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THE PLAINS JOURNAL

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THE NEWSPAPER FOR THE WHOLE FAMILY

VOL. II. NO. 14

LUBBOCK, TEXAS, "THE HUB OF THE PLAINS"

THURSDAY, DECEMBER 13, 1923

NEW INDUSTRIES PLANNED

FLOUR MILL, THEATRE AND SEVERAL BUSINESS HOUSES TO ADD TO CITY

New industries are recognizing the possibilities of Lubbock and the great opportunity that is offered in the business field of the South Plains...

Monday an important industry made the initial step toward entering Lubbock when Port Brothers purchased the west half of Block 17...

ENGRAVED STATIONERY is the proper thing for social correspondence. The Plains Journal will be pleased to show you the very latest samples.

The best little newspaper I ever saw was the message one of our readers telephoned to The Plains Journal the other day...

WHOLESALE HOUSE LOCATES HERE. Axtell company, manufacturer and wholesaler of wind mills, pumps, water supply systems...

NEW THEATRE PLANNED. Messrs. Robert Robb and Ed Rowley of Dallas have been here this week and have announced their intention of erecting a very modern and complete theatre in Lubbock...

FURNITURE STORE TO EXPAND. Jed Rix, popular and enterprising proprietor of Rix Furniture company, states that his company plans to build a home for its business on the east side of Block 12...

City Officials on Tour of Inspection

Mayor Percy Spencer, Commissioners H. G. Love and Walter S. Posey and W. C. Bryan and T. B. Duggan of the improvement advisory committee are on a tour of inspection of paving projects in different cities that they may be more able to determine the best and most economical construction to be used in the paving program...

The mayor, two city commissioners of Lubbock, H. G. Love and Walter S. Posey, and two members of the mayor's advisory board, W. C. Bryan and T. B. Duggan, were in Fort Worth Monday...

The city officials inspected Port Worth paving in company with Mayor Cockrell and City Engineer Lewis. Port Worth is one of the best paved cities in the southwest and Lewis is experienced in paving operations...

Lubbock is booming and keeps a mayor busy, Spencer said. Since the West Texas Tech was located there, many new citizens have been added to the city...

Rotary Minstrel Program Dec. 14 and 15

Personnel: Musical Director—Miss Mabel Tucker. Pianist—Mrs. Paul Morgan. Interlocutor—Neil H. Wright. End Men—Dr. Hutchinson, Mr. Keen, Mr. Dickinson, Mr. Peterman, Mr. Holland, Mr. Dyess, Mr. Wendell, Mr. Wilson, Mr. Innon, Mr. Lynch...

Program: Opening Chorus—Ends and Circle "Little Pickaninny Kid", Mrs. Stewart Monologue—Dr. Hutchinson "Loveless Love", Mr. Innon Discussion on Nothing—Mr. Wilson "Alabama—Black Sheep", Mr. Brooks "I Ain't Got Enuff to Go 'Round", Mr. Dyess and Home Brew Quartet Finale—Ends and Circle Olio—

1. Quartet—Home Brew 2. Dance Specialty—Lucille Eiland Walker 3. Duet—Mr. and Mrs. Blocker 4. Piddling specialty—W. T. Graves and Robert Graves 5. Solo—Miss Ricker 6. Cioeing play—"A Page from the Scrap Book of Life"—One-act farce of life as it is lived.

CHARACTERS: Dicky—Typical adoring husband... Mr. and Mrs. Griffith Hele... Mrs. Curtis A. Keen Trixie—A real flapper—Helen's sister... Miss Vernon Brown Doug—A confirmed Old Bachelor... Dr. Bloom

Joe Hess Honor Guest at Oklahoma City Banquet

Joe Hess, secretary-manager of the Lubbock Building and Loan Association was the honor guest at a banquet in Oklahoma City Thursday evening, December 6. The banquet was given in commemoration of the twenty-fifth anniversary of the organization of the Oklahoma City Building and Loan Association...

Mr. Hess was the founder of the first building and loan association in Oklahoma City, he procuring a charter from the territorial government of Oklahoma on December 6, 1898. Associated with him in the organization were a number of men who later became prominent in the development of the Oklahoma country...

Mr. Hess, who now lives in Lubbock, Texas, made a special trip to Oklahoma City to attend the twenty-fifth anniversary banquet of the Oklahoma City Building and Loan association Thursday night.

This organization which received its charter December 6, 1898, has been conducting business ever since...

COTTON BRINGS GREAT PROSPERITY TO TEXAS

Editor's Note: Cotton offers the medium through which Texas is fast becoming one of the most prosperous states, as a whole, and for its individual citizenship. Cotton will prove to be the making of the South Plains more than any thing else that might ever develop...

With a population of about 5,000,000 and a 1923 crop return of not less than \$1,000,000,000 the people of Texas are in the best financial shape of perhaps any state in the union. The cotton crop alone will yield not less than \$700,000,000, including cotton seed and by-products.

It is hardly conceivable that any state could come back as rapidly as Texas has during the years from 1920 to 1923, says Oliver C. McQuage, of the cotton brokerage firm of Vogelsang & McQuage of Dallas. "When the bottom fell out of cotton prices in 1920 and 1921 on account of the enormous surplus of raw cotton and the inability of the world to pay for any kind of commodities except absolute necessities, the cotton-raising state of Texas was dealt a financial blow which many thought full men believed it would take years to overcome...

Money Flows In. Indications of the prosperity which the cotton crop has brought Texas this fall—once December contracts touching the 37.70-cent level—are reflected in the deposits of the banks of Texas and in the amount of checks which have been cashed for the individual depositors of these banks. It is altogether likely that the deposits of the member banks of the Eleventh Federal Reserve district today are above the \$1,000,000,000 mark and the bankers are now trying to find favorable outlets to invest the surplus money which they do not need until spring planting time.

Check Cashing Highest in History. The debits to individual accounts (which is an accurate test of measure of the money activity, since it shows the money which changes hands from time to time in the form of checks) in Texas are higher this fall than they have ever been in the history of the state. During October over \$600,000,000 changed hands through the medium of checks. Some Yankers wag in Boston has facetiously inquired whether everybody in Texas was riding in a Pierce-Arrow automobile. A New York banker, in discussing the prosperity of this state and the likelihood of increased acreage next year because of the good prices, said that he would not be surprised to see roof-garden cotton patches.

It must be remembered, however, that increased acreage is not the logical solution in maintaining the supremacy of the South and Texas in cotton growing. It is rather intensive cultivation and an eternal vigor by the grower, aided morally and financially by the banker and business interests, in fighting the pests.

Low Grades in West Texas and Oklahoma. The 1923 cotton crop of Texas will add down in history as that of one with an abundance of low grades, says Mr. McQuage. "West Texas and Oklahoma is the 1923 home of 'snaps' and 'bolles' and with the constant advance of the future markets the basis on these low grades. It has naturally weakened steadily on account of the lower spinning values. During the past week, however, the low grade basis decline was checked somewhat but in the week preceding new lows were touched with quotations ranging from 600 to 1000 off January. New York—in the Dallas market shippers have named prices during the past week as low as 1,200 off for low bolls."

The Continental demand for cotton improved during the latter portion of last week but the mills in this country are seemingly out of the market in any large measure until after the new year. "Dallas shippers and exporters have been very cautious in carrying large stocks of low grades and their purchases have been primarily confined to cases where they have an assured outlet," Mr. McQuage says. "In some instances where they have sold quantities against types, they have experienced some inconvenience in finding the kind of cotton which they sold due to the changed character of the receipts following the rains and snow in sections of West Texas and Oklahoma."

Dallas Largest Inland Spot Market. "Since the Dallas market has reached the spot where it handles about 1,500,000 bales annually of spot cotton with representatives of the largest spot and future houses of the cotton world in operation here, much of the market opinion and determination of prices of Texas spot cotton is concentrated in Dallas. "Several firms employing less than 10 people are handling over 50,000 bales of cotton in the mills of the southeast shipped to the mills of Liverpool, Bremen, Havre, and seaport cities of the Continent. Buying orders for Texas cotton, penetrate the Dallas market from the furthest corner of the cotton-consuming centers of the globe. Recently a cotton mill in Russia which normally employs over 3,000 people came in the market again for Texas cotton. The world desires Texas cotton because of its desirable spinning quality and since this state has such a large proportion of the American crop, the world must come to Texas after its raw material."

FIGURES ARE A SAFE CRITERION Here Is the Dope

The Plains Journal has the Largest Circulation of any Newspaper in Lubbock County. In order to acquaint the general public, and especially the business men, with the circulation status of this newspaper and the value of this newspaper as an advertising medium we are laying our cards on the table and giving you the exact figures on our circulation.

The paid circulation of The Plains Journal on December 10, 1923, was as follows: In Lubbock City 374 On Routes Out of Lubbock 242 To other addresses in Lubbock County 227 To addresses in towns and communities immediately contiguous to Lubbock 821 To addresses in Zone 2 269 To addresses in Zone 3 99 To addresses in Zone 4 87 To addresses in Zone 5 30 To addresses in Zone 6 14 To addresses in Zone 7 1 To addresses in Zone 8 1

Total Mail Circulation 5,146 In order to get our paper and its plans before the South Plains people we have been printing 3,000 copies, mailing them to regular subscribers and distributing the other copies as samples. As a result of the distribution of sample copies our circulation has been growing daily. We did not have 2,145 subscribers when we published our first issue, but we did have that number on Monday of this week, and we expect to add several hundred more within the next week or two. This is not just a dream, but will be the reasonable outcome to expect if new subscriptions continue coming in as they have for the past two weeks.

The Plains Journal is not mailed out promiscuously or at random, but every single copy that enters the mails goes to a reader who has paid for it. The Plains Journal does not exchange any more copies with other publications or organizations than does the average modern newspaper of its size.

Our circulation is growing daily. We sincerely expect it to continue growing; we expect to publish a newspaper that will please the readers that the only logical result will be growth.

We have been publishing The Plains Journal under supreme difficulties, with seemingly insurmountable obstacles to overcome, despite almost as many handicaps as any newspaper ever encountered, yet many of our friends have been kind enough to tell us that we have been publishing a REAL-NEWS-PAPER with a local tone that makes it worth more than the dollar we charge for it.

The Plains Journal would make an ideal Christmas gift for the friends in other parts of the state or in Lubbock County. To those who wish to send The Plains Journal as a Christmas Gift we will continue the plan of the monthly Plains Agricultural Journal and send a notice to the recipient of the gift, telling him from whom it came. When a person receives a letter telling him that a friend is sending him a newspaper as a gift we sincerely feel that that person will read that newspaper more than if he bought it himself. We believe that subscribers added to our list through the medium of the remembrance of a friend is about as good as circulation as we can have and we are perfectly willing to go to the trouble of writing a letter to the one to whom the paper goes and tell him who is sending it.

THE PLAINS JOURNAL Local News First

State Experiment Farm, when any farmer cannot raise enough feed to take care of his work stock and a milk cow or two and a pen of hogs. If he will distribute the planting of his feed crop over a period instead of planting it all at one time, select the better seed for planting and intelligently work his crop after it is up he will make enough feed to get by without buying any more. And if you don't watch the good farmers you will find that is decidedly true.

Much New Land Going Into Cultivation. From every section of the Plains comes the report of extensive farm improvements of all kinds. The existing farms are increasing their acreage, new farms are being opened up, large tracts of ranch lands are being divided and sold on favorable terms and on every hand increasing interest is being taken in the agricultural development of the entire Plains section.

Another general rain and snow has fallen all over the Plains and Panhandle country since the last issue of The Journal. Some folks have been just a little disgruntled over the continued delay in getting the cotton crop out due to the prevailing spirit is one of optimism, of genuine delight at the rain and the snow—for the forward thinker knows that a wet fall with lots of snow to put the moisture deep into the soil and enough cold freezing weather to break up the soil and release the plant food that is contained therein practically assured the section of an abundant crop for the coming year.

"Of course I am losing a few bales of cotton this year as a result of the continued bad weather," said one farmer on the streets this week. "But I can well afford to lose several bales for I will more than make them back next year, and talk about an ideal year for seed land—why say—I am going to double my acreage for with any kind of moisture in the late spring soil land will make more next year than old land ordinarily can be expected to."

Made Good Crops This Year. This particular farmer wasn't just talking—he is in the habit of delivering the goods. This year he has already gained six bales of cotton from 120 acres and estimates that he will get at least ten more bales of snap cotton.

"I got two good cuttings of feed from my farm this year. The first cutting had a pretty good head and lots of forage and the last is considerably better than the first. I will have more than enough feed to last me through the coming year and am going to sell some bundled stuff."

To the farmer that studies conditions as found in this section, who selected his planting seed—and then works his crop every year is a good year. "There is no year," says Mr. Karper of the

SNOW ASSURES GREAT CROPS FOR THE SOUTH PLAINS COUNTRY

Another general rain and snow has fallen all over the Plains and Panhandle country since the last issue of The Journal. Some folks have been just a little disgruntled over the continued delay in getting the cotton crop out due to the prevailing spirit is one of optimism, of genuine delight at the rain and the snow—for the forward thinker knows that a wet fall with lots of snow to put the moisture deep into the soil and enough cold freezing weather to break up the soil and release the plant food that is contained therein practically assured the section of an abundant crop for the coming year. "Of course I am losing a few bales of cotton this year as a result of the continued bad weather," said one farmer on the streets this week. "But I can well afford to lose several bales for I will more than make them back next year, and talk about an ideal year for seed land—why say—I am going to double my acreage for with any kind of moisture in the late spring soil land will make more next year than old land ordinarily can be expected to." This particular farmer wasn't just talking—he is in the habit of delivering the goods. This year he has already gained six bales of cotton from 120 acres and estimates that he will get at least ten more bales of snap cotton. "I got two good cuttings of feed from my farm this year. The first cutting had a pretty good head and lots of forage and the last is considerably better than the first. I will have more than enough feed to last me through the coming year and am going to sell some bundled stuff." To the farmer that studies conditions as found in this section, who selected his planting seed—and then works his crop every year is a good year. "There is no year," says Mr. Karper of the State Experiment Farm, when any farmer cannot raise enough feed to take care of his work stock and a milk cow or two and a pen of hogs. If he will distribute the planting of his feed crop over a period instead of planting it all at one time, select the better seed for planting and intelligently work his crop after it is up he will make enough feed to get by without buying any more. And if you don't watch the good farmers you will find that is decidedly true. Much New Land Going Into Cultivation. From every section of the Plains comes the report of extensive farm improvements of all kinds. The existing farms are increasing their acreage, new farms are being opened up, large tracts of ranch lands are being divided and sold on favorable terms and on every hand increasing interest is being taken in the agricultural development of the entire Plains section. One real estate firm in a thriving South Plains town not so far from Lubbock reports sales totaling \$195,000 during the past thirty days—and 90 per cent of the purchasers were new farmers moving into this country and with enough money to make first payment on the land, make necessary improvements and carry themselves for the first year. A land deal of more than passing importance that was completed here last week. Dr. S. G. Bonney and wife Igessie Edwiler Bonney of Denver Colorado sold to W. O. Stevens, W. L. Edword, S. C. Arnett and T. B. Duggan, all of this city, a 17,712 acre tract of land lying 11 miles due west of the Tech College. This land will be immediately cut into 177-acre farms and sold on long term payments to prospective home owners who are pouring into this section. Just (CONTINUED ON PAGE TWO)

Snow Assures Crops

(CONTINUED FROM PAGE ONE)

A year ago this month W. J. Edwood opened a tract of 19,000 acres upon favorable terms to homesteaders and today 75 per cent of the 177-acre tracts out from the 19,000 acres have a farm home, a windmill and an average of 96 acres of cultivated land on the farm.

1,000 New Farms

Careful estimates show that more than 1,000 new farms were added to the South Plains section during the past season with a total increase of more than 150,000 acres of new land under cultivation. Today with more than a million and a quarter acres of land on the market in various of the South Plains counties, a much larger increase is predicted for the coming year.

Figures gathered over a period of years show that at the customary rate of a third of the feed and a fourth of the cotton the average South Plains farm will pay in real, during an average ten-year period, enough to pay the principle, interest, cost of improvements and taxes on a 160-acre farm at the present price asked for the land. In this survey farm after farm was found that had been entirely paid for from the proceeds from two and three crops. A 160 farm six miles east of Lubbock is making a of a bale of cotton to the acre. The land can be bought for \$50 per acre. The cotton is bringing \$100 per acre with an average cost of less than \$15 per acre for production.

Largest Undeveloped Tract

The slightly less than 50,000 acres of land cut into small farms from the original Ellwood ranch lands hardly makes a dent in this vast area of undeveloped agricultural land. More than 350,000 acres of land 98 per cent of which is suitable for profitable cultivation lying in a vast rolling plain just as far as the eye can see without a tree or shrub or a hill ready and waiting for the turn of the plow to profitably produce its average of 49 of a bale of cotton per acre year after year—(records of State Experiment Farm) that is the Ellwood which, better known to the west as the "Red Star Ranch." A team could be hitched to a good and a straight furrow run 125 miles without making a bend, striking a stump, a bed of gravel or rock, crossing a creek or any other obstruction.

Builds New Towns

Throughout the South Plains established towns are doubling their popula-

tion in less than three year periods, new schools, retail stores, modern residences are springing up on every hand. Not content with the present towns new towns are being built to meet the growing demands of newly opened sections. Amherst with a \$10,000 hotel building nearing completion, five retail stores under construction, a score of residences, a model farm, a school building, three lumber yards—and all of the other requirements of a progressive little town—has been started and is building in less than four months.

Leveland—the county seat of the 100 per cent county where it is claimed that there is not a waste foot of land in the entire 358,000 acres that comprise the county—was a barren grass pasture only a brief year ago and today is the growing center of a rapidly developing country, with a county judge, commissioners, schools and the other necessary requirements and evils of a progressive county.

"The Hub of the Plains" Lubbock as the wholesale and market center of the entire South Plains is reflecting the prosperity, the growth, progress and building program under way throughout the section. From a straggling cow town of 350 people in 1914 when the railroad came she had

passed the 3,000 mark with her present scholastic enrollment of 2,350 students in her city schools.

Now is the time to act—to get busy and take part in this rapid development. Don't watch Lubbock and the Plains grow—but HELP Lubbock and the Plains grow. Write letters back home to worthy tenant farmers who have saved a little money from the high priced cotton—write your Uncle Bill, Aunt Kate—tell them about what is happening out this way—and let's put a producer on every quarter section of the Plains.

This year is the year big things will happen

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We are prepared to furnish your home complete and those who have furnished their homes from our store in the past have expressed delight with their purchases.

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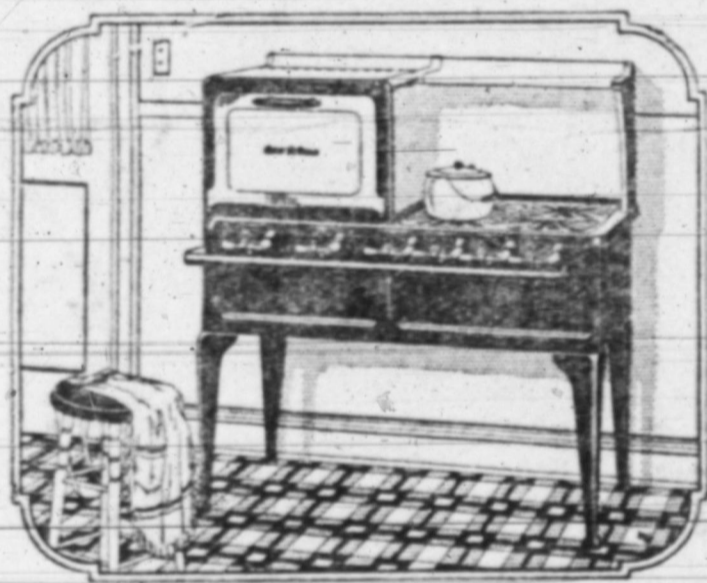
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An oil stove without wicks! An oil stove that cooks as fast as gas! An oil stove that uses only one gallon of kerosene for 19 hours of cooking! An oil stove that has 12 new, patented sanitary features. No wonder thousands of women are so enthusiastic about the famous Red Star Oil Stove. They cook better, easier and more economically with it. They save time cleaning.

Now every woman in this vicinity can share the delight that the thousands of Red Star users have, for we are making an amazing offer all this week. We are doing this to induce hundreds of women to come to our store to see for themselves just how wonderfully different is the Red Star Oil Stove.

We want them to see how the patented burner abolishes wicks; how it turns kerosene or other oil into clean, fast-cooking gas; how two rings of blue hot flame are forced right up against the bottom of the utensil; how handsome, and easy to clean, these stoves are.

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"QUALITY MERCHANDISE AT REASONABLE PRICES"

1014 Broadway

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Merry Christmas!

When you are arranging the Christmas dinner, be sure to tell your grocer to send you some

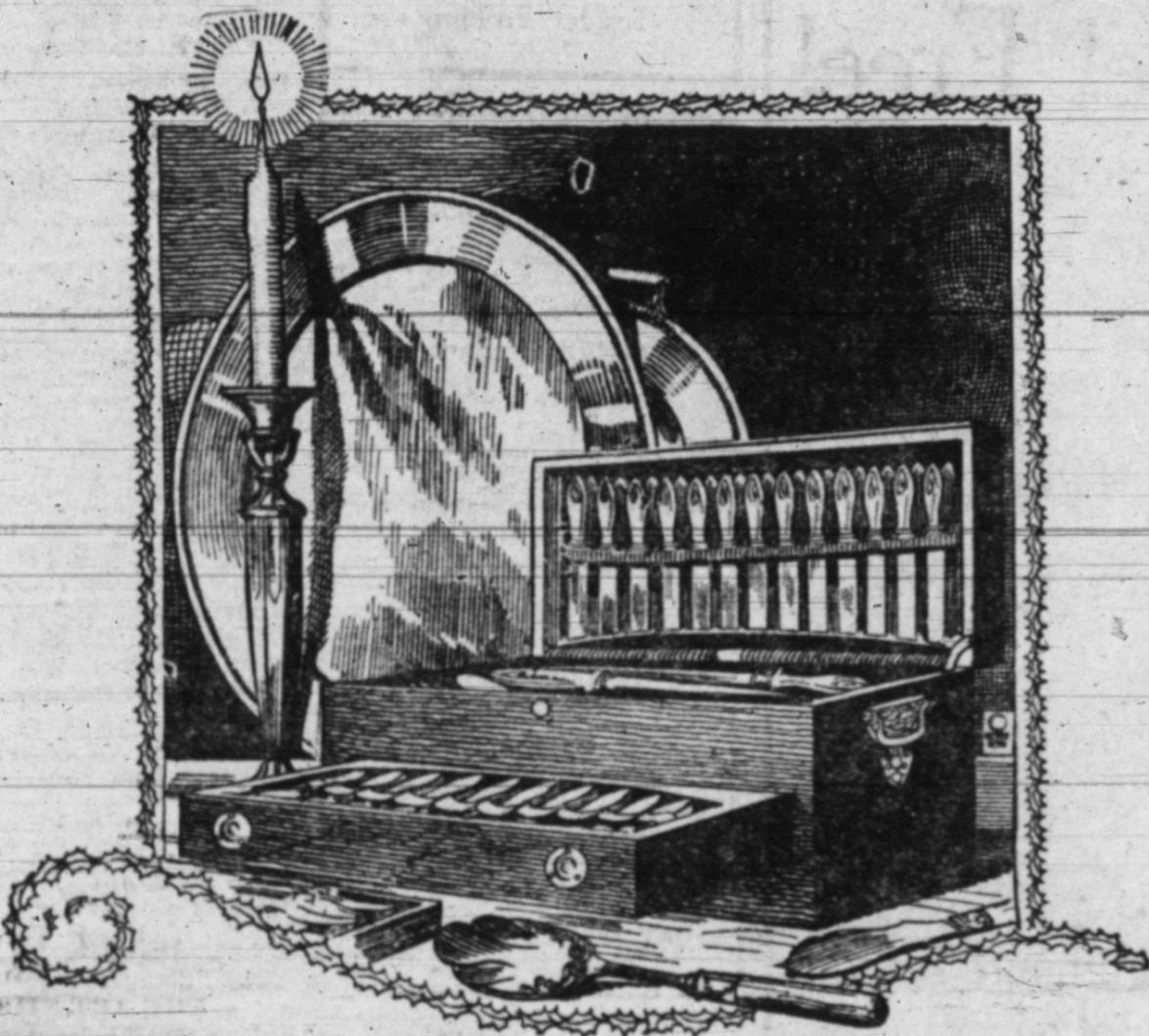
Krispi Krisp Potato Chips. They Are Real Good

Not only at Christmas but throughout the year, and they are made fresh in Lubbock every day.

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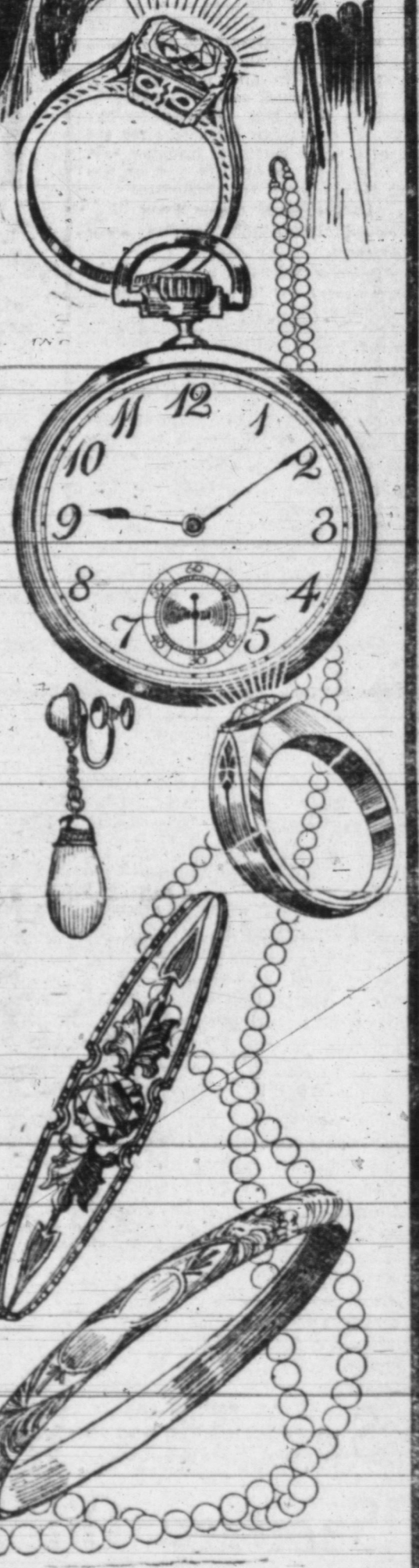
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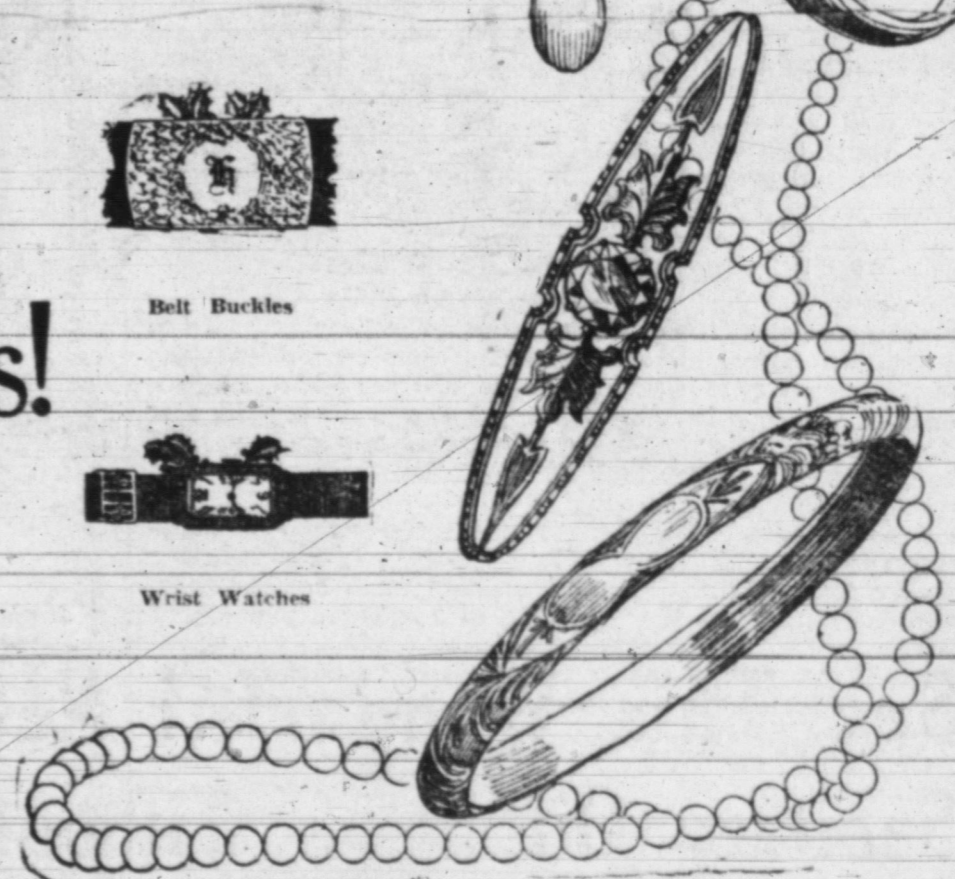
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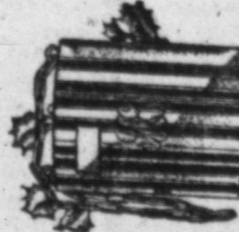
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THE PLAINS JOURNAL

Successors to The Plains Agricultural Journal

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IMPORTANT NOTICE

It is not the intention of the publishers to cast any undue reflection upon the reputation, character or integrity of any person, firm or corporation. Any error or mis-statement of facts will be gladly and promptly corrected.

Editorials

TAKE IT GOOD NATUREDLY.

People complain in many cities that store clerks often get a little irritated and return sharp answers or seem inattentive. Here in Lubbock, our store people are almost always courteous and obliging. However, it is well to remember that during the last two weeks before Christmas, they will have much extra work to do.

DOUBLING SALES.

N. W. Ayer and Son, advertising agents, have told in an advertisement in Printer's Ink what they did for a firm that sells chicks to poultry raisers. They undertook an advertising campaign for this corn, suggested a distinctive name and trademark, and offered counsel on breeding, marketing, etc.

THE DEVELOPMENT OF PROSPERITY.

The significant fact was brought out by Judge Gary of the U. S. Steel Corporation the other day, that while the population of the United States has increased about 45 per cent since 1900, yet the production of steel has increased 300 per cent.

The development of this industry measures to a large extent the prosperity of the country. If in 23 years, a typical industry like this can become four times as big, it suggests that the United States ought to be at the beginning of a splendid new era of prosperity.

These 23 years have seen a most marvelous advance. Automobiles were in 1900 in an experimental stage, possessed by a tiny fragment of the population. Now they are so general that half or more of the families in the land possess them.

The obstacles to prosperity are merely temporary. The national debt is heavy, but it is rapidly being reduced. At the worst it is not any great burden per capita to make interest and principal payments.

There is no reason to think that such an amazing growth could take place for 23 years, and then suddenly stop and leave the country marking time for the years now coming on.

DESPISING THE COUNTRY.

A lady was speaking the other day of a certain family of her relatives living in one of the larger cities, who years ago were contemptuous of country towns. These cousins used to come out to visit this lady in her country home, and they had a supercilious air in regard to her surroundings.

It is an interesting fact that of the younger members of this family, one has just married a country girl, and another is about to do so. This shows the changed point of view.

This change resulted after this family began to go out in the country, first as summer visitors. Then they became attached to country scenes, and lived more or less of the time in country towns for a period of years.

This closer contact with country life led them to alter their view of country people. They discovered the solid worth of the rural elements, their earnest devotion to work, their intelligence gained from much study and thought and discussion in clubs and other organizations.

A lot of the society people in cities fritter time away in meaningless and aimless social life. Meanwhile the country folks are as a rule earnest, industrious, and anxious for self improvement. There are of course plenty of country people who are not progressive, and just spend their life in ruts.

CHILD HAS SIX GRANDMOTHERS



In the picture, top row, reading left to right—Mrs. V. V. Smith, 23 mother of Pansy; Mrs. C. F. Smith, 48, of Whitney, grandmother of Pansy on father's side; Pansy Irene Smith, now two years four months, the possessor of six living grandmothers. Middle row: Mrs. E. N. Long, of Whitney, 70, great grandmother of Pansy on the father's side; Mrs. Leo Acuff, 49, of Merkel, grandmother of Pansy on mother's side; Mrs. M. George, 70, of Electra, great grandmother of Pansy on mother's side. Bottom row: Mrs. A. D. Smith, 73, of Whitney, great grandmother of Pansy on father's side; Mrs. M. J. Acuff, 83, of Lubbock, great grandmother on mother's side.

By CURTIS A. KEEN
Could you imagine the wonder of having six grandmothers at one time? Pansy Irene Smith, two years and four months old, has just that many, and everyone of them are active and never forget Christmas of a birthday. And everyone of them think they have the sweetest and smartest little granddaughter in all the world.

And just think how much fun it is to start out to visit all of your grandmothers when you have six of them. Little Pansy is visiting her Grandmother Acuff at Merkel now, and is having a hard time deciding just which one of her grandmothers will have the best "fixins" for Christmas so she can decide which one to visit next.

Miss Pansy is the only daughter of Mr. and Mrs. V. V. Smith. On her mother's side there is Grandmother Leo Acuff, 49, of Merkel, and great-grandmothers M. M. George, 70, of Electra, and M. J. Acuff, 83, of Lubbock—the grandest grandmother of them all.

On her father's side is Grandmother C. F. Smith, 48, of Whitney, and Great-Grandmothers A. D. Smith, 73, also of Whitney, and E. V. Long 70, of Whitney too.

WINDY WOLF SAYS:

"No," wailed Neil H. Wright, "I never have any luck. If it rained soup, I'd be out with a fork."
Business Simplifies keeps a little corner store. All the folks for miles around come trooping to his door. It isn't that he's clever or even very wise. Yet somehow folks all like him for the sparkle in his eyes.

MERRY CHRISTMAS.

Then let us be happy
And full of good cheer
For Christmas comes
But once a year.

If there were no other reason why we should celebrate the happy Yuletide, the one the poet gives us in the above verse should be sufficient.

The average small boy—or girl, for a' that, wishes Christmas would come about twice a year. But when they grow up and have children of their own they are convinced that making an annual feast day out of it is all wrong—once every two or three years, they feel, would be simply sufficient.

Christmas is a game of give and take. You give others something they don't want and they reciprocate. Of course, you don't wish them to know that you sort out your gifts and slip part of the most undesirable ones along to other candidates, who, you feel instinctively, have a 15-cent gift wrapped up in 50 cents worth of tissue and tissue paper for you. And, this chance you are, you're right.

Did you ever notice that when the average person slips you a Christmas gift in advance it's always wrapped up and carefully stated? And, besides that, he or she cautions you, "Don't open until Christmas."

That's to prevent you seeing what it is until you have handed the giver your present to him—or her. Not a bad idea, because there are so many uneven swaps about this time of year that the fellow who gets the short end of the trade doesn't realize it until Christmas day. By that time he is likely to have mislaid the tag, with the name of the giver and doesn't know who to blame when he opens the package.

Now, take Christmas ties, for instance. Much has been said about Christmas neckties. So I'll just let it go at that.

One of the greatest evils is the selfish, mercenary spirit at Christmas time. I have in mind a woman who bought her husband a pair of odd suspenders with gilt buckles for Christmas in 1912. When he looked them over on Christmas morn, he admired them and put 'em back in the box. What was the result. She wrapped them and gave 'em to him the next year and the next, and this year, she says, they have faded into a Helen pink so she believes she'll hand 'em to him once more.

But with all it drawbacks, Christmas is a grand old occasion. So, ring out wild bells and dinned be he who first cries out "Enough."

Thank you.

He Appreciates The Plains Journal
Lubbock, Texas, Dec. 5, 1923.
Editor, The Plains Journal, Lubbock, Texas.
Dear Sir:—I am writing this little note to let you know that me and my family appreciate your paper. We look forward to it each week and when it comes we read it through. We think you have a good paper now and we know it will be much better when you can print it here in Lubbock.

Congress convenes. Isn't it a pity that we cannot waive this session and the money that will be spent in the treasury to help pay the soldiers' bonus, when it does come.

Another advantage of being poor is that the doctor may decide to advise that you do not need an operation. Circumstances alter cases.

A westerner tried to drown himself but he had a wooden leg that would not sink. If he is determined and believes in the old injunction, "try, try again," let him hobble about the street a while.

A Pittsburgh man shoots a woman because she will not marry him. That is worse than killing the goose that lays the golden egg. Some men try married life a few years and then shoot.

It is not without significance that thirty nations were represented in the recent International Humane Conference held in New York. If humanity is not humane, it is not civilized.

Coolidge backers are urging him to get into the race. When a man wants to be quiet and behave himself, the politicians will not let him.

Grover Cleveland Bergdoll, arch draftsman, has sued his would be captors for \$150,000 for injury to his feelings. For a man without honor, we are not prepared to believe that his feelings could be so badly injured.

What are you looking forward to this Christmas? Charles Dickens said that he always thought of Christmas time as a good time—a kind, forgiving, charitable, pleasant time. He says it is good to be children sometimes, and never better than at Christmas, when his mighty Founder was a child himself. If you would make it a good time, begin now. Shop early and think early.

Members of the Ku Klux Klan and members of the American Legion fought at the grave of war heroes at Cedarhurst, L. I. The trouble came when a Ku Klux wreath was placed on the grave and a gold star mother protested that her son did not die for the principles enunciated by the Klan. The disorder which marred the solemn occasion was said to be tame, however, compared to the stirring impromptu address which followed by a Jewish rabbi, who declared that the heroes did not die for the purpose of dividing America. But America is divided and bitterly as a result of the war. America's greatest troubles are due to divisions and dissension among ourselves. We are so stubborn in our beliefs and contentions that we respect no one, not even the dead.

Wise and Otherwise

After getting touchdowns on the football field, the athletes came home and touched up the Old Man for some more spending money.

Claimed that the present generation is living too rapidly, but you would never know it to see the way many people speak.

Many hats are going into the ring, and some of them look as if they were last year's styles.

It is amazing how hard a kid will study the day his mother visits the schools of Lubbock.

The young men object to working with their hands nowadays, but they are willing to work enough with their mouths to make up.

The boys' throats are still hoarse as the result of football game cheering, but nevertheless they can make themselves understood when they yell, "Gimme suthin' to eat."

Who says the kids are not interested in music when you can give them nothing for Christmas that they will like any better than a tin drum?

It is predicted that congress will remain in session as long as there is any surplus in the treasury.

Suggested that chairs of transportation be established in the colleges, but under present conditions on the railroads they would not probably be easy chairs.

The mass of the people may not be able to travel very far during the winter, but anyway most of the tramps have gone South.

Human life is called cheap, but human labor isn't if you want any work done around your place.

The politicians are trying to pick the badwagon, but many of them will get on the dump cart by mistake.

After hearing the railroad workmen announce the stations, it is evident that a lot of them should have gone into Italian opera.

Anyway, the motor scrubbers are occasionally forced to stop by landing in the ditch.

President Coolidge has decided that the White House has dogs enough, but they really ought to keep a goat on the front lawn to butt unwelcome visitors.

Men with whiskers should keep carefully away from the candle-lighted Christmas trees.

The politicians say they are going to lay their cards down on the table, but no harm will be done by searching their sleeves.

Our speechmakers will now proceed to demonstrate how expenditures can be increased and taxes lowered at the same time.

Claimed that nowadays people have no time to think, but in many cases the trouble is due to lack of ability in that direction.

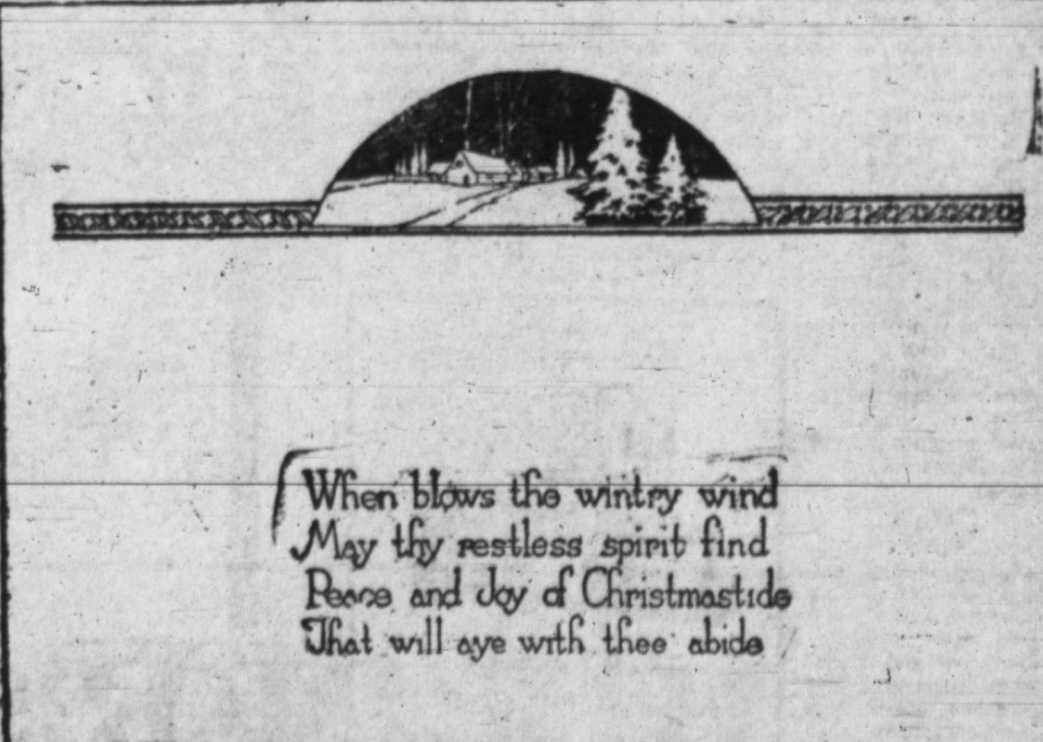
The fact that a politician can expect to accurately into a distant cuspidor, will not probably help him any to get the women's votes.

Even if the garage does take up considerable space in the back yard, there should still be room for the sawhorse.

Christmas is supposed to bring peace on earth, but not much of it is discoverable in the postoffices for the week before the holiday.

After inflating their paper money so they can't pay their debts, the Germans complain because they can't buy any food.

Forest & Quinn Contractors and Builders
Plans and Estimates Furnished
518 Ave. I Phone 116



When blows the wintry wind
May thy restless spirit find
Peace and joy of Christmastide
That will eye with thee abide

THE PLAINS JOURNAL
Local News First

An Old-Fashioned Christmas Dinner



"An old-time-Christmas" is an expression that can be used in a relative sense only, when speaking of the celebration of this holiday in the United States. It was not until the early '90s that keeping Christmas as it is understood today, could be called a custom of the country. Among the influences that brought about this change were English and German novels, by this time being widely distributed, and the keeping of their old home holiday customs by newly arrived families from Great Britain and Germany. Puritan prejudice was compelled to yield in the matter of the celebration but refused to give up the piece of honor at the Christmas feast to the foreign goose, Turkey, the King of Thanksgiving birds, became the Christmas bird as well.

Fancy plays joyfully with the thought of those Jay-gone days, filling them at will with songs and laughter—the thin tinkle of sleigh bells, with the new keen fragrance of pine and fir. There was leisure then for the great gatherings of kindfolks and old friends, plenty of time for story telling, singing, and dancing, and the playing of games, the very names of which we know no more.

Those slow moving days had a flavor, an atmosphere, surely that shall no more return than the games or the odors of the Christmas feasts over which fancy loves best of all to linger. It is to be led astray by story-book stuff to picture the days just before Christmas as full of the hurry of cooking, to believe the December air laden with the scents of vinegar, fruit, spices. Such things belong to Thanksgiving times. Not a self respecting housekeeper

of 1859 or '60 had her pound-cake and her spice cake packed away in tight boxes, her doughnuts mellowing in guge jars, her cranberry "jell" in moulds ready to serve. If a son home from college or a married daughter returned for the holiday wished to recall childhood's memories, he or she, must visit the cool dusky cellar, lift the stone covers from certain brown deep jars and inhale the perfume of mince, meat packed away for winter's use. Odors of the East were there.

In an outer room, as the returned one well knew, where the air was like that of a refrigerator, were hanging shelves heavy-laden with mince figs, baked and frozen, ready to be reheated for Christmas guests, and chance visitors. The shelves held besides perfect apples, polished until they shone, and baskets of the finest nuts selected from autumn stores.

The call for dinner comes at last and excited fancy dashes wildly about trying to paint the scene. Such huge tables as were set and such meals as were spread!—In those days they often spoke of tables as "groaning boards." No wonder. That phrase did not grow out of "thin, clear soup" and "crisp head-lettuce" and "iced grape fruit."

Ah, no. Such like make no boards groan. Christmas tables in those days bore monster turkeys, stuffed with bread, sage and onions or with crackers and oysters, baked hams, fuge and juicy. There were chicken pies of the kind known today only in dreams. Dishes and dishes of mashed potatoes, dishes of mashed turnips, baked squash and boiled onions and there were sweet and sour spiced pickles and

chicken pie. Sons and daughters and cousins passed everything between whiffes of their own eating. Thus they ate, and ate, these incredible forefathers of ours, and they talked and talked and laughed and laughed and planned other dinners and lived to eat them.

There at last came the mince—mince and pumpkin and apple and cherry—and the cakes—pound cake, cream cake, spice cake, and the plum pudding and the doughnuts and finally the nuts and apples. There is documentary evidence otherwise no one would believe such dinners ever were.

Women then indulged in the practice not unknown today of exchanging recipes. From a cook book of those old days quaint enough to satisfy the most exacting story-writer and full of written-in recipes in dim brown ink, is taken the appended brief but hair-raising formula that the modern cook may try.

"Fra Ferris' Sponge Cake"

4 cups of Flour.
4 cups of Sugar.
9 Eggs.
2 tablespoons of Vinegar."

Sam S. Denman

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Fire, Automobile, Plate Glass Insurance and Bonds

Phones: Day 96—Night 332

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Cedar Posts in carlots

BUILD YOUR FENCES FOR A LIFE TIME

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SEND US YOUR INQUIRIES also for Lumber, Windmill Timbers, Barbed Wire, Woven Wire, Galvanized and Hot Dip. And compare our prices with others.

Wholesalers of Calcium Arsenate, White Arsenate and Paris Green.

FEDERAL EXPORT & SUPPLY CO., San Antonio, Tex.

M. B. CROSS

CHRISTMAS CANDY FRUITS AND NUTS

I have a very complete stock of fine candies, fruits and nuts, also a full variety of groceries. My prices are extremely reasonable.

9 lbs. Best Sugar, one to a customer, only 95c

My prices on all other goods are down in proportion.

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We call for and deliver or press while you wait.

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Sweets for a Sweet Day!

It's the kind of Candy you have that express the true spirit of the day. Ours will make it a pleasant and a sweet one. We have only the purest of all kinds of Candy. Made and Packaged Right Here in Lubbock

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Plumbing, Heating and Tin Work

Clayton, New Mexico, and Lubbock, Texas

M. C. NEVELS
Manager Lubbock Office

OUR WEEKLY RECIPE

FRUIT SALAD.

3 apples
3 bananas
1 cup English Walnuts

Chop the fruit fine add the nuts also chopped. Mix with the lemon juice and mix well with any mild dressing. Mayonnaise is a delicious one and the one preferred by many people.

OUR CHRISTMAS DINNER MENU.

Hominy Croquettes With Jelly
Onions, French Style
Perfection Sweet Potatoes
Creamed Carrots in Timbales Case
Oyster and Celery Pie

Apple-Noll
Frozen Pudding
Coffee

Cheese Sticks
Cakes
Bon Bons

FASHIONS

Accessories

The hat, the gloves, the shoes, the jewelry—these make or mar the simplest or most elaborate costume. A smart costume is judged by its accessories and the whole scheme is an extravagant one this year.

Purses

The purse or hand bag is a necessity. In it nowadays is carried not only spare cash and a handkerchief but everything almost which is duplicated on the dressing table, powder, rouge, eye-liner, eye-brow pencil, etc., whatever the individual needs to keep her looking beautiful while on the shopping trip—the motor side, or the matinee, these restorative powers to a woman are little short of a miracle. A vanity case, or "life saver," may cost a ridiculously large sum of money but it is a necessity. Women look better on the street today than they did before they carried around their bag of tricks. And the men: have you noticed how the young and old men are sprucing up also? They have to meet competition!

The Envelope Bag

The purse today must be flat. She who follows fashion's footsteps carries an envelope bag in the crook of the elbow. Some are of Chinese silk; others Japanese, some have Egyptian designs. There are those of black silk with gleaming threads of gold and bags of Paisley. They are equipped with a clasp and a strap and have compartments for all the necessities. They are typically Parisian in their character. Their coverings conceal beauty's aids. Colored velvet envelope purses match the shoes and are usually beaded in steel.

Beaded purses now must be correct, flat. Extremely slim is the password in the world of hand bags. Beautiful are the imported enameled vanity purses studded with cut silver and a motif fliver in the center, with panner handles securing the soft suede case and its practical fittings.

Lipsticks are cleverly hidden in the handle of silk and leather handbags.

Gloves

For the women of refined taste, styles in gloves have seldom varied. To her, somehow, a fancy glove has been rebellious; and so it has taken a long time for it to come into favor. But gloves this year have their ornamental, especially the fabric gloves, and sunlet gloves are the smartest. These come in various styles and colors. They are or they turn back like cuffs. That part is designed in striking beauty in silk of the same or contrasting color, varying from Egyptian effects to French list, scroll, and filigree patterns, or shaded roses. Some are embroidered with stitches so tiny that the pattern looks tinted on; some are applied, others are embroidered or hand painted.

The combination of black and white is always smart. White leather perforations on black kid gauntlet

Gifts That She Will Appreciate

Texas Utilities Co.

Satisfying Electrical Service In Ten Plains Towns

WHAT do you think your wife would think if she were to wake up on Christmas morning with the dining room table filled with electric cooking devices? Why, man, she would think that you were the most wonderful man in all the world, she would not only think it on Christmas morn' but for years to come, as it would lighten her housework so much that she would have more time to devote to forward thoughts that would take away that mental strain.

Electrical Appliances add to the comfort of your home, and are economical.

Feast on Christmas With Our Groceries

Fancy Bleached Celery, Fancy Iceburg Lettuce, Fancy Cranberries.

De Luxe Fruit Cakes, just like home made, from 1 to five pounds.

The finest apples, oranges, bananas and grapes that have been on this market.

Nuts of all kinds for the kiddies.

Candies, Fruits and Vegetables—the finest in the land.

Try a can of our Tiny Tot peas—they are delicious.

Tea Garden strawberry, plum, peach, cherry and apricot are the finest you ever tasted. Also the Tea Garden Mince Meat and Sweet Pickle Peaches are wonderfully good.

Heinz Plums and Fig Pudding and a bottle each of ketchup and midget pickles are very essential to make your dinner a success.

A thousand other good things too numerous to mention our stock holds in store for you.

Last but not least—MARTIN'S BEST COFFEE will finish the meal just right.

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Manufacturer of SADDLES, HARNESS AND AUTO TOPS

Shoe Work a Specialty

PRICES THAT ARE RIGHT

Christmas Baskets from Good Fellows

"Charity vaunteth not itself, it is not puffed up." At Christmas one's thoughts turn toward giving and that generously—not only to our dear ones but to those especially in need, those to whom otherwise Christmas would mean a sad time—a time when Santa had apparently forgotten them.

Charity has such an unpleasant sound. If it is translated into love and good fellowship it will work out the greatest happiness to all. One woman who for three years had charge of the Christmas baskets given by a women's club said she had always regarded this work as a very great privilege.

"We fix up our baskets as if we were giving them to our friends," she said. "First we find families who are worthy and to whom baskets will be acceptable. There are always the 'proud poor' who would only feel hurt if offered gifts. Then if we know the age of the children in the family we staple stockings and mittens of the right size.

"A call for donations from the club members gives us varied supplies. Home-made preserves or canned goods we always receive. Then each basket has a chicken, there is in it candy and fruit, or some special Christmas dairy product. We try to see that every child receives a little gift.

"As to packing the baskets," she continued, "we make a special effort to make them look attractive. The baskets are decorated with colored paper, the gifts are all wrapped with tissue paper and tied with ribbons, in other words

just as we would send to our dearest friends. Each basket has its Christmas card with a merry rhyme. Our grocer kindly loaned us a truck and delivered the baskets for us this last year.

"Besides the work the club does for individuals, we try to help the settlement house in which we are interested. For them we send out a call to our club members for a soap, and for all sizes of stockings. These two articles seem to be the most needed. As to clothing, our effort has been to supply that, both before and after Christmas. If we know of some special need, we ask our members for the size and kind of garment, and it is always forthcoming."

Another branch of this club's Christmas fellowship work is handled by a committee to work among the ex-soldiers in a nearby hospital. Different organizations take up the various needs, so as to not conflict with each other. One group gives handkerchiefs to each one of the soldiers, another group gives socks, and so on. This particular club gave each boy a Christmas box, besides decorating trees for the different wards in the hospital.

In order that the boxes might be nearly uniform, club members were asked to buy their gifts, with the box, to amount to a dollar. Cigarettes, stamps, stationery, toilet soap, shaving soap, tooth paste, toilet water, decks of cards, were suggested as possible gifts. At the meeting in which gifts most

acceptable were discussed, there was some amusement felt over the toilet water. But it was explained that the soldiers did really regard it as a luxury and were very fond of it—and at Christmas they surely ought to receive the things they like.

It was further suggested that a little note accompany each box, so that the recipient would feel it more of a personal present and so that if he wished he might write and thank the giver. Not that the giver wants to be thanked—but the boy's self-respect has been considered. An incident is called to mind, of the days of the war. One Sunday afternoon, a young couple invited a stray sailor lad from a nearby training station to their home for the afternoon. He seemed so appreciative of the effort to entertain him that he could hardly wait until he might "return the favor." He invited them to visit his training station, and later when the young folks were able to accept the invitation, he took great pleasure in showing them around and explaining all he could. They, in turn, were grateful to him for a pleasant afternoon in one of those enormous and marvelous schools the war developed.

A last little hint for Christmas fellowship, left over from war days, concerns the subject of mittens. One dear lady always carried four or five pairs of mittens with her when in the city. Whenever she saw a newsway for any other child with red, cold little hands, she gave him a pair of mittens. Seems rather a nice idea, doesn't it?

Rails News

The Sewing Club met Wednesday at the home of Mrs. Elmer Schell. Mrs. Hays and Mrs. Lewis were joint hostesses. A very enjoyable afternoon was spent in exchanging ideas for Christmas gifts and fancy work. Refreshments were served to the following guests: Mesdames Frank McLaughlin, Ed McLaughlin, M. E. Lewis, Ray Cooper, Genny Stovall, N. W. McLaughlin, F. B. Ralls, R. H. Travis, G. E. Ford, Carl Lewis and Mrs. Clara McLaughlin.

The Parent-Teachers Association gave a banquet at the Methodist church in honor of the football boys on Thursday evening. Ralls is very proud of her team. The banquet was declared an enjoyable occasion.

A large crowd of Ralls boosters attended the game at Plainview Saturday in road for their home boys.

Mr. Shirley Moses is visiting his parents during the holidays.

Mrs. N. Hinson left Wednesday for East Texas to visit relatives.

Mrs. Laurence Moore spent the week

and with her sister at Crosbyton.

Mrs. J. O. Tuton and brother, G. C. Moore of Lubbock, were dinner guests of Mr. and Mrs. Charlie Moore Thursday.

Mrs. Hill Richards is slowly recovering from typhoid fever in a Lubbock hospital. Her friends are glad to learn that she is improving.

Buck Witt, the 11-year-old son of Mr. and Mrs. Hardy Witt, who live about five miles southwest of Ralls, happened to a very serious accident while out hunting Saturday. He discharged the shotgun, the shot going through his foot, severing the big toe from his foot. His cries for help were heard by two men picking cotton in a nearby field. They at once rushed to his assistance. His parents had also heard his cries and came to his relief. They immediately brought him to Ralls, where Dr. Haney gave him first aid treatment and sent him to a Lubbock hospital. They report him resting easy at the hospital.

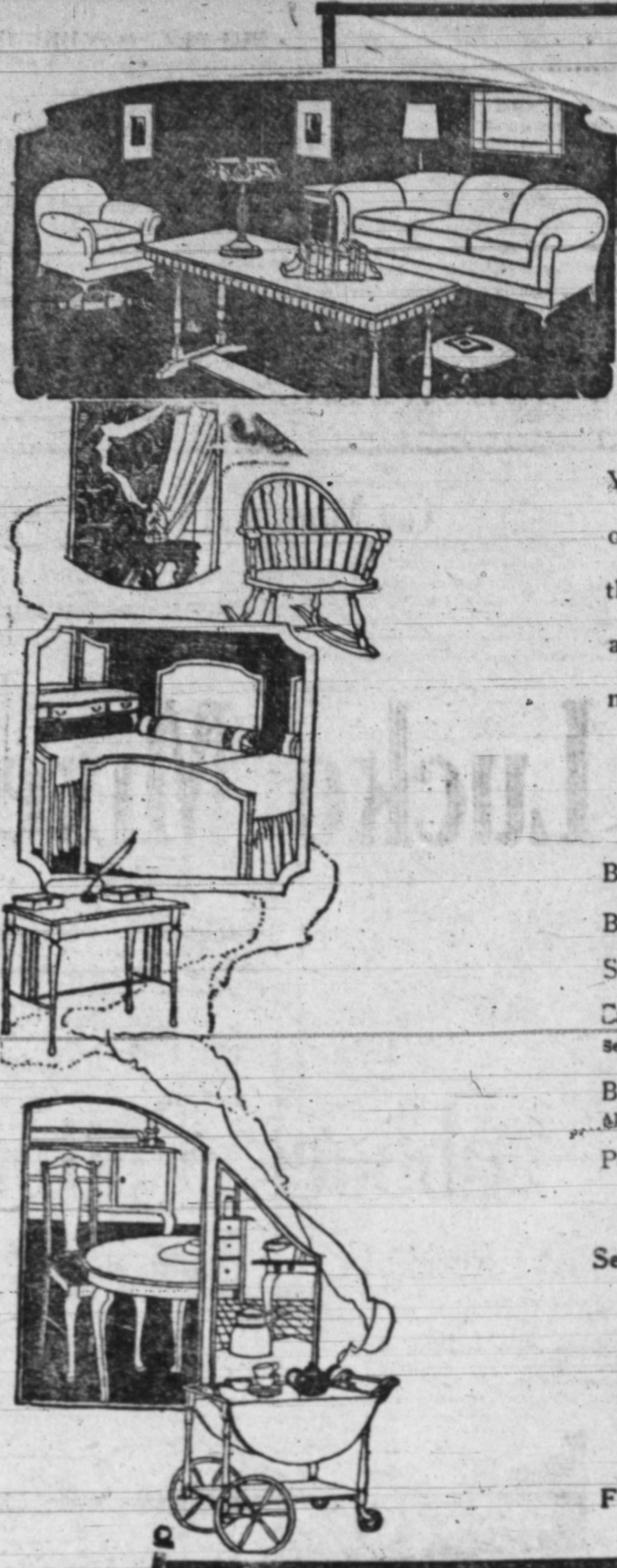
C. E. Herod and John M. Washam are in the city from Waco and are buying cotton in this section. They expect to remain here until the cotton season closes.

Shallowater Boys and Girls Club. Special to The Plains Journal. SHALLOWATER, TEXAS, Dec. 12.—The boys and girls have been busy doing interesting and helpful things the past week. The girls have organized a basketball team, both senior and junior. Edna Ireland was appointed captain of the senior team and Mayme Colley junior captain. The boys have also organized a team with Bailey Ireland as captain. The senior and junior girls had an interesting game Friday afternoon, the score being 18 to 12 in favor of the juniors. Ida McManus and Ozelia Carley were selected yell leaders.

The junior boys and girls Sunday School class has increased greatly since a few Sundays ago and we have organized a league that meets every Sunday and in these leagues we have programs and suggestions for our class. The junior boys and girls have planned to help the orphans this Christmas, by sending them boxes.

The boys and girls of Miss Richards' room will entertain the school in chapel with a program Monday morning.

The club girls will start their regular meetings soon.



Furniture Specials

To Beautify Your Home for Christmas

Your home will be more beautiful with the addition of several articles of furniture. Here are truly things of beauty and uniqueness. Prices on these articles are such that you can afford, in order to make your home more artistic.

Appropriate Suggestions

- Beautiful Floor Lamps
- Bridge Lamps
- Smoking Stands
- Card Tables
- Sewing trays to match
- Beautiful Pictures
- Portieres
- Candle Sticks
- Polychrome Mirrors
- Console Tables
- Sewing Cabinets
- Gate Leg Tables
- Easy Chairs
- Spinett Desks

See Our Window Display of Christmas Merchandise

SIMMONS

FURNITURE AND UNDERTAKING COMPANY

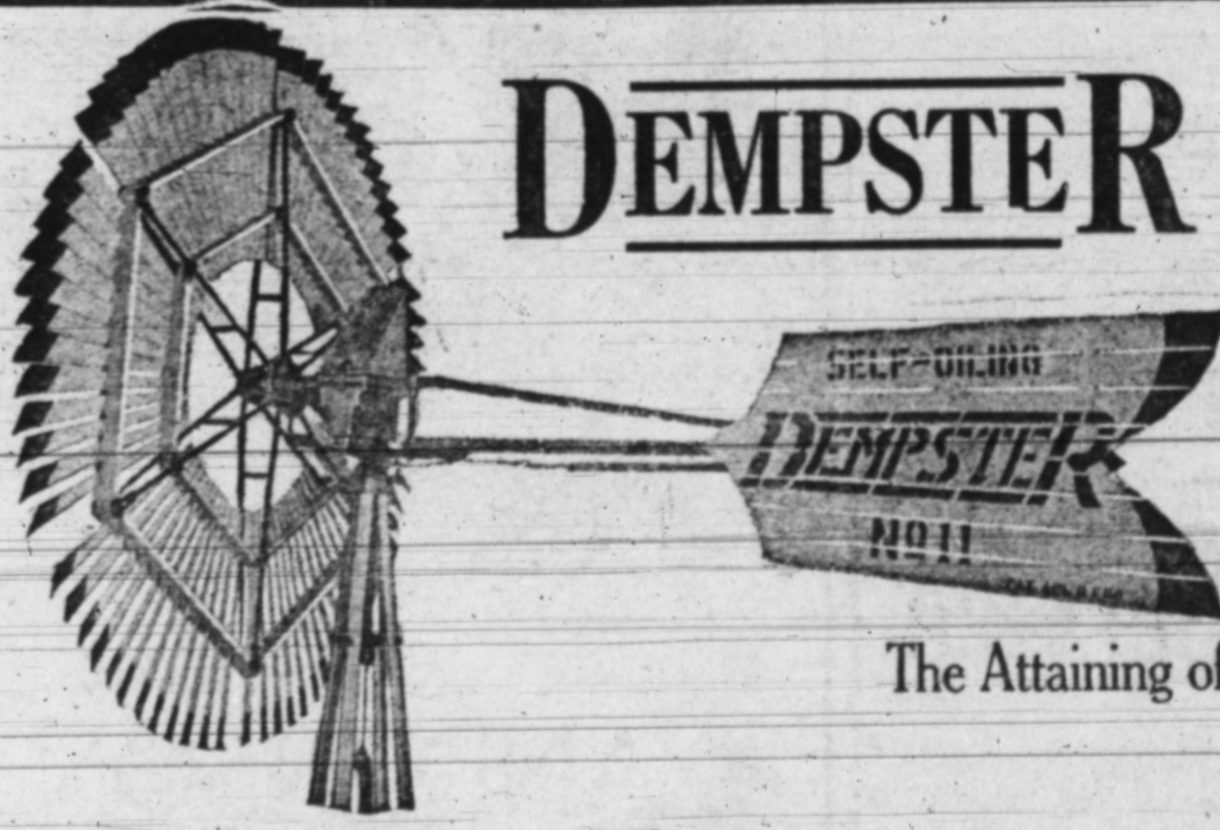
Not Just Cigars—But Gift Cigars!

THERE'S quite a distinction between Cigars and our Cigars. First consideration has been given to quality and every smokers' taste. That's why the average man will appreciate a gift of a box of good Cigars distributed by us.

- Ask your cigar store for:
- Shaw's Hand Made
 - Douglas Fairbanks
 - Hamilton Fish
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- They Are Good Enough for Everybody

Panhandle Cigar Co.

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The Mill Without an Equal

The Attaining of An Ideal

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From everywhere has come a response that fully justifies our continued striving for this ideal of service, mastering step by step the Plains' ever increasing demand for water.

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 - Feed Grinders
 - Grain Drills
 - Cultivators
 - Hay Tools
 - Also Jobbers of Oil Well Supplies
 - Pipe
 - Casing
 - Fittings
 - Valves
 - Packing
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Ask The DEMPSTER Dealer In Your Town to Explain These Features That Make The DEMPSTER Windmill the Outstanding Mill of the Plains

Thursday, December 13, 1923

PREPARES SERIES OF ARTICLES ON CO-OP MARKETING

J. T. HAMILTON OF PLACID, WRITER OF BRADY SENTINEL, UNBIASED IN JUDGING

Emphatically Endorses Texas Farm Bureau Cotton Association—Declares It to Be Salvation of Texas Cotton Grower.

Declaring himself neither a producer, trader, nor an employee of the Texas Farm Bureau Cotton Association, J. T. Hamilton of Placid, through the columns of the Brady Sentinel, lends emphatic endorsement to the association and its service to the cotton grower, writing, as he states, as an "unbiased judge of this subject."

More than 100,000 bales have already been delivered to the Farm Bureau warehouse in Texas. The amount in other states is known to this writer; the amount already delivered to other cotton associations; but the total for the cotton states at the end of the season will be sufficient to favorably affect the market price for the staple for the 1923-24 crop. It will hardly be denied that the co-operative association has raised the price level and the good news has been done in only a drop in the bucket to what remains to be done and what will be done.

Large Increase. About one million bales were handled last season by the Cotton Association. The Texas Farm Bureau Association, up to Oct. 7, had received 54,048 more bales than it had to the same date last year, or 55 per cent increase. This means that more than 1,500,000 bales will be handled by the association this season. This cotton will be marketed at an advantage in price. No individual farmer can possibly command the streets, selling to speculators. The speculator's profits would be retained by the man who raised the cotton, if he co-operated with his fellow farmers through the Farm Bureau Association. It would mean the delivery of the cotton to the spinners as needed, all through the year at an equitable price; hence reasonably profitable to the producer.

Effect of Dumping. The effect of dumping cotton on the market as fast as it is ginned—glutting the market—is to defeat this first need, the legal sale effort to farmers to do business together to the certain advantage of everybody thus engaged. "A farmer sometimes will say, 'I do not want to lose control of my cotton.' Such control brings very little joy; it ends too quickly. Hauling it out on the street and holding on until the buyer quit bidding, often raising their own bids, showing that they try to get it at less than they could pay, and leaving a feeling with the seller that he did not get enough, is an experience that never brought much joy to the writer. No one can justly blame the cotton buyer; rather, he ought to make a profit. On the other hand, a Farm Bureau Cotton Association member has control of his cotton until it is disposed of at the best possible price, exactly as a member of a mercantile establishment controls their goods until they are distributed to their customers at prices they themselves put on the goods. Prices that their customers are willing to pay and that will yield a good profit to the company. That is exactly what the Farm Bureau members are trying to do, and all do when cotton producers wake up to their own interests and join in the effort of it.

Old Methods Ruinous. The old method of selling cotton is not only ruinous to the producer usually; it is also a handicap to the spinners and manufacturers. It is my understanding that spinners pay, compare with what the producer gets, a high price for his cotton. The uncertainty of what he will have to pay after it passes through the hands of speculators means that the manufacturer cannot know what his raw material will cost, hence, cannot figure safely on his output of goods, etc. The spinners and manufacturers prefer to trade direct with the Farm Bureau Cotton Association and pay all the trade will stand.

Eliminating Middlemen. Under the Farm Bureau management, the world has been supplied with cotton as needed, direct from the producer to the spinner at a price that includes the commission of the street buyer; the profit of McWhadden, who is supposed to have grown immensely, such as a cotton speculator; the profits of the "hulls" and "beats" of the Wall Street lunch and all other speculators between the farmer and the spinner; after the farmer has pocketed what he would have gotten on the street, together with the profits of all her speculators between himself and the spinner, he need not bother about overproduction.

Effect of Organization. What would the farmers get for their cotton and what would they do with an overplus were there no Farm Bureau Cotton Association? Any poor, helpless, helpless farmer who has been under the old regime can answer

The South Matador Ranch To Be Colonized

South Matador Ranch to Be Colonized. Murdo Mackenzie, manager of the Matador Land & Cattle Company, Ltd., with headquarters at Denver, Colo., has announced that on his next trip to Scotland he will recommend to the board of directors that some 250,000 or 400,000 acres now owned by the company in Mexico, Elkins and adjoining counties, be divided into small tracts and sold to settlers. According to Mr. Mackenzie, it would be several years before final plans could be perfected. He will recommend that no change be made in the ranches with headquarters at Channing, Texas, and in the Northwest.

The Matador is the last of the great British ranches in Texas. In the eighties several companies were formed in England and Scotland for the purpose of engaging in the livestock business in Texas, New Mexico and the Northwestern states. Of these companies, the most famous, besides the Matador, were the Capitol Freehold Land & Investment Company, which built the present state capitol in return for 3,000,000 acres running from Dillinger county on the north to Lamb county on the south; the Prairie Cattle Company, in the Dalhart section; the Espuela Land & Cattle Company, part of which is now operated by Swenson Bros., and the Bell ranch, in New Mexico.

In the Matador range there are many thousands of acres which are fine farming land. The policy of other ranches in breaking up has been to accept small cash payments and long-time notes for the balance, and this policy will no doubt be followed. This decision is a logical one. Farmers have grown so valuable for agricultural purposes in the steady flow of settlers that question. He would get 4, 5, 8, 10, or 12 cents, that is what it would mean. But, says one, "Cotton was 40 cents during the war." That was an exceedingly abnormal time. Sugar went there also; and bacon to 75 cents; and a 25 suit of clothes to \$90. That will not blind any informed farmer today. Anyway, the government, both state and national, now keeps tabs on the crop situation and reports it to the world. No false reports go out now from cotton speculators as to crop conditions to demoralize the market.

The Cowboy. He used to wear his leggins and his trappin' inter town. He used ter shoot it up once and awhile. Now if you should meet him at the bylis or the show, You'd find him dressed in quite the latest style. On the range he wears his oldest shirt, just patched many times—His pants jest hang together, that is all. His leggins are the worst fer wear, showing strong abuse, He's ready any time ter take a fall. His boots are scratched by catclaws, his spurs show constant work; There's somethin', though, about him called a way. That jest inspires yore confidence and puts you right at home, And makes you fully trust him night or day. —The Cowboy Parson.

FIREWOOD FOR WEST TEXAS. Plant large rapid growing, inexpensive cottonwood for firewood, poles, treated posts and shade. Use waste places, gullies, washes, fences, roadways, etc. Beautify the landscape and make values. Straight, well rooted, safely packed trees. Prepaid 2, 4, 6, 8 feet at 5, 10, 15, 25 cents. Special heavy cut to 8 feet at 35 cents. B. R. Russell, San Saba, Texas. 2tp

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"The Performance of labor for the benefit of another."

That is just exactly what we are doing every day. When one of our customers comes to our lumber store for a bill of material, be it large or small, we strive to so perform the labor in connection with the transaction, in both office and yard, that he will realize that we have rendered a service to him.


Can we be of service to you?

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We are headquarters for Fountain Pens and Eversharp Pencils, Single and in sets. We can fit your hand in several nationally-known brands. Prices 75c to \$13.00.

Our wrist watch stock is well assorted in grades and in the most beautiful styles. And our boys' and gent's watches can't be beat in style, quality and price. Prices \$2.00 to \$75.00.

Diamonds are our HOBBY. Come in and let us tell you why and how we can sell such beautiful sparkling blue white stones at such wonderfully low prices. Ranging from \$17.50 up.

Emblem charms, rings and pins for both men and women have a large space in our store. You will have no trouble in finding exactly what you want—and at very reasonable prices. Ranging from 50c to \$50.00.

We Extend Credit to Reputable People

WHAT ARE YOU GOING TO DO IN 1924?

The LUBBOCK BUSINESS COLLEGE is giving a SPECIAL DISCOUNT on scholarships during the holidays. Extra special offer to first ten students to enroll.

Why not make this coming year the time to get a business education? Prepare now for a larger salary in the future.

PHONE 335 P. O. BOX 863

Read the PLAINS JOURNAL and keep up with the rapid progress of the city.

McAfee Company's

Exclusive Ladies' Furnishings

"Two-for-One Sale"

Commences Saturday, Dec. 15th

One Garment Free

With Every Garment Bought at Regular Price!!!



If the garments selected are not of equal price, the customer pays the higher price, of course. We offer ONE-THIRD OFF where just one garment is purchased.

IN THIS

"Two-for-One Sale"

are included: COATS, SUITS, HATS, DRESSES, BLOUSES, SKIRTS, SWEATERS, Cotton Underwear, Flannel and Longcloth Gowns, a few Pajama Suits, 1 lot Petticoats, 1 lot Corsets, 1 assorted Children's and 1 assorted Ladies' Hose, and 1 lot of Novelties.

AND REMEMBER—You may select a coat and a dress, a dress and a suit, or any other combination you choose.

This will be a semi-annual event with us—so come in and get acquainted with our methods of doing business.

We also have Gifts for Her that are beautiful, useful, and sure to please.

Spend this in Winter

California

Santa Fe

Take your car with you and enjoy their now famous motor highways.

Santa Fe Service provides dependability, comfort, and convenience. Fred Harvey Meals add the finishing touch.

Ask for our California Picture Book, California Limited, Grand Canyon and Tourist Sleeper to California booklets.

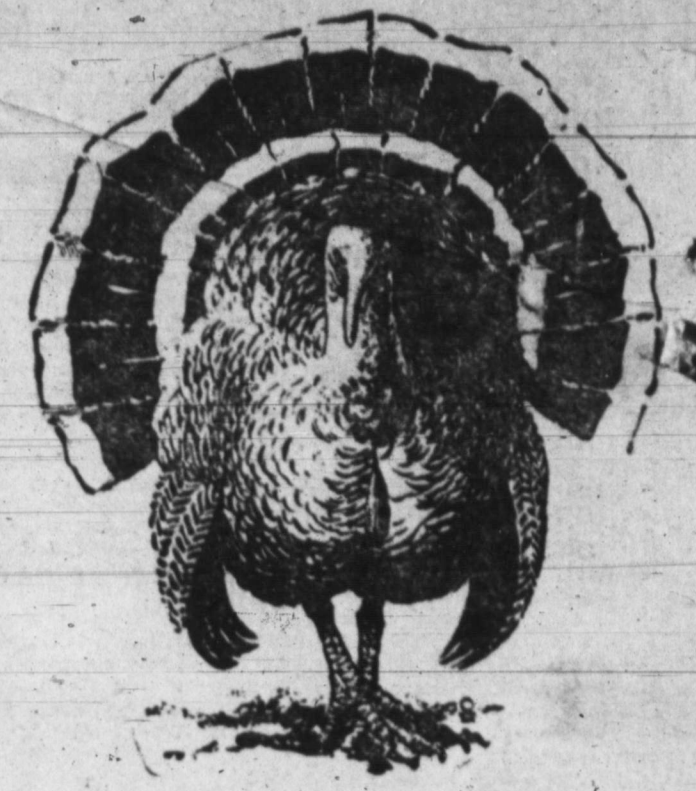
Stop two days or longer at Grand Canyon National Park. It's only a short side-trip....

T. B. GALLAHER
Gen'l Pass. Agent
Amarillo, Texas



Replins Family Shop

Lubbock, Tex.



Big Talk Turkey Sale

Sale Starts Sat., Dec. 15; Doors Open 9:00 a. m.

Free! Free!
 A big Christmas turkey given away absolutely free every day during this big sale. You don't have to purchase anything to win a turkey.
 Drawings Daily at 4:30 p. m.

You have heard the old saying, "Talk Turkey," well; that is just what we are going to do during this gigantic sale of new, high-class merchandise. Yes, we are going to "talk turkey" and give Lubbock the biggest holiday sale she has ever had. We are not overstocked—in fact, we received \$10,000 worth of new merchandise this week which we bought especially for this sale. Come to our store on Saturday morning and you will know that we are really "talking turkey."

Free! Free!
 A big fat turkey given away free every day. Just come in our store and drop a slip with your name on it in the turkey box. Then be there at 4:30 and win a turkey.

Come to the Greatest Holiday Sale Lubbock Ever Saw
A \$40,000 Stock High Class Merchandise At "Talk Turkey" Prices

Below Are Listed a Few of the Bargains We Have for You

Men's all wool shirts, lined chests, double elbows, value \$3.95. "Talk Turkey" price	Men's finest all-wool overcoats, blanket lined, all new styles, values \$40. "Talk Turkey" price	Men's best quality corduroy trousers, value \$3.95. "Talk Turkey" price	MEN'S HOSE Silk and wool fancy hose, value \$1.25. "Talk Turkey" price	Beautiful new gingham, value 19c yard. "Talk Turkey" price	LADIES' HATS Fine values up to \$17.50. "Talk Turkey" price	Ladies' Wool dresses, serge, poiret twill and Tricotine; values up to \$29.50. "Talk Turkey" price
\$2.95	\$28.75	\$2.95	89c pair	12 1/2c yard	\$3.45	\$9.95
Men's heavy fleeco-lined union suits, value \$1.95. "Talk Turkey" price	Young men's Jazz model suits, keenest, cleverest, newest suits in Lubbock. "Talk Turkey" price	SATURDAY SPECIAL 14 men's all-wool suits, values up to \$35. "Talk Turkey" price	SATURDAY SPECIAL 100 boys' suits, all new styles, values up to \$15. "Talk Turkey" price	SATURDAY SPECIAL Ladies' fine coats, velours in brown and navy with fur collars, values up to \$35. "Talk Turkey" price	Ladies' one-strap pumps—brown kid—value \$5.95. "Talk Turkey" price	Christmas gift novelties are to be found here at "Talk Turkey" prices.
\$1.35 pair	\$31.50	\$13.95	\$5.95	\$12.50	\$3.95 pair	
Men's high-grade work shoes, waterproof, value \$4.50. "Talk Turkey" price	Men's leather puttees, extra high grade, value \$4.95. "Talk Turkey" price	FINE NEW NECKWEAR Ideal Christmas gifts. A wide range of patterns, "Talk Turkey" prices	Ladies' silk and wool hose, values \$1.95, \$2.50. "Talk Turkey" prices	COTTON OUTING Value 25c yard. "Talk Turkey" price	LADIES' BROWN OXFORDS Value \$4.75. "Talk Turkey" price.	GIRLS' COATS Unusual values up to \$25.00. "Talk Turkey" price
\$2.45 pair	\$3.95	50c-63c-85c	\$1.69-98c	19 1/2c yard	\$3.75 pair	\$11.95

Your Christmas Money Will Go Further Here



Replins Family Shop

Lubbock, Tex.

