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VOL. II. No. 12

LUBBOCK, TEXAS, "THE HUB OF THE PLAINS"

THURSDAY, NOVEMBER 29, 1923

TECH PRESIDENT OPTIMISTIC

BOYS' AND GIRLS' CLUBS REPORT GREAT PROGRESS IN POULTRY

By no means least in importance of the organizations and movements that have for their purpose the upbuilding of the agricultural industry and home life of Lubbock County is the Boys' and Girls' Agricultural Clubs. These clubs are a great contributing factor in making the several communities of the county more modern in agricultural methods; at the same time they are upbuilding the potential agricultural life of tomorrow.

The Home Demonstration Agent, Miss Mable Marsh, and the Agricultural Demonstration Agent, J. W. Jennings, have been faithful in the organization details of their work and have enlisted a large number of boys and girls in the various branches of the club work. During the past year the Poultry Club work has been intensified, with surprising results. The various club members have recently filed their records with the county agents and, from these records and reports, we find that the club members have been making money as well as gaining experience that will serve them well in future life. Taking a few of these records, at random, we find some interesting results:

Goldie Potts, a member of the Canyon Club, has had surprising results with her pen of Rhode Island Reds. Miss Potts began the year's work with 25 hens and 3 cockerels. She hatched 107 chicks and raised 77 of them. She sold 20 fryers for \$12.00 and 12 baby chicks for \$2.

This 14-year-old girl made her greatest profit from selling eggs for hatching purposes. She having sold 90 settings for \$1.50 and 50 dozen eggs on the market for \$30. She sold 17 fowls to breeders for \$25.

Miss Potts' expenses for the year were as follows: Feed for year \$18, eggs for hatching \$10, labor \$5.40, a total expense of \$33.40. Deducting her expenses, her profit for the year, including value of original flock, was \$252.20. At the present time Miss Potts has a flock valued at \$75.

In addition to the actual profits from her flock, Miss Potts won \$17.50 in premiums at the Panhandle-South Plains Fair and a free trip to the Dallas Fair, valued at \$50.

In writing of her club work, Miss Potts says:

"I started my work January 9 with 25 hens and 3 cockerels. Dividing them into two pens, pen 1 and pen 2, by taking care of these hens they began to lay at once. I set my first hen January 18, on 15 eggs. She hatched 10 chickens and raised 9 of them, losing only one. From then on I set hens until April, the last being set April 15. As I was appointed demonstrator I had to set 22 more eggs. In all I hatched 107 chicks and raised 77 of them. I fed my baby chicks sour milk, scratch grain prepared for baby chicks, and growing mash. I also gave them access to free range. I sold 20 chicks for fryers for \$12.00. I have sold 12 males and 12 females for \$1.50. I sold 25 females for \$1.50. I sold 25 settings of eggs at \$2 per setting or \$150. I sold \$25 worth of eggs in one week. I sold 50 dozen eggs on the market at 20c per dozen or \$10. I also sold 17 fowls to breeders for \$25. I have my original flock left, which I value at \$75. My total sales for the year were \$312.00. My feed for the year cost me \$18. Eggs for hatching cost me \$10. My labor I value at \$5.40. My total expenses were \$33.40. Taking my expenses from my receipts I have \$278.60 profit left. My year's work has been one of my most profitable. My year's work has been one of my most profitable. My year's work has been one of my most profitable."

My garden was a failure. I did not have the water to irrigate. The birds ate all my little things and I had to come up. I think I will do better next year.

While the bond issue is only for \$500,000 before all related work is completed it will mean an expenditure of more than a million and a half dollars in civic improvements in Lubbock.

Thus spoke Mayor Spencer Saturday night after the full returns of the election had been made known to him. He had reference to the property owner's two thirds on the extensive street paving project, to the new walks, the improved lawns and other civic improvements added to the city by virtue of the bond issue.

The \$240,000 that goes toward the improvement of the streets will take care of the storm sewer situation and leave more than \$260,000 for the street paving proper. When it is remembered that our present pavement cost only about \$50,000 for the city's part and that at the peak of post-war prices some \$280,000 will do. Residential streets do not need to be as wide as our downtown streets—and the money will smear further.

Then the additional street lights, the city hall, and other improvements—all of these will add to Lubbock's reputation as the most outstanding city in West Texas.

To Stimulate Additional Building Program — During the present year the building program will pass the \$1,000,000 mark and three fourths as much was completed last year. The ball has been started to rolling—we are getting under way and gathering momentum as we go.

CITY DADS WILL BEGIN BUILDING IMMEDIATELY

CITY HALL AND WATER WORKS BONDS TO BE SOLD ON DECEMBER 7.

The City Commission, in regular meeting Monday evening, voted to award the contract for architectural work on the \$75,000 City Hall, provided in the bond issue voted last week, to Sanginiet, Staats and Hedrick of Dallas, Ft. Worth, San Antonio and Houston. According to Mayor Perry Spencer, the firm of Sanginiet, Staats and Hedrick was chosen without making application for the job. The same firm was recently awarded the architectural contract for the buildings of the Texas Technological College.

The issue of \$75,000 for the City Hall and \$15,000 for Water Works Extension will be offered for sale December 7. The City Commission expects to start actual construction of the city hall in the very near future—just as soon as the necessary details of letting contract, etc., are worked out. The city hall will be located in the southeast corner of the nine hundred block, Avenue I. It will be just across the street from the home of The Plains Journal, which is now being constructed.

According to Mayor Spencer, many people do not understand the "Water Works Bonds." This is an issue of \$15,000, voted for the purpose of laying lead water lines under the paving. While in reality it is a paving proposition it was necessary to designate the bonds as "water works bonds."

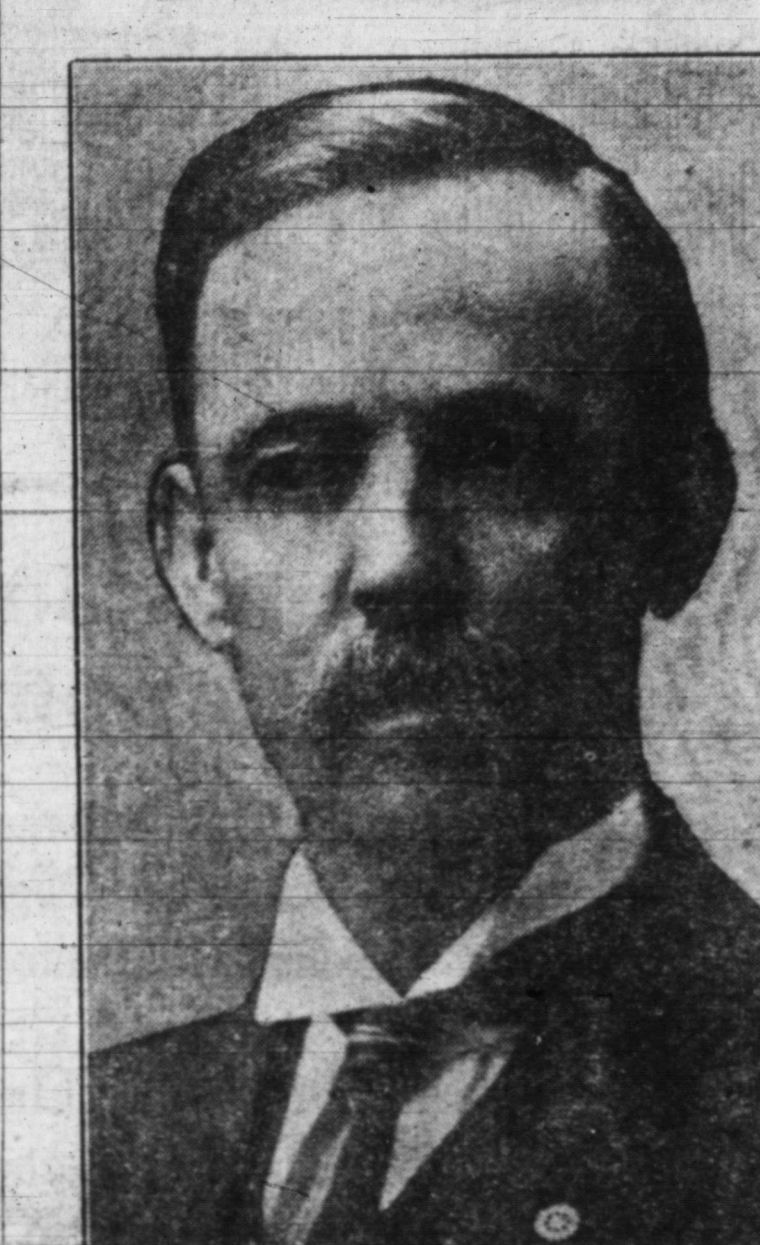
The \$360,000 paving and street drainage bonds will not be sold on December 7 and the date of their sale, as well as of the \$25,000 light extension bonds, has not been determined as yet as the City Commission desires to conduct a thorough investigation of materials, costs, etc., before selling the bonds. It is contemplated, however, that the bonds will not lay idle for any great length of time and in only a comparatively short time work will be under way on all municipal improvements made possible by the payorship of the taxing voters on November 21.

Practices Diversification in Club Work—Mildred Sharp, 13-year-old member of the Canyon Club, has been active in poultry, sewing and gardening work. Her resume of her year's work follows: I penned them, I had Wyandotte chickens. I penned them on January 14 and set my first eggs on January 20. I had good hatches. I took off 40 chickens but lost all of them except 12 pullets and three roosters. The wolves, hogs and hawks caught 25 of my chicks. I don't think my chickens could be beat. I get from eight to 15 eggs per day, and only have 20 chickens. I kept my hens laying when I first penned them by feeding them dry and wet mash, grain, all the milk and fresh water they could drink and a deep litter for them to scratch in. I think my chickens will do better next year. I have sold 15 dozen eggs. I have all the sewing I can do with my work required. I am pleased with it. I had all my sewing in the fair and am going to do my best to win some prizes next year.

WEATHER STRIPS ARE BEING PLACED ON COURT HOUSE

Workers are now busily engaged in putting weather strip on the doors and windows of the Lubbock County Court House. It has been found that weather strip is quite advantageous in keeping out the sand in Spring and snow in Winter. It also goes to keep out the cold Northern draft, sometimes sweep down on the Plains.

President of New State School



Dr. Paul Whitfield Horn, president of Texas Technological College, who hopes to make the new state school at Lubbock the outstanding school of Technology in the United States. Dr. Horn will be in Lubbock, with the Board of Regents and the architects, on December 5.

SCHOOL MEN ARE OUTSPOKEN IN THEIR PRAISE OF DR. HORN

School men in all parts of the state and nation have been outspoken in their praise of the selection made by the Board of Regents of Texas Technological College when they chose Dr. Paul W. Horn, now president of Southwestern University at Georgetown, to head the new school at Lubbock.

Among the first to congratulate the Board of Regents and Doctor Horn were two of the educators who were themselves considered for the appointment.

In a letter to Anon G. Carter of Fort Worth, chairman of the Board of Regents, J. W. Cantwell, superintendent of schools at Wichita Falls and former president of Oklahoma A. and M. College, said: "I wish to express to you and the board my hearty approval of the selection of President P. W. Horn for the presidency of the Texas Technological College. He is one of the ablest school men in Texas and one of the best known. His selection will meet the approval of the Texas people generally. My effort will be directed toward helping him and the board where and when I can."

(CONTINUED ON PAGE TWO)

DR. HORN SENDS GREETINGS TO LUBBOCK CITIZENS

Dr. Paul Whitfield Horn, newly elected president of the Texas Technological College, sends greetings and appreciation to the readers of The Plains Journal, in an exclusive interview. In speaking of the future of Texas Technological College, the president says:

"There is no limit to the possibilities of our new school. I believe it should be distinctly a school of technology and I hope to see the cotton textile fabrics stressed so much that this will become the leading institution in the United States along his line. I hope that in the future men from New England, wishing their sons to learn the cotton manufacturing business from the beginning will send them here to learn, but it should be remembered that it will take time to develop this work and meanwhile general educational development must not be overlooked. It should be possible for boy or girl to secure as good a general education here as elsewhere. Such education, however, should be based on the arts and sciences of today rather than upon the history of the past."

Coming to Lubbock December 5. "I look forward to the pleasure of spending December fifth in Lubbock," said Dr. Horn, "and extending then my acquaintance with its citizenship and the still greater pleasure of permanent residence there shortly thereafter. I pledge to the people of Lubbock, West Texas, and the entire state, my most loyal efforts in the development of this great school."

Dr. Paul Whitfield Horn is now president of Southwestern University at Georgetown, having been elected to that position on June 7, 1922, and formally inaugurated at the golden jubilee commencement the same month.

Doctor Horn, who is 53 years old, was born in Bonville, Mo., April 26, 1870. He was graduated from Central College at Fayette, Mo., in 1888, with the degree of master of arts. Southwestern and Baylor Universities and Central College also have conferred upon him the degree of Doctor of Laws.

Doctor Horn was for seven years superintendent of the Sherman schools and was superintendent of the Houston and public schools for 17 years. From 1904 to 1921, when he resigned to become president of the American School of the City of Mexico. He left that position to become head of Southwestern University.

Doctor Horn is an ex-president of the State Teachers' Association of Texas, and has written a number of books on education. He is a member of the State Educational Survey Commission and is chairman of the two sub-committees that have had charge of the selection of the directors to make the survey.

It is expected that Doctor Horn will resign his position at Georgetown University on January 1, and will immediately move to Lubbock.

It is quite evident that Doctor Horn intends to stress the technological features of the great school here. He has stated that his initial work will be to train cotton textile men so that when cotton mills are opened in Texas it will not be necessary to send to other states for men to manage them. Doctor Horn says it may take some time to turn out thoroughly competent textile men but that it will be accomplished as soon as possible.

The new president of the new college explains that he is not to overlook the agricultural features by any means; but will give much attention to them and will especially advance agricultural education along lines especially adapted to West Texas, such as arid and semi-arid farming, shallow well irrigation, and the forage crops. He will also give special attention to the immense livestock industry of the state and more especially in regard to the extension of the pure bred livestock industry.

Doctor Horn has announced that he will ask the Board of Regents to have every foot of the campus minutely surveyed and locations made for every building so as to insure a harmonious structure and campus plan for fifty years to come. "Of course, we are going to make a modest start in construction," he said, "but we ought to know in advance the precise support of every building that we will put up for the next fifty years."

ROAD WORK NOW UNDER WAY WILL SHORTEN ROUTES

Several important changes in the highways of Lubbock County are now being made according to County Judge Brown. The road to Brownfield and intermediate points is being shortened about one mile and two railroad crossings are being eliminated. About the first of the year the Commissioners opened a road across the A. W. Jackson farm, three miles southwest of Lubbock. They are now opening a mile and a half stretch along the east side of the railroad track, instead of going west along the Carlsbad road. A new Caterpillar tractor is being demonstrated on this work by Mr. Haines, the salesman.

This road will be open in about fifteen days. Work is now under way to open a road south from the Woodrow School, crossing Section 23, Block E, and connecting with the new Lynn County road at the county line. This road will mean a saving of about two miles and will eliminate the necessity of crossing or detouring around a lake. The road is being pushed to completion to enable school children to reach the Woodrow School without going from one to three miles out of the way.

Judge Brown informs us that the County Commissioners will open a new road north of Lubbock early in 1924. It is planned to go along the railroad tracks north from the stock yards to the north line of Section 35, Block A. This will be known as the George C. Cooper Road. It will be a great advantage to farmers living along it as it will save them quite a bit of travel in coming to Lubbock and going to the north.

Fifty farmers have received prizes for restoring shell-torn land in the devastated area of Aigne. This is good news. The movement ought to extend to this country. We have no shell-torn fields, at least no recent ones, but we have some badly in need of restoration. We are not paying enough attention to soil conservation.

(CONTINUED ON PAGE TWO)

Three Million Dollar Building Program in Sight for Coming Year

The coming year should double the present year's building program as far as residences, retail stores, wholesale warehouses and industrial improvements are concerned.

Then early in the spring \$400,000 construction program of the Texas Technological College will get actively under way. That amount is available now for work on this great institution and an additional \$450,000 will be available on the first of the coming September—a million dollar program, there.

Before the end of the year SOMEBODY is going to build a real hotel in Lubbock—a \$250,000 hotel plant that will not only care for the needs of the city but become the social, commercial, civic, and development center of the entire Plains—just as the Texas Hotel is the great institutional center of West Texas today.

The most productive money Felt Worth ever spent was the million dollars put into the Texas Hotel. It has already paid the city more than that in increased business and prestige without consideration of the profit earned by the hotel itself upon the investment.

Lubbock MUST have such an institution and before the end of the year SOMEBODY is going to build a hotel that will be the pride of this city and the entire Plains section. In doing so, they will not only serve Lubbock in a way that cannot be estimated in dollars and cents but will make a real return upon their investment—for there is no other town in Texas that offers more real opportunities for a real hotel than does Lubbock, with her five railroad outlets, her six designated state highways, her 22 wholesale houses, her more than 125 resident salesmen—serving a section with more than 125,000 population today and capable of supporting—in increased property more than twenty-five times that number. The present situation and conditions makes Lubbock the logical location for a productive hotel of the first class. But her present is only the beginning of the story.

The Entire South Plains Are Keeping Pace

Lubbock is doing great things. She is making rapid strides in every line of human endeavor. Her population has more than doubled since 1923—estimates based upon scholastic enrollment of her public schools. Her building program is increasing every month. Her freight, express and post office receipts are soaring offward with each quarterly recording—and yet Lubbock is not, as the school boy would say it, "the whole cheese."

There are other towns in the South Plains that have made a greater percentage of growth in population; that have enjoyed a larger proportional building program; whose freight, express and post office receipts are soaring offward with each quarterly recording—and yet Lubbock is not, as the school boy would say it, "the whole cheese."

Idalou, Lorenzo—two villages of a year ago have more than doubled in population during the past two years and are both crowding Lubbock, Slaton, and the other larger towns of this section in cotton receipts and general business prosperity. Brick residences, new schools, retail stores, lumber yards—all of these evidences of substantial growth are found in these and other South Plains towns.

Rails is building, new farms are being opened in the surrounding trade territory, while Crosbyton is voting upon a

BIG BUILDING PROGRAM IN SIGHT

(CONTINUED FROM PAGE ONE)

end of the ten year period he will own a home that has more than doubled in value and will not have worked as hard as he is now working in the crab grass districts of East and Central Texas.

New Towns Serve New Communities.
A year ago a passing switch with only a dim marker, known to no one except train crews, operating on the stretch between Slaton and Coalinga—Amherst is today a most promising little town of the upper South Plains. A \$40,000 hotel building is nearing completion, more than 120 barns have been sold, a model farm is under construction, three lumber yards are being put in, retail stores, housed in modern brick buildings are receiving their supplies and will open for business before the Christmas holidays—and a new community is born and becomes a part of the great South Plains country.

In short while the population of the city of Lubbock has more than doubled during the past three years—figures based upon the scholastic enrollment of her public schools—the entire South Plains section has made just as comparatively large a growth as a whole and several communities in this section has more than doubled that record. The growth is not a boom growth—the result of artificial stimulation. It is the fruit of years of hard, patient, far-sighted labor. For years the Lubbock Chamber of Commerce, and similar organizations in Terry, Crosby, Lamb, Garza, Lynn, Dawson, Floyd, Hyslop and other South Plains counties have been taking their exhibits to the State Fair at Dallas. Hundreds of thousands of booklets, folders and newspaper stories have been distributed dealing with the Plains. Settlers have been brought into the section. They have tested it out, found it good and are bringing their friends—

And so it has grown and is now reaching the point when the results of previous years of hard work are being felt. And we are just started. When 10 bales of cotton were ginned in Lubbock County in 1903 it was said that the Plains could never profitably grow the crop. This year more than 115,000 bales of Plains cotton will move into the world's markets and bring a premium on staple. Government figures put the per acre yield of Lubbock County ahead of Williamson, Ellis, Bell and the other recognized cotton counties. Dr. Hunter the eminent epidemiologist declares that the boll weevil can never live on the Plains—and thousands of his victims are leaving his kingdom and despoiling the rule and coming to the South Plains where cotton is gaining such a headway as has never been seen before in a like period of time.

A Time for Sober Judgment and Great Care.
With all of the bustle, and activity, the rapid growth and development of the section men are prone to lose their better judgment and tendency to PLUNGE may be felt during the coming months. Large and substantial growth is to be expected. Reasonable prosperity is to be hoped for—but while the South Plains offers every man a real OPPORTUNITY—it does not hand him wealth and luxury—and none for the asking. Honest work is still required for honest and worthy returns and the problems of the coming years will be not to get more new comers into the South Plains section—but to assimilate those that come without much urging.

In anticipation of the heavy building programs hundreds already are moving the way. They cannot appreciate the fact that hundreds are already here—seekers after the same work. A thousand rent farms could be filled in thirty days if they were to be had. A thousand bookkeepers, stenographers, carpenters, brick masons, laborers of every kind could be found in thirty days who want to come to the Plains—and too many of these are coming already—if work could be had for them.

So with it all—the leaders of the section have grave cause for serious consideration and much deliberation from time to time to take care of the situations that will develop during the coming year. The cities of the South Plains as never before must stand together, must co-operate for the solution of their mutual problems. Great things are happening in the great Plains section and properly directed our present momentum can carry us all on to real and lasting prosperity. But once we lose control of the situation—like a speeding automobile on a steep incline—the wreck will be awful to view afterwards.

A Great Section Deserving of a Great Publication.
Let's all hold together for a Greater South Plains and—lasting prosperity. The Plains Journal is here to serve this great Plains section. It is built upon faith of its management in the future of this section. It is not selfishly partial to any town or county—but sincerely believes that there is glory for all, as no-favors or county special privileges. It is worth the dollar it costs to secure it for a year and the forty cents per inch it costs to carry an advertisement in its pages. Upon these premises alone does it ask for your support and patronage.

Let's build a Greater South Plains.

1924 Auto License Collection to Begin December 1st.

Issuance of 1924 state automobile license seals will begin on December 1, 1923, according to the announcement Thursday of J. F. Holland, tax collector of Lubbock county, and the auto license department will be equipped with all information available and a good man to handle it, but attention was called by Holland to the new law passed by the last legislature in regard to auto licenses.

Registration will be based on both weight and horsepower of the motor vehicle, and the fee will be much larger than heretofore.

The auto license department has the weights of all passenger motor vehicles, but it will be necessary to weigh all commercial motor vehicles before a license can be obtained.

Must Know Car Model.
Applicants must know the exact model and year in which their car was

made in order for the department to ascertain the correct weight, Holland explained. Operators of service cars, whether bus or passenger, will have to pay, in addition to the weight fee and the horsepower fee, an additional fee of \$4 for each passenger the bus or car will seat.

Holland said that if the following rules are observed applicants will have no trouble in securing a license.

Bring your last license receipt if possible, as this will save much time for both you and the clerk.

If your car was registered in the county for 1923 and you have lost your

receipt, copy the license number of your car.

If your car was registered in some other county and you have lost your receipt, write the state highway department of Austin for a duplicate, which they will gladly send you.

If your car was registered in some other state you must have the registration papers, if these have been lost, write the highway department of that state for a duplicate.

Find out the model and the year in which your car was made, if you are in doubt consult some dealer.

If you have a truck, have it weighed

and bring the weight slip with you.

If you have purchased a car which was registered by some one else, bring your bill of sale and the license receipt also; if you have filed your bill of sale previously, bring transfer receipt.

If you operate a service car, don't fail to tell the clerk, for it will cause trouble later.

H. E. Brannon of Lubbock is in a local Sanitarium.

Roy Leaman of Dallas spent a few days her visiting with Mr. and Mrs. T. B. Cook.

Lubbock, Texas, phone 420
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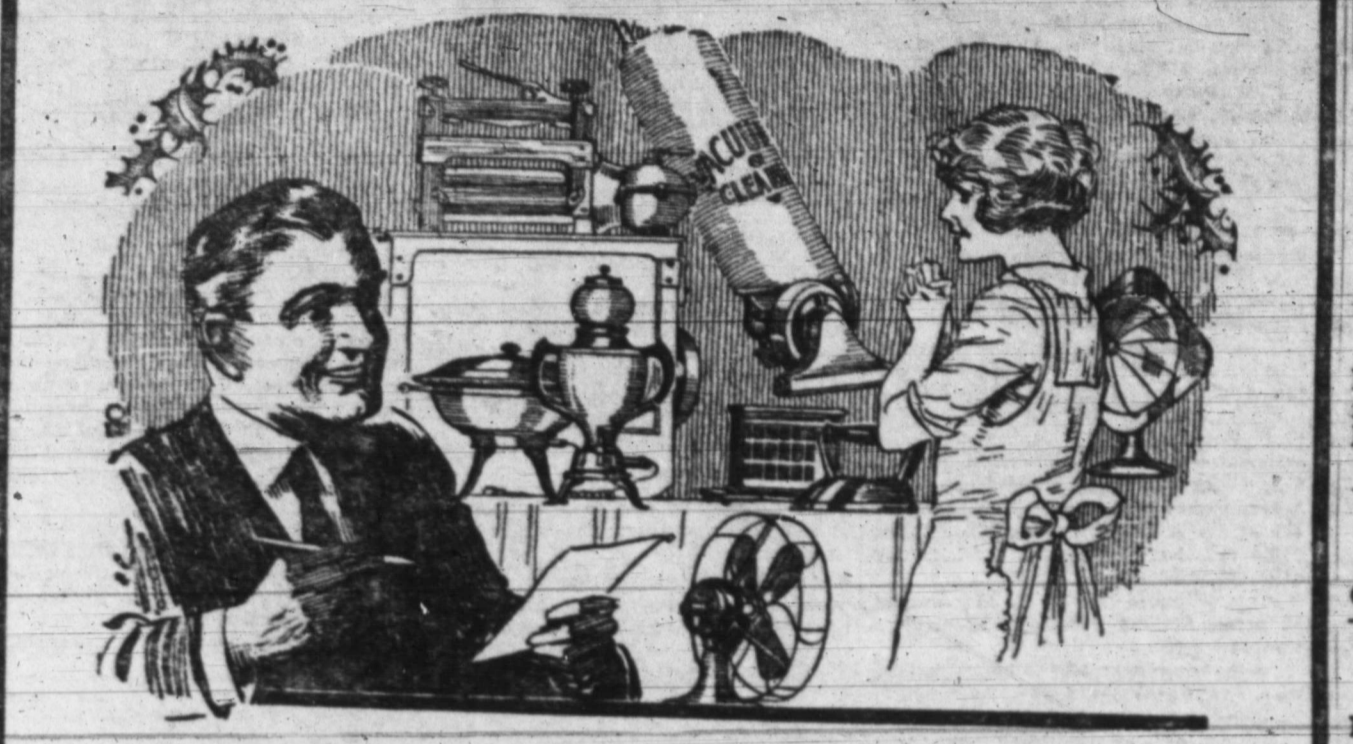


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Economical and Satisfactory Service in Power, Light and Electrical Supplies

SCHOOL MEN PRAISE DR. HORN

(CONTINUED FROM PAGE ONE)

Public schools also wrote Chairman Carter in the following language:

"I want to thank you as president of the board of directors of the Texas Technological College for the consideration given me for the free delivery of the new school bus to the community. You were executing an excellent plan as Doctor Horn. He is one of the outstanding school men of the South and the new institution, under his administration, will become all that you and so many other friends hope for. Doctor Horn is well known throughout the state and his efforts are being generally recognized."

The First Presidential Thanksgiving Proclamation

BY THE PRESIDENT OF THE UNITED STATES

A PROCLAMATION

WHEREAS, It is the duty of all Nations to acknowledge the Providence of Almighty God, to obey his Will, to be grateful for his Benefits, and humbly to implore his Protection and Favour: And whereas both houses of Congress have, by their joint Committee, requested me "To recommend to the People of the UNITED STATES, a Day of PUBLIC THANKSGIVING and PRAYER, to be observed by acknowledging with grateful Hearts the many Signal Favours of Almighty God, especially by affording them an opportunity peaceably to establish a Form of Government for their Safety and Happiness.

Now, THEREFORE, I do recommend and assign THURSDAY the Twenty-Sixth Day of November next, to be devoted by the People of these States, to the Service of that great and glorious Being, who is the beneficent Author of all the good that was, that is, or that will be: That we may then all unite in rendering unto him our sincere and humble thanks for his kind Care and Protection of this Country previous to their becoming a Nation;—for the signal and manifold Mercies, and the favourable Interpositions of his Providence in the Course & Conclusion of the late War;—for the great Degree of Tranquillity, Union and Plenty, which we have since enjoyed;—for the peaceable and rational Manner in which we have been enabled to establish Constitutions of Government for our Safety and Happiness, and particularly the national one now lately instituted;—for the civil and religious Liberty with which we are blessed, and the means we have of acquiring and diffusing useful knowledge;—and in general, for all the great and various Favours which he hath been pleased to confer upon us.

AND ALSO, that we may then unite in most humbly offering our Prayers and supplications to the great Lord and Ruler of Nations, and beseech him to pardon our National and other Transgressions;—to enable us all, whether in public or private Stations, to perform our several and relative Duties properly and punctually;—to render our national Government a Blessing to all the people, by constantly being a government of wise, just and Constitutional Laws, directly and faithfully obeyed;—to protect and guide all Sovereigns and Nations, (especially such as have shown kindness unto us) and to bless them with good Government, Peace and Concord;—to promote the Knowledge and Practice of true Religion and Virtue, and the increase of Science among them and us;—and generally to grant unto all mankind such a Degree of temporal Prosperity as He alone knows to be best.

Given under my Hand at the City of New York, the third Day of October, in the Year of Lord One Thousand Seven Hundred and Eighty-Nine.

GEO. WASHINGTON

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THE PLAINS JOURNAL

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Office Phone 310

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General Medicine
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E. L. Noey
Contractor-Building, Lubbock, Texas

Wilson Abstract Company
One of the best equipped abstract plants in Texas, covering every foot of land in Lubbock, Hockley and Cochran counties.
R. L. WILSON, Mgr.
Lubbock, Texas

R. B. Hutcheson & Allen
Dentists
Special attention to Prophylaxis
Office 151 Phone 111
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COZY BARBER SHOP
The One Price Shop.
Hair Cut 25c
Half Block North of Watkins
Charles P. Collier, Prop.
Lubbock, Texas

We know how to appreciate your patronage.

LUBBOCK MATTRESS AND UPHOLSTERING CO.
713 Broadway
Phone 363

See Us Before Selling Your Cotton

Weaver Bros. Cotton Co.
Room 4, Conley Building

Dr. C. M. Ballenger
DENTIST
Lubbock, Texas
Lubbock State Bank Bldg.
Phone Office 209 Residence 302

Rix Furniture & Undertaking Company
Lubbock, Texas
J. A. Rix and H. W. Griffith
Licensed Embalmer
DAY, Phone 475
R. A. Rix, 150 N. W. Griffith, 397
A. C. Sanders, 237

FARMERS ATTENTION!

We Are In The Market For Sudan, Cane and Spur Feterita See us before you sell

H. T. KIMBRO GRAIN COMPANY Lubbock, Texas

Building Permits

Frank Massey frame bldg. \$250.00
 C. Koen, residence 1300.00
 C. Koen, residence 1300.00
 C. Koen, residence 1300.00
 C. Koen, residence 4000.00
 C. Koen, residence 5000.00
 C. Koen, residence 2000.00

Real Estate Transfers

(By Warranty Deed)

L. A. Howard and wife to J. A. Mar...
 J. W. Gidney and wife to D. L. Hub...
 E. D. Hurd and wife to D. T. Martin...
 J. P. McDonald and wife to W. J. M...
 H. H. Halsell and wife to Jno. W. J...
 H. Sherron et al. to Geo. E. Benson...
 W. C. Vaughn to Mrs. T. L. Turner...
 W. A. Myrick, Sr. and wife to H. W. S...
 W. O. Stevens and wife to J. D. S...
 E. K. Lamb and wife to Paul Barrier...
 O. K. Lykes and wife to J. T. Hutch...
 J. G. Keaster and wife to W. B. Bu...
 E. N. Twaddle and wife to W. R. G...
 A. V. Hendrick and wife to A. V. H...
 P. R. Woods and wife to A. V. H...
 P. R. Woods and wife to A. V. H...
 Claud Boyd and wife to D. R. Boyd...
 E. L. Kokernot to Lubbock Independ...
 J. R. Germany and wife to H. D. Rat...
 F. O. Smith to L. J. Langford, 221...
 J. R. Germany and wife to H. D. Rat...
 F. O. Smith to L. J. Langford, 221...
 Bob Johnson and wife to Lubbock I...
 Jno. F. Robinson to Lubbock Inde...
 Mike Pierce and wife to Lubbock I...
 L. O. Griggs and wife to J. G. Keas...
 J. H. McDermott to B. C. Clutter, L...
 Homer L. Pharr to W. S. Posey, L...
 A. B. Ellis and wife to Oia Frances...
 C. C. Hoffman and wife to J. I. D...
 O. V. Maxwell to Jackson Bros. L...
 O. C. Belt to Jackson Bros. Lot 6...
 J. C. Royalty to Jackson Bros. Lot 7...
 Geo. T. Reynolds to Jackson Bros...
 T. P. Lismon and wife to Jackson...
 Pat Powell and wife to Jackson Br...
 W. I. Azers to Jackson Bros. L...
 Lucy B. Behrens to Jackson Bros. L...
 W. E. Thorp and wife to Jack A. L...
 Amos H. Howard et al. to Frank Mas...
 R. L. Vermillion and wife to W. F...
 A. C. Saunders and wife to L. C. E...
 G. W. Quinn and wife to Jno. P. H...
 Anton Hlavaty to Frank Hlavaty, N...

Marriage License

Roy Lee and Miss Pauline Harrison...
 Frank Allen and Miss Fannie Lou...
 A. H. Gearhart and Miss Helty...
 Lesley Hix and Miss Florine Moore...
 Ted Lindsey and Miss Noia Randolph...
 Emmett Cobb and Miss Lottie Hick...
 W. T. Middleton and Miss Lee Ora...
 Thomas L. Russell and Miss Anna...
 James Riley Roberts and Miss Tas...
 A. F. Green and Miss Odessa Cora...
 William Herrell and Miss Jewel R...
 Joe Laley who has been visiting Mr...
 Mrs. B. C. Tatum of Snyder, who has...
 Miss Juanita Reed from Petersburg...
 Mrs. W. T. Taylor of Slaton is in a...
 Alvin Sitt from Tahoka is in a loca...
 Jeff Beal from Plains, Texas, is in...
 Mrs. M. J. Cannon et al to A. E. Bal...
 Mrs. Gussie Cannon to A. E. Balley...
 J. A. Jordan and wife to G. W. Har...
 J. F. Freshly and wife to Wm. Robi...
 Mrs. Gussie Cannon to A. E. Balley...
 I. B. Seaton, by Sheriff, to T. A. C...
 A. E. Whitehead and wife to Flor...
 J. L. Cruse and wife to J. M. Hann...
 M. A. Pember to J. G. Wigley, C...
 C. E. Maedgen and wife to A. V. Wea...
 W. M. Clark and wife to O. N. Wil...
 G. C. Nichols and wife to J. W. B...
 W. H. Whitley and wife to Mrs. L...
 Thad Carille et al to John A. Bro...
 J. C. Royalty to Joe H. Nislar, l...
 J. D. Slaughter, et al to R. T. Port...

METHODIST CHURCH

Broadway and Avenue M.
 Rev. C. N. N. Ferguson, Pastor.
 Sunday School, 9:30 a. m. James L.
 Dow, Superintendent.
 Church service, 11 a. m. Subject,
 "Good Citizenship."
 The Layman organization will meet
 at 3 p. m.
 Evening services, 7:15 o'clock.

FIRST PRESBYTERIAN CHURCH

Corner Fourteenth and Avenue M.
 Rev. J. M. Lewis, Pastor.
 Sunday School, 9:45 a. m.
 Morning worship, 11 o'clock.
 Christian Endeavor, 6:45 p. m.
 Evening worship, 7:30 o'clock.
 This church begins its active cam...
 paign Sunday for funds which will
 mean the erection of the new church
 building in the near future. Both ser...
 vices Sunday will be given over to the
 explanation of the details of the cam...
 paign, etc. Every loyal member will
 be present. All of our friends are in...
 vited.

FIRST CHRISTIAN CHURCH

Corner Sixteenth and Avenue J.
 Charles D. Poston, Pastor.
 Bible School, 9:45 a. m.
 Communion and morning worship, 11
 o'clock.
 Y. P. S. C. E., 6 p. m.
 Evening service, 7 o'clock.

MONDAY IS DOLLAR DAY

It Will Pay You To Come to Lubbock on First Monday

Monday will see a host of bargains on sale at our store, all priced \$1.00. It is our custom to offer most unusual values each FIRST MONDAY, and for December's sale—Next Monday—we have the most attractive array we have ever attempted.

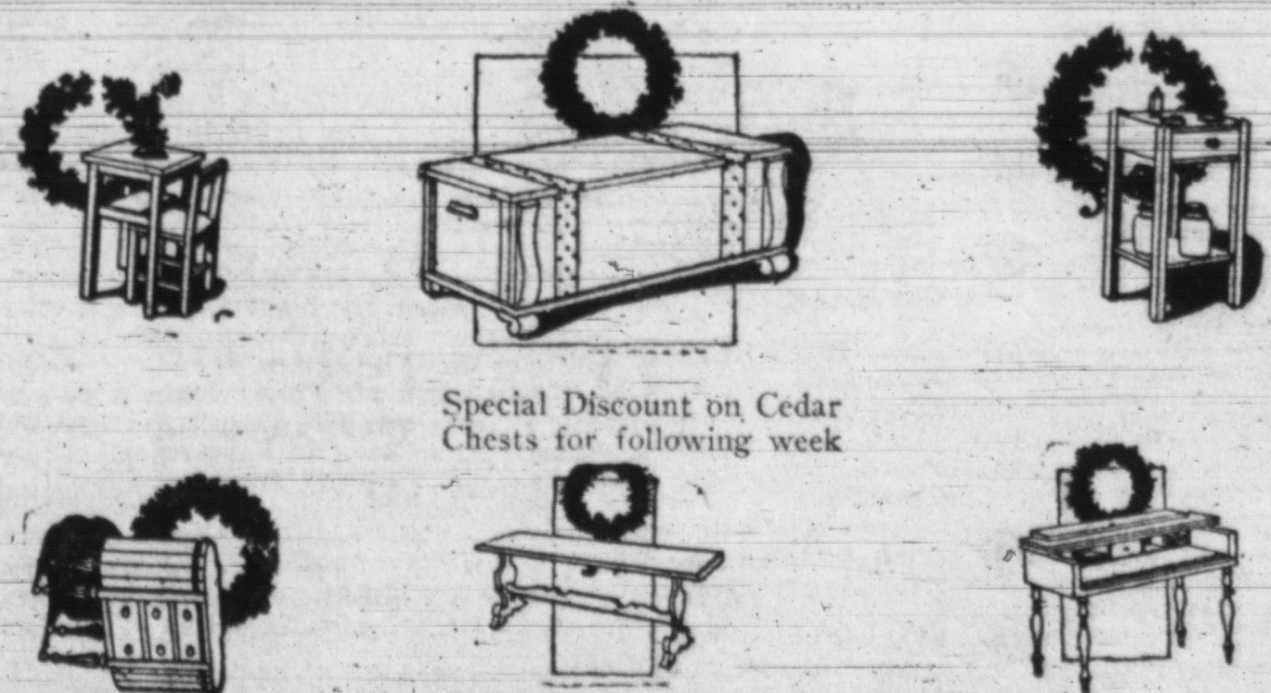
Don't fail to be on hand for your share of the many bargain opportunities that are to be had. At this season of fall buying, when you are supplying most of your larger needs, this opportunity is not to be overlooked.

Hemphill Price Co.

Lubbock, Texas



There are few homes that really can call themselves complete. Perhaps there is some little nook or corner that would be made more inviting and more eye pleasing, if it contained one or more of the special pieces we offer in this event. As a holiday gift we know of nothing that will bring greater appreciation than any of the pieces shown below.



Special Discount on Cedar Chests for following week

SEE OUR WINDOWS FOR CHRISTMAS GOODS

SIMMONS

Furniture & Undertaking Co.

On Broadway

Ladies' Rest Room

A Fable That Applies to Every Form of Organization from School Board, Farm Bureau, Chamber of Commerce on up to National Governments.

The Dub Pedro and the Loud, Loud Wail.

There was once a Sap who had Nothing to Say when the meeting was Called to Order to discuss the State of the Union.

When all the other Hiram had their heads together trying to Figure Out a plan of campaign, the Inarticulate Gink sat back with his Arms folded.

When all the other Hiram had every man was needed to Come to the Aid of the Party this Bird turned away Mutely and Refused to Admit that he had an Idea in his Cabezo.

Several Crises arose, through which the Bunch worked its way only at the Expense of much Sweat and Agony and by bursting Most of their Galluses. The Dumb Pedro stood aside with the other Spectators; he neither Sweated nor Sprung a Button, nor Spoke a Word.

Then a small unimportant Ruction arose, which was ettled out of Hand. But it did not Please the Oyster. He Claimed suddenly that he had Not Been Consulted.

He raised a Loud and Furious Outcry and you could have heard Four Blocks Away on the same Street with a Switch Engine.

He criticized Everybody connected with the Work, from the Office Boy to the Man who smokes the President's Cigars. He pointed out that nine-tenths of the Executives were Crooks and the rest Ignoramusi. He said that if He had been asked he could have Solved the Whole Question to his own Entire Satisfaction.

He forced himself into the Front Line of the Kickers and Spoke for them. The Boys who had Manned the Hand-car during all the Trouble looked at him with Surprise. But they couldn't get enthusiastic about his Tardy Participation.

They said to him in a Cruel, Cold Voice, that he was Persono Non Grata with them; in other words, that they Could live Happily for Simply Years and Years without ever Again hearing the Sound of his Voice.

The Dumb Pedro tumbled after a while and bought himself a One-Way Ticket to a Distant Community, where he went without any Letters of Introduction from the Responsible Parties in his Old Home Town.

MORAL: Criticise, suggest and Show with your Shoulder now; because Tomorrow will be at least Two Days Too Late.

—The Little Prune.

THE SOUTH PLAINS IS THE COMING COTTON CENTER OF AMERICA

LUBBOCK WILL BECOME THE DALLAS OF THE PLAINS

SAY THOUSANDS OF FARMERS

That Lubbock is destined to become the cotton center of the greatest cotton-producing center in the world is the prediction made by cotton men who have made a life-long study of the trend of cotton developments and know intimately this section of Texas. What Dallas has become to North and Central Texas—the cotton market, wholesale and market center with all of the related activities that go with the recognition of the fact that it is the cotton and market center—so will Lubbock become during the future years.

Already this year more than 50 per cent of the cotton grown on the Plains will be marketed through the cotton firms, exporters and operators on the Lubbock Cotton Exchange which has a membership of more than 40 resident cotton buyers and a large number of cotton men in surrounding towns who depend upon the Lubbock market for their purchases each day. One hundred thousand bales of cotton totaling more than \$50,000,000 will be handled through Lubbock this season and the set-on is less than one-fourth developed—yes less than 15 per cent developed.

It is estimated that more than 1,000 new farms were added to this section during the crop season just now being closed. As many more or, according to some estimates, twice as many more, will be added to the section for this coming crop year. At this time more than a million and a quarter acres of ranch lands are being offered to the small home seeker on terms and at a price that places a farm home within the reach of every honest, industrious man in America—and they are flocking into this section to take up this new land and to build homes.

The Beginning Has Hardly Been Made. "And yet we still, we are scarcely started. There has been little attention given to better planting seed, improved methods of cultivation, breeding of a special variety of cotton for the Plains and the rest of the intensive work that will come with the further development of the section to add its hundreds of thousands of dollars to the season's crop earnings.

A farm on every quarter section for the 15 South Plains counties, growing

high grade, especially adapted cotton for the Plains, will put more than 2,000,000 bales of cotton per year through the Lubbock market and support a city here of 100,000 people. That is all possible within a period of ten years. It may take longer—it usually does—but the estimate is easily within reason and allowing nothing for increased momentum, the population of Lubbock will be 84,000 at the end of a ten-year period.

But There Are Problems Before the Section. Great growth, great progress or change of any kind is not made without difficulties to be accounted for, problems to be met, and a great deal of hard thinking, planning and work on the part of the builders of a city or a section. We of the South Plains do not have the world by the tail with a downward pull. We have a great opportunity to accomplish great things in a big way and to build cities and a section that will stand out among the best in the nation. But it is going to take unselfish cooperation and ceaseless work.

There are many matters of concern in the development of the cotton industry. First among these, we believe, is the matter of improved seed and a variety of cotton that is especially adapted to this section. Under normal conditions our growing season is from 30 to 40 days shorter than the growing season in the rest of the so-called cotton sections of the United States. With a dry summer and a late frost—such as we had this year, the effect of this is not so strongly felt—but with a reasonably wet summer and an early frost we would have lost more than half of this year's crop—or rather had to gather it as bolls. There is no use dodging the issue. Ours is a shorter growing season—but not too short for the production of a certain cotton crop if we properly select the right variety and then especially adapt it to this section.

After improved seed and variety adapted to this section, the next thing to do is to get the most efficient planting, handling operations from the gin to the market center, to the yards, to the compress, etc. That is a technical detail that must be looked after, according

to Mr. Blocker, who spoke before the Chamber of Commerce semi-annual meeting Saturday night of last week—and a matter that is already under advisement by the Chamber of Commerce.

Additional Rent Farms Are Needed. While rent farms, as a general thing, are not very desirable in the upbuilding of a section, still there is an acute need for rent farms in the South Plains. Due to the continued destruction of the soil we will throughout Central, East and South Texas, there are thousands of ambitious, industrious desirable farmers throughout these sections who simply have not the capital to come into this section and build homes. They want to rent a year or two and then buy them a permanent home. One thousand good rent farms could be rented this year and everyone of them would pay the owner a handsome profit on his investment, his trouble and give a newcomer into this section a start toward a home.

Government Records Show High Yield. Records taken over a period of years show that the South Plains country will produce more than 200 pounds of lint cotton per acre more than nine years out of ten or more than 75 pounds of lint per acre more than is the average for the state. As compared to some of the older so-called cotton counties Lubbock is far in the lead with a yield of almost a half bale per acre for a ten-year period. The federal census for 1919-20 gives Lubbock county an average of .49 bale per acre against .29 bale for Williamson county, .25 for Bell county, .27 for Collin county and .23 for Ellis county—that grand old cotton county.

These facts and figures are made in spite of the fact that we are just now learning how to cultivate cotton on the Plains. With improved seed and adapted varieties this yield can be materially increased. So again we predict that South Plains will lead the entire nation in the production of cotton within the next ten years, and that we shall see a number of cities on the Plains with more than 10,000, 20,000 and even 50,000 within the period of time.

But at that—let's not go cotton

two memberships—but the Spirit of Service, of unselfish co-operation, of appreciation of the efforts of the organization and the purposes that jus-

How About Rural Credits?

That is a question that has been asked of every banker and thinker along agricultural lines many times during the past several months since the passage of this great, constructive piece of agricultural legislation.

A catechism issued by the Department of Agriculture by means of questions and answers, explains in simple manner the scope and workings of the Intermediate Credit Banks recently set up by the Federal Government for the benefit of agricultural interests. In response to questions which have been designed to represent "what the farmer wants to know," we are told that "intermediate credit" means credit granted to farmers for terms longer than those covered by ordinary bank loans, but shorter than those for which farm mortgage loans are usually made; that the loans are based on personal and collateral security, which means the standing and character of the borrower as well as on crops and personal property; that there is one Intermediate Credit Bank with capital of \$5,000,000 in each of 12 Federal Land Bank districts, the 12 having a maximum loaning power of \$60,000,000; that the Intermediate Credit Banks discount farmers' paper for banks, other financial institutions and for co-operative associations, and also make loans direct to co-operative associations of agricultural producers upon the security of warehouse receipts or mortgages on livestock; that the minimum term of loans permitted by the law is six months and the maximum three years, loans for the present being limited to nine months with assurance of renewals; that the Intermediate Credit Banks' discount rate at present cannot be made than 4 1/2 per cent, and that paper will not be discounted for banks that charge individual farmers more than 7 per cent; that loans are not made to farmers direct, but farmers may apply either through their bank, co-operative associations, or special associations formed for the purpose by themselves or by bankers and business men in their interest; that loans may be obtained now on grain, cotton, wool, tobacco, peanuts, broom corn, beans (including soy beans), rice, alfalfa and red top clover seeds, hay, nuts, dried peaches, dried raisins, and canned fruits and vegetables, with additions that may be made when the board determines whether or not other products can be stored so that warehouse receipts based on them will be good collateral; that the Intermediate Credit Banks in the variety of its continued existence is of infinitely more value to the organization and its membership than the amount of the dues paid in.

The Spirit of Lubbock, the Soul of Lubbock, and the Future of Lubbock is built upon the Spirit of her Colby Thomases—and with that spirit behind a city there is the limit to her growth and influence?

ous districts have facilities for furnishing all desired information to prospective borrowers.

Much of the usefulness of the Intermediate Credit Bank System depends

upon the thoroughness with which information concerning it is disseminated among the farmers of the country.

Every farmer who has a financial problem—and what farmer has not?—owes

it to himself to find out what this new form of agricultural aid offers. The Intermediate Credit Bank for Texas is located at Houston, in connection with the Federal Farm Loan Bank.



NEW ARRIVALS

Smart new coats in Bolivia, Exello and many other favored materials. Some plain tailored, others fur trimmed. Priced from

\$29.50 TO \$69.50

Brush Wool Chappie Sweater Coats

\$7.50 TO \$9.75

Unusually large assortment of BRUSH WOOL SWEATER COATS. Color principally buff—other colors if you want them.

The A. B. Conley Jr. Store

We Give S. & H. Green Trading Stamps

Farm Bureau Vital factor in price of Cotton in South

If you were on a desert island and had a million dollars in gold but nothing to eat, what would a real turkey dinner be worth to you? Would you swap even if the owner of the turkey dinner insisted you would hold on to your gold and starve to death?

Then again: If you were on the same desert island but had a million turkeys—what would you give for one more turkey?

Those are two extremes in the law of supply and demand. When ever the supply of one commodity so exceeds the demand for that commodity that the demand or market value declines—then the price of each unit of that commodity is only worth what the marginal supply will bring.

In short, a bale of cotton—as such—is worth no more when there is only an 8,000,000 bale crop than it is when there is a 15,000,000 bale crop. The less it will make no more clothes, silk shirts, or woolen suits than when there is a surplus for the world's needs—but the price is set by the marginal supply over and above the normal demand. For the same reason—whenever the Farm Bureau or any other organization has a system of marketing any commodity takes 1,000,000 or 2,000,000 bales of cotton off the glutted market and sells it in an orderly, intelligent manner, the price received for the entire crop is stimulated to the benefit of the non-member as well as the member.

BASIS UPON WHICH TO JUDGE CO-OPERATIVE MARKETING. The Farm Journal has the correct perspective on organized selling of farm products—see the editorial in the August number.

"The organizer drives in and asks you to become a member of the American Cotton Growers or the Potato Growers or the milk pool or whatever your specialty is.

"You say: 'Will I get more money for my milk' or potatoes, or whatever it is.

"If the organizer knows his business he will answer, 'What do you mean? More money than what?'

"Then it is up to you. If you mean more money for your milk than your neighbor who stays out of the pool gets, then the answer is: 'Maybe, maybe not. VERY LIKELY NOT, since a strong selling organization benefits those within and those without almost equally.' So if you are a narrow-minded person who don't want

THE SPIRIT OF COLBY THOMAS STILL LIVES IN LUBBOCK

(A Chamber of Commerce Editorial.)

What the spirit of Washington, Lincoln and Lee is to our great Nation—what the inspiration and a vision, the green motive force for good, for progress and increasing greatness—the spirit of Colby Thomas is to Lubbock and the great Plains country. The early pioneers of American history have named the land the fruit of their labors, the vision of their early planning, and the broad principles upon which they built the foundations for our government and nation are enduring forever.

Colby Thomas was the first president of the Lubbock Chamber of Commerce—when the city, our growing section, that it was the smallest city in the United States with an active, completely organized commercial organization. His heart was in the work and the wisdom and scope of the early plans of the first board of directors and their confidence in the great future of this section is evidenced in the continued growth and development of the section and the recognition that has come to Lubbock in the location of the great Texas Technological College at this point and the general acceptance of the city and section the most promising city and section of the Southwest.

"I know what the Chamber of Commerce has meant to Lubbock from the beginning," said Mrs. Thomas Wednesday when she came to the office to pay her annual dues—the same amount regularly contributed by Colby since the first organization of the chamber—two full memberships—"and I still want to have a part in its support. Colby had a part in the organization of the first Chamber of Commerce in Lubbock and kept closely in touch with its activities up until his death and I want to continue this interest and support."

The Chamber of Commerce can profitably use the money paid in on these anybody to prosper who does not go into the pool, better keep out of it yourself.

"But if you mean 'Will I get more money than I would if the milk pool did not exist?' then the answer is: 'Yes—absolutely.' Intelligent group selling will always be better than individual selling in the long run.

"It is certain that farmers organized to sell their products will always be better off than if they were unorganized, though it is impossible to say HOW MUCH better."

"So when you get your payments on your cotton or milk, be sure you compare them with the right thing: not with what somebody else got who sold his stuff direct, but with what both of you would have gotten if THERE HAD BEEN NO CO-OPERATIVE SELLING ORGANIZATIONS IN EXISTENCE."

H O M E

OWNERSHIP

If you own your home you will enjoy more thoroughly every feature of life. A small bungalow of your own will be more pleasure to you than a rented mansion.

Our building material store is a place where personal service is paramount. Our knowledge of materials and experience is at your disposal.

Higginbotham Bartlett Company

NEW Overland

\$695

F.O.B. Toledo

CHAMPION

By special arrangement! Your opportunity to make a personal inspection and have a complete demonstration of each remarkable feature of the wonderful new Overland Champion—"America's most versatile car." Sweeping public interest and demand lead us to hold a Champion

Demonstration Week

Nov. 22 to Nov. 29 Inclusive

Plan now to come in! Learn all about this first real-all-purpose closed car! Get acquainted with its unique benefits for the salesman, the merchant, the farmer and the family! Free demonstration! No charge! No obligation! Come in!

Front and rear seats adjustable forward and back for tall and short people.

50 cubic foot loading space by removing rear seat and upholstery.

Blue down front and rear no folding seats—no seat climbing.

Seats and upholstery made into comfortable bed full length of car.

Get a Free Demonstration of America's Latest and Greatest Automobile Sensation

The Overland Champion was introduced only a month and a half ago. It has taken the whole Nation by storm. Demand has nearly swamped the factory! This is the car thousands and tens of thousands have been waiting for:

Steel body. Washable blue Spanish long grain upholstery. Trunk at rear at small extra price. Triplex springs (Patented)—rides like a big, heavy car! Bigger new engine—loads of power! Wonderful economy. Famous Overland reliability. Come and see how truly this sensational car will fit your needs! Don't miss this opportunity.

LUB-TEX MOTOR COMPANY
F. N. PAYNE, Mgr. LUBBOCK, TEXAS

WOMEN'S DEPARTMENT

Ruth Moore Tuton, Editor

FASHIONS

By Lillian Meriwether

By LILLIAN MERIWETHER

In these times the morning hours seem all too short for the preparation of the affairs of afternoon and evening. But especially designed to meet the needs of a woman's leisure hours, are hosts of robes and negligees that flatteringly dress her for the boudoir or the breakfast table and keep her cozy warm.

Negligees.

The old-fashioned wrapper has disappeared with the bygone years. The newest negligees are exquisite creations and evoke the admiration of the discerning woman who is fastidious in her dress ideals. The shone indicate her taste today. The robe has a restful appearance, simple pale colors and past shades are made up in long graceful lines, and the inside of the garment is as attractive as the outside. Everything is dainty, fine and perishable. The most beautiful of them might easily be mistaken for formal evening gowns.

Crope, de chape, georgette and lace combined make a charming and graceful negligee seen on sale in one of the shops. The body part was of the crope, the lower part of georgette, this being bordered with the lace which also trimmed the neck, collar and sleeves. The drawers display some charming features in the boudoir scenes, but these must be seen to be appreciated.

Breakfast Coats.

The breakfast coat is a practical garment and is smart and handsome. There are coats of crepe de chine and lace, chambray, taffeta and plisse ribbed, with decorative motifs, streamers and rosette buttons; and with the breakfast coat, as with all negligees, is worn the attractive cap. One can buy ready-made, locks all arranged to form a coiffure as well as a cap, made not necessarily of hair, but of Chinese silk, and the undressed locks of the wearer are hidden by rosettes of braided hair or silk which come well down at the sides of the head. To complete the costume one slips into the neat satin sandals, trimmed and buckled with fancy stones.

Robes.

There are quilted robes made of rich satin and imported from Japan, fashioned with high collars and long sleeves, deep pocket and silk cord girdle.

Silk velvet robes and robes of quilted heavy satin, interlined with lamb's wool and ermine, are on display in the shops awaiting your choice. There are wool plaid lounging robes, man tailored, and embellished with silk cord at the collar, cuffs and pockets. Chantilly

bordering the low, pointed neckline, making it look luxurious as well as becoming, and lined throughout with silk.

Corduroy velvet lined with dotted silk mull makes a comfy dressing gown, and incidentally, the best thing to take along when traveling; it has the deep shawl collar, kimono sleeves, deep cuffs, large pockets and a narrow sash girdle. Popular colors in corduroy are rose, Copenhagen blue, henna and wisteria. The silk linings lend additional attractiveness.

There are lancing robes of all wool albatross, hand embroidered with crocheted edge and self tie, and the flowered flannellette kimonos with satin-ribbon trimming.

The young girl will like the quilted satin robe, hand embroidered in small designs in the Japanese fashion in a variety of colors and charming in effect.

At the end of the day, when the period of relaxation comes, how much easier a woman can rest in an attractive bit of apparel and if the weather is mild, or the temperature of the room allows it, she just slips into her silk night robe or silk pajamas. These last, in the Chinese type, consist of trousers and mandarin, collar or hoari coat.

Satin Hats.

Now that every woman has bought her winter supply of hats, fashion with her usual perversity, puts a new one on the market, and satin hats are the vogue, gleaming with lace and a touch of silver or gold. Anything but satin hat might seem too heavy for a velvet gown, and then too a satin hat might be worn with any frock. Those who lead the fashion are already wearing them, the followers of fashion will wear them later just when something new is about to be launched.

Feather trimmed hats are also popular just now. Small hats, been wearing the small untrimmed cloche so long that they are turning to fluffy trimmings for relief. Coque, ostrich and hackle feathers are used. Flowers made of black lace are used in trimming the large hats of the floppy variety.

Some women always like to wear a veil against the wind, and for the flattering look they give, veils are being worn with any and every hat. There are the face veils and the veils to be worn draped around the hat. These latter, novelty veils, are of Chantilly lace and are draped in different graceful ways. Large veils of net are decorated with braiding in the form of a bird or flower.

honia, Ark. have purchased a lot in the Overton addition and a new home is under construction.

Lula Mae Marcus and Walter Sidney Duckworth were quietly married Nov. 19. The wedding took place in the home of the bride's parents. Mr. and Mrs. A. B. Marcus, the beautiful ceremony being performed by Rev. Morgan Morgans.

Miss Kathleen Wright, member of Lubbock public school faculty, left for Henderson, Texas, where she had been called to the bedside of her mother, Mrs. Wright passed away on Nov. 22.

Dr. J. T. Krueger of the Lubbock sanitarium and one of the leading physicians of West Texas has returned home from Rochester, Minn., where he has been for some time attending the Mayo clinic.

Mrs. E. G. White and Mrs. Frank White Sr., were in Dallas Tuesday on business.

Ray E. Porter of Slaton was here visiting his parents, Mr. and Mrs. H. K. Porter Thanksgiving.

Miss Pearl Mayes of Slaton spent Thanksgiving with her sister, Mrs. H. K. Porter of this city.

T. G. Shaw of the Panhandle Cigar Company was in Lamesa for several days on business.

Mr. and Mrs. J. O. Murphy and family of Ruston, La., have moved to Lubbock and will make their home at 1515-14th street.

ED NEAL & CO.
COTTON
Phones: L. D. 9, local 878

LOCALS

Jackson Brothers are building a large store room on the corner of Thirtieth and Avenue G. The building will have several rooms, each 25x125 feet. There is also under construction an office building at the corner of 13th and Ave. H.

R. G. Anderson with Anderson Brothers Jewelry Company was in Electric transacting business the first of the week.

Walter Geiger, formerly of Lubbock, a brother-in-law of E. E. Weisenborn of this city was accidentally killed while getting out of a wagon with his gun in his hand. He was making his home in Carlisle, Ill.

Mrs. Mattie Mitchell and her mother, Mrs. Joe Lang, of Portales, N. M., are visiting Pat Wolfarth and other old-time friends. Mrs. Mitchell was a resident of Lubbock some twenty years back and is contemplating making Lubbock her future home.

J. P. Edgar of Mesquite has been attending to some business matters. Mr. Edgar expects to move his family here at an early date.

Mr. E. E. Chandler of Lamesa was brought here to a local sanitarium. Mr. Chandler took pneumonia and died after a short illness. The remains were accompanied to Smiley, Texas, by a brother, Dr. C. E. Chandler, and Mrs. Frank Masie of Poca

OUR WEEKLY RECIPE

Hot Beef Loaf with Baked Bananas.

3 cups chopped beef,
1 well beaten egg,
1 cup bread crumbs,
1 cup canned tomato juice,
1 teaspoon Worcestershire Sauce,
1 teaspoon salt,
Dash of pepper,
3 tablespoons Butter or substitute.

Run meat through food chopper and add the eggs, bread crumbs, tomatoes, salt, and pepper. Form into loaf and bake twenty minutes. Slice bananas lengthwise and arrange around loaf, continue to bake ten minutes longer, basting with melted butter. Serve on hot platter, the meat loaf in center with bananas around it.

Thinks Plains Journal Good Paper

Dear Editor and Readers:

I am cooking again; but this time the first thing I want to congratulate the editors on the splendid paper they have prepared. I was very agreeably surprised to find it so interesting and well-arranged. It is a paper we Lubbock county people should feel very proud of.

Now to show our appreciation let us help our neighbors get acquainted with the Plains Journal. We can tell them about it, and pass our paper on as a sample. (At least that is what I have done.)

Am glad to see such interesting reports from the rural clubs.

Various things have prevented us from having our regular meetings this summer and fall, but as now most of the cotton is about picked, we can allow our minds to wander from the field and plan some new work for ourselves. I would like very much to have some suggestions for inexpensive Christmas gifts from the readers and writers, and I am sure this would be appreciated by most all. We are planning to have a club meeting soon and exchange ideas along this line.

As it is almost hog-killing time—and this means work for the housewife—I am going to tell my way of rendering aid. Not that I think it so much better than the other fellow's way, but maybe it will help some young housekeeper who has not had this work to do

before. Trim all lean meat and skin from the lard fat. (I cook the skins in a pan in the oven, but do not mix this lard with the other.) Then cut into small cubes, the more uniform the better, as they will render more evenly. I like an iron kettle to render in. Fill the pot nearly full of fat and add about a quart of water; this will prevent the lard from burning so easily. Start the cooking slowly and keep a moderate fire. After the lard begins to cook out, the fire can be increased until the cubes of fat turn brown, then it should be decreased and a close watch kept on your lard, or it will be scorched. A tablespoonful of cooking soda will cause the lard to be whiter and will also dry out the cracklings.

Stir frequently, and be sure to stir clear from the bottom. By stirring the lard after it is strained will make it finer grained—smoother and whiter. Store in clean cans or buckets in a

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Plans and estimates furnished free.

518 Avenue I, Phone 116



Thanksgiving Fur Special

The Way to Woman's Approval at Christmas Time!

MILADY will be utterly delighted with a gift of Fur. Lustrous Chokers in very soft grays, browns, and taupes, in Fox-Brown Marten—Stone Marten—Jap Marten—Mink and Sable—there can be no more beautiful or acceptable holiday offering.

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Exclusive Ladies' Furnishings

New Mexico Plumbing Company

Plumbing, Heating and Tin Work

Clayton, New Mexico, and

Lubbock, Texas

M. C. NEVELS

Manager Lubbock Office

Just Right--- CIGARS

Cigars are an "always welcome" gift. They combine thoughtfulness and satisfaction. Come in today and choose "his" gift from our extensive assortments.

Panhandle Cigar Co.

T. G. SHAW, Prop.
1226 Avenue I Phone 219

cool, dark, dry place.

I like the recipes that have been published.

Yours for a better paper,
MRS. C. Z. FINE.

Mrs. Sam Branch of Greeppville, Tex. is here visiting her daughter, Mrs. R. L. Coan.

KATE CATLEMAN
Masseur
Security State Bank Bldg.
Phone 790, Lubbock, Tex.

MALLIE A JACKSON
Post, Shingles, Globe Plaster, Gravel and Steel
Phone 903,
Avalanche Bldg.

A Cancelled Check Is Your Receipt

This is one of the advantages of your checking account in this bank.

You will have no argument about bills. You always have a receipt. There are more advantages which we'll gladly explain.

Come In Today

Lubbock State Bank
"The Bank for Everybody"
Lubbock, Texas

please! do your Christmas shopping early!

North Pole, November 29, 1923.
(By Special Wireless)

Now is the time for all good citizens to do their Christmas shopping. Early shopping means better service, no cranky salespeople, and the satisfaction of cleaner merchandise. Shop today and save yourself the unnecessary jostling about in huge crowds.

The quality of service which you are enabled to receive depends upon the quality of co-operation you afford your merchants. By making early purchases you insure yourself against the humiliation of undesirable last-minute trips to the various shops.

Do your Christmas shopping early—you'll have no regrets.

Yours for sincere service.
(Signed): SANTA CLAUS.

The South's Natural Roughage

COTTONSEED HULLS are the South's best roughage. For many years they have been fed successfully by almost every farmer, stockman and dairyman. Experiments of Agriculture Stations show that they are the equal of any other roughage for feeding both milk and beef cattle. And their low price makes them the most economical of all.

Our **COTTONSEED HULLS** are clean of trash, unusually free of dust, and when fed with **COTTONSEED MEAL** form an ideal feed for all stock and especially milk cows.

MEAL and HULLS are the South's greatest feed; grown and produced exclusively in the South, but shipped and fed all over the world. Don't pay higher prices for fancy mixed feeds in fancy, expensive sacks, manufactured maybe a thousand miles away, for no feed is as cheap for your stock, nor as satisfactory, as **COTTONSEED MEAL and HULLS**.

LUBBOCK COTTON OIL CO.
Phone 12 Lubbock, Texas Phone 12

How Randall County Swine Breeder's Held School

By F. R. PHILLIPS, Director of Agriculture, West Texas State Teachers' College.

The executive committee of the Randall County Swine Breeders' Association met with the writer and formulated a program for the improvement of the swine industry in Randall county. The first meeting was held in November.

At a meeting in December, a course of study was worked out which included those things which the swine breeders felt would be of most service to the hog raisers of this county. This course included, among other things, winter pastures, spring and summer pastures, a trip to a desirable hog barn for inspection purposes, management of sow before birth of pigs, management of sow at farrowing time, feed of sow for first six weeks after farrowing, feed of pigs for the first six weeks and the second six weeks. It was decided that special emphasis would be placed upon economy of rations and that all rations which were composed of feeds raised in West Texas should have first consideration. It was further decided that one meeting should be given over to a discussion of parasites and diseases common to Randall county. Then the members of the executive committee agreed that if any progress was to be made in swine raising, a system of records should be kept.

The first meeting of the members was held Tuesday afternoon, January 2, 1934. There were 14 farmers present at this meeting. It was decided that Wednesday afternoon at 2 o'clock in the county court room would be a more suitable time and place for the meetings than Tuesday afternoon in the West Texas State Teachers' College building. It was further decided that each man would take it upon himself to act as a committee to bring an additional hog raiser to the meeting next time. The results of this attendance committee were very gratifying, there being three visitors at the first meeting, 15 at the second, and a gradual improvement of attendance during the 12 meetings.

How the Meetings Were Advertised. To advertise the first meeting notices were placed in the weekly and daily newspapers and a circular letter was sent to the 40 members of the Randall County Swine Breeders' Association. This letter advised the members that there would be no long-winded talks at this hog school but that it would be a school where farmers would get together and discuss their own problems. The members were also asked to aid the executive committee in getting this information to their neighbors. After each meeting, the weekly papers were given an account of the meeting, including a short synopsis of the discussions.

Hog Men Run Their School. At the first meeting officers for the school, and an advisory board, were elected. The success of the school depended largely upon the directors working in close touch with these men. While the program had been worked out for the series of 12 meetings, this program was not presented to those attending as a whole, but was announced from week to week at the regular meetings. Two farmers were chosen each week to discuss the problem brought up for the week's program. By this means, the farmers were made to feel that it was their own meeting. While the agriculture teacher held the guiding hand, his name was never found on the program.

Results of the School. The results of this school have been more satisfactory than the most sanguine expected. The members of the school on are highly pleased. The hog school has enabled greater interest to be secured from outsiders. It has offered an opportunity to put on a ton-lifter and a scrub-hog campaign. It has enabled breeders to ship in car lots of feed and has caused the commissioners' court to order a public scuttler for the city of Canyon. The one thing that has impressed the writer most has been the interest and enthusiasm with which the farmers took charge of the program and carried on. The school is to be continued again this winter.

RECORD RAINFALL OF 23.21 INCHES FOR THE YEAR

The State Experiment Station east of Lubbock has recorded a rainfall of 23.21 inches since the first day of January. This is almost a record for this country. Only five times in 27 years has as much as 23 inches of rain fallen in a 12-month period and we yet have a month and a half to go.

The records likewise show that after several years we have a record-breaking crop for the following year. Upon that prediction we are safe to count upon a good crop for next year. Already the winter wheat—where it has not been too wet to plant—is looking good. There is almost a perfect season on the ground and as fast as crops are gathered breaking will start throughout the Plains country. Already so much has been broken on the Plains country and with the entire winter before this new year in which to mellow and soak up moisture, this land will be in almost a good condition for the crop season in the spring as the old land that has been under cultivation for four or five years. We predict for the Plains country a whole a record-breaking crop for 1934.

His Farewell Sermon.

A minister in a certain town in Alabama took permanent leave of his congregation in the following pathetic manner: "Brothers and sisters, I come to say good-bye. I don't think God loves this church, because none of us ever die. I don't think you love each other, because I never marry any of you. I don't think you love me, because you never paid my salary. Your donations are mostly fruit and wormy apples, and by their fruits ye shall know them. I have been called to be chaplain in a penitentiary. Where I go ye can't come, but I go to prepare a place for you, and may the Lord have mercy on your souls. Good-bye."

The Red Cross belongs to Lubbock. If we want it we can support it. If we don't want it we can return it to the "Red Cross" and let them have it. The Red Cross is \$1,000.

Overland Champion Gives Free Rides.

Week of November 22-29 Set Aside by Willys-Overland Dealers as National Champion Demonstration Week.

November 22-29 will be Champion demonstration week among Willys-Overland dealers, branches and distributors throughout the United States. Willys-Overland, Inc. has set aside this period as a merchandising period when greatest stress would be laid upon this most versatile of all its models, to mark the climax of the most successful year that Willys-Overland merchants have ever yet enjoyed.

For the first time since this new car was first announced early in October all of the 3,000 dealers throughout the land have now been furnished with sample cars of its type. Factory production has been speeded up to such a point where it is adjudged to be nearly adequate to the demand. For the first time President John N. Willys and General Sales Manager L. C. Poed consider the circumstances in their dealer organization to be ripe for a universal effort to acquaint the motor car buying public with the many uses of the unique model.

No car that Willys-Knight has ever introduced has met with the spontaneous and immediate acclaim that greeted the Champion. While radically novel and fresh, yet it proved to be the type of motor car that many have longed for and hoped for. It probably is the most divergently useful car ever brought out. Its front and rear seats can be easily and quickly adjusted to three different positions, permitting a tall driver to manipulate foot pedals without cramping of legs. By the same token a short driver can adjust the driver's seat so that he can easily reach the pedals. Rear seat can also be moved forward or back to accommodate the convenience of the passenger.

The car's most remarkable characteristics, however, is that both front and rear seats and upholstery can be easily removed and made up into a luxurious bed right in the car, a feature that will prove invaluable to tourists and campers.

With rear seat and upholstery removed 50 cubic feet of space for salesman's samples, suit cases, trunks and baggage, farm tools, produce and supplies, camp duffie and other equipment that it might be necessary to transport, all of which can easily be loaded into this compartment.

The entire week will be devoted by the Willys-Overland dealer organization to a thorough display and demonstration of this car's many uses.

Three hundred and twenty-six cases have been handled for former service men since the war by the local Red Cross chapter and half as many families of former service men have been given assistance. The war department recognizes the Red Cross as the official spokesman for the former service men. For this reason and this work alone they are entitled to the support that they ask.

College Professor Thinks School Gives Practical Instruction

CANYON, Nov. 28.—The city school system at Panhandle has made remarkable strides in the introduction of subjects which will function in the life of the student after he leaves the school room, according to a statement made by Prof. Frank R. Phillips, head of the agricultural department of the West Texas State Teachers' College, who has just returned from a trip on which he visited some schools on the North Plains.

According to this educator, the boys are being taught under the direction of the agricultural instructor, Prof. O. D. Dinwiddie, to do simple farm repair jobs. These jobs include repairing irons on singletrees, as well as making other farm devices which, as one boy who was doing this type of work stated, did not make his father mad, as he got something for nothing plus, of course, the boy's work.

There are at the present time in the Panhandle of Texas, according to Mr. Phillips, about 30 school systems which are introducing this type of work for the purpose of maintaining the interest of the farm boy in school activities.

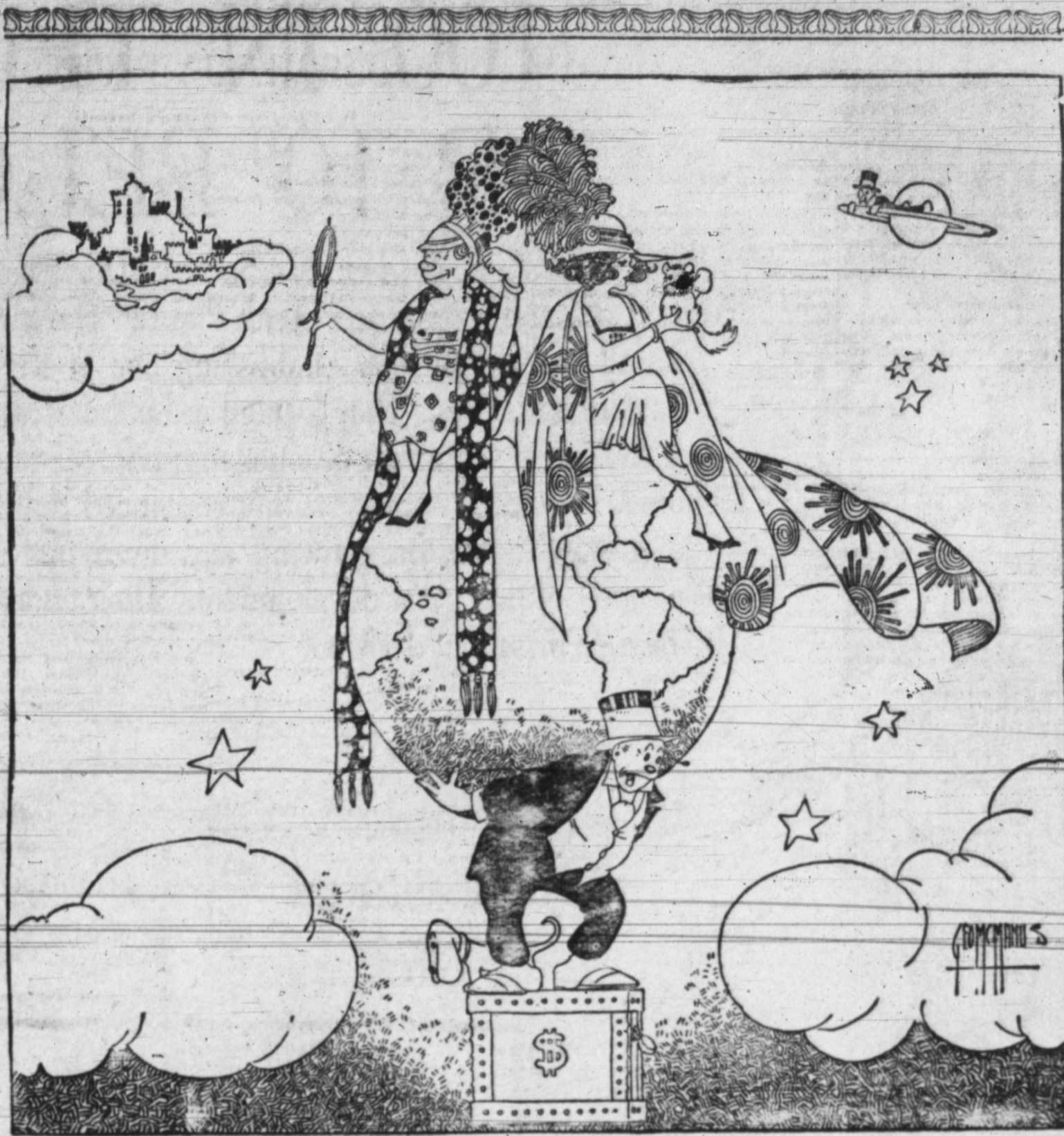
ROTARY AND KIWANIS CLUBS TO HOLD JOINT THANKSGIVING PROGRAM

The Kiwanis Club invited the Lubbock Rotary Club to join with them in a joint Thanksgiving meeting for either the night of the 25th or the 29th. The meeting will be held in the new High School gymnasium and more than 300 guests are expected to be taken care of.

These two luncheon clubs are doing a great work in Lubbock in support of the Chamber of Commerce and civic work generally. In the general rush of present-day business there is little time left for visiting, renewing old acquaintances and meeting new friends except through the medium of the luncheon club. These two clubs have a total membership of more than 110 of the leading business and professional men of Lubbock and in their weekly meetings they discuss every civic problem, move and measure that comes up before Lubbock, various phases of business relationships and other matters of general interest to the men composing the membership.

The Journal wishes both of these clubs well in their work.

A very sick former service man came to the Red Cross recently. He was poorly attended and without friends. Medical attention was given him, his health restored and he was given a job. He paid back the money advanced to him and is a self-respecting, self-supporting citizen now instead of either a dead outcast or a professional beggar. Charity is not alms-giving—it's something assistance along other lines as well. Train'd helpers are necessary. The Red Cross supplies them.



Old Atlas Has Nothing On

JIGGS

George McManus' Supreme Comic Character in

"Bringing Up Father"

McMANUS receives a princely sum each year for directing this daily laugh. Pity poor Croesus whose gold could not buy such uproarious entertainment. You can enjoy the consummate drollery of Jiggs for a few copper coins.

Every day in the Amarillo Daily News

PER YEAR, \$6.50; SIX MONTHS, \$3.75
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OR YOUR POSTMASTER
THE PLAINS JOURNAL AND THE AMARILLO MORNING NEWS—BOTH ONE YEAR FOR \$6.50.

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100° IN THE SHADE OR 10° BELOW ZERO



Rain or Sunshine, Cold or Hot, Snow or Dry Weather, The Plains Journal is a permanent institution of Lubbock and the South Plains. The owners of The Plains Journal are going forward with all preparations for establishing one of the most modern and complete printing establishments in West Texas. They located in Lubbock after making a thorough investigation of the possibilities in a number of cities in a number of states from the Atlantic Seaboard to the Rocky Mountains. They became firmly convinced that the South Plains of Texas is destined to become the outstanding cotton growing and diversified farming region of the entire South and Lubbock the center of that great development. Their endeavors have met with nothing that causes them to deviate from that decision.

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Our Editorial Policy

In our editorial columns we are striving to conduct a discussion of the matters that interest our own citizenship. We shall support every move that has for its ultimate purpose the advancement and progress of this city and of this section.

We don't expect everybody to agree with everything we say but we trust that we shall say or do nothing that will not meet with popular approval of the progressive citizenship.



Local News First

It is and shall forever be the policy of The Plains Journal to give especial attention, in its news columns, to the events and occurrences of Lubbock and the South Plains.

We shall maintain several departments that we feel will be of interest to the whole family but we shall always bear in mind that the interest of our readers is chiefly in the events of local happening.

THERE'S MONEY IN THE ADVERTISING COLUMNS

Many an important business transaction had as its incentive the advertising columns of a newspaper, such as The Plains Journal. Our circulation is not confined to one class of readers but goes to some 3,000 homes of the various cities, towns and communities of Lubbock County and the South Plains each week. Any one who will investigate the value of The Plains Journal as an advertising medium will recognize the fact that they can not afford to pass up The Plains Journal when arranging the advertising schedules for their business.

OUR CIRCULATION IS GENUINE —OUR RATES ARE REASONABLE

THE PLAINS JOURNAL

1320 AVENUE I

TELEPHONE 884

J. O. TUTON, Editor and General Manager

CURTIS A. KEEN, Contributing Editor

HARVEY R. MUSKRAT, Advertising Solicitor