

Local News

Mr. and Mrs. Will Hubbs of Geronimo, Oklahoma, visited Mr. and Mrs. O. G. Kershner last week.

Mrs. B. F. Dixon had as her guest during the Fair her daughter, Mrs. J. C. McCasland, of Lovelland.

Mrs. W. M. Claxton of Hale Center, was a Lubbock visitor Thursday.

Mrs. Loyd Brewer of Rails visited in Lubbock Thursday.

Doyal and J. C. Lanier of Post, attended the South Plains Fair here Thursday.

R. H. Moore and H. H. Timmons of Ropesville were Fair visitors last week.

Miss Millie Halsey, home demonstration agent of Baylor county, attended the Panhandle and South Plains Fair here last week.

Mr. Lanier of Post visited his daughter, Mrs. A. J. Matthews, of Lubbock last week.

Mr. and Mrs. T. B. Duggan of Littlefield visited at the T. B. Duggan home last week and attended the fair.

Miss Myrtle Murray, Poultry Specialist, judged poultry at the fair last Thursday.

Byron Williams and Misses Mamie and Beulah Williams were in Lubbock last Saturday.

Misses Ruth Smith of Alpine, Texas, was the guest of Miss Beulah Dixon Saturday. Miss Smith was enroute to the West Texas Teachers College at Canyon.

Mrs. R. A. Rankin and daughter, Miss Est. left Wednesday morning for Los Angeles, California, where they will spend the winter.

Mrs. A. H. Justice of Tahoka was a Lubbock visitor Friday.

Mr. and Mrs. Big Lane of Brownfield were fair visitors last Thursday.

A. P. Marsh of Oklahoma City visited his daughter, Miss Mabel Marsh, Friday and Saturday.

Mrs. W. B. Atkins is in Sherman visiting her daughter, Miss Kathryn, who is attending Kila-Key College.

Mrs. W. F. Scudday of Brownfield was a fair visitor Thursday.

Mrs. Ralph Fuller of Abilene who has been the guest of her sister, Mrs. Ben Dixon, left for her home Sunday.

Mr. and Mrs. Hope Timmons of Ropesville spent the week end in Lubbock.

Mrs. Lee J. Sanders attended the fair and had part in the pageant last Wednesday.

R. C. Sawyer, of Los Angeles, California is in Lubbock visiting his brother, T. W. Sawyer.

Mr. and Mrs. Ralph W. Baker spent Saturday and Sunday of last week visiting in Big Spring.

Mr. and Mrs. M. E. Merrill and little grand-daughter, left Wednesday for El Paso.

Misses Mary Lou and Sarah Frances Ibea of Plainview are the guests of Mr. and Mrs. W. J. Spikes this week.

Mr. and Mrs. P. T. Rucker had as their guests last week end Mrs. L. D. Rucker and children of Plainview.

Mr. and Mrs. John Denman had as their guests last Sunday, Mr. and Mrs. Frank L. Moore and son and Mrs. Josie Moore of Floydada.

A LOCAL PASTOR



T. M. Carney is pastor of the Church of Christ in this city. He has been filling the post here for slightly more than thirteen months, coming to Lubbock from Weatherford, Texas, where he filled the pulpit of his church for a year. He was educated in Freed-Hardeman College, at Henderson, Tennessee. Rev. Carney and his work have been well received in Lubbock. He is married and has two children.

Mrs. A. J. Claxton of Southland attended the Fair Thursday.

Mrs. W. M. Claxton was among the Hale Center visitors at the Fair Thursday.

Mrs. Cliff Johnson of Southland visited Lubbock during the fair.

Willard Donald of Slaton was in Lubbock Friday.

Mr. and Mrs. W. A. Bowen spent Tuesday and Wednesday in Plainview.

Mrs. B. R. Bradford of Idalou was in Lubbock last week and attended the fair.

O. G. Kershner had Mr. and Mrs. W. E. Hubbs of Grotto, Oklahoma, as visitors Thursday.

E. T. Davis, Deattleinspector for the Texas and Southwestern Cattle Raisers' Association, attended the fair Friday and Saturday.

LAY PLANS FOR TECH CEREMONY

(Continued From Page One)

all West Texas. A number of the biggest educators in Texas are expected to be on hand and all of the presidents of the large state institutions have been invited to be here.

Gov. Pat M. Neff will make the principal address of the day and it has already been decided that Senator W. H. Bledsoe, who was so instrumental in getting the school bill by the legislature and then landing it for Lubbock, will represent the local citizenry. A prominent out-of-town speaker will also be furnished by the American Legion in addition to others who will appear before the crowds, according to President Horn.

(Continued From Page One)

Congressman Jones had nothing but praise for the fair and stated that in his opinion there was no difference in the fine agricultural exhibits between the exposition here and the larger, Tri-State Fair, held recently in Amarillo. He stated that he was very agreeably surprised in the quality of the exhibits here in all lines.

When asked what he thought of the progress being made in Lubbock the congressman said he had never seen such a steady and healthy growth in his experience in the Panhandle. He has been a citizen of this section of West Texas ever since 1901, when he was a Miami school boy. Jones is a graduate of Georgetown University of the class of 1905, when he received a bachelor of arts degree. From Georgetown he went to the Texas University, Austin, where he studied law and in 1908, received a degree of bachelor of laws.

Congressman Jones will not make a campaign for re-election to his office although he is opposed by A. B. Spencer, of Crosbyton, a very popular man, if a Republican. He will make a few scattered addresses but will wage no battle for victory. It is generally believed that he will have little trouble when the voters of the district go to the polls.

Sally Ann Bread Is Ushered Into Homes Here Last Saturday

Sally Ann Bread made its first appearance in Lubbock Saturday. According to the bakers, it was accorded a wonderful reception and they are kept busy meeting the demand for this

new bread. The Lubbock Baking company, a new concern here, located at 1318 Broadway, is the manufacturer. C. E. Morman, formerly in the baking business at Slaton, but an old resident of Lubbock is actively in charge of the new bakery, while Joe Bairdridge, well known here, is the other partner.

This new baking plant is equipped with the newest apparatus for making bread, including a wrapping machine which wraps each loaf in a waxed air-tight package, as it comes fresh and hot from the oven. E. B. Baker is in charge of the manufacturing end of the business. A new delivery truck has been purchased to meet the demand of the trade.

Each loaf weighs a full pound and sells for 10 cents. The new bakery opened for business with a full carload of flour, which will make several loaves, according to the owners.

H. C. Witwer's famous Telephone Girl Stories series will appear on the screen of the Lyric Theatre, starting next Wednesday, Oct. 15.

H. C. Witwer is the author of the book---

"FIGHTING BLOOD"

As a rule
Man's a fool,
When it's hot
He wants it cool
When it's cool
He wants it hot;
Always Wanting
What is not.

FILL YOUR COAL
BIN NOW AND
AVOID WANTING
LATER ON

We know something about coal. May we give you the advantage of this knowledge? Talk over your fuel problems with us. We can satisfy any fuel demand for---

LARGE HOUSE
OR
SMALL
IN
STOVE,
FURNACE
OR
FIRE PLACE

WITH THE COAL
THAT WILL GIVE
MORE HEAT PER

DOLLAR

FREE

---with each first ton, during Oct., a good stove shovel. We do this to start you---after that you will always

Call 194
Lubbock's Warmest
Number



Hundreds are Reading This Ad Just Like You are Reading It

If you ran your ad here these very hundreds would be reading it, just as you are reading this copy.

Plains Journal advertisers are reaching the largest audience of readers on the South Plains every week through the Plains Journal--the paper for the whole family--brim full of live local news. There is no alibi for circulation. The Plains Journal has the largest circulation of any newspaper in the Lubbock Trade Territory.

Cash in on the business, Mr. Merchant. Tell your message in every issue of The Plains Journal.

LARGEST CIRCULATION
GREATEST READER INTEREST
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The Plains Journal

LUBBOCK
GRAIN AND COAL
COMPANY

Unededa Bakers



HELP the baby to a good start in life by giving him Unededa Graham Crackers. Only the finest graham flour is used--that's what gives them that delicious nut-like flavor. At your grocer's in packages or by the pound.



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"Nearly Everything Electrical"

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Anything from a faucet up

Arcola, Vacuum Vapor, Gravity, Steam, Hot water

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WE WANT ALL YOU HAVE

Here you will always find a ready market for your eggs, poultry and hides. We are on the job every day paying top market prices for these items.

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Dependable Buyers of Poultry, Eggs and Hides
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W. J. Garrett's
WOOL
SHIRT

SPECIAL

A big assortment of men's and boys' wool shirts in a large range of color and prices that are very attractive to your pocket book, comes in colors of light tans, khaki, solid browns, plaids, grays, solid red and solid green.

- Men's \$3.00 khaki wool shirts special -----\$2.50
- Men's \$3.50 khaki wool shirts, double elbow and double bosom, special -----\$2.95
- Men's \$4.00 wool shirts assorted colors, special \$3.50
- Men's \$4.50 wool shirts, assorted colors, a good buy -----\$4.00
- Men's \$5.00 wool shirts, assorted colors, special \$4.95
- Men's \$6.00 wool shirts, assorted colors, special \$5.00
- Men's \$6.00 wool shirts solid gray only, special \$5.50
- Men's \$7.00 wool shirts mostly fancy plaids, special -----\$6.25
- Men's \$7.50 wool shirts, solid red and green special -----\$6.50

These shirts are to be had in all sizes from 14 1-2 to 17 1-2.

BOYS' WOOL SHIRTS

Wool shirts for the boys, very suitable to wear to school on the cool mornings.

- Boys' \$3.00 khaki wool shirts, sizes from 12 1-2 to 14, special -----\$2.50
- Boys' \$2.50 khaki wool shirts, sizes from 12 1-2 to 14, special -----\$1.95

W. J. GARRETT

"The Store for Everybody"

ON THE SQUARE

Dr. Horn is getting ready for the celebration.
 Stanley Watson's selling lots of land.
 They're still working nights on the bank.
 Joe Nislar has a new Ford coupe.
 Folks are talking a little about oil.
 From the way people have been acting
 You'd think Walter Johnson was a Lubbock product.
 At that, we bet he'd like to be.
 D. F. Eaton has gone to Dallas.
 Lights around the Wilson building look good.
 Herb Stubbs has gone North hunting;
 J. E. Vickers went too.
 Judge Nordyke has ordered the election.
 But he didn't mention Andy Gump.
 Earl Hunt won the fair ticket sale prize.
 Judge Mullican's gone to Post.
 Congressman Jones was here for the fair.

When you Think of December 1--You
 Think of the New--

Lubbock Directory

Phone 679J
 Office 1619 19th Street

WILL TRADE

I have two well-located apartments in Dallas I will exchange for improved or unimproved land or Lubbock business property. I own the property and prefer to deal with owners. If your property is not worth \$45,000 or \$50,000, don't write.

L. H. SMITH
 REAL ESTATE

220 So. Marsalis Ave. Dallas, Texas

GUN AND LOCKSMITH SHOP

Located at Wright & Wright, Inc.

Bring in your guns and get them repaired before the fall hunt. Be prepared when you want to go hunting.
 Bullets removed from your gun without heating your barrel, heating the barrel ruins your gun.
 Keys made for all kinds of locks, with or without pattern locks, re-bull and repair. All kinds of light repairing—Typewriters, Lawn Mowers, Electric Sweepers, etc. All mail order will receive my personal attention. Your work solicited.

JOHN W. ROULSTON, Mgr.

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Jones Investment Comp'y

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FARM LOANS

READY MONEY
 PROMPT SERVICE
 LIBERAL OPTIONS
 REASONABLE RATES

Barr-Ivey-Hess Co.

Security State Bank Bldg.

Auction Sales

Meet me at the O. K. Furniture Co., one door north of Lub-Tex Motor Co.

I sell implements, furniture, in fact any thing that is offered for sale.

List your stuff with me, I guarantee satisfaction.

Seale Bros.

AUCTIONEERS

Phone 879 Lubbock, Texas

Why the Rear Sheiks Stay Home



There has been a lot of talk the last few years about the sheiks. Little, though, has been said about the sheikas. Well, here are two of the genuine. They are Linda Loredo (left) and her sister, Maria. From Araby they've come to make names for themselves on the vaudeville stage.

COMMUNITY COMMENTS

By CURTIS A. KEEN

YEAST CAKES AND CIVIC PROGRESS

When mother makes light bread it is the most insignificant little yeast cakes that does most of the work—for regardless of how good the flour might be, the temperature of the batch, or how evenly heated the oven—without the yeast to put action into the mass of dough, to do the work of making bread results would be rather thin and soggy.

The City of Lubbock has been blessed with a few odd dozen perpetual Civic Yeast Cakes and regardless of whether it is putting on a fair, securing a school, voting bonds for street paving, marketing trade trips or what not the same little odd dozen of city builders are found putting the work, the life and the kick into things. You can name them right off on your fingers—and not have to repeat but a time or two for they are too blessed few for the work that needs to be done in Lubbock right now.

We started to name them but WHO would YOU put to head-the list? There is—let name them yourself. The old war horses that you can always depend on to do, or say, or do anything in the world any time, anywhere for make the good of Lubbock. And then there are the ladies—God bless them—what they don't actually do themselves they make the men do—even if they do fuss a lot about the amount of time Tom and Dick and John GIVES to the city "when So-and-So never does a thing but get out and get your business while you are working for nothing."

It would be interesting to know just how much folks in general appreciate the efforts of the few odd dozen who do things in Lubbock—and even more interesting to know just what man or men are best

known to the folks of Lubbock as civic workers. In short IF YOU HAD A CITY TO BUILD WHAT TWELVE MEN WOULD YOU SELECT OUT OF LUBBOCK TO HELP YOU BUILD IT?

See the Contest Announcement in an other part of this paper.

OUR FIRE BOYS

Whenever you need 'em and want 'em—they're there! Alto it would have taken every drop of water in the Atlantic Ocean to have settled all of the dust that blew during the Fair—still the work of the department in sprinkling the streets leading to the fair grounds, the athletic field and other areas on the fair grounds made life at least livable in spite of the bad winds.

It is suggested that next year Fair dates be set early and after the wind gods have gotten all puffed up ready to blow that we postpone them a week and give the winds time to get blown out and give us a chance to have four days pretty weather.

OUR EXHIBIT AT THE STATE FAIR

Exhibits from the Panhandle South Plains Fair left for the State Fair at Dallas Tuesday—13 counties going by express in order to get there in time to open with the State Fair on Saturday.

Few people appreciate the work, time, study and cost of such an exhibit and still fewer people appreciate the return that is realized from the investment on the part of the county and section. There is no one thing in the entire history of the activities of the Chamber of Commerce, city or county officials of Lubbock and Lubbock county that has done more to hasten the development of this county and the South Plains section than the regular exhibit of agricultural products at the State Fair.

We compete for premiums at the State Fair and win—possibly a hundred dollars, possibly \$250 or sometimes even less—but that is not the return on the investment. If you will start out any



16,000 PEOPLE KILLED

—by Automobiles in the United States last year.

Our new Standard Automobile Accident policy gives you a fixed weekly income of \$25 per week while "on your back," pays your doctor bill, provides for your hospital charge, covers expenses if injured away from home. It also provides for loss of life, sight or dismemberment.

It Costs Only \$5. per year

STANDARD ACCIDENT INSURANCE CO.

L. S. Harkey, General Agent

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barassing to the pride of a citizen when it is compared with budgets in towns of half our size and less than one-tenth our promise, and a publicity or advertising fund that will average less than a dollar a day the year around, we are sitting idly by and letting the greatest opportunity any city ever had slip by with little profit to us. We are growing, yes, but in spite of the effort we do not make and not as a result of anything we are doing to attract big business, more farmers and a more substantial prosperity.

In days past Oklahoma City, with less favorable surrounding trade territory, less satisfactory transportation facilities, less basic reasons for hoping to be a metropolitan city, managed somehow to carry a page ad or a half page ad in some well located newspaper, magazine or other recognized avenue of approach to the man who had capital and the desire to get in with a growing city—almost every week—and she has built one of the dozen best cities in the South.

If Lubbock would start the movement she could get the support of every one of the surrounding counties of the South Plains in a gigantic publicity campaign, intelligently planned more than double the present rate of and consistently followed up, she would increase in population throughout the South Plains, would double the farm population of the entire section in less than three years, increase the value of the land of this section by 50 per cent and the prosperity of the cities of the section by 100 per cent—and at a cost

results obtained as to be less than nothing.

The Tech College has not and will not make Lubbock a city. The Santa Fe railroad outlets, the Highways, or even the street paving have not and will not make Lubbock a city. The surrounding, undeveloped lands have not—the in time they may contribute a part—and will not (without assistance from the inside) make Lubbock a city. It is up to Lubbock herself to do the making. "Cities Do Not Happen—They are Built" and the time is ripe for some real constructive, broad gauged building to be done for Lubbock.

We have the lead on any other South Plains town today, stand more favorably known in the public mind of America, and are more favorably situated with reference to the present trend of development. But a Posey Switch, Wolfarth or some town not yet platted can overtake Lubbock, pass her and grow into the recognized center of this section should a combination of circumstances give them anything like as favorable transportation services as Lubbock today enjoys, and should Lubbock ever slow up and rest on their dignity and on a false appreciation of their own importance.

(Continued Next Page, Column 4)

Mrs. James R. Robinson had as her guests last Saturday and Sunday, her son, Hall Robinson, and family of Tahoka.

Mrs. M. L. Price left Lubbock Wednesday morning for Pasadena, California to spend the winter.

RYE

For Winter Pastures

We have found from several years experimenting on the Sunshine Ranch that Rye planted during September, October or the first of November will make a better winter pasture than wheat, barley, speltz or any other cover crop.

CAR OF RYE SEED

As a result of our experience we are buying Rye Seed by the car and will be in a position to supply every farmer on the South Plains with all that he needs. Come in and talk with us, get names of other farmers who are growing rye and try this winter pasture crop this year.

S. E. CONE GRAIN & SEED

PHONE 187

LUBBOCK

FARMERS!

Our Prices
 are Right on

STOVES
 TENTS
 WAGONS
 COTTON SACKS
 SCALES
 KNEE PADS

Let Us Supply
 Your Needs

We Appreciate Your Business

Nislar Hardware Co.

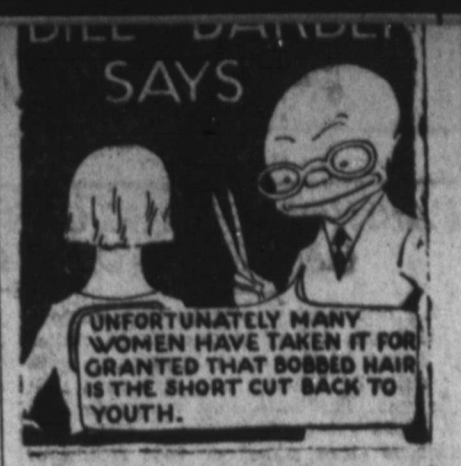
P. & O. Dealers

North Side Square

SEE THE FOOTBALL GAME FRIDAY

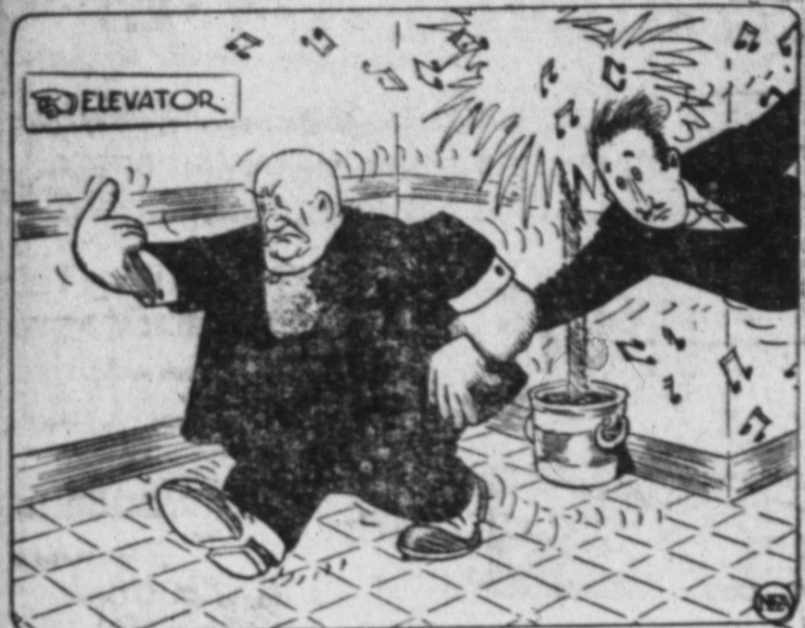


ALMOST EVERYBODY READS THE PLAINS JOURNAL



BAYLOR PROFS. PROMINENT
WACO.—Five members of the faculty of Baylor University are listed in the new edition of Who's Who, nationally known guide to outstanding Americans.
They are: President S. P. Brooks, Dr. A. J. Armstrong, head of the English department; R. E. Spencer, dean of the University who is on leave, now a student of the University of Iowa, and noted authority on physics; Dr. Josiah B. Tidwell, head of the Bible department and Dr. Lulla Pace, head of the department of botany and professor of geology.

EVERETT TRUE by Condo



TAKE HIM DOWN BELOW AND DIRECT HIM TO THE SIDEWALK OR SOME PLACE WHERE THERE'S PLENTY OF ROOM!! HE'S NOT WANTED ON THIS DANCE FLOOR, DOING HIS FANCY JAZZ-HOUND CAPERS AND BALLING UP THE PROCESSION!!!

THE OLD HOME TOWN by Stanley



Lubbock Man Heads Chevrolet Company In City of Slaton

Effective the first of last week, Mr. G. V. Smith, of Lubbock, became general manager of the Slaton Chevrolet Company. Mr. Smith has lived in Lubbock county for the past eighteen years and is well and favorably known to a majority of the Slaton people. He has had several years experience in the automobile business.—Slatonite.

TAKES PRIZES AT TWO FAIRS
CANTON.—Randall county took second place in the county exhibits at the Lubbock Fair this week. Last week the same exhibit took second place at the Tri-State Fair at Amarillo. The exhibit is in charge of County Agent J. W. Jennings, who will take it to Dallas next week to show it at the Dallas fair.

MEXICAN CHILD KILLED
SAN ANTONIO.—Rudolfo Huerta, 4-year-old son of Edulardo Huerta, died Saturday afternoon at the Robert M. Green Memorial Hospital an hour after being struck by an automobile. The child was struck by a roadster, driven by Lieut. John J. Mahoney, Eighty-eighth Infantry, Fort Sam Houston.

BECTON NEWS

School dismissed Friday for cotton picking. It will dismiss two weeks or more.

The Senior class B rendered their class program Sunday morning. The Intermediate class will put on a program Sunday.

Brether Dunn held his regular monthly appointment here Sunday. Several people attended the fair at Lubbock last week.

Mr. and Mrs. Dan Blair have returned home from Paris, after several weeks vacation.

Mr. and Mrs. Sam Burk and son, Porter, have gone to Hetley to visit relatives.

Mr. L. M. Phillips and daughter, Ruby, Mr. and Mrs. M. K. Bell and daughter, Andre, all went to Monroe Sunday visiting relatives.

Muriel Stevens, Alpha Moody, Bertie Pool and Maggie Phillips spent Sunday in the home of Beatrice and Ila Blair.

Enna Phillips spent a few days last week with her sister in Lubbock and attended the fair.

Joe Showalter spent Sunday in the home of Glen Pool.

Earl Bu rees has returned home from East Texas, where he has been working.

Mr. Ingram and family spent Sunday afternoon in the Blair home.

Julia Blair and Marian Reid spent Sunday with Helen Roberts.

AT THE LUBBOCK SANITARIUM

Twenty-two persons received for treatment in the Lubbock Sanitarium during the past week. Business Manager C. E. Hunt said yesterday. Of the total six registered from Lubbock and the most of the others gave South Plains residences. One patient, however, was a long way from home, claiming Saint Edwards, Nebraska, as his residence. The total list reads as follows:

R. M. Ellis, Slaton; Mrs. R. A. Barclay, Lubbock; Miss Ruth Cheek, Shallowater; G. M. Melton, Clatsene; Mrs. Oona Wilson, Lockney; J. R. Pennington, Tahoka; R. C. Tucker, Tahoka; Frances Schneider, Wilson; Miss Lu Tyler, Clatsene; D. C. Ware, Fluvanna; Ray Burnett, Brownfield; Miss Montess Hardin, Lubbock; Miss Laura Frazier, Lubbock; Miss Jessie Wartin, Petersburg; Miss Virginia Green, Snyder; Mrs. Fred Smith, Brownfield; L.

W. Barnett, Brownfield; Cecil Gunn, Saint Edwards, Nebraska; Mrs. D. E. Downs, Lubbock; Mrs. E. B. Haynes, Clatsene; Clatsene; D. C. Ware, Lubbock and J. L. Freds, Lubbock.

FIND DEAD MAN
CORNICANA.—Billy Delows, about 70 years, was found dead Monday morning on the Cotton Belt right of way between Furlon and Dawson, Navarro County. The body was badly mangled. Delows is said to have boarded the train Saturday night at Dawson and alighted at Furlon. He was a bachelor and his home was located between the two cities. It is thought he started to walk home along the railroad track, when an accident occurred.

SHOOTS HIJACKER
COLMESNELL.—"Hands up" a man told George Jones, who runs the Mack Duncan ferry, near Rockland, Saturday.

The latter made a quick motion with his hands, but they did not go up. Instead, Jones drew his pistol and shot the man, inflicting wounds that are believed will prove fatal.

The wounded man is alleged to be an ex-convict.

Who is That Man Behind Your Prescription?

In point of law every druggist is equal but it is practice that makes perfect and there is a vast difference between the experience of a boy just out of college and the man-grown gray in the laboratory. Experience in pharmacy, as in all lines of endeavor, professional or otherwise, marks that vital difference between the worker experimenting and the worker who really knows. Bring all your prescriptions to us for that observance of scientific ability and care prompted by knowledge and supported by our long experience.

Halsey Hall Drug Co.
(The House of Quality and Service)
1115 Broadway Phone 273

An Account Here is Your Protection

STATISTICS definitely prove that seven out of ten persons are dependent on others when old age comes. Why not avoid that disagreeable circumstance by starting a savings account with this bank at once and making preparations for those possible rainy days.



If you are looking for a banking home, we cordially solicit your business and assure you that this is truly "The Bank of Safety and Service."

SECURITY STATE BANK & TRUST CO.
Wants to Help Those Who Try

Looking ahead for the growth of Lubbock

Every institution and every citizen should help to build his community. It is peculiarly the task of the electric light and power service to plan ahead for the expansion of its city.

We are building ahead of the demand and are ready to extend our service in keeping with the growth of the community, because we realize that its growth could be limited by the capacity of our service.

The practice of this company is to keep the service up to the minute at the lowest possible cost.

We earnestly seek the co-operation of the users of our service. We are helping to build up the community through excellent electric service.

CITY LIGHT & POWER
CITY OF LUBBOCK

