

## REALTORS DECIDE IMPROVEMENTS NEEDED

GALVESTON, Sept. 15. (AP) — Addresses urging the realtors of Texas to improve their standards of transacting business, to make a thorough study of all the elements of the profession and to devote some of their time to the tax problems of Texas featured the second day's session of the Sixth Annual convention of Texas Association of Real Estate Boards, in session here.

Emphasis was again laid upon the importance of continuing in behalf of the proposed legislative action upon a bill to license real estate dealers of Texas. George Kimble, of Ft. Worth, a representative in the Texas legislature during the last two sessions and who was an active supporter of the proposed bill of licensed realtors, said the proposed bill had made great progress.

He said that it was his firm belief that sound and workable law for realtors could be enacted on condition that realtors actually improved their own methods of operation in the meantime and convicted the public that such a law would be of greater benefit to the public than to the individual realtor.

R. E. Sherman, of El Paso, discussed the ideals and purposes back of the name "realtor" and William E. Herren, of Chicago, told of the educational and other work being done by the National Association of Real Estate Boards.

## State Bulletin On Markets To Appear Again October 1st

The Market Bulletin, formerly issued by the Texas State Department of Agriculture and which has not been published since last March, will be issued again, beginning October 1. It was announced by George B. Terrell, commissioner of agriculture, today. Commissioner Terrell said, "We hope to make this publication a real benefit to the people. Especially should it be of service this fall and winter in bringing the growers in sections that have a surplus of feed into closer business relations with the farmers in the drought stricken areas of the state. It will purchase their feed for the growing of another crop."

## SLATON HIGHWAY SURFACING WORK IS TO BE BEGUN

### FINAL PLANS ARE BEING DRAWN UP; SURVEYS COMPLETED

All field work and surveys have been completed on the highway between Lubbock and Slaton, and actual construction work on the surfacing is expected to start in the near future, it was announced Tuesday morning at the office of the State Highway Department here.

Final plans and specifications are being drawn up in connection with the work for submission to the commission at Austin, and favorable action on this feature is expected within a few days, after which the actual laying of the hard surface will be started.

The surface will be of calcite rock, which will be mined from portions of Lubbock county, where it is available in almost any quantity desired, and can be handled with very slight expense in comparison to other road building materials.

The grade for the road will be built in width, and the rock surface will be 15 feet, in conformity with all requirements of the highway department. The surface will be ten inches thick, according to the specifications.

Warrants have been issued by the county in the amount of \$200,000, which will be matched with an equal amount by the state, placing \$400,000 in the hands of the department here for construction of roads throughout the county. It is estimated that the road will cost approximately \$8,000 per mile.

The program as outlined when the county commission voted to issue warrants for the work includes highways of this type to cross the county in four directions from Lubbock.

## Red River Flood Menaces Denison

DENISON, Sept. 15.—Red river rose to a high water mark of 18 feet here this morning. The flood waters come from the Wichita Falls district where heavy rains fell Sunday and Monday. This is the highest mark reached in more than a year and the water is flooding the lowlands around here.

## MARVIN JONES IS FOR RETAINING ISLANDS

AMARILLO, Texas, Sept. 15. (AP) — Because it has been found that one of the islands of the Philippines is unusually well adapted to the raising of rubber, the United States should not consider relinquishing control of the island, Marvin Jones, United States Congressman from the Eighteenth Texas District, who recently returned from a tour of the Orient, said. Congressman Jones said that educated people of the Philippines do not desire freedom from the United States, and that only the untutored masses wanted this country to give up control. He gave it as his opinion that Japan has no designs on the Philippines. At the present there are only 5,000 Japanese in the Philippines.

## WILD RAMPAGE OF RED RIVER IS QUIETED

WICHITA FALLS, Sept. 15. (AP) — Red river was reported falling today, following one of the highest rises in recent years, which swept gaps in wagon and railroad bridges and in gas pipe lines.

A large part of the wagon bridge south of Devol, Okla., was swept away. More than three hundred yards of the Burk Burnett wagon bridge was washed out. Thirty tents of the Wichita Valley Railroad, north of Byers, were gone this morning. A section of the Lone Star Gas company's gas line north of Byers was swept out.

The wagon bridge south of Grandfield, Okla., was damaged. The wagon bridge between Byers and Waurika, Okla., was still intact this morning and was believed out of danger.

Thousands of acres of cotton in the deep Red River bottoms north of Grandfield were reported ruined when the flood covered the bottoms to a depth of four feet in places.

LAMESA, Sept. 15.—At a recent meeting of the Building committee of the first Methodist church of Lamesa it was decided to put a temporary roof over the basement and complete the basement and postpone the second and third stories until later.

Harvey Allen, contractor, says that the building will be completed within the next thirty days.

TRY JOURNAL CLASSIFIED ADS.

## ADDITION MADE ON DELIVERIES

### American Express Company Adds Large Territory to Free Delivery Zone

The City of Lubbock, through the Chamber of Commerce, has been granted an extension in free delivery service by the American Railway Express company. It was announced late Saturday night by A. B. Davis, manager of the Chamber of Commerce, who has spent much of his time recently in an effort to show to officials of the Express company that such a service was necessary if the firm keeps pace with other developments here.

Much data and a vast amount of other information was compiled by the Chamber of Commerce and submitted to the railway heads of the company, with an urgent request that the service here should be widened.

The extension includes all the territory between 7th and 16 Streets, and west to Avenue Y, the east line of the Tech campus property. In addition to this, the buildings on the Tech campus also will be served. All intervening territory between these confines will be granted the free delivery service.

The new service is to take effect on September 16, and will require much additional equipment and several more men than the company now employs.

The extension, which will cover practically all of the territory in the city where Tech students and professors are housed, including dormitories, will be of much benefit, and will be greatly appreciated by these people, Davis pointed out.

The Chamber of Commerce executive, in a word of thanks to the Express company, both as an individual and for the organization, said that it was mainly due to the efforts of Oscar F. Senabath, local agent of the Express company, that a hearing was given to the plea of the Chamber of Commerce in the matter, and that he believed no step could have been taken by the company that would have brought it more into favor of people here than the action taken.

## SUIT IS FILED IN RED RIVER CASE

AUSTIN, Sept. 14. (AP) — Suit seeking injunction to prevent payment of state funds for construction of a bridge over Red river, near Burk Burnett, Wichita county, was filed in the Fifty-Third District Court, Travis county, today by Joseph W. Bailey, Jr., Dallas, in a case styled William T. Willis vs. Frank V. Lanham, et al. Lanham is chairman of the state highway commission.

The petition charges that the state highway commission acting on behalf of the state of Texas, and without the consent of congress, made an agreement with the Red river district to construct a bridge over Red river at a given point in Wichita county, and that Texas was to pay \$150,000 or more for the construction of the bridge, 2,700 feet of which is alleged to be in Oklahoma.

It further charges that the Red river does not form the boundary of Texas at that point and that the agreement was made under a special of the Thirty-Ninth Texas Legislature, which, it is charged, is unconstitutional.

## Caillaux Is Given Full Power To Act

PARIS, Sept. 15. (AP) — The French cabinet today heard Finance Minister Caillaux outline his intentions concerning his debt funding mission to Washington, and then unanimously gave him full powers to negotiate.

"I am going on a hard mission, but I am going to deal with gentlemen and I am going to make them a gentleman's proposition," M. Caillaux said later at a luncheon of British and American journalists.

The finance minister declared he was a great friend of the Anglo-Saxon race he added "entente cordiale of the western nations is required in the interest of civilization."

## LAMESA GETS POISON

LAMESA, Texas, Sept. 14. — Four car loads of poison have been shipped into Lamesa. The cotton leaf worm has appeared in destructive numbers. Farmers are fighting them day and night, running dusting machines at night and spraying machines in the day time.

The State National, and First National Banks have ordered the greater part of the poison used and have issued it to the farmers at actual cost.

## MADISON COUNTY TAXPAYERS OUST THEIR OFFICERS

### BACK TAX CONTRACT IS CAUSE OF RUMPUS IN EAST TEXAS

MADISONVILLE, Texas, Sept. 15. (AP) — County Judge T. Ferguson, of Madison county, and the entire commissioner's court have been given until Saturday to resign by a group of farmers and business men from over the county. The ultimatum was issued following a mass meeting here Monday attended by about 500 citizens.

The action came as the climax of a quarrel caused by the recent action of the commissioner's court in contracting with a Dallas firm for the collection of delinquent taxes in the county. According to the general understanding the court was to pay the firm \$7,500 and a percentage on all delinquent taxes collected.

The citizens went into court in connection with the matter two weeks ago and received an injunction restraining commissioners from carrying out such a contract. A re-hearing was heard on the injunction last week, however, and the district judge here now has the case under advisement.

In the meantime, citizens got the information that a new contract had been entered into with the Dallas firm by the commissioners and it was this report that led to the mass meeting Monday.

Citizens taking a leading part in the matter state that Judge Ferguson denied that a new contract had been signed but one of the commissioners said it had been signed.

Discussion at the meeting resulted in an almost unanimous resolution to have the court and judge resign.

Judge Ferguson and the commissioners have let it be known that they have no intention of resigning.

## Mrs. Meharg Rests Easily Following Critical Illness

AUSTIN, Sept. 16. (AP) — Mrs. Emma Grigby Meharg, Secretary of State, who underwent an operation yesterday, was reported in better condition today. She had been in a critical condition for the past two days, suffering from a recurrence of gallstones.

## STORAGE EGGS IN U. S. DECREASE IN AUGUST

SAN ANTONIO, Texas, Sept. 16. (AP) — Egg holdings in cold storage warehouses of the United States were reduced by 161,000 cases during August, according to a report released today by the Bureau of Agricultural Economics through the co-operative state federal market news service today.

Holding of the first of this month were 9,862,000 cases of 20 dozen each, this being 1,055,000 cases more than a year ago on the same date and 1,432,000 cases more than the average September 1, holdings for the past five years. Besides the case eggs, storage reported 47,100,000 pounds of frozen eggs on hand this year compared with 42,855,000 a month ago and 34,125,000.

Frozen poultry holding totalled 48,087,000 pounds or 5,471,000 pounds less than on August 1 this year. A year ago on September 1, a total of 33,837,000 pounds of frozen poultry were checked as on hand. This year's holdings consisted of 5,131,000 pounds of broilers, 12,162,000 pounds of roasters, 4,875,000 pounds of fowls, 7,199,900 pounds of turkeys and 14,699,000 lbs. of miscellaneous small poultry and game. The most pronounced gain was in roasters the 12,162,000 pounds of this year comparing with 2,392,000 a year ago.

Frozen beef on hand in the United States September 1, amounted to 23,382,000 pounds; cured beef, 11,406,000 pounds; beef in process of cure, 10,981,000; frozen pork, 92,224,000; dry salt cured pork, 15,247,000; dry salt pork in cure, 74,383,000; pickled cured pork, 194,518,000; frozen lamb and mutton, 1,351,000; miscellaneous meats, 4,586,900 and lard, 114,660,000 pounds.

## Insurance Men To Bar Booze Boats

SAN ANTONIO, Sept. 16. (AP) — Leaving San Antonio late last night, delegates to the Insurance Commissioners Association annual convention and the convention of the Fire Marshals, are in the Rio Grande valley.

Harrington, Laforis, Donna, San Juan, McAllen, and Mission, the citrus and tropical fruit belt of Texas were the stops to be made before Brownsville is reached and then to Matamoros, Mexico, where a huge banquet and bullfight await the visitors.

Insurance commissioners and fire marshals alike praised the fertility and wonderful possibilities of the valley.

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A wonderful poultry remedy contains sulphur, scientifically compounded with other health-building ingredients; is a good tonic and blood purifier, improves health, prevents diseases and keeps fowls free of all destructive insects. No trouble. A few drops in drinking water, as directed, does the work or money back. For sale by—  
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Regular values \$6.00 and \$7.00  
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Extra heavy weight high and low back  
Come and look this over at  
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**THREE OF TEXAS ROAD HEADS ARE TO FACE COURTS**

**CONTEMPT CHARGES FILED AGAINST BURKETT AND ASSOCIATES**

HOUSTON, Sept. 16. (AP) — The three members of the State Highway Commission, their district engineer at Houston, and others were cited today for a contempt hearing on Friday morning in the sixty-first district court.

The plea for citation for contempt of court was filed by Attorneys American and Sears on behalf of County Commissioner R. H. Spencer and a group of citizens, all of whom were plaintiffs in an injunction suit filed Saturday to prevent the removal of highway records of the postoffice of the district engineer from the jurisdiction of the higher court and to prevent the payment of bills for work done in Harris county on state designated highways.

Warrants of the state highway department to the amount of \$74,185.55 and payable to the Sherman and Youmans Construction company for road work in Harris county late Tuesday were withdrawn from the office of state Comptroller H. Terrell, at the direction of Judge Walter E. Monteth, of the sixty-first district court, it was learned today. It is alleged in the plea for contempt citation that district engineer Lubbock, Atkinson and W. C. Hill, an agent of the highway department, went ahead with the matter of executing payments to Sherman and Youmans after being informed of the order of the court and that such was done with the acquiescence of the defendants, Frank Lanham, Joe Burkett, and John H. Bickett, of the highway commission.

**August Figures On Cotton Announced**

WASHINGTON, Sept. 14. (AP) — Cotton consumed during August 448,500 bales of lint and 23,000 of linters compared with 482,500 of lint and 62,518 of linters in July this year and 357,380 of lint and 44,825 of linters in August last year, the census bureau announced today.

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# MEXICO PREPARES FOR

## Modern Highway To Extend American Roads To Mexico City



THE \$500,000 INTERNATIONAL BRIDGE AT LAREDO, TEXAS, WHICH WILL MARK THE BEGINNING OF THE NEW HIGHWAY TO MEXICO CITY.

By NEA Service.

LAREDO, Texas, Sept. 17. — First steps are being taken here on the construction of Mexico's first great highway.

By next summer tourists from America will be greeted by a modern highway system that will take them to Mexico City, some 750 miles to the south. By this route a new line of scenic wonders will be open to the tourist.

The Laredo to Mexico City highway will be a continuation of the Meridian highway, which runs from here directly northward through Dallas and Kansas City to Winnipeg, and which connects with every transcontinental highway.

There are other important highways running up from here, that will make suitable connection to the Mexico City road. Among these the most noteworthy is the Bankhead highway from Dallas, which brings the tourists to the Mississippi highway running north and south.

Cost Set at \$29,000,000.

Thus motorists will be able to take the famous river route from Minneapolis and St. Paul, or get it from Chicago and drive down through varying countryside to a newer splendor south of the United States - Mexico line.

The Mexican government, including both state and national branches, is prepared to spend between \$17,000,000 and \$20,000,000 in the construction of its first well-paved highway.

The Byrne Construction Company of Chicago has already started work on the project and expects to be through with the greater part of the road by the beginning of next year's touring season. After its completion the highway will open up this country, especially for winter tourists.

The money for the construction project will be derived from the gasoline and tobacco taxes, which amount to from \$300,000 to \$1,000,000 a month. In addition, each state through which the road will pass is ready to raise its share of the funds needed for completion of the highway.

The new highway leaves the United States border on the boundary monument on the new \$500,000 international bridge crossing the Rio Grande between Laredo and Nuevo Laredo, Mexico. It will run directly south to Monterey and from there down to Mexico City.

More Branch Roads.

An additional highway will go farther south to Pueblo. Others also are being planned to make this part of

Mexico attractive to American tourists. They will pass through parts of Mexico where grand landscape scenes, mountain drives, natural and artificial lakes, caves and other picturesque scenery will invite the tourist.

The main highway will take the tourist through the most virgin part of Mexico, over mountains and fertile valleys, to the great crystal and other caves, the mines, mesa lands, beautiful lakes and other attractions peculiar to Old Mexico.

Side roads will direct visitors to other characteristic spots of Mexico. The main road itself will pass along with direct connection to beautiful Lake Chapala near Guadalajara, through Guadalajara and the rich and fertile valleys of that section to San Luis Potosi, Guanajuato and other of the larger cities of Mexico.

The Mexican government even expects to provide mountain guides to show the tourists over the mountain routes through which they will pass.

Upon completion of this highway, the road from Mexico City to Chicago, or even as far as Winnipeg, will be one of the finest and most picturesque tours in the country. It will be even more popular than the east to west roads, because of the fall of the southern country through the winter, as much as the rest of the year.



MAP SHOWING MAIN AMERICAN HIGHWAYS LEADING SOUTHWARD TO MEXICO, AND THE PROPOSED ROUTE TO MEXICO CITY FROM LAREDO.

### CAVETT PLANS HEAVY PROGRAM FOR LEAGUERS

#### District Assembly To Be Held Some Time Next Month; Institute Planned

Plans for renewed activity among Epworth League members of the Lubbock District, which assumed its duties at the new post immediately following his selection which was announced here last Sunday.

Cavett is formulating plans for a district assembly, which has been called for some time in October, the exact date yet to be announced. There is also uncertainty yet in regard to the place where the meeting will be held. The new secretary is urging that the session be held here, but nothing definite will be decided in this connection pending a conference with church authorities here.

There are at present 26 Leagues in the Lubbock District, the most of which are exceptionally active, and it is estimated that approximately 500 young people would gather for the session.

Cavett points out that the Lamesa church is unable to handle the meeting at the present on account of the

new building not being completed, that Lubbock is not in condition to handle the gathering, and that Brownfield entertained the young people in the session last fall. Therefore, he argues that it is now Lubbock's turn to take over the session, and offer the younger workers of the church, entertainment in keeping with their efforts.

It is also the plan of the new secretary to call a two-day institute some time in February, next year. This meeting, educational in its nature, will really be two days of school work, according to Cavett, when instructions in the workings of a League organization will be given by competent men and women of the church.

It is his aim, Cavett says, to assist in bringing the Lubbock District League into first place in the judging at the annual conference of the church. Lubbock made a good showing last year, he said, for the Loving Cup that is offered at the Amarillo meeting, but this year must bring the cup to Lubbock. Complete organization and cooperation will be necessary for this accomplishment, however, he continued, and each individual member of the 26 units throughout the district must work in complete harmony.

BLUE DENIM OVERALLS WILL probably supplant the molekin, for many members of the football squad of the Texas Technological College, Coach Ewing T. Freedland said today when it became apparent that his sixty uniforms could not take care of the requirements of his 150 grid candidates who will turn out for the first time tomorrow.

## BANKING In All Its Phases

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No matter what your needs may be in the way of money matters we have a department for every possible requirement.

For those who save for an ultimate goal; for those who seek to put their savings in investments; for those interested in checking accounts; for those who wish to keep their money and valuables in safe keeping; for the business man and for the farmer, this Bank has a service that is friendly, efficient and certain.

We invite you to share these services with us!

### The CITIZENS NATIONAL BANK YOUR BANK

### Denman to Operate Two Cotton Boards Beside Present One

San S. Denman, who formerly made his home here and who was here yesterday, announces that he is establishing cotton exchanges in Amarillo

and Snyder this year. Mr. Denman established the first cotton exchange on the Plains here in 1923 and will operate it personally this year.

Mr. Denman left on the morning train for Snyder, where he will wind up his plans for opening the exchange there. From Snyder he will return to his home in Fort Worth but will be in Lubbock by the first of October to start the exchange. He was formerly owner of the Lubbock Insurance company agency.



Healthy kiddies never tire of the happy Kellogg flavor! Oh, mother, it's good. They'll eat Kellogg's day after day.

Heap high the breakfast bowls with Kellogg's Corn Flakes. Each deliciously toasted, crunchy-crisp flake has a flavor-thrill for all. Serve with milk or cream—fresh or preserved fruit too. No cooking. Sold by grocers everywhere. Served in all restaurants.



**Kellogg's CORN FLAKES**

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For school or dress wear, of excellent construction and sturdy gun metal leathers, Goodyear welt, rubber heels. An excellent value at—

Size 8 1-2 to 11 \$2.89

Size 12 to 2 \$2.59



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Of excellent selected patent, trimmed with dull calf, covered Spanish heel. Well made and finished, very low priced at—

**\$8.50**

#### Men's Mahogany Shoes for Fall

Pleanty of style here, and good wearing qualities as well. One of our desirable, all-leather high shoes for early fall; Goodyear welt; medium sole; rubber heel. Low priced at—

**\$5.90**

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A clever new arrival that is developed in black satin with new stitched design; covered military heel. An unusually good value at a low price—

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# Ford Has Own Ideas on Aviation Future

## HE BELIEVES THAT COMBINATION AIRPLANE WILL BE FOUND

By NEA Service

DEARBORN, Mich., Sept. 15.—Henry Ford believes the aircraft of the future will be a combination of the dirigible and the airplane.

"A combination of the types probably will fly better than either type alone," says the automobile manufacturer, whose factories and engineers are now aiding in the development of aviation research and commercial flying.

### Might Avert Disasters

If a combined dirigible and airplane had been developed both of the recent naval air disasters might have been averted, experts say. They point out that the greatly increased pressure in the helium bags of the Shenandoah, when the dirigible was suddenly shot to a higher altitude by a line squall, caused the framework of the craft to give way.

A dirigible with airplane wings might have been able to either nose down and prevent the "skyrocketing" or if the dirigible part of the craft had collapsed, the wings might enable the airplane safely down to the ground.

If such a craft had been available for the Hawaiian flight, instead of the P-N-9, No. 1, the dirigible part of it would have kept it in the air after the gas supply was exhausted and it might have drifted back over one of the patrol ships. The necessity of landing in rough sea and the possible smashing of the plane would have been averted.

### Engine Is Big Trouble

The Ford Motor Company has just gone into both ends of commercial aviation—operation and manufacture. It has agreed to carry the airmail for the government from Chicago to Detroit. But

Henry Ford smiles dryly at the suggestion that this signifies complete success for commercial aviation is near.

"I wish I could see it," he comments. From the Ford airport at Dearborn, all-metal "sky trucks" daily sail away to Cleveland and Chicago, carrying a thousand pounds of freight.

Ford thinks these are the best airplanes that engineering talent has yet developed. But he thinks the machines are still crude, costly, inefficient, measured by his vision of what the sky carrier of the future will be.

"Aviation is in its infancy," Ford puts it. "What's the trouble with the airplane?" he is asked.

"The engine," he replies. The Ford Motor Company built thousands of Liberty motors for the government during the war. Now it is buying back these same motors to install in its own planes.

But whatever happens in aviation, Henry Ford has no desire to fly.

He has never ridden in an airplane or airship, and never intends to, despite reports that he planned a trip on the ill-fated Shenandoah when it soared over Detroit on its return from the middle west.

"I can imagine what flying is like to my personal satisfaction," says Ford.

### Will Ford Retire?

Henry Ford may administer a knockout blow to the confidence of his Ford Motor Company business associates some of these days.

Ford may retire. "You never can tell," says Ford.

"Henry Ford retire? Never!" say the men whose names top the Ford company's payroll. Edsel Ford is president of the Ford Motor

Company now. Relieved of many responsibilities, Henry Ford gives time and thought to such semi-philanthropy as the revival of old-time dances.

Will he desist altogether, in his later years, from direction of the Ford industrial affairs?

"You never can tell," Ford smiles.

"But do you expect to retire?" "If I expected to, then I could tell. I don't expect to, but you never can tell."

### Talks on Reincarnation

No retirement by Henry Ford, however—even the final one—will be for all time, Ford holds.

He is a believer in reincarnation.

"You believe that Henry Ford will return to earth, reincarnated, after death?" he is asked.

Ford gazes out a window, and drums his fingers on a table top. "Well, nothing is ever destroyed, is it?" he responds.

"Do you believe in a weity?" "The trouble about discussing those things is that nobody ever knows just what he is talking about."

At 62, with the Ford fortune measurable only in ten figures, Henry Ford's chief ambition for the Ford Motor Company is—

"To keep it going."

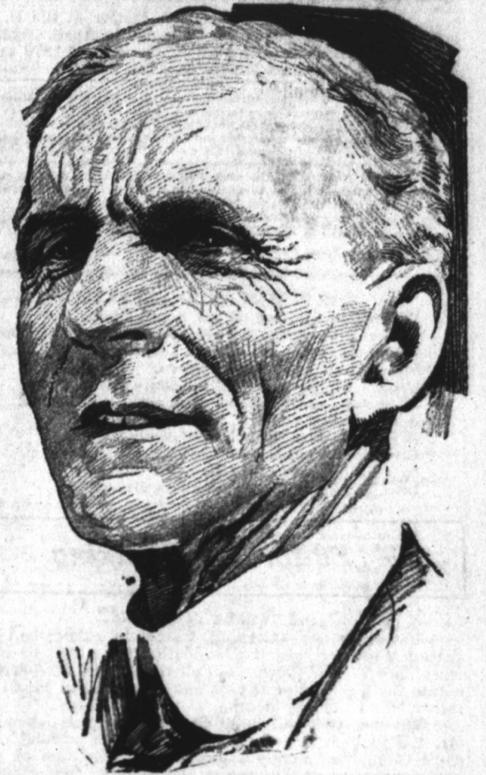
A friend of Ford, he is reminded, quotes him as saying, "Our job is to make work for more people at better wages."

"It's the same thing," says Ford.

There are no fine distinctions in the Ford reasoning.

"Do you get more personal satisfaction out of making more jobs for people, or making more automobiles for them?" he is asked.

"It's all the same," is Ford's answer.



## AMERICAN PEOPLE MOST WASTEFUL IN WORLD, INSURANCE HEAD TELLS COLLEAGUES IN SAN ANTONIO MEET

SAN ANTONIO, Texas, Sept. 16. (AP)—The statement that the American people are the most wasteful in the world was made here today by Stacey W. Wade, insurance commissioner of North Carolina, in an address before the 20th annual convention of the Fire Marshals' Association of North America, of which organization he is president.

"Prosperity in America," said Mr. Wade, "eliminates frugality. The great middle class of people which constitutes such an important part of our population is not a class of conservationists. Our people do not seem to realize that it is much easier to preserve that which we have than it is to create or recreate that which we spend or lose."

"An analysis shows," said the speaker, "that despite the efforts of the fire marshals, the fire loss has, even with a larger percentage of fire-resistant buildings than ever before, steadily risen until last year, 1922, our fire loss exceeded the stupendous sum of more than \$550,000,000, more than 17,000 lives, and, therefore, caused an economic loss of more than a billion dollars."

In discussing the growth of the work and responsibility of the fire marshals, and the solution of the problem created by the tremendous fire losses, Mr. Wade declared that "a building inspector on the job 365 days in the year in a city of 20,000 population will prevent more fires in the same period than the best arson detective in America will in a lifetime."

This was not meant, however, as a disparagement of the work of the detectives, he said.

Quoting figures to show that fire loss in this country increased from \$203,743,550 in 1913 to \$536,372,782 in 1922, the speaker referred to the Baltimore conflagration of 20 years ago, "which was viewed with nationwide concern," and pointed out that "we are burning the equivalent of 10 Baltimore conflagrations in a single year."

The speaker divided fire losses into four classes, the loss from carelessness being \$350,000,000, he said; those from defective flues and chimneys, \$20,300,000; from stoves and furnaces, \$18,858,000; and from defective electric wiring, \$12,000,000.

He suggested that the problems of defective flues and chimneys, stoves and furnaces could be partly solved by the "employment of a trained builder or an engineer in each fire marshal's department." The losses caused by defective electric wiring could be less-

ened, he said, by employment of a highly trained electrical engineer.

But, he added, "the real remedy lies in some leadership capable of arousing the American people," and "this association must supply that leadership. This suggestion is not a wild dream, but has been demonstrated in my state. North Carolina's fire losses are gradually decreasing because my department furnishes the type of services suggested in this paper."

The Chamber of Commerce of the United States, Mr. Wade explained, furnishes a splendid nucleus for cooperation in lowering the fire losses and educating the people. He predicted that the proper cooperation with this organization would show remarkable results in the course of a year.

### G. O. P. Leader Is Called By Death

PITTSFIELD, Mass., Sept. 16. (AP)—Herbert Parsons, of New York, and Lenox, former congressman and prominent republican party leader of New York, died at the House of Mercy Hospital here today.

### Fall From Horse Fatal To Broker

NEW YORK, Sept. 16. (AP)—Seymour L. Cromwell, former president of the New York Stock Exchange, and widely known banker and broker, died today at his home at Bernardville, N. J., of injuries suffered when he fell from a horse more than a week ago.

### Smart and Neat



This frock is designed for a school girl and answers all the requirements of the school frock. It is of blue serge trimmed simply with tabs and buttons. Pleats give the necessary fullness.

### UNCLAIMED Suits and Pants

Tailored to Measure, but unclaimed. We'll Sell Them Cheap. Suits made-to-measure from International Tailoring Co. and M. Born & Co. \$25 to \$50

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ABSTRACTS OF TITLE FARM LANDS CITY PROPERTY YOU CAN'T BEAT OUR SERVICE BROWN & SMITH Phone 328 Conley Building

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LUMBER AND BUILDERS MATERIAL Large, complete stock, and prices that make it easily possible to own your own home. Higginbotham-Bartlett Lumber Co.

### S-P Addition For Rio Grande Valley Gets C. C. Approval

BROWNSVILLE, Texas, Sept. 16.—Action of Brownsville Chamber of Commerce in approving the plan of the Southern Pacific railway to build an extension into the lower Rio Grande valley from Falfurrias has been

approved by several similar organizations in the Valley. The La Peci Chamber of Commerce recently approved the plan and civic organizations at Edinburg, McAllen, Pharr and San Juan like action.

The Brownsville Chamber adopted a resolution endorsing the plan following a visit to W. R. Scott, president of the system, by a committee of members. Mr. Scott did not tell the committee the road would build to Brownsville.

The Southern Pacific is seeking permit to build from Falfurrias south to the Rio Grande at Hidalgo, 50

miles west of Brownsville, and from Edinburg, Hidalgo county, to Harlingen, Cameron county, 25 miles north of Brownsville.

Wells Southerland arrived in Lubbock Wednesday from Belton, and will assume his duties with Perkins Men's Shop. His brother, Frank, also is here and will attend the Tech college.

Fasteners have been invented to hold bags of cement in such a position in dump body trucks that they are automatically emptied as the bodies are elevated.

### J. E. CRAWFORD, M. D.

Treatment & Surgery of the Eye, Ear, Nose and Throat. Also glasses properly fitted.

Office Phone 202 Res. Phone 415-W Office 293-4 Palace Theater Bldg. After Oct. 1, in Temple Ellis Bldg. Lubbock, Texas

TRY JOURNAL CLASSIFIED ADS.

# A Word About-- RADIO

More Radio sets will be sold this year than ever before, but fewer lines. The public is wiser.

We have not entered the Radio field until we were sure that the preliminary experiments were over and that we were sure we were giving the customer reliable merchandise for his money. The United States Navy says use Freed-Eisemann. They have done the experimenting.

The public used \$100,000,000 last year trying experiments Will you contribute to the loss this year? Phone for our expert and a demonstration.

## RIX FURNITURE & UNDERTAKING CO.

"THE HOUSE OF SATISFACTION" LUBBOCK LAMESA BIG SPRING

Lubbock Battery & Electric Co. BATTERIES Sales and Service Two Stations: 1106 Main Phone 262 Corner Ave. H & 13th St. Phone 1316 Everything Electrical For Your Auto

# THE PLAINS JOURNAL

Published Every Thursday by the Plains Journal, Inc., at LUBBOCK, TEXAS

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Charles A. Guy Editor  
Dorrance D. Roderick Manager

Entered as Second Class Mail Matter at the U. S. Post-office at Lubbock, Texas, permit issued in April, 1922, according to the provisions of the act of Congress of 1879 and under the rulings of the Post Master General.

The Journal will honestly strive to be clean and fair in the dissemination of news. If through error or misinformation, undue reflection be cast upon the good name of any person or firm, the Journal stands ready and willing to make correction in the same manner that such mistake was printed. The paper in-vites suggestions and criticisms. It is by these only that it may improve.

The Plains Journal, Incorporated, will not be liable for the loss of any manuscripts sent unsolicited to this publication. Contributions of any constructive nature are always welcome but the editors alone shall be the judges as to whether or not they shall be admitted to the columns of this publication. The Plains Journal is a member in good standing of the Panhandle and Eastern New Mexico Press Association.

### THE PLAINS JOURNAL PLATFORM

- Diversified farming on the South Plains.
- Closer co-operation between town and rural people.
- A Community Auditorium in keeping with our City Hall.
- More building with lower rents.
- Continued improvement in County Parks.
- A cleaner, prettier town with more civic pride.
- A faster, bigger South Plains Fair.
- A more uniform distribution of civic work.
- City Play Grounds and Recreational Director.
- Better highways throughout the county.
- Less politics and more unselfish citizenship.

## Editorially Speaking

### A New Precedent?

Yesterday the voters of Wisconsin established a new precedent—or at least the foundation for a new precedent—when they elected Robert LaFollette, Jr., as his party's candidate for the Senatorial post left vacant when his illustrious father was called by death.

Whether this will be a precedent or not depends upon Mr. LaFollette's record in the Senate (for although yesterday's voting was merely a primary the condition of Wisconsin's politics practically assure him winning the primary will result in his ultimate election) and how he is able to emulate the example of his father in the councils of the mighty.

Robert LaFollette has a great opportunity. He is a young man with his life ahead of him. A successful Senatorial career will mean greater honors, and the establishing of the precedent begun yesterday by the voters of Wisconsin.

If he fails the precedent begun yesterday will be lost. What will happen time alone will tell.

### The Residential Town

Some one was telling the other day of a lady who had planned to spend \$20,000 in buying a home. She had practically arranged to purchase a certain fine house in a well known town that could be named. But just before the deal was completed, she came out to make a final survey.

As she got out at the railroad station, her notice fell specially upon an ugly looking building near the tracks. Its decadent and uncared for appearance grated on her sharply. It haunted her all day. It made her sore on the whole town.

She was a woman who had a fine circle of friends among gifted and artistic people, and one of her purposes in buying the home was to have a place where she could entertain freely. It came over her that every time one of her visitors came to the city, and had to be met at that railroad station, that friend would gain the first impression of the place from that ugly building. An explanation would have to be made each time as to how it happened to stand there and why people allowed such an eyesore to exist.

The final result was that that woman gave up her plan to purchase property in that city, and went off somewhere else. Many folks would say she acted in a foolish manner, that wherever she went she would find excrescences and some degree of neglect that would be unpleasant.

She argued however that there must be some lack of public spirit in that community, or they would not let an ugly building occupy such a conspicuous position.

### Losing Money

One of the most pathetic phases of modern life is the way a lot of people will strain and strive to save money and then lose it in foolish investments. They have denied themselves the comforts of life in many cases, working long hours and carrying burdens of anxiety. As a result of all this effort and privation, they finally approach old age with a little reserve which they hope will see them through until the curtain falls. Then they invest this hard-earned money unwisely, and soon find that their little capital has gone up in some hazardous speculation.

Many people need this warning, even when they are dealing with folks who are entirely honest and square.

There are a lot of very excellent people who conceive the idea that they could succeed in business if they could but collect a little capital and open up a store or shop. Such folks frequently persuade their relatives and friends to put a good share of their small savings into such enterprises.

But the path of business is strewn with many wrecks. A person needs to know his trade thoroughly, to be industrious, courteous, enterprising, and have good judgment. A man may do his best, and fail through lack of some one of the necessary qualities.

A losing business eats up money fast. Hard earned savings accumulated over a period of years, will often disappear in a few months in an unsuccessful enterprise. Elderly people of small means ought not to take the commercial risks that may be perfectly legitimate for those of a more youthful age, or those who can afford to lose something. People of small means should ask advice of the wisest business men they know before investing money. It is said to be harder to keep money after you get it than it is to earn it.

The Journal janitor says that time is one thing that can never be found after it is once lost.

An automobile driver missed one of the concrete posts standing in a street intersection in the residential district of the city last night. He was so surprised he backed up and tried to see if he could do it again.

Local barbers are not worried about the long hair and beard on the itinerant preacher who was seen on the streets here recently. He wears the foliage when he preaches but keeps it in his suit-case when not cajoling the nickles of the people.

## Not the Least of His Varied Accomplishments



### What They Say

Since the beginning of publishing of the Daily Journal newspaper men in various parts of the state have had some very nice things to say about Lubbock and the Journal. To print all of them would take an entire editorial page.

Two of these editorial comments, however, are quoted below. Says the Abilene Reporter:

#### A NEW ONE

Volume 1, Number 1, of the Lubbock Daily Journal has reached the Reporter's exchange table. The first issue contains eight pages, seven columns each, and is liberally patronized by the merchants of Lubbock. It carries the full day leased wire reports of the old reliable Associated Press, and in addition uses the feature service of the Newspaper Enterprise Association (NEA). The Daily Journal is an outgrowth of the Lubbock Plains Journal. The plant has been enlarged to care for the daily paper. It is said to be one of the most modern newspaper plants in West Texas.

At the masthead of the Daily Journal we note that Charles A. Guy is editor and Dorrance D. Roderick is manager. These young men have piloted the weekly Plains Journal for many months and bring to the daily field a wealth of experience and enterprise.

Good luck to the Daily Journal. It promises well in a most promising young city. And, going a little further away from home, the Four States Press, of Texarkana, says:

#### NEW TEXAS DAILY

The Four States Press and Texarkana Journal acknowledge with particular interest and congratulations an issue of the Lubbock Daily Journal, a new evening newspaper published by the Plains Journal, Incorporated, of Lubbock, Texas, with Charles A. Guy as editor and Dorrance D. Roderick, manager.

An editorial page of exceptional promise, an array of news displaying skill in presentation and make-up and a woman's department of special appeal all go to make the Lubbock Daily Journal an achievement creditable to a much larger city than its own.

The Four States Press and Texarkana Journal extend their sincere good will and best wishes to the new enterprise.

The Journal thanks the editors of these papers and the others who have had so many nice things to say about us. May their confidence never be abused.

### The Road To Success

Elsie Janis says that if you have talent and like to work the road to success on the stage is comparatively easy. That is also true off the stage.

The person who has any talent at all and who is not afraid to work usually gets on. Hard work has brought boys from the most humble families up to positions of great power in the political as well as the financial world. Some people get along without working, but they never amount to much. They are never numbered among the successes. How they even get by is a mystery frequently, but somehow they manage to live. They must have much talent and no energy.

Combine talent with hard work, however, and you have the road to success.

## Chuckle Awhile

### Bless Her Heart

From the Texas Highway Bulletin:  
"What are doing, Mildred?" asked a fond mother.  
"I'm knitting, mother," replied the sweet young thing.  
"I heard Jack say the other day he was afraid he'd have to buy a new muffler for his car and I thought I'd surprise him."

### Lighter

From the Yale Record:  
"I heard you're keeping a keg of beer in your room."  
"Yes, I'm taking it to gain strength."  
Any results?  
"Marvelous! When I first got the thing I couldn't even more it and now I can roll it all around the floor."

### Overlooked It

From Vikingen, Oslo:  
A farmer was accused of having libeled his neighbor.

## With Our Contemporaries

### MARRIAGE

Michigan now has a law aimed at preventing hasty marriages and elopements. You have to wait five days before receiving your marriage license after applying for it.

In this age of motor cars such a law can accomplish little. It's too short a ride to the state line. Nebraska recently tried such a law without success.

The only solution seems to be uniform marriage and divorce laws either through federal enactment or concerted action by the states—Amarillo Post.

### FT. WORTH

"Whatever line we build, will enter Fort Worth even if we go to Dallas."

This was the message The Star-Telegram received Thursday from Mr. W. B. Storey, president of the Santa Fe system. It was sent in answer to a telegram apprising him of the rumor that should the Santa Fe build its proposed road east from Post, it might be built to connect with the Santa Fe's line at Krum, thus going around Fort Worth.

Mr. Storey's message should set at rest this rumor, and it should settle the chief question in the Santa Fe's plans insofar as they concern Fort Worth. That question is the direct connection between this city and the South Plains.—Star-Telegram.

### HOPE

Hope is the most blessed and beneficent spirit, lifts the fallen from the slough, binds the broken heart, cheers the sad and downcast, and makes the oft defeated bold and courageous to attempt Fortune yet again. Hope might be called the sweet angel of God! Without it life would be an evil unendurable, but with it for a companion gloomy doubt, sultry fear and dark despair flee, and we, bold-hearted, patient and undismayed by any dangers or difficulties, may realize our dreams at last—for with hope as a companion all things are possible.—Plain-view News.

### SUBMARINES

We don't wish to become involved in the row between Colonel William Mitchell and the war and navy departments, but the fact that a submarine sighted and picked up the crew of the missing PN-9 after airplanes had failed to locate the ship tends to give the weight to the claim that war vessels as well as planes are necessary and efficient in the national defense.—Temple Telegram.

# Stewart's Washington Letter

BY CHARLES P. STEWART  
NEA Service Writer

WASHINGTON—President Coolidge isn't going to have things all his own way when he launches his campaign in Congress next winter to force consolidation of the country's rail transportation systems if the roads continue to stall off voluntary consolidation.

The lines which are losing money naturally regard the consolidation proposition with very hostile eyes, since it would insure them a share of the profitable ones' revenues. It's hardly reasonable to expect the latter to be so enthusiastic.

Of America's approximately 250,000 miles of railroads about 200,000 miles are. The other 50,000 do not—or barely. If the whole 250,000 miles were

merged, it doesn't follow that their total earnings would be increased. On the contrary, part of President Coolidge's plan is to cut rates. On top of that, on the consolidation basis, whatever profits the combined roads did make would be spread over the entire 250,000 miles.

No longer would all the velvet go to 30 per cent of the lines and all the losses to 20 per cent. On the face of it, it doesn't look like a good bargain for the former.

THE administration's view, however, is that consolidation would so greatly reduce overhead and so enhance efficiency that nobody would lose by it; in fact, that everybody would gain—the combined railroads in an increased margin of profit and the public in lower freight and passenger rates.

## Best Editorial Of The Day

### Human Nature Seldom Changes

Human nature has run pretty true to form ever since a record of events has been kept. The people of today may have more conveniences than the inhabitants of the earth 6,000 years ago, but in many ways they think and act today just as they did then.

This is recalled by the Vancouver Province, which says that if we go back to life as it was led about 4,000 B. C., in Ur, the ancient city of Babylonia, we find that people's minds and manners have not changed as much as some of us imagine.

At a recent exhibition at the British museum of antiquities recovered from the Ur site, one could see little pigmies of ladies whose dresses had flounces, frills or accordion pleats. And there were all sorts of decorative objects, good-luck charms, consisting of the heads of lions, bulls and frogs, and cornelian necklaces, which are much worn today by those who are attracted by the frequent occurrence of cornelian in recent archaeological discoveries.

In those days kings paid tribute to ladies. Here is an inscription on one of the tablets found:

"In Innina, the Great Lady, His Lady Er-Engar, the Mighty Hero, King of Ur, King of Summer and Akkad, has built 'Esh Bar,' her beloved house."

Four or five thousand years ago children, too, had to learn grammar and arithmetic. Tablets for teaching these subjects were unearthed, and on one of these was the inscription, "The Property of the Boys' School."

But the children played, also; the model of a baby's rattle is among the discoveries.

Industrial life seems to have been very rigidly organized; in fact it had many points in common with Bolshevik rule in Moscow. Tablets were found on which (in the form of 12 columns) the accounts of a factory run by a temple were recorded. The temple received wool from the farmers as tithe or rent, and distributed it to women slaves or sub-contractors for weaving.

A strict account was kept (in duplicate) of the receipts, of the weight of wool issued, of the amount and quality of the cloth returned, and of the measurements specified, and of the names of the persons to whom payment was made, all of which was indorsed by receiving officers and witnesses.

No cash was allowed. Payment was made in rations of food, and these varied according to the production of the individual worker.

There was little sentiment. An old woman got no more than a child. Death and sickness were carefully noted, so that pay in the one case might cease and in the other be suspended.—Temple Telegram.

## Everett True By Condo



One of the surest way of seeing your relatives at least once a year is to move to a farm.

# ALL COLLEGE EXECUTIVES WORK TO COMPLETE MANY DETAILS OF OPENING OF NEW STATE SCHOOL

## REGISTRAR DOHONEY IS BUSY CHECKING CREDITS OF EMBRYO STUDENTS; GRID CANDIDATES MORE NUMEROUS THAN EXPECTED

There are few people in Texas or the Southwest who realize the magnitude of the Tech College, or the scope of work that will be attempted under its curriculum, according to R. M. Chitwood, business manager of the institution, who is now "up to his shoulders" in work in connection with the opening of the college here Sept. 30.

This work, however, is no one man job, in the opinion of Mr. Chitwood, and everyone that has anything to do with the operation of the school will bear him out in this statement. The entire force, from President Paul W. Horn to the office boy, has been assigned a job, and each man or woman is buckling to the task to the best of his or her ability in order to bring everything into shape for the opening.

The office of Registrar Dohoney, possibly is one of the busiest portions of the official family, for this division is besieged daily by eager prospects seeking entry to the college, or by the parents of those prospects who have on a similar mission for the boy or girl. From 25 to 75 pass through this department daily, Mr. Dohoney says, and the larger percentage of these are accepted and classified pursuant to their actual entry into the building as soon as the doors are thrown back. This is in addition to the heavy mail which is daily stacked on Mr. Dohoney's desk.

Another department of the institution that at this time is exceptionally busy is the one under direction of Ewing Y. Freeland, athletic director. Freeland has called in additional help and still is unable to keep up with the correspondence that flows over his desk. On a visit to his office recently, it was found that the grid mentor was literally tearing his hair, and would not be consoled by the profuse sympathy offered in his behalf. His latest worry is the possibility that some of his athletes, who are scheduled to report to him just a few days hence, in whom he has the utmost confidence for a notable showing on the athletic field even this, the first year, will have to be content with portions of the full Matador regalia.

Grid Entries Many. Freeland underestimated his probable entry sheet for trials on the grid squad for the first year, and even this far ahead of the opening of the school, applications for entry already have passed his supply of equipment, and he has been forced to send in a rush order for more, which he fears will not arrive here in time for use at the opening of school.

Full equipment for sixty men has been ordered, the most of which has been received, but in totalling his entry list, the coach found that more than 90 had expressed their intention of seeking a trial with the club.

The first unit of the Administration building is finished except for a little stone work on the main stairways leading in each direction from the entrance lobby. This work is being completed as fast as human hands can

supervision of the Home Economics department, and will be operated by student aid, the most of which will be included in the regular training course, thus giving student patrons of the cafeteria the benefit of reduced rates on their meals.

# LOCAL MAN HOME FROM TRACTOR SCHOOL

The City of Lubbock was represented in the Fordson Tractor Training School held in Dallas all through last week by Frank Heffley of the Lubbock Auto company, who returned home Friday.

The Dallas branch of the Ford Motor company conducted the school and was assisted by engineering experts, inventors, and sales representatives of some twenty-five nationally known manufacturers of equipment designed to work with the Fordson. Fifty Tractor specialists from as many retail Ford dealers, scattered all over the lower half of Texas, attended the school.

"The thing that impressed me most," said Mr. Heffley, in discussing his experience with Fordsons at the school, "was the amazing number of jobs a tractor will perform, the low cost of doing them. Of course, I've made a study of Fordsons before I went to Dallas and was thoroughly familiar with it, I thought, but I found there, that there was much I could learn—and before I left, you can take my word for it—I learned everything about a Fordson tractor and the variety of jobs it can do with the proper equipment. This school was not a long-winded theoretical affair. It is true that we were privileged to hear wonderfully inspiring lectures pointing out how the Fordson tractor today is measuring up to Henry Ford's ideal in producing it—to lighten man's burden—increase productivity and lower costs on the farm and in commercial use, and we also heard a number of sales talks pointing out opportunity to serve our communities by placing more Fordsons at work, but ninety percent of the time we were out on the grounds of the Ford Motor company, where the field work was done, and we were actually hitting the ball.

I wish some of the people of Lubbock could have been there to see what we did. Each man had to assemble and operate the different machinery to the complete satisfaction of the Ford Motor company, and the equipment specialists.

Some people will doubt probably when they hear of the number of tasks I did with a Fordson, but all the men there, including myself, did them. We

blowed, cultivated, did heavy hauling, pumped water for irrigation, built and graded streets, dug and filled ditches, sawed wood, mowed lawns, haled hay, hauled cotton 50 bales at a time, pulled stumps from the earth 2 feet in diameter, unloaded carloads of gravel, mixed and hoisted concrete, ground feed, terraced land, pulled down trees and uprooted them, excavated earth, and loaded it into trucks and a lot of other things I can't think of now.

The school attracted so much attention nationally that the Ford Motor company produced a complete moving picture showing all of us in our work.

A news cameraman "shot" us during the middle of the week and on Saturday before we left, we were the guests of the Ferris-Dunlap Equipment company, who handle all the lines of the manufacturers represented.

"My friends know" he said in conclusion "that I've been a Fordson booster all along, but at Dallas I really saw the vision of what power farming can do to help the farmer and what the Industrial Fordson can do to lower the cost of doing commercial or business jobs—and I realize now more than ever that the Lubbock Auto company is rendering a real service every time another Fordson is sold."

George Benson, manager of Lubbock Auto company is particularly elated since Mr. Heffley passed his final examination with flying colors.

# REALTORS ARE TO ASK STANDARD LAWS

GALVESTON, Texas, Sept. 14. (AP).—Efforts to secure the enactment of legislation in Texas under which all persons dealing in real estate would be required to meet certain standards and secure a state license will be continued. This was the general view of officers and members of the Texas Association of Real Estate boards, which opened the sixth annual convention of the organization here today.

Seasons will continue through Wednesday. President H. P. Hadfield, of El Paso the real estate boards of Texas must in his annual address declared that persons dealing in real estate would be required to meet certain standards and secure a state license will be continued. This was the general view of officers and members of the Texas Association of Real Estate boards, which opened the sixth annual convention of the organization here today.

Work for the bill should be kept up and we should take a hand in the selection of these men who will be in the legislature at this next session. In that connection, the president insisted that the main point is to seek the election of good and capable men regardless on their stand on this particular measure.

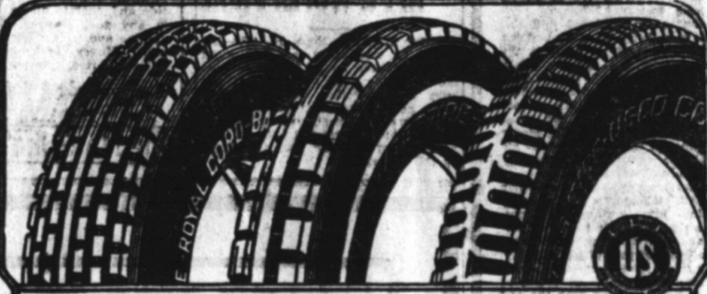
MR. AND MRS. R. C. HARRISON, of San Marcos, have arrived to take their positions on the Tech and public school's teaching staffs. Mr. Harrison will teach English in the college, while Mrs. Harrison will teach Spanish in the senior high school. Mr. and Mrs. Harrison taught at San Marcos last year.

# Largest Order In History Purchased By J. C. Penny Co.

The largest single order on record for women's hosiery was placed by the J. C. Penny company the other day to partially take care of the 1925 business of its 676 department stores. The order was for 2,400,000 pairs, embracing besides the staple colors many of the attractive shades which will be in vogue.

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calls your attention to three exceptional values in men's and boy's shoes. To those who have not been regular shoe customers at our store, we invite you to give us one trial. Here you can buy better shoes for less money.

## Dress Shoes

We have a fine number in a brown kid dress shoe for men at

\$6.50



Boy's Dress Shoes, sizes from 2 1/2 to 6. Fine and durable for school wear as well as extra dressy wear

\$5.00

## WORK SHOES



Just received a light weight work shoe, soft leather, paracord flexible sole and rubber heels. A big value at

\$3.75

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Dr. M. C. Overton  
General Medicine  
Residence Phone 497  
Office Phone 710  
Dr. J. F. Lattimore  
General Medicine  
Office Phone 299  
Residence Phone 97  
Dr. J. W. Rollo  
Medicine & Surgery  
Office Phone 980  
Residence Phone 231-M  
Dr. H. L. Garland  
General Medicine  
Residence Phone 125M  
Office Phone 54  
MISS LOTTIE THOMAS, R. N.  
Superintendent of Nurses  
C. E. HUNT, Business Manager  
A chartered training school for nurses is conducted by Superintendents. Bright, healthy young women who desire to enter may address the Sanitarium.

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DR. J. R. LEMMON  
Infant Feeding and Diseases of Children  
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DR. H. L. GARLAND  
GENERAL MEDICINE  
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Residence Phone:  
Residence Phone 574-M  
Lubbock, Texas  
Associated with Lubbock Sanitarium  
MISS JEAN YATES, R. N.  
Anesthetist

## DR. W. S. FERGUSON

DENTIST  
Room 12 Conley Bldg.  
Day Phone 879 Night Phone 972-M

## JOE SEALE

GENERAL AUCTIONEER  
I Specialize on Farm and Stock Sales  
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## CHAS. WHITACRE

Income Insurance  
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## DR. G. M. TERRY

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Palace Theatre Bldg  
Phone 265  
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Public Stenographer  
Clyde L. Backenstoss  
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Phone 944  
Citizens National Bank Bldg.

## NOTARY IN OFFICE

## Jackson Brothers

GOAL, GRAIN AND HAY  
Storage Prices this Month on Best Grade Cooking and Hesting Coal.  
Phone 505  
Lubbock, Texas

## Rix Furniture & Undertaking Company

Lubbock, Texas  
J. A. Rix an H. H. Griffith  
Licensed Embalmers  
Day Phone 675  
Night Phone:  
J. A. Rix 650  
H. H. Griffith 297  
A. C. Sanders 597M  
Mrs. A. C. Sanders, Lady Asst.

## ALLEN T. STEWART, M. D.

Office Phone 480  
Residence Phone Changed from 645 to 856-R

## BISHOP, STARNES & MATNEY

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PRACTICE IN ALL COURTS  
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Henry B. Bishop, Roy W. Starnes  
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General Practice  
Office in Lubbock Natl. Bank Bldg.  
OFFICE PHONE 1112

## SAM H. STEWART

Physician and Surgeon  
287 Leader Building  
Office Phone 952; Res. 647M

## Dr. L. B. Hodges

Graduate Veterinarian and Interstate Livestock Inspector.  
Phone Day 829, Night 757W  
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## Neil H. Wright

Southland Life Insurance Co.  
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## Fred W. Standifer, M. D.

Announces the opening of offices Suite 217 West Texas Hospital  
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Practice Limited to Eys, Ear, Nose and Throat

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## Dr. W. S. Ferguson

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Day Phone 879 Night Phone 972-M

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# The SKELETON MENAGER

**BEGIN HERE TODAY**

**SIR DUDLEY**—GLENISTER, suspected of the murder of his cousin, James Glenister, has a strange caller in the person of—

**SIMON TRICKY**, whose blood-red face culminates in one big red blob at the end of his nose. Tricky's plan to blackmail Sir Dudley is interrupted by the arrival of—

**DR. WILLOUGHBY MELVILLE**, and James Wragge.

**NOW GO ON WITH THE STORY**

From under half-closed lids Doctor Melville watched for the effect of this request, apparently an ill-timed, on his host.

Sir Dudley walked quickly to his writing table and filled in a "bearer" check for five guineas.

"There you are, sir," he said, handing it to the black-coated canvasser. "I don't mind parting to a gentleman who asks pretty, but I'll be hanged if I sell out to a blackguard who tries to bluff me."

"Now I wonder," mused Inspector Wragge presently as he stroked down the drive after pocketing the check and thanking the donor. "I wonder whether a man who deserves to be hanged would refer to the operation so lightly. I also wonder who the red-nosed blackmailer is. Possibly I shall have the pleasure of traveling back to town in the same train with him."

And as he made his way to the railway station he further reflected on his good fortune in having met at the lodge the West End specialist who had treated him for "nerves."

Meanwhile Doctor Melville was taking leave of his host in spite of blustering requests that he should remain.

"Out of the question," he resisted firmly. "My patients have first call on me. Besides, I can't be of any use to you here, now that the inquest has let you out. Your best plan is to keep quiet and let the rumors die down, unless there is something vital that you are concealing from me."

Sir Dudley dropped his eyes before the probing gaze.

"No," he said. "No, I haven't concealed anything from you, Melville. I didn't kill my cousin George."

Melville shrugged his shoulders and went away to pack his bag. His brows were drawn together in a puzzled frown.

"You may not have killed your cousin George," he muttered, "but you have done something, my friend, that is pretty rotten. And if I am any judge of physiognomy you can't be doing something else that won't bear inspection. It would be interesting to know what view Wragge takes. I must look the eminent detective up in my case-book when I get home."

**CHAPTER VIII**  
**Violence**

**T**HE evil which the nerve specialist believed Sir Dudley to be plotting was not long in coming to maturity. On the day after Tricky's call and Melville's departure from Beechwood Grange he went to London and put up at the Millennium Hotel in Piccadilly. On the same afternoon he had a taxi called and gave the driver the address of Lady Murrables in Cadogan Gardens.

Kathleen and her dowager guardian, after being practically turned out of the Grange, had ostensibly resumed their normal existence.

All Kathleen's old suspicions of her cousin Dudley had been revived by the weird incident in the Beechwood covert. The trouble was that she did not know to whom to turn

for aid. That local wiseacre, Sergeant Mitchell of the county police, had agreed with the verdict of the jury and she was ignorant that Scotland Yard was interested.

She had not forgotten Mr. Stephen Colne's offer to Sir Dudley of his official influence in that direction, but the offer had not been made to her and she was reluctant to approach the cabinet minister. There remained only her lover, Norman Slater.

And then, about the time that Sir Dudley was leaving his hotel to call at Cadogan Gardens, a disreputable stranger was ushered in who revived her drooping hopes.

A discreet and elderly parlormaid answered Sir Dudley's ring and informed him that her ladyship was not at home. Yes, Miss Glenister was in, but for the moment she was engaged with another person.

Struck by the woman's tone, the baronet inquired if the person was anyone he was likely to know.

"Hardly, I should think, sir, except perhaps in the way of business," was the demure reply. "He looks like a dog fancier. I don't expect he will be long, if you will come in and wait."

Sir Dudley accepted the invitation and was shown into a cloak-and-hat room, whence he had a view of the hall. He had not been there two minutes when he heard steps descending the stairs. A moment later the parlormaid crossed his line of vision, conducting Sir Simon Tricky, red-bulb nose, loud-check suit and all complete, to the front door.

The baronet started up to intercept his former clerk, checked the impulse and waited till the maid appeared to take him upstairs to the drawing-room. When he was announced Kathleen was folding and placing in her purse a slip of paper she completed the operation carefully before she deigned to notice her latest visitor.

"Well," she said, looking up at last, "this is an unexpected honor—after being turned out of the Grange so recently."

Evidently this was to be a duel sans merci on either side.

"I had to ask my guests to leave because most of them were conspiring against me," rejoined Sir Dudley. "You and that puppy Slater were worse than any. But I am here to open the doors of Beechwood Grange to you again. A generous offer, since I now find that you are intriguing with Simon Tricky."

"That is kind of you," snapped Kathleen. "But I am not at all sure that I want to have the doors of the Grange opened to me. I shouldn't

feel very safe there."

Glenister took a step forward, his huge bulk towering over the slim girl who confronted him, cool and unafraid.

"Let me make it clear to you," he replied. "I want you to come back to the Grange as my wife. You will be sorry if you don't. I want you because our marriage would be the best answer to the suspicions you have done your best to foster—the suspicion that I murdered your brother."

"Well, didn't you?" said Kathleen dryly.

"I will take my oath I didn't."

"If you didn't do it with your own hands you caused his death."

This new allegation seemed for the fraction of a second to disconcert the accused.

"I will take my oath that I never saw George Glenister, alive or dead after he went to America."

"And I don't believe you on oath or anyhow," retorted Kathleen. "I am as firmly convinced that you are responsible for my brother's death and that he died as you say, as if I had seen you kill him. As to marrying you, the proposition would have been almost as absurd if all this had not happened."

The baronet had recovered.

"Then let us come to grips!" he broke out. "Here is my ultimatum. If you don't marry me I will make your name socially damned up and down the land. Captain Slater was seen to come out of your room late at night."

"You beast!" her fresh young voice found vent at last. "The true story of that night would do you far more harm than me. You know very well what Captain Slater and I set out to discover, and how we were thwarted because you heard us following. In a day or two I shall be able to tell the world—and incidentally the police—a good deal more about you, Oh, Norman, you are just in time."

The last sentence was addressed to Captain Slater, who had entered the drawing-room. The young soldier took in the situation at a glance. Here was all the material for a most lovely row.

"What am I in time for? What's the racket?" he inquired quietly and with a measuring eye on the baronet.

In a few crisp words Kathleen told him how her cousin had made her an offer of marriage and described in Dudley's own language the alternative he had threatened.

Norman listened to his own unpleasant recital, and then there commenced such a scene as Lady Murrables' decorous drawing-room had never been set for in all its humdrum history. Norman's rush was that of a maddened bull and would have been his own undoing had Glenister been an adept in the art of self-defense. Quickly recognizing that he might be courting disaster, Norman checked his exuberance and introduced a little science into his method. Three or four six-penny hammer blows did the bigger man aim, but they fell on empty air and thence onward the fracas became a brutal assault.

Up and down the room Sir Dudley stumbled, kicking over furniture and crashing into the long picture, with his agile assailant ever in pursuit and administering punishment to the handiest part of his anatomy. His curses gave way to labored breathing and finally he crumpled up and lay sprawling over the end of a couch.

"There, you swine!" said the easy victor. "That'll teach you."

Before the lesson to be learned by Sir Dudley could be defined the door was opened and a man stepped in rather hurriedly. He wore a white shirt and a mustard-colored dressing in a suit of drab reach-me-downs. He bore no resemblance to the clean-shaven cleric who had called at Beechwood Grange on behalf of the Mission to Blackfoot Indians, and his voice was like the crack of a whip.

(To Be Continued)

**NORMAN'S RUSH WAS THAT OF A MADDENED BULL**

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note, and providing for 10 per cent additional for Attorney's fee if placed in the hands of attorneys for collection. The following credits have been allowed on said note: Feb. 6, 1925, \$118.80; May 6, 1925, \$118.80, leaving the principal sum of \$1188.00 now due and unpaid, which amount the defendants have failed and refused to pay. Said note and chattel mortgage being originally given by H. E. Barron to Cullum Brothers, and said chattel mortgage covered the following property: 1 Studebaker Big Six Touring Car, Motor No. E-K 37825, and whereas, Dyke Cullum, a member of said partnership firm thereafter, for a valuable consideration, endorsed, transferred, assigned and delivered said note, together with all right, title, and interest therein, in anywise belonging to said Cullum Brothers, to Plaintiff herein, Industrial Finance Corporation, the present legal owner and holder of said note and rights under said chattel mortgage.

Whereas, default has been made in the payment of this note, with your return and plaintiff herein sues for the amount of its debt, interest, Attorney's fees and costs of court, as against all of said defendants herein mentioned.

Herein Plaintiff, but have before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and the seal of said Court, at office in Lubbock, this, the 12th day of Sept., A. D. 1925. (SEAL)

LOUIE F. MOORE, Clerk, District Court, Lubbock County. BY OLIVE FLUKE, Deputy.

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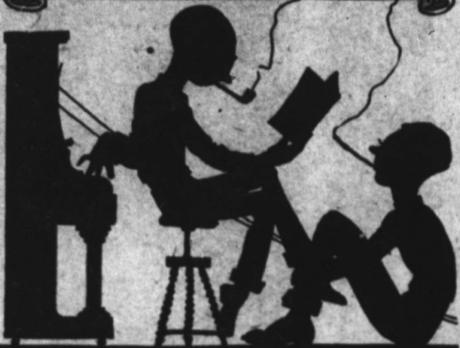
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AS PLAIN AS  
**BLACK AND WHITE**

By DUDLEY T. FISHER JR.



THE STUDENT LEADS A HAPPY LIFE  
SURROUNDED BY HIS BUDDIES  
FOR ALL HE HAS TO THINK ABOUT  
IS ROOM AND BOARD AND STUDIES.



AND IF HE FAILS A COURSE OR TWO  
HE'S SITTING DEEP IN CLOVER,  
FOR IF HE GRADUATES, YOU KNOW,  
HIS COLLEGE DAYS ARE OVER.



AND IF HIS BILL FOR ROOM AND BOARD  
HIS BANK ACCOUNT DEPLETES,  
HE STAYS OUT NIGHTS AND SLEEPS IN CLASS,  
WHICH LEAVES HIM MORE FOR EATS.



AND YET, EXPLAINING STUDENT WAYS  
MUST BE THE VERY DEUCE  
SINCE PROHIBITION TOOK AWAY  
THE STUDENT'S BEST EXCUSE.



SHE SLICES AND HOOKS  
INTO BUNKERS AND BROOKS.  
HER PUTTING'S A CRIME AND A SHAME,  
AND SHE MAKES A POOR STALL  
AT ADDRESSING THE BALL,  
BUT SHE DRESSES A BEAUTIFUL GAME.



YEAR IN YEAR OUT, THERE'S ALWAYS SOMETHING NEW  
IN STYLE OR TINT TO MAKE THE LADIES RAVE.  
TO MAN, ALAS, SUCH JOYS ARE ALL TABOO —  
HIS QUEST FOR BEAUTY LEADS BUT TO THE SHAVE.



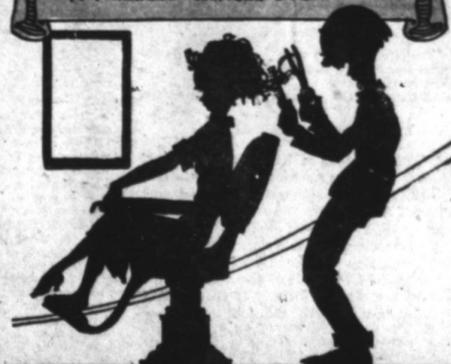
FOR FADS AND FASHIONS JOLLY JANE  
WAS NEVER KNOWN TO CARE,  
AND LEAST OF ALL HER WORRIES WAS  
THE WAY SHE FIXED HER HAIR.



BUT SATAN WILL, FOR BARBER SHOPS,  
SOME MERRY MISCHIEF FIND,  
AND JANE SET OUT WITH LITTLE SHORT  
OF MURDER ON HER MIND.



AND VANITIES, SUPPRESSED FOR YEARS,  
WENT RAMPANT ON THE JOB,  
AS UNOFFENDING LOCKS ASSUMED  
A FRIZZLED SHINGLE BOB.



AND HERE'S THE MORAL (IN AN AGE  
WHEN MORALS SEEM SO RARE),  
IT TAKES A BRAINY CHILD TO KNOW  
HIS MOTHER — BY HER HAIR.



# Her Horrid Honeymoon in the Palace of Gargoyles

St. Withold's Beautiful American Bride Wanted to Live in a Romantic Italian Castle—and She Did—but She Doesn't Want to Do It Again!



The Vampire Gargoyle of Notre Dame in Paris, a Prototype of Several That Decorated the Sicilian Villa of Horrors.

By BERTRAND KELLARD.

ROME. BEFORE her Sicilian honeymoon was half over the lovely American bride of Captain Geoffrey St. Withold rushed back to Rome, shut herself in her rooms and refused to see any one but a physician. Three days later, with tight lips, pale face and nerves that were still obviously on the jump, Mrs. St. Withold went to Genoa with her husband and set sail for America.

Behind her she left a circle of shocked and incredulous friends. What did it all mean? they queried. No one could hazard an answer that seemed half-way satisfactory, and speculation ran all the way from a bitter quarrel between the St. Witholds to faint suggestions of a mental breakdown.

Now the real explanation has come out at last. It was partially revealed in a letter from Mrs. St. Withold to her friend, Mrs. Charles Sampson, who has been spending the year in Rome. Additional information was furnished by an Englishman who ran across the St. Witholds in Palermo. From the two a complete story has been pieced together—a most remarkable story of a honeymoon which started out as the realization of a life-time dream and ended in a nightmare.

Mrs. St. Withold—a tall, willowy girl with jet black hair, blue eyes and a wide sensitive mouth, who is well known in the foreign colonies of several European cities—was Miss Louise Thompson, the daughter of a wealthy soap manufacturer. She was born in Southern Illinois, and from the age of 10 until the time the thing came true she had a two-fold ambition that overshadowed every other aspiration and every reality of her life. She wanted to marry a lean, blond aristocratic Englishman and go honeymooning in an eighteenth century castle.

The Thompsons moved to Chicago in 1914 and during the war the elder Thompson, who had simply been a merchant on a small scale, got rich. In 1923 the Thompsons went on a grand tour of the world which lasted a year. When they were in Rome Miss Thompson laughingly admitted one day in the presence

a friend her ambitions in regard to her marriage and her honeymoon. "Well, you get the Englishman," responded her friend, who had business connections throughout Italy and Sicily, "and I'll get the castle."

She laughed and promptly forgot the conversation. A few months later, while traveling through England, she met Captain Geoffrey St. Withold, of Manchester. He was six feet two, had crisp yellow hair, and belonged to a county family that could trace its ancestry clear back to the Crusades. In fact, he fulfilled every requirement of her fondest romantic dream—so much so that she became self-conscious and out of fear that she might betray herself, was actually cold to the captain's advances.

The captain was not discouraged, however, and applied himself to his campaign with typical British persistency. When the Thompsons went to America he followed on the next boat.

They were married this Summer in Paris. When discussions of possible places for a honeymoon trip came up Mrs. St. Withold immediately thought of her friend in Rome. She sent him the following cable-gram:

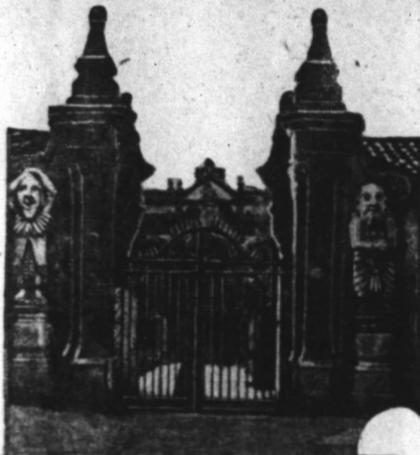
"Have got my Englishman. Where's your castle?"

Such were the main events that preceded their arrival at the Villa Palagonia, an ancient pile that stands upon a hillside about ten miles east of Palermo, in Sicily. And viewing the castle from a distance Mrs. St. Withold was unquestionably delighted. She was assailed by her first quail of doubt when she stepped into the grounds.

They were surrounded by high walls in a partial state of decay. But they were not sufficiently decayed to hide the fact that they were adorned with monstrous stone images of all descriptions—goblins, gargoyles and hideous beasts. They leered at her singly and in groups, they peered at her over the tops of the walls like fantastic sentinels, and they were carved in groups in the surfaces of the walls.

Mrs. St. Withold involuntarily hid her eyes.

At Right—A Pair of Monsters That Keep Watch at the Gate of the Villa Palagonia.



Above—Goblin Sentinels of the Villa's High Garden Walls.



The Young Bride of the Prince of Palagonia, Who Built the Villa of Horrors Two Centuries Ago, Was So Frightened by Her Husband's Garden of Monsters That She Scarcely Dared Venture Out of Doors.

When she opened them again it seemed to her as if these creatures had come to life and sprung down from the walls. For the gardens were literally crowded with them. Everywhere she turned she was faced with some hideous monstrosity—something with eyes starting from its head, or tongue lolling from its mouth, or long ears or twisted torso.

The St. Witholds hurriedly passed into the house. For two days they kept rather close to one wing of the castle and ventured only for short, tentative visits into the grounds. Then one afternoon Captain St. Withold decided he would take a walk. Mrs. St. Withold did not feel quite up to it, and said she would take a nap instead.

Evidently Captain St. Withold walked farther than he intended, for when his wife awoke twilight was coming on and her husband had not returned. For the first time she had a distinct sensation of fear. She dressed hurriedly and started walking toward the main hall.

She turned to leave the hall and caught sight of a whole series of marble and bronze busts stretching across the room. At first they looked as if they might be merely portrait busts. Mrs. St. Withold plucked up her courage and went over to examine one of them. One side presented a singularly handsome profile; but turning to the other side she saw a grinning skeleton.

Next to it was a marble composition of a nurse with a baby in her arms. The babe had the body of a child but the face of an old woman of ninety.

The American girl let out a shriek, ran out the room and down the corridor as fast as she could. At a bend in the gloomy hall way she ran into an old serving woman. Breathless and excited though she was she finally made the old woman understand that those terrible images had frightened her; that the whole place now seemed alive with them.

The servant led her back to her apartment. And then, for the first time, Mrs. St. Withold heard, from the lips of the old woman, the history of the Villa Palagonia.

It was built, she learned, by Gerardo Francesco Gravina, Prince of Palagonia, a man of immense fortune, who devoted his whole life to the study of monsters of all descriptions. Late in life the Prince took a bride. She was exquisitely beautiful, an Italian girl from a family of Florentine nobles. He doubted that he could hold her love, and he was insanely jealous. As his duties took him frequently abroad, and as he obviously placed little trust in guarding servants, he conceived the idea of putting his hobby to a practical use. To strike terror into the heart of his young bride he peopled the gardens with monsters.

The plan was more effective than he dreamed it would be. The young wife was in a constant fright, and one night while half crazed from her fears, she threw herself from the top of the castle to the rocks beneath.

When she heard this story the hideous gargoyles became doubly malevolent to the imagination of the American girl. Upon Captain St. Withold's return she was having her clothes packed. They left the next day, and none too soon, for the bride escaped nervous prostration by only the narrowest margin, according to the physician who examined her in Rome.

The St. Witholds are now back in America—whether permanently or not they decline to say. But one thing seems fairly certain. Though Mrs. St. Withold intends to hold fast to her lean, aristocratic Englishman, she is through with eighteenth century castles for life.

Another View of the Garden Wall Monsters.



Mrs. Geoffrey St. Withold, Formerly Miss Louise Thompson of Chicago, Whose Sicilian Honeymoon Has Cured Her For Life of Her Passion for Eighteenth Century Castles.

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# SEVENTY-NINE BILLION DOLLAR BUSINESS WHO DIRECTS IT? NOBODY! RUNS ITSELF

## The BULL'S EYE

Editor and General Manager WILL ROGERS



Who is talking and running the ECONOMY, at the only ones that are directing it are the ones that ain't got anything. The ECONOMY, Congress voted, was more salary for themselves, and then ad- vanced for six months to work at their regular busi- ness's. (You know Govern- ment is just a side line with them.) Some of the big prominent men in Wash- ington are wearing the same at they wore last year. Where they ever bought a hat that would last two years

more than I will ever know. Anyway the Manu- facturers will see to it that don't happen again. There will never be another two- year hat turned out, even if by accident. Some are advocating having your suit patched and wear it a second year. That's not ECON- OMY. It would cost you more to find a wife that could patch a suit than it would to get a new suit. You might try five or six wives before you found one any good for patching purposes. BULL DURHAM is the only thing I can think of that you get just what you want without three or four trials.

## Will Rogers

There will be another piece of two weeks from now. Look at it.

**SIXTY-FIVE YEARS AGO!**  
In 1860 a blend of tobacco was born—"Bull" Durham. On quality alone it has won recognition wherever tobacco is known. It still offers the public this—more flavor, more enjoyment and a lot more money left at the end of a week's smoking.

**TWO BAGS for 15 cents**  
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**By Phebe K. Warner**  
The biggest business in America is the least appreciated. The most essential business in this world is the least thought about and the most poorly directed. What is it? It's FARMING. The total valuation of this business in the United States is over \$75,000,000,000. That is approximately the amount of money invested in the business of farming. It is more than the combined values of all railroads, all the mines, and all the oil and gas wells of this nation. It is the source of all our food and all our clothing. What would happen to this nation of ours if all the farmers were to fall to make a crop the same year? You've never thought of such a thing have you? It is bad enough for the farmers in 48 counties in Texas to have a crop failure the same year. It would look like any kind of business, so all important, and so absolutely essential to life and living would naturally be the most perfectly organized business in the world. Wouldn't it? But is it? Col. Clarence Ousley said a few days ago at the convention of the West Texas District of the Texas Farmer Bureau that the farming business and the agricultural interests was the most poorly organized institution in our land, if you could call it organized at all. He said that in the railroad business the stock holders would get together and select the very wisest and most experienced and most successful man in the whole list and then appoint him their director. This director would select his staff of helpers from the very best men in his line of business and that Board of Directors would make it their whole-time business to study the very best methods of railroad running. They would study every phase of the business from going out to survey a new line and start the men to outlining the track and laying the rails to the engines and the long trains and the officials and the employees all along the line. And if they did not do this how long would the railroad business last. Then he compared the methods of farm management in the U. S. A. to the banking business, and so clear did he make his analysis of the situation that a hand man might have seen the lack of business management in the handling of the greatest business in America. Why is it?

Now why do you suppose this is? Why is it that all our farm business is carried on in such a slipshod way. Is it because the farmers do not know any better. It can be that, although because a lot of these farmers who own the land are also bankers and railroad men, and all men and lawyers and merchants and almost everything else. We might very well begin our diagnosis of the farm situation in America right there. A very large proportion of the brains that own the land have gone off and left it. They use their brains to make money some other way and leave their land to millions of untrained and uneducated renters. Very often the farm itself has no head. It has an owner, and a renter but neither one of them is trying to solve the big problems of agriculture in this country. The renter is trying to dig a living out of the land and the land lord is trying to dig a living out of the renter. Neither one thinks or knows much about the conservation of the soil or the best methods of marketing its products.

Then there has been an old theory which is as old as Adam that anybody could farm. You did not have to know anything to farm. Just go out in the field and scratch around any old time and drop in the seed and plow it a few times if it were not too wet or too dry and nature would do the rest. And if nature failed then no one was to blame. It is only within the last few years that the world has considered it necessary to train men to be farmers. Farming the soil was like mothering a child. Instinct should tell you what to do. Such knowledge was something one should just naturally inherit from their parents. There have always been good farmers and poor farmers. But go one ever knew why. Sometimes the poor farmer laid his trouble onto the soil or the weather. Seldom ever accepted the responsibility himself.

**Lone Handed Business**  
Then there are other reasons why farming has never advanced as other kinds of business. And perhaps this is the most universal reason of all. Farming has always been considered an individual affair. You owned your own farm. You planted what you pleased. You cultivated it as you wanted to. You neglected it if you wanted to. You wore out your ground this year to make a bigger crop this year if you wanted to. If you were a renter it made no difference how you treated the soil; when it ceased to produce you could move onto another place. You had most of your food right there at home or should have had. There were no labor laws regulating the working hours of your wife and children. You could keep your children out of school to work in the field if you wanted to. In fact you were about the most independent man on earth if the weather cooperated with you to make a good crop. And up to this place in the production of a crop you are a very

independent individual. You plowed, and planted and cultivated and harvested almost alone. And the production of your crop depended entirely upon you, your family and God. But after the crop is made and enough stored away to feed the work stock through the year, what

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are you going to do with the rest if there is any. And if there is not how are you to pay for the farm and provide those things for the family that you can not raise on the farm? Here comes the question of marketing, which is the final test of the whole system. Who is going to set the price for your crop? You and your family have done the work. You will have all the bills for the production of the crop to pay. The implement man in town set the price for the cultivator you bought. The banker fixed the rate of interest you paid for the money you borrowed. The grocer fixes the prices of the coffee and sugar and even the lard and bacon you take home with you. The miller tells you what you must pay for the flour you use. The dry goods man sets his price on every spool of thread and every yard of calico or wool in fact you run around over town every time you come to town and do and pay just what everybody tells you to. But when the time comes for you to sell your wheat and corn and cotton and cattle and and kaffir corn, who fixes the price? Do you? NO!

**Biggest Business Man**  
The farmer is the biggest business man in the nation. He has the most money invested in his business of any business on earth. He is the most essential man in the world. He simply has to live and cultivate the soil and produce the raw mate-

**RADIO**  
SEATTLE, Sept. 5.—Straight ad- vertising over the radio is selling coffee, paint, women's frocks and a dozen other commodities every day in Seattle.  
When KTCL, Seattle's 1000-wat station, went on the air as a com- mercial broadcaster, the problem of making it pay and of getting and holding an audience was put to Harold Gramm, studio director. Here's how he is doing it:  
He builds radio ads along the lines of attractive ads in the maga- zines, substituting music and clever lines for pictures and type-matter.  
A coffee ad, running five minutes, starts out with husband and wife, in their car, arriving at a camp- site. Hubby chaps the wood; the wife gets out her mandolin and sings a song. The coffee pot goes on the fire.  
"Gee, that coffee smells good. Whose is it?" asks the husband.  
"That's Blotz coffee—it smells good because it's in a vacuum can that keeps the flavor in," says the wife.  
Hubby sings a little song, with a banjo accompaniment, around the campfire—and that's the ad.  
It offends nobody—because the ad- vertising is merely a dozen words,

incident to the sketch.  
"The average fan doesn't expect a broadcaster to give him something for nothing, any more than he ex- pects a magazine to run without ads," says Gramm.  
"The first morning we broadcast 'straight advertising,' a one-minute fashion story from a cloak and suit house brought a score of inquiries and sold five suits at a ridiculously small advertising cost to the store."  
Eventually, Gramm says, radio broadcasters will employ a staff of radio ad-writers, who will construct one, two and five-minute musical or dramatic sketches, just as staffs now build half, full or double page ad- vertisements.  
Here's one radio ad idea that's being tried out:  
The station prints "Radio bargain pads." These carry the names and telephone numbers of six depart- ment stores. Opposite the name of each store is a numbered square. The stores and the station distribute the pads. On each sheet is printed the hour-radio bargains are broad- cast.  
At that hour the announcer opens the mike; listeners, pads in front of them, get their pencils ready.  
"Smith Mercantile Company," Main 6574, Bargain No. 1, Six bars of soap for ten cents," says the an- nouncer. He broadcasts six items. Listeners check them in the num- bered squares, as the items are an- nounced.  
Broadcasting the 24 items takes only ten minutes. Listeners then telephone the stores, ordering by "Bargain No. —"  
It works—

**Books**  
To whatever volumes for summer reading the Survey may have steered readers, let us hasten to add these:  
"Serenia Blandish" (Doran), by "A Lady of Quality," and "Fishmonger's Fiddle" (Knopf), by A. E. Coppard.  
The first is built of such sophisti- cated frosting that delicate palates will long remember the flavor. It is not made for those accustomed to wheatear diet.  
Coppard, who has been writing some of the best short stories of this day, adds several pages to his col- lection. There is a quiet, and pastel- like quality about a great deal of this young man's work. His are not plots to be outlined, for their charm defies synopsis.

**Lemons Tighten Wrinkled Skin**  
Squeeze the juice of two lemons in a bot- tle containing three ounces of Orchard White, which any druggist will supply for a few cents, shake well and you have the very mildest anti- wrinkle lotion to tighten relaxed skin, erase fine lines and eradicate crows' feet. Massage this sweetly fragrant lemon lotion into the skin at night. By morn- ing most of the tell-tale wrinkles, lines and crows' feet are smoothed out, giving a more youthful contour to cheeks, chin, throat. It leaves the skin velvety soft, clear and fresh.  
Beauty experts use this astringent lot- ion for enlarged pores, also to bleach and whiten yellow, tanned skin.  
Mix this harmless lotion yourself since it acts best immediately after prepara- tion—advertising.

rials that feed and clothe the world and keeps all the other industries running, he is the most independent man on earth until the day he takes his products to market and that day he becomes the helpless victim of every other business in the world. He not even set his price for a dozen eggs. He can't be too little and insignificant alone. But he takes anything the markets and the world behind them offers him for his eggs and butter and wheat and cotton and pays every merchant in town whatever they ask for his own products worked up for use. He is the only fellow who never fixes a market price for anything he has to sell but always pays the other fel- low's price for what he has to sell. And this is why the farmer is ever- lastingly in a hole. The people who do control the markets force him to take the least possible for his crop if they see he is in a pinch and then charge him just the same as a millionaire for his food and clothing.  
And yet if the farmers of this na- tion would use the same common sense about marketing their products that the other people do they could control the commerce of the world. It is in their hands first. They own this 79 billion dollar business. But thus far in history they have never worked together to control the mar- ket price of their own products. They are the victims of their own

marketing system, or rather the lack of any marketing system. Coopera- tive marketing is the final solution for successful farming. The farm- ers of the nation will never realize the full benefits of their business until they too fix the price of the products they offer for sale. If the farmers of this nation would work together in the marketing of their products they could command a constant and profitable price for every bushel and every pound of produce they offer for sale. And they would have some idea when they plant a crop what they might expect in dollars and cents for it. They could control the world if they would. But they do not. As a result this 79 billion dollar busi- ness is the biggest gambling business in the world. And has robbed more people of comfortable homes and the decent things of life than any other gambling business. How long will the farmers continue to be the victims rather than the rulers of the world's marketing system? When will the farmers of Texas and

America learn the lesson Col Ousley is trying to broadcast across this nation. "As an individual farmer you are helpless. Collectively you would be a world power."

**Beauty Parlor Equipment**  
We carry a complete stock  
Write for CATALOGUE NO. 10  
THE WEICHEL CO.  
1010 N. GILBERT ST. DALLAS

**Cowboy Boots**  
For Strictly  
HAND MADE COWBOY BOOTS  
of finest leather obtainable, and ex-  
pert Workmanship—assuring you of a  
perfect fit.  
Send Order to  
**San Angelo Cowboy  
Boot Shop**  
Makers of Boots for 25 Years  
SAN ANGELO, TEXAS  
Successors to H. Rodermund and C.  
W. Garrison

**High Grade SHOW CASES**  
Jewelry, Dry Goods and General Store Fixtures.  
Designers and Manufacturers—Standard Quality Goods  
STANDARD SHOW CASE WORKS—Dallas

**Waco & Brazos Boiler Works**  
Boilers, Oil Storage Tanks, Steel Wagon  
Tanks, Smoke Stacks, General Repairs  
Electric and Acetylene Welding  
WACO, TEXAS

Remember to Plan Your Trips on the  
**INTERURBAN LINES**  
Between FORT WORTH and DALLAS and FORT  
WORTH and CLEBURNE. Always Faster Time; Lower  
Rates; Better Service.  
Ask our agents for complete  
information  
**R. L. MILLER, G. P. A.**  
Fort Worth, Texas

**YOU OWE IT TO YOURSELF**  
—to have an individual truck body—one that is distinctive and fits your business.

27 Different Models

Your business needs the right kind of truck body equipment. Just the same as it needs efficient, modern book-keeping methods.

Don't accept the first body that is offered you, but select a body designed especially to fit your particular needs.

Our line of bodies is very complete and our capacity to build made-to-order bodies is un- limited.

These bodies cost no more than cheap hand me down bodies. They look better and last longer, and make more money for you.

Our 3 in 1 farm body is used by thousands of farmers, and every day it is making more money for them. Write for our special Farmers' Bulletin, describing and illustrating the 3 in 1 body.

See your dealer and in- sult on American bod- ies. If he can not sup- ply, write us di- rect, as we have a warehouse near you and can make immed- iate delivery.

Send for Our New Catalogue No. 10 showing our com- plete line of bodies.

**American Body Company**  
Dallas, Fort Worth, El Paso, Oklahoma City, Shreveport.

### AN INVITATION TO INDUSTRY

Operating under the personal supervision of the city manager, the City Light & Power company is now offering lowest rates for these services. The essential service of light and power at a greatly reduced figure are a standing invitation to industry.

The city of Lubbock owns and operates this company. It is a marked success in every respect. It is a guarantee of adequate service and low rates.

### CITY LIGHT & POWER (CITY OF LUBBOCK)

In Lubbock it's the

### TECH COLLEGE for EDUCATION and the LINDSEY THEATRES for AMUSEMENT

LINDSEY THEATRE PALACE THEATRE  
Popular With the People Where you find the Best People

### NASH

Leads the World in Motor Car Value

### RAGLAND MOTOR COMPANY

NASH DEALERS AND DISTRIBUTORS

Lubbock, Texas

### CHERI CASA

The Home-Like Dormitory for Boys

Spacious living room, dining room, corridors and bed rooms.

Thoughtful ventilation and lighting.

Thorough sanitation

90 per cent pure water, hot or cold, in each room.

Delightful shower baths.

Downy beds.

Shady and restful court.

Excellent cuisine.

Perfect heat-vapor system.

Oh Boy! Oh Joy! our maids clean the rooms.

Cheri Cam's airy roof garden for your socials.

Three cozy apartments for the small family.

Shaves, shins, pressing and drug sundries all on the first floor. Each Boy under personal supervision of MRS. JESSIE F. SUMMERS, Matron and Owner.

### LUBBOCK PLAN SERVICE RIBBLE & RIBBLE ARCHITECTS

Designers of Cheri Casa—Specialists in Residence Architecture.

Ellis Building

Lubbock, Texas

THE NEW TOWNS OF EMYER, WHITEFACE, LEHMAN AND BLEDSOE on the new Santa Fe railroad from Lubbock, Texas, through Hockley and Cochran counties, Texas, to the New Mexico state line are now offering business and residence lots for sale. Good opportunities for every line of business, trade, calling or profession. Lots priced very reasonable and on easy terms to encourage settlement. The new line opens up over a million acres of good land for settlement. Towns have been advantageously located far enough from each other and from other trading points to insure an undivided trade area of rich productive farm lands around each town. For full information write R. J. Murray, General Agent, 215 Leader Bldg., Lubbock, Texas.

**The A. B. Conley Jr. Store**  
Everything in wearing apparel for men and women  
Lubbock's Oldest Dry Goods House

**MARTIN BAKING COMPANY**  
Wishes to Announce the opening of their  
NEW WHOLESALE Bakery near the  
first of September.

This new model white enamel daylight bakery, equipped with the latest and best machinery and ovens that money can buy, representing an investment of \$70,000, with a daily capacity of 12,000 loaves which will enable us to produce the finest loaf of bread ever offered to people of West Texas, baking Butternut and Butterflake breads.

The people of West Texas are cordially invited to visit our plant while in Lubbock

# LUBBOCK---HUB OF THE PLAINS

## Texas Technological College Invites You to Form

By CONWAY CRAIG

United States Senator Morris Sheppard said recently at a meeting of the West Texas Chamber of Commerce in Mineral Wells: "The establishment of the Texas Technological College is the most important event in Texas history since the battle of San Jacinto."

Certain it is that the opening of the Texas Technological College at Lubbock on September 29 and 30 of this year will mark an era in the history of Texas and particularly in the history of West Texas. It will mark the culmination of a struggle and the winning of a battle.

For years West Texas has been fighting for an institution which would especially serve the young men and women of this great section, and which would also do an outstanding piece of work for the state as a whole.

There will be formal opening exercises commensurate with the dignity of the occasion. The Governor and the two United States Senators have been invited to be present and to speak on September 29. So also has Hon. R. Q. Lee, president of the West Texas Chamber of Commerce, President Sprague of the University of Texas, and President Rippsell of the University of Oklahoma are to make addresses to the student body on the following day, October 1.

When the student body assembles it will find on hand a group of buildings worthy of any school body in the world. First, there will be a unit of the Administration Building. This is a noble structure in itself and will cost, with its equipment, practically half a million dollars. However, it is only one-fourth of what the administration building will be when it is ultimately completed. The complete building will have four sides, built around a hollow square or patio. There will be a cloistered walkway, extending around all four sides of this hollow square. The building already completed is only one side of the square, but in themselves an outstanding example of architectural art. Spanish in style—

This building, like all the rest of the buildings, is distinctly Spanish in style. The towers at each end, the windows with iron grill work and the red tile roof, all refer to the Spanish history of this portion of the United States. Immediately opposite the Administration Building is the Textile Engineering Building. This also is of Spanish design, but the cloistered archways are in front instead of to the rear. This building also is just one-fourth of the hollow square, which it is planned ultimately to erect. Many people consider the entrance to this building to be the most beautiful single piece of architecture to be found on the college campus.

The Thirty-ninth Legislature made a special appropriation of \$100,000.00 for the purpose of equipping this building with textile machinery. This is to be supplemented by \$60,000.00 worth of machinery to be donated by the manufacturers of the machinery. This will give to this building the most up-to-date equipment in the way of textile machinery to be found in the entire South. It is strongly believed that the course in textile engineering will be one of the most attractive courses offered in the institution.

In addition to the work in textile engineering, work is also offered in civil, electrical, mechanical, and chemical engineering, and also in architecture. Four year courses in all these subjects have been outlined.

The third building in size on the campus is the Home Economics Building. For the time being the work in agronomy is to be housed in the first story of this building. The equipment in all branches of home economics is such as to appeal to young women and to offer to them as good inducements as can be found anywhere in this particular work.

The Stock Judging Pavilion has also been completed. It will probably be used as an auditorium on the occasion of the opening of the school.

The president's residence was the first building on the campus to be completed.

A Cafeteria Under Way—The cafeteria and the dairy barn are still under course of construction. The contract for the poultry plant is at this writing being let.

A good large concrete building will be used as a club-house for the athletes of the school, with adequate showers and lockers. This will probably be used for this purpose until a gymnasium is completed.

A comprehensive far-reaching plan has been worked out for future buildings. When this plan is completed there will be some forty buildings on the campus. The fact that the college owns two thousand acres of land in one body gives ample space for development and expansion during many years to come.

Perhaps no college in the United States has been more fortunate in its initial year in the matter of scholarships offered to students. The following scholarships have been offered to be competed for during the first year of the college and annually thereafter:

1. The W. C. Hedrick Scholarship of \$250 for the highest scholar in the College of Liberal Arts.

2. The Lynch Davidson Scholarship of \$250 for the greatest excellence in oratory.

3. The John W. Carpenter Scholarship of \$250 for the student doing the best work in textile engineering.

4. The Clifford B. Jones Scholarship of \$250 for the student doing the best work in agriculture.

5. The Lee R. Allen Scholarship of \$250 for the most valuable athlete.

6. The Athasium Club Scholarship of \$100 for girls.

7. The Dr. J. T. Hutchinson Scholarship (two) of \$100 each, one for the young man and for the young woman, making the highest grade in English during the school year.

8. The Nislar Scholarship of \$100 for the student having the highest standing in athletics and in scholarship, the two being ranked together.

It is understood that a number of other individuals and organizations are planning to offer scholarships of a similar nature.

These scholarships are not payable to the student in cash. They are, for the most part, to be awarded in June, 1926, on the strength of the record made by students during the preceding year. They will be deposited with the college authorities to be paid out by them on the expense of the student at the Texas Technological College during the following year. All these scholarships are to be decided in accordance with rules made by the faculty of the institution.

Acres for Each Student—Each student attending the Texas Technological College during the year, 1925-26, who so desires, will have one-acre of ground set apart for his cultivation during this year. No charge will be made for rental, nor for whatever water may be needed for irrigation purposes. He will have free the expert advice of members of the agricultural faculty. These acres may be planted in onions, cantaloupes, watermelons, or other crops, requiring a high degree of intens-

every possible convenience for the young man student and also a beautiful roof garden for his social events. The West Texas Company have just completed a girls' dormitory which is a white stucco building of beauty and with furniture and equipment to please the most particular co-ed.

The Fifteenth Street Dormitory is another girls' home and by the plan of its structure and arrangement Mr. John Geith, architect and builder, need be complimented and thanked by those who will make their home there in the future. The Twin Tech apartments are adjoining the college property and afford an ideal location for the family who wished to be near the Tech. Four rooms and bath apartments with every modern equipment are provided.

The college authorities are compiling a list of students who need jobs to help them make their way through college. They will do everything in their power to help

Photo by Daniels Studio, Lubbock, Texas. Type of modern office buildings in Lubbock. The J. Company department store occupies the corner space.



Photo by Daniels Studio, Lubbock, Texas. City Hall and Fire Station, Lubbock.



Photo by Daniels Studio, Lubbock, Texas. A boys' dormitory at Texas Tech, showing splendid type of architecture.

Photo by Daniels Studio, Lubbock, Texas. The new \$400,000 hotel under construction at Lubbock. One of the finest in the entire Southwest.

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## THE PROGRESSIVE FIRMS OF LUBBOCK HAVE MADE TRAGE

**BARRIER BROS.**  
Cordially invite you to attend their second semi-annual Style Show to be held at the New Palace Theatre on Thursday and Friday nights, Sept. 10 and 11th  
THE PLAIN'S BIGGEST DEPARTMENT STORE  
Lubbock, Texas

**LUBBOCK NATIONAL BANK**  
Willing to Help Those Who Try  
LUBBOCK, TEXAS

**The Lubbock Produce Co.**  
Wholesale Fruits and Vegetables  
The Pioneer Dealers of the South Plains  
R. C. Smith, Mgr.

**Texas Utie**  
Pioneers of it and Po  
Serving Texas To  
\$20 to \$35 LAND  
15 to 32 Years to Pay for it at 6 and 7 per cent  
City Property for sale or Exchange  
Write or See  
C. C. McCARTY  
The Real Estate and Loan Man  
Phone 667  
P. O. Box 1354 Lubbock, Texas

**BELL ICE CREAM CO.**  
Welcomes you to the Opening of  
TECH COLLEGE  
R. C. Smith, Mgr.

# PLAINS AND HOME OF THE TECH

## to formal Opening September 30 and October 1

**J.C. Penney Co.**  
A NATION-WIDE INSTITUTION  
DEPARTMENT STORES  
Broadway at Ave I, Lubbock, Texas

# LUBBOCK'S

Newest Department Store, welcomes the prospective students of the Texas Technological College.

Our stocks are new and our prices will appeal to students who want quality at low cost.

2300 acres of fertile Catalina farm land 2 to 4 miles from Tech College and Lubbock High School. Now selling at \$2.50 down per acre; No payment due the first year, except interest; \$1.50 per acre due the second year; \$2.00 per acre due the third year; \$2.50 per acre due the fourth year.

The rent from this land will more than meet these payments each year.

### S. E. CONE, REAL ESTATE

Merrill Hotel Bldg. Lubbock, Texas

### MODERN BANKING

In all its forms at

## The Citizens National Bank

"The Oldest Bank in the County"

Resources One and One Half Million Dollars

## The Twin Tech Apartments

FURNISHED OR UNFURNISHED

Adjoining the Tech Campus

Modern throughout, furnace heat, hot water and garage

Apartments consist of four rooms and bath

Write at once for Reservation

G. A. GUNN. Box 931, Lubbock, Texas

## JOHN GELIN

ARCHITECT AND BUILDER

30 Years Experience

Owner and Builder of 15th St. Dormitory.

BUILDER OF WEST TEXAS SANITORIUM.

### TECH CAFE

Welcomes students and visitors to the opening of the

TEXAS TECH

"We cater to Tech Students"

GUS KELLAS, Prop.

## PEOPLES ICE COMPANY

Pure Distilled Water Ice

Lubbock, Texas

## HUNTER & HUNTER

PLAINS LANDS  
LUBBOCK PROPERTY

12,000 acres near Tech College, in small tracts. Best Price. Easy terms, 6 per cent interest.

## SPADE RANCH

If You Want a Farm on Easy Terms, Address Or Call and See

THE ELLWOOD FARMS COMPANY

1210 Ave. "I" Lubbock, Texas

## Guarantee Abstract & Title Company

Merrill Hotel Building

Phone 482

Abstracts to Hockley, Cochran and Lubbock Counties and the townsites therein.  
C. L. Adams, Mgr., 16 years in Lubbock

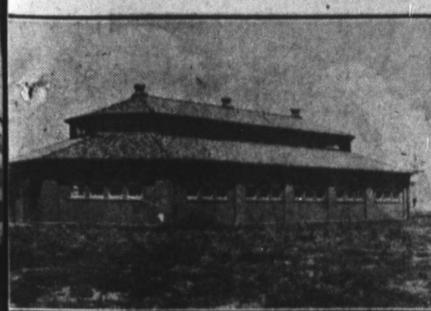


Photo by Daniels Studio, Lubbock, Texas  
Livestock Judging Pavilion

Photo by Daniels Studio, Lubbock, Texas  
Textile Engineering Building, Texas Tech.



Photo by Daniels Studio, Lubbock, Texas  
Textile Engineering Building, Texas Tech.

Photo by Daniels Studio, Lubbock, Texas  
Administration Building, Texas Tech.



Photo by Daniels Studio, Lubbock, Texas  
Administration Building, Texas Tech.

Photo by Daniels Studio, Lubbock, Texas  
Lubbock's Splendid High School Building

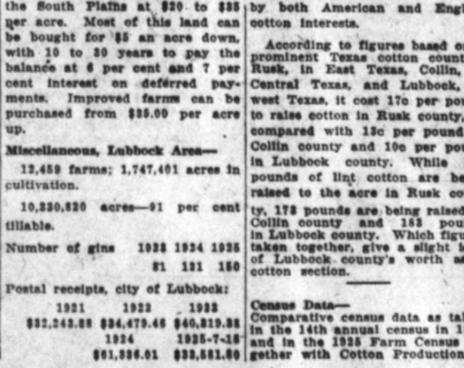


Photo by Daniels Studio, Lubbock, Texas  
Lubbock's Splendid High School Building

Percentage tillable land, average of 18 counties, 81 per cent.  
Number of acres of tillable land in 18 counties, 7,288,548.  
Number of acres in improved farms, 1,927,947.  
Number of acres awaiting development, 5,360,601.

According to Government records the average rainfall for the past 25 years has been 21 inches per year, 75 per cent of which falls through the growing season.  
The shallow water underlying the entire section at from 45 to 120 feet guarantees an abundance of water for stock raising, home and commercial gardens and orchards the year round and adds greatly to the profits of diversified farming.

To the man who wants to own his own farm: There are 14 tracts of unimproved ranch land, totaling 1,020,225 acres on the market on

the South Plains at \$20 to \$25 per acre. Most of this land can be bought for \$5 an acre down, with 10 to 20 years to pay the balance at 6 per cent and 7 per cent interest on deferred payments. Improved farms can be purchased from \$15.00 per acre up.

County	Year	No. of Farms	Total Land Area	No. Acres in Crops	Cotton Production '24
Bailey	1920	79	459,200	18,453	2,500 B-C
Bailey	1925	803	459,200	45,903	
Briscoe	1920	897	577,520	71,923	10,625 B-C
Briscoe	1925	846	577,520	82,219	
Castro	1920	395	573,440	82,029	Not given
Castro	1925	521	573,440	114,375	
Cochran	1920	14	556,160	2,590	500 B-C
Cochran	1925	86	556,160	6,222	
Crosby	1920	810	556,800	137,894	40,996 B-C
Crosby	1925	1,114	556,800	171,539	
Dawson	1920	574	577,920	79,864	51,618 B-C
Dawson	1925	972	577,920	138,357	
Dikens	1920	705	563,840	85,768	26,911 B-C
Dikens	1925	967	563,840	107,232	
Floyd	1920	1,289	647,040	242,822	22,103 B-C
Floyd	1925	1,485	647,040	274,722	
Garns	1920	455	556,800	49,552	16,959 B-C
Garns	1925	617	556,800	77,326	
Hale	1920	1,681	668,040	235,320	29,993 B-C
Hale	1925	1,593	668,040	239,018	
Hockley	1920	16	554,560	5,226	3,984 B-C
Hockley	1925	279	554,560	35,952	
Lamb	1920	172	554,080	29,687	10,534 B-C
Lamb	1925	632	554,080	62,763	
Lubbock	1920	1,069	855,520	126,909	48,640 B-C
Lubbock	1925	2,637	855,520	265,487	
Lynn	1920	674	652,960	87,323	88,216 B-C
Lynn	1925	757	652,960	119,960	
Swisher	1920	572	574,720	159,879	5,030 B-C
Swisher	1925	770	574,720	189,073	
Terry	1920	274	556,800	22,124	
Terry	1925	1,061	556,800	125,839	16,159 B-C

### PANHANDLE SOUTH PLAINS FAIR

The largest crowd that has ever gathered in Lubbock is expected to attend the fair and the opening of the Texas Technological College which will be held here September 30 on the same day. Exercises at the Tech and attractions at the fair will be so arranged that visitors may attend both occasions without conflict, according to P. W. Horn, president of the Texas Technological College, and Geo. E. Benson, president of the Panhandle South Plains Fair.

Thirty-five vice-presidents located in as many towns on the South Plains report increased interest in their sections and hold the opinion that attendance at the fair is going to set a record for this section. Twenty-one superintendents of various departments of the fair are working and report their departments in good condition.

Directors and officials of the fair believe this year's exposition will be the best in the history of the show. The members of the board of directors are: Geo. E. Benson, President; R. W. Blair, vice-President; E. L. Robertson, vice-President; W. O. Stevens, Treasurer; A. B. Davis, manager; Chris Harwell; Gib Jackson, and W. A. Myrick, Jr.; Norton Baker; and H. W. Stanton.



Photo by Daniels Studio, Lubbock, Texas  
Lubbock's Splendid High School Building

## MADE TRAGAS POSSIBLE FOR THE TEXAS TECH BY THEIR ADS.

### Utilities Co.

owners of it and Power  
Serving Texas Towns

### THE WEST TEXAS CO.

The largest realtors in Lubbock our books show that we have sold since January 1st, 288 lots, built fourteen residences, one thirty-three room dormitory, and sold twenty-three residences.

We have lots everywhere in Lubbock, few lots on farms of \$20.00 cash than \$10.00 monthly. Prices range from \$200.00 to \$4,000.00.

We have homes convenient to the Tech College—One 10-room brick at \$10,000; one 14-room frame \$8,100; one 7-room brick \$6,500. All houses well located for the College.

We have one 25-room practically fire-proof girls dormitory, hot and cold water in every room. Steam heat, constructed of tile brick and concrete and stucco, adjoining Tech Campus, \$4,000 will handle.

We have One to Five-Acre tracts one mile south of Court House. Terms \$25.00 cash, \$10.00 monthly.

If interested in Lubbock or Plains lands write or wire us.

Our Motto: A Service and Square Deal.

### The Largest Bank on the South Plains

## FIRST NATIONAL BANK IN LUBBOCK

4 Per Cent on Savings

Lubbock, Texas

### MYRICK HARDWARE COMPANY

"If It Is Hardware We Have It"

### Lubbock Mutual Aid Associations No. 1-2-3-4-5-6-7 and 8

Offers Life Insurance at cost to all the Tech. Pupils, and Teachers, also all the friends of the great institution. This is a home institution which deserves the patronage of all who live in its lawful radius of FIFTY MILES of Lubbock.

General average cost per annum per \$1,000 protection is less than TEN DOLLARS. Death claims paid over \$200,000.00, often payment is made before the funeral of the member.

ELMO WALL, Secretary



Girl Students of the Berlin High School Gymnastic Class Going Through Setting-Up Exercises.



Recent Action Photograph of Miss Helen Wills, Tennis Champion, Showing the Development of Her Forearm.

# Science Warns the New Strong-Arm Beauty

*Why Experts Say the Type of Girl Who Dominates Athletics Nowadays Endangers Her Looks as Well as Her Chances of Motherhood.*



Miss Clara Horton, Crack Feminine Long Distance Runner of California, Who Shows Symmetrical Development of the Arms and Legs.

A report issued by Dr. Mosher, physical training director at Leland Stanford University, California, shows that college women of today are actually taller, heavier, more vigorous and with greater chest girth than the college women of the last generation.

Physical training is held largely responsible for this change. But, says Dr. Williams, if a woman would retain a well balanced and proportionate contour of body, she must take part in sports that will develop all parts of her body. She must remember, too, he warns, that she is not suited by nature to compete with men. Women's athletics, he believes, would always be carried on under the supervision of a woman instructor.

Dr. Williams explains: "The female body is not suited to competition with men, especially in such sports as running, golfing, tennis, basketball, football or any game where the woman's weight is on her feet."

"Swimming is the only sport I know of where woman can compete with man. In this she has the advantage, for her body has a greater specific gravity in water than man's and when swimming the weight is not on her feet. So, if the athletic girl must super-

cede man in some sport, let it be swimming. "In other sports woman is at a disadvantage when competing against man, because her body is totally different in construction. For instance, her arms do not hang as loosely from the shoulder sockets as a man's, because of her fuller chest. The formation of her hips and thighs is different. Nature has moulded her form to suit her female organism within."

"The network of muscles in a woman's body, particularly those muscles that protect the pelvis, the hips and abdomen of a man."

"Why women should want to be heavily muscled is beyond my understanding. Muscular development is no indication of sound health either in men or women. A body is only as healthy as the internal organs. And for my part, I don't think feminine arms, developed so that they resemble the heavy arms of Jack Dempsey, are beautiful."

As to the charge of the English scientists that our girl athletes are likely to lose their feminine characteristics, that is refuted, say our educators, by a consideration of some of our strong-arm beauties. Among the swimming champions, Gertrude Ederie, Helen Walwright, Aileen Elgin and others show tremendous development, but it is symmetrical, and they are most feminine in manner. The same is true of Helen Wills, tennis champion, who has a magnificently muscled right arm. In manner she is most feminine, being shy, quiet and demure, with a soft and lovely voice. The same general description holds true of Miss Glenna Collett, America's golf champion, and other American girls who excel in varied branches of sport.

It was asserted that women athletes spend all their energy in sport and consequently are in danger of producing "an emasculated race of men." Also, the scientists believe there is a real likelihood of such women taking on masculine traits to the point where the feminine in their natures may be forced into abeyance.

To the sweeping nature of these declarations American educators and scientists take exception, while admitting that they may be true in part.

"Woman's entrance into the world of sport," says Dr. Jesse Feirin Williams, director of physical education at Teachers' College, Columbia University, "has undoubtedly set a new standard for the feminine figure. This in itself is not bad, I believe, when we consider the tightly corseted feminine figure that prevailed in the nineties. The feminine ideal of physical proportions that held sway in the Victorian period had a certain charm gauged by the standards of that time, but as we look back upon it it seems rather an anæmic standard."

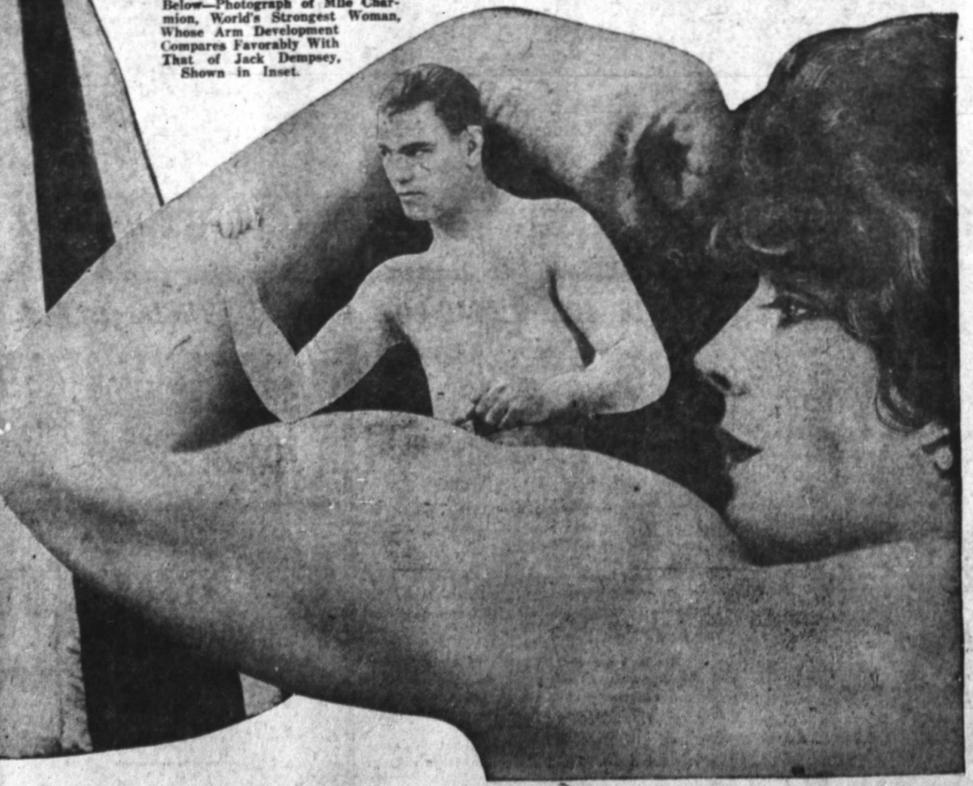
"The general tendencies of development at present are good; in my opinion, the dangers come from carrying those tendencies too far."

"As for beauty, who shall say just what it is. The Greeks had one ideal of feminine beauty, the Orient had another. Perhaps the beauty of the future will be a woman much taller than the girls of today, and much more vigorous. I see no harm in that, providing the development is gradual and does not take place at the expense of the nervous system."

How Do You Like This Old-Fashioned Girl? A Smart Costume of the Victorian Period Exhibited Recently by the Museum of the City of New York at the John Wanamaker Gallery.



Below—Photograph of Miss Charmion, World's Strongest Woman, Whose Arm Development Compares Favorably With That of Jack Dempsey, Shown in Inset.



SCIENCE is sounding a warning to the new Strong Arm Beauty—the girl athlete of 1925. She is charged with:

1. Developing certain of her muscles at the expense of symmetry, until they are frequently out of proportion to the development of the remainder of her body.
2. Over-stressing the spirit of competition so that she "plays to win" rather than for the fun of the thing.
3. Straining the delicate and complicated structure of her muscular and nervous systems so that she endangers her chances of motherhood.

The chief criticism of the girl athlete comes from England, where Gregory Vance, noted biologist, who recently returned from America, divulged conclusions based on widespread observations here. Dr. Vance declared American girls were the chief offenders in the world of sport, although he did not spare French and English maids either. He said:

"It has been noticeable during the last ten years that the type of woman in our more civilized countries is changing. Feminism has undoubtedly played some part in this, leading, perhaps, to the desire to excel in sports, which has in many cases developed to such an extent that it might be called a craze. Among girls and very young women the change is most marked, and has frequently produced what we might call the strong arm woman, the woman with overdeveloped muscles that suggest the mythical Amazons of ancient times. I have seen girls who play golf, tennis and baseball whose right arms were developed until they were out of proportion to the left arm."

Still more drastic criticism comes from George Chalmers, secretary of the committee formed in London by the British Medical Association, the Royal College of Surgeons and Physicians, and the British Medical Women's Association.

"Unless," said this scientist, "there are fundamental changes in the prevailing system of physical education for the modern girl the feminine sex may become extinct as such. In a generation or so it will not exist, and instead we will have a sort of 'manwoman,' a distinct third sex."

Doctors declared that such games as baseball, football, lacrosse and rowing, when indulged in strenuously by girls, impaired the function of motherhood and are likely to cause incalculable suffering to women in later years.

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# WILL ROGERS: WELL, A JAZZ BAND WOULD MAKE ANY CHANNEL SWIMMER SINK

By WILL ROGERS

Well, all I know is what I read in the Papers. We were all greatly disappointed last week when our plucky young American Girl failed on her first attempt to swim the English Channel. Now, I have heard a lot of people say, "What do they want to swim the thing for, anyway? What's the idea?" Well, I will tell you why. This girl at some time during her life crossed it on a boat and that's why she decided that if she ever had to cross again she would prefer swimming it. I know; I crossed it one time. (That's when I was young and thought it would be smart to say I had been to Europe. Nowadays that fact is concealed by our best people, as it is only the newly rich and the Riff-Raffs that go to Europe.)

Well, it has always been the regret of my life that I didn't try and swim it instead of crossing by boat. I know that I could have fared no worse. When this poor girl, in swimming the Channel, reached the point where she was practically unconscious, there were strong arms to save her. But in the Boat I was on, when I reached the unconscious stage, everybody else on the boat was in the same state. There was not a strong arm in sight. Nobody was there to pull me in and feed me chocolate.

There was nobody on our boat the day I crossed that was conscious enough to say chocolate. If people's food consisted of some really solid substance like, maybe, concrete, or bricks, or iron or steel there would be a natural bridge from England to France. But when you consider the fact, neither country is worth the effort from one to the other.

It has always seemed to me rather a coincidence that every body attempting this swim has tried to go from France to England. Now there are a lot of different ways of interpreting that. Is the distance shorter from France to England than from England to France? England has always been afraid that it was. Would it be official if you made the swim away from England? It's kinder a slam against France, people wanting to leave there so bad that they are willing to swim away. Or does the Almighty figure that the reason he don't allow any of them to make it is because no sane person should be leaving France.

Of course, personally, I have laid her failure to that Jazz Band. You know they had an American Jazz Band playing on the boat that was accompanying her. If I heard a band grinding out, "Don't Fetch Lulu," "No Bananas" and "Katinka," I know that I would sink purposefully. I think that drowning would be a relief. The reports say that the band got seasick. How could they tell by their playing? How could a Jazz



"If I heard a jazz band I would sink purposefully."

Player play any different if he was seasick? In fact that might possibly improve his playing. Well, another bit of news that stares Ye Editor of Ye Olde Reliable Illiterate Digest in the face the last few days is the split in the Valentino Family. That means that they have a Picture coming out soon Pictures are always preceded by a marriage, divorce, murder or attempt ed kidnapping of the Star. Winifred says she is going to take a "marital vacation." In other words, this old Sheik is kinder overrated. A Sheik is all right but when you have one around the house all the time it gets kinder like a Quail a day for 30 days. You simply can't get that many. Well, Winifred blew into New York, dressed for the Reporters and broadcasted the following: "Rudy in some respects is an old fashioned man. He thinks a Woman should be domestic. If a Woman wants only home life and a domestic person to putter about the house then they should get along smoothly. But a Woman with an active mind needs a wider outlet for her energy. She needs business or a profession. This is a time of unrest; People are dissatisfied with life; more women are doing things outside the home. When a Husband and Wife are both the possessors of temperament I think they should have a vacation from each other."

your mind was active you would jump up and take a "marital vacation" from your husband. Put on a Turban and go to France.

"This is the time of unrest." Didn't you know it? If you have been satisfied you are old fashioned, or perhaps you haven't sojourned with a Sheik. "People are dissatisfied with life." Here a lot of us have just been going along, tickled to death with the World, because it is about the best one we could hope to live in, till Winifred starts stirring up this unrest. She is the Bolshevik of the Living Room—an arch Enemy of even the Twin Bed.

When a Husband and Wife are both the possessors of temperament, I'll tell you about temperament. Temperament is liable to arrive with a little success, especially if you haven't been used to success. The best cure in the world for temperament is hunger. I have never seen a Poor temperamental person. Now, I spent several of my years in the Movies, and am to go back after Xmas to make more, and they are some wonderful people in them. But I have often said if the public judges the Movie people by some of the interviews that appear in print they must wonder how they have ever kept out of the Asylum.

If a President of the United States had as silly things written about him as appears in Movie Magazines and write-ups about Movie people, he would be impeached in three months. Now I know that they are not as silly as they are made to appear. They are a lot of down-to-earth regular people. Those who do say these

things should have their talks edited before being issued. The idea that "a Woman couldn't live happily at home and have an active mind." The only Nuts I have ever met among the feminine gender has been these female Bugs that think the world owes them a career, and the brightest and most active brains have belonged to our everyday Women who you never heard saying very much. But if you talked with them you would soon see they had pretty sound ideas on about everything.

Now the chances are Winifred meant well but she was just sorter upset. Rudy will cause that to a lot of our Women sometime. But they go over it and get back to normal as soon as their careers blow over. Rudy is a nice fellow and I like him personally. But it's been this silly stuff that has been printed about him (through no fault of his own) that has made it darn tough sledding for even him at times. Where is my friend Will Hays, anyway? I will have to see him and get this thing straightened out. This is supposed to be better Movie Year not "Better Wife Year."

(Copyright 1925, The McNaught Syndicate, Inc.) translated "of the rabble" is literally "market men," men that hung around the market-place looking for a job and ready for anything that promised excitement. "Loafers" comes near the meaning. "And gathering a crowd, set the city on an uproar." The Jews evidently had great influence, and might easily have aroused a mighty enthusiasm for their Messiah. But, alas! they chose to use their strong influence for evil rather than good. Turning the World Upside Down, V. 6 "Crying. These that have turned the world upside down are come hither also." The charge was true; for there is nothing that so interferes with sin, there is nothing so ruinous to every form of established iniquity, there is nothing that has such tendency to turn the world upside down, as our glorious Christianity. The fact is, that the world is now wrong side up, and it needs to be turned upside down in order that it may be right side up. As far as Christianity is allowed to act, it is revolutionary. Homes are transformed, business practices are changed, social customs and aims are made over, the very nations assume different attitudes and the course of history is reversed.

Paul and Silas in Berea, V. 5 "But the Jews, being moved with jealousy, took unto them certain vile fellows of the rabble. The word substance of Christian preaching in Paul's day, and will remain so till the end of the world. The Devout Greeks, V. 4 "And of the devout Greeks a great multitude." The "devout Greeks" were what called "proselytes of the gate," those born idolaters who had become sympathetic with Jewish principles and attended the synagogue, but had not by circumcision become Jews. Large numbers of these now became Christian, and it is inferred that a smaller number of Jews took the same step. "And of the chief women not a few." These leading women were probably Greek proselytes also, and we have another hint, to add to the story of Lydia, showing the influence of women in the free atmosphere of Greece, and the powerful aid which they gave to the spread of Christianity. An Anti-Christian Mob, V. 5 "But the Jews, being moved with jealousy, took unto them certain vile fellows of the rabble. The word Paul and Silas in Berea, V. 10 "The brethren immediately sent away Paul and Silas by night unto Berea." Timothy seems to have been left in Thessalonica to continue the work there, as Luke had been left in Philippi. Paul and Silas were bold as lions when boldness would do any good, but in this case it would have been suicidal foolhardiness. Thus as the outset of his ministry Paul escaped by night over the wall of Damascus. "Who when they were some thither went into the synagogue of the Jews." Paul, in spite of the bitter Jewish opposition which had driven him from Thessalonica, followed his custom and began in Berea with the synagogue audience. It must not be forgotten that everywhere where the Jews gave Christianity its start, and furnished its chief leaders as well as its P-founders.

Bible Students in Berea, V. 11 "Examining the scriptures daily." Occasional reading and study of the Bible, however extended, will not take the place of regular, daily reading and meditation, though only a short time each day may be available. "Whether these things were so." "These things" were the Old Testament prophecies of Christ, which they set over against the life, death, and resurrection of Jesus. Christian Women in Berea, V. 12 "Also of the Greek women of honorable estate." Here, as in Antioch of Pisidia (Acts 13:50), women of wealth and influence appear, and take high rank in the infant church. Thus also in Philippi and Thessalonica. All through the ages Christianity has been the glorious opportunity of women. It has raised them to heights they could not otherwise have reached, has been their great joy and their deep inspiration. In return they have done much for Christianity, working alongside the man for the spread of the Kingdom over the earth.

SPECIAL LESSON 1. Many Bible classes have received the name of "Berean," and so have numerous Sunday-school helps. It is a noble name and every Christian should be a Berean Christian. 2. God has attached rich promises to persistent Bible reading and study. The Bible is his book, and he is to be found in it. It is his guide for life, and no one can go astray that follows it. It is the divine bank, crammed with wealth for all that will apply. It is full of rich surprises. It is inexhaustible. It meets all needs of all kinds of men.

## International Sunday School Lesson

By J. E. NUNN

TOPIC: PAUL IN THESSALONICA AND BEREA. SCRIPTURE LESSON: Acts 17:1-12

1. Now when they had passed thru Amphipolis and Apollonia, they came to Thessalonica, where was a synagogue of the Jews.

2. And Paul, as his custom was, went in unto them, and for three Sabbath days reasoned with them from the scriptures.

3. Opening and alleging that it behoved the Christ to suffer, and to rise again from the dead; and that this Jesus whom, said he, I proclaim unto you, is the Christ.

4. And some of them were persuaded, and consorted with Paul and Silas; and of the devout Greeks a great multitude, and of the chief women not a few.

5. But the Jews, being moved with jealousy, took unto them certain vile fellows of the rabble, and gathering a crowd, set the city on an uproar; and assaulting the house of Jason, they sought to bring them forth to the people.

6. And when they found them not, they dragged Jason and certain brethren before the rulers of the city, crying, These that have turned the world upside down are come hither also;

7. Whom Jason hath received; and these all act contrary to the decrees of Caesar, saying that there is another king, one Jesus.

8. And they troubled the multitude and the rulers of the city, when they heard these things.

9. And when they had taken security from Jason and the rest, they let them go.

10. And the brethren immediately sent away Paul and Silas by night unto Berea who when they were come thither went into the synagogue of the Jews.

11. Now these were more noble than those in Thessalonica, in that they received the word with all readiness of mind, examining the scriptures daily, whether these things were so.

12. Many of them therefore believed; also of the Greek women of honorable estate, and of men, not a few.

GOLDEN TEXT—Prove all things; hold fast that which is good.—I

These, 5:11. TIME—A. D. 50. PLACE—Thessalonica and Berea.

INTRODUCTION Two weeks ago we left Paul, Silas, Timothy, and Luke at Philippi, but on the point of leaving that city because of the hostility their preaching had aroused, and especially the healing of the demoniac slave girl followed by the imprisonment of Paul and Silas from which they were so wonderfully delivered. They had not been long in Philippi, but long enough to plant a church which was to endure, and to become one of the most thoroughly Christian churches in the world. The "we" passage is at an end, and "they" probably indicates that Luke remained behind, in Philippi to continue the work begun by the apostles. The other three—Paul, Silas, and Timothy—went southwest about thirty-three miles to Amphipolis.

This important city was the capital of Macedonia, and had so much shipping that it has been called "the Liverpool of Northern Greece." We are well acquainted with Thessalonica because of its prominence in recent world politics, especially in the World War. In its streets King George of Greece was assassinated, March 18, 1913, and it was the landing-place of the Allies' forces in 1915. It is splendidly situated, at the head of the Gulf of Saloniki, and was named for a sister of Alexander the Great. "Thessalonica" means "Thessalian victory." It was the name of King Philip's daughter, given her because, on the day when he heard of her birth, he won a victory over the Thessalians. Alexander the Great, the half brother of Thessalonica, gave her name to this city when he rebuilt it. There is still in existence the beautiful marble arch which Antony and Augustus built in honor of their victory over Brutus and Cassius in the battle of Philippi, the victory which made Augustus Emperor of Rome.

Paul, a Church Goer, V. 3 "And Paul, as his custom was, went in unto them." Like his Master, Paul was a regular church-goer, and found in the synagogue, we may be sure, his chief delight and strength. There is no better habit than that of church-going if one would lead a happy and successful life. "And for the Sabbath days reasoned with them from the scriptures." The Sabbath day was of course the day for the great service, but services were held during the week, and it seems to have been St. Paul's custom to reason daily.

The Messiah, a Sufferer, V. 3 "Opening and alleging that it behoved the Christ to suffer." He opened to their understanding the appropriate passages of Scripture, and set forth their meaning. This doctrine, that the Messiah must be "a man of sorrows and acquainted with grief," though plainly to be read in the Old Testament after Christ's life and death, was denied by the Jews of Christ's day, who expected a Messiah who would free their land from the hated Romans, and then would reign over the nations as a mighty conqueror. "And to rise again from the dead." The Old Testament passages, such as Ps. 16:10, which foretold Christ's resurrection, were not understood even by Christ's disciples (John 20:9), still less by the Jews in general. These two facts, of Christ's atoning death and his triumphant resurrection, were the center and

substance of Christian preaching in Paul's day, and will remain so till the end of the world.

The Devout Greeks, V. 4 "And of the devout Greeks a great multitude." The "devout Greeks" were what called "proselytes of the gate," those born idolaters who had become sympathetic with Jewish principles and attended the synagogue, but had not by circumcision become Jews. Large numbers of these now became Christian, and it is inferred that a smaller number of Jews took the same step. "And of the chief women not a few." These leading women were probably Greek proselytes also, and we have another hint, to add to the story of Lydia, showing the influence of women in the free atmosphere of Greece, and the powerful aid which they gave to the spread of Christianity. An Anti-Christian Mob, V. 5 "But the Jews, being moved with jealousy, took unto them certain vile fellows of the rabble. The word

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ALFALFA SEED \$4.75 bushel. Best free. Seed for samples. Solomon Seed Co., Solomon, Kansas. 8-3-11

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HOMESPUN chewing and smoking tobacco. Five pounds \$1.25, 10 pounds \$2.00, 25 pounds \$4.50. Hickory Ridge Farms, Mayfield, Ky. 8-7-11  
TOBACCO—Chewing five pounds \$1.50; ten \$2.50; smoking five pounds \$1.50; ten \$2.50; cigars \$2.00 for fifty; pipe free, pay when received, satisfaction guaranteed. ROY CARLTON, MAXON MILLS, KENTUCKY. 1-19-11  
TUCKY. HOMESPUN tobacco chewing, 5 pounds, \$1.50, 10 pounds, \$2.50, 25 pounds, \$4.50. 1100 N. 11th St., Ft. Worth, Texas. 8-29-11

## When The Kidneys Act Too Freely Take Liquid Shumake

When the kidneys are over-active, backache or some other torturing pain is almost sure to develop. The strain on the kidneys and the entire system, with continuous interruption of sleep is bound to break down the good health of even strong men and women. If the kidneys are not restored to normal activity, no other people who have kidney trouble are bothered with excessive kidney action and in many cases if the kidney action is restored to normal condition, all misery from that source is relieved. Liquid Shumake is prepared especially for over-activity of the kidneys and relieves kidney weakness by removing the cause of the trouble. Children affected with excessive kidney action at night should have a dose of Liquid Shumake just before supper time for awhile to correct this annoying disorder. Liquid Shumake is obtainable at all drug stores with full directions.—advertising.



## ATTENTION Furnace Users

We urge you to have your furnace examined and repaired during September before the rush season.

Phone U 2917 or write **MONCRIEF FURNACE & MFG. CO.** 8903 Main Street, Dallas, Texas

