An expenditure of many thousands of dollars within the past few months gives to Lubbock and all towns on the Southplains one of the best, if not the best, equipped Laundry plants in West Texas.

## A Plant Equaled by no Other Town in the Country, Proportioned by Size

## BUILDNG BY SERVING-

Since the Lubbock Laundry went under new management, some twelve months ago, a gradual increase in business has followed. Today this laundry is enjoying by far the largest volume of business ever handled before. Why?

THERESAREASON -
Servicel-Take service away from any business, and you have no foundation on which you can build, add service upon service-genuine interested ser-vice-and you have a foundation upon which any business will grow and thrive.

South Plains towns cannot be served as well by no other Laundry as they can by the Lubbock Laundry-because the Lubbock Laundry is your laundry and is directly interested in serving you.

## Lubbock Laundry Company

JEALOUSY HAS CAUSED
SOME BAD ADVERTISING
















## The Sanitary

Barber Shop
In the Rear Of
THE LUBBOCK STATE BANK

Welcomes you to Lubbock and to their shop. The Sanitary Barber Shop: is just that kind. We want your business and will try to merit it by giving to you just the kind of service and treatment that you want.
C. W. Payne, Ed. Allen, Proprietors


THE MANHATTAN PARLOR

Under the management of O . R. Phillips for
past several years, the Manhattan Parlor and Cafe has established itself as being one of the most popular places in this city. About three months ago, F. K. Mitchell, one time proprietor of what was known as "Mitch's Confectionery" bought a agement of these two men this business is growing
orto one of the best in this section of the State, if In the firt In restaurant is that of convincing the public that is sanitary and clean and that extreme care is do eat and drink. The Manhattan is meeting public's demand in these matters and is mainThe Manhattan Parlor and Cafe manufactures heir own ice cream during the summer months. of theer business is heaviest this company purchases
their ice cream from the Clover Leaf Creamery. They also do this to some extent during the sumery.
The sum quantities most all of the ice cream sold by them uring the hot days. The Manhattan's reputation well established and they are following closely the demands the public are making upon them.
Really, there is an atmosphere of friendly serice manifested by the Manhattan service.
SANITARY BARBER SHOP

In the rear of the Lubbock State Bank will be found one of the best Union Barber Shops in Lubowned and is in charge of Messrs. C. W. Payne and Ed. Allen both well and favorably known. Mr. Payne has been connected with this shop for several years. Mr. Allen purchased an interest in
the business about a year or more ago. For some time after buying an interest in the Sanitary Barber Shop Mr. Allen was in the real estate business
in real estate man and pioneer citizen, well known ry. Last spring Mr. Allen sold his interest in the teal estate business to Mr. Denham and since that From a stindtivoint the Sanitary Barber Shop this shop is unsurpassed. Its location in the rear of the Lubbock State Bank is ideal and the patro nage of the shop has grown continuously while bers employed by the management of this shop ar bers employed by the management of this shop are
experienced men and have proven their ability to satisfy the demands of the proven their ability to This is a six
chair shop and six men are

## The Oldest Established Drug Store in Lubbock

## EASTMANKODAK HEADQUARTERS

The Red Cross Pharmacy is growing with the territory it serves. It is increasing its facilities for handling the growing volume of business

The Red Cross Pharmacy employes skilled pharmacists who are obligated to carry out strictly each and every order given by your physician.

The stock of the Red Cross Pharmacy is maintained fresh and sanitary. Extreme care is taken f all articles, whether that be a bottle of medicine $r$ a tooth brush

We are wanting your business and will appreciate it

## Red Cross Pharmacy

W. M. Crawford, Mgr.



| Living Out of the Home Garden |  |  | SID CARAWAY |
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| (By R. E. KARPER, Supt.) EXPERIMENTAL STATION At Lubbock, Texas |  |  |  |
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## Fulfilling an Ambition

Most every man worth-while is ambitious to accomplish something worth while. Some want to farm and raise fine stock; some want to be financial kings, and some want to do good to their fellowmen.

Since boyhood it has been my privilege to study eattle. For many years I have been employed as buyer and butcher for some of the best meat markets in Lubbock. During all this time I have been ambitious to enter that business, knowing that if I ever did I surely would be capable of determining just the kind of cattle best suited to meet the demands of the customers - not those which would be sold at the lowest figure - but the kind which would furnish my market with meats of a distinct goodness of quality.

GOING INTO BUSINESS
About six months ago I went into the Meat Market business
in the grocery store of Martin \& Wolcott. Directly after opening my market I began killing the fattest calves in the country to supply my trade. The response given by the people of Lubbock was instantaneous. My business has thrived as any business must which meets the approval of the public.

Now at the present stage when I have received the support and gained the patronage of hundreds of Lubbock people it does $t$ ' behoove me to sacrifice my trade by lowering the quality of the trats I sell-wouldn't do it if it were expedient and I am not going to do it. I am in the business to stay. I am in Lubbock to stay. As Lubbock grows I want to grow.

If you happen to be one who has not traded with me in the past I respectfully ask for a part of your patronage and I assure you that you will find that my market sells only the finest meats to be found.

Your for more Business and For More prosperity.

Phone No. 340



BRIGGS \& YOUNG
$\left|\begin{array}{l}\text { and is ever on the alert to bring about conditions } \\ \text { which will recuce the rate. } \\ \text { The lareser reduction of rates that Lubbock is } \\ \text { now enjoying, comes from a good fire record for for }\end{array}\right|$ the enjoying, comes from a good fire record for
the yearso of 1918 . 1919 , 1920 . Owing to this
record, the city is

It is Better to Have it and Not Need it, Than to
Need it and Not Have it

## BRIGGS \&

 YOUNG
## ARE

## "ALWAYS ON THE JOB"

We don't practice law, we don't sell groceries, we don't handle dry goods, sell life insurance, or even real estate---

## We Sell Fire and Plate Glass Insurancé

It is Better to Insure With Us Than to Wish You Had

## The Strongest Financial

 Institution on the South PlainsThe growth and prosperity of the Lubbock State Bank has been parallel with that the people it serves and the community development.

Trying periods in the history of the South Plains have been met successfully by our people; and this bank can boast of being one of the factors contribut ing to this success.

## A SERVICE THAT REALLY SERVES

The Lubbock State Bank believes in so keeping its affairs that it can help when trying times come. Offi cers of this bank are conspiçuous for their business judgment, backed by indisputable qualifications. Customers are solicited to talk over all problems with them. Thrifty and ambitious people will find our savings account a source of fulfilling their ambition.
The service of the Lubbock State Bank is just the kind of service that people appreciate-hence its re markable growth.

## Lubbock State Bănk

## Resources Over One Million Dollars



## ...The...

Texas


| LUBBOCK STATE BANK |  |
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| known protection for funds. A savings account department has been added to the bank within the past few months and | atem mome |
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SECTION FIVE-Panhandle-South Plains Fair Special
THE LUBBOCK AVALANCHE

# The Western Windmill Co. Lubbock, <br> THE WINCHESTER STORE <br> Texas Fall Goods for the Farm and House 



Making Repairs Now Saves Money Winter storms will play havoc with your property un-
less it is kept up in good condition. Repair your roofs, less it is kept up in good condition. Repair your
barns, sheds, and fences before cold weather comes.
Farmers, mechanics, householders, find in Winchester tools the designs and quality that insure efficient work.
Winchester Tools for Fall Fixing-Up


Winchester HammersForged from crucible steel. perfectly balanced. Sure
grip claws. Patented intergrip claws. Patented inter-
locking wedge.

Winchester SawsReliable saws for all kinds
of work. Blades taper of work. Blades taper
ground. Well balanced. ground. Well balanced. ever fast and shar for fast smooth work


Winchester Chisels-
Speak for themselves by the qualtiy of work they do. Blades of superior
steel. Strong hickory hansteel. Strong hiçkory hansteel.
dles.

Winchester Auger BitsSolid Center Pattern-for all kinds of general work. Great strength, free easy cutting. Excellent chip clearance.:

Round Oak

Ranges

## Cooking Utensils and Housewares

A-good workman needs good tools. Equip your kitchen from our complete stock of kitchen tools. Enameled Ware, Wear-Ever Aluminum, Tinware, Kitchen Forks, Spoons, Knives, etc.


Pyrex Cooking UtensilsThe most sanitary cooking ware made. Beautiful -serving dishes as well as cooking ware, saves washing pots and pans.


Is your supply of mixing bowls, mixing spoons, measuring cups and egg beaters complete? A few of these save so much time and work, and cost so little.

## Eclipse Windmills

Pump More Water for Less Money for a Greater Number of Years Than Any Other Power
Wheel parts all rigidly built together. Sails firmly held in girts, making self-bracing sections; cannot shed sails; girts bolted to
wheel arms; have protecting clips which hold sections from working loose.
the work to be donge, from tough, well seasoned wood, selected for the work to be done, carefully painted, well braced.

Long life-Simple, few parts, slow speed, steady motion-mean Guaranteed by over fifty years of wind-mill experience and
Fairbanks-Morse quality Fairbanks-Morse quality.

Call at our store and let us show you many other important features which make the ECLIPSE windmills of such unusual value and long life.

The ECLIPSE Windmills will give you so much better and long. er service and with the minimum cost, for upkeep that they are
CHEAPER THAN OTHER MILLS, regardless of difference in first cost.


The Gun and Shells for a Good Bag of Ducks
Waiting in the blind while the ducks circle over your decoys-it takes a hard-hitting, evenly distributed shot pat tern to bring down that canvas back or mallard.
A perfect shot pattern is the result of the right gun and right shell.
Winchester shot guns and loaded shells are famous for their patterns of uniform spread and hard-hitting delivery. No duck gets through a Winchester pattern.


Winchester Model 12-Hammerless Repeating Shotgun. Known to hunters 'and trapshooters as "the perfect repeater" Smokeless powder. The famous Prestic wadding. The right crimp. Waterproof, The popular loads for duck hunt-
Winchester Leader and Repeater Shells Also Winchester New Rival and Nublack Shells-loaded with black powder


## We are Glad to Have

 This Opportunity
## To express to the public our convictions in regard to the possibil-

 ities of Abernathy and the surro unding territory.The townsite of Abernathy was laid out in April nineteen hundred nine with the assurance of a railroad, which was completed in the fall of the same year. Since that time the town has grown steadily until now we have a good little town. The country has developed more rapidly, owing to the fact that the soil and the climate is favorable for the production of a vast variety of crops. It is the happy medium of the wheat and cotton belts-with maize, corn, kaffir and Sudan grass growing equally as well. If you would like to farm you will find no better place than this locality affords.
Abernathy is also a good place for a man seeking a business location. It has a very large territory to draw frome. It is twenty miles from Lubbock, north, eighteen miles
south of Hale Center, fifteen miles west of Peterrburg and thirty-five miles east of Litsouth of Hale Center, fifteen miles west of Peterrburg and thirty-five miles east of Lit-
tlefield. Taking half the distance to each town you will see that Abernathy is supported by an area of about four hundred and seventy-five miles. Abernathy has also proven good shipping point. Over seventy-five cars of hogs have been shipped from here
Peides Abrat now witnessing the beginning of an oil boom. The test well, which is situated about解 miles west, according to Mr. Bledsoe and noted geologists, promises fair to open as
$\qquad$

## Stambaugh \& Co.

ABERNATHY,
TEXAS

where the Rix Furniture and Undertaking Com-
pany's house is now located. This was'a wooden pany's house is now located. This was a a wooden
structure and Mr. Royalty only remained there about two years or until 1917 when the owner
of the lots decided to erect brick buildings. M
R

## LUBBOCK SANITARIUM

 known for some time as the Wolffarth building near the Bradley garage. In 1919 he again movedand this time to the Cadillac Garage where he has cars.
From the above one can see that although Mr.
Royalty was a man who understood the Dodge car, who was enthusiastic over it and whe wished
to give the best possible service to the car owners, to give the best possible service to the car owners,
he was handicapped because of not having a per-
manent home. In 1920 the erection of the fine manent home. In 1920 the erection of the fine
home for Dodge Brothers cars was undertaken
by Mr. Royalty by Mr. Royalty. A brother-inlaw, J. B. Card-
well, a Terry county man, was taken im as partner
in the business and in the spring of 9121 the new in the
home
finest hinest
fineus
cious cious display buildings in West Texas, saving spa- storage, accessory and repair
department. It is located department. It is located on the corner of the block directly west of the post office.
Some of the precautions outlined and
by the Dodge Brothers manufacturers and appli-
cable to Mr. Royalty or the Royalty Moto Com cable to Mr. Royalty or the Royalty Motor Com
pany is outlined in the following item appearing
under punder the head of "True Service" a small book
published by the company for the use of distribupubished
tors only:

- Minim
operating cost are the essentials most sought af ter today in the selection of a high grade motor
car. "It is universally cnceded that Dodge Brothers
Motor Vehicles have established a new standard Motor car value. $\begin{aligned} & \text { As for mantenance cost, it is literally true } \\ & \text { at gasoline, oil and tires are practically the only }\end{aligned}$ expense. In normal service the parts rarely have be renewed.
"Dodge Broth
Dodge Brothers have chosen to build into
their vehicles those qualities which have made their vehicles those qualities which, have made
them practically immune from the need of service
on the part of the dealer or the factory except on the part of the dealer or the factory, except
such service that may be caused by the owner such service that may be caused by the owner
abuse or neglect or by normal wear after long use. abuse or neglect or by normal wear after long use.
"Thus the purchaser pays for the car only, buys and pays for service only wher needed. Before a Dodge Brothers motor vehicle is
shipped from the factory every precaution is taken shipped from the factory every precaution in taken
by over fout hundred inspectors of individual parts units, assemblies, and finally the car complete, to insure that all materials and workmanship is up to car is in proper running condition.
mers in good running orer service rendered to is properly chargeable in accordance with the Nine-ty-day Standard Warrant of the National Automoble Chamber of Commerce,
Brothers vehicles are sold."
One thing that could be put off until tomo

When one glances back twenty years over the is hardly believable that this country could so develop in that length of time until today it leads West, as a a whole, believes in the "best" or none at all. Twenty years ago if you were injured by a horse or if you were taken seriously ill from un-
natural causes, you either died because of lack of attention or else your constitution was so strong you just naturally lived through anyway. The
writer can remember when cowboys, injured from horse falls, or otherwise, bad to suffer. probably a broken bone, from two to four days before medical attention could be gotten for them. There were many instances in the early history of the
South Plains, and we are sure this is so with all other countries at that time, when people were
supposedly dying suddenly from acute indigestion, or similar troubles, sometimes pronounced colic, mon stomach ache still remains but most of the acute cases have been found to be appendicitis or
some other dangerous disease unknown by many doctors at that time
octors at that time.
Today, a boy is riding about the pastures of
Eastern New Mexico, Eastern New Mexico, has trouble with his horse,
he is thrown, a leg broken. he is thrown, a leg broken. The next morning he
is lying comfortably after having received the most modern medical after having received the most modern medical care, in the cool room of
the Lubbock Sanitarium of Lubbock. Bones that
were broken have been rearranged were broken have been rearranged for complete
recovery. With the aid of the finest recovery. With the aid of the finest X-ray ma-
chine a picture of the broken bones is taken and any fractures that are liable to go unattended are now clearly seen and remedied. Say a person from
Snyder is taken suddenly ill with aparent stomach Snyder is taken suddenly ill with aparent stomach
trouble, his physician has already learned that appendicitis is one of the most common complaints.
He is later rushed to the Lubbock Sanitarium where an operation by the most skilled hands re--
lieves all symptoms of this disease and in a few days he is a well man.
The fact of the business is that Lubbock no West Texas really appreciate to the fullest extent nor do we fully appreciate what a magnificient institutional building is located in Lubbock. Great en, men who are recognized as learned men in he one we have here is the finest and best built
in the South. Anyone coming to Lubbock who fails to visit this place misses one of the biggest
treats to be found in this eats in this section.
Lubbock has five railroad outlets and the teracilities. It is genn is getting ripe for railroad e will run a branch line from Lubbock through

Don't take nobody's word about the possi-
bilities of this great country. Come, see and be

where he remained until the armistice. Luckily he was on the first boat returning after the wark
and was soon released from service upon arrival. He had been previously notified by the Rix Furniture and Undertaking Company that a posi-
tion. was open for him upon his return. He was tion. was open for him upon his return. He was
made a salesman and in that capacity demonstrated his ability to the entire satisfaction of the firm. Later he became a stock-holder in the Compan
and is now in charge of the and is no
partment.

Shallowater Has the "Pacitas"

For the man who wants to live in a live gressive neighborhood served by good stores, pos
office and railroad, churches and school, we office and railroad, churches and school, we
could think of no better place than that which is could think of no better place than that which is
offered by the Shallowater community and the
village of Shallowater which is only twelve village of Shallowater which is only twelve miles
northwest of the City of Lubbock, on the main line of the Santa Fe in Lubbock county. Lands in the Shallowater community are mor
like lands in Crosby county than in any section that we know of on the South Plains. The fact
that water is shallow and that this community is in that water is shallow and that this community is in
the center of the shallowater belt of the South
Plains is diting the center of the shallowater belt of the South
Plains is distinguishable by the name. The soil
as we stated before, has a tendency to be firm as we stated before, has a tendency to be firm
and of a more dark color, richer and more adapt
table to raising small grains than are many sec and of a more dark co
table to raising small
tions of this country.

Fine Cattle and Hogs.
Diversifications is practice more intensiyely tion of the Plains. Wheat, cotton, corn and maize are the principal crops while most of the feeds
raised are used in feeding the fine registered cattle raised are used in feeding the fine registered cattle
and hogs. There are several herds of registered and hogs. This community, mostly Hereford, and
cattle in the prominent among these herds is that of W. D.
Crump and Son. It is declared by some that the Crump and Son. It is declared by some that the
Crump and the Calley herds are among the leaders Crump and the Calley herds are among the leaders
in this breed in the South. Plains section. There seems to be a preference for Duroc Jersey hogs in the Shallowater community and there are many
good hreds of this breed in this community. One of the finest rural schools of the of Lubbock is located at Shallowater. Three teachers are employed and though an increase in scholarship over the past year is a fact, the tax
rate of the Shallowater district has been lowered rate of the Shallowater district has been lowered
without materially affecting the efficiency of the school.

New Stores.
Shallowater has recently had a building boom Shad cotton gin, by G . M. Mason is one of the
biggest assets for the entire community and com ing next is the mercantile establishment of which L, E. Baker formerly a resident of the City of
Lubbock will be manager. The A. G. McAdams Lubbock will be manager. The A. G. McAdams Lumber Company has a good yard at Shallowater
under the management of Mr. T. C. Calley. The Shallowater Mercantile Company under the man agement of J. G. McCarroll is one of the proressive concerns operating in the Shallowater Good People: Like other and practically all sections of the itizenship. Shallowater is blessed with a fine citizenship. Among the Ieaders of the community
can be mentioned those such as T. C. Calley, Mrs.
J. C. Bowles, W. D. Crump (ohe time county


H. L. Willeford

Sam L. Darby

## Darby \& Willeford

## Extend a Welcome, a Hearty Welcome, to All Visitors

While enjoying the fair and the most prosperous city on the South Plains be sure to come to the fastest growing grocery. Bring the kiddies, we have something for them

Our motto "Do right because it is right" means Honest, Fair Dealing, Promptness, Quality and Quantity in your eats.

Be at home with us, on the northside of the largest square in the State.

## Darby \& Willeford

 GrocersPhone 57




## THE FULLER GIN COMPANY

We will be glad to give you any kind of information sought relative to the South Plains and extends a hearty welcome to Fair Visitors, to Lubbock, October 4th, 5th and 6th, 1921.

## H. T. KIMBRO

## Lubbock, Texas

Wholesale Grain, Seeds of All Kinds-Lands for Sale in Lubbóck and Adjoining Counties Member Lubbock Real Estate Board

# 100 Cars of Hogs 

## Shipped From Abernathy <br> This Year!

Abernathy farmers are prosperous people! They have learned that diversified farming, stock-farming and thrift will bring to them prosperity in abundance in the Abernathy country. You, too, can enjoy this prosperity by following in the foot-steps of those who have experienced what is best.

Feed crops do exceedingly well in the Abernathy country; thus hogs can be raised and marketed very profitably here. Chickens, hogs, cows and Abernathy land, with care and common sense, means prosperity

Then too, keep your eyes turned on the oil test now in course in the Abernathy country. Chances may be that you are losing sight of the possibilities offered for great riches in oil development of this sectionit's a sure thing you are missing a wonderful agricultural opportunity.

## Struve Mercantile Co.

General Merchandise

## Abernathy, Texas




## R. Q. PIERCE

When $R$ O Pirire emdated








 tet weon ho tought of the South Plimo, of the





 fession he has followed along with dealing in stock exceedingly well here and the dairy cow is a
money maker. This is the best all round country for the past twelve years.


INTERIOR OF L. E. HUNT \& CO.'S STORE
The above photograph does not do justice to the beauty of the interior of this fine gent's and boy's furnishing store. The cases are not all shown and the decorative color schemes of course are, not distinguished. The witindow trimming and he general appearance of Lubbock as much as they are of the company. Features of this store are the cleanliness and quality of goods sold. Be sure and see this store when in the city.


## W. W. RIX

In charge of finances of the Rix Furniture and
Undertaking Company which position has been one of extreme need for ability and has been mee wonderfully under the leadership of W. W. Rix W. Frisher Mercantile establishment of Big Spring one of the largest concerns in that city, Later
he became associated with the Firrst National Bank of Big spring and remained there for fitteen years It was't until 1916 that he became a member
of the Rix F Furniture and Undertaking Company.


w. W. RIX
of Commerce at this time Spring Chamber of Commerce at this time and
has occupied a position on the School Board in that city for years-thus he has thoroughly con-
vinced the people of that city that he has the invinced the people of that city that he has the interests of the town and country at heart. To
such men as Mr. Rix goes the honor for buildin such men as he lirgest and most successful mer
up one of the
cantile establishments to be found in West Texas

THE GIFT SHOP "The Gift Shop" in Lubbock is the Jewelry
Store of A. E. Helber. People soon learn the best places and the most progressive concerns. an interest and expression of that interest in the omens for business success anywhere, and nowhere does it prove a more valuable asset than in West Texás.

COL. G. W. SHANNON


## The above picture is of Colonel G. Shannon and his adopted son. Col. Shannon will be noted

 Shannon and his adopted son. Col. Shannon awill be noted by the information below, which
was furnished us, as well as the photograph, by
J. D. Caldwell who is one of the old timers o
this section of the country, was the first J. D. Caldwell who is 1 one of the old timers o
this section of the country, was the first county
judge of Lubbock county. We feel very much judge of Lubbock county. We feel very mu
obliged to Mr. Caldwell for this information. M
Caldwell says: Caldwell says:
Lubbock Counnon was the first county judge of
He came to Lubbock. Augus Lubbock county. He came to Lubbock, August
1890 and camped in what is now the city park.
Afterwards he located on a ranch four miles Afterwards he located on a ranch four miles
northwst of Lubbock. When the county was organized in 1891 he was elected county judge
four years. Col. Shannon was Colonel in the 11 th Mis
sissippi, and served during the Civil War. He was
a close personal friend a close personal friend of General Robert E. Lee
"Soon after the close of the war he came to Eastland county, serving that county as sheriff fo a period of four years. He left Lubbock in 1900
and moved to Corpus Christi, living there about five years, after which time he moved to Burnett
county, establishing a ranch on which he died county, establishing a ranch
about five or six years ago.
Shannolonél Shannon left an adopted son, Clayde
Shannon, who is route agent in the mail depart-
ent, having a run from Laredo to Palestine.
"Colonel Shannon will be kindly remembered by a number of Lubbock county pioneers wh
knew him as a man of sterling qualities a rea

## Opportunity!

## Here is Your Chance to Get a Real

## HOME

The Undersigned Is Cutting Up a 6000 Ac̣e Ranch Into Farms and is Putting it on the Market so the Poor Man Can Own

## a Home

LOCATION-The land is located in Hock ley County. Texas, one of the best farming
counties on the Plains of Texas. Is 14 miles from railroad at Littlefield, a station on the Santa Fe on the Slaton-Lubbock-
Texico line, and about 10 miles northwest of exico ine, and about
Elwood, the County. Site of newly organized ounty or Hockley
DESCRIPTION-The land is practically tevel
and 99 per cent tillable.
The soil is a dark red loam, very rich. Works Owing to its nature it will stand drouth. We
consider the quality of the soil the best on the consider the quality of the soil the best on the
Plains, peculiarly adapted to the climate of the Plains country.
Water can be had in abundance. The first
vein being at about 62 feet, with two veins
under it vein being at about 62 eeet, with two veins
under it, the deepest one at 162 feet and when
reached the water level comes up to the first reached the water level comes up to the first
vein. The land has scattered cat claw over it
with some small mesquite bushes and the grass vein. The land has scattered cat claw over it
with some small messuite bushes and the grass
is of the mesquite variety, an indication of the Total price on 147.6 acres at $\$ 21$--...-.-.-.-.-.-.
Amount you assume to Haskell County, 11.22 peracre Amount you assume to Haskell County,
Amount you pay cash, $\$ 2.00$ per acre-
Balance to be paid--------

The surface is nearly free from lakes or dovery small.
The average ranifall for the country is eatil at about 22 inches
CROPS-The land is peculiarly adapted to the growing of cotton, kaffir, milo, feteria, Sucan be grown. PRICES-The land was offered and a part of t sold last year at an average of $\$ 25$ per acre, while lands adjoining were sold at $\$ 30$ per acre.
The quality is as good or better than the lande referred to. Owing to the deprssion we are offering this land at marked down prices, $\$ 21$ per acre and he terms are as follows: Cash $\$ 2.00$ per acre.
Purchaser to assume the payment of a county debt of $\$ 11.22$ per acre, due in 1957 with optional payment. and 5 per cent interest, payable
in advance. The balance of the consideration payable in six annual installments as follows:

We are selling this land under a binding contract and deliver deed when $\$ 5.00$ is paid.

$$
\begin{aligned}
& \text { To the purchaser who moves onto the land, terest one year } \\
& \text { ouilds buildings, puts down a well and puts the If you are no }
\end{aligned}
$$

ouilds buildings, puts down a well and puts the If you are not interested perhaps you have a
Ind in cultivation the payments will all be au- friend that desires a location and would like to omatically extended by the payment of the in-
If you are interested in lands in any section of
the Great South Plains of Texas or Eastern
New
New Mexico and Plains of Texas or Eastern
New Mnbiased information
the firm.
If you want further particulars write to Texas Land Exchange, to C. W. Alexander or J. E. Aloxan-
Texas Land Exchange
J. E. ALEXANDER

PHONE 44.


## TERRY COUNTY SECTION-Panhandle-South Plains Fair Special <br> THE LUBBOCK AVALANCHE

## VOLUME XXI

 Terry county was organized June 28th, 1904 |crops once they reach the growing stage. The It is a proven fact that in any State or in in 1920 . The statement follows: arownfield, the county site, is a thriving little the government guage has been installed in the any locality, there is always one spot that can be 1918 and began breaking sod on to bebruary 7 th
 inches, the greater part of which falls through the
Terry county is blessed with good schools, a fine churches, lodges, stores; a fine gin, a grist
mill, and many other convenience, Terry county has just recently completed Terry county has just recently completed a
very modern $\$ 0,000$ brick school building in
the town of Brownfield. This building, although very spaeious, is not adequate to care for the fast
growth of the county and additional facilities must be forthcoming at a very early date

Terry county All White People

```
berry county, as is the entire South Plains, is
climate. With a cool invigorating and, healthful
clath an elevation of more than three
```

 soction of the entire Plains. Its entire area com-
prising unitorm prising uniform soil, level topographically, shal-
low water, and being the only and
40
kafi
 and Central Texas, Oklahoma and other states.
Recognized as Fine Farm Land Recognized as Fine Farm Land and is being recognized generally as one of the tions to be found in the Greack Sourming sec-
cause of its peculiarities of soil, Terry county Be-
fers little frem fers little from drouth, and a complete crop fail ure has never been known with the
"all Southwestern droath" of 1917 .

The soil of Terry are Mixed.
The soil of Terry county is very productive;
consisting of tight lands, mixed lands and sandy consisting of tight lands, mixed lands and sandy
lands, all of which are favored with a clay subsoil and because of such they are very retentive
of moisture, an important phase of choosing soils of moisture, an im
in the Southwest.
The farm crops of Terry county consist of
corn, maize, kafir, feterita, sorghum, broom corn, cotton and almost any, other kind of rew crop
adaptable to raising west of the Mississippi. Fruits and Grapes Thrive The fruit crops of Terry county consist of
apples, peaches, plums, apricots, pears, cherries


## '16 Years of Service on the South Plains"



If you are interested in Lubbock County or lands in any section of the Great South Plains of Texas or Eastern New Mexico and want unbiased information about lands in any size tracts, see any member of the

## TEXAS LAND EXCHANGE

## LUBBOCK, TEXAS

We specialize in colonization. If you have a large tract of land in West Texas or Eastern New Mexico and want it divided up into small tracts and sold, it will pay you to get in touch with us.
We are now selling the Hockley County land at $\$ 21.00$ per acre; $\$ 2$ per acre cash, balance long time.

## TEXAS LAND EXCHANGE

Lubbock, Texas
C. W. Alexander

## DO YOU WANT A HOMEP

In a Good Community, Where You Can Have Good Schools, Churches, Neighbors? Yes! I Have it for You--Any Size Tract, Any Location, Any Price---Small Cash Pay$\because$ ment, Long, Easy Terms

# MEAOOW COMMUNTY 

## 

In the Meadow
Community
10 tracts of 160 acres each surround-
ing the town of Meadow, priced from
$\$ 32.50$ to $\$ 40$ per acre, with $1-4$ cash payment, balance like rent, on or berore notes at 7 per cent interest, pay-
able over a period of ten years.

One tract 228 acres all tillable, 45 , acres in cultivation, two room house,
well. fenced and cross fenced, at $\$ 40$ per acc
years.
296.1 acres all tillable, four room houso barn, well, fenced, 100 acres
in cultivation, at $\$ 50$ per acre, $1-4$ in cultivation, at $\$ 50$ per acre,
cash, balance 1 to 10 years. Three se lose in sections of tillable all acres each, rom $\$ 55$ to $\$ 60$ per acre. Reasonpaymen, balance easy.
Also several other tracts some well
improved, some raw at from $\$ 32.50$ mpoved,
to $\$ 65$ per acre, reasonable payments, long time, low interest.

The Cream of the South $N$ Plains

## Before You Buy Elsewhere Investigate THE MEADOW COMMUNITY

Outstanding Facts Relative To Terry County

## WE THINK ENOUGH OF YOUR BUSINESS TO ADVERTISE FOR IT

It will be considered a privilege and a pleasure to correspond with you relative to Terry County and any inquiry you make we will, indeed, be glad to answer.

## We Want to Figure With You on all Building Material

It is up to you to try us; and it's up to us to prove that we merit your try-out.

Yourare sure of careful attention and careful treatment when trading with us. Come to see us when in our town or through our country.

## CICERO SMITH LUMBER CO.

General Offices, Fort Worth, Texas
Niggerhead Coal "Quality Always". Building Material
Brownfield, Texas


# THE MEADOW COMMU 

## LAND PRICES

The prices of land are lower in our Community than in any other community on the Plains. The speculator has been discouraged and prices kept within reason so that the BONA FIDE SETTLER could get a home. Good raw land can be bought and long easy terms
There are some improved farms on the market at reasonable prices. YOU WILL BE TREATED
RIGHT IN THE MEADOW COMMUNITY,

## MILD WINTERS

MODERATE SUMMERS

## 13 YEARS AT MEADOW

I have lived in the Meadow Community for 13 years and have never seen a crop failure here. We always make good corn crops, good cotton and feed crops. We shipped corn in 1917 and 1918 to drouth stricken Central Texas. I lived in Mississippi and in the Black Land Belt of Texas before coming here, but this has any other part of the U. S. beat for an all 'round good farming country. We have good climate, and land is a good investment if bought now.-J. W. PEELER, Merchant and Farmer.

## RAPID DEVELOPMENT CAUSED BY PROSPERITY

IN THE MEADOW COMMUNIT we have good schools, good churches, good people, yard, shipping and marketing facilities. In Communities with less conveniences in Central Texas you would pay from $\$ 200$ to $\$ 350$
per acre for farm homes. In the MEADOW
COMMUNITN you get all these conveneinces and more fnd can buy good land, that will produce as much as the best black land in Texas with less work and expense, at $1-10$
what you would pay for it in Central Texas.
Many of our people came from places where
none of them would'go back-none of then will have to go back, because they are makin a success here. YOU HAVE THE SAME OPPORTUNITY-ONE LOOK WILL CON-
VINCE YOU-INVESTIGATE THIS SUM-
MERI

## BUMPER CROPS WITHOUT IRRIGATION



BUY LAND NOW!
ANY THINKING MAN WITH COMMON SENSE WILL REALIZE that the time to buy land or other real estate in any community is BEFORE THE DEVELOP-
MENT IS COMPLETE. MORE DEVELOPMENT MEANS INCREASED REAL ESTATE VALUES. THE MEADOW COMMUNITY OFFERS YOU SUCH AN OPPORTUNITY. Lands in the Meadow Community that you can buy now should be selling for as much às $\$ 100$ per acre IN A FEW SHORT YEARS because our development has just begun. Values are just be ginning to rise. GET IN ON THE GROUND FLOOR. BUY A FARM HOME OR CITY- PROPERTY. IMPROVE IT. HELP US INCREASE OUR DEVELOPMENT AND MAKE A BETTER COMMUNITY AND GET THE BENEFIT OF THE INCREASE IN VALUE THAT IS BOUND TO COME.

KAFFIR EVERY YEAR ON SOD LAND

We Have Never Had a Crop Failure----THERE IS A REASON!

\section*{DIVERSIFIED FARMING} COTTON CATTLE CORN HOGS WHEAT SHEEP OATS HIDES MAIZE POULTRY KAFFIR EGGS SUDAN DAIRYING truck | frutis |
| :---: | vegetabliss



This Map Indicate Meadow Com South

his splendid Community is known for and $t$ is located on the Santa Fe Railroad in the the town of MEADOW is about 27 miles sout
PLAINS, and about 11 miles from Brownfield At the town of MEADOW there are good scho yard, and such other conveniences as are necess nd a first rate community center.

LAND IN THE ME As stated elsewhere, land in the Meadow C any other Community on the South Plains, ing the town of Meadow choice, level, smoo able at the town. Land is being offered at fror able at the town. Land is being offered at ron
and from $\$ 40$ to $\$ 75$ for improved tracts, wit
ing it possible for the man of small means to $s$ SOIL AND SURFACE All the soil in the MEADOW COMMUNITY is a deep, rich, mellow, loamy "cat claw" soil, free from deep sands, rocks, timber, Johnson luvial soil, and the sub-soil is a joint-red-las very retentive of moisture. This quality of soil is muich more productive, absorbs rainfall more ater soils. The surface and topography of the MEADOW
COMMUNTTY is There are no ravines, breaks, and all tillable. spots. The land is a virgin prairie covered with a thick turf of curly mesquite and gramma
grasses, with scattering cat claw shrubs which require no grubbing and sat cattered med mesquite
hushes which are easily removed hushes which are easily removed. New land is
put in cultivation at smail expense and produces practically the same as old land. WATER
Sheet water underlays the MEADOW COMMUNITY, 50 to 100 feet deep, is soft and pure pense, no casing used, àd windmills erected for pumping.

## IMUNTTY

Map Indicates the Location of the Meadow Community on the South Plains


## LOCATION

Community is known far and wide as THE CREAM OF THE SOUTH PLAINS, on the Santa Fe Railroad in the northeast portion of Terry County, Texas, and
MEADOW is about 27 miles southwest from Lubbock, THE HUB OF THE about 11 miles from Brownfield, the county seat of Terry County.
of MEADOW there are good schools, good churches, stores, gin, bank, lumber h other conveniences as are necessary to proyide shipping and marketing facilities
te community center. The citizenship are high class, loyal, white AMERICANS

## ND IN THE MEADOW COMMUNITY

ewhere, land in the Meadow Community can be bought at lower prices than in mmunity on the South Plains, considering the amopnt of develand in tracts of from of Meadow choice, level, smooth, and
on public road, and with school, church, marketing and shipping facilities availwn. Land is being offered at from $\$ 30$ to $\$ 60$ per acre for unimproved tracts wn. Land is being offered at from $\$ 30$ to $\$ 60$ per acre for unimproved tracts
to $\$ 75$ for improved tracts, with small cash payment and long easy terms, mak-
for the man of small means to secure a home and pay for it out of his products. il and surface IL AND SURFACE
in the MEADOW COMMUNITY
mellow, , mellow, loamy "cat claw" soil, 'melow, loamy "cat claw" soil,
osands, rocks, timber, Johnson
bad growths, being a silt or bad growths, being a silt or al-.
the sub-soil is a joint-red-clay
of moisture moisture. This quality of soil
ductive, absorbs rater it better than other rainfall more ind topography of the MEADOW is smooth, level and all tillable.
avines, breaks, creeks, avines, breaks, creeks, or rough,
1 is a virgin prairie covered with curly mesquite and gramm bering cat claw shrubs which
bing and sattered $*$ mesquite at smail expense and proWATER
underlays the underlays the MEADOW COM 100 feet deep, is soft and pure :used, and windmills erected fo


## THE CREAM OF THE GREAT SOUTH PLAINS

## 50 BUSHELS PER ACRE

Last year I made an average of 50 bushels of corn per acre. I have never failed to have apples, plums, and grapes. I am a stock farmer and would rather risk my chances here than any place I know of. I have lived in the corn belt of Illinois, and in Williamson, Wheeler and Collingsworth Counties in Texas and believe the MEADOW COMMUNITY is far ahead of any place I have ever been as an all 'round corn, cotton and stock farming country.
G. W. ELLINGTON, Farmer

## TOWN PROPERTY

GOOD RESIDENCE AND BUSINESS LOTS ON THE MEADOW TOWNSITE can be bought for reasonable prices and on reasonable time. The speculator has been kept out, building restricted, and the ac tual settler encouraged. LIVE IN TOWN AND FARM YOUR LAND NEAR-BY. This community is looking ahead-pulling together. GET IN ON THE GROUND FLOOR.

## GOOD SCHOOLS---GOOD CHURCHES---GOOD NEIGHBORS

The first railroad to pass through the Meadow
Community was in 1918. At that time there
were only a few settlers, widely scattered, only ere only a few settlers, widely scattered, only
one store, that of Col. J. W. Peeler, an old time
 tler was struggling against the cowman for suther was struggling against the cowman for su- and conquered-today the community is blessed
premacy and trying to develop the country. with good schools, churches, a good little town
with excellent banking, shipping and marketing TO THE MAN WHO WANTS A HOME IN A GOOD COMMUNITY WHERE HIS FAMIL OF SCHOOLS, CHURCHES, ETC.,-IT WEL COMES YOUI

INVEST AT MEADOW PUT YOUR DOLLARS TO WORK. THIS COM MUNITY OFFERS A SPLENDID OPPORTUNITY TO THE MAN WITH MONEY TO INVEST. OUR LAND LAND. THE COMMUNITY WILL NEED MORE BUSINESS OF EVERY KIND-PUT YOUR MONEY InTO A bUSINESS AT MEADOW. You can dairy farm successfully, ship your products-we have the shipping facilities. You can raise hogs profitably and you can successfully handle a poultry and egg business We have every natural advantage necessary for any business or farming operation-COME AND. SEE FOR
YOURSEIF.

HEALTH, HAPPINESS and PROSPERITY AWAIT YOU IN MEADOW COMMUNITY


SUDAN FOR SEED AND HAY PAYS WELL

## STOCK FARMING OR STRAIGHT FARMING IS PROFITABLE HERE




itions of the county an a a a nty can be purchased ata

 Sians. Theere man any any
ty and those who are
 really offordy Mnd thena
 ogreasive South Penains

and afford unusual | be secured from thece |
| :--- |
| Cleck at Brownield | Cer for years or tied

te
ere at Lubbock.

## OS. \& CO

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$\qquad$
THE BROWNFIELD HARDWARE COMPANY interested in the development of Tery County. We strive to build our business in
coord with our county. See os for Hardware, Implements, Windmill, Stoves or Harness. BROWNFIELD HARDWARE COMPANY

|  |  |
| :---: | :---: |

## 100 pounds whole ground cottno see

25 pounds cotton seed meal.
Silage, Sudan hay, kafir or milo stalka.
50 pounds cotton seed meal.
300 pounds kafir or milo chops.
100 pounds wheat shorts.
Silage, Sudan hay or kafir or milo stalke
100 pounds ground corn in shucks.
50 pounds cotton seed mea
Silage, Sudan hay or kafir or milo stalke
100 pounds wheat bran.
100 pounds wheat shorts
100 pounds greund oats
100 pounds kafir or milo
100 pounds corn chops.
100 pounds cotton seed meal.
Silage, Sudan hay or kafir or milo stalka

Texas Agricultural Products And Potentialities
$\qquad$ of $32,000,000$ acres of land in cultivation in the
State, less than one-third of the arable area. Furis cultivated without the use of fertilizer or orther
itensive farming methods; again, much of the o-called uncultivable land of the State is real fie plow
through.
In other words. Texas has acreage for the sup-
port of a State of $15,000,000$ even if the easy-
going agricultural methods are pursued. Texas going agricultural methods are pursued. Texa
has enough arable land to support $30.000,000$ peo
ple if intensive methods of Eastern States were
adopted. This is still considering the State pri fancy. whose commerce is confined to distribution
to its own population. If Texas should develop
into a manufacturing and commercial state, which it undoubtedly will during the next thirty whears,
it would easily maintain a population of 50,000 ,United States.
is $4,663,228$.
The ne
the state.
per oent
the smalle
largely to
earry as 1
great ind
Of Brownfield offers to the people of Terry county a new selection of styles for fall; new indeed are the goods and prices.

Today as never before, judge values not by what they sell for but what they are made of, how long they will wear and how they will wear.

NATIONALLY KNOWN LINES
Hart Schaffner \& Marx Clothing - Metropolitan Cuistom Made, Lyon and Stetson Hats and Peters Shoes IN OUR GROCERY DEPARTMENT Del Monte Canned Fruits - Golden Gate Coffee and other staple and fancy lines.
WE DO APPRECIATE YOUR BUSINESS

## Lewis Bros., \& Co. <br> General Merchandise

Brownfield,

Texas


op was a filur pasd po but all ohere yeare
Lose y ear I made intine fruit countryy
 blit of Texas.
 : Ellingto FARMING


 water for that pur
id the climate is
su-
 yatidy bey yivic coit fin mad , amot how

 avide divex mox num dowite

## fitum <br> man

 -
## VOLUME XXII

## - RALLS---THE WONDER TOWN OF THE PLAINS $=$






 compoleding to to me ravage of inection thee pre





 hieh isdance, yet wot mot tertite land, whe price of

Oion of land is andapted tot tote succestal produc.
 there in no other countryin the world where con-
 mulimited, and conditions are are
And, then, the climate our summers are de-
lightul- no unusaly hot days during the sum-
 Thild The altitude here is right close to 3000 feet
 aust from thio poione In mat domain of the West Lisis immediate ection is regarded, by those who
know. .as being the ver best
 most progresive towns on the song phe blaineat, af and ing a. splendid market for anl productio of the
country for miles around. and containing busi

 autabiehed less than teon who see it. Being
 hent side walk, four modem churchese one $e$.
 complete and upto-date theatre building to b
found on the Plians And we have: Three modern up todate dry
goods stores. An exclusive gents furidhing store: hree tron banks, one furniture otore: three garagee and one filling station; two hoteles; two meat marrketr; one matrease factoryy two prodace houses:

 hops: four modern uppo-dote eling: three e leva
ors of large capaity one telephone exchange hewspaper and job office: three physicians, two lawyers, on deenais

 | lation or |
| :--- |
| time |
| tim |

So you will note that hhe farmers locating his country will find asplendid yp-t-o-date town always find a good caad market por their product


## The top soil of Rell Soil

$\square$有



HOME OF GUARANTY STATE BANK. RALLS


 tmosphere of the lower countries.
The rainfall of Cainfall county, according to
governmentai reports, averages 22.6 inches an governmentai reports, averages 22.6 inches an-
nually, the greater part of which falls' during the
 inaure ample seasos, in the ground for carly he soil of the Plains, do ono to tiok tine chate the ereor ound
 hat lies no more than six minches below the sur -



 orpt or this county, that during the drouth of the


 millet, peanuts and alfalfas maintain the general

## buildings and teachers of experience, will be found in Ralls' schools.

 Ralls' schools. Water.The water underlying the Ralls country is cold,
pure and sparkling the year round, and is free
from gyp. alkali and other injurious ingredients, from gyp. alkali and other injurious ingredients, and can be han in
and at small cost.

$$
\begin{aligned}
& \text { The beauts. } \\
& \text { on the Ralls country lands th } \\
& \text { on }
\end{aligned}
$$

$$
\begin{aligned}
& \text { The beautiful orchards. that are now growing } \\
& \text { in the Ralls country lands of the small farmers } \\
& \text { re ample evidence that peaches, apricots, pears }
\end{aligned}
$$

ato




 years the town of Ralls will be the crossing point
of all, or at least, a large part of these systems.
The great financiers of the East are realizing, more The great financiers of the East are realizing, more
than the local citizens of Texas. the great future
that lies before the Plains country. William M. Miller Collier, Persident of George-
town University at Washington, has been appoint-
$\qquad$ Chas. B. Warren of Michigan has been select-
d by President Harding as United States Am
town after his own making Fance. if pasible, a town after your own mak-
 couat the people who lived there and the industries,
the
and businesses that came would be prosperous, contented and ambitiouse. In all pre probsperous,
is what you would do. That is what John R. is what you would do. That is what John R.
Ralls has started out to do with the town after his own name. So far his success has been mark-
ed. Ralls is a beautiful little town-the home of ed. Relve hundred happy American- citizens- am-
twitious that their town grow bigger, that their
bit bitious that their town grow bigger, that their
country develop faster and that the conveniences enjoyed elsewhere may be found in their town.
Of coarge the people of Ralls have built the city. Of coarge the people of Ralls have buile the city,
but can anyone learn about this town of anything
that would that would make it a prettier and better town,
that has not been secured through the resourcefulness of its founder-John R. Ralls?
Thiany years ago john R. Ralls was - 7 erin Thany years ago john R. Ralls was u. Yer
chant of Oklahoma. That occupation together
with ranching he followed in that country for many years. Then he heard of the South Ploing for
of Crosby County hat of Crosby County and of the lands now Plains-
ing the vicinity of the town of Rall ing the vicinity of the town of Ralls. One could
not have visited that section without realizing that
some day hundreds of people would be not have visited that section without realizing that
some day hundreds of people would be on those
beautiful Plains making their living from a soil beautiful Plains making their living from a soil
easily cultivated and exceedingly fruitful. , It was
barren, of course, as was the entire South Plains barren, of course, as was the entire South Plains
in those days. But there must come a time when
homes would be built in such a fine section as that. So John R. Ralls saw far enough into the future
that he sold his mercantile interests in Oklahoma
and purchased many thousands of acres of these and purchased many thousands of acres of these
fine lands. And he paid a big price-vastly great-
er than what other lands could have bell er than what other lands could have been boought
for at the time. These lands were of a firmer nature and they were recognized as the finest graz-
ing lands of the South Plains and because he
liked that section he paid the high sum of $\$ 3$ per acre for his land. That was a premium price
for lands in this section at the time the put chase was made. beautiful, grassy covered plains
Upon these built a home and for a few years this man
re bised the finest Hereford cattle in this section
rate raised the finest Hereford cattle in this section.
His was an ideal ranch and he took as much
pride in his stock, their care, theif breeding as he
does in the promotion pride in his stock, their care, theif breeding as he
does in the promotion of the town of Ralls today:
and that's a great deal. Then came the railroads:
and and through the very heart of his ranch lainds the
raiis of the Crosbyton-South Plains branch of the
Atchison, Topeka and Santa Fi Achison, Topeka and Santa Fee weranch laid. De-
velopment started very naturally with settlement velopment started very naturally with settlement.
In those years, very visible to many resident In those years, very visible to many residents
of the South Plains the county seat of Crosby counly was Emma, located a few miles southeast of Southwest of Crosbyton. A hotly contested elec-
tion for the removal of the county seat to Crosbyton resulting in Crosbyton from Emma also in the rapid building of Ralls, encouraged nd fostered on every hand by John R. Ralls,
the people and businesses of, the town of Emima we people and businesses of, the town of Emma,
which we failed to state was untouched by the
new railroad, moved very quickly to Ralls. new railroad, moved very quickly to Ralls. They
went there because they wanted the service of the went there because they wanted the service of the
road and because they wanted to build a town and a community that they would be broud of
and after their own ideas. The people who went Ralls were those, and they are still there-those
who have co-operated in making Ralls the town
is today and the prosperoue co Now, it is generally known that whenever the ccasion demands and that means when the time omes for new industries, new businesses, new
schools, amusements, or any other thing which
would make Ralls a better place in which to live would make Ralls a better place in which to live, wherewith to promuce those very things. An in-
once of this is the erection of the finett most beautiful picture show house to be found in
mone
Il West Texas-a play house the all West Texas-a play house that would do much
ctedit to a town of many thousands of inhabi
 (Continued on page 3 )

## THE LUBBOCK AVALANCHE

## VOLUME XXII

LUBBOCK, LUBBOCK COUNTY, TEXAS, THURSDAY, SEPTEMBER

## JUST ONE MONTH TILL THE FAIR AT LUBBOCK BEGINS

## REEVYAL ATMETHOOISTCHURCH ATTRACTINC LARGE CROMPS

OIL AND GAS POSSIBILITIES OF LUBBOCK COUNTY TO BE TESTED BY W:E. BLEDSOE OF ABERNATHY

## HASBEECGREATLY MCREASED THIS YEAR NALL DEPARTMENTS

MORNING SERVICES ARE ALSO UNUSUALLY LARGE AND REV. BROWNING BRINGS STRONG MESSAGES
 fou Den of Mecting likely to biring Good Reatite

JUNIOR CHAMBER OF COMMERCE STARTS WTTH BIG MEMBERSHIP AND A GOOD SUPPI.Y OF PEP


Clay County May Lubbock City School Vote a Million Ready for Business Dollar Bond Issue Monday Morning

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Plains Cattle Bring Top of Market In Kansas City





## Locue being distributeb-biggest hoc show IN THE WEST WAL BE HELD DURING THE THREE DAYS OTHS FAR AND MORE THAN 5 ,.00 IN CASH PREMIUMS ARE BEIAG OFERED TO EESHIBITORS BE. SIDES OTHER SPECIAL INDUCEMENTS.

Program for Week Beginning Sept. 1st

## R. \& R. Lyric and Lindsey

| Thursday, September 1st. William S. Hart in "JOHN PETTICOATS". | Saturday at the LINDSEY, night only Bert Lubin presents Allene Ray and Harry McLaughlin in "HONEY MOON RANCH" |
| :---: | :---: |
| Also "Her Self Commencer" Comedy A- thirilling romance of the Western Plains, There was no way out. His uncle had willed him a modiste shop, and he had to leave the same title, Also his lumberjacks and rum it. Can you fancy |  |
| 'ing lingerie to the fair clite of New Orleans? game, found an aged judge in noed of same, ail in ace of a companion, and | Monday and Tuesday William S. Hart in "THE TOLL GATE" |
| certain crooked gentleman in need of | Black Deering, bandit! Terror of Three coun- |
| Hart thrashing-you'll say his ladies' shop was a gift from the god. | ties and good for nothing except to handle as gum. But he sure could do that. And at last |
| Friday <br> Wanda Hawley in <br> "FOOD FOR SCANDAL" <br> and "Out West" a Fatty Arbuckle comedy | touching story of hate that a wonderful love conquered. Hart's greatest picture-With Anna Q. Nilsson-Also a Sunshine comedy "THE JANITOR" |
|  | Wallace Reid in |
| ney at the LYR | "HAWTHORNE OF THE U. S. A." Also "His Best Girl" a Pollard comedy Shows start at 2 and 7:30 p. m. Saturday Matinee at $1: 30$ and continuous. |
|  |  |
| and the third chapter of "Do Or Die" |  |

## SEFVICE ABOVE SELF

Haven't you noticed that this yard has been able to give you better service than ordinary? There's lots of people in Lubbock who new depend upon us to fill their needs in any line of building material. They have learned that we keep the things they must have - the things they want. Of course maintaining a ser-
vice like this is rather expensive, but vice like this is rather expensive, but
then we believe in giving just a little better service if it entails a sacrifice on our part.
Depend upon us regularly and

## A. G. McAdams Lumber Co.

 Bratton, Tax Assessor of Parmer
County since its organization with Colds Cause Orip and Infuenza



## Had You Thought <br> About This?

> The People Who Want to Save
Judge QUALITY-Then Price
> Customers of our store are loyal; they know the quality of the groceries we sell is as high as can be found and that the price is consistent with judicious business. You will find more satisfaction by combining quality in your groceries with conservative prices.


## 

## Religious Status of University at Austin Surveyed

Provisions of the Federal Tax Laws
Effective Jan 1922



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## 

Whatever the qualities you seek in a motor car, your only guide in judging a car for these qualities is its record of actual performance. Until the Overland 4 was manufactured, riding comfort was the luxury of heavy cars with long wheelbase. But with the heavy car, economy was out of the question.

The Overland 4 brings Comfort and Economy together. Light alloy steels of almost unbelievable strength and toughness (selected at their source and inspected in rolling and fabrication) give this car the light weight that insures economy. Triplex Springs, exclusive with Overland, act as a pneumatic cushion between you and the rockiest road.

Thus Economy and Comfort skim over the road together, constant and agreeable companions to the men and women who own and drive the Overland.

Let Us Demonstate the Overland for You

## Lub-Tex Motor Co.

320-a well improved land, good well and mill, five-room house and barn, two hun-cross-fenced, every foot of this land is high grade agricultural land, within two miles of good sehool and station on railroad; land lies perfect.
Will put in this year's crop or will keep it. Can give immediate possession or will stay on place until January first.

Will take in good house on this place well located or will sell on easy terms. This is a bargain if you are in the market for a farm home

For Further Information See

## M. O. Owens

Office Security State Bank Bldg.
Phone 196
Lubbock, Texas

## For Sale or Trade



NEWS ITEMS OF INTTEREST FROM DIFFERENT PORTIONS OF THE STATE

## Authorized Sales and Service

There are many parts made and sold on
an adjustment basis if they fail to give the an adjustment basis if they fail to give the required service they will be replaced. In
order to secure adjustments and correct service on repairs you should patronize the Authorized Agency
The Lubbock Auto Company is the only uathorized Ford and Fordson Agency in Lubbock county. They are interested in seeing sired service. They are the ones you should see before having repairing work done.

Lubbock Auto Company

## New Things for the Fall Season

## CARRY PRICES THAT ARE

 A PLEASANT SURPRISEYou'll be more than pleased with the prices at this store.
The business adjustments that have been in process the last few months has brought reduced incomes to almost home. But there is a bright side. The dollars will buy much mor A little shopping around is what it takes to reveal where prices and quality stand-where the real values are

LADIES' READY-TO-WEAR ARRIVING DAILY
Coat Suits priced
$\$ 15.00$ to $\$ 59.75$
Coats priced $\qquad$
 $\$ 12.50$ to $\$ 39.75$

New Blouses $\$ 6.50$ to $\$ 15.00$

New Sport Skirts
8.50 to $\$ 17.50$

New Sweaters
7.50 to $\$ 12.50$

SHOE SECTION
A few fall styles now in stock, Satins, patent and Kids, in stitchery and beaded trimmings, priced $\$ 6.75$ to $\$ 9.00$

Many numbers to close at very special prices; some with military heels, some with French heels; $\$ 5$ to $\$ 8$ values on table now

## K. Carter's Store

North Side Square

## The Man Who Tries--

Hand it to the man who tries. He who, when business is dull forges ahead. Don't waste much time on the man who sits and waits for business to make him work. And you'll have to hand it to us for keeping our stock right up to the minute. Say, where do you trade, anyway? For Drugs, this is THE Place.

The Red Cross Pharmacy
W. M. CRAWFORD, Proprietor.

Business Pulse Beat
 All Over Texas



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PROFESSIONAL COLUMN

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|  |  |
|  | DR. R. B. HUTCHINSON $\begin{gathered} \text { DR. J. G. HICKS } \\ \text { Assistant and Anaesthetist } \end{gathered}$ Suite No. 2, Burrus Building $\text { Phones: Office } 131 \text {, Res } 122$ <br> Lubbock, Texas |
|  |  |
| SIMMONS UNDERTAKING COMPANY ${ }^{\text {E.E.C. Simmons }}$ | DR. R. M. HARKE Veterinary Surgeon $\qquad$ Lubbock, Texa |
|  |  |
| $\begin{aligned} & \text { Office in Leader Bailding } \\ & \text { Office } 748 \text { Phones Revidence } 742 \end{aligned}$ |  |

## to Be Operated by

 Electric Current

Do you realize that it is only
a few weeks until we will be having some cool mornings and evenings?
We do not want to let winter slip up on you without letting you know the right place to get your heating equipment.
We handle the Great West-
ern line of heaters in moder-
ate priced goods of high quality. These heaters give you great satisfaction and service and the price is very low.
The Round-Oak line, the finest and most efficient heating stoves built, will create more
you ever saw. They are the highest grade heaters built. Considering the quality you will be surprised that they cost no more.
things for the early cold snap. They and make you comfortable early morning
pipe, stove shovels, stove boards, coal
furnace or are going to build and wan
to put in a furnace. let us figure with
and pipeless.
and pipeless.
heating capac
any other.

## The Western Windmill Co.

Phone 127 the Winchester store

## 1212

Dawson County To

Have County Fair September $28-29$

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of settiog on the South Platios.


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 rotumed to their bome wadneader.







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parents in this eity.
Miss Zora Sims, of Peoos, is visit Mise Zore Sims, of Pecos, is visit,
ing tit the home of Miss Lila Gibson,
this week. inf wis week.
$\qquad$ ness trin to the eastern part of the
country Monday of this week.




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 visiting with friende.
The Lubbock County Farmers' UnThe Lubbock County Farmer' Un-
ion will meet at Abernaty Saturday,
September 10.
quested and
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other counties, tenting to busine mattofs in lub- home ot Which with
bock the first of this week.

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was in Lubbock Wedned
week, prospecting and tave of this
country over in general.

## Hem is sam BRIGGS

 \& YOUNG er, it didn't need it.
## THE LUBBOCK AVALANCHE

volume xxil

## SCHOOL SUPPLIES

Mothers and Fathers, bring your children to our store and see that they get good values in tablets, pencils and other school supplies. Send the children to us and we will see that they are well supplied with the very best values.

FLOYD BEALL
DRUGGIST
First Door West of Barrier Bros. Dry Goods Store.

EAST TEXAS COUNTIES RECEIVE LOT MORE SCHOOL MONEY THAN



Watch for the "Buck" Line of Stoves, Heaters, Ranges and Furnaces

Uniform in quality-prices changed only according to the "dress" of these stoves, we are sure the people of Lubberk and the South Plains will see the many merits of this big line.
We are stocking this fall one of the biggest assortments of heaters and rangers to be found in this section. We will be able to suit everyone who will want to buy. Different sized stoves and at different prices.


Buying a good heater early in the year, while one can secure what they wish is as sensible as purchasing coal before the cold days ar-rive-both are necessary for comfort.

Before you buy be sure to see the BUCK line.


The Dirt that Sifts from Your Clothes

If you could see the common street dirt, dust and grit that sifts from your cothes when they are dusted in our special dusting machine before we ciean them, you'd wonder what hap-


## Fill That Coal Bin Now!

[^0]
## Jackson Brothers

Lubbod, Texas

## FRESH VEGE'TABLES---

## ED WILSON'S

We are taking particular care in the selection of vegetables and fruits for our customers. Besides a staple line of groceries you will find that our fruit and vegetable stock is the finest in town. We believe that our growing patronage is caused by the

Sanitary Grocery
Phones 181 and 381
Store on West Broadway next door West of Leader.

Plains. Stockmen and Farmers Should Finish Their Hogs and Cattle for Market And Keep the Large Profits at Home


## Telling the Truth

When we tell the public that we do so and so to the milk they use we mean it! We take all necessary precautions to insure the purity of our milk and products and we use the best machinery obtainable to make 4t nutrtioust heathtrou and clean
Medlock's Dairy
The Home of Pure Milk Products Phone 405

## Within Her Kitchen


there is complete harmony, and an air of cleanliness that seems to foretell the good things that are in preparation.

Man would be amply-repaid for a wise outlay in kitchen equipmen, for woman's pride in a well-appointed kitchen finds outlet in a goodly store of properly cooked and appetizing foods.

In your thoughtfulness of HER needs, do not overlook the importance of a well-furnished and attractive kitchen.

Stoves, Ranges, Aluminumware and Graniteware.
See us for the best in these.


COLE-MYRICK HARDWARE AND IMPLEMENT COMPANY

## SECOND HAND AUTOMOBILES

1.-Seven passenger Chandler, newly painted, motor and body in good condition, for sale at .... $\$ 800$

3.-Overland 4, Touring, fine shape $-\ldots . .-\$ 350$
4.-Seven passenger Chandler .................... $\$ 650$

TERMS - All of the above cars can be purchased on easy terms; small payment down and the balance monthly.

## Lub-Tex Motor Co.

LUBBOCK, TEXAS
If-
IT RAINS, HAILS OR STORMS,

## OR-

IF YOU DIE, GET SICK OR HURT

HAVE YOU GOT INSURANCE?
See
M. O. Owens

Security State Bank Building


TEXT OF THE PEACE COMPACT
WITH GERMANY AS SIGNED BE TWEEN THE U.S. AND GERMANY


## nores Quality Goes Clear Through

Doableen oo year has thrown a clearet light uron the Dort and its high standing in the esteem of the American pubtic than this year


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Earhart Motor Compaǹ

## Rear End Troubles

 one branch

> RED \& POSEY

## Broadway

Lubbock, Texa


## You Will Never be Disappointed


in your meat if we supply it. As very best grade, therefore you can can never receive poor meat from us. Let us send you a fine juicy roast for Sunday's dinner and some bacon or sausages for breakfast
Sid Garaway's Market
In Martin \& Wolcott's Store

## Apples! Apples! Apples!

The new apples are coming on the market and w will have a good variety of them in stock at all times for both eating and preserving; also a few pears. You can buy apples and pears by the bushel as cheaply from us as you can from the wagon that drives to your doo and usually we sell you a better variety as we are ex tremely careful in buying to get the very best quality that is on the market

Don't forget to order your groceries and fresh and cured meats from us. We have two phones, 309 and 310 for your convenience and we want yout to use them. Call us daily and if in a hurry ask the clerk to rush your orde

## Martin \& Wolcott

## chert

OUR SERVICE IS COMPLETE
ts and the interest we have in pleasing our customers with whatever kind of buildin Shamburger Lumber Company

"The End of a Perfect Day
plow, harrow, drill; to run the thresher, the plow, harrow, drill; to run the thresher, the corn sheller, the hay baler or what-int. Fo Fordson Tractors are not only doling in general field work for farmers the world over but they are saving them time, labor and money in taking care of every power job. It combines all of the qualities-all of the ad vantages-you have wished for in a tractor It is light; it is powerful; it is efficient; it is keep; it is durable; it is dependable; and it is not extravagant in cost.
It's hard to tell you all the facts about the Fordson here. We prefer to talk to you perWe'll gladly bring all the facts to you if you will phone or drop us a card.

Lubbock Auto Company Lubbock, Texas

Article 3. The present trent
shall be ratified in arcordance wit
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contracting parties apd shall take ef feot immpdiatelyon the exchane of
ratificatoms, wifich stitit tike place as soon an posilibe in Berlin,
IIn witness whereot, the re In witness whereof, the respective
plenipotentiaries have signed thi
treaty, and have hereunto affixed "Donie in duplicate in Berl
25th day of Ausust, 1921." COLORED REVIVAL CLOSED
WITH TUESDAY'S SERVICE To the liberal and Christian eiti
zens of Lubbock: Truesday night zens of Labbock: Tressay nigh
elosed our meeting at this place. We
vere suceessfal In adding to the God for his ungenakable gifts. Now
there was a sight disorder but no


| Texas Cotton Crop 2,000,000 Bales for 1921 Crop Season |  |
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Will E. Ballew

| MUSIC STORE---East Side Square | Ond tave -sammert Lemater |
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| f. D. Boyp's Muscs store |  |

## EXPERT SHOE REPAIRING

Thorp Mákes New Auto Tops and Repairs Old Ones
Save, by having your shoes repaired. You will find hat the shoes repaired at this shop fit as well, look as ell as they did when new. Experts buy a new top. Let me figure on

## W. B. THORP

$\qquad$


## Co-Operation <br> THE FIRST PRINCIPLE OF SUCCESS"

 All Union Men and Women, your Friends and Families arerequested to be CONSISTENT. PATRONIZE HOME INDUSTR Y BOOST FOR LUBBOCK and demand the UNION LABEL on all commodities you purchase, whenever
possible. The following BUSINESS INTERESTS of our city possible. The following BUSINESS INTERESTS of our city
solicit the support of ORGANIZED LABOR and are recommended by the CARPENTERS UNION

| AUTO DEALERS ACCESSORIES GARAGES Cadillac Motor Co. Red and Posey Auto Co. Lub-Tex Motor Co. <br> BAKERIES Martin's Baking Co. White Front Bakery | FURNITURE <br> Rix Furniture and Undertaking Co. Robinson Furniture Co. <br> GROCERIES <br> Hunt Grocery Co. North Side Grocery E. P. Wilison Grocery. |
| :---: | :---: |
| BATTERY CO's. <br> Lubbock Battery \& Electric Company. <br> Exide Battery Co. <br> BOOT \& SHOE DEALER <br> L. E. Hunt \& Co. Barrier Bros. <br> SHOE SHOP <br> Electric Shoe Shop CLOTHIERS | HARDWARE <br> Western Windmill Co. Moore Bros. Cole \& Myrick. <br> HARNESS DEALERS Moore Bros. <br> ICE CREAM MFG. Clover Leaf Ice Cream Company. |
| L. E. Hunt \& Co <br> K. Carter Barrier Bros. <br> CAFES <br> Busy Bee <br> Star Cafe <br> De Lux <br> DAIRIES <br> Sanitary Dairy <br> Ed. Vaughn <br> DRY GOODS STORES | LUMBER <br> W. C. Bowman Lumber Co. <br> A. G. McAdams Lumber Company <br> MANUFACTURERS <br> Lubbock Mattress Co. <br> VARIETY STORES <br> Lubbock Variety Store. |
| K. Carter Barrier, Bros | PLANING MILLS <br> B. Quinn. |
| DRUGGISTS <br> City Drug Co. <br> Lubbock Drug Co. | BLACKSMITHS Brown \& Lacewell |
| ELECTRIC CO'S. Owen, the Eelectrician | JEWELRY <br> G. K. Watkins |

## BUY AT HOME

WANT TO TRADE
80
$\qquad$



THE LUBBOCK AVALANCHE

> JAS. L. DOW,

THE AUblished Every Thursday by
(Incorporated)
Editor and
Entered at the Postoffice at Lubleral Manager CAN THE LOAFERS
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Some of our neighboring cities, Amarillo
among them we believe, are acching about the price
of ice, which range from 50 c to 7 c per hundred
pounds. Wonder what would be their dying yelp
if they had to plank down from $\$ \$ 2.00$ to $\$ 2.50$
ind per hundred
ty Herald.
There
were glad




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 tice in a lot of people to pay their taxes and let
the other fellow go without having to pay his and icit that is caused for no other reason
of fellows refusing to pay their taxes.

The Rotary Club is behind the school with al ire kept up to a high standard. This will be easy f the board will get in behind those tax payeri
who have failed to pay their taxes. There is no ecommodate a few grouches, who live in Lubboc


 OPPORTUNITY! HERE IS YOUR CHANCE TO GET A HOME
The undersigned is cutting up a 6000 -acre ranch into farms and is put ting it on the market so that the poor man can buy and have a home.
LOCATION-The land is. located in Heck.. The surface is nearly free from lakes or de-


## Selling a Texas Ranch  mon min   KING BROTHERS



YOU TAKE NO CHANCES! Shumate Razors are Guaranteed for Life

Western Windmill Co.
men 12


## WedoPicture Framing

We have recently installed a complete line of picture mouldings and the necessary equipment and are now in a pesition to take eare of your wants in this line.

Bring us your pictures. We are going to give you Service!

## RIX FURNITURE AND UNDERTAKING CO.

## START THE NEW MONTH RIGHT

If you have never traded with us won't you just try us for a month? We promise that we

## Do Right Because It Is Right

Our stock of groceries has been purchased with the greatest care possible that the price and quality be right. We take much care in purchasing all fruits and

You cannot judge from whom you can buy the cheap est until you have tried us our business is growing and we think because we are making an effort to furnish the people with the best groceries at the fairest prices.

Silverware coupons given on all accounts paid by the fifth of the month

Start the New Month Right.

## Darby \& Willetord, Grocers



THE LUBBOCK AVALANCHE, THURSDAY, SPETEMBER I, 1921

Water is Necessary for your Battery Water is as necessary to The water should be pure-
ind it should be puti into the battery rogularly, at least once two weeks.

You can easily put this water in, but we will glady do it if you | prefer. |
| :---: |
| We ar |

We are also equipped to recharge and repair batteries. We
carry a complete line of Willard battery parts, rental batteries Batteries
Atk ub
biw willarc Threaded Rub:
 Yuaper chacked, mpuctured and car-
bonied wood separatora.

Lubbock Battery
\& Electric Co.
Phone 262-Lubbock. Texas

## Willard Batteries

## FINE STATIONERY

We have probably the finest selection of stationery to be found on the South Plains. Our toilet requisites, soaps, perfumes, etc., are standard and high class. Our drugs and medicines are fresh and our desire to serve you is growing with our increasing business.

## The City Drug Store "The Rexall Store"

West Broadway

Ample Protection For Machinery is Asset to Farming



## canate <br> Clifornia

Summer Excursions
You may visit the GRAND CANYON of ARIZONA on your way -the World's Scenic Wonder

in luding September co. final return limpit Otconer 1.921. Rates the same as last year after August 20 .<br>Santa Fe Service as Usual let me help you. Write for. Of the Beaten Path. "Grand Canyon Outings." "Cation<br>Fred Harvey Meals All the Way<br>For in formation as to rates. routes. reser. vations. etc. call on R. F. BAYLESS. Agent or write<br>T. B. GALLAHER,

AGOOD many motorists - there be a slow leak around the do not realize what an intimate relation there is between the life of a tube and the life of a tire.

Hartford Tubes are made to lengthen the life of Hartford Tires-of any good tires.

Let a tube have the slightest thing the matter with it, let
there be a slow leak around the valve or any imperfections in the rubber, and the tire suffers.
particular about the tubes you buy. Just as particular as we were when we selected Hartford Tires and Tubes to uphold our business reputation.

## HARTFORD TIRE AND TUBE



BUY OR BUILD A HOME
 LOCAL NEWS NTEMS


## A GOOD BOOK

"HELEN OF THE OLD HOUSE" by Harold Bell Wright; "HER FATHER'S DAUGHTER" by Gene Stratton Porter, both of which are good and timely books. Come in and let us show you the many new books we have in stock.

THE LUBBOCK DRUG COMPANY
"The Yellow Front'
w. Dod Amem

Phone No. 152


## 242 ACRE FARM FOR SALE



Spikes Land Company
Lubback Tran

ALLEN ACADEMY for BOYS bryan,texas
Faculty of 12 Men for 130 boye
Ceutificate admite to to more than 100 colleges and Uni-
veritice
Sesplendid Military Training: Two U.S. Amm Officer::
 School recommended by three member" of formen camp. School recommended by three members of ormer Preieident witoen. Cabiet and by member)
Department. (References on requet.)
Remarkable health; fine athletics: Strong Moral Influences.
A school with Spirit and Ideals.
A school with Spirit and Ideals.
If you have a boy, or if you area a boy, you will be interested in
We shall be giad to send it to you on request.
THE PRINCIPALS, Allen Academy, Bryan, Texas. <br> \section*{\section*{GET OUR PRICES BEFORE BUYING FURNITURE <br> \section*{\section*{GET OUR PRICES BEFORE BUYING FURNITURE <br> <br> See Us For-
Auto Tops and <br> <br> See Us For-
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Auto Tops and Harness Harness <br> <br> Moore Brothers} <br> <br> Moore Brothers}

North Side Square
PHONE 65


## SELL US YOUR POULTRY

 The Plinen Poulty and Hide Company wants an opporturity to bid on an your poultey THE PLAINS POULTRY \& HIDE COMPANY






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# The Leader <br> "WHERE THE PRICE IS RIGHT' 

"BIG NEWS"

## FROM THE STORE OF

 THE PLAINSShowing the week's latest styles at prices that defy competition. The plan of this store is to bring you, each week, special offerings of a selected group of merchandise.

## Our Business Creed

This store cannot succeed unless the interests of Lubbock are placed ahead of every other consideration.
We realize that we cannot make money for ourselves until we have first served the public to the best of our ability and better if possible, than any one else.
The unchangeabe rule of this business is that the merchandise offered shall be at all times trustworthy, durable and offer good value. Nothing shall be sold here primarily for profit regardless of intrinsic worth.
Lubbock's stores are as much a part of this city as its schools, churches and other public institutions, and we shall do all that we can to make ours as worthy of support and local prite.
We owe respect not only to our customers and our city but inclusively to our business competitors and, claiming the respect of all these, we respect ourselves.

## A Few Specials to Close Out at Once

One lots Frolaset Corsets ....1-2 price One lot White Middy Dresses and Blouses
$\$ 1.00$
One lot Ladies' House Dresses _ $\mathbf{\$ 1 . 7 9}$ One lot Children's Dresses, embroidery and lace trimmed
-\$1.00
One lot Organdy Blouses .....-. $\mathbf{\$ 1 . 0 0}$. One lot all silk Skirts, pleated and plain ace-1-2 price One lot Silk and Sateen Petticoats .at ....................... 1-2 price Eig reduction on negligees and evening dresses.

## LADIES' READY-TOWEAR

You will find, unmistakably, that every selection, apart from excellence of style and completeness of variety, stands for intrinsic worth and reliability.

And you will find furthermore, that your expectation of lower prices this season have been most agreeably met. In many instances values are back to pre-war times.
When you examine the quality of the materials, the richness of the decorative touches and the excellence of the workmanship, you will agree with us that these are remarkabe values for the times.

## FOR MEN AND YOUNG MEN

Society Brand and Knickerbocker Suits
Without sacrifice of quality in material or cheapening of workmanship these suits are the bedrock of value. Built for service as well. as display. They are so smartly styled that you may wear them with proper pride anywhere. Very attractive
$\$ 20$ to $\$ 50$

## FOOTWEAR

You, naturally are interested in securing the best values in footwear at reasonable prices. We, therefore, extend you a cordial invitation to visit,our store where you can make a personal inspection of the various styles and patterns we carry.
Regardless of what your needs may be, shoes for dress, work shoes, or shoes for general wear, you can secure from our stock exceptional values at exceptional prices for any and every member of the family.

## MENS HATS

If you want simple, inexpensive hats, we have them; if you wish something quite costly, it's here; and plenty in between.
But whatever the price, dependability of quality and workmanship ranked before price when we made our selections. We have hats that will give the service you are entitled to for as little as $\$ 3$, and others of more expensive quality and work--manship up to $\$ 15$.

## CHILDRENS AND MISSES

 SWEATERSIt is a remarkable gathering that we have here ranging from the sturdily practical for the Tom-boy school girl to some frankly show-off styles for the idol of the family, and from sweaters that cost little to those that cost much. Surely we can match your every need and wish.

## HAVE YOUR CHILDREN

Start the new school term right by wearing CADET Scientific Stockings the hose with the guarantee. The hose with "seientifically" strengthened Knees, Heels and Toes There will be no need of sitting up late to darn their Hosiery for: when "they wear CADET-and they do not give satisfaction, send them back and get a new pair free.'

CADET KNITTING CO. Philadelphia, Pa .
CADET HOSIERY also for Men and Women. Sold and recommended by the Leader.


## THE VOGUE EMPORIUM

Here you will find hats that mimic their elders and styles that keep them forever young-styles of touch ing sentiment-and best of all almost any purse can find whatever it wants. We have both those inexpensive and expensive but decidedly smart. First of the Fall styles.

FISK, KING BEE and R. B.
What more could you expect?

MOOD MUSIC!


Burial Expenses on Our Soldier Dead
Averages About Seven Hundred Dollars Our Uncle Samuel, never does any- hundreds of bodies of our soldie
thing Uall walt way It has hately been dead are sent back to their familie
called to our attention, the near per- for their last interment. called to our attention, the near per- for their last interrent.
fect as possibly manner, in which the
The uninformed citizen will be sur

## The NEW EDISON










## Strong-Friendly-Reliable

The resources of the Lubbock Sttae Bank are ample to care for the business intrusted to it, but then, the strèngth of this bank comes from the big men who guide it.

The Lubbock State Bank has evidenced its friendship to its customers mány times-just ask anyone of those who have banked with us for years and years.

People have found that they can depend upon the advice given them by the officials of this bank. We

## THE LUBBOCK STATE BANK

## HAVE YOU GUESTS IN YOUR HOME?

For diversion and rest try the Manhattan. Bring


The Manhattan wants to be just what it is intended
The Manhattan Parlor and Cafe
Phone 25

## From Now On

Miller's Grocery will discontinue giving S. \& H. Green Trading Stamps wit groceries. We are striving to serve the buyers the very best we can and in doing away with the stamps we believe we are doing the customer a favor Only those who ask for them will receive stamps until the present supply i

## H. E. MILLER'S GROCERY

## BUY COAL NOW

COAL will not be any cheaper this fall than it now. There is a po sibility that it will be higher. The proper time to buy coal is while the de mand is low.

We have a lot of the finest burning coal on the market and are able to
fill your needs immediately:
For Quotations on Grain and Feeds, write or Wire
Thomas Grain and Fuel Co.


Ready With The Bottled Goods




We have iour recieded ngar lod of emptry borles end
${ }^{6}$ THE LUBBOCK CREAMERY

## 20c Cotton

Well, if the grand old State of Texas gets 20 cents per pound for cotton, then we'll all be coming fine! If you will trade with us-buy your groeeries regularly from usyou will find at the end of a month that you are doing well and saving
money. And-Second Hand Furniturewe have it for sale.

## W. A. TARPEL GROCRR

Still Near the Avalanche

## SERVICE

## the Best We Can Give

One kind of service-the BEST we know how to render.

All who bank here receive this kind. The size of the account makes no difference.

All are treated alike; all are treated well.

OFFICERS.<br>GEO. R. BEAN, Chairman of Board. SAM C. ARNETT, Vice-President FRANCE BAKER, President. C. C. PEARSON, Ass't. Cashier<br>JAMES B. REED, Ass't. Cashier

The Citizens National Bank
The Bank for You.'
Member of the Federal Reserve System

## …...........

Under New Management

The more you investigate Hotel Broadway the more apt we are to secure your patronage. Our aims are to build up a business from those who find other places too extravagant and some places too distasteful.

Hotel Broadway
Formerly City Hotel
South of Courthoure
Lubbock, Texas
L. B. SEAToN. Mer:


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\section*{Church of christ} | September |
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| $\substack{\text { Pongs. } \\ \text { Praye } \\ \text { Reer }}$ |





## Farm and Ranch Loans

On good terms and at a rate that you can afford to pay. In this office, your business will be given Careful and prompt attention. Long experience and well established financial connections enable me

CLAUDE B. HURLBUT
Citrane Notional Bank Blade.

##  <br> of miget out bum arrmon anser hem



Call NEIV DOCICR
Call on Carrington when you have tire troubles. He is helping lots of people keep down tire expense and he can help you. You can depend upon the work done at Carrington's shop.

Home of Goodrich Tires and Tubes
Carrington's Tire Shop

TO THE ABERNATHY BUILDING OVER THE LEADER STORE
SEE ME FOR FARM LOANS

SCHOOL DAYS
are here which means new clothes for the boys. Clothes built to withstand the rough use that every genuine American Boy is bound to give them.
Back of all the devices and "features" in Clothing is the urgent demand for EXTRA "DAR. And the simplest answer is the
"DOUBLE PANTS" idea, inseparably link$d$ with the

## "Wooly-Boy" Suits

WE SELL
New Caps, New Pants, New Shoes, Kaynee Shirts and Blouses. All Reasonably Priced
L.E.Hunt\&Co.

Men's and Boy's Outfitters

'We will make right that which is not rightr




## Hurry! Hurry!

School Days are Here, and You--

## Have You Bought Clothes?

Monday, boys and girls will start on another session of school work. They will mingle with other boys and girls and therefore, their dress will have much to do with their peace of mind; and their peace of mind will have much to do with how well they do in their studies.

## THERE'S ECONOMY IN BUYING CLOTHES

Now, if you are interested in having your boy or girl comfortably dressed, a saving can be made if you will shop about a little. Did you know that many people pay a whole lot for the name of clothes they wear. If you are a judge of quality then you can recognize good values whether the name is there or not.
MRS. BARKHAM'S HAT DEPARTMENT

- Welcome ladies to the premier hat store of the South Plains. Just ask the best dressed Lubbock ladies where they buy their hats and you will awake to the fact that Mrs. Barkham is the one who can best suit the individual tastes of the discriminating.


## The Cash Dry Goods Co.

906 11th St. (North Side Square)
G. L. Mills, Prop.

Lubbock, Texas




These Competent Laundresses
are at Your Service
There's a convenient and eco- vise your ironing, and give to it nomical way to be rid of wash- the painstaking attention you day and all its trials. It is this- would give yourself. It is they enlist the services of this corps who send back your family of competent laundresses. bundle-snowy white, refreshed and ready to put away. Have these willing assistants
take off your shoulders the buirden of the wash. Ours is a ser vice that will satisfy. Have us call for your farnily bundle.

## Lubbock Laundry Company <br> Phone No. 305



The Chocolate Shop
"Where We All Stop"
Home of Stanton's Famous Hershey Covered Chocolaten Made Fresh Every Day
you want the BEST and FRESHEST of goods a trial will convince you that we have them. We have confections
of all kinds. Visit our store we will be pleased to serve you.

The Chocolate Shop
F. H. STANTON, Prop.



## Have You Heard the News?

[^1]
## LUBBOCK BUICK COMPANY

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

CORNS Auto Omees May Profit By These

Lift Off with Fingers



Poest hart a bit Drop a iluto
 Tryor crisp for entas thy botlo


## 

## NOTICE

To Lubbock Folks:

I have accepted the agency for the Singer Sewing Machine again. All parties that are in need of a new machine, either call at my shoe shop on north side square and select the style of machine you want or send me a letter and I will call on you with a sample one to show you.

All parties that prefer to pay at my shop can do so with pleasure. My shop will be run as before, in the same courteous way and I have some good looking me nte do your werk while you wait.

## L. H. SHELTON, at Shoe Shop Lubbock, Texas

Hints About Tires
The greateon danger that befaris


 development of frictional heat, great-
est power and fuel consumption, rup-
turing of the tubricu splitting of
tread ond tread, and abnormal strain through
out the tire. that matter how int the materials a tire nor how perfect
the workmanship in its onontruction,
the tire cannot give good service if it the tire cannot give good service if it
is neglected and abused, say the mak-
ers of Hartford tires.
If given a reasonable

## School Days are Here

Fall Clothing now becomes the fashion-we want you to glance through the ladies clothing received just lately -and the-fall hats that are exquisitely trimmed and perfectly made.

Belnord Hats, Hanauer Coat Suits, "Parisian" Dresses Scott's Idal Brassiers, Wear-Ever Hosiery

## The O’Neal Shop

West Broadway, Lubbock

## OUR BATTERIES FOR REAL SERVICE

have never used an Exide bat ry, now is the time to start and find ut why it is superior to many other Service is what you look for in a storag battery, and real service is with the Ex de battery will give you. Batteries re


HOMER L. HENSLEY BATTERY COMPANY
Old Buick Garage Building

West Texas Crops Harvested Before

ARE YOU THINKING OF BUYING FURNITURE?

We feature high grade house furnishings of all kinds. Our stock is very complete this fall and our prices are made on the basis of purchases made since the decline
McDougal Kitchen Cabinets
Globe-Wernicke Book Cases Sealy Mattresses Draperies and Rugs
Our business is strictly house-furnishing; we believe that we are in a position to meet your needs whatever the requirements may-be.

## ROBINSON FURNITURE

 COMPANYRATES PER LINE OR FRACTION THEREOF 10c

## Avalanche Classified Ads

You can get quick sales or purck RESULTS PHONE by 14 placing an ad in this department.

NO AD TAKEN FOR LESS THAN 30 CENTS

## WANTED

WANTED- Wanted to cut feed ${ }^{\text {pr }}$


 of town. Box 627, Post, Texas, 9
WANTE- Want to rent 4 or
Wor howe Write Marion Colile Roon, house.
Post, Texas. WANTED-Position as typist, or







WANTED-Experienced woman


 WANTED-A first class vulcean. yer, Room 3 , over Gitit Shop.
 Wanted
$\substack{\text { manter } \\ \text { Phone } \\ \text { ase }}$

Reunion of Relatives And Friends Who
Lived in Benjamin


THE JONS-PRESCOTT COMPANY

## II HIGH GRADE

Sign and Automobile Painting

SOUTH SIDE
SQUARE





LOST AND FOUND



## OLIM'S FAMILY SHOP ANNOUNCEMENT

In a few days our store will be completed with the following added lines: A full line of piece goods, towels, comforts, blank-

In order to make room for the new goods on the road we are putting on specials for this week.

All Ladies Shoes $\mathbf{1 5}$ per ct off Ready-to-wear .. 20 per ct. off A beautiful line of waists and blouses up to $\$ 7.50$ values, your choice, only _ . . \$3.95 lot of waists and blouses in georgette, crepe de chine, for ..................... $\$ 2.25$ beautiful line of children's dresses from 6 to 14 years at
$\mathbf{\$ 1 . 5 5}$
Also a beautiful line from 2 to 5 years, all colors at $\$ 1.18$

Don't forget that we carry tablets and composition books also, at per dozen .-... 42c

They are worth 10c each regularly

A full line of shoes for school Boy's Suits 10 per cent off; we can fit them. These suits are beautiful and are made right.
Our Notion Department offers greater values than merchants can buy at wholesale.

## Olim's Family Shop

The Store With the Goods and Price
In the Heart of Lubbock - West Side Square




##  Bred Hogs

ande South Plains Fair lap shown indicating some
ereat that is developing in for a greatly enlarged Hod Y year and present indica to the very simple fact
hogs are profitable in thit bundant supply of water

tein and an abundant yield | aroudcaion sepp |
| :---: |
| alfalfa conos to |

geting to be
farmer in the

##   <br> atoes leadir production

INDUSTRY DWING
"wimex




## O. . .

## -




## County of Lubbock "the home of diversified FARMING'



NTM

THE SHALLOW WATER BELT ${ }^{\text {is }}$ THE SOUTH PLAINS SECTION

"OUT WEST WHERE A MAN FEELS AT HOME"

DRY GOODS SECTION-Panhandle-South Plains Fair Special.

## THE LUBBOCK AVALANCHE

VOLUME XXI LUBBOCK, LUBBOCK COUNTY, fEXAS, SEPTEMBER, 1921 NUMBER 12

[^2]

## YOU ARE COMING TO LUBBOCK OCTOBER 4, 5 and 6, ’21

There will be much doing for your entertainment, and we wish now to welcome you to our city and this store.

## Combine Business and Pleasure

Never have we had a better assortment of wanted merchandise from which to make your selections. In addition to the unusually low prices on all merchandise, we are bending every effort to have a great-showing of Special Bargains for Fair Week. If you live at a distance from Lubbock, don't say that it is too far, but bring your family and make this the vacation you have been promising yourself; do your buying of merchandise for fall and winter. The savings on these alone will more than pay for your trip.

You will find us showing such lines for misses and ladies as

PEGGY PARIS and SUNSHINE Suits MERIT and PARISTYLE Dresses. LAROSE Waists and Blouses. McCALL PATTERNS. NEW NOVELTY FOOTWEAR.
For Men and Boys:-
STEADFAST and PONY BOY Suits. SELZ and W. L. DOUGLAS Shoes. STETSON and LION Hats.

## K. Carter's Store

Come to the South Plains Fair at Lubbock, October 4th, 5th and 6th. .

## 3

BIG DA YS
Chock full of fun, amusement and instructive Exhibits

## Everybody Wel-

 come to LubbockMEN and BOYS of the SOUTH PLAINS---WeSay in all Sincerity, Let Your Fall Suit and Overcoat be---

## "COLLEGIAN" BRAND

We Say This Because We Know From Actual Knowledge and Experience That For the Price You Pay, There Are No Finer Clothes Made In This Country.
Come to this Men's Store. See our Smart Fall Collegians. Over 72 years of tailoring experience is back of these suits. They look good the first day and the goodlooks lasts as long as the sturdy, all-wool fabrics.
Style, long wear, fair price-satisfaction guaranteed. Could you ask for more?

You will also find this store showing the latest styles in Stetson and Mallory Hats, Florsheim Shoes, Wooly Boy Suits, together with an up-to-date line of Furniishings for the "boy and his dad."

COME IN AND SEE US---WE WILL BE GLAD TO SEE YOU

## L. E. HUNT \& CO.

Men's and Boys' Outfitters
"We Will Make Right That Which is Not Right"


## The Care and Management of Poultry

shoulc be turned dive dall fiom the third day to the isth day. Keep thent incubator door closed while turning the egzs and Zht day and continuing to the loth diny to the
 tion is required in the incubator during the first
week of incubation and the most ventilation dur-
ing the second week. Directions coming with machine shocond week. Directions comin
As soen carefully followed. all the eggs should be sprinkle eggsuare ning ventilation shourees be ferrestricted and this point the
door should not be opened again the incubator isor should not be' opened again until the hatch
is completed. Leave all the chickens in the machine until 24 to 36 hours old. Should they ge
too hot increase the ventilation. All the chicks too hot increase the ventilation. All the chicks
should be hatched on the afternoon of the 21 sit
day. If the hatch is late, the temperature ha: been too low. All eggs of the same "age hatck
at the same time. White eggs hatch earlier thar at the same time.
Thewn ones and should not be hatched together
The chickens should be accustomed to The chickens should be accustomed to outside tem-
peratures gradually by opening the incubator door
a little and securely a little and securely fastening it. In removing the
chicks from the incubator do not allow them to
become chilled. become chilled.
Artificial Brooding. are the main
Temperature and ventilation arey
points to be watched in brooding baby chicks. The points to be watched in brooding baby chicks. The
temperature in the brooder, when the chicks are
removed from the incubator, should be about the removed from the incubator, should be about the
same as the incubator. In winter 100 degrees and in summer 95 degrees gives best results. Durhave plenty of fresh water mosfore, but should at all
times. For the first week. the temperature should not be allowed to drop below 95 degrees. After Crees per week until it is dispensed with entirely. chickens. The brooder should be cleaned and dis-
infected every other day and infected every other day and the water and feed
vessels should be cleaned and scalded every day. Never attempt to raise more than one brood on the same ground. but change location and plow
the old ground. This will prevent disease to a
t. large extent.

Feeding Baby Chicks
Aed as little sour milk, but are all substantial food should be withheld from them for two or three days
Common corn meal is a good starting feed for them when thoroughly baked and ground up finely. Another good starting food is equal parts
of dry bread crums, rolled oats, and 10 per cent of hard boiled eggs. During the first five days
feed them five time per day being careful not to overfeed. After the five day period feed start-
ing food three times per day until the chicks are two weeks old, and give two feeds of finely crack-
ed grains, including wheat and hulled oots. The
grain should be fed in a litter to induce the chickens to take plenty of exercise. At the end of the
two week period reduce the feedings to three times daily, one of starting food and two of crackthem at all timees: 2 parts wheat bran, 2 parts corn meal; 1 part shorts, $1-2$ part high grade sifted
meat scraps, and 5 per cent finely ground bone
meal. Care of Growing Chicks. as field crops in order to prevent the contrac-
tion of diseases, the germs of which will accumulate in the soil. As soon as the chickens are old
enough they should be allowed free range: enough they should be allowed free range. The
pullets and cockerels should be separated as soon as possible as both sexes will grow off to a betas possibe as beth sexes will grow off to a bet-
ter advantage. Especially should this be done
where stock is intended to be used as breeders another season.
Chickens should be taught to use the roost
just as soon as possible. They thrive much bet just as soon as possible. They thrive nuch bet.
ter when sleeping on roosts than when crowded into corners of buildings. Roosting on - - floor
causes such disease as roup, sorehead, indigestion,
rheumatism and leg weakness and crooked breastrheumat
bones.
Prevention of Diseases.
Success in the poultry business depends upon
he ability of the poultryman to keep his flock in Success in the poultry business depends upon
the ability of the poulryman to keep his flock in
healthy and vigorous condition. Diseases not only catise a high mortality rate. but they may
produce/ such a weakening condition in the flock an first to contract any disease and soo is a menace
to the whole flock. It should be killed. It is a
to cept in case of highly valuable individuals. TTe axe is the best remedy that can be used. It is not profitable to spend much money on poultry stimulant for any length of time. Keep all house
and yards clean by removing all droppings and spraying with a good disinfectant regularly. Iso-
late all siek ;individuals as soon as they are disDisenfect the drinking water by adding enough tock solution of permangamate of potash to destroy lice and should be applied at the follow-
ing points: on back of head and neck, back, throat, This remedy may also be used as a dip by
dissolving. 3-4 to one ounce of the flouride in a
gallon of water. Put this solution in ta nough to entirely immerse the fowl a vessel large ept the head. Then release the winge dip exhe solution to penetrate to the skin. Then dip
he head once or twice. One pound of flouride 100 chickens. Ho

| practice of culling his flock every fall Very often one third of the hens may be culled out without materially affecting the egg production thus very greatly reducing the feed bills. If the foilowing facts are closely observed, anyone should be able to detect the best layers: <br> Hens that molt in September. October and November and molt quickly are the heavies layers. Early and slow molters should be culled out. Experiments have shown that 200 -egg hens do not begin to molt until November. <br> Island Reds and the Rocks, Wyandottes, Rhode cotored shanks are better layers than those with |
| :---: |

## K. CARTER

It is common knowledge on the South Plains It is common knowledge on the South Plains so operated untis. of his interests to Mr. Caryisle. The firm was
and especially in. Lubbock county that there is
no better merchant in West Texas than K. Carter. Then known as the Carter-Carlisle Dry Goods
and that isn't saying so because he is a Lubbock Company and was operated that way for several and that isn't saying so because he is a Lubbock
merchant but because he has thoroughly proven merchant but because he has thoroughly proven
himself in his business career in Lubbock county for the past nineteen years-the same K. Carter,
attending to K . Carter's business strictly, keeping
ritor


This hall-way connects the seven rooms devoted to surgical work. This department to the Sanitarium is locate
in the extreme east end of the building and has every facility that contributes toward good surgical work.
bright yellow shanks. Heavy producers. will con-|up with the growth of the town nad community
vert the feed into eggs rather than deposit it into
and a constant display of desire to help in mak- in that dramatic of the great soul is to be found


with yellow, creamy or white lobes. This does ed very closely the prices downward and has
3. A constitutionally strong bird that passe
hrough the molt quickly and easily is better tha
4. Hens that show the least broodiness ar
4. Hens that show the least broodiness are
eetter layers than those that are broody a large
5. A hen with closely worn toe nails indicate better layer than ope with long toe nails, as thi
ndicates that she is a good rustler. A lazy birc
not a good producer. 6. A hen that goes into molt with a ragged
plumage is a better layer than one with smooth plumage is a better layer than one with smooth
plumage as this also indicates hard work during
the preceeding season. 7. A hen that is off the roost early in the
7. norning and returns to it thate in the evening
dicates a good layer for the same reason.
8. Hens that go to roost with a full good layers.
9.
A hen
ome body fat. A real poor hen cannot be a
ying hen.
ying hen.
10 . Rather large wattles
onsidered good characteristic
(1) Puod characteristics.
11. Pullets are the best layers. Keep the
early pullets.

## THE LEADER

"The Leader-the store of the Plain" or recognized as such throughout this section, be-
ongs to the Leader, one of Lubbock's finest George d. Wolffarth, owner and manager of he affairs of Lubbock County for the past twentyive years, serving the county as an official for
several years in its early history. He entered the banking business in this section with the organiza resident years ago, He remained in charge of the ffairs of the institution until about one year ago onen he disposed of his interest to France Baker
of Lockney. Directly after selling his interest in he bank he purchased the Leader and has since Mr. Wolffarth has demonstrated to the peo-
le of the South Plains and of Lubbock Couty hat his heart is in the right place; that he will make the necessary. secrifices that this section be
metter known and apprecieted The Leader has a very large stock of Dry Goods; in fact the largest in this section, we are
informed. Besides having the many departments of a big dry goods concern there is operated a
nillinery establishment/ and dressmaking concern Such natione busly known and quarters as the Leader. men; Utz and Dunn Shoes for Ladies, etc., Business is good with the Leader. That is to depressing has not hurt them but that the prospects are good for the future and that generally usiness has turned out-better than was looked for is bummer. A very complete line of fall goods is being shown sy
he big fair this ye
visit this big store.
very closely the prices downward and has Quit dreaming about so many sweet things and the hurrah and noise made by hundreds of like it. Stop this eternal drifting. Don't let used to



> Barrier Brothers Department Store

If the writer was asked to name a firm which he considered had certainly demonstrated beyond
a doubt that they are capable of meeting competia doubt that they are capable of meeting competi-
tion as gentlemen; meeting the public as servants.
and securing the confidence and securing the confidence of the buyers and
holding them steadfastly, he could go no further holding them steadfastly, he could go no further than Barrier Brothers, a firm well known on the
South Plains, a firm who have done the things referred to above.
to the public, unfailing attention to their wants demands and whims, have done more to secure large patronage for this Dry Goods establishment
than any other thing. Of course within the past than any other thing. Of course within the past year conditions have involved many kinds of mer-
ehandsing. Firms have been found true or untrue to the public, in other words $s$ every merchant has been called upon to show his "colors" during the
past few months. Merchants of Lubbock took their losses in the big price slump as the finest type of
low merchants over the country have done. They have followed the trend of the prices downward
just as they followed them skyward. Barrier just as they fillowed them skyward. Barrier to the minute have been no less, we are sure, than they were in basing them on replacement cost during the peak price days.
Exclusively handling more th
ly known lines of merchandise gives to this dry goods store probably one of the highest grades
of stock to be found in any like establishment in the State.
C. Carrier Brothers, a firm made up of brothers, who is making his home in Denver; R. B. Ar. B. charge of men's furnishings; Clifton, in shoe de-
partment; Paul, floor manager, Mike, in shoe department:; Mervin, the jünior brother, who is gen-
erally assistant and Miss Rhoda, who is is charg erally assistant and Miss Rhoda, who is is charge
of the ladies ready-to-wear department, became a firm first when they succeeded their father who had been in the mercantile business for many years
in Mt. Pleasant, Texas, in 1912 . This business was in Mt. Pleasant, Texas, in 1912. This business was
ran in Mt. Pleasant until 1917 , before they sold their interests in East Texas, prefering the opportunities offered in the West. At the time they
sold their business in Mt. Pleasant they had branch sold their business in Mt. Pleasant they had branch
stores, one at Argo, and another in a rural community.
Barrier Brothers first located in West Texas by starting a store at Lamesa. This, was in 1917 . on the South Plains, one at Lubbock and another at Brownfield. G. C. Barrier became manager of
athe Lubbock store afid Raymdnd went to Brownthe Lubbock store afra Raymdrid went to Brown-
field in the same capacity. At the end of the year when our country became involved in war, Robert, who was left in charge at Lamesa, joined
the army and the Lamesa store was closed the army and the Lamesa store was closed, The
same year a store was purchased at Floydada,
the stock held by Foster Brothers and Paul was the stock held by Foster Brothers and Paul was
senit there as manager. In the spring, 1918, Barrier Brothers at Lub-
bock purchased the Lubbock Dry Goods Com-
pany, the Hy-Style Dress Sho pany, the Hy-Style Dress Shop, and consolidated
their stock, opening In the summer of up in their present location.
Brothers \& Collier, dry goods merchants of Pliard Brothers \& Collier, dry goods merchants of Plain-
view was purchased by Barrier Brothers and they
operated a store there for Now from the above information one learns
had an immense stock, and stores located in many
communities. Since we know the conditions that have been prevalent we are wondering how they came through, And this is how:
Whether some
Whether some one told this firm,
they knew that those
Hey knew that those conditions were bound
to change for the worse, we do not do know that the two stores at know, but we
dainview wada and hat the effort of Barrier Brothers was concentrated
n the stock at Lubbock n the stock at Lubbock; that later the stock held e fall in prices started, Barrier Brock and when is stock. They began cutting their prices to nly duce their stock and we know that in eighteen days Tier Brothers sales that they doring one of Barexceeding $\$ 34,000$.
Then, when the new year of 1921 started with the country, we find that Barrier Brothers began o prepare to serve the public just a little better,
o use a litle more printer's ink and to keep the use a little more printer's ink and to keep the
interest of the public upon them, thus Barrier
Brothers have weathered the Brothers have weathered the wemst storm ever a
Berchant experienced and they have their nerchant experienced and they have their plans for bigger business, better facilities to serve the
public in the future and the outlook for this firm most promising. Through a recent sale of the Burrus Building, Barrier Brothers secured a ten-years lease on th building. They will occupy it the first of next uly. They are planning now on re-arranging
the building, both the interior and exterior so that hey shall have one of the most convenient and You can depend upen Barrier Brothers for ness, for courtesy for appreciation of your busiendliness. During the times when business was good for everybody, Bar rier Brothers made many friends by treating thei
customers with courtesy and giving them good ser customers. With courtesy and giving them good ser
vice. We are serious in predicting that this firm shall continue to hold their own-which is one of
the leading dry goods establishments of the South Plains.

## JONES BROS.

Jones Brothers, exclusive dealers in men's
cothing, shoes and furnishings, is one of the real$y$ fine concerns of the South Plains. In fact th most complete line of the very highest grade o
men's clothing is always, kept in stock by thi concern. Originally from Oklahoma City where they had built up and conducted a very large
business, their experience has been of several Such hationally known lines as Wilson Bros Such hationally known lines as Wilson Bros,
Furnishings, Stacy-Adams and Walk-Over Shoes Stetson, Noname and Mallory Hats, Fashion Par Clothes, et
Brothers.
This firm is considered one of the most conmerchants did the tendency of the marke ather very closely, and therefore they retain their trade and have came through with ambitions for more susiness. The outlools for Lubbock is very prom-
sing to the firm. For this fall they have secure a very comprehensive stock of merchandise to ers of good clomers who are numbered by wear-
While attendnig the Fair in Lut the South Plains.


THE HOME OF THE LUBBOCK DRUG COMPANY IN 1909
Keeping pace with the growth and development of the tdwn of Lubbock has been no small matter with many concerns. In which als 6 shows that the Lubbock Drug Company occupied be seen from the above protograph which also shows that the Lubbock Drug Company occupied quarters
comparative with what such a town would demand. Since that time many changes have been wrought comparative with what such a town would demand. Since that time many changes have been wrought
in Lubbock, and its growth can not be better shown than the different appearance of the Lubbock
Drug Company's home in 1909 compared with that of today.
(Photo by Johnson, Lubbock)


PHOTOGRAPH ${ }^{\circ}$ OF LUBBOCK DRUG COMPANY NO. 2 This is one of the most modern equipped drug stores in West Texas at the present time. Every convenience both for the efficient, handling of the latge lrade, accorded to this company and the customers is found here. Company has grown from its home of 1909 into a modern brick, located
The Lubbock Drug
(Photo by Jobnson, -Lubbock)

# TAYLOR \& PETERS ARCHITECTS 

LUBBOCK, TEXAS

 who want to know just what kind of business dressed women of the South Plains ouses Lubbe just what kind of business dressed women of the South Plains. Brothers and incidently if they need any clothing firm and they are strict in their observance of the cheir prices; we are sure the quality of the trend in styles. The very latest creations are goods the
acting.

## THE ONEAL SHOP

It has been a distinct need for Lubbock and dealer in Ladies ' Clothing. There are numerous irmss catering to exclusive men's clothing but
until about the first of the present year there was no one handling ladies clothing exclusively in this
territory Ladies Ladies Clothing, especially is this true of La-
ies Ready-to-Wear Clothing, is a business which dies Ready-to-Wear Clothing, is a business which
demands a keen appreciation of following closely
the interpretations of the interpretations of styles and that is really an
important thing in Lubbock. Lubbock women mportant thing in Lubbock. Lubbock women
are those who are exacting about their clothing and for some time they purchased a great dea
and from the great shopping centers of oreat deal
Now the Onerth. ters who opened the first exned by the O'Neal Sis ladies ready-to
wear and clothing store in wear and clothing store in Lubbock last spring has handled the matter of styles woonderfully and we
find that there are more Lubbock women wear find that there are more Lubbock women wear
ing clothes bought from Lubbock merchants than enerally in the past.
The O'Neal sister
The O'Neal sisters came to Lubbock from Al bany. Texas, where they were in the ladies cloth
ing business for several years. With much ex perience in hat trimming and a close study of the ly able whims of the lady customers they are am

## The O'Neal Shop

Lubbock's Exclusive Dealers in Ladies' Clothing offers to the people of the South Plains a very complete showing in the following well known lines:

BELNORD HATS<br>HĀNUAR COAT SUITS<br>\section*{"PARISIAN" DRESSES}<br>SCOTT'S IDEAL BRASSIERS<br>WEAR-EVER HOSIERY, Fancy and Plain

MAY WE SEE YOU DURING THE FAIR?

## The O'Neal Shop

West Broadway
Lubbock, Texas

## LUBBOCK DRY GOODS STORES

## 

## "A man is known by his clothes" is a trite saying that may not always hold true, just the

exceptional purchases on the part of wide awake chants, enabling them, therefore to sell at a dower extent but a "city is easily judged by the grade
merchants that in turn enable them to sell at a great margin of profit -all of which" has reacted in an of its mercantile establishments," almost every saving to the consumer over this territory. in great eased prosperity and buying power for the citi- lime. Lubbock is well to be judged by the quality The most splendid spirit of co-operation and zenship of the trade territory. good will exists between the various mercantile. The banking institutions of the city care for maintained and atmosphere surrounding her re-
houses of the city as evidenced by the fact that the credit requirements of the farmers and long tail stores. They all bespeak progressiveness, conhouses of the city as evidenced by the fact that the credit requirements of the farmers and long tail stores. They all bespeak progressiveness, con-
at a recent committee meeting of one representa- time laborers of the city, functioning as banks structive development, conservative prosperity, and
Live from each class of business of the city in the should function, leaving the individual merchant unlimited possibilities for future growth and exChe from each class of business of the city in the should function, leaving the individual merchant unlimited possibilities for future growth and ex-

OPERATING ROOM OF THE LUBBOCK SANITARIUM
The operating room of the Lubbock Sanitarium is indeed a very modern one-large and well lighted day or night. powerful no-shadow light, at night for emergency work. The latest and most modern operating table and ot
equipment can be seen. Note instrument cabinet built in the wall on the right and seats for visitors on the left. llotted bid get signed to noted budget assigned to each dry goods man and loan office.
in the city and took the personal responsibility of securing their approval of his endorsement. old "time" policy in every conceivable way and termined by our ideals. In turn the representative from the other gives better satisfaction to the consumer as well line of business and in this way the budget was
A Retail Merchants Association assists After all, ides is After all, idleness is nothing but self-imposed
isolation. It promises nothing, nor does it bring ut over with a minimum of time ${ }^{-}$and labor. merchants of the city in ironing out the undesirable anything. Such cooperation can but result in more construct

- "cold check" artists
that
vive policies that will in the long run react for the life of any community and provide a suitable re. What five policies that will in the long run react for the life of any community and provide a suitable re- . What y
betterment of the city as a trade and market cen- ward for all petty thievery, burglary and profs- are going ter.
visional cold checking that is ever an attending dan- miles man
 and has been of great value in promoting conserva- loss is saved the city thy
live buying on the part, of the citizenship. of this
are thru the association. Nine Ninety-three carloads of hogs have been ship-
ped from Hemphill county, Texas, to the Cali-
fornia market since March 15 . for
 JONES BROS.
LUBBOCK'S FINEST GENTS' FURNISHER

Offer to the Men of the South Plains the Most Complete Stock of High Grade, Nationally Known Lines of Men's Furnishings to be Found

## Nationally Known Lines We Handle

All-Wool Hand-Tailored Clothes
Wilson Brothers' Furnishings
For Men and Young Men
E. \& W. and Lyon Brands of Collars
Stacy-Adams and Walk-Over Shoes
Stetson, Mallory and No-Name Hats
Headlight Overalls, Lee Unionalls and Redwing
Work Shoes. B. W. Hannd-Sewn Work Gloves.
We will be glad to extend to you the use of our store for your headquarters or to furnish you with any other conveniences during your visit to the Panhandle-South Plains Fair.

## Jones Brothers

One Door West of Merrill Hotel






































## TEXAS INDUSTRIAL POSSIBILITIES

 The recent discovery of great potash bedunderlying the Panhandle and South Plians coun try is only a single example of the often repeat
ed assertion, The mineral resources of have only been scratched." Last year Texas pro-
duced more than $100,000,000$ barrels of oil; and runs westward to the vicinity of Denison an
Sherman, then turns south nad runs south outhwest as far as San Antonio. There are numerous limestone and sandstone quarries over th
state and some Fuller's earth is being mined fo
use in the Texas oil refineries. use in the Texas oil refineries. There are tw
xcellent deposits of trap rock in Texas, one Knippa in Uvalde county and the other near Au in in Travis county. There are excellent deposits
of granite and marble in Llano and Burnet coun-
ties and these have been extensively developed. There is an excellent deposit of silica (glass)
and at Santa Anna in Coleman county, and sifting and loading plant of about six cars capa-
city daily has been built there. There is also excellent deposit of this sand near Marshall. There are glass factories at Wichita Falls, San Antonio
and Texarkana. Texas has, over a number of years, averaged
about 500,000 ounces of silver production annual Hudspeth counties. This country including th counspeth counties. Pecs cof Rivery are rich in min-
crals; great deposits of sulphur are known to exerals; great deposits of sulphur are known to ex-
ist, and there are ores bearing silver, copper. lead
and gold. Prospects seem to be particularly bright ard gold. Prospects seem to be particularly brigh and tin are also found in considerable quantities in Brewster county, and the production runs as
high as 11,000 flasks annually, placing Texas second only to California in the production of this
mineral. The country lying between El Paso and mineral. The country lying between El Paso and
the Pecos River holds forth promises of becoming decade.
Lastly and by far the most important of all
Texas mineral resources, is petroleum. And the stryy of Texas peroleum reads like the
of the gord fields of Colifornia, Ausrtalia, story of the
and Alaska.
The first
The first record of annual production of oil
in Texas was in the Corsicana field in 1896 when
1,450 barrels were produced in Texas was in the Corsicana field in 1896 when
1,450 barrels were produced, the following year
production jumped to 65,975 barrels, and in 1898 production
the production went up to 554,620 b
which was from the Corsicana field.
The Corsicana field was the pioneer Texas oil
field. The second great field was brought in at field. The second great field was brought in at
Spindletop in 1901. With the development of this field Texas production ran up to the $15,000,000$ mark nanually... Texâs . production did not run
muich above this mark, though a number of new
mields much above this mark, though a number of new
fields were brought in in, the southestern part of
the state, until the development in North Central











































oil was brought in at Petrolia in 1904. The pro
duction of this field ran around 100.000 annually
Prod roduction in Wichita County hit the 1,000,0 in 1913. The years 1917 and 1918 , saw the com-
ing in of the first wells in Stephens and Eastland counties and the production from these two coun-
ties alone in 1919 had jumped to $32,000,000$ barrels. To make a long story short, Texas started
her oil producing career in 1896 with 1,450 bar-
rels and had reached a yearly rels and had reached a yearly output of 103,000 ,-
000 barrels by the close of 1920 ., which is nearly one-fourth of the close of 1920., which is nearly
ofroum produced in the ne years of 1917 and 1918 their business pros-
pered under unusual conditions. L. E. Hunt wa store while his management of the afface was oonnected of the
sticially with the Citizens National Bank. In February, 1919 he death of one of the town builders was re
corded that of I. L. Hunt. His loss was keenl
elt by the entire community and remember elt by the entire community and remembrance of of many worthy acts of helps, is fresh in the minds Following the death of his father. L. E. Hunt
Holed
Holtinued in charge of the men's and boy's furnish ontinued in charge of the men's and boy's furnish
ing store and since that time, changed the firm
name to L. E. Hunt \& Compan arge to L. E. Hunt \& Company.
Mr . Hunt is proving himself. a foll Mr. Hunt is proving himself a follower in the
oot prints of a good father; he is active in al
hings which have a tendency for the bettermen of the town of Lubbock and the South Plains. In is career as a merchant he is going ahead follow
ing the methods employed by the most progressive oncerns of the country. In this store he is featur-
ang nationally known lines and is letting the pub ng nationally known lines and is letting the pub-
ic know about them. The firm of L . Hunt \&
Company is known as Company is known as one of the many firms o
Lubbock which has helped in giving to the town
the enviable record of having the finest stores in We enviable record of having the finest stores
For Fall Mr. Hunt is featuring a new line fo
Foll his store but a line of mens s clothes a said to be th
best on the market-the Collegian. He is reques ing the people who come to Lubbock to shop, hose coming here to attend the fair or on a
o be sure and see the new line of fall goods.
A man in Corsicana, Texas, raised two beets
hich tipped the scales at thirteen and a half which tipped the scales at thirteen and a hal
pounds each, and claims to have thirty or forty
more on his place that will weigh as much or

The total revenue collected in Texas by the June 30 amounted to $\$ 52,122,825$, a decerease of
$\$ 28,548,529$ as compared with the year previous During the fiscal year ending June 30, Gal
veston led all ports of the United States in the ex
portation of whest portation of
551 bushels.
A farmer trying to smoke a six-foot blac nake out of an old stump started a. fire that
burned a twenty-acre hay field and came nea burning the city of Augusta, Ky.
Customer:-Are your éggs fresh?
Grocer:-Why madam

## "The Master Eye"

Some people Close It-and Some Don't. There appeared recently in a golfing magazine an article which discussed the peculiarities of "THE.MASTER EYE!" It seems that one of our eyes are usually stronger than the other, and in looking at a golf ball thru a hole in a píece of paper, held at arms length, ne sees the ball clearly, while the other sees only the paper. The "MASTER EYE" is the one which sees beyond the paper and inds the ball.

That reminds us very much of portions of the public. They apparently close their ing and wondering if things will ever be the same again. They are groaning, complaim Then there are others who only dimly see the present and look thru the hole to the
future. They are the ones who are progressing. They are not saying much; they are too uture. They are the ones who are progressing. They are not saying much; they are too
busy working. They've got both eyes open and are getting reády to drive.
Read these descriptions, not the prices. Honestly, for real merchandise, can you find
nything that will stack up against these?


## DRESSES! DRESSES

The Dresses we are showing embrace the most approved style features and are of offer those latest basque and flere fine offer those latest basque and hare features which give that much approved straight line


## IN OUR LADIES SHOE SECTION

Kids with opportune time to make Louis and Full Lour selection. Big collection of Satins, Patents and Kids with the Baby Louis and Full Louis heels. Also some very attractive numbers in the military and low heels. BALL STRAP. BROGUES, plain brown and black oxfords
and pumps. WE HAVE YOUR SIZE.

| J. \& P. Coats and ONT Sewing cotton; the spool_-5c | "AMAZING BARGAINS" |  ages and thread. |
| :---: | :---: | :---: |

GINGHAMS
NEW PERCALES
36 -inch percales in a wide variety of
designs on both light and dark grounds sions, the yard_-_11c and 17c $\quad \begin{aligned} & \text { extra good quality, the yard_-_190 }\end{aligned}$

BLANKETS! BLANKETS! BLANKETS!
colors. CREPE DE CHINE, GEORGETTE In the v
ored color

OUTINGS
AND SILKS GEORGETTE A wonderful color assortment, full
width and very specially priced.
MEN'S OVERALLS alls and jumpers.
Mogul brand---
King and Giant
$\rightarrow \quad$ MEN'S HATS

| $\begin{array}{c}\text { One lot men's hats, desired shapes and }\end{array}$ |  |
| :---: | :---: |
| $\$ 1.50$ | $\begin{array}{c}\text { colors. Sold as high as } \$ 8.50, \text { extra spec } \\ \text { ial }\end{array}$ |
| $\$ .95$ |  |

HEMSTITCHING and DRESSMAKING We have recently installed a hemstitching and dressmaking department and are
proud to say that we have secured the services of MRS. HUGH TAYLOR who has charge
of this department. We know Mrs. Taylor to be very efficient in this work and all work
is strictly guaranteed.
"THE WELL DRESSED MAN"
demands variety, workmanship, quality and originality 'SOCIETY BRAND CLOTHES'

## SUITS FOR THE SCHOOL BOYS We have the famous "KNICKERBOCKER". line of suits for boys. They have the two pair of otrusers which unquestionably means "DOUBLE LIFE", for the suit. Priced from Hats to match your new dresses. YoGUE EMPORIUM" beautiful styles and colors from the well-known lines of "FISH", KING-BEE and R. B. Hats sedate and gay; modest or striking. We can suit your purse and your preference Let us help you in making your choice. <br> FURS! FURS! FURS! <br> From America's leading fur line. A very complete showing in scarfts, wraps, muffs, and Coats. They are to be seen in Australian Seal, Poiret Fox, Black Fox, Kolimky Russian, Porperanian Whiff-Sniffs, etc. Priced

## The Leader

The Store of the Plains.
We Have a Trade
That Good Service Made

## Marshal Field＇s Lines

That are Found Only at Our Store
During our buyer＇s 17 years＇experience we have at no time been able to find many desirable lines in one house as at Marshal Field＇s and lately it has been decided as our store policy to keep all their lines（unless certain items from time to time can be had elsewhere at better prices）continuously in stock from time to time can be had elsewhere at better prices）continuously in stock when you find an item you like you can＇come to our store and find the same thing．
Confining so much business to one house will get us more concessions，bring freight charges down，and lower buying expense．All these economies we



THESE GINGHAMS ALWAYS M．F．C．Ginghams because of their superior quality，their distinctive patterns，make the loveliest house and afternoon
frocks．M．F．C．Cinghams wear frocks．M．launder better whan most ginghams you see．They
lose noné of their freshness and lose none of their freshness and
clearness of pattern and color after a few．week＇s wear．They are the best walues in our stocks
of wash fabrics． of wash fabrics．

## MARSHAL FIELD＇S AXIOM

（Which We Emulate）
To do the right thing at the right time，in the right way．To do some things better than they were ever done before．To eliminate er rors，to know both sides of the question．To be an example，to be cour teous，to work for the love of the work，to anticipate requirements，to de－ teous，to work for the love of the work，to anticipate requirements，to de
velop resources．To recognize no impediments，to master circumstan velop resources．To recognize no impediments，to master circumstan－
ces．To act from reason rather than rule．To be satisfied with nothing short of perfection．

## （17）Colonial Drape－ ries



LINGERIE
Camisoles and skirts，envelopes，＂step－ ins，＂daintily trimmed．You will want a generous supply of changes to keep look－ ing nad feeling fresh nad cool．These are Puritan undergarments，made for ser－ vice as well as beauty，in all up－to－date styles．
 them bei here．One of Goods．

Lakeside Shirts，perfect fitting，fashioned with rare attention to detail，represent the ut
most in style，material and workmanship．

## 

the quality mark on novelty jewelry
price．

The Little Paris Shop in our store is a veritable
mine of appropriate gift uggestions．There are hings here for women men and children，and ite trade－amrk，á guaran ite trade－amrk，
tee of quality．

Pay our little Paris Shop
-

SUNLIGHT YARNS Sunlight yarns of strong，
clear colors，carefully select－ clear colors，carefully select－
ed wool and lustrous fin－ ish，will repay you over
and over for time spent in making the fascinating and
useful knitted articles so useful knitted
much admired．
articles so
We rec－ much admired．We rec
ommend Sunlight Yarns be
cause cause we are confident
their high quality． their high quality．You
will be glad of this advice will be glad of this advice
after your ．first trial of Sun after your first trial of Sun－
light．Start a baby cap．
or a scaft，both are or a scarf；both are easily
made．Sunlight Yarns，in made．Sunlight Yarns，in
all staple colors and the
$\qquad$


EXQUISITEL
$\qquad$
Silks Beau Monde，fa－
mous for their lustre，soft here in dazzling array for your selection．Georgeous
evening gowns，fashionable afternoon tresses，blouses， and distinction can be made up very inexpensively with
these lovely slike these lovely sliks，There
is a pattern and shade here for every use now in vogue，
nad the prices will please
you．
WEARWELL BLANKETS
Warm，Durable，Luxurious．
 0000000


BURLINGTON NEW FASHIONED HOSIERY There are a good many Some people emphize for in order to look trim and neat hose must fit to shape．Others look first to the wearing qualities of terial and finish，price，etc． When all these advantages as in Burlington New Fash－ ioned Hosiery，that is as as human skill can make it．

## THE LUBBOCK AVALANCHE

## VOLUME XXII

##  OF DODGE BROTHERS' AUTOMOBILES

Is it not a comfort to Dodge owners to have a place where their every need will be attended to quickly; where they can depend upon the service they get as they do upon the car in which they ride?

We want to make our service and accessory department as dependable for our friends as the car which we represent.

In any way which we can be of service to you, please let us know.

The Automobile and South Plains Progress



EXTERIOR VIEW OF LUBBOCK AUTO COMPANY'S HOME (Photograph by The above photograph of the home of the Lubbock Auto Company does not give justice to
space occupied by this concern. Located on one of the most prominent streets of the business section this concern enjoys the trade of the tourist travel which is usually very heavy during the summer months and also that of the people of the City of Lubbock. In the front of the
building which you see, is the display room for the Ford cars. Fordson Tractors, storage room for tires and tubes, and an accessory department, probably the largest in West Texas, all on the
lower floor. On the balcony of the lower floor will be found the office quarters of this comlower floor. On the balcony of the lower floor will be found the office quarters of this com-
pany. In the rear of the building is found the repair or service department. The center part pany. In the rear of the building is found the repair or service
of the building providing storage quarters for cars and tractors.


VIEW OF SALES ROOM OF LUBBOCK AUTO COMPANY
(Photo by Johnson's Studio, Lubbock Texas.) As can be seen from this photograph, the display room or sales room of the Lubbock Auto Company, authorized sales agents for Ford cars and Fordson tractors for several South Plains
Counties is very spacious and provides, this company with means of giving display for their cars and tractors.
Sixty per cent of all the asphaltic materials A special bureau for experimenting in and used in the United States for road building is study of tractor plowing has been established by
ithe French Government.

## ATTEND EACH DAY OF THE PANHANDLE-SOUTH PLAINS FAIR AT LUBBOCK

## Use EXIDE BATTERIES if You Want Service

There's an Exide Battery for every use and for every car. There is service in Exide Batteries. The world's speed record was made with their use as have hundreds of other races been won.

## There is an Exide Station in Lubbock

Homer L. Hensley, who has spent the major portion of his life as an electrician and battery expert maintains the Exide Battery station in Lubbock-the old Buick Building. He will gladly help you with your battery and give you advice based upon years of actual experience.
We operate a rent and re-charge battery station. We have Exide Batteries in stock to fit all makes of cars.

# Homer L. Hensley Battery Company 

11th Street, Lubbock, Texas



## SEE THE

 Studebaker Light "6"
## At the Panhandle-South Plains Fair

s There are a great many people on the South Plains who want a real good car-one that is fine looking, one that performs nicely and is economical in operation-they are those who will be interested in the finest motor car in America-

THE STUDEBAKER LIGHT " 6 "

## AND FOR REPAIR SERVICE---

Where every job that is taken is done as it should be done; where repairing of all kinds of cars is accomplished by expert mechanics quickly, see

## Red \& Posey Garage




# WHAT WE THINK OF 

# The Panhandle-South Plains Fair AT LUBBOCK, TEXAS, OCTOBER 4th, 5th and 6th, 1921 

The Panhandle-South Plains Fair is one of the greatest promoters of diversified farming-that means a factor in the building of a more prosperous farming section. This Fair is one means of encouraging, through friendly rivalry, breeding of pure bred livestock-that is also a factor contributing to the success of farming.

The Fair gives equal opportunity for all people of the South Plains to meet and get better acquainted, resulting in a closer friendship and co-operation.

This Fair affords unusual opportunities for those who want to know the truth about the South Plains, what it raises and the kind of people who live here. It is a big thing and we are strong for it-hoping that through the years to come its benefits will be greater and its success more marked.


## WE BELIEVE IN THE SOUTH PLAINS

 We are believers in the possibilities offered in the South Plains; we are believers in the city of Lubbock. We are proud of our "Metropolis" of a great section. We are sure that Lubbock and the South Plains will stand any investigation you might wish to make and we believe the more you. investigate the better you will like them. .Incidentally-We are in the automobile Electrical Business. We believe as strong in giving better service to those in need of electrical work, as we are enthusiastic about our country. Men who have years of experience, men who know the Golden Rule, are here to care for your every need.

## IN THE MEANTIME HITCH UP AND COME TO THE FAIR!

## Lubbock Battery \& Electric Co.

## The <br> 

In Action, Will be One of the Big Attractions of the Panhandle-South Plains Fair at Lubbock, Texas, October 4th, 5th and 6th, 1921

## The Overland 4

Will Show You by What it DOES Just What it CAN Do!

IT WLL PROVE ITS SPEED-
IT WILL PROVE ITS POWER-
IT WILL PROVE ITS STAMINA-
IT WILL PROVE THE MATERIAL FROM WHICH IT IS MADE.
It Will Prove to be the Car You Want The Overland 4's
Are always kept in stock at Lubbock. Parts can always be purchased for the Overland from the Lubbock house.

## "100 Lubbock Overlands Speak for Themselves"

Overland 4's can be purchased On Easy Payment Plans
-See-
Lub-Tex Motor Co.
(Incorporated)
Capital Stock \$20,000


## FORD PRODUCTION

It is interesting to know that during the past few months when money was tight and business very, very dull, that Ford production kept increasing and of course Ford sales kept pace
with the production, until today the output of Ford products is far greater than was ever known before-even in the past so-called good years.

## Production of Ford Cars Today Over 100,000 Monthly---and Still We Cannot Get Enough to Supply Our DEMAND

PLACE YOUR ORDER NOW IN ORDER TO BE ABLE TO GET ONE THIS FALL

## STORY OF THE FORDSON

Henry.Ford was a farmer when a voung man and for this reason he has always been interested in the farmer. In order to make farming more profitable and also more interesting to the man who tills the soil, Mr. Ford spent millions of dollars, and years of time in developing the Fordson Tractor into the most economical in first cost and also in operation
of any tractor on the market. Results today are that there are more Fordson Tractors sold than all the rest of the makes of tractors combined.

Let us show you how that even on a small farm, a Fordson tractor is a profitable investment.

## Lubbock Auto Company



## THE LUBBOCK AVALANCHE

## SIX YEARS OF SERVING THE SOUTH PLAINS

The Lubbock Drug Company has been operated continuously under one management for the past six years. From the very beginning, the management has always sought to build a business upon the strength of superior service, courteous treatment and appreciative effort. To the extent we have succeeded can be recognized by the patronage we now receive and from the growth of our business quarters and improved facilities.

No other one thing has attributed as much to making our store the regular trading place of hundreds of people than has our desire to please everybody-poor and rich alike. Of course, in making this store serve the magnitude which it does today, we have given a great deal of time and at-
tention to studying the needs of the people. Our several departments which are now admittedly superior to most drug businesses have been built each and individually through a series of steps of improvements, nearing perfection, as we see it, at the present time.

## What Our Special Departments Consist of

First:-Prescription Department-This department demands that those who have it in charge, be persons of abilityability that has been proven and tested through years of experience and training. This we have!
Second-Toilet Requisites-It has always been the duty of modern drug stores to stock the essential toilet requisites because of the knowledge druggists must have of the various cosmetics, soaps, etc. No stock of toilet necessities can be found on the South Plains more complete than what we have. Perfumes, waters, soaps, etc.
Medicines-While we advise all to secure prescriptions from their family physician, we realize that there are many meritorious medicines already prepared. Seeking as always, the
very best, we are glad to announce to our customers the continuation of our stock of Nyal Goods.
Cigars and Tobaccos - This department is what it is today because of the care we have always maintained in each department. "Nothing too little that it should not be treated in a big way" is our motto. Men-who have resided here for years and who are discriminating smokers find our cigar department serving their needs wonderfully.

Fountain-We maintain a clean and up-to-date fountain service, serving all the thirst-quenching drinks and Ice Creams. This department is here to serve and we assure you that competent dispensers will care for your wants.

## HOLIDAY GOODS

Remember the Holidays-and that we have already secured an array of Holiday Offerings one which we claim to be unexcelled:

## The Lubbock Drug Company "THE NYAL STORE"

## SOME EARLY DAY EXPERIENCES OF A

 TRAVELER ON THE PLAINS(By J. E. HENDERSON)
ㄴำ - Those who never saw the Plains before they sunburned, Gypsie looking human beings comin
were settled up, have missed something. The down off the Plains. They told us we would writer in company with four other young respects,
was ofortunate enough to see this, in many that night as that was the only water. Such
unique country before it became marred to any and and and tag. wild and wooly, sun baked an reat extent by the hand of man, and the picture
half starved looking "caviyard" showing up at the
psychological moment and representing themselve one he would not like to forget. We did not
It was the summer of 1903 . $\begin{aligned} & \text { psyor agical moment and representing themselve imaginations as a sample of what }\end{aligned}$
to our and journey as far north, as Lubbock. This was be- we might expect to encounter on the Plains, gav Hub of the Plains." That knowledge would not ed picture. were not hunting towns. "The lure of the wilder- ing the summit just in time to feast our eyes for
wess ness" had laid hold upon us and our object was
to mow moments upon the grandeur of the scene
to as and far away from towns and civilization
the sun went down and the shadows settled ove oo get as far away from towns and civilization the sun went down and he shadows setled ove
as we could and see what it was like. But per- the landscape. Thile Windmils were, rather
haps my story should start at the beginning. W. There the Thf haps my story should start at the beginning.
Our homes were in Ceneral Texas. We had the foreground of the Wroad landscape, and ind
heard interesting stories about the Plains and de- stead of being six miles away, they looked to beren termined to see them. I remember how eagerly not more than two. We could not help believin
ther we made ready for the trip; how we got our that the human beings had lied to us about the
equipment together and rigged out a team of big distance, but as we traveled they seemed to equipment together and rigged out a team of big distance, but as we traveled they seemed to b
horses and a covered wagon with everything that
travelers like us were apt to need. But a very im- and it aretty good pace in the same direction
and portant part of it was guns. We had most any
kind of gun that one not too choice would ask Nearly a week's travel was required before that that Plirst night on the off on the traveler
thains saw a traged we came in sight of the cap-rock. That first week enacted at the Three Windmills. We Were force
of our journey, though it led through some beau- to cook our first meals with "Plains wood" fo
tiful West Texas valleys, across rivers and moun- there was tiful west Texas valleys, across rivers and moun- there was not a stick of any other nearer than
tains, was to us commonplace-a season to be en- the cap-rock, The tragedy soon turned out to tains, was to us commonplace-a season to be en- the cap-rock, The tragedy soon turned out to
dured.
great Llano Estacado were in the Highlands - -the grear Llano Estacado or Staked Plains. We asked respects it was superior to the sticks we had b
a hundred and one questions and had it all pic- accustomed to. We liked the new fuel so wo a hundred and one questions and had it all pic-a accustomed to. We liked the new fuel so we
tured out in our imaginations. We had a map that on our return trip the timber-line did no
along and we studied it. I remember we wonder- look especially good to us and we were well along and we studied it. I remember wee wonder-- look especially good to us and we were well do
ed. -a probably many other have done. what the into the brush before we changed fire wood.
"cap-rock" looked tike and why the Plains were cap-rock looked like and why the Plains were . The next morning we were up and on our
called "Staked Plains" if there were no stakes way by the time it was light, taking in the novelty out there. Our interest grew as each day's travel way by the time it was light, taking in the novelty
orought us nearer and the information we had and andeot at. I used the word "at" big game to
bhisedly. gathered along the road made us wiser. Wrod
At last our suspense was partilly broken as as the eye could see it it all directionsedhy. the Plains
and our eagerness sharpened as level as the surface of ond our eagerness sharpened as one afternoon we -not a hill nor a valley, not a lake nor a river,
rounded the top of a rise and straining our eyes nor a tree, nor a house no far across a valley to the westward we saw what it seemed in the whole wide world. That wa looked to be a range of flat-topped mountains
reaching all along the wewhat of an illusion for the surface elevation
the edge of the Plains. The That ledge. of was wask ex- $\begin{aligned} & \text { did vary and there were lakes which served as a } \\ & \text { drainage system, but the lakes were so camauflaged }\end{aligned}$ tending all the way along and seeme of rock to crown - drainage system, but the lakes were so camauflaged
the mountain was the much talked of "cap-rock." Our team must have realized that something sure to be a fake, a mirage, for we distance was had then up our enthusiasm somewhat for
from then on the balance of the afternoon we once so form wous.
pusher pushed on the lines, determined to cross the val- the level plain and we opened up our artillery
ley and make our beds that night on the Plains. Some said it was a coyote, some
Just at voy of Mexican burros and Spanish ponies piloting away but we never nerew seemed to it was ran he how fan him
and old prairie schooner inhabited by some dirty, though we shot until he became a mere speak


## Wholesale and Retail Candies

THE SWEETEST SPOT ON THE SOUTH PLAINS IS---.

## STANTON'S CHOCOLATE SHOP

The home of fine chocolates and high grade candies of all kinds - the largest concern of its kind on the South Plains.

Confectioners and other high class merchants who want to serve their customers with high-grade and choicest hand-made, hand-dipped chocolates, should get in touch with us before the holidays. We can save ou money on everything you buy from us.

No better holiday gift can be selected than a box of Stanton's Chocolates. See us before you buy

For birthdays, anniversaries, graduations, love, admiration, friendship - a box of Stanton's Chocolates s capable of saying "it". better
ight long years. He understands it well. No matter where you go your
and when you first courted her, and then, stop at Stanton's Chocolate Shop, and
wake home a dollar's worth to the swectest

Stanton's Chocolate Shop

October 4, 5 and 61921
The Panhandle-South Plains Fair Will be Held at Lubbock and We Want to See You There

## THE LUBBOCK <br> PRODUCE CO.

(Incorporated)

## WHOLESALE-

FRUITS, PRODUCE AND
FRESH VEGETABLES
(Members Texas Wholesale Fruit and Produce Dealers' Association), The Western Fruit Jobbers's' Association of America.

LUBBOCK, TEXAS
SERVICE is Our Motto


# II tak 

Of course we deliver goods in townmost every store does that now days but we go further than that, we deliver goods to your home, no matter where you live. Our fleet of eight trucks is kept busy carrying goods all over our territory of twenty-five counties. This is what we call SERVICE.


We have been seventeen years building ours and we feel that we are just getting started. Building a business is like buildang a city-if the foundation is not right, it will not prosper. We know the foundation of Lubbock is right and we are trying to establish our business on the same kind of basis.

The average like of any business is b year mark. We have been serving West Texas for over sevenieen years, our business is past the experimental $s$ it to be a permanent instiution and builditin such a way that it will be ca after the present generation is gone.


We carry a large stock of floor coverings of all kinds, but we are especially proud of our line of


These rugs are of pure linen, the same material all the way through. This makes them reversible, which gives you double wearing service.

## The Prosperity of Any Country is Limited by Efforts of its People

We believe the way for this country to become the most prosperous of any part of the U.S. is for every farmer to make his living with a few cows, some pigs and chickens.
If he has the cows, he necessarily must have a
cream separator or lose a good part of hi revenue.

We know the De Laval Separator will pay self every year if a farmer is milking as $n$ five or six cows.

## Rix Furniture \& Une

"THE HOUSE OF SATISFACT
Big Spring, Texas

## BUILD A BUSINESS!

of any business is below the ten Our idea of building a permanent business is to hanhave been serving the people of ver seveniten years, so we feel that ast the experimental stage. We want nent institution and are trying to way that it will be carried on long t generation is gone.
dle goods that are the best of their kind to be found We are proud of the many different lines of nationally advertised goods to be found in our stores. In nearly every case, nationally advertised goods are the best you can buy. Read the ads on this page, then come to our store and let us show you the greatest collection of high grade house furnishing goods to be found in this part of the state.

## SERVICE

We try to make "SERVICE" our watchword. We believe that when a man spends his money for anything, he is entitled to the best service he can get.
Our growing list of satisfied customers is our best evidence that we are giving the people of this section the service they expect.
"He profits most who serves best."

## VN LINES WE REPRESENT


©heHOOVER


The Hoover Beats, as it sweeps, as it Cleans. $\$ 7.50$ cash $--\$ 10$ per month

## Cimited by the

## Special Demonstration at the Fair

Mr. C. T. Baker, special representative of the De Laval Separator Co. will be with us during the Fair and we hope every farmer on the South Plains will make it a point to come around and talk with him. You will find Mr. Baker one of the best informed men you ever met when it comes to farm work. It will be to your interest to talk with him.

## Undertaking Co. <br> OF SATISFACTION"

Lubbock, Texas



## The Home of Pure Milk Products

# Medlock's Dairy 

PHONE 405
Under the management and care of J. A. Medlock, owner of Medlock's Dairy, milk from this concern has been sold to pa trons for the past seven years. Though our facilities were not of the modern type which we now have in use, in our beginning as now, we were diligent in keeping the products clean. This demanded much attention. Because of the high quality-uniform throughout, we believe we can point with much pride to the high esteem.which people of Lubbock hold to all products bearing the name of Medlock's Dairy.

From a herd of six Jersey cows in 1914, we have increased our business to the extent that at the present time we are milking thirty-eight cows and our herd consists of forty-two good milk cows. Modern machinery consisting of steam turbine driven Empire Méchanical Milker separators, Clarifiers, etc., has aided us in handling as much as ninety-five gallons per day. Delivery of milk is made each morning.

## LUBBOCK, TEXAS

## Milk From Healthy Cows

All cows in use at Medlock's Dairy have passed the tuberculin test. They are watched carefully and customers of this dairy are assured of milk. from healthy cows.

## Medlock Bros.DurocFarm

In the spring of 1918, Medlock Brothers, sons of J. A. Medlock purchased one gilt and one boar of the Pathfinder strain of Duroc Jersey Hogs. From this small begining they have raised a nice herd of hogs consisting of 28 head. At the head of this herd is Prince of Pathfinder, a boar which measures at the age of 17 months, 39 inches in height and 71 inches in length. The herd consists of eight sows, eight gilts ãd twelve boars, all of which are perfect specimens of Durocs. Prince of Pathfinder, heading the Medlock Brother's. Duroc herd has been pronounced by some of the best known hog raisers as the best hog of his type in this country.
Those who wish to start into the hog business and want a strain from the Pathfinder stock will do well to see this herd and to purchase a start from it.


$\mathrm{E}_{\text {is one that everbbody likes. All the "second choices" }}^{\text {VERY candy in this ore }}$ have been left out. Delicious, frestin nuts, creams, fruits, cara mels, marshmillows etc, dipped in rich brown chocolate.


Competent
Pharmacists
Men who are naturally cautious and who have years of experience in preparation of pre-scription-filling are in charge of the compounding de partment of the City Drug Store.

Not only wants you to attend the Pan-handle-South Plains Fair

## ATLUBBOCK, TEXAS <br> 0 ctober 4, 5 , 6th

But wants you to make this one of the biggest educational factors of West Texas. We are willing to do our part!

## THIS STORE OFFERS YOU

 Fresh Stock and Sanitary Equipment The very best in the drug business-the Rexall line of goods, nationally recognized and used. We feature our complete and fresh stock of medicines and the sanitary conveniences with which we care for the business given us.

Your money back if it leaks-a guarantee good at any Rexall Store. America's best known HotWater Bag-the safest and most economical to buy.
Your home needs one.

## APPRECIATION OF BUSINESS

We appreciate the business given to us and we want-to merit a continued patronage. We welcome you to our store and when in Lubbock be sure and visit with us.

## THE CITY DRUG STORE <br> The Pexall storo

Symphony Lawn


Look for the Water Mark
$\mathrm{E}_{\text {beautiful to the }}^{\text {ver pick }}$ up of writing paper so invitingly Eeautiful to the and the touch, that it seemed to say to your fingers, "You must write on me!"?
Symphony Lawn is just such a paper. It comes in three exquisite finishes and several smart tints. Sheets and envelopes in the newest shapes. Also correspondence cards to match. May we chow you Symphony Lawn?

Toilet Goods And Stationery Nowhere on the South Plains will you find a more complete stock of high grade stationery. We have the very finest line that money can buy and our grades is of sufficient variety that we can meet your wants as to price.



## Ed Wilson's Cash Grocery <br> THE BUSY GROCEEYY STORE <br> Wants the Panhandle-South Plains Fair to be the bigest attraction and best educational factor in West Texas. We want all our customers to take an interest and help boost the fair over. <br> BUT DON'T FORGET <br> That Ed. Wilson's Grocery Store is a fine place to trade -Where courtesy and friendship go hand in hand with quality groceries and prompt, and efficient service. <br> The Home of RENOWN COFFEE <br> Ed Wilson's Cash Grocery

On Broadway


## LUBBOCK DRUG CO.








 plying goods which the house and patrons are
fully aware of the purity the cleantiness and the
service which are blended so perfectly service which are burended so perfectly. A smile
sand kind words have brought trade into and and kind words have brought trade into and
retained trade for the Lubbock Drug Company,
in soock
C. Cranillit Johoon, uder whoo pritonal


 nected with the Red cross had in the drug busi-
years of experience he has had
ness he has established an enviable position for ness
himelf and his store, for accuracy, due to a
domplet complete understanding of the principles needed
for the successful dispensation and compilation
of drugs. In addition to possessing these qualiof drugs. In addition to possessing these quali-
fications, he possesses a personality that wins fications, he possesses a personality that wing
friends-a natural smile, a quick understanding, and consciousness of the, sufferings of others,
which with these, bring forth a business with a The minute you enter into this store you ar impressed with the welcome extended you. Every
consideration for your comfort is provided: that consideration for your comfort is provided; tha
true understanding of man to man friendship true understanding of man to expression of "make yoursel
apparent..and that.
at home." is visible. Under these conditions yo can find that underlying
of this Drug Company

## of this Drug Company.

C. Granville Johnson purchased the Lubbock Drug eompany ished this store in our city, in 1909
who establis
About one year ago Mr. Jonnson traded About one yearr ago Mr. Johnson traded a half in-
terest in his company to W. D. Arnett, a well
known cattleman of the South Plains. Under terest in his company to W. D. Arnett, a well
known cattleman of the South Plains. Under
this present management the business is growing this present
continuously.
In connection with the drugs and other arti
cles carried, there is a fountain, employing skilled cles who are experienced in mixing drinks serv-
men at the fountain. The worth of the men emi-
ed at ed at the fountain. The worth of the men eni-
ployed here is estimated only by their competency ployed here is estimated only by their competency,
and Mr. Johnson is tactful in the selection of his
men. He demands of his employees courtesy to men. He demands of his employees courtesy to
customers,- and efficient work. Therefore when visiting at the Lubbock Drug you receive that
at home" feeling because of-the manner in which the entire business is conducted.
Glass top tables, provided with easy sitting
chairs, electric fans and many other conveniences chairs, electric fans and me conveneince and com-
are provided here for the
firt
avor.
In connection with the fountain department,
igars of every good brand, cigarettes and tobace igars of every good brand, cigarettes and tobace
cos receive the usual personal attention of Mr ohnson, which is an insurance policy upon their
uality and keeping. Several popular uality and keeping. Several popular lines of cho y this sompany. Stationery and toilet articles have ndividual spany. and display room in this store.
Besides being manager of a very Besides being manager of a very high clase
usiness in Lubbock, Mr. Johnson is a believer in civic betterment and backs his belief with financial and material assistance to every worthy enterprise. He is a director of the Lubbock Cham
ber of Commerce and as such has helped in

A Lot of Sense and Nonsense
Regarding the Treatment of the Dairy Cow
$\qquad$
 dairying under the title: "How to Fail in a
There is so much real sense in this ap parent nonsense that we are glad to pass the sug
gestions along to our readers, as follows. "Don eigh your milk, for then you might have to fig so good for race horses. Cow-testing hassociaknow. Keep the barn hot-cows are like wood
kne chicks. Don't have many windows in the barn ice cold-shivering gives the cows exercise.
Avoid heavy milkets-they consume to much This reminds us of a similar line of reasoning dvanced by an lowa a sarmer, who of reasoning "Dont
trike a mean cow with a milk stool-it might reak the stooll ${ }^{10}$. There used to be a lot of mean ows on the farm, and generally there was a
mean hired man or farmer along with them. There nce was a farmer who was reputed to keep the
orn knife handy while doing the milking. If cow switched him three times in the face, she
ever did it again. He had a habit of cutting off er tail so that she looked like a fox terrier dog a fine coach horse.
zation getting better all the time is the our civiliattention given the cows. We have come to promane way because we have found in a more huand courtesy is the policy with cows. It pays be-
cause they' rewaid us with more profit. A god aign to hang in the dairy barn is pro orit. A good
N New York farmer: "Don't Sweart Treat every


Various Ways of Looking at Folks Who are Always Late at Church And Other Places






 trains and other convenient fixities. it is is usually where. All the, same, one of the worst objections
by the considerate assistance of friends. These to unpunctuality is its abominable selfishness. You people are late to church as they are to every- are piling up others waste minutes into hours to
thing else. Wq expect it and admit it and tolerate effeat a small saving to your own. thing else. Wq expect it and admit it and tolerate effeat a small saving to your own.
it and sme pmile. people of deliberate tardiness are alway
But there is a very different class of persons, late to church. After everyone else is seated and But there is a very different class of persons, late to church. After everyone else is seated an
who are late when it suits their own convenience the service is well begun they walk in with lei
and not otherwise. Those people are perfectly urely indifference and seem to think they have and not otherwise. Thase people are perfecty urely indifference and seem to think they
aware of the nature of promptness and the de-
monored God sufficiently by coming at all. mands of time. If there is anything to be gain- . Now, you are not obliged to go to church at
ed by punctuality, anything to be lost by tardi- all. If you do not go, you are the worst sufferer ness, if a good bargan may be to a competitor,. they arrive. ter, for God and for yourself requires that you
uable contratt go to a
with the exactness of the clock. But when it is should be there and decently composed, when the merely a question of others comfort it is another

## WILSON ABSTRACT CO.

## R. A. RANKIN \& SONS



## Southland Life Insurance $\mathbf{C o}$.



Admitted Assets
\$ 5,347,795.31
Insurance in Force
\$68,248,221.00

## Total Payments to Policyholders <br> \$2,117,390.00

Neil H. Wright, holding agency contract number 2, has served this company and policy holders of this section for the past twelve years.
Between three and four million dollars' worth of business has been transacted by the local agency. The liberal policies of the Southland Life Insurance Company embody all modern features, including double indemnity and disability annuity. As to service rendered, both from the Home Office and the local agency, ask any holder of a Southland Life Insurance policy.

## NEIL H. WRIGHT

district agent
Office in Citizens National Bank Bldg
Special Agents:Carroll Thompson, Geo. W. Foster Lubbock, Texas
Pure Bred Cattle On the South Plains

There are some of the finest
 are scooped out and
splendid surface tanks.

## CLOVER LEAF CREAMERY

PLAINS BOTTLING WORKS Furnishing a market for the milk products
he South Plains is the Clover Léaf Creamer
The South Plains people are served their soda
ters mostly from the Plains Bottling Works Lufbock; Texas. This creamery housed'in their Lubbock. E. F. Tatum vwho is manager of this own mpdern brick building and the very finest as concern was at one time and for several months
well as the most modern machinery is installed manager of the Lubbock Sanitary Creamery, un herein. We are reliably informed by this com-der which name the Clover Leaf Creamery once pany that through certain periods of the season operated prior to its present organization. He is
the plant manufactures and distributes three hun-
well acquainted with the merchants of this section dred gallons of Clover Leaf Ice Cream per day. This and therefore has had a nice opportunity of disposcream is shipped to the towns of Ralls, Crosbytan, ing of his bottled products through the same. class
Lorenzo, Idalou, Floydada, Abernathy, Slaton, of people who once purchased the creamery proO'Donnel, Wilson, Tahoka, Lamesa, Brownfield,
Seagraves, Littlefield and Shallowater as well as. The Plains Bottling. Works is a sanitary bottling other places. lead the creamery industry of the South Plains and as well as the management makes for cleanliness, Leaf butter. It is the plans of the management something that is to be drank or eaten. of this concern to furnish a steady and reliable. This plant is located on the northeast corner o A campaign for the stimulation of dairying on made over the South Plains country by rail which
the South Plains will be more than likely started is 'served here efficiently. In cases where there the south Plains will be more than inely started is served here efficiently. In cases where there the Clover Leaf Creamery is operated are progres- the . Lubbock plant, the Plains Bottling Company
sive and alert to the opportunities offered in that serves their customers by truck. It is no uncomsive and alert to the opportunities offered in that serves their customers by truck. It is no uncom
line of business on the South Plains and you can mon thing for this company to make as many as rest assured that the Clover Leaf Creamery will three trips daily to and from the picnic celebration
be the leader in this section. LATER DAY METHODS
First Crook: "De last guy I stuck up didn' Second crook "Wotcha do? Croak him?"
First crook: "Nah! He looked like a strain guy, so I takes his I. O. U. for 50 bucks."
Brown's little one was ailing and on his way home in the evening he asked her what the doctor had .said.
.Nothin
"Then what did he do, dear?" Oh, he just telephoned me al
child's reply.-Boston Transcript.
One-half of our citizens who are eligible voters
fail to vote.
Mr. Matum extends a welcome the people of
this setion to visit his plant while in Lubbock. He
will be glad to show you just how their
will be glad to show you just how their products A BOTHERSOME DISEASE


## The cheery caller tried to persuade old Aunt

Martha not to dwell upon her troubles, telling
her she would feel happier if she would ignore
hhem. "Well, honey," said the old lady,." "I dunno 'bout dat. I allus 'lowed when de Lord .sunt
me tribulations, he done spec me to tribulate." When a man is short he must work a long
time to get up in -th eworld again.
Line Up With the Best. Equipped Abstract Plant In West Texas
20 years this plant has been serving the public. Ab-
. stracts cover every foot of land in Lubbock, Hockley, and Cochran counties.
Wilson Abstract Company
Prompt Efficient Service Lubbock, Texas

# SIMMONS Undertaking Co. 

Lubbock, Texas
Day Phone 438 Night Phone 437

DIRECTORS

W. K. Dickinson, Sr. E. C. Simmons J. T. Brown

T. P. Gibson M. C. McCrummen

## WE SPECIALIZE IN PICTURE FRAMING

# Simmons Undertaking Co. 

South Side, Square

Lubbock, Texas
Banking, unlike many business enterprises
ur. section, represents the financial heart, arter

CITIZENS NATIONAL BANK pulse-beating of this, territory. Therefore be persons whose extensive financial learning marantee the qualities of high character, which noney. Without these qualifications, bankers are not bankers, but are tresspassing the privileges of-
fered in the banking field of the commercial life of the section wherein located-the rights and the
confidence of people who have intrusted fund nth them.
Therefore to thoroughly appreciate the Citi-
know who created it and who backs it and under
whose management it operates. Most all people
County and oldest financial institution in Labbock
ioneer inhabitants and successful business men
our section. Their activity in many lines of
Plains has reached the eyes of thousands of peo-
ple. Geo. C. Wolffarth now
ple. Geo. C. Wolffarth, now manager of the
Leader, one of Lubbock's finest Dry Goods houses,
organized the Citizens National Bank and was
the guiding spirit of this big institution until a ${ }^{\text {a }}$. "You did perfectly right to call me,"
ew months ago when he sold his interests to to "You'll be late for supper, sonny," said a
france Baker of Lockney, Texas. Mr. Baker has
made an enviable record. in the banking cire man in passing a small boy who was
made an enviable record. in the banking circles carrying a package. issing a small boy who was
of the South Plains having started in at the low- "No, won't, was the reply. "Tve got the
of the South Plains having started in at the low-
liest banking position in Lockney, "No, I won't,",

## Are You a Stranger in Town?

Patronize the

## Theatre Confectionery

Where you can get the best candies and save money taste.
T. E: BUCKNER, Proprietor

Raising of Hogs Proves Good Investment by Those Who Have Engaged in the Business
 The past few years have served to prove be- pork is profitable and is a fore-runner of succes
a shadow of a doubt that the production of and financial independence. Hogs on any farn yond a shadow of a doubt that the production of and financial independence.
livestock is the most important and profitable mean diversified crops, increased soil fertility and
mer livestock is the most onportis this true, but it is increased production, which is a natural conse-
phase of farming. Not only is
now a universally accepted fact that admits no argument. It can be said to the credit of the in- The hog is an economical feeder. There is no
telligence of the American farmer that once con- farm animal that will make greater gains in telligence of the American farmer that once con-
vinced of the advantages of livestock as a means
to ingmal that will make greater gains in a
given period of time on the same amount of feed to increase the revenue derived from the farm and than the hog. In other words, the hog makes the
to increase the fertility of the soil, he undertook the most meat in the, shortest time with a minimum
increased production of livestock and the results feed expense. There is no farm product that the increased production of livestock and the results foed expense. There is no farm product that the
in tituation that will never again be known to the consumer of farm by-products has never been as world of agriculture. Livestock is perma
nent on every farm and it can be truthfully
aid that farming cannot' be profitably conducted without the production of livestock in connection with farming operations. In nearly every farming community the farmers, who have accumulated wealth and who
are the forces behind the real accomplish-
ments of the community. are . livestock armers.
In an analysis of what consin in an analysis of what constitutes live-
stock on American farms we are told by fig-
ares officially compiled that nearly fifty per ent of the total value of the meat products staughtered in the packing houses of the
United States is derived from the hog. We can present no more telling argument to
the American farmer, in our effort to encourage the raising of more and better
hogs than these simple figures. The
tact that fifty per cent of the meat


THIS IS THE KIND OF HOGS THE SOUTH PLAINS FARMERS ARE RAISING act that fifty per cent of the meat
products of the United States is pro-
duced by the hog, should be sufficient reason duce all farmers, not heretofore raising hogs, to be gin the production of pork.
The hog is primarily the most profitable animal on any farm. No'other farm animal matures
as rapidly, reproduces as rapidly and in as great numbers, and requires as small an initial investment. The capital labor and equipment necessary
to engage in raising hogs is so small that it is within the means of every farmer to be a producer continuous and sure, which insures the farmer the continuous and sure, which insures the farmer the
use of ready money at all times of the year. Grow-
ing ing hogs thus earn quick interest on the principal
and enable the hog grower to realize on the prinand enable the hog grower to realize on the prin-
cipal which can be re-invested. In other words,
money invested in noney invested in hogs is subject to other words, over" and is not indefinitely "tied-up". The
banker readily appreciates the financial advisability
of growing. of growing hogs and investigation will show that te pork producer is generally regarded by bankers
as a safe risk and is always given bank accommo-
dations. Why is this true? Because pro

## FRED W. DENHAM

There are many real estate dealers on the
South Plains and that is because of the developSourh Plains and that is because, of the develop-
ment and settling up of this country has been so ment and settling up of this country has been so
fast within the past fifteen years that men find
and and have found big opportunities offered in that line of endeavor. In any business wheré success is conspicuous there are many followers. Every
man who is in the real estate business and who has been in the real estate business in the South
Plains couñtry are by no means here only because Plans country are ny no means here only because Because there are a few real estate dealers who
are here today who have been farmers and ranchare here today who have been farmers and ranch-
men of the South Plains since the earlier days and men of the South. Plains since the earlier days and
who have retired from their lines of endeavor because of greater opportunities offered in the real estate business. You will find men who are real-
ly interested in settling good farmers and small y interested in settling good farmers and small
stockmen in this country. Every real estate man sto the South Plains is not here for settling mand
on
developing the country, but are here becuse they developing the country, but are here because they
see' an opportunity for making a few hundred and see an opportunity for ma
then clean-up and leave.
If you want to get in touch with men in the
real estate business when you come to this section real estate business when you come to this section
we believe that the best thing for you would be we believe that the best thing for you would be
for you to see those who have weathered the
storms of this country from storms of this country from the early days and
men who are looked upon as the leading citizens men who are looked upon as the leading citizens
of our country. In making that suggestion we of our country. In making that suggestion we
have in mind such a man as Fred W. Denham of Lubbock, who for the past thirty-one years has
made his, home in the South Plains country For made his, home in the South Plains country. For
ten years in Gaines County Fred Denham farmed and taised stock: That was his mission to this country and he succeeded. He becamee owner of
much land in Gaines County while a resident there much and in Gaines County while a resident there.
In 1900 Mr. Denham left Gaines County for
Floyd Cous Floyd County where he followed the business of farming and stock raising for several years. Later he went into the land business and by years of
experience in selling lands and aiding in the deexperience in selling lands and aiding in the dehim an opportunity to keep in touch with conditions and to see what class of people are those
when buying property here, remain to make this when buying property here, remain to make this
their home. He knows that the real estate dealer has much to do in making people satisfied with the country. For instance. If an man unacquainted with conditions of this country gets in touch
with a real estate dealer who is. here only to "clean up". he is liable to be handed a piece of property that is higher than he could have purchased if he
had dealt with reliable men. Mr. Denham has made this section his home for thirty-one years. He has made the real estate business his vocation for many years and is today in that business. We
cannot but believe that Mr. Denham wants to make those who purchase lands in this section make those who purchase lands in this section see that the prospectors are given. a fair dea
He's a man who is well acquainted with this se Hes a man who is well acquaited with this sec tion and who has large listings of various inds of
property here and is a good man to see if you ex-
pect to buy.


## Clover Leaf Ice Cream

## Is the Favorite of the South Plains

Did you know that The Clover Leaf Creamery of Lubbock, Texas, was a strict South Plains industry,owned by South Plains people who want to serve the territory it now serves; wants to keep its products up to that high standard that has won for them the encouraging truth.

## Clover Leaf Predominates Because of Its Merits

## THE CLOVER LEAF COMPANY WANTS TO HELP PROMOTE DAIRYING

The Clover Leaf Creamery wants to promote prosperity on the South Plains and in view of that desire we want to encourage dairying. We believe that the people of this section will be more prosperous if they will breed pure-bred dairy cattle. In this line we are securing helpful data to be given to the farmers of this section relative to the dairy industry and this information will be given gladly upon request.

## WATCH FOR CLOVER LEAF BUTTER!

The introduction of Clover Leaf Butter is well under way at this time. We have manufactured the Clover Leaf Butter in a small way for sometime and its sale-always greater than our capa-city-was the result of instantaneous recognition of the care and quality given and of other Clover Leaf Products. Look for the best grocery stores in any South Plains town and you will find $\mathrm{Cl}_{0}-$ ver Leaf Butter. Look in the most popular Ice Cream Parlors and Drug Stores and you will find that Clover Leaf is the Popular Ice Cream.
Ten Times more Clover Leaf Ice Cream was consumed on the South Plains this summer than all other makes combined!

HOME OF THE CLOVER LEAF CREAMERY The Clover Leaf Creamery is ideally located for securing facilities for quick distribution of its pro-ducts-a very important phase of the creamery business. From Lubbock, Texas, and from our modern equipped plant, installed in our own modern brick building, goes forth the Clover Leaf Products to the following towns-serving thousands of people:
Ralls, Crosbyton, Idalou, Lorenzo, Slaton, Post, Wilson, O'Donnel, Lamesa, Snyder, Tahoka, Meadow, Seagraves, Ropesville, Brownfield, Plains, Shallowater, Littlefield, Abernathy, Hale Center, Floydada, Southland, etc.

ALL DRUG STORES IN LUBBOCK SELL CLOVER LEAF ICE CREAM AS WELL AS THE CONFECTIONERY CONCERNS.
Clover Leaf products must remain leaders! Upon that pledge to the retail dealers and his customers we go on-as you grow we must grow and as our country develops we must developA South Plains ambition by a South Plains in-dustry-forever striving forward.

## The Clover Leaf Creamery INCORPORATED

## R. A. RANKIN \& SONS

Introduce to the people of the South Plains a complete line of the famous

## Buck Stoves, Ranges, Furnaces



All kinds and types of ranges and heaters-the most complete line of high grade stoves to be found on the South Plains-a stove to suit eyery person at prices all can pay.

The Buck stove people feature six different ranges, ranging in price from $\$ 60$ to $\$ 190$. All. of these ranges have the same grade and class of material in their construction. The only difference that is to be found in these
 ranges is their "dress."

This store features such well known lines as the above mentioned and J.I. Case Farm Implements, the Bain Wagons, the Star Windmill and pump and water supply machinery.

Last, but not least, is the New Perfection Oil Cook Stoves, in all sizes and a full line of repairs.

- If it's High Grade Hardware-no matter what kind, you will find it at our store.

"The South Plains Finest Hardware Store"


## J. O. Jones says Farmers Get

 Cattlemen Spint J. O. Joness, well one of our very best observers,
denttleman and vice-presir noticeable about the development of the things Plains is that which is manifested by the new ranchmen.. Mr.. Jones says. the cattlemen are plungers." By that he means that when. they
make a few thousand dollars on a bunch of cattle they then become too ambitious and borrow finally in order this continuous borrowing bring the cattle, and
lapse that is inevitable lapse that is inevitable with that kind of busiborrowed money. Promakery much money man is
catching and when his neighbor sees that he s making mond when his neighbor sees that he is does likewise. The new farmer comes in and is
not satisfied with 160 acres of land. not satisfied with 160 acres of land. He could
possibly pay for that much but in order to a bunch of money he makes payments on a tract to another farmer who is also ambitious and he tries to spread out bigger by borrowing more
money and buying more land. Finally the pay
day comes and the heavy borrower takes the loss. are able to to buy and be satisfied with what we earn the lesson that has made loaning communi ple as we have here". says Mr. Jones, who also
states that "the northern farmer. states that the northern farmer, owning a small
rocky farm and an interest in some manufactur ing. concern started years ago and inherited by
him, comes South each year, or sends, to purchase mortgage papers made in this country. That way ew 'interest. . We've got to learn to-invest our
money in things which we can money in things which we can pay for and there-
by receive a good interest and not be caut distress when prosperous conditions leave. These bad conditions are just as numerous as the pros-
perous ones and it behooves everyone to look out for them.
"Human nature is the same the world over to that few people who go first and make their homes in the newest territories. There is a dis tinct class, of people who do those things and
they, too, are divided into more than one clas The South Plains into more than one class me of the largest ranches in the United Stat at one time. The State of Texas owned about arly stockmen phirds of the lands on which the nce was.owned by railroads which and the bal ands when railroad building in Texas was firs early cattleman had a feast upon these lands.
There was hardly any expense attached the
 $=5$ About 1900 when the State of Texas adver
ised to the world that the lands held by would be open for settlement, people through
out the South began investigating what kind out the South began investigating what kind
ands these were and what possibilities the coun ry offered for settlement. Naturally the peop
nost interested in purchasing lands. from most interested in purchasing lands. from the
State were those who were homeless or had little and were ambitious- and just as naturally
follows that most of these people were small ca te dealers or those who wished to get into th gating this courmers. When people began invest
find that the personally, visiting it, w gating this country by personally visiting it, ${ }^{\text {n }}$ oo discourage the settlement which in itself is hu
nan nature-protection of self and personal in man It is told that cattlemen who dared plant corn
or other feeds would plow thesecerops entirely
under and see that all signs of growth had dien under and see that all signs of growth had disap
peared. Then the visitor who wanted to farn peared. Then the visitor who wanted to far
would be told that attempts had been made
raise crops but failure was raise crops but failure was the result. Of course
when the country was in the hands of these large when the country was in the hands of these larg
stock holders we realize that wells and windmill were, scattered over the country very thinly.
is told by some of the early setlers is told by some of the early settlers here that
she cattleman used to tell the prospective settle that wells were from five hundred to six hundred
feet in depth and that many a dry hole had been
sunk. The truth being that there feet in depth and that many a dry hole had been
sunk. The truth being that there was not a wel
on the South Plains one fourth the depth they old and that less than one-tenth of one-thousan
per cent of the wells dug in this per cent of the wells dug in this country were dry.
Of course the truth was found out and the country began settling. The first pepple whe
came had small herds of cattle and depended up came had small herds of cattle and depended up
on them for a living. Farming was taken as
side liné and crops such as maize and planted as late as such as maize and kaffir wa rost oftimes killed these crops, that is maturin
he grain and waste was the result. Many a pas
ure hin he grain and waste was the result. Many a pas-
ture has been made out of maize and kaffir fields
n the South Plains in the crops $~$ were planted for the purpose of being fed
$t$, plays. at home. There were no farmers in of being fed were not here and it was both impracticable and mpossible to raise cyops. for marketing purposes other than to feed it to the stock. Cattle were cheap along about the settling of the South Plains
and a gradual rise in prices followed until 1914 During this time small cattlemen grew prosperous aring this stime small cattlemen grew prosperous
and ${ }^{\text {plungers' }}$ were made out of them. When ne made a few thousand dollars on a few hun dred head of cattle he wanted to go deeper by borrowing on his holding and this condition led he people of the South Plains throughout several years of prosperity and finally landed many a would-be cattle king into bankruptcy when the
crisis in the cattle industry of the United State risis in the cattle industry of the United States came on. It was dirctly after the crisis started
that cattlemen became farmers and the process

to be for years. One who wishes to buy these
lands would do well to come to the country ands would do we little time investigating among the small holders. They, will always find someone wantng to "cash in" and many bargains can be found hat way, ${ }^{\text {L }}$ Lubbock and all other counties of the
South Plians have men whose business it is to outh informed on salable property and these nen can oftimes save the new comer many hun-
dreds of dollars on a small farm.

Plains Poultry \& Hide Co.
Five years ago, F. A. McCaskill was an em-
loyee of the Neal Commission Company. Later e was sent from Abilene to take charge of the Lubbock branch house of this company. After esiding here a short time in charge of the Lubbock he establishment of a profitable business for e establishment of a profitable business for
himself. He then purchasd the Lubbock house and started what is now known throughout the
South Plains as the Plaine Poultry and Hide ComMr. McCaskill has been Mr. McCaskill has been very alert to the ependable source of revenue for farmers of this poducts. At one time since he has been here beir as paid as high as 40 cents per pound for hides, 5 cents per dozen for eggs, and 35 cents per
pound for frying size chickens. Of. course through ther for frying size chickens. Of. course through
oner periods he has been forced to pay as low
 or other produce. The Lubbock market is in onstant touch with national markets and from these mational markets through this company
tast Last March, to give one an idea of this comany, they did $\$ 25,000$ worth of business. The

## SALT AND CANCER

Some learned doctor has discovered that salt the cause of cancer. He says we eat salt as a
matter of habit and that it is a very bad habit. Oome day somebody, will compile a book on Our Deadly Habits,"and we may expect that everything we do in the way of play, work and amusement will be found to be deadly, wond and
we'll abolish then we 'll. abolish them all, and hope that we'll not
suffer the same fate that the horse did when suffer the same fate that the horse did when he
finally learned to eat sawdust. He had a hard
time learning, and then died as soon as he had
learned. -Ex.

Husband-Why do you wear that dress? It oks like half mourning.
Wife- Well, you're
ou're half dead." - - Boston Transcript.
You are simply losing every time you stop to
pick flaws in anything or in anybody.

## The...

 State Life Insurance Co.
## MORE THAN

TWENTY-ONE MILLIONS OF DOLLARS IN SECURITIES Deposited with the State of Indiana for the Sole Protection of Policyholders.

## SAFE <br> PROGRESSIVE <br> CONSERVATIVE

 THE GROWTH OF OAK THE SOLIDITYOF GRANITE
LEGAL RESERVE Life Insurance furnishes to the human race TWO of the most valuable As sets that is purchasable with money, viz: PROTECTION AND INVESTMENT.
PROTECTION against accident, ill health and death, either of which can come upon you in a moment's time. It is wise that you get protection before you need it, for then it is. TOO LATE. INVESTMENT of funds that the average man earns during a normal life but DOES NOT SAVE unless deposited ANNUALLY for a long term of years in Life Insurance premiums. Your Investment will be SAFE


HOME OFFICE BUILDING

The Panhandle and Plains of Texas is destined to be one of the greatest secman or Woman who desires to enter an honorable an remunerative profession, should immediately correspond
with the General Office at Lubbock, with the General Office at Lubbock,
Texas, with the view of obtaining a Contract while there remains choice Contract
territory.

If you desire a Contract-If you need a Policy
"SEE US BEFORE YOU DIE"

## THE BIG 3 AGENCY

ROOM 3, CONLEY BUILDING
RYLANDER \& ROBBINS, General Agents

## KEEP IN MIND THE ONLY MODERN DRY CLEANING PLANT ON THE SOUTH PLAINS

## The Lubbock Tailoring Company

Only by spending thousands of dollars have we been able to give to the people of the great South Plains section one of the most modem Dry Cleaning plants in West Texas: The very best obtainable machinery for use in this business has been installed. We can offer the following departments for your consideration:

## DYEING DEPARTMENT

It is with much pride that we inform the customers of this plant of the fact that we are now operating a modem dyeing department in conneetion with our cleaning and other departments. The Dyeing department of the Lubbock Tailoring Company was not opened until we had secured the services of the most expert "Dyer" to be found. You have no other Dyeing Plant anywhere that will serve you better than we canThis is a strict South Plains plant and is trying to merit your patronage.

## SUIT:ORDER DEPARTMENT

Mr. Posey has investigated every large Suit Order house in the country and because of these investigations has selected the house of Storrs-Shaefer of Cincinnatti. Absolutely in charge of tailors who know how to fit you perfectly and handling cloths that we give our unqualified backing, we can please the most exacting in the Suit Order Department.
Over four hundred samples of cloths are displayed in our sample room from which you can select the cloth and the pattern most suitable to your liking. Use the Suit Order Department because it can serve you better than anyone else.

## ALTERING DEPARTMENT

We have employed in this plant a lady expert at alterations. No matter what the trouble may be we are prepared to repair them or to remake so that goods will look new again.

## ACCORDION PIEATING

We are extremely glad to announce the installation of the most modern pleating machinery. People of the South Plains should by all means be interested in this department. We do the work just as well as others and others anywhere do no better.

## FRENCHDRY CLEANING DEPARTMENT

 This department is by far the most important department of this plant. We have the finest Dry Cleaning Plant in this section and those who are familiar with the Dry Cleaning system will be satisfied with no other.The Dry Cleaning Plant keeps clothes looking new-just as good as new because this system raises the nap of the clothes and thus keeps them full of life-actually, prolonging their life for months. The system of dry cleaning clothes after they have been thoroughly cleansed and sterilized takes all odors from them, leaving them fresh and nice. To understand our system of cleaning clothes by the most improved process is to forever forsake the old methods.

WHEN A BETTER DRY CLEANING PLANT CAN BE HAD ON THE SOUTHPLAINS IT WILL STILL BE KNOWN AS

## The Lubbock Tailoring Company <br> OF LUBBOCK, TEXAS

Peaches Do Well In the South Plains Country


 Natural Development Has Kept Pace With Handiwork of Man




 Tuite erasas, the finest traing pasture to be found
 sponead to to what oft of finest wheat fields in re re to the new and betere graxing patare grase way
The development of this
section
hase
been

 grazing value of the land was not cominarative
 an over supply of short mesuitit grass on onatich
cattic thrive and fatten to well.
However, at that time there erere great stretches of short rasas land









 When people began
 Tour hours. These fires swept over theses pasture
swiftly sometimes as fast as the best endall the could run There are many old-timers yet liv from the heat of these great fires when they at control them to any extent. Cow imposaible tance would go with, flowe. drags, ete., and firgh
 In the spring, for generally the fires were.


 enerally replacede treas country, Miep pasturases


regulay in this scetion, or about the same as peaches
while cherrics and berries of all kinds is the pree
dominating fruits. Crapes of all kinds can be dominating fruits. Crapes of, all kin
grown very successfully in this section.


The milk production for the United States
1920 is estimated at $90,000,000,000$ pounds.
FARM AND RANCH LOANS

CLAUDE B. HURLBUT
Citizens National Bank Building

Dairying--A Means of Developing the Panhandle
․ㅐ! ! By J. W. RIDGWAY, Director Dairy Disvelopment Departent
The Dairy Cow is becoming established in the tight to see cream cans representing a part of the Expreses shipments on many of the rairroads
Small herds of Jesereys and Holsteins may mo
be seen upon the prairit, , and everyonene intererested in
sin tene development of this great oexpane of Te deas
soil is aoking. the guestion how the dairy cow In the past the dairy cow has afforded the
 section and fortificed with such side parther ame weekly cream check has met his obiligations catier
his past year than the one crop farmer. Merthis past year than the one crop farmer. Mer .
chans
welcome this system of production bor chants welcome this system of production bo
cante of the eash income dail which it fof ordi Pubsice sinitedad cititens and organizations, who
bave the weffare of the communty at heart are glad to assist in the promotion of the dairy busi-
nese becues of fite general influence on the pros. ness beause of its general
perity of the community.
The Panhandle section of Texare can produoe feed cops, in abundance and at lower cost thae
any other part of the State-this because of the evel acreage permiting the use of improved max
Chinery, and further because of the minimum

 ive fright rates with me. ong haul is destructhroued live otock if the country ever developp The three $m$
The three moft efficient animala for conver-
 freigitit bil over 8 perer rent hatd in addedice tue-
ply products that are alway in demand proucts that are always in demand
Grain sorghums sold t throush
Crain sorghums oold through dairy cows av

 mately 7 7ce per bust bul. of buter, pork and ande poutry year large quantitios her demand, and at the eamer tiueeces. judg ing form
 duction.
 marketable products, such products that are now
 whose business will thrive and grow in proportion all concerned is essential to pe united efforts of
 hens and ${ }^{2}$ 2 brood sows on everys farm in the
Panhande. of the anual caash income from the combination







 strates thater tection of nad which easily demon-
 tion, with hogs and poultry to consume the by-
product, skimed milk, is not only a safe system of
farming but is product, skimed milk, is not only a safe system of
farming but is one of the most productive that
can be instituted.

given the righ sort of care.
The means as ail other
sections that one has to fight the "cabbage
bugs.


TREES FOR SHADE, ORNAMENTAL AND WINDBREAK PLANTINGS | EXPERIMER. E. KARPER, Supt. |
| :---: | :---: | (Written expressly for the Lubbock Avalanche) The Llano Estacaco io naturally a fertile but



 numerous varieties of trees for this section, and
 Texvas to over 500 different institutions and in in dividuals Forty to fifty different species
 twor parieties which have hithert oumber uknnown
here have been found which promise to be among the best teres for this section These ane to the
Arizona Cypress and the Chinese Elm, the lat. ter being an importation from China. The seed several years before etrees will be available. The
Arizona Cyores is a beautifl


 worto of which is that it is orouts up badly when
 plantod to some extent, especiailly if the best a




 laragely determine the varieties to be grown. If
close to water or on the bid of a dirt reer-











 The most important tiem in the growth and de
 ing factor and itis is not posible to obtain a maxi
mum reults where they are crowded by other plant
 of the life of the eree. Where hhe trees are plant given clean cultivation the best treatsts will be had and if a favorale season is chosen for getting oul



 a clean tilled circle of from three to six feet in
diameter should be maintained about each tree and water applied as meeded for maximum growth
When watering is done a thorough job should When watering is done a thorough job should b b
made of it and the ground given a good deep soik.
 sprinklings, tree and then care for it. One there
by not only increases his own pleasure and profii and

## Growing Alfalfa In

 West TexasFARM AND RANCH LOANS
 to give the service you need when secking a loan
CLAUDE B. HURLBUT
Citizens National Bank Building



## CHIROPRACTIC

## THE WORLD'S GREATEST HEALTH SCIENCE

Try Chi-ro-practic once, if you have tried everything else. without results. Chiropractic is the science of removing the cause of all disease or abnormal conditions of the body.

It is humanities greatest benefactor, and it is daily accomplishing wonders, which are amazing, startling and even dumfounding, because it is a scientific, efficient and successful method of relieving suffering humanity.

Thirty seven million people are praising Chi-ro-practic in the U. S. and ten thousand Chi-ro-prac-tors are kept very busy re lieving all manner of human ailments. Every kind of disease
known has been relieved through the Chiropractic science in the last few years, which you will readily see by carefully reading this advertisement, which you will gladly hand to your afflicted neighbor as a token of friendship and help from one to another for by so doing you will lend a greater opportunity to suffering humanity than any other reformer since the days of Christ.

Chiropractic is recognized, as legal in twenty-three states and twelve supreme courts have held that Drugless Healing is not the practice of medicine, it is recognized by two foreign nations, and by 77 Insurance Companies in the United States.

The Drugless Healer is one of the best things that ha ome into the life of the present," Chas. Mayo, M. D., Ro hester, Minnesota
"Chiropractors are obtaining results that I could not have obtained with medicine or
M. D., Birmingham, Alabama.
uring disease hould make the most brilliant surgeons in the land ashamed of their capacity," Alfred Walton, M. D., Philadelphia, Pa "I have been astonished by the -great
practic," F. A. Hall, Indianapolis, Indiana.
"I am convinced of the superior method of the Chiro-
ctic form of healing," Wm. Vore, M. D., City Point, Va. Under spinal adjustments, acute diseases are cut shor and aborted, and chronic diseases recover, which have been
believed incurable." A. A. Gregory, M. D., Oklahoma City, believed incurable. A. A. Gregory, M. D., Oklahoma Cit,
Oklahoma.
"The Drugless Healers are giving more real service to humanity than any other science that has ever been d
ed." M. T. Council, D. C., PH. C., Lubbock, Texas.
"I use the drugless methods of healing because I can get
arvelous results and I consider that my patients are entitled otvelous results andils consider that my patients are entited Finley, M. D., Lubbock, Texas.

BECKHAM FORTUNE OF POST CITY, TEXAS CURED OF SLEEPING SICKNESS BY CHIROPRACTIC As some of the papers have failed to give Doctor Coun
il justice in the Sleeping Sickness case that was brought to Lubbock from Post City, we, the undersigned, parents of the boy, hereby volunter to give all of the facts to whom know the whole truth:
Beckham Fortune, our son, had Sleeping Sickness for
nineteen days when our family physician at Post City adnineteen days when our farily physician at Post City ad
vised us to bring him to Lubbock Sanitarium for treatment vised us to bring him to Lubbock Sanitarium for treatment,
but the doctors there were honest enough to tell us that they could do nothing for him and that the end was very near, so we took him to Doctor Council, the Chiropractor at Lubbock, and he awoke Beckham, for the first time, the second
day that he adjusted him, and he is now able to go home and day that he adjusted him, and he is now able to go home and return daily for his adjustments after having been treated
two weeks. Beckham could hardly swallow liquid when he arrived at Lubbock Sanitarium and had been absolutely unconscious for several days.
Witness our hand at
conscious for several days.
Witness our hand at Lubbock, Texas, this 26th day of
February, A. D. 1921.
T. E. Fortune,
Mrs. T. E. Fortune,
Post City, Texas.

Pubscribed and sworn to before me by Tity, Texas. Fortune
ne Mrs. T. E. Fortune on this 26 th day of February, Subscribed and sworn to before me (.). Mrs. T. E. Fortune on this 26th day of February, A. D.
C. L. Adams.
$\begin{array}{ll}\text { 1921. }\end{array}$
Notary Public, Lubbock County, Texas. CANCER To whom this may come greeting: had been treated by the medical doctors for eleven years and me six weeks and at this writing there is not even a sca mee six weeks and the cancer was, he also cured me of a sever stomach
where
trouble and I highly recommend him to all suffering hu trouble and I highly recommend him to all suffering hu-
manity.


> INSANITY

To whom this may concern: This is to certify that $\mathrm{Dr}_{\mathrm{r}}$. Council has completely cured my brother, who had been in the Asylum at Austin for over a year without any relief or benefit. He was completely
cured in ten weeks, and his mind is so clear and bright now cured in ten weeks, and his mind is so clear and bright now
that no one would ever think that he had ever been in ill
health. He can follow any occupation or trade with efficiency. Dre. Council also cured my little boy of Pneumonia
by one treatment after he had been in bed for five days. I have known Dr. Council's success as a healer for some time and I therefore gladly recommend him to anyore who is suffering from any acute or chronic disease of any nature
Guy M. Stewart.

This is to thank Dr. Councillis case, and to say to anyone that this may concern in my was on my way to the sanitarium to be operated on for
Appendicitis and not being able to make the full trip on account of my suffering and great swelling, I was persuaded by my cousin (Miss Rilla Hull) to try Dr. Council for re-
lief before I tried to travel any more. | was treated eight days by Dr. Council and I came home well and have been working in the store every day since. I am indeed thank-
ful to get well without an operation.

## HEART TROUBLE

Know all men by these presents, that I this day gladly certify, that had suffered with heart trouble for three years,
and the doctors advised me to quit the Stamford College, where I was in my graduating class, as they knew of no cure for me, which advice I had taken when I heard of Dr. Coun-
cil of Rotan, Texas, who cured me in three weeks. At this cil of Rotan, Texas, who cured me in three weeks. At this
writing I have stood the army examination and been accepted in the best of health. Andrew L. Mathews, Lubbock, Texas.

## KIDNEY STONES

This is to certify that I have known Dro Council and his great work for many months and I cannot say too much
for him and his practice, as he cured my wife of Renal Cramp after she had been drawn up in severe cramp for several days and the medical doctors had failed to give her any relief. I know of many incurables, who have been cured
by Dr. Council. For further information write,
L. C. Hayter, Hobbs.

## To whom this may be of interest

I had suffered three years with a Cancer of the Stomach and had given up to die as I had been treated by many noted physicians. Dr. Council treated me for three months and
now I am happy to say, I am as well as I was now I am happy to say, I am as well as I was ten years ago
and I can do any kind of work on the farm. I praise Dr. Council as the king of all $h$
commend him to you regardless of your trouble. Mrs. Hank Trout, Electra

I hereby take pleasure in recommending. Dr. Council in
y pneumonia case, as I was suffering with a severe attack of Pneumonia and was getting worse from day to day under at that rate so I called Dr. Council to treat I could not live days I was sitting up and feeling fine Mrs. Rollo, Rotan.

## STOMACH TROUBLE

o whom this may concern:
This is to certify that Jim Cheyne, 18 years old, Was
rought to my house at Crosbyton to be treated by Dr. Coun il after he had been given up to die by several medical This young man was in a deplorable condition as he
would lay on his bed and cry as a child, he had lost his mind ent and he only weighed between 75 and 80 I want to say that he was completely cured in ten week and is now breaking sod every day with a walking plow and
he weighs 140 pounds. J. M. Reed, City Marshal,
Crosbyton, Texas. Texas.

## PELLAGRA

To whom this may concern: This is to certify that Ihad been treated for three months by two good medical doctors, and I was only getting worse every week, when I went to Dr. Council for treatment. I was
suffering with acute Pellagra, which he cured in three Weeks. Garland Williams, Camp Springs.

## OVERITIS

To whom this may come greeting:
This is to certify that Dr. Council cured me of Oyaritis in four weeks after I had been suffering with my Ovaries for three years and I had been treated by two medical doctors tion. I am now in fine health, with many thanks an opera ion. I am now in fine health, with many thanks.

This is to certify that Olin Bartley was taken with the Appendicitis and the family physician advised an operation vised that nothing short of an operation would save him, but or some reason they decided to try the would save him, but wo wewas brought to Dr. Council and completely cured in two weeks. J. M. Reed, City Marshal, Crosbyton, Texas.

## APPENDICITIS

1. Ward Gardner of Swenson, Texas, was cured of a se vere Puas case of Appendicitis by Dr. Council in eight day
after I had been given up to die by the medical doctors.

## CANCER

This is to certify that I am glad of the opportunity to rec ommend Dr. Council as the greatest healer that I have eve
nown, and the only one in my case, as I had suffered fo three years, with Cancer of the left Ovary and Kidney, and I had been operated on for same twice, which only seemed to
aggravate the cause.. Jim Weir, Rotan.
Mrs. MISS AILEEN GUTHRIE OF CROSBYTON, TEXAS, CURED OF SLEEPING SICKNESS BY
CHIROPRACTIC.
This is to certify that our daughter, Aileen Guthrie had an attack of Sleep family physician advised us to take her to the Chiropracto Dr. M. T. Council at Lubbock, Texas, which we did and he awoke her the first day after we arrived there.
We gladly give this or any other information
that may be interested, as the girl is now able to come any on Wittess our hands at Lubbock. Texas, this 26th day of
February. A. D. 1921. Mrs. A. J. Guthrie
A. J. Guthrie.
Subscribed and sworn to before me by A. L. Guthrie and C. L. Adams, Notary Public, Lubbock County, Texas

These are some of our patients that were suffering with Goitre-Mrs. Jim Eubanks and Mrs. S. B. Thomas Lubbock.
Typhoid Fever-Mrs. W. A. Meek and Mrs. A. A ndes of Lubbock.
Tock. B.-Mr. D. H. Cochran and Mrs. E. J. Ford of Lub Appendicitis-Mr. Ward Gardner of Swenson, Mr. Cope
land of Slide, Mr. Childers of Post, Mr. E. R. Ray of Tahoka and Mr. Harry Horney of Lubbock. Blood Poison-Mr. C. R. White of Lubbock and Mr
Caldwell of Ralls. Pneumonia-Mrs. W. A. Myrick and Mr. $\downarrow$ ohn McCul loch's baby of Lubbock Head Aches-Mrs, G. K. Watkins and Mrs. John Dean Smallpox-Dee Blake and Miss Elizabeth Easter of LubStomach Troubles-Mrs. Jim Copp, Mr. Geo. Moore
Mrs. Z. P. Copp and Mr. R. Martin of Lubbock. Rheumatism-Pete Hazlip of Slaton, Mr. J. J. Savage Gall Stones-Mrs. John Marcy, Mrs. W. S. Clark and
Mrs. J. J. Easter, all of Lubbock.
Insanity-Mrs. Damron of Lubbock, Mr. Williàms of Ta
hoka and Mr. Stewart of Crosbyton. Tuberculosis-Mrs. J. J. Gartand of Slaton, Miss Brown of Slaton, Miss Flora Green, Lubbock.
We will gladly give you any reference to any patient suffering from any disease that you may want to learn of, or we us. Hulon K. Finley, M. D., Muton T. Council, D. C., PH. C

## FINLEY \& COUNCIL

# The Rucker Produce Co . 

 of Lubbock, TexasWants an opportunity to bid on any kind of poultry at any season of the year. We solicit messages by wire, phone or otherwise requesting our prices on poultry and eggs in any quantity.

WE HAVE POULTRY FEEDS AND REMEDIES IN STOCK BUTTERMILK STARTER---For Little Chicks CHARCOAL---For Both Old and Young MEAT SCRAPS---Helps to Produce Eggs FULL-0-PEP Growing Mash FULL-0-PEP Laying Mash

## OYSTER SHELLS

MARTIN'S EGG PRODUCER

## CONDIMENTAL EGG PRODUCER

The Rucker Produce Company belives in the South Plains. We believe in the farmers making up the various communities. We are sure that if they realize the importance attached to the proper care and marketing of their poultry that within a few years this would be one of the most prosperous sections to be found.

The Rucker Produce Company is here to serve the poultry raisers. May we have the pleasure of doing so?

## The Rucker Produce Company

# PANHANDLE-SOUTH PLAINS FAIR SPECIAL EDITION THE LUBBOCK AVALANCHE 

A Brief History of Lubbock Churches

For the information of our readers, the Aval-
anche has undertaken to compile some information anche has undertaken to compile some information
about the churches of the city for this special edi-
tion. Through the kindness of some of the leadtion. Through the kindness of some of the lead-
ing members of the various churches who were ing members of the various churches who were
assisted in the refreshing of their memories by some
of the old timers, we believe we have secured a of the old timers, we believe we have secured a
very interesting batch of facts concerning the
the churches of Lubbock. the churrhe of thbock of Chirit The Church of Christ was organized in Lub-
bock by Elder Liff Sanders in the year 1899, bock by Elder Liff Sanders in the year 1899 ,
sometime in the month of November. Thirteen
people composed the organization at that time people composed the organization at that time, Court room of the court house. Here they wor-
shiped till 1908 , when a church house was erected
on lots where the WW shiped till 1908, when a church house was erected
on lots where the Waples Platter Wholesale Gro-
cery is now located. Here they remained for a number of years, till the railroad built through
that part of the city, and that section became the whole sale district of the town. Then they secur-
ed lots at the corner of 9 th and Avenue $K$ and
their building was moved to their building was moved to this location, and is
at present housing their, congregation, though far
from adequate to the needs of their people, this building cost them at the time it was bulit about
twenty-five hundred dollars, and the material in twenty-five hundred dollars, and the material in
the building was purchased at Canyon City and
fretghted here on wagons. The have purchiaed an fretghted here on wagons. The have purchaed an
ideal building site at the corner of B Broadway and
Avenue M, where they expect soon to commence
the erection of a modern brick church house, which will cost about $\$ 30,000$, and will be amply gregation for many years to come. This church
has a record of having fewer preachers who have pastored their church than any other congregation
in the city Two pastor have occupied that position during all this time, and the church has had a
regular pastor all the time, too. Elder Sanders, who organized the church served it for twenty
years, and Elder Smith, who now has charge of the church is serving his second year, with great
success. The present membership of the church
is about three hundred, and their Sunday School attendance is about 150 . Adventists
Seventh Day Ad Seventh Day Adventists
The Seventh Day Adventists have not been
organized here but a short time, though the-early days of the city. In February, 1920, Elder
H. M. J. Richards organized a church here, with H. M. J. Richards organized a church here, with
a membership of nine. A bungalow residence was
purchased for a church building, which they still a membership of nine. A bungalow residnce wa
purchased for a church building, which they still
use as a place of worship, which cost about $\$ 1500$
Elder Geo. W. Spies, has served this church as pastow about one year and its present mermbership
is 15 with about twenty in their Sunday 'School. E. P. Eamberland Presbyterians
of this county, and who is one of been the old residents of this county, and who has been-a very prominent
figure in the establishment and support of the
Cumberland church is this city, gives us the following information about the church at this place:
Organized in 1908 by Rev. .. H. Baker and C. W.
C. Norwood. The organization was completed with seven persons as charter members. The or-
ganization was perfected in the home of E. P.
Earhart. In 1909 the church building was erectEarhart. In 1909 the church building was erect-
ed at a cost of about $\$ 1200$, since that time the
church has enjoyed a steady growth, and necessitated enlarging their building during the past
year, which bring their property values up to
$\$ 8,000$ including the manse, which is a comfortable year, which brings their property values up to
$\$ 8,000$ including the manse, which is a comfortable
frame building near the church. The present
membership of this church is between 150 and 160 with an enrollment of about 110 in Sunday
School. The following pastors have ministered to Schoo. The following pastors have ministered to
these people: . . Elliott five years; G. O. Hubert,
yho died while pastor of the church served hbout a year and a half; L. H. Davis, two years
and a half and A. A. Collins, the present pastor
has been on the job here for four years. J. S.
(Continued on page

Prompted By Many Inquiries About the South Plains Country the Idea of This Big Edition was Conceived in the Minds of the Publishers


History of the Schools of Lubbock County

I take this opportunity to thank the people, support and co-operation in the educational devel-
opment of the schools of the county opment of the schools of the county, Eapecially,
do I wish to thank the county and district trustece do I wish to thank the county and district trustees
for their earnest efforts to place the educational er artment of the county upon a better and strong-
der basis, that better and more effective work er basis, that better and more effective work-
may be accomplished. may be accomplished.
Since the schools are paid for by the people
and belong to the people, it is only just that they should be advised of school conditions. Lubbock county has 23 school districts. Six of the 28
district are Independent. and isstrict are independent, and 17 are common
school districts. All of the 23 districts have been carrying a fifty cent local tax for a number of years. Since the first of April this year, four' of the independent and fourteen of the Common
school district have held elections to raise the school district have held elections to raise the
tax not to exceed one dollar on the one hundred dollars. Three of the independent and 12 of the common school districts voted the increase. The patrons are almost universally active in the
support of their schools, and take an active part, support of their schoos, and take an active part,
and interest in all community development, initiated by the school authorities. The people of Lubbock County are' proud of the development
and progress of the schools and always loyal to and progress of the schools and always loyal to
the teachers and school officers, thereby, makine it possible for them to do their very best work
ing
for the cause of for the cause of education.
All schools in the county follow the State
course of study, with a few changes, which are course of study, with a few changes, which are
sometimes necessary to adjust the course to special sometimes necessary to adjust the course to special
conditions. The schools are fairly well graded and
Plans are now under way for material increase in. equipment, building and improvement of school as will add to the efficiency of the work. The City of Lubbock, the recognize polis of the South Plains, has what is known as one of the very best high, schools in Texas. Super-
intendent M. M. Dupre, who has had charge of the schools for the past seven years will continue his services for the next year. The City schools oughly organized depare well equipped and thoroughly organized departments in manual training,
domestic science and domestic arts. The city schools are the pride of the people and no effort
is spared to keep the entire educational machinery ap to the highest possible standard, The scholas Slaton is situated on the Santa Fe railroad
6 miles Southeast of Lubbock, in the heart of as fine land as can be found on the Plains of Texas. The agricultural industry is developing rapidly,
and Slaton is growing. The town is incorporated, and Slaton is growing. The town is incorporated,
has telephone system, electric lights, four churches.
a number of progressive business firms, a local newspaper and good hotels. Slaton schools rank
among the first-class high schools of the Plains est school men in West Texas. The school board is composed of energetic
business men and farmers who are working for
the best interest and growing needs of the schools.
Prof Marfin, an experienced and sccessut teach and school. man is superintendentensessasisted by
and a corps of twenty able teachers. Excellent work
is being done and the people are justly proud of
their school. The scholastic census of Slaton for The Canyon Independent School District, sit-
uated seven miles east of Lubbock has 137 schol astics, and the people take 'great pride in their by the influx of farmers who are attracted by the fine farming lands and the prospects of a good
high school. The surrounding country is fast be-
ing brought under cultivation and the school is the chief attraction to those seeking homes. Mrs.
Baxter Burford is superintendent for 1921-1922.
(Continued on page


VIEW OF THE CITY DRUG STORE The Rexall Store, the City Drug Store, each or both as you please; are identified as the same in Lubbock. The City Drug Store is one of the prettiest places in he City of Lubbock and the clean,
sanitary equipped store is the pride of the city. Under the management of Mr. Robertson, this store sanitary equipped store is the pride of the city. Under the management of Mr. Robertson, this store
has succeeded in securing a large and growing patronage. Extra care is taken by this concern in has succeeded itsecuring a arge and growing patronage. Extra care is taken by this concern in
keeping their stock in fine condition, fresh and clean. The care under which the prescription department is handled gives the customers utmost confidence in the City Drug Store and naturally they are
(Photo by Johnson, Lubock)

INTERIOR VIEW OF THE WESTERN
WINDILL COMPANY


INTERTOR OF RIX STORE AT LUBBOCK
Occupying one of the most prominent corners in the business section of Lubbock is one of the finest and lagrest furniture establishments in West Texas the Rix Furniture and Undertaking Com
pany pany. The interior of the store, while always crowded with a large stock, is arranged so as to been
display the beautiful furniture which this company has a just reputation for carrying. Should you ever come to Lubbock and wish to see one of the large stores bot the eity and to meet up with one of the most progreasive firms on the South Plains, don't over look this establishment.


VIEW OF SAMPLE ROOM LUBBOCK TAILORING CO
As can be seen from this picture accompanying this, the sample or display of cloth room in the room hardly gives one an idee of the fine equipenent that is employed in the business. The Trench. Dry
Cleaning process, expert alteration, dyeing accordion pleating etc, are things done s. Cleaning process, expert alteration, dyeing, accordion pleating, etc, are things done as they should be
done by the leading dry cleaning plant under the efficient management of Eric Posey, a Lubbock done by the leading dry cleaning plant under the efficient management of Eric Posey, a Lubbock
booster and a loyal citizen.
(Photo by Johnson, Lubbock)
corn. Any of our grain sorghums may be substi- pigs are more subject to worms. The round bodthted pound for pound for the corn. 90 per cent 1 ied worm is most prevalent and are found in the
of the development of the pig occurs in the last small intestines. A hog cannot thrive when infest 60 days of the gestation period, and it requires ed with these parasites and every effort should be
protein and mineral matter to make skin, bone and
made to rid them of these pests.
Crude oil
 should be fed a bran mash to prevent constipa-:
tion.

areca nut 2 dr., calomel 1 gr., sodium bicarbonate | tion. Rich feeds should be avoided so as not to |
| :--- |
| produce a strong flow of milk, and to prevent |
| weight. The above dose is for 100 pounds of live |
| Increase or decrease according to weight, | For the first twenty-four hours after farrowing $\begin{aligned} & \text { To giving this treatment. Mix the medicine in } \\ & \text { to }\end{aligned}$

 LISTEN!

## Does it Pay to Save "吜:

 Green Stamps?Does it pay to have a new Reading Lamp without cost?
Does it pay to have new curtains, silverware, cut-glass, kitchen-ware, household articles of every sort, with out cost?
f There's almost no limit to what you can get in exchange for S.\&H. Stamp Books without cost. Try -you'll know it pays.
"S.\&H." Stamps are given in Lubbock by the following merchants: Barrier Bros, Lubbock Drug Co. Cole-Myrick Hardware Company, Ed. Wilson Cash Grocery, Johnson's Studio, Thomas Grain \& Fuel, Eletric Shoe Shop, The Manhattan Parlor and Lubbock Tailoring Co.

Start Your Book Today


## 

We feature high grade house furnishings of all kinds. Our stock is very complete this fall and our prices are made on the basis of purchases made since the decline

## McDougal Kitchen Cabinets Globe-Wernicke Book Cases Sealy Mattresses

## Draperies and Rugs

Our business is strictly house-furnishing, be believe that we are in a position to meet your needs whatever the requirements may be.

## Robinson Furniture Co.

## West Broadway

Lubbock, Texas
 Ten dayy to there weck, if necearay. The foll
 bonate (cooking soda) 2 pounds, antimony sul-
phide (black antimony) 1 pound, sodium hypo sulphate 2 pounds, sodium sulphate (gaublers
salts) 1 pound. Mix one tablespoon ful of this salts) 1 pound. Mix one tablespoon ful of this
mixture in feed once daily to 200 pounds of live The following rations are suggested for sows
and pigs. Milo, kaffir, feterita, wheat, rye and and pigs. Milo, kaffir, feterita, wheat, rye and
barley may be substituted for corn pound for ound:
Dry
Rat Rations for Sows' Before Farrowing. Ration No. 2-Corn 8 pounds; Alfalfa.
Ra. Rand; Tankage 1 pound.
Ration No. 3 - $\operatorname{Corn} 2$ pounds. Alf Ration No. 4-Corn 25 to 50 per cent; Ski Milk 50 to 75 per cent.
Ration No. $6-$ Corn 60 pounds; Shorts ounds; Bran 10 pounds; Tankage 5 ; Pounds.
Dry Lot Ration for Suckling Pigs. Dry Lot Ration for
Rackling Pion No.
No. 1-Corn 6
pounds; punds; Tankage 1 pound.
Ration No. 2-Cond milk 3 pounds.
Ration No. $\qquad$ Ration No. 3-Corn 1 pound; Shorts 1 pound Skim Milk 6 pounds.
$\qquad$
$\qquad$
 pounds.
60 days.)

Robinson Furniture Co .
To know Lubbock is to know the Robinson fine furniture always kept in stock in their nice store on West Broadway.

Mrs. W. E. Robinson, has been in charge much credit for the excellent manner in which the business has been conducted. It is a commonly known fact that this furniture store is one of
the best kept in the city and the show windows are always found to be the most attractive. city, this company asks for your presence at the South Plains Fair and will be glad to show you
anything you might need in the way of furniture. anything you might need in the way
Better half-"Do
gave you for your birthday
feast, th
News.

## Results Obtained By Lubbock Experiment Station

$\qquad$

 ing made, one experiment were the only one be -
while, but say that the station was worth while, but during the last year there was a total variety of SS
the countryy
As everyt Stry.
everybody than is no the grass as
$\qquad$ has beco
proven nor necessarily in the seed, but it has been proven that it is a very successful hog pasture.
 making a new start, and by proper education, the West Texas a real hog country.
It It is hardly necessary in this connectoin to
mention Sudan grass, as everyone is familiar with mention Sudan grass, as everyone is familiar with
his life saver for the Plains country. However, In connection en better . The writer can attempt to cover but a small a few words will not be out of place. This grass turned connection with this, the government has sotation, of the work that is being done at this mentioned a few of its enwas brought to this country from Africa by the rieties of grain sorghums, which were other va- deavors and accomplishments. However, it would Was tried out at the Lubbock station for two years. work in Africa. These new varieties do not even something of the work being done in chaterging a
wheeless plains to a country abounding in was tried out at the Lubbock station for two years, work in Africa. These new varieties do not even natural treeless plains to a country abounding in
and then a small amount. of seed was distributed have names. So after testing them thoroughly, shade trees, groves, and orchards, Some two or
to a few farmers in 19.13 . So satisfactory was its and derming ander to a few farmers in 19.13. So satisfactory was its and determining what their qualities are, it will be three years ago a nursery of shade trees was start-
growth and feeding qualities, that it beeame im- necessary to christen them according to their char- ed and last year over 8 . 000 tree growth and feeding qualities, that it bceame im-
mensely popular over the country, and today Lub-
mecteristics.


PATIENT'S ROOM OF THE LUBBOCK SANITARIUM The rooms for the patients of the Lubbock Sanitarium are large and comfortable. Most all the rooms of this in-
ution are provided with closets for clothing, lavatory, toilet and bath fixtures. The unique method of signaling for stitution are provided with closets for clothing, lavatory, toilet and bath fixtures. The unique method of signaling for
nurses with lights does not disturb other patients. make
human,
pathetic

The raising of fine hogs is becoming a profitbock is known as the headquarters for Sudan seed, and hundreds of carloads are shipped out of this section every year. The qualities of Sudan grass are too well $\begin{aligned} & \text { show results, is the test which has been made over } \\ & \text { several years, with row alfalfa. In this part of }\end{aligned}$ The qualities of Sudan grass are too well the country and much of the west, alfalfa has been known to make it necessary to comment on them.

But this one discovery and development through ony tion has now prover that this excellent hay can | Be Lubbock station has many times over paid | be grown successfully in rows, without irrigation. | Last year, 1920, four bushels of seed were thresh- |
| :--- | :--- | :--- | :--- | Che Lubbock station has many times over paid

for the entire expense of the station since it was
ed from one acre, netting $\$ 75.00$ besides started in 1909. The station has a small plot of Sudan, planted hay, This year about two and one-half bushels
from seed imported by the United States gov- have been threshed, which is worth approximately ernment last year, and from this small amount of
seed, Mr. Karper expects to produce a purer $\begin{aligned} & \$ 25 \text { besides two hay crops were cut. } \\ & \text { However, the value of row alfalfa is }\end{aligned}$

# TEXAS UTILTIES COMPANY 

## LIGHT, POWER and ICE

LUBBOCK, TEXAS

That we have been subjected to innumerable difficulties in giving the kind of service to the South Plains towns and communities that we wish to, has tended only to strengthen our desire and determination to continually improve and make better the product and service which we have for sale.

You can expect this company to do all in its power to aid the success of the South Plains Fair; the upbuilding of each of the towns and communities we serve. You can look forward with confidence that your ice will be supplied continuously ; that the quality remain above the average and our service made better.

## HISTORY OF THE SCHOOLS OF LUBBOCK COUNTY

and she will have tho
doubt that the school will continue its progress the standard of former years.
The people of the Carlisle Independent Schoo District, manifest their interest in the educational
development of their district by voting the limit of taxation and the erection of a beautiful brick building. This is one of the best rural schools in the county, and has imployed W. M. Pevehouse
for the present term with two assistants. Taken
altogether, Carrisle School District is altogether, Carlisle School District is a good place
to live, educate you children and make money to live,
farming.
Idalou Independent School District is situated on the Lubbock and Crosbyton railroad, 4 miles
northeast from Lubbock. Idalqu is a fine growing northeast from. Luibsock. Ma people take great pride
little village. The Idalou and interest in their school affairs. This is evi-
denced by the people having a nine months term denced by the people having a nine months term
of school and the erection of a splendid six room achool building with a large and commodious audiMr. H. C. Bolin is superintendent for 1921.
1922 term and he will have six assistants, and 1922 term and he will have six assistants, and
there is no doubt that the school will continue its progress and that the coming year's work will be better than of former years. The school is the
chief attraction to the people seeking homes who are interested in the education of their children. The Shallowater Independent School Distriot ommunity has a first class modern brick school building. The people are industrious, energetic rict. The school has ten grades, and excellen work is being done. Mr J. H. Roles is superinten
dent and has two assistants. This district is dedent and has two assistants. This district is de-
veloping rapidly by the influx of wide-awak armers who are attracted by the excellent farm ing lands and a splendid high school
The above mentioned schools are Independent Districts of Lubbock county, and the remaining Distcrict
Slide, District No. 1; Center Dist No Union, District No. 3; Grovesville, District No.
District No. Vaughn, District No. 9; Monroe, District No. aughn, District No. 9; Monroe, District No.
Prairieview, District No. 12; McClung. District 4; Posey, District No. 15; Acuff, District No. New Hope, District No. 20; Woodrow, District N 26 and Petit, District No. 30 compose the Com on School Districts of the county.
These schools have made some educational
up to the needs of the day. The people are be-
ginning to manifest more interest in the educational
development of their districts by voting the limginning to manifest more interest in the educational
development of their districts by voting the lim-
it of taxation and the erection of some nice brick
buildings and

## F. W. BOERNER

EVERY ADVERTISEMENT IS A GOOD St
Advertisements in this paper are real news items. Unike advertisements in many newspapers,
each one contains some valuable information each one contains some valuable information
interesting to those' who are anxious to learn about inis section of the country and the various lines of business in our town and in the several coun-
ties represented in these columns. We hope that ties represented in these columns. We hope that
our readers will not overlook a line of these advertisements as they cost each advertiser a converterable amount of money, and made this edition of the Avalanche possible, and deserve recogntion
at the hands of our readers. the hands of our readers,
rognized leaders in their various lines of business and are foremost in contributing to the upbuilding
of the town. They are progressive and stand of the town. They are progressive and stand eady at all time to contribute in money or time to
eep the wheels turning, when town building is keep the wheels turning, when town building is
under consideration. These men and others who have been here before them, are largely responsible for the splendid growth of Lubbock. They
have the utmost confidence in the South Plains have the utmost confidence in the South Plains
and Lubbock, and you will find every one of them a booster, and have nothing but good words
the of for their town and country.
In addition to the wholesale features, Lubbock is the headquarters for a large number of comout from this and traveling salesmen who work auto each week, and our splendid hotel facilic attract many commercial men here for a stop over Sunday.

Be cheerful. There is no valley whose outer
rders are not touched by the hills.
THE CITY TAILOR SHOP
NORTH SIDE OF SQUARE-LUBBOCK TEXAS

```
Will appreciate an opportunity
```

The Only Hat Blocker in Lubbock
A. L. HAWKINS, Prop.

## REAL <br> ESTATE BOARD

OF LUBBOCK, COUNTY, TEXAS

This Board is an organization of high class, ethical and honorable real estate dealers of Luibbock county, who maintain an office, and organization and are fully equipped to render efficient service.

The members of this board are pledged to protect the buyer and seller of real state against unfair, fraudulent, and dishonest practices of irresponsible "curb-stone" agents and individuals.

IF YOU WISH TO BUY, SELL, RENT BORROW, OR LOAN ON REAL ESTATE get in touch with a member of this board-you are assured a square deal, prompt attention, and efficient service.

The following firms and individuals whose advertisements are listed below are members of the Lubbock County Real Estate Board. They represent only a part of the membership. Write direct concerning any real estate matter to the advertisers below.

| Mr. Eastern Farmer, Listen! We offer you good land, level as a floor; schools of excelled; no boll weevils or other pests. Can you afford to pass up this opportunity? Write- <br> O. V. Bagwell LUBBOCK, TEXAS | Lubbock County <br> Is in the center of the great South Plains farming belt and about 95 per cent of the land is tillable-delightful climate; abundance of good water; improved farms, range from $\$ 40$ to $\$ 100$ per acre. Now is the time to buy lands. Write us. <br> Wall's Land Exchange | TEXAS LAND EXCHANGE <br> J. E. Alexander <br> C. W. Alexander <br> Conley Bldg. <br> Lubbock, Texas | 242 ACRE FARM <br> 99 per cent tillable, half in cultivation, located 8 miles of Lubbock, close to school, public road and served by rural mail delivery. $\$ 55$ per acre, good terms. <br> FRED SPIKES <br> Lubbock, Texas | OWENS \& COOPER <br> REAL ESTATE DEALERS <br> Lubbock, | R. Q. PIERCE <br> Bargains in Lands on the South Plains <br> Lubbock, Texas | WHAT DO YOU WANT? <br> For any kind of reliable information about any real estate proposition in this section, I will be pleased to furnish you same. <br> Fred W. Denham Lubbock, Texas |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| STOCK FARM <br> 320 or 540 acres, level, 3 miles of railroad town. 9 miles of Lubbock. Close to school, good improvements, orchard, etc. Can sell at $\$ 45$ per acre with good terms. <br> Noah \& Ballew Lubbock, Texas | A Ranching Proposition 30 sections of fine land, improved ., within 20 miles or railroad, can be bought for $\$ 5$ bonus, on to <br> I. E. Barr Lubbock, <br> Texas | W. T. THAXTON <br> For farms and Ranches in Lubbock or adjoining counties. <br> Office in Security State Bank Building <br> Lubbock, | I'M LOOKING FOR A MAN <br> He must have a little money and want to buy either a farm or ranch on the South Plains. <br> I've a Bargain for Him J. A. (Andy) WILSON Office in Citizens National Bank Bldg. | C. E. PARKS \& $\mathbf{C O}$. <br> SELLING SAN AUGUS TINE SCHOOL LANDS <br> Lubbock, Texas | J. P. FULTON <br> Real Estate and Rental Property Lowrey Bldg. <br> Lubbock, | SEARS <br> \& POWELL $\qquad$ <br> Real Estate $\qquad$ <br> Lubbock, Texas. |
| FOR SALE! <br> Section of land fifteen miles of Brownfield; near Wellman switch, 160 acres cultivated, three room house well and mill; fenced and improvements. Térms: \$18 per acre; $\$ 2,500$ cash $_{2}$ bal- ance 1 to 3 years. <br> Hess-Sears Co. <br> LUBBOCK; TEXAS. | A SNAP <br> 320 acres, well improved, one-half mile of good school. One hundred seventy acres in cultivation. No Lakes, all tillable. On public road and $\$ 45$ per ácre. Terms. <br> Green \& Holt Office, In Security Bank. State Lubbock, Texas | IF ITS LAND YOU WANT, improved or unimproved, any size tracts, in Lubbock or surrounding country COME STRAIGHT TO US. business at: Lubbock. <br> Lewis-Meredith Land Co. Security State Bank Bldg. -Room 5, Lowrey Building_ | COSBY \& POSEY <br> FOR SOUTH PLAINS' BARGAINS <br> Office over Lubbock State Bank <br> Lubbock, — Texas |  | 40-A NEAR LUBBOCK <br> Well improved, at $\$ 100$ per acré. 80 acres adjôning to sell at $\$ 80$ per acre. <br> D. W, PUCKETT <br> Lubbock, <br> Texas | Homeseeker <br>  <br>  <br>  <br>  <br>  pricee.t. <br> L. Wesley Read |


| Atlanta, Ga April 22nd, 1921 <br> Mr. Willian Fox, President, <br> Fox Film Corporation, New York, N. Y. <br> My Dear Sir: <br> I have just witnesses a run of your wonderful picture, entitled "I and, think, the American people who love America, owe you quite a debt of gratitude and my only hope is that this picture may have the widest possible showing throughout the Nation. <br> In my opinion, this is the psychological moment for the release of this picture and I feel assured that the people of our country will profit greatly by the lesson it teaches and the thought it greatly by the mind will be of great value to America. <br> Youm wai folisph smmons. Imperial Wizard, Knights of the Ku Klux Klan. |
| :---: |

Tuesday -

Mr. Willian Presid My Dear Sir:

 and my only hope is that this picture mav have
the widest posibile showing throughout the Nation.
 sured that the people of our country will profit
greaty by the leson it teaches and the thought it

Yours ery fryly
WILLIAM Jober simmons,
nights of the Ku Kiux Klan.
|of year, and in tull suiding the old S Sunday ychool $\mid$ atip. and in having great succees in the work, and



Slover is at pontinued from page superintendent of the Sunday ment will r
membership.
The following from the pen of Mra Moley
 1914, with a membership of 18 . This church is has been supplied by Arehdeacong God Gmin,
Foster, Berry, Weary, Wicks, Gardher and Swift Asteron Bery, Wearyy Wiike, Garder and Switt

\$2.000, and is a neat well furnished builidina sufficiently large fort the prumished building, and
vereat needs of the congregation, though they will no deout in the neat We are indered to to Church. We are indebted to Mrs. . J. B. Mobley who
furnibed us the information about the Baptist church. The church was orgapized by Rev. J. W. Winn
sometime during the year 1891. Eight ladies
 ail, and for ten years they weed the shool house new church house was built on the lots now
 nurch property, The lifumer w with which whe the hurch was. built was freiegted from Coliorad
City and Amarillo, a distance of 120 miles on Wagons, and the cost of this building at thes
 ame building and increcesed its capacity and im proved in in various ways, where ehey have wor
shiped moved into the basement of their fine new church building which they are receting at a cost of $\$ 50$,
Ooo to $\$ 70.000$, the old building having been sold and torn down, and will be converted into otwo good residence buildings in this city. This church Lioo has parsonage propertry valued at six or seven From the best recollections of our informan the following pastors have ministered to to peo
ple of the Baptist Church:
Rev. J. R. Miller, for $F$. Dison three yearsis Revmers $C$ a. vearif Rev year: Reobj joht A. Acrbucke, two years. Rev.
 four years and the present pastor, W. A. Bowen
has been wuit the churh wo year The pres ent enrollment of the Baptitit Church. ii over six is well in proporion to the membership of the church Hon Enorit. Klett has memered as the Supe
wite up.
A recerd of the old Baptist church house of weock, which is about to pass into history after
wenty y years of totom and sumbhine, both inside and out carnot be given apant trom the following exasers of the far-famed "Staked Plains", of


 moments converation diown went his name for
teo dollars to help build a Beptitict hurch tht
took only niess popylation and that Bappists solicitote reteurned home eviumom handyd dioplaying a paper on which Was subscribed the fabulous som of oeventy dol-
lare
To thio were oson added
several hundred
 all denominationse oblyt from nunoreridentso whe
 er of Dallass Wm. Fugua of Amarillo; Mr. Lewis Lester of Plaininivew uaur on Lmingo Lumber Co. now recall. The four Deep-Water Baptitsts whe I. W. Winn father of. Frank W.inn: R. M. Clay on. Georre. M. Boles and E. Y. Lee. Also may be dded R. C. Burs, S. A. Richmond and R. A.
 to throw their support with the first far-reaching
and enduring enterpiee that Llubbock had ever nown.
The Nazarene Church $\begin{gathered}\text { Nara } \\ \text { wars }\end{gathered}$ Ock in the year 19u9, or ar about that in tub smal membership, by Mrs. Mary Lee Cagle anizationding had been erected pror to the or
 eial of course was bousht heré
This church during its history here has had ${ }^{\text {a }}$. ing the only church that has been minititered by
Women preachers in the city. The organizer, Mre
 Bost, ocuearied and Mrociocite car, came back. and stayed anoter year, follo owed by T. C. Enaon two year, George Kidd , one year, P. B. Wallace, one



## A HEARTY WELCOME and COURTEOUS TREATMENT AWAITS YOU

AT THE

## Citizens National Bank <br> Lubbock, Texas

THE OLDEST BANK IN LUBBOCK COUNTY CAPITAL AND SURPLUS $\mathbf{\$ 1 5 0 , 0 0 0 . 0 0}$

## Directors

SAM C. ARNETT
W. L. ELLWOOD

GEO. R. BEAN
E. L. KLETT

JOE BOYD
CLAUDE B. HURLBUT
FRANCE BAKER
Officers
GEO. R. BEAN, Chairman FRANCE BAKER, President SAM C. ARNETT, Vice President
C. C. PEARSON, Assistant Cashier JAMES B. REED, Assistant Cashier

THE BANK FOR YOU
property is valued at $\$ 9,000$, which includes the church building and parsonage property. The Na-
zarene church was the fourth church erected in Lubbock. First Christian Church
First Christian Church
The First. Christian Church was organized in
August, 1901, by Elder Lay, who was past August, 1901, by Elder Lay, who was pastor of
the Christian Church at Colorado City. The the Christian Church at Colorado City. The char-
ter members numbered fourteen and was organiz ter members numbered fourteen and was organiz-
ed in the Baptist Church here, eight years passed
and in ed in 1909 they erected a house of worship a
and cost of $\$ 3,200$. Several different ministers hav a cost of $\$ 3,200$. Sevéral different ministers have
figured in the history of this church and are as
follows as nearly as we have been able to learn follows as nearly as we have been able to learn
from a questionnaire sent out to members of this
church: Elders W. M. Smith. six monthe J church: Elders W. W. M. Smith, six months J. C
Welch, two years; J. E. Chase, five years V. L. Graves, one year; A. N. Julian is the
present pastor, and has been here about six months. The, membership at this time numbers
two hundred, and they report enrolled in the Suntwo hundred, and they report enro
day School about 120 .
Back in 1891, in the month of May, Rev. Ste gal, organized a class of the Methodist faith, there
being thirteen who composed this organization being thirteen who composed this organization.
The organization was perfected in a small house on the northeast corner of the square, which was
used for a school house and church worship. They continued to worship in this and in the Baptis
Church till 1903 when they erected a building Church till 1903 when they, erected a building on
the corner of what is now 14th and Avenue I the corner of what is now 14 th and Avenue I,
on the corner south of the Avalanche office. This building was erected at a cost of about two thous and dollars, and the lots cost about $\$ 45$ for three
This building served the congregation with several This building served the congregation with severa
enlargements during the time till February, 191 when fire destroyed the building. This disaster
befell the church on Saturday night. Sunday School was conducted the next morning in the. High
School building, and before the next Sunday School building, and before the next Sunday
large tabernacle of boxing was erected and read for services. Here the congregation ふontinued to
worship till the present new church basement was completed and this was used till the building was completed. Rev. Hicks was pastor of the church
at the time, and much credit is due him for the and arrangements being made for a place oo
rapid
worsbip. Little delay was experienced in the let worsbip. Little delay was experienced in the let-
ting of the contract for the new building, and and a short time actual building' was in progress
and moved steadily on till completed and furnish-
ed. The new building was paid for at the tim ed. The new building was paid for at the time
with the exception of about five thousand dollars which wass carried in the church extension depart-
ment of the church. The second year after this loan was made
church dedicated
church dedicated by Bishop W. F. McMurry, in
the fall of 1920 . The present church property in cluding the 'parsonage is valued close to $\$ 90,000$. The church enrollment at the present time is in
the neighborhood of 1100 members. The Sunday School enrollment is about 1,000, with a good
percentage of attendance. Dr. J. T Griswold, is now serving his third year as pastor, and James L
Dow is serving his fourteenth year as superintendent of the Sunday School. The Sunday School thoroughly organized with departmental superin-|ing splendid progress along all lines.

## Boerner's Duroc Farm

LUBBOCK, TEXAS
Is the place where you find the Big-Type Durocs. Those easy feeding kind. Plenty of quality, plenty of size and the bests colors to be found any where.

Our herd will be represented at the leading Fairs in the West. We want to get better acquainted with you and give you a special invitation to visit our pens at the Fair.


## HIGH PATHFINDER

Our Herd Boar

We have been telling you a lot about our boars the past year, now we are going to give you a chance to see the get of these great boars at the PanhandleSouth Plains Fair, Lubbock, Texas. Come look them over and by all means try and be on hand for the judging.

When you want to add something real good to your herd, come look our hogs over, we are always glad to have you and will be glad to assist you in building up your herd. We never get too busy to talk hogs.

## MARKET YOUR GRAIN IN PIG SKIN PACKAGES

## Boerner's Duroc Farm



## What Prominent Men Say About the Lubbock Sanitarium---

"In all my travels I have never seen such a complete and modern sanitarium"-Dr. Groner, executive secretary Southern Baptist Association, in charge of hospital work.
"The best sanitarium in Texas"-Dr. J. T. Bennett, president of Texas State Medical Association.
"A young Mayo institution"-Dr. O. F. Gober, of Temple Sanitarium, Temple, Texas.
"A wonderful institution, run in a way that the patients receive more personal attention than any other witnessed in my associations of over twen-ty-five years"-Cornelius S. Loder, New York Hospital Efficiency Expert.


ARCHITECTURAL DRAWING OF LUBBOCK SANITARIUM WITH FOURTH AND FIFTH STORY ADDITION

Architectural experts from New York City have prepared designs and plans for a fourth and fiffic story addition to the Lubbock Sanitarium

## THE LUBBOCK SANITARIUM



PERSONNEL
DR. J. T. KRUEGER General Surgery
Phone 710
DR. J. T. HUTCHINSON Eye, Ear, Nose and Throat DR. M. C. OVERTON General Medicine ${ }^{\text {R }}$ Phones 710-407 DR. O. F. PEEBLER General Medicine
Phones $209-341$ ANNE D. LOGAN, R. N Superintendent
MAMIE A. DAVIS, R. N. Ass't Supt
HELEN E. GRIFFITH Dietitian C. E. HUNT
Business Manager

A MODERN EQUIPPED FIRE PROOF BUILDING West Broadway, Lubbock, Texas
(This inștitution is open to all ethical physicians)
Spacious Löbby-Cool and Comfortable-Electric Elevator and Inclines for Patients

X-RAY AND LABORATORY
TRAINED DIETETIAN IN CHARGE OF KITCHEN 1. A CHARTERED TRAINING SCHOOL FOR NURSES

SOME INTERIOR VIEWS OF THIS INSTITUTION WILL BE FOUND ON OTHER PAGES OF THIS PAPER

## SOMETHING TO THINK ABOUT

LUBBOCK-is the largest and most important city within a radius of 120 miles-easily accessible from each and every community from any direction.

CLIMATE-The climate of the South Plains is healthful-invigorat ing-a result of clear sun-shiny weather and an altitude of more tha three thousand feet.

OUR LOCATION-On the most exclusive residential street in Lubbock -only two block from the best retail section-three blocks from the pot to within one block of the tarium.

WE WOULD BE GLAD TQ SHOW ANYONE THROUGH OUR BUILDING at ANY TIME


[^0]:    A good time to get all the coal you will need for next winter is now. ally cheaper during the summer months and always more plentiful See us for grain, hay, etc.

[^1]:    A Buick Four-a car. that costs less than. the famous Buick Six-a car that lives ap to the Buick standard of service is now on the market. If you are interested in
    automobiles it will be of interest to you to investigate the Buick Four.

[^2]:    

    OUR S

    T

    0RE

    Perhaps a better time than right now could not be hiad to state to you some things about our policies of store management and ideals of service to you, for not only have we merchandise of known qualities to offer, but we have service to render wtih this merchandise. The merchandise must meet the requirements of many individual tastes and be of qualities for varied uses, each of which we endeavor to fill exactly according to the wants of our customers.

    OUR STORE. After the house in which he lives, nothing is more important to man in the economy of life than the store from which he draws the supplies upon which he lives. Perhaps men and women don't realize it. Neither do they realize what a marvelous thing it is to have all the air they want to breathe or light to see

    Only when in an unknown place, in the inky blackness of a starless night, or when smothered in a vault where air cannot enter do people realize the value of light and air; and only when all stores should close their doors, would people come to realize how helpless they were in securing the necessities of life and comfort, and what a wonderful service is daily rendered to the human race by the institution of the Store.

    The Store is the one place where a man may exchange the thing he has for the thing he wants.

    Thus the store keeper is one of the most important factors in the economy of life, and upon his efficiency depends the economical distribution of almost everything that is produced by the effort of man. In improving the efficiency of the store keeper one serves the manufacturer and other producers by stimulating the consumption of their commodities and thereby increasing the general prosperity, and in like manner, the general pub lic is served by every betterment in service and economical distribution.

    The store keeper who loafs on his job not only limits his own livelihood, but he is drag and obstruction to the prosperity of his fellowman.

    The more a man is stimulated to desire, the more ambitious he becomes to produce that which will enable him to obtain the things which are desired. And the more things that are produced, bought and sold the greater the prosperity of all and the better the living that all may enjoy.

    OUR SALES PEOPLE: Are taught uniformly courteous; dignified in demeanor so they can command the respect their high calling is entitled to; attentive to the needs of our customers, trying to anticipate their needs; accurate in their work; conscientious to the point they will not sell any customer things they will be disappointed in, or that won't fully give them satisfaction. They are taught to help them with selections of merhandise, for often they know better what the customer wants than they do themselves. They are well paid because they are efficient-we don't want in any department any cheap help.

    OUR MERCHANDISE: Consists mostly of nationally advertised lines "that are easier to come up to one of our slogans, 'Dependable Merchandise;'" furthermore, our merchandise must be of grades to meet the requirements of our cosmopolitan patronage: We deem it to our customers' interests to carry good, better and best grades; the shoddy grades (sold forprice making only) we eschew, for they are dear at any price.

    OUR ADVERTISING: Definitely adds value to our merchandise, for with the dis simination of knowledge about merchandise desire for it is stimulated, and the more you know about the merchandise you buy from us the better you like it. Not alone does our advertising tell you about the values and the goods, but about our service as well.

    To advertise our policies and ideals actually makes us better men and women, for then we have to live and work to make good the facts advertised. Advertising costs, to be sure, but the cost is an investment and not an expense, for with increased sales resulting thereby we are enabled to render service. (sell goods) at a lower price than other
    wise. An instance: The $S . \& H$. Green Stamps more than pays this back in holding your continued patronage.

    Finally, REAL SERVICE, means offering right goods at fair prices; it means really serving our customers' best interests. Abraham Lincoln was elected to his high office because he served the people, not because he sought the place. As we have often said, "Our worry is not about our sales, but about the service that we may be able to render. The sales will come to the merchant who best serves the public.

    > PATIENCE
    > Disregard for each other's opinions and refusal to allow time for judgment to be dominated by sober thought is chiefly responsible for all heated disputes, hard feelings and wars. In our relations with our customers and among ourselves, this organization is constantly schooled in the virtues of tolerance and patience.

    ## Barrier Brothers Department Store

    "A Good Place To Trade"

    ## SUGGESTIONS

    The only way this Store can expand to incorporate the needs of its patrons is by receiving suggestions for improving the service. Let us hear from you. Ideas are wanted. This is Your Store and we want it to suit your convenience. This Store will never become too "big" to be deaf to the ideas and suggestions by its patrons. Submit yours!

    We take a certain wholesome pride serving the community which, comparatively speaking, is akin to the feeling the individual has when he is satisfied with his appearance, knows that his apparel represents a profitable investment. The business of dressing a town well is a matter of no little civic pride.

    ## GOOD WILL

    This Store enjoys the good will -o its patrons because of the confidence they have learned can be placed in the Store and its merchandise. Good will of this sort makes possible ideal conditions between merchant and patron with the result that every transaction is a source of wholesomé sat-
    isfaction and profit for both.

