices, and, irrespective of change
depation with an almost impossible sit-
with comparatively
few



## ADVERTISING IN THE COUNTY SITE PAPER

Advertising in the county site paper is the most valuable advertising in the world. Expert advertisers say it is not only the most valuable but the mot scientific advertising in the world. Advertising in the magazines has to be general, for the reason that the average magazine that you receive today was set in type several weeks ago, and the advertising copy was probably prepared several weeks in advance of the time the copy is prepared.

This is not so with advertising in the county site paper, for the local paper has the advantage over the magazine in that it circulates in a comparatively small territory and the name of merchant or business man who is selling the goods can be placed in the advertisement. This is impossible in magazine advertising, which covers sometimes the whole nation.

The county site newspaper also is considered the best advertising medium in the world by expert advertisers for the reason that it has a more intimate association with the family than a magazine or a daily paper. No local merchant can afford not to advertise in local newspaper of the better class. It is a sad commentary upon the small town business men that they don' see the advantage to them of carrying an advertiement in the local town paper every issue. Such an advertisement is the cheapest salesman that the merchant can employ. The money spent in advertising in the better .class of local newspaper is an investment and not an expense; and it is the best-paying investment that the merchant can make; but not one in a thousand publishers of the local papers is compensated anywhere near what he is worth to the merchants and to the community in which he lives nd to whose interests he dedicates his life. Every editor of a local newspaper is constantly working in behalf of every merchant in his community, whether that merchant patronizes the local paper or not; but every merchant of every community, unfortunately does not have the business common sense and the business foresight to see that it is his own personal advantage to help support the country editor by advertising-telling the people in the newspaper what he has, how it can be used and what it costs.

The Plainview News is read by more Hale County people, especially farmers, than any other newspaper published.

## A Pension for Old Dan

 Morris schultz

## An Announcement of Interest to Motorists

We announce the sale of the Dodge 'Bros. Plainview distributing agency to the Royalty Motor Company, who will continue the distribution'here, giving uninterrupted service at their new location as announced below.

With the sale goes the good will of this company, a commendation of the new firm in Plainview, and our expression of our appreciation of the business given us in the past by our many Dodge friends and customers.

## We Will Now Devote Our Full Time To Battery Service

With our distribution of the famous

in twenty-two counties on the South Plains, we expect to intensify in a superior battery service, to strengthen our local battery station service, and to build up the largest battery and automotive electrical supply house in West Texas.

We will appreciate in the future your battery and supply business as we have in the past, and trust that we may continue to be of genuine service to you.

## Conner Mathes Company

"If Your Car Won't Start, Phone 16-In Auto Row"

## The New Dodge Distributing Agency In Plainview Greets You

for the complete accommodation of Dodge owners and prospective owners.

We will appreciate your visit of inspection
and the opportunity that you may give us to be of service to you.

## J. M. Lipscomb Will Continue in the Sales Department of the New Station

Holt Lovelace and Doc Hinds will continue in the service department, to give expert attention to Dodge cars in the hands of their owners.
J. B. Cardwell will be in active charge as manager of the station, and will be glad to meet all interested in a still better Dodge service.

