THE LUBBOCK AVALANCHE

VOLUME XXII

LUBBOCK, LUBBOCK COUNTY, TEXAS, SEPTEMBER, 192

NUMBER 12.

"Southplains People Serving Southplains People"

Lubbock Laundry Co.

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

BUILDING 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?

THERE'S A REASON—

Service!—Take service away from any business, and you have no foundation on which you can build, add service upon service—genuine interested service—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

Lubbock, Texas

Phone 305

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White Cake

Co.

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JEALOUSY HAS CAUSED

know of—the South Plains, was that of a lady boys and "tuffs." It follows that a citizen of was wanting. this section went to San Francisco for the especial "To give you an idea, my dear lady, of the one-twentieth of the section termed West Texas. not the best. purpose of letting this lady know just what kind hardships and obstacles to be overcome, I will re- West Texas has received its share of bad adof land she had, what kind of people lived here cite to you a case of another lady, who lives in vertising from the tenant farmers of East Texas, and restaurant is that of convincing the public that and the prospects she had for ever realizing any- Los Angeles-your neighboring town. This lady Mississippi and Arkansas. This class oftimes come it is sanitary and clean and that extreme care is thing out of the Texas property. The man who had about the same idea of Texas property as you to West Texas with a hundred and ten dollars with taken in the preparation of what people are servwent to convey this information, incidently, want- have. She had land there and was told as you the expectations of becoming possessor of thous- ed to eat and drink. The Manhattan is meeting

city of San Francisco in her beautiful home. He she (the Los Angeles woman) would not believe from whom they had never been away from any The Manhattan Parlor and Cafe manufactures wore his high and wide cow-boy hat, his red ban- her informant and personally tried to inspect the length of time, who became homesick and because their own ice cream during the summer months.

The Sanitary

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 busi-

ness and will try to merit it by giving

to you just the kind of service and

C. W. Payne, Ed. Allen, Proprietors

treatment that you want.

Barber Shop

upon his shop-made boots were fastened great past spring, one town in the very extreme north-SOME BAD ADVERTISING and every movement. He expressed himself as crops were damaged in that immediate section. being just that kind of person who for curious This jealous paper came out with big bold type tunity afforded by her, to satisfy his hunger fruit crops of West Texas destroyed by frosts." Fifteen years ago about the most unreason- about why a "Woman of San Francisco should This paper was given an opportunity to again re-

who resided in San Fransisco, Calif., who had thrust upon her and that really she knew nothing been left heir to four sections of land "some of it and that she was more than pleased to get West Texas got and gets some bad advertising, F. K. Mitchell, one time proprietor of what a "Mitchell of it and that she was more than pleased to get of its and that she was more than pleased to get of its and that she was more than pleased to get of its and that she was more than pleased to get of its and that she was more than pleased to get of its and that she was more than pleased to get of its and that the pleased to get of its and the please where" in Texas. This lady had only heard of an expression from the Texas visitor on just what ing from the workings of the "Oil-Grafters" while was known as "Mitch's Confectionery" bought a the land, knew nothing of the country, nor the kind of country West Texas was and how wild the largest portion of West Texas is strictly a stock half interest in the Manhattan and under the manpeople, but had heard of Texas Rangers, cow- were the people. This was the opportunity he farming country and pays small attention to the agement of these two men this business is growing

was entirely covered by a blind est water to be had. ing sand storm which rages every

the good of West Texas which you are interested get facts. appears in the Sunday editions.

the opportunities offered in West

lugs of steel which rattled and rung with his each ern part of West Texas reported that the fruit and every movement. He expressed himself as crops were damaged in that immediate section. reasons had availed himself of the unusual oppor- reaching across an entire page, stating that "The able story told on about the best country we have property in that desert of snakes in Texas." port the same heading four or five times during the past several years, the Manhattan Parlor and Of course the lady told him that the land was the spring and yet there is some fruit on the South Cafe has established itself as being one of the most

development of oils which is confined to less than into one of the best in this section of the State, if

ed the four sections, for purposes we know not. are being told of the troubles one has in selling or ands over night. It is a fact that lots of good hard the public's demand in these matters and is main-By appointment he met this lady-doll of the disposing of that kind of property. It seems that working people who had relatives in the East taining a service second to none. danna handkerchief was tied about his neck, and Texas land. Upon her arrival at the border of they had little reason to return to their old home, During the winter months when the restaurant part

> miles into the great desert before other country in that it is not free from bad and They also do this to some extent during the sumbandits had killed the driver and entirely possessor of all that is good. Most every mer months, however, they make and sell in small robbed the passengers. Later on country has something which is disagreeable and quantities most all of the ice cream sold by them the same voyage, the lady was harmful. Because there are few running streams-during the hot days. The Manhattan's reputation being driven out over the coun- not any to amount to much on the South Plains- for manufacturing fine ice cream and sherbets is try in a buggy and was met by lots of people traveling over this section in the well established and they are following closely the a monster snake which, according early days, got the idea this country had no water. demands the public are making upon them. to the guy inhabits the South It is a fact that the South Plains has more good Really, there is an atmosphere of friendly ser-Plains. The horse was first water than can be found in any country of similar vice manifested by the Manhattan service. slain, then the lady was caught size. A well dug from 20 to 100 feet anywhere and killed and before night she on the South Plains gives one a source of the fin-

> To acquaint oneself with facts regarding this twenty-four hours on the great country is to become a booster for it. Its high altitude and delightful climate makes it one of the Of course this is an extreme finest resorts to be found. Its soil and its people case of bad publicity given this make it one of the finest and most profitable country by grafters. However, places to live in. None of the South Plains counit has not been but a few years try nor its people is ashamed of publicity on facts since some of the larger papers relative to it or them. It is those unreal things—bock if not on the South Plains. This shop is those unthruthful things, those of which people who owned and is in charge of Messrs. C. W. Payne out to write up that section be- have lived here for one-fourth of century have and Ed. Allen both well and favorably known. ing destroyed for want of water. never seen nor experienced that is told about this Mr. Payne has been connected with this shop for These writers invariably go to a country which has given it much bad publicity and several years. Mr. Allen purchased an interest in section, hardly termed West Tex- has tended to keep many good people away, to the business about a year or more ago. For someas, get a little information and their detriment more than to the country which time after buying an interest in the Sanitary Bardraw on their strong reserve for make people wonder. There are many reliable ber Shop Mr. Allen was in the real estate business an over-supply of dope against sources of information about this country and if in partnership with F. W. Denham, well known

> One of the largest State papers Love can never deepen when distance hes between. Not that we forget, but we stand in time has been active in the Sanitary Barber Shop. in Texas today which is incident- silent amazement. Love will not endure an eterly drawing its patronage from nal interrogation point. It thrives best on a trust this shop is unsurpassed. Its location in the rear East Texas a section which has that is blind to every doubt and that turns in dis- of the Lubbock State Bank is ideal and the patrolost many fine people because of gust from every incriminating question.

Under the management of O. R. Phillips for

In the first consideration of the confectionery

Texas, she was met by a stage left knocking the best country they had ever seen. of their business is heaviest this company purchases coach which was driven some The South Plains of Texas is not unlike any their ice cream from the Clover Leaf Creamery.

SANITARY BARBER SHOP

In the rear of the Lubbock State Bank will be found one of the best Union Barber Shops in Lubbock if not on the South Plains. This shop is real estate man and pioneer citizen of this country. Last spring Mr. Allen sold his interest in the Love can never deepen when distance lies real estate business to Mr. Denham and since that

From a standpoint of cleanliness and service nage of the shop has grown continuously while under the management of these two men. All bar-No worthy enterprise is ever too great a ven- bers employed by the management of this shop are Texas, avails itself of each and ture. No commendable effort is ever too dar- experienced men and have proven their ability to every opportunity to give West ing. Risk anything one time. Others have land satisfy the demands of the public. This is a six Texas a knock-out. Only the ed. Why not you?

IN LUBBOCK IT'S THE

Manhattan Parlor and Cafe

-FOR EATS FOR DRINKS FOR SMOKES

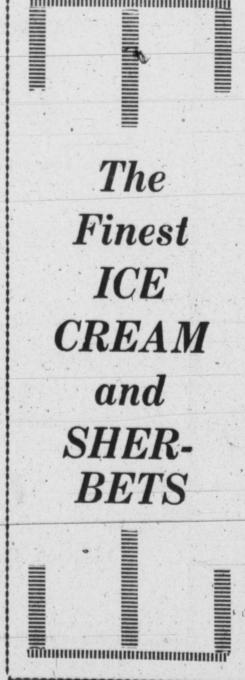
FOR CANDIES

You will miss that spirit of genuine Western triendship, the welcome hand of fellowship, if you fail to visit the MANHATTAN PARLOR and CAFE when in Lubbock

Manhattan Parlor and Cafe

West Side Square

Lubbock, Texas



Parlor and r of what bought a the manis growing

nfectionery public that ne care is is meeting

W. Payne known. shop for nterest in tary Barbusiness ll known his counsince that ber Shop. d service he patro-All barshop are

inufactures r months. urant part purchases Creamery. the suml in small by them reputation herbets is losely the endly ser-

ability to

of the Temple Trust Company, came to Lubbock. heart of this great section. Since that time his company has loaned more than three million dollars on city property and lands of the South Plains.

The Temple Trust Company as organized in Temple, Texas, in August of 1912 with a capital stock of \$200,000. H. C. Glenn of Temple is president of the company and W. S. Rowland is secretary-treasurer. Mr. Rowland, incidentally, is one of the Regents of the Agricultural and Me-business man praising the spirit of a town which chanical College of Texas. His home is in Temple has manifested service above all and has reached also. Mr. Duggan, of this city who is vice-presi-success that is enviable through that one source.

TEMPLE TRUST CO.

ficials of the Temple Trust Company.

operates as a State Bank but it does not accept de-large business, advising our local fellow where he posits nor do any other kind of commercial bank- could get from another source in his town, the aring. Its main features are in loans on improved ticle which, while not being exactly what our felcity property and lands. Approximately three low townsman wanted, would answer the purpose million dollars worth of loans have been made in just as good if not better than what he could sell this immediate section within the very recent period him. Not that he didn't want the business. It was of the past three years. Thus it is seen that the just the opposite. He was interested in this man to Temple Trust Company is, as it wishes to be, a the extent he had gone to a lot of trouble to indevelopment factor of the South Plains section.

ern bankers, that is. those of the Northeastern which our citizen wants he will get the order. It's states, and a good bunch of life insurance people who come regularly to this section, through the efforts of the Temple Trust Company. They are purchasing the paper held by this company very reputation throughout the Southland, that is re-

out to look over this section" says Mr. Duggan. ways right, either of which they seem to encom-"They were skeptical and heard much that was pass in their service. That company is the Shernot true about the country. One time a promi- man Steam Laundry-you've heard of the service nent banker from the East whose name I prefer they give to the public-and almost every other not to make public, was in Temple. I had been person in the State have. trying for some time to get some of these people out to Lubbock to look over the country. I saw an opportunity when this banker was at Temple, so I went and bought him a ticket to Lubbock. After keeping him here only a few days he became a South Plains enthusiastic booster and today he preferably buys real estate mortage papers of the South Plains than that of any section of the State of Texas and he is so doing.

Regent of a large Northern University with a great which will duplicate that now in operation in endowment fund which needed safe investment. Sherman, Texas. This man after spending some few days was carried away with the South Plains country and be- dry Company was formed. It immediately purfore leaving he had invested a big lot in mortgage chased the laundry in Lubbock which had been in papers of the South Plains country.

office, that is of course, loans of the South Plains, was elected president. Soon afterward Mr. Em-Mr. Duggan personally passes upon the property bry's interest was purchased by Mr. F. F. Mays to be mortgaged. If it is alright the time it takes who is now president of the company. W. S. to get a loan through is limited only by the time Posey, cashier of the Lubbock State Bank who has it takes to get the title fixed in condition that it been interested in this laundryg for several years

will pass the inspection of the company's lawyer

who is also located in Temple, Texas. It is an evident fact that the Temple Trust Company's facilities for making quick loans has much to do with its success. It has demonstrated its interest in this section by having one of its In August, 1917, T. B. Duggan, vice-president prominent officials making his home right in the

LUBBOCK LAUNDRY CO.

Not long ago the writer overheard a Lubbock dent of the company was one of the organizers of This man had received an answer to a letter he had this concern. These three gentlemen are active of- written to a man in this city in which he had inquired the price of a certain kind of article. In The Temple Trust Company is organized and answering this letter we find this man, heading a form him of how he could perfect a saving. Our Lubbock citizen will always keep that man and his At the present time there are about fifty East- firm in mind and when he has anything to sell just a matter of service above self. It is proving the most successful in the long run. That brings to mind a certain other business which has established a markable, and that is because of the service his business has given the public. Always a square deal "It was a hard proposition to get these people seems to be their motto, or the customer is al-

There is a man now, a resident of Lubbock who for fifteen years was connected with the Sherman Steam Laundry. This man came to Lubbock imbued with the same high spirit of service as that which he helped sustain in Sherman. That man was S. L. McKinney, active secretary, manager and treasurer of the Lubbock Laundry Company. Under the training of fifteen years, he came to Lubbock from the finest laundry organizations in Mr. Duggan relates the story of a professor or the South for the purpose of building a laundry

About the first of the year the Lubbock Launoperation for several years. Ura Embry, at that All loans are made direct through the Lubbock time vice-president of the Citizens National Bank

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 of all articles, whether that be a bottle of medicine or a tooth brush.

We are wanting your business and will appre-

Red Cross Pharmacy

W. M. Crawford, Mgr.

1,000 IMPROVED FARMS

Hundreds of Beautiful City Homes

T. B. DUGGAN, VICE-PRESIDENT TEMPLE TRUST COMPANY

Of Temple, Texas

Has loaned money to further improve and develop over 1,000 farms in Lubbock territory besides more than two hundred city homes.

Long Time, Fair Interest Rates, Easy Payments and the Best Prepayment Options Every Offered in the State of Texas

I live in Lubbock, own my own home here and it has been my special interest and pride to help develop this wonderful country. My company lends its own money. I make all inspections myself and close all the loans in my office. The service we offer is unsurpassed.

Just Ask Our Customers-Their Word is the Best Evidence "KEEP TEXAS MONEY IN TEXAS"-Its a Good Motto

T. B. DUGGAN, VICE-PRESIDENT

TEMPLE TRUST COMPANY

Capital, Surplus and Undivided Profits \$444,250.00

was elected vice-president of the Lubbock Laundry. These men, with Messrs Roscoe Wilson, look new, without injury. prominent and well known attorney, and J. S. Johnson, well known cattleman, compose the

territory offered was started. Several thousand the present time. dollars was spent within the first few months and the company has increased its business and quality of work to a remarkable extent. A new kind of service is indelibly attached to the present company under the management of Mr. McKinney. He is striving to build one of the finest laundries in the State of Texas. People are realizing fast that he wants to give them more than value received for their business. He wants every one who sees fit to do business with his company to be com-pletely satisfied. In other words he is seeing that the Lubbock Laundry always goes beyond your mer half way and giving them square and honest

At the present time each and every town of ocal company. Extensions of business is keeping pace with the installation of newer and improved machinery. Quick service is what these towns are that if service and honest will get it the Lubbock getting. The fine railroad facilities offered in Lubbock together with the determination of the offiials of the Lubbock Laundry to move things rapidly gives the local company a big lead over any Lubbock and the South Plains are for you. other company in West Texas when it comes to

The water of the South Plains is probably the finest drinking water to be found anywhere. It appears to be soft, but in washing clothes there appears to be certain minerals which makes the water "hard". Chemicals are used commonly in combatting the "hardness" of the water. The chemically pure water. This was the biggest probit was necessary to buy and get installed a Borro- tinguishable from the outline of these maps. mite plant, which, by the way, is a very expensive piece of machinery.

This Borromite plant consists of two large steel From this tank the water passes through another similar looking tank, which is filled with twentyone different kinds of rocks and about the same as pure as it is possible to make water.

new and white. To clean clothes rapidly, of course, showing a few canyons and lakes; that the big black soaps must be used. And in order that nothing bold letters "Llano Estacado or Great Staked may be damaged while being cleaned not just Plains" are being covered by smaller and more any old kind of soap will answer the purpose. The intelligent readings.

Lubbock Laundry buys the purest and highest There's no doub priced laundry soaps on the market. No wonder thing to the geographies.

is it then, they claim to clean clothes, make then

When one comes to that problem of most every business: keeping the home trade at homeit doesn't seem that there could be found any rea-Just as soon as the new company became son whatever for South Plains people sending their owner of the Lubbock Laundry a general improve- clothes out of their territory when the Lubbock ment of facilities for handling the enormous trade Laundry gives the service that it is maintaining at

> About twenty-two people are kept on the pay roll of the Lubbock Laundry-a very big percentage being widows with children. Approximately twenty thousand dollars will be paid out this year to these people. Ninety-five per cent of this payroll will more than likely be spent with South Plains people. That means that if you are a patriotic South Plains citizen you should patronize the people who will be your patrons.

Without doubt within a few years the Lubbock Laundry will be known far and wide. The imexpectations when it comes to meeting the custovisable enough to justify that prediction. We are informed that the management of this concern wishes to invite anyone interested to come and be the South Plains is being efficeintly served by the shown the improvements that have been added to the plant within the past few months. They want you to know that they are after your business and Plains can justifiedly point to with pride.

Keep the good work going, Mr. McKinney,

WE'VE DONE SOMETHING TO OUR GEOGRAPHIES

When a boy, and that hasn't been more than chemical action, although making the water seft, seems to injure delicate clothes and there is also about the Great South Plains of Texas, or then eyident a lack of cleansing power attached to known as the Great Staked Plains, we found that our maps in our school geographies, portrayed a lem presented to the Lubbock Laundry, we are vast area of blank paper on which was written informed by Mr. McKinney. He used the chemi-cally pure water in the local plant no longer than ed Plains. "No breaks, canyons nor lakes were dis-

Amarillo at that time was honored by being the only name written on that vast blankness of the tanks. One of these tanks is filled with a "deadenor of the United States and you will find hundreds ing material by that we mean to state that from of black dots, representing the homes of thousands purities are taken out by a deadening process. of people; you will find lines running from dot to

These dots are representative of towns that number of soils. Water coming from the Borro- have started and developed within the past twenty mite plant is purer than snow water, in fact it is sears. These lines represent one of the finest systems of railroads ever any country was served With pure water clothes can be made to look by. People have found that the maps today are

There's no doubt about it-we've done some

Living Out of the Home Garden

(By R. E. KARPER, Supt.) EXPERIMENTAL STATION

At Lubbock, Texas (Written especially for the Lubbock Avalanche)

The home garden properly managed can be hundred dollars either in the form of home livingor direct money income or both. What does this mean to Lubbock County? It means that should every farmer take the fullest advantage of this fact, having an ample home garden, that more than a half million dollars of additional wealth would be produced and saved annually through this source alone. It is the history of all new countries that the folks live largely out of tin cans while they are exploring the possibilities or adjusting themselves to the new conditions under which the living must be produced. The Lubbock counthe idea of producing their home living.

Eating is perhaps the most expensive "habit"

The soils of this section are fertile and well so. the water for irrigation at practically no cost. An for home use. efficient reservoir is necessary for the best suc-

as a storage for irrigation purposes, especially the one-berry crop berry. The plants should be where pumping from a small well. The secret of set out either in the spring or fall, April or Sepsuccess with a small farm irrigation plant for the tember. The spring planted bed will produce home garden will be found in providing an ef- some fruit the latter part of the first season, but Immunimummummummummim ficient storage for the water even though the ca- should have the blooms pulled off to prevent bear-

the living on the farm, for from six to eight year. The plants should be set 12 to 18 inches meat market which he started in the store of Marmonths out of the year fresh, aside from what apart in three foot rows, and not allowed to mat tin & Wolcott some few months ago. can be canned for winter use. Peas, beans. let- over. By keeping the runners cut back larger bertuce, radishes, okra and other similar small gar- ries will be produced. Strawberries require lots he has been raised in this section and has dealt den crops are well adapted and are expected to of water and should be thoroughly irrigated about most of his life in handling cattle in some form or made to contribute annually from two to five be in every garden and no time will be taken up once a week. It is also advisable to water dur- another. On his father's farm a few miles south in discussing their culture. Some of the larger gar- ing the winter months. A bed of Everbearing of Lubbock he has spent most of his life. This den crops which can be raised perhaps with more strawberries, well fertilized and well watered will farm has always had a good sized herd of cattle profit either commercially or for home use should produce an abundance of fruit over a longer period upon it. receive more attention.

A bed of asparagus large enough for home or vegetable. consumption should be in every garden. This healthful and palatable vegetable produces abund-of unexcelled quality and flavor. Cantaloupes of a position as buyer and butcher for these shops. antly. It comes on early in the spring and is the best flavor are produced under limited moisture. Sid tells us that throughout this time, while he relished before other vegetables are available. The conditions and the quality is therefore better in was working for the other markets, he had in asparagus bed should be planted in three foot dry years. The Rocky Ford, either the green flesh mind that some day he would go into business for rows, planting the roots either in the fall of early or salmon tint is the variety to grow, both for himself. That ambition has been fulfilled. spring 18 inches apart in the row. The soil should market or home use. The Burrell Gem, Netted Sid believes in beating competition by better try passed out of this stage and is fast taking up be fertilized heavily with barnyard manure as this Rock King, Netted Nugget and Anne Arundel are meeting the wants of the public. He doesn't plant thrives best in a very rich soil.

six bales of cotton at the present price and put every year. In order to do this it will be neces- \$508.24 worth of melons sold locally and shipped housewives. the money in the bank to be checked out for food sary to have a potato curing and storage plant to nearby eating houses. necessities. The full possibilities of the home gar- built in this section, which will likely be done in A properly planned and equipped garden is constant desire to obtain the highest quality meats

of garden crops. Sufficient water from natural sweet potatoes it does not seem to be so with Irish neighbors will be afforded in any case. source is practically the only limitation. Success- potatoes. Irish potatoes almost invariably proful gardening cannot be carried on every year duce small yields but sufficient for the home supwithout supplemental irrigation. Practically every ply can well be grown. The Irish Cobbler has Hub, is one of the richest sections of the great farm, however, is equipped with a well and wind- given best results in tests of different varieties con- state of Texas. The people who are locating here mill for domestic and stock water supply the sur- ducted over a period of years at the experiment are the cream of the population of the state. When way of the sea, progress is guided by some conplus from which can be used for irrigation. With station. The Triumph is also a good variety. Fall you bring your family to the Lubbock country, suming purpose. To have no purpose is to rea little additional initial xepense a three or four potatoes, planted about the middle of July and you can rest assured that you are placing them in a verse the order. It is but to begin a defeat that inch well can be installed and efficient reservoir harvested before frost has for several years given community where the citizenship is high class, has no messenger. built which expenditure will soon be repaid in better yields and potatoes of much better size, where the schools are better than in most of the the profits derived from the garden by virtue of smoothness and quality than spring planted pota- East Texas communities, because of the fact that this better equipment. Windmill power furnishes toes and a patch of fall potatoes is recommended the term of school is longer than the average ens outlines and blurs the finer distinctions of life.

crete or wood supplied with an outlet of suffi- the best variety. They will produce fruit practi- tion. cient size to give the desired head of water is cally every day from early May up until frost. much better than a less efficient reservoir or dirt They are not as good to keep for shipping or tank of many times the size. The seepage and commercial purposes as the one crop berry but for necessarily a disease. It may find its rise in the no more than booty taken in the looting of some

summulum minimum in the such low efficiency that they are not satisfactory and there is no use in wasting time in cultivating ing for the first part of the season. The fall plant-The garden will contribute a goodly part of ed bed will start bearing about June the following local butcher claims he is doing in his present of time throughout the year than any other fruit

den are not always realized. An enterprise which the not distant future. Sweet potatoes will not one of the first essentials of a diversified farming for his trade. Of course people soon learn that will pay such returns should be worked to its ca- keep well into the winter and were such a curing scheme. The maximum requirements of the fam- and are quick to respond to high quality goods. pacity of maximum requirement on every farm plant erected the acreage devoted to sweet pota- ily should be taken care of first and a surplus of We predict for Sid a wonderful success in the meat tos would be greatly increased and very profitably some produce can be produced for the market if business in Lubbock. He is well enough known desired and the farm income increased. A good and his business is well established before the adapted to the production of practically all kinds While the soil and climate are well adapted to home living to be envied by less fortunate city public and with his ambition to grow bigger and

The South Plains, of which Lubbock is the school term in the Eastern part of the state, and Adversity-those dark days that come to all of efficient reservoir is necessary for the best suc-cess. A small reservoir of galvanized iron, con-have a place in every garden. The Progressive is in the rural districts, which insures better instruc-bold and clear. At last you cannot mistake where

Restlessness—this social discontent—is not evaporation from a dirt tank usually renders it of home use there is no comparison between them marvellous vitality and hope.

SID CARAWAY

"Fulfilling an ambition" is what Sid Caraway.

Sid Caraway is a typical West Texan—that is

For several years Sid was employed by other butcher shops of this city, His long experience in Cantaloupes and watermelons produce melons the cattle business and his judgment won for him

also good varieties. Cantaloupes ripen in about knock his competitors—believing that bad busi-Sweet potatoes make a profitable yield every 90 days from planting or about 35 days from the ness. But most any man in the meat business in of the human race and wherever you find a pros- year. Either the Nancy Hall or Yam varieties bloom and have a bearing period of about 30 Lubbock will testify to the fact that Sid is a hard perous and thrifty people you find a people who do well but the Nancy Hall seems to be preferred. days. The cantaloupes in this section are usually competitor. He isn't satisfied with serving the produce a goodly part of their living at home. Yields of from two to five hundred bushels to the in full bearing during August and September, af-Diversified farming involves planning for an in- acre have been recorded on the experimental ter the crop is well over in California and South and in the most sanitary manner. The location come from many different sources. The home farm. Sweet potatoes will respond to fertilizer Texas and there is always a good demand on the Sid has for his meat business is ideal in that it is garden is one of the important items in a diver- but it is not essential to produce large and profi- market for the crop at this time. The farmer in one of the most popular as well as the oldest sified farming program. Money saved is money table yields of marketable potatoes. This is one who will locate his customers for his crop can en- established grocery stores in Lubbock. Arrangemade. If a saving of three hundred dollars per of the staple garden crops and appears in most joy a pickup of several hundred dollars every ments with Raleight Martin, manager of the Maryear is effected through the consumption of the every garden. Not only should enough of this year by growing some cantaloupes for market. tin & Holcott Grocery, to have orders for meats products raised in the farm garden one is certain garden crop be grown for home use but sufficient From half an acre of this crop in 1918 grown on the same as for groceries and delivery made at the ly just as well off financially as if he had raised to supply the home market should be produced the Experiment Station farm here, there were same time, saves lots of trouble to the Lubbock

Sid's biggest asset in the meat business is his bigger, serving his customers better and better, is bound to be rewarded.

Progress is life's unchanging program. Like the polar star that guides the captain on the high-

Prosperity has about it a golden hue that soft-

Some boast of prizes won which amount to already impoverished mortal.

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 doesn't behoove me to sacrifice my trade by lowering the quality of the meats 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

SID CARAWAY

(Himself)

C. L. ADAMS

Sid Caraway.

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Guarantee Abstract and Title Company is suc- his personel attention and supervision. was purchased by C. L. Pickett, now residing at best boosters in Lubbock. Post City, and was operated under his manage.

Should you in any way, need the expert serment for some time, or until November, 1911, vice and advice of one who is thoroughly versed the farm but is doing his part toward putting the "Texas has nearly 900,000 mules, acco when the Lubbock County Abstract Company in the Abstract and Title business, making abstracts South Plains country on the map. The articles he the census, and probably 1,250,000 mules by acand the Plains Abstract & Title Company merg- to property, etc., you will find in the Guarantee has written in this paper are valuable. They come tual count. No other state has half so many. They ed and changed the name of the business to the Abstract and Title Company a personnel that is from experience and observation and are written are the outplowingest, outkickingest, outbraying-Guarantee Abstract and Title Company, which it is train ed to do accurate and neat work and to finish for the information that they carry. If you miss est mules in the world and, withal, sober, patriotic well known by at the present time.

pany have one of the largest and most complete this company. abstract plants in this section of the country, embracing complete sets of abstracts to all lands in Abstract and Title Company attend to your abthe counties of Lubbock, Hockley and Cochran, stract and title work. ae well as all the townsites therein. Every converience of any importance known for the bettermination and efficient operation of an abstract plant is installed and owned and operated in their plant. For instance the best of machines, included in the local reserve ing the Ed son Mimeograph and Royal typewriters, ed theories of physicians are all wrong, and that affair gleefully. Said the officer to him: "Why a vista of verdant and restful loveliness for Texas are used it. preparation of works pertaining to the thus it is not so, as it were. Whereupon the doc- don't you stop her?" "Who, me?" answered the mules, cleaving its grassy plains - with crystal work of the abtract and title business. With these tors back up and start all over again, with a new bystander. "Nothing doing. Don't you see that streams whose gleaming shores shall be fringed modern machines people and customers of this line of theories and microbes and germs and things. little sign over there 'Letter box'?' company are assured of very neat work, the appearance of which is enhanced by the extreme care that so far has escaped attention, and it should WANTED TO MAKE SURE CAR WAS FOUND may they browse and play amid fadeless beauty taken by the management.

commercial field of whatever kind, has other contributing factors that promotes the success of the enterprise, or in fact insures its success or failure. No better instance of this can be shown more clearly than the personnel of the Guarantee Abstract and Title Company. C. L. Adams, under whose management this business is being operated, was raised a Texan, much of the time living in Bosque county. From nearly every angle of the Abstract business he has studied, learning much of the fundamentals of the business, probably while in the association with the County Clerk in Bosque county. Mr. Adams followed the call of the West and the pioneer life and came to our section of the Plains in 1908. From the very first he has been directly interested and associated with the abstract business in our county. Therefore we are led to believe that he has kept in constant touch with the many and varied changes that have been footed man to get a clear idea of the golden crowling hands of the clock never finds out the humor. Under such circumstances, self-control made and thoroughly understands their cause bet- slippers.

ter than most any person in the county; that in those things which may or might be a prominent item in the real and correct value of deeds, etc.

he is competent to judge. We can say right here, that C. L. Adams is man "who eats, works and thrives therefrom." Mr. The Guarantee Abstract and Title Company Adams having that true spirit of sportsmanship of Lubbock has a very enviable position in their and realizing the value of periods of relaxation broad field of work, that only through a thorough that aids in health, takes a certain amount of time management and name, November, 1911. The are apt to be matters coming up which demand wonderful demonstration farm.

You won't go wrong by having the Guarantee

TIME IS PROVING DOCTORS WRONG

There is one practice of the medicos, however, have been corrected long ago. It isn't right for

two-edged law. The side toward them must be blunt; the side toward their neighbor must have a busy." An officer went out with him and they razor finish.

out of the regular working hours it takes all your ed his pleasure and unloaded the gun. time, it means an empty head and heart.

somebody else. Do just like you feel you ought of prosperity? to. Be free-be a king in your own realm.

EXPERIMENTAL STATION ON THE MAP OF TEXAS

it in the quickest possible time. Making delivery any of them you are missing a treat this paper and thoroughly democratic. If there be a mule Today the Guarantee Abstract and Title Com- of finished work to the patron is a strict rule of is offering you. And again you get reliable in- heaven, Texas will be the most glorious represented formation through Mr. Karper's articles.

OBEYED THE ADVICE OF UNCLE SAM

tween a man and a woman. It was a hot melee, rocky hills over which to pull the weary load or and the woman appeared to have the advantage. miry ruts to challenge their quivering muscles; no Every now and then we read where some She was boxing the man's ears vigorously. An of- seething and sulphurous ephithets hurled by furi-

Every institution which attained success in any but the undertaker. Anyway, for ages through, station with a loaded shotgun under his arm. "My A few nights ago a man rushed into the police the doctors have been saying that they pay visits, Lizzie is gone," he announced, "and I've come to PROBABLY HAS THE RIGHT IDEA ABOUT whereas it is the visits that pay them. Back up! help you make a search." "Do you think she has eloped?" asked the officer on duty. "Eloped?" A whole lot of people plead mightily for the exclaimed the man. "Hell, no. I don't mean a gal-I mean my Ford. I want it found. Let's get a truthful thing. This was clearly evidenced conducted a fruitless search. When they returned to the station, they learned that the car had been period, made some pointed statements. Although Having "a good time" is all right, but when found and brought in, whereupon the man express- he felt that courtships are necessary, in view of the

A man lives only when he measures life by It is the hardest thing in the world for a bare- its intensity. The one who keeps his eye on the head-on collision between sorrow and a sense of real secret of a happy and contented life.

What the Mule Really Means to the People of the Grand Old Lone Star State

broad field of work, that only through a thorough understanding and execution of the fundamental each year or season for hunting. This man Mr. B. E. Karper, superintendent of the Lubbock County Experimental Farm, which is located or hope of posterity," doesn't get a square deal in principles of the business brought to them. Strict Adams is a "crack hunter," that is, when he goes only two miles east of the city of Lubbock, is put-song or story. History gives the mule no golden adherence and attendance to their own field of he always brings back the goods. Those in our ting that place on the map as well as in the minds page, neither do poets do him justice, and yet the endeavor, with prompt, thorough and efficient city who have had the pleasure to be out with of many people. Legislators and Senators and mule is the most potent factor in bread and meat service, has contributed no little part in the Mr. Adams on his hunting trips can testify to his other prominent state officials have been induced earning in the whole dumb animal family. Without growth of the now attractive business done by this fine marksmanship. These trips are never pro- by Mr. Karper and the Lubbock Chamber of Com- the mule, Texas' broad acres would not now be company, which was founded under the present longed, for in the business in which he deals there merce to inspect personally the workings of this blossoming as the rose and many who are basking in the golden sunlight of prosperity would be as Here about a year ago Mr. Karper advertised poor as the turkey that once belonged to God's cessors to the Plains Abstract and Title Company, Mr. Adams is a man who believes in contributwhich was organized by pioneers of the western ing to good causes. He is interested in the up- of shade trees to the different towns. These to see one of the South's greatest writers turn atpart of Texas, known as Brown-Spath & Aber- building of the community and is a contributor to towns grabbed this opportunity right off and it tention to the mule. No nobler panegyric has nathy, with M. G. Abernathy, well known stock- many worthy enterprises. He is a director of the wasn't no time until-all the papers of this section ever been penned than the tribute to the mule man of this county as manager. Later this business Lubbock Chamber of Commerce and is one of the were talking about the Lubbock Experimental which is printed below, and which was penned by George Bailey, of the Houston Post, who grew up

> "Texas has nearly 900,000 mules, according to state in its eternal stretch of succulent clover, tender grass and juicy nubbins, and these noble animals will roam the cool meadows of eternal bliss with no spectre of galling collars, rattling hames A fight started in the postoffice recently be- or cruel trace chains; no jangling singletrees, no with never failing shades, and spangling its cool slopes with never with ring blossoms. And there and bray their triumphant hosannas in mulecent joy and concord while the years of eternity roll.'

THE THING

Public speakers sometimes accidentally say when a few days ago a certain orator, on discussing the habits of young men during the courtship ultimate results, he advanced the belief that when a young fellow calls on a young lady night after For goodness sake! Why is a man just like a night, week in and week out, and stays with her Don't be a consumate slave. Quit doing like sponge every time he happens to drop into the pail until 11 or 12 o'clock, he is under obligation to marry the girl or pay the light bill. Selah.

> After all, hysterics is nothing more than a just can't help blowing up.

ATTEND THE PANHANDLE-SOUTH PLAINS FAIR AT LUB-BOCK, SEPTEMBER 29---30 and OCTOBER 1

Are You Sure of Your Title?

The Guarantee Abstract & Title Company of Libbock, Texas has complete abstracts for all lands in Lubbock, Hockley and Cochran counties, including all townsites therein.

This company is equipped to give its patrons the quickest correct service available.

The Guarantee Abstract & Title Company

Merrill Hotel Building

C. L. Adams, Mgr.

Lubbock, Texas

RED CROSS PHARMACY

tween Lubbock and Plainview. This mail serjob. Along in 1904 Mr. Crawford, like a lot of bred Jersey cattle on his farm near this city. men, married, and of course became more ambitious toward accumulating property.

So the only thing he knew much about was that which he had learned by "tinkering" with watches, clocks, etc. In 1905 he and his brother, M. M. Crawford, who is at the present time one of the Lubbock County Commissioners, built a small wooden shack on the site where the Conley Building is now located and set up a jewelry business. They remained in that building for a few years or until the Wayland Drug Store was opened, which is the present Red Cross Pharmacy. L. C. Wayland established this store and his first competitor was a man by the name of Blake who opened up on the South side of the square.

We are informed by men who were residents of Lubbock at the time, that the Blake establishment went bankrupt only after operating a short time. In the meantime the Wayland Drug Store was purchased by Thadd Tubbs, later the store was re-sold to Messrs Hunt & Sharp who operated the store a short time and sold to Messrs. Rush and through the South Plains, has been recognized as establishment went broke, we are told and was their belief with action, was the Radford Grocery. put into the hands of receivers. In the

jewelry business and prospering. fifty cents on the dollar for goods held in stock ciation which now owns the Lubbock Inn. by the bankrupt establishment and was presented to the courts at Amarillo by Senator W. H. Bledsoe. The bid was accepted and W. M. Crawford paper should look it over carefully. It contains entered the drug business in Lubbock.

charge of same since that time.

Fire

Tourist Baggage

The Red Cross Pharmady is known as one of it is a land of wonderful opportunity.

the fine Drug Stores of Lubbock. This store is a limited with the store is the stor headquarters in Lubbock for the Eastman line of Kodaks and Cameras, besides many articles of other nature. Four men are contantly employed to care for the business and we are told that the business has fallen off very little throughout the In 1900 a stage coach was driven daily be-period now referred to as "the depression period."

From a coach driver to a jeweler. From a vice was in operation between these two towns jeweler to a druggist all in the same town is the for about five years. About the same length of history of the business experience enjoyed by Mr. time W. M. Crawford of this city, now owner of Crawford. Besides being an interested druggist the Red Cross Pharmacy, was driver of one of Mr. Crawford is a member of the Lubbock Counthese coaches. For five years he held down that ty Live Stock Association and has some fine pure

RADFORD GROCERY CO.

The success of the pioneer business houses of West Texas has been vivid. Not more than a few years ago West Texas could not boast of much facilities for distribution. In the first place, West Texas had mighty little railroad facilities and it cating jobbing houses in a section not served by railroads or other means of distribution. Following the Santa Fe railroad throughout the South Plains and West Texas Country we find was the J. M. Radford Grocery Company, jobbers, a strictly western jobbing concern, organized by West Texas people

Lubbock, since the building of the railroads Adams. Later this firm sold to a man by the the central point, the first wholesale concern, howname of Dean and then re-sold to Mr. Phillips. ever, that believed that our city was the logical While Dean was in the drug business, the Blake point of distribution, that is, enough to back up

The Lubbock house of the J. M. Radford Gromeantime, W. M. Crawford was continuing his cery company serves a very large and profitable territory. This house distributes fancy and staple When Phillips later sold his business to Messrs. lines as well as perishables through the Lubbock Copeland and Cosby who are now resident of Lub-house. Mr. O. E. Radford, son of the president of bock, Mr. Crawford was forced to vacate the place this company has until very recently made his home which he occupied in that building for his jewelry in Lubbock, being in charge of the Lubbock house. business in order to make room for improvements. While here Mr. Radford connected himself with He had no place to go, but had a flourishing busi- many commercial organizations of the city and has ness and had by this time built up such a trade been very prominent in promoting things of civic that he was compelled to have help. So while he improvements. He was at one time president of was scouting for a place to put his jewelry busi- the Lubbock Chamber of Commerce, and has been ness he happened to make a bid on the Blake es- a director of that organization for many years. He tablishment. This bid, we are told, was placed at is also a stock holder in the Lubbock Hotel Asso-

The people who fall into possession of this much valuable information about the South Plains This business, however, was sold later to B. and South Plains people, and the information is P. Hopkins, deceased, and Mr. Crawford purchas- reliable. If you are not satisfied with the statements ed the Red Cross Pharmacy from Messrs. Cope- in this paper we invite you to investigate. Go to land and Cosby in 19111 and has been in active reliable sources for your information, and you will be given facts about the great South Plains of "I was thrown by circumstances into the drug Texas. Facts are all that is necessary. The truth business" declares Mr. Crawford. "It was a case about this country will always do it justice. Misof getting a place in which to operate my jewelry representations are not wanted. Investigate. Come and see this great country and be convinced that

Lightning

WE WELCOME YOU TO THE

Panhandle-Southplains FAIR

J. M. Radford Grocery Co.

(Established in 1883)

WHOLESALE GROCERS

Pioneer jobbers of West Texas. We came first, others followed.

We are one of the largest distributors of Staple and Fancy Groceries in Texas—Operate our own cold storage plants, enabling us to handle Fruits, Produce, Dried Fruits, Cereals, etc., all the year.

HOUSE AT-Lubbock, Abilene, Cisco, Stamford, Big Spring, Plainview, Alpine, Brownwood, Farwell, Marfa, Pecos, Plainview and Brady.

Windstorm

Rain

Explosion Rents FOR INSURANCE Sickness **Profits** Health Commission SEE Airplane Automobile Accident M. O. OWENS Life Motor Cycle Riot and Civil Security State Bank Lease Hold Commotion Building War Risk Use and Occupancy Lubbock, Texas Plate Glass Sprinkler Leakage

Registered Mail

Tornado

Hail

Mail Pouches

BRIGGS & YOUNG

ness is the hardest and most difficult one of any. get. This good record, however, has been spoiled Evary man thinks that the other fellow, while he in 1921, and if there are but few more fires, the may have a few troubles, yet they are not like remainder of the year, this reduction will be taken his own. Every man believes that from the prices off next year. So it can be seen, that the question he has to pay for the other fellow's product. that of rates is largely in the hands of the people themthe other fellow is getting rich.

Men may even say all these things of the fire

as frequent supplements, is evidence that there is come back on their stockholders, but they paid. more to the fire insurance business than merely filling in a few blanks on a policy. For example, varieties of forms, which all apply to different kinds of fire policies.

a heavy penalty under the law, if he does not write ferent courts. the rate quoted. Fire rates seem high to people, less than half what they were six or seven years doesn't know.

of the state and of the city. Texas fire record themselves may be patronizing a mail order inhas been exceedingly bad over the past years, and surance company. During the year 1921 a very the only way rates can be lowered is by cutting large number of mutuals have failed. Witness the down the fires. Over eighty per cent of the fires Wichita Great Western, in which some of our peoin Texas can be prevented.

Coming back to our local fire rate, there are reductions have been made. There is approxi- evidence as to conditions. mately a rate reduction of twenty-eight per cent on duction on business property. In other words, The firm of Briggs & Young have made a reputa-rates have been reduced in Lubbock on an averrevenue to the agent.

rates, the live agent is anxious to serve his client, make that success.

and is ever on the alert to bring about conditions which will reduce the rate.

The largest reduction of rates that Lubbock is now enjoying, comes from a good fire record for the years of 1918, 1919, 1920. Owing to this record, the city is getting the benefit of fifteen per Every man believes that his job or his busi- cent reduction, which is the maximum any city can

Another phase of the insurance business insurance business. But you can't make the firm which adds to the pleasure of the agent for stock of Briggs & Young believe it. Many people think companies, is the idea that gets into the heads of that all an insurance agent has to do is to sit down some people, that by patronizing some mutual inand fill in a few blanks, collect his premium, and surance companies, they get cheap insurance. They stick the most of it in his pocket, and go on re- can, but as a general rule, it is cheap insurance all joicing. The fact of the matter is, that insurance around. A stock company is capitalized usually for including its allied lines, such as bonding, etc., is millions, with a very large surplus. It has to coma real prefession in itself, and it is only after years ply with very strict laws in the handling of its busiof study and experience, that an insurance agent ness. It can pay its losses, regardless of the can feel that he is beginning to know the business. amount because of what is behind it. For example, The fact that the State of Texas deems it neces- if our memory is not at fault, the stock companies sary to publish a book of rules of over three hun- paid \$225,000,000.00 for the San Francisco fire. dred and fifty pages to guide the agent, as well Some of the smaller companies were compelled to

Here is one vast difference between the stock company and the mutual or reciprocal. For in the there are two hundred and twenty-one different latter the only stockholders are the policy holders themselves. If there is a conflagration, or a series of fires greater than the small amount of money Take the question of rates. Many people the mutual usually has on hand, the only method seem to believe that by going from one agent to by which, the insured can get his money is to come another, that they can get a cheaper rate through back on each individual policy holder, and that competition. But this is not the case, as the state generally means, it would be necessary to sue hunmakes all fire rates, and every agent is liable to dreds and thousands of individuals in as many dif-

In other words, the holder of a mutual policy, yet the fire rate of Lubbock, has been constantly very often has a nicely printed piece of paper to going down during the history of the city. A com- cover his property, and he has, by accepting this parison of rates today with those of just a few policy become a mutual owner in a business, in years ago, shows that there has been a very large which he has nothing to say as to its management, decrease, and in many instances rates today are and he is a partner with a lot of people whom he

We often hear of business men crying out Insurance rates are based upon the fire record against the mail order house, and at times, they ple held policies.

The fact that the attorney general of Texas few cities of its size that have as low a rate as has ruled that no school official has the right to Lubbock. During this year two very material take a policy for school property, is pretty good

As was stated above, insurance is a business dwelling property, as well as a fifteen per cent re- which requires a great deal of study and work. age of about twenty per cent during the year 1921. They devote their entire time to this line of busi-This means dollars saved to every property owner, ness, and their slogan used in all their advertising and by the way, it means an immediate loss of of being "Always on the Job," is a pretty good description of their work. Briggs says, "If strict Notwithstanding the fact that the agent loses attention to business, and hard work will make a money every time he helps to get a reduction in success of insurance, Young and I are going to

The Strongest Financial Institution on the South Plains

The growth and prosperity of the Lubbock State, Bank has been parallel with that the 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 contributing 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. Officers of this bank are conspicuous 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 remarkable growth.

... The...

Lubbock State Bank

Resources Over One Million Dollars

Lubbock

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 Insurance

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

LUBBOCK STATE BANK

has a capital stock of \$100,000 than that since officials who are active. 1915 it has returned in dividends about 20 per cent. That is what the Lubbock State Bank has done in Lubbock. Since 1915 the Lubbock State Bank like all other banks of the country has witnessed some of the worst periods in the history of West Texas.

This bank was organized by Walter S. Posey and Col. O. L. Slaton in 1908 with a capital stock of \$75,000. In February, 1915 the Lubbock absorbed the First National Bank.

The Lubbock State Bank has about sixty stocknolders whose liability is conservatively placed between eight and ten million dollars. Aggregate resources of the bank will reach beyond one million dollars making it the strongest financial institution on the South Plains.

Walter S. Posey who is active cashier and very prominent in the affairs of the bank and who is given much credit for the remarkable success the bank has attained, came to Lubbock in 1904 from Lockney, Texas. He has been in business ever since coming to Lubbock and is, therefore, in a better position to know the real problems and needs of the people of the South Plains than any other person. Col. O. L. Slaton who has been the guiding spirit of the institution is known far and wide and recognized as one of the best financiers of this section. He has tried, we are informed reliably, to keep the affairs of his bank in such condition that he could protect the interest of the people during the bad times which come and go n all countries. That is to say when money was plentiful he would not loan to capacity the funds of the bank, but would hold in reserve a portion that would be of service when bad times

\$61,000 has been paid to the stockholders of the Lubbock State Bank since \$1915 and the same amount has been added to the surplus. Today the officials of the bank express their interest in the upbuilding of this country by action. They are right in for those things which promise aid in the development of the country.

Safety seems to be the watchword in the management of the affairs of this bank. The Lubbock State Bank is a member of the Federal Reerve System and is also a member of the Depositor's Guaranty Fund, which gives the depositor the best known protection for funds.

to the bank within the past few months and fident that Mr. Owens will enjoy his just share. this account is filling the needs and requirements of those who wish to make deposits of small savings and have them working for them. The Lub- more than nightmares that are gone with the wak-bock State Bank has a complete banking service ing hours. It's a bad disease we've got—this disand if you are one who wants to tie up with a good temper of the imagination.

trong bank, one that will take an interest in your success and in the promotion of your success you won't go wrong by banking with these people.

O. L. Slaton is president; W. S. Posey, cashier; W. K. Dickinson Sr., vice-president; A. B. Ellis, M. Denman, Herbert Lowrey and Ralph Bedford assistant cashiers of the bank, composing the

M. O. OWENS

M. O. Owens, local insurance man, who came from Oklahoma to Lubbock in 1913, is one of the State Bank raised its capital stock to \$100,000 and best qualified insurance men in this section of the country. For five years, from 1907 until 1912, Mr. Owens was cashier of the Duke State Bank of Duke, Oklahoma, and while there he suffered the loss of much property from fire, the bank in which he was employed having burned down twice during his stay there. Prior to entering into the banking business Mr. Owens was in the mercantile business, two years of which was at Dalhart, Texas, and between two and three years at Eldorado, Oklahoma. In these lines of business he learned fully the virtues of insurance. In his associations in a business way with business people in all walks of life he has found the insurance business doing its share of perpetuating happiness, relieving financial loss and protecting the dependent ones who are left without a provider.

Directly after coming to Lubbock Mr. Owens entered into the insurance business and together with handling real estate, especially town property, rentals and general commission business he has been regularly employed.

Mr. Owens considers the insurance fields growing in opportunities. He knows and realizes that through two or three years of unprecedented prosperity many unqualified people entered into the insurance game and possibly connected with. doubtful insurance companies. He is aware of the loss that has been sustained by insurance patrons because of the inefficient handling during these times by unqualified people and he knows that the honest to goodness professional insurance man must be on the alert every minute if he keeps the confidence of his patrons, much of which they lost, through having given business to those not responsible.

Old and well established insurance companies ssuing policies on practically every known cause for insurance, are represented in Lubbock and the South Plains by Mr. Owens, who has his office in the rear of the Security State Bank Building. Unusual opportunities are opening in this field A savings account department has been added here and with a return of prosperity we are con-

> We have dismal fancies of things that never come to pass. Most of our troubles are nothing

HAVE YOU INVESTIGATED

The New and Improved

Family Wash Department

The Lubbock Laundry Co.

Hundreds of ladies of Lubbock are finding this department of this laundry a reliable and dependable source of profitable service---a service that is satisfactory and comforting.

WASHING BY THE POUND

All washing done by this department is charged by the pound and this charge is the cheapest and at the same time the most satisfactory way of getting clothes thoroughly cleansed-sterilized.

OUR SYSTEM

We employ the very best system obtainable in this department. For instance, the purest water available comes from our Borromite plant; all soaps used in washing the family wash is the finest that money can buy.

It is to your interest as well as ours to pass to us your work-because we not only give you a high grade of work, but we prolong the life of your clothes.

Dependable and accurate marking of clothes, our prompt delivery to and from your home is maintained strictly in the family department.

We want you to use the Family Wash Department for your own sake.

The Lubbock Laundry Co.

THE LUBBOCK AVALANCHE

VOLUME XXII

LUBBOCK, LUBBOCK COUNTY, TEXAS, SEPTEMBER, 1921



The Western Windmill Co.

Lubbock,

THE WINCHESTER STORE



Fall Goods for the Farm and House



Making Repairs Now Saves Money

Winter storms will play havoc with your property unless it is kept up in good condition. Repair your roofs, 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 Hammers-Forged from crucible steel. perfectly balanced. Sure grip claws. Patented interlocking wedge.

Winchester Saws-Reliable saws for all kinds of work. Blades taper ground. Well balanced. Teeth correctly shaped, evenly set and sharpened for fast smooth work.



Winchester Chisels-Speak for themselves by the qualtiy of work they Blades of superior steel. Strong hickory hanWinchester Auger Bits-Solid Center Pattern-for all kinds of general work. Great strength, free easy cutting. Excellent chip clearance.

"There's always satisfaction in using Winchester Tools"



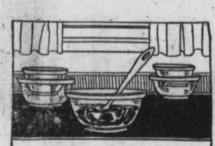
Round Oak Ranges

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 Utensils-The most sanitary cooking 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.



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 pattern to bring down that canvas back or mallard.

A perfect shot pattern is the result of the right gun and the 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.



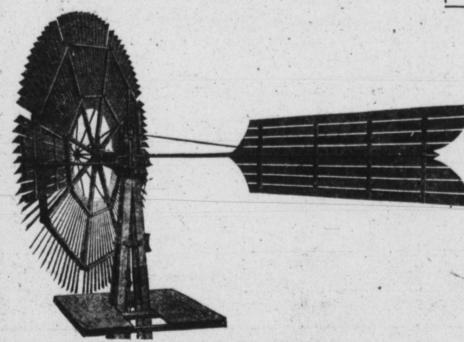
Winchester Model 12-Hammerless Repeating Shotgun. Known to hunters and trapshooters as "the perfect repeater"



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



Eclipse Windmills

Pump More Water for Less Money for a Greater Number of Years Than Any Other Power

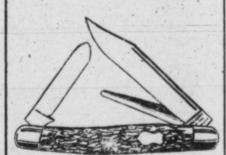
Wheel parts all rigidly built together. Sails firmly held in girts, making self-bracing sections; cannot shed sails; girts bolted to wheel arms; have protecting clips which hold sections from working loose.

Unusual strength 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. 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 longer service and with the minimum cost, for upkeep that they are CHEAPER THAN OTHER MILLS, regardless of difference in first cost.



Winchester Pocket Knives-Premium stock pattern, stag handle. Brass lining. Nickel silver bolsters. Clip, spey and punch blades.

Morse

Type



Winchester Miner's Type—Nickel and fibre cases for two or three cell batteries. Winchester Batteries give bright light and last longer.



High grade step ladders. Why take chances on getting a bad fall from a box or some insecure footing when for a small sum you may have a step ladder?



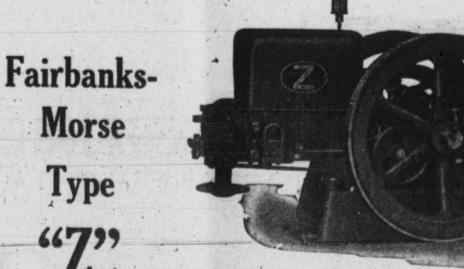
Knives That Stay Sharp



Winchester Butcher Knives-Popular sizes and patterns for all uses in the kitchen. Other styles for farmers and butch-



Winchester Cook's Knives-Handy knives for many purposes. Sabatier shaped blade. Strongly rivited handles. Several sizes.



Engines

The Type Z Engine burns kerosene as well as gasoline, which makes it cheaper to operate. It has a throttle governor which controls the fuel supply just as needed. This feature saves oil or gas, hence cuts down expense. It is equipped with a Bosch magneto, there are no batteries, no switches or coils to get out of fix. It is the best engine you can buy and is cheaper.

Progressive Abernathy

LOCATED ON THE NORTH LINE OF LUBBOCK AND THE SOUTH LINE OF HALE COUNTY ON THE SANTA FE RAILWAY 18 MILES NORTH OF LUBBOCK AND 33 MILES SOUTH OF PLAINVIEW.

ABERNATHY

Is the only town between Lubbock and Plainview which has a trade territory of 50 miles radius—All level, smooth, tillable, first-class agricultural land well suited to Wheat, oats, corn, cotton, maize, kaffir and all other crops that thrive on the South Plains.

IN THE SHALLOW WATER BELT

ABERNATHY

Has Good Schools, Churches, Good People, Flour Mill, 2 Grain Elevators, Gin, Bank, Stores, etc. The only Drilling Oil Well on the South Plains is only 5 miles west of Abernathy.

COME ABERNATHY

IF YOU ARE LOOKING FOR A GOOD FARM, A BUSINESS LOCATION, GOOD SCHOOLS AND PROGRESSIVE NEIGHBORS—

ABERNATHY NEEDS

MORE MERCHANTS MORE GRAIN ELEVATORS MORE FARMERS

Town Property

C. G. Goodman, Owner, Abernathy, Texas

Good Building Sites for Homes and Business Purposes can be had at Low Prices—Small Payment Down—Long Term on Balance.

Oil Leases

Adjoining Drilling Well Any Size Tract from 10 Acres up to Suit Purchaser at Reasonable Prices.

FARMS AND RANCHES

320 acres 7 miles northeast of Abernathy, 1 mile to good school, fenced, no improvements, good wheat land at \$30 per

320 acres 5 miles east of Abernathy, well improved, at \$47.50 at \$42.50 per acre.
400 acres 12 miles Abernathy, first class land at \$30 per

252 acres 2 1-2

320 acres 12 miles west of Abernathy, good wheat land, at \$30.00 per acre.

160 acres 8 miles northeast of Abernathy, 1-2 miles to good school, 90 acres farm; fair improvements, at \$40.00.

Raw section 640 acres 5 miles Abernathy, good wheat land, at \$42.50 per acre.

252 acres 2 1-2 miles Abernathy, good improvements at \$55 per acre. Small payment, easy terms on balance.

And many other smaller and larger tracts at any price and terms—also good business and residence properties.

WRITE, WIRE OR CALL ON US FOR INFORMATION ABOUT TOWN, COUNTRY OR OIL POSSIBILITIES—IN-FORMATION FURNISHED FREE OF CHARGE GLADLY AND PROMPTLY.

Schulz Land Company

Owners and Agents

Abernathy, Texas

radiuscotton,

ores, etc.

RESSIVE

TORS

-Small

asonable

devoted to cotton with three acres of land de- greater in the case of cultivating and harvesting voted to the production of butterfat:

to cotton based on the everage yield of about of the two cows. However, there will be a slight-165 pounds of lint cotton per acre would be as ly larger investment in the case of the two cows

One 500-pound bale of lint at 10c per 1000 pounds of seed at \$24.00 per

Less fertilizing value removed from

soil in the cotton seed____ 5.40 It is estimated that two cows can be carried fat.

on the same acreage as is required to produce one bale of cotton with the following income: 300 pounds of butterfat at 20c per pound _____\$60.00 Two calves 700 gallons of skim milk at 3c

per gallon _______ The manural value of 800 pounds of purchased cotton seed, meal (estimated at 70 per cent of the fertilizing value of cotton seed meal will be recovered in the manure)____ 8.40

Interest at 4 per cent on the above amount (\$99.40) due to the fact that this represents a daily cash income equivalent to 8 per cent per annum____ 3.96 \$103.36

We have the following charges against the dairy cows:

pounds of purchased cotton seed meal at \$1.50 per cwt \$12.00 Difference between the fertilizer removed in the feed and that returned in the manure on 600 pounds of home grown concentrates at \$1.37 per cwt. 2.19

Difference as between the fertilizer removed in the 8,700 pounds of farm grown hay and that returned in the form of manure at \$1.00 per cwt.___ 8.76

Total charges against two dairy

Income,, less charge (\$24.95)____ three acres of land would be equivalent to \$218 on thirty acres of land.

and to produce the dairy product. It is readily one year and then moved to a garage located then

3. ក្នុងសម្រេច ប្រជាពល ប្រជាពល ប្រជាពល បានប្រជាពល បានប្រជាពល បានប្រជាពល បានប្រជាពល បានប្រជាពល បានប្រជាពល បានប្ Comparative production of three acres of land understood, however, that the labor will be much three acres of cotton than there will be in cultivat-The income from three acres of land devoted ing the three acres of feed crop and the handling and so it is assumed that one will just about offset

> The prices allotted, 10c per pound for cotton and 20c per pound for cream, is I think comparable. The yield of cotton per acre used in the discussion is comparable with the production of 150 pounds per year for the average Texas cow. This 150 pounds may be considered a little high, but the point is that the average cow when fed as she should be fed in this particular case would _ \$56.00 be capable of producing that quantity of butter-

> > The feed is arrived at as follows:

12 pounds hay daily per cow, four of which is legume hay, would represent a mainteance ration. It would require a total for the 365 days of 8,760 pounds of hay.

1 pound concentrates for each 3 pounds of milk is the usual method of feeding. Thus onethird of 7200 pounds is 2400 pounds of concentrates of which 800 is purchased cotton seed meal, leaving 1600 pounds to be home grown.

Allotment in acreage for the production of feed crops would be as follows:

1 1-2 acres in a combination grain and forage crop, such as corn or grain sorghum, estimated yield 28 bushels of grain and 3000 pounds dry forage. Cow peas should be planted in this crop also to be grazed on.

I acre of Sudan, three cuttings yield about 2 tons hay.

1-2 acre in some legume like cow peas, yields about 1000 pounds.

ROYALTY MOTOR CO.

W. W. Royalty, manager of the Royalty Motor Company has been in the automobile business in Lubbock for the past nine years. He has made his home here for more than twenty years. In 1912 when Mr. Royalty entered the automobile business he became distributor for the Hupmobile car and operated a repair shop and filling station in connection. This business was located on the southeast corner of the block directly south of the courthouse. He remained in charge of this business for two years or until 1914 when he secured the \$78.41 Dodge Agency. The Dodge car had been demon-The difference of \$21.81 in favor of dairy strated before Royalty became agent in this terriproduction as against cotton production on the tory and had become a very popular car in this

Mr. Royalty after securing the agency for the No comparison is shown here as between the relative amount of labor to produce the cotton Dodge car, remained in the same building for

We are Glad to Have This Opportunity

To express to the public our convictions in regard to the possibilities of Abernathy and the surrounding 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 from. It is twenty miles from Lubbock, north, eighteen miles south of Hale Center, fifteen miles west of Peterrburg and thirty-five miles east of Littlefield. 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 a good shipping point. Over seventy-five cars of hogs have been shipped from here this year, besides the many cars of wheat and other grains.

Besides—Abernathy being a good farming country and a good trading center, she is now witnessing the beginning of an oil boom. The test well, which is situated about four miles west, according to Mr. Bledsoe and noted geologists, promises fair to open as good a field as there is in Texas.

We, as one of the firm of Abernathy, invite you to come and see for yourself the many possibilities of Abernathy.

Stambaugh & Co.

BERNATE TEXAS

Is strategically located; on the border line of the cotton growing section of the South Plains and on the border line of the great wheat growing section.

Abernathy enjoys the prosperity of both these crops and in addition. Abernathy possesses one of the finest soils to be found in this section adapted to successfully follow diversified farming.

WHAT MAKES OUR PEOPLE PROSPEROUS

Each and every farm in the Abernathy country should have a few chickens; a few cows, and a number of hogs. This means prosperous people. You too, can be prosperous in our country.

We want you to investigate Abernathy! Agriculture is the potential wealth of our country, but, a test for oil, a genuine test, is being made just five miles west of the town of Abernathy and this, too, should concentrate your interest on this section.

> WE WILL BE GLAD TO GIVE YOU **FURTHER INFORMATION**

...THE... FIRST STATE BA

where the Rix Furniture and Undertaking Company's house is now located. This was a wooden structure and Mr. Royalty only remained there about two years or until 1917 when the owners of the lots decided to erect brick buildings. Mr. Royalty then moved his business to what has been known for some time as the Wolffarth building near the Bradley garage. In 1919 he again moved and this time to the Cadillac Garage where he has display room and accessory room for Dodge

From the above one can see that although Mr. Royalty was a man who understood the Dodge car, who was enthusiastic over it and who wished to give the best possible service to the car owners, he was handicapped because of not having a permanent home. In 1920 the erection of the fine home for Dodge Brothers cars was undertaken by Mr. Royalty. A brother-in-law, J. B. Cardwell, a Terry county man, was taken in as partner in the business and in the spring of 9121 the new home was occupied. This building is one of the finest garage buildings in West Texas, having spacious display room, storage, accessory and repair department. It is located on the corner of the block directly west of the post office.

Some of the precautions outlined and adopted by the Dodge Brothers manufacturers and applicable to Mr. Royalty or the Royalty Motor Company is outlined in the following item appearing under the head of "True Service" a small book published by the company for the use of distribu-

Minimum first cost and minimum per mile operating cost are the essentials most sought after today in the selection of a high grade motor

"It is universally enceded that Dodge Brothers Motor Vehicles have established a new standard of motor car value. 'As for maintenance cost, it is literally true

that gasoline, oil and tires are practically the only expense. In normal service the parts rarely have trouble, his physician has already learned that ap-Dodge Brothers have chosen to build into their vehicles those qualities which have made

on the part of the dealer or the factory, except days he is a well man. such service that may be caused by the owner's abuse or neglect or by normal wear after long use.

"Thus the purchaser pays for the car only, buys the great work done by the Lubbock Sanitarium, and pays for service only when needed. Before a Dodge Brothers motor vehicle is

shipped from the factory every precaution is taken by over four hundred inspectors of individual parts units, assemblies, and finally the car complete, to the one we have here is the finest and best built insure that all materials and workmanship is up to in the South. Anyone coming to Lubbock who the required standard and to make certain that the fails to visit this place misses one of the biggest treats to be found in this section.

Therefore we deliver the car to our customers in good running order, service rendered to us is properly chargeable in accordance with the Ninety-day Standard Warrant of the National Automoble Chamber of Commerce, under which Dodge Brothers vehicles are sold.'

row, and that is the mean things you could say.

LUBBOCK SANITARIUM

When one glances back twenty years over the history—the very short history of the South Plains, it is hardly believable that this country could so develop in that length of time until today it leads the State in many institutions of comfort. The West, as 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 unnatural 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, had 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. Incurable cases they were in those days. A common 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. Today, a boy is riding about the pastures of

Eastern New Mexico, has trouble with his horse, he is thrown, a leg broken. The next morning he is lying comfortably 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 for complete recovery. With the aid of the finest X-ray machine 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 pendicitis is one of the most common complaints. He is later rushed to the Lubbock Sanitarium where an operation by the most skilled hands rethem practically immune from the need of service lieves all symptoms of this disease and in a few

The fact of the business is that Lubbock nor nor do we fully appreciate what a magnificient institutional building is located in Lubbock. Great men, men who are recognized as learned men in the world of sanitarium buildings have stated that

Lubbock has five railroad outlets and the territory West of the town is getting ripe for railroad facilities. It is generally expected that the Santa Fe will run a branch line from Lubbock through Hockley county and on westward.

Don't take nobody's word about the possi-One thing that could be put off until tomor- bilities of this great country. Come, see and be

HAROLD H. GRIFFITH

Manager of the Phonograph department of the Lubbock store of the Rix Furniture and Undertaking Company, eldest son of Mr. and Mrs. Spring country and graduated from the Big Spring office and railroad, churches and school, High School. After serving in various positions in

He volunteered his services at the beginning of made a first class sargeant and sent to England



HAROLD H. GRIFFITH

where he remained until the armistice. Luckily he was on the first boat returning after the war and was soon released from service upon arrival. agement of J. G. McCarroll is one of the pro-

Furniture and Undertaking Company that a posi- community. 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. South Plains, Shallowater is blessed with a fine Later he became a stock-holder in the Company citizenship. Among the leaders of the community and is now in charge of the phonograph de- can be mentioned those such as T. C. Calley, Mrs. partment.

Shallowater Has the "Pacitas"

For the man who wants to live in a live, pro-L. Griffith of Big Spring was raised in the Big gressive neighborhood served by good stores, post could think of no better place than that which is Big Spring, during which time he was connected offered by the Shallowater community and the with the Y. M. C. A. work in that city and also village of Shallowater which is only twelve miles employed on the Governmental Experimental northwest of the City of Lubbock, on the main line of the Santa Fe in Lubbock county.

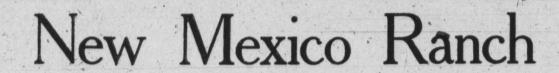
Lands in the Shallowater community are more the war with Germany and entered the aviation like lands in Crosby county than in any section service at El Paso. He was almost immediately that we know of on the South Plains. The fact that water is shallow and that this community is in the center of the shallowater belt of the South Plains is distinguishable by the name. The soil as we stated before, has a tendency to be firm and of a more dark color, richer and more adapt table to raising small grains than are many sections of this country.

Fine Cattle and Hogs. Diversifications is practiced more intensively in the Shallowater community than any other section 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 and hogs. There are several herds of registered cattle in this community, mostly Hereford, and prominent among these herds is that of W. D. Crump and Son. It is declared by some that the 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.

Shallowater School. One of the finest rural schools of the county 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 without materially affecting the efficiency of the

New Stores. Shallowater has recently had a building boom. A good cotton gin, by G. M. Mason is one of the biggest assets for the entire community and coming next is the mercantile establishment of which . E. Baker, formerly a resident of the City of 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-He had been previously notified by the Rix gressive concerns operating in the Shallowater

> Good People. Like other and practically all sections of the J. C. Bowles, W. D. Crump (one time county



36,000 acre ranch in Eastern New Mexico, near the town of Tatum; plenty of shallow water, from 25 to 60 feet; plenty of improvements, fenced and cross-fenced; range has abundant growth of Grammar and Mesquite grass, fifty per cent tillable, balance good pasture land, with fine lime rock foundation which gives this section the reputation of raising the biggest bone cattle in the State.

One-half purchase price of land can be carried for 26 years at 4 per cent interest. If interested will be glad to go into details, giving price, etc.

West Texas Land

10,000 acres of land, near the center of Hockley county. Anyone wanting a first class piece of agricultural land, suitable for colonization, will find this proposition the most attractive in the State, both as to price and quality. To those who are interested in buying tracts of this kind, I will be glad to show this property and give detailed information.

I Also Have Smaller Ranches for Sale

. A. (Andy) Wilson

I make a specialty of selling ranches and large tracts of lands

> Member of Lubbock Real Estate Board. Office in Citizens National Bank Bldg.

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

Grocers

Phone 57

Lubbock, Texas

judge of the county) and son, Emmitt Wright, a of the fine public buildings of this section. young and progressive farmer, in fact a whole near a nice quiet village, visit Shallowater.

Railroad Name Pacita. In very recent days the Santa Fe system has announced the fact that the name of Shallowater would be changed to Pacita (meaning grapes). So if you are looking for something fine, Shallo-

Taylor and Peters

water possesses the Pacitas in plentitude.

section is favored is by having in our midst Walter dence all of Greenville. E. Taylor, one of the best known architects of West Texas. For many years before his health from Abilene where he had been practicing for became such that he was told to come to the some time and entered into partnership with Mr. Plains country, he was known as one of the lead- Taylor, is a graduate of a college of architecture ing architects of Fort Worth. Since coming here and is qualified to be of much assistance to Mr. he has been very active in the erection of most Taylor.

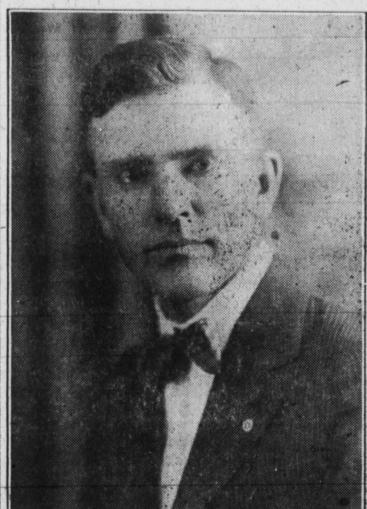
Among the leading buildings of the State of bunch of good "live wires" live in Shallowater which Mr. Taylor has been favored with the They recognize Lubbock as the job of furnishing the architectural plans is that of mother city and are loyal to her, and aiding in the Titus County court house and the Burleson Colevery practical way to make their community lege of Greenville. Other buildings which he has grow, the county grow and their section develop. done the same are: The James building, the In-Should you wish to locate in a fine neighborhood, gram building, Neumegan Flats, Dawson residence, all of Forth Worth; High school buildings of Wichita Falls, Paducah, Matador, Floydada, Lubbock, Baird, Meridian, Groesbeck, Conroe, Troy, Big Lake, Seagraves, Shallowater, Idalou, Panpanuc ka (Oklahoma), Tishomingo (Oklahoma); ward schools: Mt. Pleasant, Daingerfield, Commanche, Greenville, Midland, Burleson College, Midland College; Churches: First Baptist, Quanah, First Baptist McKinney, First Baptist Greenville, First Baptist Polytecnic; First Baptist, Valley Mills; Mehtodist Church at Mincola; Wesley Church at Greenville; Methodist church at Celeste; Christian Church at Moran; Methodist Church at Ralls; Lubbock and the South Plains country is favor- Mt. Pleasant Bank; Morris Hotel; Carnegie Library ed in many ways. In one way we can say our Schiff building, Phillips residence, Rosenburg resi-

N. L. Peters, who came here a few months ago

Jed A. Rix, secretary of the Rix Furniture and Undertaking Company and manager of the Lubbock house, president of the Lubbock Chamber of Commerce and an active Rotarian, was one of the first two boys who graduated from the Big Spring High School. His name was Concad Hayden, who is connected at the present time with the Herald Publishing Company of Big Spring. This graduation took place in 1904.

After spending several months taking a bookkeeping and senographic course in Eastman College, Poughkeepsie, N. Y., he secured a position with a New York firm. After remaining a few months he returned to Big Spring to accept a position in the superintendent's office of the Texas Pacific Railway. J. W. Ward, superintendent at that time had just recently been appointed postmaster at that place. It was in 1907 that he resigned from railroad work and entered the First National Bank of Big Spring as bookkeeper. In 1909, at the time of the incorporation of the Rix Furniture and Undertaking Company, he became a member and started as a salesman and bookkeeper.

The enthusiasm expressed by Jed A. Rix in any undertaking which he goes into is the outstanding characteristic of the man. In every progressive move for the betterment of Lubbock and the vas territory which that concern serves, one will find that he is one of the most wide-awake and dependable men possible to fine.



J. A. RIX

as far as her position in location on the South section. Plains is concerned. Right on the border line of the counties of Hale and Lubbock, two of the finest counties of the South Plains country, one scholars in the school; eleven grades are taught either of these crops or all of them.

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s-fenc-

-the Panhandle and Santa Fe from Amarillo Lindsey. through Lubbock. At Lubbock this branch line taps the main line of this road. Abernathy is a large trade territory.

the people of Abernathy. Abernathy states that it is the farmers who raise opinion of those most interested that the test will chickens, hogs and who have dairy cattle upon be carried to about four thousand feet if oil is their farms that have came through the depression period in the best shape. Encouragement by the business men of that section for diversification feed on the South Plains this year than that the possibilities of this section.

Abernathy is literally "sitting on the world" which will be found growing in the Abernathy

Facts About the School. Abernathy has two hundred and eighty-five of which largely depends upon wheat and small and nine teachers are employed. This is a nine grain, i. e. Hale, and the other upon wheat, months' school and is carried on with a tax rate corn, cotton, maize, etc. Abernathy can raise of fifty cents of the \$100.00 valuation of property in that district. The trustees of the Abernathy is more specifically located on the school are: Mrs. J. O. Jones, Sam Smith, G. B. branch line fo the Atchison, Topeka and Santa Fe Atkinson, E. B. Whitefield, F. W. Struve and Mr.

Making Test for Oil. While Abernathy is one of the finest agriculeighteen miles north, and straddles the Hale tural sections of West Texas and a town which county line on the South. Within a radius of ten promises very much to those who contemplate miles in practically all directions, Abernathy draws entering the business field, there is now much her trade. That means that the half way distance interest being taken in a test for oil and gas being being ten miles, gives to the town of Abernathy made, the location of which is about four miles from the town of Abernathy. This test is being The town was started when the branch line financed by W. E. and Frank Bledsoe of Lubbock was built from Amarillo to Lubbock. It de-county. Mr. Bledsoe has been a resident of Lubrived its name from M. G. Abernathy, a resident bock county for many years engaged in the stock, of Lubbock who owned a considerable amount raising business and has made a success. After of land in that section of the country at the time securing information which he is confident leads of the building of the road and who was very to a discovery of oil on the South Plains he secured prominent in promoting the extension of the San- with his son, Frank, a lease on something like ta Fe branch line from Amarillo to this point. It twenty thousand acres. It is on this lease that he is served with practically all kinds of stores, gro- has started operation or drilling with a Standard cery, furniture, hardware, drug, etc. A fine two- rig. Only enough leases will be sold from the story brick building houses the Abernathy school tract to finance the drilling. Leases have been A State Bank also provides banking facilities for changing hands rapidly recently and the geological reports made by various geologists during the Abernathy is a diversified farming section. past several years leads people of this section to Hogs, chickens and dairy cattle are prominent in feel confident of a find. The test will be made to the Abernathy country and investigations among two thousand feet. Mr. Bledsoe believes oil will the business men of that city made by a repre- be found at eighteen hundred feet. However the sentative of the Lubbock Avalanche seems to citizens of the Abernathy and Lubbock communiverify the fact that diversified farming is the sal- ties have in mind to drill the well deeper if oil vation of the Southwest and that it brings pros- or gas is not struck in paying quantities before the perity to those who follow it. The banker at two thousand foot hole is abandoned. It is the

While you are looking for facts relative to the is meeting with success. Wheat, cotton, corn, South Plains country we wish to state that no maize, etc., are the principal crops and with an other section will meet with your approval better average over many years the Abernathy country has than the Abernathy country and before locating raised fine crops. There is better cotton and it would be a good idea, we think to investigate



CITIZENS NATIONAL BANK BUILDING AT LUBBOCK

The Citizens National Bank besides being the oldest bank in Lubbock and Lubbock county, is the only three story building in Lubbock county outside of the Lubbock County Court House and the Lubbock Inn. This bank is located in the most prominent section of the business part of town and on the corner facing the north and east directly southwest from the court house square. Part of the building, that is the top story, is owned by the Masonic Lodge of Lubbock and is used by them. The second story is used for office quarters for various businesses. The lower floor by the bank, the American Railway Express, Stanton's Chocolate Shop and Uestern Union Telegraph office.

THE FULLER GIN COMPANY

W. T. RAYBON, Mgr, Lubbock, Texas.

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 Lubbock and Adjoining Counties Member Lubbock Real Estate Board

100 Cars of Hogs

Shipped From Abernathy

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 section it's a sure thing you are missing a wonderful agricultural opportunity.

Struve Mercantile Co.

General Merchandise

Abernathy, Texas

R. Q. PIERCE

When R. Q. Pierce graduated from the Waxahachie High School he came to the South Plains on a visit. His father at that time had ranch interests in this section and it was sort of a vacation for him to come here. On that first trip he became interested in this section and with his brother, purchased what is known or was known as the E. C. McCartney ranch, a portion of which is the Spade ranch of today. Cattle were very cheap in those days and about one year later they sold this ranch and Mr. Pierce entered the retail shoe business in Sherman. He remained there about two years, but we can readily imagnie how he felt when he thought of the South Plains, of the cool nights and the invigorating air. One day he had a fine excuse to again become interested in the South Plains-that was when the railroads were beginning to have this country in mind and much talk was being made about their possible entry into this section. Acting upon this, Mr. Pierce returned to Lubbock, the Hub of the South Plains. and entered the real estate business which profession he has followed along with dealing in stock for the past twelve years.

During this period he can claim that no one it, come and see.

whom he has sold land have lost money by purchasing through him. Deals involving near \$100,000 have been made through his help. He has sold land in several of the South Plains counties besides Lubbock and is thoroughly acquainted with the entire section, land and other property

Mr. Pierce has been actively identified with every movement making for progress in this section and can be depended upon to help make the South Plains a finer country in which to live. He was, for years, a director of the Lubbock Chamber of Commerce and is now one of its active sup-

If you come to Lubbock and wish to look over this section of the country with intentions of purchasing a home, we respectively refer you to Mr. Pierce and assure you that he is competent to handle the affairs of any deal which you want

The South Plains is specially adapted to diversified farming and stock farming. You do not have to depend on wheat alone, cotton entirely, feed stuff altogether, but a little of each will insure your prosperity. Cattle, hogs, mules, horses, sheep, goats, and poultry of all kinds do exceedingly well here and the dairy cow is a money maker. This is the best all round country in the United States. Don't take our word for



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 window trimming and the general appearance of the interior of this store is the pride of the citizens of Lubbock as much as they are of the company. Features of his store are the cleanliness and quality of goods sold. Be sure and see this store when in the city.



Would it Mean to You? To the South Plains?

The South Plains Country May Startle the World in a Few Days. Who Knows?

THE BLEDSOF TEST!

W. E. Bledsoe and son, Frank, of Lubbock county are now testing the possibilities for oil on the South Plains. The test well is located only 4 miles from Abernathy, Texas, on the Double Mountain Fork of the Brazos Draw. A Standard rig is working and Contractors Allen and Lauderdale of Breckenridge, believe the test will be completed in just a short time.

The first genuine test for oil on the South Plains, is therefore being made. Geological reports are favorable. Mr. Bledsoe is entirely confident that a great oil find will be opened—so confident that time and money has not been spared to see that this section get a fair test.

How Would a Well Like This on the South Plains Appeal to You

?

In most every country where there are oil fields you will find that always people doubted run or acted as if they were afraid.

There are always a few, however, who are able to risk a few dollars on a venture that offers so much—and you will find these very few are those who are leading financiers of the oil business.

The test will be completed whether or not the leases are sold.

Somebody's mighty liable to tell somebody about the opening of the Great South Plains Oil Field and then my friend, just what will you think of yourself?

10 acres will give you protection.

Buy Right Now!

-WHAT AN OPPORTUNITY

Did you know that it was tests like the Bledsoe test that made millionaires out of poor people over night? there are possibilities for oil here—indeed the geological reports all favorably impress you with the possibilities!

A Little Money-

There will be just enough leases sold near this test to help finance the well. No leases are sold for other purposes than that. If you want leases—that is of course if they are available at the time of your application—for \$10.00 per acre—see

W. E. or Frank Bledsoe

ABERNATHY, TEXAS

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MORE ABOUT MEADOW SECTION

forts in helping us to develop here, a community

that will not be xcelled anywhere, a citizenship that stands for the uplift of its members morally,

man with the hoe and the plow is now here and

that you come to see us and let us assist you.

tunity to share in the wonderful harvest of a splen-

W. W. RIX

Undertaking Company which position has been one of extreme need for ability and has been met wonderfully under the leadership of W. W. Rix.

Mr. Rix was at one time manager of the J. & W. Fisher Mercantile establishment of Big Spring, one of the largest concerns in that city. Later he became associated with the First National Bank

of Big Spring and remained there for fifteen years.

It wasn't until 1916 that he became a member

of the Rix Furniture and Undertaking Company.

city and county in which he resides is to state

that he is a "Rix"—He is president of the Big

That he is active in the general affairs of the

Dr. J. D. Moorehead, president. Earl T. Cadenhead, Secretary.

did American Civilization.

Read the section of this paper that is devoted Meadow needs: A small hotel, a grist mill, to Meadow, with care, consider every word, and camping ground adjacent to the town site and then write the undersigned for any information the highway, a first-class garage, a dry goods store. that you may desire. The Commercial organiza- These enterprises are now ready to be established. tion at this place extends to every man that is If you are interested in either of them it will be desirous of bettering his financial condition, the to your interest to investigate Meadow. Especialopportunity to investigate the claims of our com-munity. We offer the glad hand to every one Meadow Offers: The best

munity. We offer the glad hand to every one Meadow Offers: The best and most abundant that wishes to cast their lot with us and stand water; the best land and the lowest priced; the ready to co-operate with any legitimate enterprise best climate; the best health; the best fellowship; that is seeking our aid. We want you to visit our the cleanest citizenship; the greatest opportunities.

Business Directory of Meadow.

C. W. Avary, dry goods and groceries. N. F. Emerson, Real Estate, Yoakum, Gaines religiously, and financially, will be appreciated and and Terry counties. Farms and ranches. No deal recognized. The farming country offers the most too large or too small.

splendid opportunities to those men who have Cicero Smith Lumber Company, (Inc.) Lumvision and ability. This is a country of safe and ber, shingles, sash, doors, lime, brick, cement, sane farming as well as either straight farming or plaser, coal, posts, wire, paint, windmills, piping, stock farming. This town is surrounded by lands well supplies, and builders hardware.

that will produce with the highest priced lands of Texas. Our farms produce in profusion such crops as Corn, Cotton, Maize, Kaffir, Sudan grass, Brabham, president; W. H. Dallas, vice president; (hay and seed,) Feterita, Sweep Potatoes, Water Earl T. Cadenhead, cashier; R. H. Timmons, di-Melons, Peanuts, most all fruits, all garden pro- rector; A. C. Luttrell, director. ducts. The farmer here can and does, have his Jno. B. Read, farms, ranches, cattle and grain.

living in his garden, orchard, and barn lot. The Satisfactory service guaranteed on each and every staple crops common to other parts of the south- deal, large or small. west are the surplus crops of the farmer of this J. V. Daniel & Son do good work in ginning

territory. The range has been broken up and the your cotton. J. D. Moorehead, M. D., drugs and confecwill develop this country into the greatest farming country in the Empire State of Texas. If you want to be a part of this vast enterprise, we ask oils, accessories, Tires and good meals.

W. S. Self, filling station and restaurant, gas,

Meadow Barber Shop, strictly first class work,

The latch string is always out. Help yourself by helping us to bring to pass the utmost possible development of the Meadow Community. We need Rich Bennett, prop. J. W. Peeler, the "old timer", dealer in general hundreds of wide awake citizens and we can promise them a bountiful welcome and an oppormerchandist.

J. A. Maddox, general blacksmithing.

Will Bryant, well driller; no water no pay. The Brooks Brothers, we want to drill your well; satisfactory work guaranteed.

shining, clean jewelry establishment. It is the one beauty spot of the business part of town. Quality is the outstanding trait found at the Gift Shop and in the goods sold. Mr. Helber will be glad to meet you at the Fair or anytime when visiting in In charge of finances of the Rix Furniture and Lubbock.

COL. G. W. SHANNON



The above picture is of Colonel G. W Shannon and his adopted son. Col. Shannon as will 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 of this section of the country, was the first county judge of Lubbock county. We feel very much obliged to Mr. Caldwell for this information. Mr. Caldwell says:

"Col. Shannon was the first county judge of

four years.
"Col. Shannon was Colonel in the 11th Mississippi, and served during the Civil War. He was

Eastland county, serving that county as sheriff for 8:00 o'clock each week. Arrange to go with us. 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

"Colonel Shannon left an adopted son, Claude Shannon, who is route agent in the mail depart-

"Colonel Shannon will be kindly remembered by a number of Lubbock county pioneers who knew him as a man of sterling qualities, a real,

pportunity!

Here is Your Chance to Get a Real

HOME

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

LOCATION-The land is located in Hockley County, Texas, one of the best farming counties on the Plains of Texas.

Is 14 miles from railroad at Littlefield. station on the Santa Fe on the Slaton-Lubbock-Texico line, and about 10 miles northwest of Elwood, the County Site of newly organized County of Hockley.

DESCRIPTION—The land is practically level 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 Plains, peculiarly adapted to the climate of the

Water can be had in abundance. The first vein being at about 62 feet, with two veins under it, the deepest one at 162 feet and when 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 is of the mesquite variety, an indication of the

The surface is nearly free from lakes or depressions and where they exist are shallow and very small.

The average ranifall for the country is estimated at about 22 inches.

CROPS—The land is peculiarly adapted to the growing of cotton, kaffir, milo, feteria, Sudan grass, cane and corn, while wheat and oats can be grown.

PRICES-The land was offered and a part of it 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 lands referred to.

Owing to the depression we are offering this land at marked down prices, \$21 per acre and the 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:

Total price on 147.6 acres at \$21______\$1,656.07 Amount you pay cash, \$2.00 per acre_______ 295.20 Balance to be paid______1,148.33

The above balance of \$1,148.33 to be paid in six notes at 7 per cent as follows: Note No. 1, due in 1 year, \$1.00 per acre_______\$147.60 Note No. 2, due in 2 years, \$1.00 per acre_______147.60 300.45 152.85 331.45 142.52 350.70 129.29 Note No. 5, due in 5 years, \$1.50 per acre_____ 221.40 335.20 Note No. 6, due in 6 years, \$1.50 per acre_____ 221.40

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

To the purchaser who moves onto the land, ouilds buildings, puts down a well and puts the land in cultivation the payments will all be au-

If you are interested in 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

If you are not interested perhaps you have a friend that desires a location and would like to investigate this proposition.

We specialize in colonization. If you have a large tract of land in West Texas or Eastern New Mexico and want it divided up and sold for farming purposes, it will pay you to get in touch with us.

a close personal friend of General Robert E. Lee. If you want further particulars write to Texas Land Exchange, to C. W. Alexander or J. E. Alexan"Soon after the close of the war he came to der, Lubbock, Texas, Sales Agents. We leave Lubbock for these lands Tuesday and Friday at

Texas Land Exchange

Office in Conley Building Lubbock, Texas J. E. ALEXANDER

C. W. ALEXANDER

It is a treat for anyone to step into this always dependable, upstanding man of the pioneer stock.

W. W. RIX

Spring Chamber of Commerce at this time and Lubbock county. He came to Lubbock, August has occupied a position on the School Board in 1890 and camped in what is now the city park. tomatically extended by the payment of the inthat city for years—thus he has thoroughly con- Afterwards he located on a ranch four miles vinced the people of that city that he has the in- northwst of Lubbock. When the county was orterests of the town and country at heart. To ganized in 1891 he was elected county judge for such men as Mr. Rix goes the honor for building up one of the largest and most successful mercantile establishments to be found in West Texas,

THE GIFT SHOP

"The Gift Shop" in Lubbock is the Jewelry county, establishing a rance Store of A. E. Helber. People soon learn the about five or six years ago. best places and the most progressive concerns. An interest and expression of that interest in the upbuilding of hte community is one of the best, omens for business success anywhere, and nowhere does it prove a more valuable asset than in West



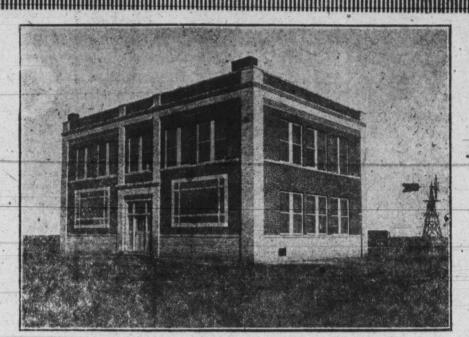
SHALLOWATER FARMERS RAISE GOOD CATTLE
There are numerous small herds of pure bred Hereford cattle in the Shallowater community. Grass is exceptionally fine
for grazing purposes and water can be secured from a depth of
30 to 60 feet, an inexhaustible supply.

Shallowater ---

The Prosperous

Town

Where Health and Happiness Abounds



SHALLOWATER SCHOOL BUILDING
Although Shallowater supports one of the finest rural schools in the South Plains, the school tax was lowered this year, without lessening the degree of efficiency obtained in the past. Weekly social meetings are held in this school building.

SHALLOWATER, TEXAS

NOT A BIG TOWN—BUT A BIG COMMUNITY. NO \$300 LAND—BUT LAND JUST AS GOOD OR BETTER. SHALLO-WATER IS A GROWING COMMUNITY—SERVED BY GOOD GROCERY STORES, LUMBER YARD AND GIN. LIV-ING AMONG FRIENDS WHO ARE INTERESTED IN YOUR WELFARE—IN THAT OF THE ENTIRE COMMUNITY—IN THE SCHOOLS—IN THE HOME—IS LIVING IN SHALLOWATER, LUBBOCK COUNTY, ONLY 12 MILES FROM THE CITY OF LUBBOCK.

Are You Seeking Prosperity?

Shallowater lands are as fine as can be found. They can be bought at prices ranging from \$35 to \$65 per acre. Corn, cotton, oats, wheat, Sudan, maize, feterita, kaffir, corn, etc., make profitable crops in the Shallowater community. Hogs and fine cattle are making Shallowater people prosperous. Are you looking for prosperity?

Are You Seeking Happiness?

Shallowater people believe in co-operation; in helping one another build up good schools and in making their's a prosperous and happy community. There is a community spirit which will help you establish a comfortable home; where you will find prosperity and happiness? Are you looking for happiness?

COME TO Shallowater NOW!

Shallowater lands are lower now than they will ever be; in one year, normal conditions these lands will be five per cent higher. A farm of 160 acres anywhere in the Shallowater community with a few head of good cattle and hogs and care will make you prosperous. The community of home-loving people will make you contented and happy—Shallowater wants good people who are ambitious to enjoy their prosperity and their happiness with them—Are you ambitious? Before you buy land anywhere—in the Southwest—on the South Plains, stop at Shallowater—twelve miles northwest, on the main line of the main line of the Santa Fe, of the City of Lubbock, in Lubbock County and ask any of the people whose names are listed below to tell you all or just a part of the good things about Shallowater. See things for yourself.

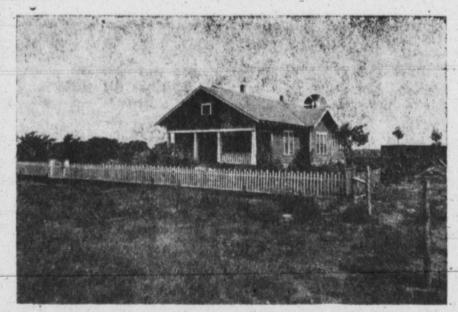
SEE SHALLOWATER---THEN LOCATE

T. C. CALLEY
A. G. McADAMS LUMBER CO.
MRS. J. C. BOWLES
SHALLOWATER MERC. CO.

G. M. MASON
EMMIT WRIGHT
HENRY MAHONEY
W. W. MAXWELL

RIPLEY TOWNSITE COMPANY
L. E. BAKER
A. SIMS AND SONS
R. G. MOORE

A. C. WRIGHT
C. R. MOORE
W. D. CRUMP & SON
L. HARDY



SHALLOWATER PEOPLE OWN GOOD HOME3

The farm homes of the people of the Shallowater community show that they are enjoying prosperity. Pride in the home, in the community and their section, is evidenced by the improvements made in the past.

Shallowater---

Is Surrounded
by a
Rich Farming and
Cattle Raising
Country



SHALLOWATER PEOPLE LIVE AT HOME

The high cost of living doesn't effect the Shallowater people; they are living out of the garden. Vegetables do well in the Shallowater community. Most all kinds of fruits are grown here with regularity of fruit crops of the Southwest.

THE LUBBOCK AVALANCHE

VOLUME XXII

LUBBOCK, LUBBOCK COUNTY, TEXAS, SEPTEMBER, 1921

and named for Col. Terry, a noted Texas ranger, average rainfall during the past seven years (since Brownfield, the county site, is a thriving little city of 1,000 people and the county of Terry is town of Brownfield) has been about twenty-two there can be no question but that the Meaders of the county of the about 3000 inhabitants.

Fine Churches and Schools Terry county is blessed with good schools, crops. fine churches, lodges, stores; a fine gin, a grist mill, and many other conveniences, industries,

Terry county has just recently completed a very modern \$40,000 brick school building in the town of Brownfield. This building, although very spacious, is not adequate to care for the fast growth of the county and additional facilities must be forthcoming at a very early date.

All White People Terry county is conspicuous because of the people who make it their homes-all white, Americans, law-abiding and thirfty, from East and Central Texas, Oklahoma and other states. Recognized as Fine Farm Land

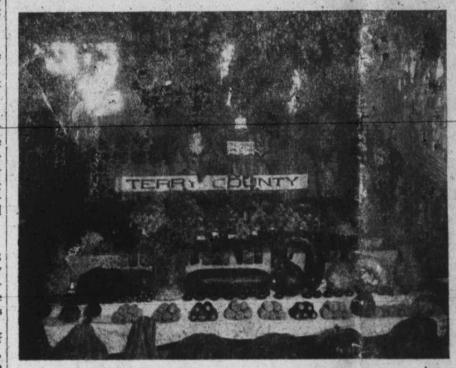
Terry county has been recognized by many and is being recognized generally as one of the finest and surest farming and stock farming sections to be found in the Great Southwest. Because of its peculiarities of soil, Terry county suffers little from drouth, and a complete crop failure has never been known with the exceptional "all Southwestern drouth" of 1917.

Soils are Mixed. The soil of Terry county is very productive; 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 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 row crop adaptable to raising west of the Mississippi

west. Car loads of watermelons are also shipped from Terry county—as fine and large melons as will be found anywhere. The soil of this county is such that though the rains come irregular, enough moisture is held in store to make most

Terry county was organized June 28th, 1904 crops once they reach the growing stage. The



Terry County's Entry at the Lubbock Fair

apples, peaches, plums, apricots, pears, cherries, heat-stricken Eastener in the Southwest. It is a crops as well.

if he will work.

It is a proven fact that in any State or in in 1920. The statement follows: inches, the greater part of which falls through the there can be no question but that the Meadow row. I made I ton maize heads, 25 bushels of summer months, thus enabling the making of fine Community is in nearly all respects, the choicest corn, the corn being planted on the 5th, 6th and 7th of June. In 1919 my crop averaged prising uniform soil, level topographically, shalls for accordance of Terry Healthful

land in a radius of seven to ten miles surrounding the town, all of which is a very mellow, reddish, loamy "cat-claw," clay, sandy loam soil that drinks moisture rapidly and retains it well because of the exceptional subsoil of joint reddish clay. All and all other forage crops.

Principal Crops.

acreage is planted each year in

and grapes. Grapes are an exceptionally fine fact that people living on the South Plains have Corn, being a crop that can be grown at small Illinois and Northern Missouri. fruit for this section and predictions have been sought the cool breezes of Colorado, known expense and without great trouble in preparing made that this country will be one of the greatest throughout the world, and found to their disapthe land, cultivating and harvesting has come foregrape growing countries to be found in the South- pointment that right at home they had a more most with the farmers of the Meadow Commu- the car windows all of the magnificent stretch of

Terry county, as is the entire South Plains, is low water, and being the only town of any con-blessed with a cool invigorating and, healthful sequence located between the county seats. climate. With an elevation of more than three The town of Meadow is situated about 30 than the year before. I am not a cotton man, climate. With an elevation of more than three The town of Meadow is situated about 30 but my neighbors all raise cotton and obtain sattential than the year belote. I am not a cotton man, but my neighbors all raise cotton and obtain sattential than the year belote. I am not a cotton man, but my neighbors all raise cotton and obtain sattential than the year belote. I am not a cotton man, but my neighbors all raise cotton and obtain sattential than the year belote. I am not a cotton man, but my neighbors all raise cotton man, but my neighbors all raise cotton and obtain sattential than the year belote. I am not a cotton man, but my neighbors all raise cotton and obtain sattential than the year belote. I am not a cotton man, but my neighbors all raise cotton and large eastern corner of Terry county, melons as ever grown out of the earth. This country is good enough for anyone who wants to live among good people and one can prosper

Signed, J. A. Longly."

Cotton is a very profitable corp and many yields as high as I bale per acre on new land are reported. Mr. R. C. Castleberry makes the statement that he has raised an average of 1-2 of this top soil and subsoil is J. Nettles who has lived in the Meadow Comrich in all soil properties making munity for the past thirteen years makes the statement that he has never had a failure on any crop ghum, melons, fruits, vegetables, different years, and has averaged 1-2 bale per and has made as much as one bale per acre two acre during the thirteen years.

Equally as good yields per acre are reported While corn is perhaps the on all crops and on stock farming, poultry, sheep, one crop in which the greatest hogs and other operations.

When one boards at Lubbock that branch of the Meadow Community, and the famous Santa Fe system plying between Croswhich has never failed to pro-duce from 10 to 60 bushels per acre, it is not the only crop that can be profitably grown, and the southwest through the remaining portion of one will find in the Meadow Texas, across the Southern end of New Mexico Community just as good cotton and thence back into Texas again with El Paso as as can be found in the best cotits objective, one begins a journey that is to carry Fruits and Grapes Thrive.

The fruit crops of Terry county consist of cles, peaches, plums, apricots, pears, cherries, less, peaches, plums, apricots, pears, cherries, less and crops as well.

Terry County's Entry at the Lubbock rain to be seems a journey that is to carry to growing sections of the one through what is known now as the corn belt of the South Plains of Texas and which is reputed to be equal to the famous corn belt of lows.



"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 JAND FXCHANGE

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.

J. E. Alexander

Lubbock, Texas

C. W. Alexander

SON

nd hapnd hap-

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 Payment, Long, Easy Terms

IN THE

MEADOW COMMUNITY

In the Meadow Community

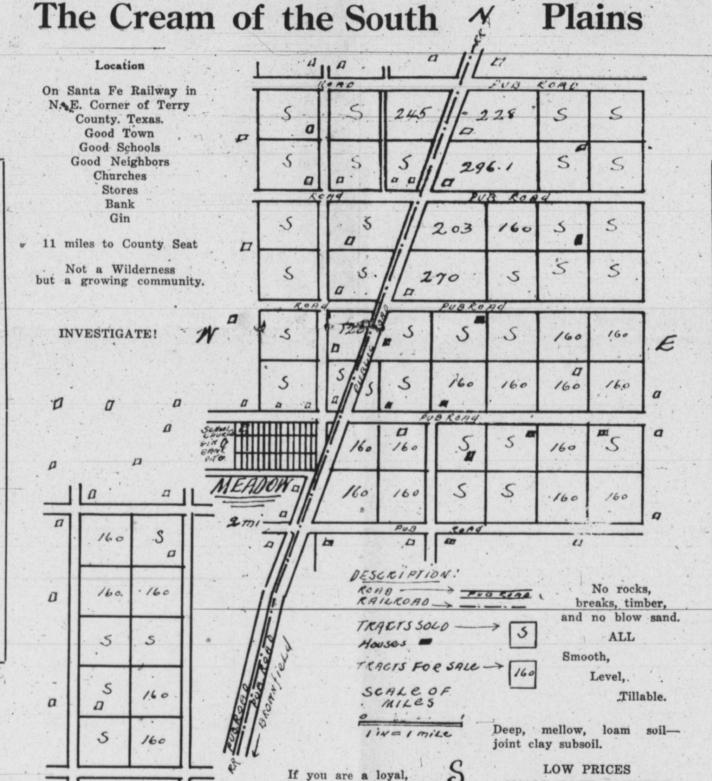
10 tracts of 160 acres each surrounding the town of Meadow, priced from \$32.50 to \$40 per acre, with 1-4 cash payment, balance like rent, on or before notes at 7 per cent interest, payable over a period of ten years.

One tract 228 acres all tillable, 45 acres in cultivation, two room house, well, fenced and cross fenced, at \$40 per acre, 1-4 cash, balance 1 to 10

296.1 acres all tillable, four room house, barn, well, fenced, 100 acres in cultivation, at \$50 per acre, 1-4 cash, balance 1 to 10 years.

Three sections of 640 acres each, close in, all tillable, all well improved, from \$55 to \$60 per acre. Reasonable payment, balance easy.

Also several other tracts some well improved, some raw, at from \$32.50 to \$65 per acre, reasonable payments, long time, low interest.



In Lubbock County

One 640 acre stock farm, 10 miles from Lubbock, on public road, 4 miles good school, 250 acres in cultivation, all tillable, brand new bungalow house, barn, well and mill, fenced and cross fenced at \$50 per acre, reasonable payment, 1 on g time at low interest on the balance.

640 acres 15 miles from Lubbock, 100 acres in cultivation, all tillable, on public road, 4 miles good school, well and mill, fenced, small house, a bargain at \$35 per acre. \$12,000 cash will handle, balance long time.

Before You Buy Elsewhere Investigate THE MEADOW COMMUNITY

white AMERICAN WE WANT YOU! SMALL CASH PAYMENT

LONG, EASY TERMS.

Bargain in Good Ranch

5120 acres of good smooth, level, tillable land, 12 miles from railroad, about 65 per cent good hard land and about 35 per cent shinnery, fenced and cross fenced, three good wells of soft water and three windmills, one ranch house. Could be sold in small tracts at \$15 per acre, price \$12.50 per acre. \$20,000.00 cash payment will handle. Balance long time, low interest. Would consider some trade.

L. WESLEY READ, Owner and Agent

Lubbock, Texas

ounty

k farm, oock, on es good cultivaand new rn, well nd cross cre, realong t on the

es from in cultion pubgood ll, fencbargain \$12,000 balance

ock,

Outstanding Facts Relative To Terry County

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niggers, mosquitoes, boll weevils, Mexicans or Oil

Large Potash Beds.

much interested in the potash finds near Odessa, of head to the South Plains and it is estimated that which place is about one hundred miles south of in Terry county alone ten thousand head of cattle Terry county, Terry county is wondering what were grazed for several months. will become of the large deposits of this mineral in her borders. Some two years ago the lakes of Terry county which were known to the natives as common alkali lakes, very unvaluable for any known source, were leased to a Kansas salt manufacturer with a Chicago capitalist. At about the same time another concern interested themselves in the potash finds of the South Plains and when the two concerns dealt a short time we find they stopped further development because of litiga-The potash finds were developed to the extent that many barrels of the mineral was tak-en from them and shipped to northern laboratories for analysis. Terry county is not expecting big things from the potash beds but if the country starts into developing these finds, it is a fact that ing the aridness of the South Plains made often the standpoint of bringing in surplus capital.

Terry County Has Fine State Record The record of Terry county at the Dallas State Fair, shows that they took the blue ribbon on limber twig apples, Elberta peaches, and red ribbon on maize in 1911. Also in the year 1912 Terry county received first prize on Ben Davis apples, largest and best watermelons, best display of maize and corn; second prize on limber twig apples, string beans and corn, second on corn and was in competition with all comers for sweepstakes. In 1913 Terry county received thirteen first, two second prizes; and in 1917 a great many prizes bought from \$10 to \$40 per acre in that county, were won despite this being a drouthy year.

Corn Shipments Growing

Terry county is the corn growing section of the South Plains. By that we do not mean that other sections do not raise corn and just as good corn as does Terry, but Terry county makes corn the prominent crop and because of the drouth resistance of her soil has found corn to be a very reliable and profitable crop. In 1914 over one hundred cars of corn was shipped from Terry county; in 1915 the crops were a little better than the previous year and 1916 was a banner year for corn growing in Terry while the past year saw something like three hundred cars of this crop shipped out of Terry county.

and four first prizes on four different varieties of

Besides the numerous ribbons received by Terry county in 1919 over \$200 in cash prizes were brought home with them. It, is very conservatively estimated that in 1919 that not less than two hundred cars of corn and two hundred cars of maize were shipped out of Terry county.

Terry County Furnished Grass

When the drouth of 1917 and 1918 passed, many sections of the State of Texas as well as other southwestern states could not furnish grass to thousands of head of cattle. From Montana Right at this time the government seems very and other States of the Northwest came thousands

At Lubbock's Big Fair

Terry county entered competition at the South Plains Fair, an annual event growing in magnitude and interest with age, in 1920, and was awarded \$150 in cash against all comers for the best county display. Terry county will enter this fair annually and predictions are that she will maintain if not beat her former records. All South Plains counties are taking an interest in the Big South Plains Fair at Lubbock and this year evidence is on hand to assure the biggest event ever attempted by this association.

Bountiful Water at Shallow Depth.

Just how true were those statements regard-Terry county will find them very valuable from years ago, can be seen from the fact that the entire South Plains country is afforded with a bountiful supply of the finest water on earth at depths ranging from 30 to 120 feet. Terry county is underlaid with this vast supply.

Land Values in Terry County

Correct interpretation of land values on the South Plains cannot be made; because what the land is really worth in dollars and cents is out of in productiveness in other sections of the United States command about ten times the prices as do the same lands in Terry County. Lands can be of course proportioned by the distance from town, improvements, etc.

Joe Wyche and the Palace Confectionery

Joe Wyche was until last Summer a resident of Lubbock and he became imbued with the idea that a nice confectionery in Brownfield would be arrangements for his confectionery and opened what is known as the Palace Confectionery. He a public well, were the only buildings which Dallas had no State Fair in 1918, but in 1919 handles all kinds of cold drinks and serves the graced a townsite grown up in scattered mesquite people of that county we cite an instance of what Terry went and received a total of twenty-one well known Clover Leaf Ice Cream. He has prizes, receiving first prize on the best stalk of made a success out of his business during the past

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.

You are 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"

Brownfield, Texas

Building Material.

YOU ARE WANTED, YOU ARE WELCOME; YOU ARE A STRANGER BUT ONCE IN

TERRY COUNTY

Where they raise CORN, cotton, cattle and CORN; vegetables, fruits and CORN; all kinds of feedstuff, livestock and CORN.

Just forty miles southwest from Lubbock, less than two hours run.

Fertile productive lands, every acre tillable, pure water at 100 feet inexhaustible supply, good roads throughout the county, splendid schools in reach of every community; traversed by branch of the Santa Fe Railway; growing towns; gins, banks, a market for everything the farmer grows.

Corn average 30 to 50 bushels, other products in proportion.

Tight land, mixed land, and sandy land, red loamy soil clay foundation. You can get any size tract of either kind, or tracts, with some of each. Land values range from 15.00 to \$40.00, unimproved and from \$25.00 to \$60,00, with nice improvements. Terms average one-fourth cash, balance one to six years time.

Population of county about 3,000, of Brownfield, county seat, 1000, all WHITE Americans. No negroes, mosquitoes, Mexicans, malaria, nor oil wells.

Come to the Egypt of the West, Where the land is worth the money.

J. B. King Land Company

Meadow Community Strategically Located

(Continued from page 1)

gate more fully the prosperous looking, well tilled fields of corn, cotton, milo maize, kafir corn, Sudan grass, sorghum, melons, and all the other

At length one will find himself at the thriving town of Meadow, which is the center of the Meadow Community, reputed to be the Cream of the South Plains, and if it should happen that our traveler had occasion not so far back as the fall of the year 1919 to visit this splendid community, one will marvel at the rapid substantial are men who try to uphold their town and comdevelopment that has taken place in less than two

For instance, before the first of January, 1920, only one store (that of Col. J. W. Peeler early a paying proposition. He went there and made pioneer merchant and farmer), three shaggy resiprizes, receiving first prize on the best stalk of cotton against the entire State. First prize on white corn, kafir, kershaws, baled Sudan grass well in Brownfield.

will find at least half a dozen modern stores, a first class garage, blacksmith shop, barber shop, tafe, two or three offices, a hustling lumber company with ample buildings and facilities, a brand new, modern cotton gin, a first aclss, strong bank, and that means a great deal first class garage, blacksmith shop, barber shop, tafe, two or three offices, a hustling lumber company with ample buildings and facilities, a brand new, modern cotton gin, a first aclss, strong bank, and that means a great deal first class garage, blacksmith shop, barber shop, tafe, two or three offices, a hustling lumber company with ample buildings and facilities, a brand new, modern cotton gin, a first aclss, strong bank, and that means a great deal first class garage, blacksmith shop, barber shop, tafe, two or three offices, a hustling lumber company with ample buildings and facilities, a brand new, modern cotton gin, a first aclss, strong bank, and that means a great deal first class garage, blacksmith shop, barber shop, tafe, two or three offices, a hustling lumber company with ample buildings and facilities, a brand new, modern cotton gin, a first aclss, strong bank, and the war conditions. new, modern cotton gin, a first aclss, strong bank, numerous modern residences, street improvements, and a busy bustling crowd of business men, farmers and prospectors.

> rapid development has not been caused by oil ex- gan buying from their customers and shipping out citement, no tales of great wealth in mining or and although it might seem a small thing, it other get-rick-quick projects have caused it.

> Ask any old settlers you happen to see about, and they will tell you that this rapid growth and lies. substantial development has been caused because of the fact that people elsewhere have found that the Meadow Community is the Cream of the Great have demonstrated their friendship and loyalty. South Plains, and when one mounts the front seat of a flivver with one of the hustling and energetic real estate agents that thrive at Meadow and journeys out over the smooth, natural roadways, through the waving fields of corn, the blooming cotton fields, acre upon acre of maize, kafir, sorghum, Sudan, and pulls up in the center of a 13acre melon patch paved with smiling water melons, one truly finds that one is nideed amply convinced that the Meadow Community, no less than of it as he can in Terry County" says J. B. reputed, is the Cream of the Great South Plains, if not also the Cream of the Entire South, and proceeds to satisfy his thirst and his hunger with the red ripe heart of a 50-lb Tom Watson or a Geor-County to be found West of Fort Worth' claims gia Sweet.

Cicero Smith Lumber Co.

with the general development of West Texas, in that business is about the same as in any other asmuch as this company having been among the first to locate lumber yards in new territory.

the finest in that ctiy and under the management tain as to his reputation among his fellowmen at of Mr. Smith, this yard has built up a very fine that place. He has listings of many farms and business. The Cicero Smith Company erected ranches and at good prices. Those interested in their home in Brownfield in 1917 and since it Terry County should get in touch with him. has been in operation there, Mr. Smith has been in charge. Prior to that time he was a resident of Oklahoma and New Mexico.

He is a loyal citizen of Brownfield, having the best interests of the town at heart and is willing to sacrifice in order that Brownfield will be a bigger and better place in which to live. These things, mere trifles, one would think, but not so. A way down deep in each and every soul of the averwho has the interest of the town and the commureasons, that we say that the Cicero Smith Lumber Company at Brownfield, under the management of F. Smith, is fortunate in having a man of his type in charge of their affairs. Get acquainted stoves, implements, wagons, etc. with this company and the man when you go to

Ten thousand Chinese entered Mexico through Pacific Coast ports and Guatemala during 1920.

Texas farms are said to be worth \$3,717,-

Holgate-Enderson Hdw. Co.

The Holgate-Enderson Hardware Company of cerns of Terry county. This business was originaly established under the name of the Holgate Hardware Company by Messrs. Robert Holgate and S. H. Holgate, brothers. Before the business was moved to Brownfield Robert Holgate sold his interest and went into the cattle business. E. W. Enderson then purchased a half interest in the company and the name was changed to the Holgate-Enderson company.

Both members of the firm are acquainted with the conditions of Terry county and because of such are qualified as high class merchants. They munity and are always on the alert to aid their customers in practical ways. This concern has shown its interest in dairying in Terry county, be-lieving that it will prove a profitable source for their customers and they encourage the use of modern equipment.

As an evidence of the interest taken in the sale. Small cattlemen were broke over night and an acute financial situation arose. In order to help their customers the above company sought a market for rabbits, and these pests are numerous And the beauty of the situation is, that this all over the South Plains. They found it and bebrought relief to many families and afforded a means of providing sustenance for several fami-

The Holgate-Enderson Hardware Company will continue to grow with the town because they

JNO. B. KING LAND CO.

I know of no place where a man can take 160 or 320 acres of land and make as much off King, former ranchman of Yoakum County and Mr. King and "we stand ready to prove that to any one interested.

*Mr. King has been engaged in the real estate business in Brownfield for the past five years; prior to that time he was ranching for seven years Yoakum County.

Mr. King states that Brownfield, like other near towns and communities, is afflicted by a The Cicero Smith Lumber Company, with general offices at Fort Worth, has been identified but the general average of the men engaged in community. Mr. King knows Terry County and will tell the truth relative to any information you This company's yard in Brownfield is one of might want, from the best information we can ob-

BROWNFIELD HDW. CO.

The Brownfield Hardware Company is another of those who have weathered the storms of pioneering and adversities of the past few years and age person is a desire to be with, do business are coming up smiling. This firm is composed of with, and to boost, that person who is unselfish, W. B. Downing and H. H. Longbrake, both of whom are known over this section. The Brownnity in which he resides at heart. It is for these field Hardware Company is one of the most complete concerns operating in Terry County in that line of work. A complete line of shelf hardware was well as graniteware, queensware, glassware,

The management of this company believes in their community and they back that belief by action. They are looking forward for an opening of business this fall and that very fact is a good omen that they will get their just share.

farms are said to be worth \$3,717,- There are 261,553 women farmers in the lowa leads with a valuation of \$7,416,- United States. Of this number 16,128 operate farms in 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 from \$30 to \$50 per acre with small cash payments 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 COMMUNITY we have good schools, good churches, good people, good land, good stores, banks, gin, lumber 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 COMMUNITY you get all these conveneinces and more and 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

land is high. They are prospering herenone of them would go back—none of them
will have to go back, because they are making
a success here. YOU HAVE THE SAME
OPPORTUNITY—ONE LOOK WILL CONVINCE YOU—INVESTIGATE THIS SUMMER!

BUMPER CROPS WITHOUT IRRIGATION



KAFFIR EVERY YEAR ON SOD LAND

BUY LAND NOW!

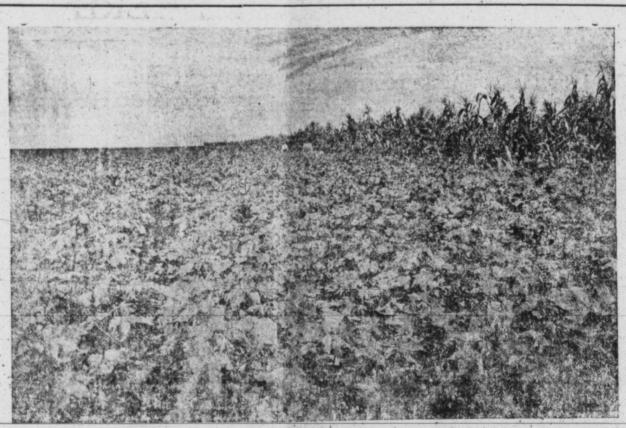
ANY THINKING MAN WITH COMMON SENSE WILL REALIZE that the time to buy land or other real estate in any community is BEFORE THE DEVELOP-MENT IS COMPLETE. MORE DEVELOPMENT MEANS INCREASED REAL ESTATE VALUES. THE MEADOW COMMUNITY OFFERS YOU SUCH AN OPPORTUNITY. Lands in the Meadow Community that you can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

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

DIVERSIFIED FARMING

CATTLE COTTON HOGS CORN SHEEP WHEAT HIDES . OATS POULTRY MAIZE EGGS · KAFFIR DAIRYING SUDAN TRUCK FRUITS

VEGETABLES



COTTON AND COR

This Map Indicates

Meadow Com

South



This splendid Community is known far and v It 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 school yard, and such other conveniences as are necess and a first rate community center. The citize

LAND IN THE ME

As stated elsewhere, land in the Meadow Con any other Community on the South Plains, coing the town of Meadow choice, level, smooth 80 acres up, on public road, and with school, able at the town. Land is being offered at from and from \$40 to \$75 for improved tracts, withing it possible for the man of small means to see

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 grass or other bad growths, being a silt or alluvial soil, and the sub-soil is a joint-red-clay, very retentive of moisture. This quality of soil is much more productive, absorbs rainfall more readily and holds it better than other soils.

The surface and topography of the MEADOW COMMUNITY is smooth, level and all tillable. There are no ravines, breaks, creeks, or rough, 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 scattered mesquite hushes which are easily removed. New land is put in cultivation at small expense and produces practically the same as old land.

WATER

Sheet water underlays the MEADOW COM-MUNITY, 50 to 100 feet deep, is soft and pure and neverfailing. Wells are drilled at small expense, no casing used, and windmills erected for

COME TO MEADON

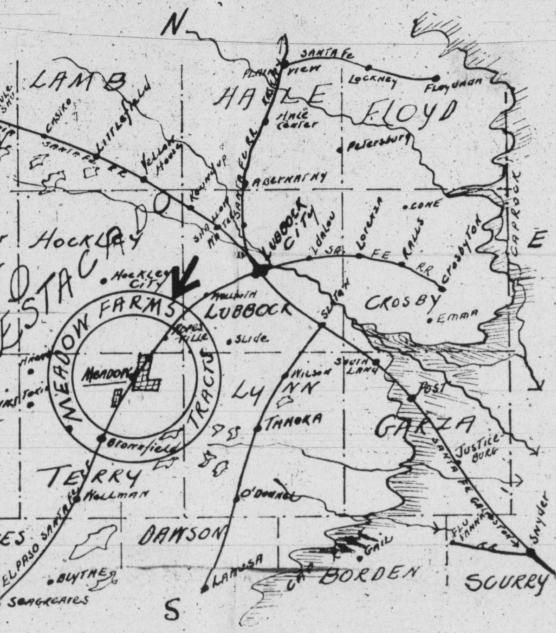
E. T. CADENHEAD, SECRETARY

MEADOW CHAMI

MUNIT

THE CREAM OF THE GREAT SOUTH PLAINS

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.

f MEADOW there are good schools, good churches, stores, gin, bank, lumber n other conveniences as are necessary to provide 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 amount of development. Surroundof Meadow choice, level, smooth, and 98 per cent tillable land in tracts of from 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 to \$75 for improved tracts, with small cash payment and long easy terms, makfor the man of small means to secure a home and pay for it out of his products.

IL AND SURFACE

in the MEADOW COMMUNITY mellow, loamy "cat claw" soil, sands, rocks, timber, Johnson bad growths, being a silt or althe sub-soil is a joint-red-clay, of moisture. This quality of soil productive, absorbs rainfall more is it better than other soils.

and topography of the MEADOW

is smooth, level and all tillable. avines, breaks, creeks, or rough, I is a virgin prairie covered with curly mesquite and gramma cattering cat claw shrubs which bbing and scattered mesquite re easily removed. New land is ion at small expense and proy the same as old land.

WATER underlays the MEADOW COM-100 feet deep, is soft and pure Wells are drilled at small exused, and windmills erected for

The most important feature of the MEADOW COMMUNITY is the great variety of crops that grow, making it an ideal farming and stockfarming community. In the MEADOW COM-MUNITY crop failures are unknown. Corn is especially adapted, cotton is very prolific, as well as other crops. Due to the nature of the land one man can work twice as much land in row crops in the MEADOW COMMUNITY than in the black land sections. Corn, Cotton, Maize, Kaffir, Feterita, Sudan (for seed and hay), Sorghum, Millet, Wheat, Oats, Fruits, Melons Vegetables, do well.

STOCK FARMING

THE MEADOW COMMUNITY is an ideal stock-farming community. Native grass and the large variety of forage crops it is possible to grow, solves the feeding problem. There is a ready market and shipping facilities are good for cattle, hogs, sheep, chickens, eggs, young mules and other stock, and dairy products are in demand in neighboring cities, making these operations successful.

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 MEA-DOW 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 BUSI-NESS 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 actual 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

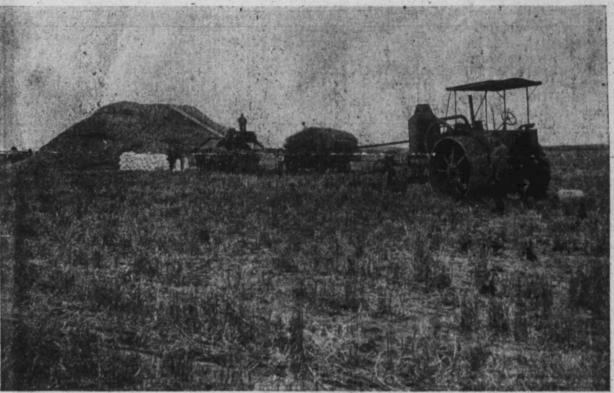
The first railroad to pass through the Meadow Community was in 1918. At that time there were only a few settlers, widely scattered, only one store, that of Col. J. W. Peeler, an old time merchant and farmer. Vast level acres of tillable land were covered with cattle and the set-

THEN A MARVELOUS CHANGE TOOK PLACE—THE RAILROAD CAME and with it came people looking for homes. They had heard of the FAMOUS MEADOW COMMU-NITY, its wonderful productive land, the loamy soil, adapted to any crop that grows, they came tler was struggling against the comman 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 facilities. IT PRESENTS AN OPPORTUNITY TO THE MAN WHO WANTS A HOME IN A GOOD COMMUNITY WHERE HIS FAMILY MAY HAVE ADVANTAGES IN THE WAY OF SCHOOLS, CHURCHES, ETC.,—IT WEL-COMES YOU!

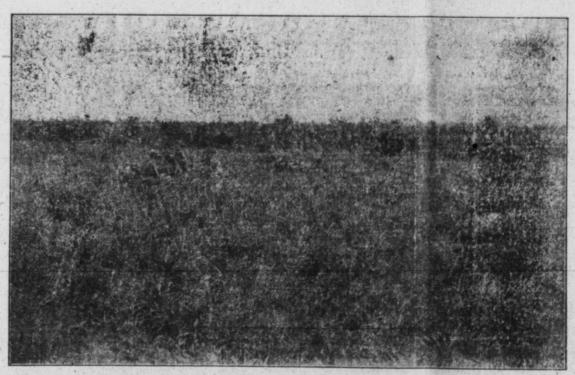
PUT YOUR DOLLARS TO WORK. THIS COM MUNITY OFFERS A SPLENDID OPPORTUNITY TO THE MAN WITH MONEY TO INVEST. OUR LAND IS SURE TO INCREASE IN VALUE—INVEST IN LAND. THE COMMUNITY WILL NEED MORE BUSINESS OF EVERY KIND—PUT YOUR MONEY INTO A BUSINESS AT MEADOW. You can dairy farm successfully, ship your products-we 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

HEALTH, HAPPINESS and PROSPERITY AWAIT YOU IN MEADOW COMMUNITY



SUDAN FOR SEED AND HAY PAYS WELL

STOCK FARMING OR STRAIGHT FARMING IS PROFI-TABLE HERE



MAIZE IS A SURE AND PROFITABLE CROP

GET IN ON THE GROUND FLOOR OF DEVELOP-**MENT**

IF YOU are a man with ambition and backbone, IF YOU WANT TO SUCCEED, IF YOU LOVE YOUR FAMILY and want TO PROVIDE A HOME FOR THEM-this is your best opportunity. The MEADOW COMMUNITY offers you the opportunity you have wished for-here you can buy the best land on the Staked Plains that will grow a greater variety of crops and produce as much per acre as any land in the world-here you can buy land at PRE-WAR PRICESwith small cash payment and on long time-here you can get your home started among pleasant surroundings, among neighborly neighbors, in a good climate, with good schools, churches and REAP THE BENEFIT OF INCREASED VALUES THAT IS SURE TO COME BECAUSE OF THE RAPID DEVELOPMENT. WE WANT GOOD SETTLERS—PEOPLE WHO WILL HELP US BUILD UP THE COMMUNITY—HELP US BETTER THE SCHOOLS—WE WANT REAL PEOPLE-WE WANT YOU!

DOW--WE WANT YOU!

DR. J. S. MOOREHEAD, PRESIDENT

EADOW CHAMBER OF COMMERCE

JUST A FEW THINGS ABOUT TERRY COUNTY

Terry county and the east line of New Mexico; record for raising corn and it is no uncommon Lynn county joins Terry county on the east and event for Terry county to carry off Blue Ribbons Gaines on the South. The Santa Fe railroad re- at the State Fair with her samples of this crop. cently built a branch line from the city of Lubbock ing their line through this section, purchased several thousand acres of land, part of which lies surrounds the townsite of Seagraves, named such the Santa Fe Development Company.

New Mexico, as that is nearer than to Brownfield, better lands to be found on the Plains. months. Coal is handled by various houses in sandy enough to aid in the preservation of mois-Brownfield, but principally through the large lum-ture is strong enough to produce the best grasses ber yards and people from the west purchase the and the finest crops. of a very large territory.

Terry county joins Lubbock county on the Terry county and the community served by Brown-Southwest; the county of Yoakum lies between field and Seagraves has established an enviable and seagraves has established an enviable

There is mixed soils in Terry county and they crossing through the center of Terry county and are distinguishable from the growth produced on It first contained a hotel, grocery stores, hardware extending to Seagraves in the northern edge of the raw lands; the tight or firm soils similar to Lub-stores, half a dozen or more real estate offices and a wide range of prices, almost at prices that would book, Crosby and Lynn counties, produces short an up-to-date saloon. Gomez is situated five miles suit the purchaser's pocket-book, according to the grass and very little growth of mesquite or cat- west of the town of Brownfield and two and a distance from town and from school or the nature claws. Real sandy land in the Terry county sec- half miles from the center of the county. The of the lands. There is probably more cheap lands in the southern portion of Terry and the balance tion produces a large growth of mesquite, not town grew to its largest size just before the or- in Terry, Yoakum and Gaines counties than any the northern part of Gaines county. This land heavy nor numerous but large, and evidence of ganization of the county and following the open-other section of the South Plain. heavy nor numerous but large, and evidence of ganization of the county and following the open- other section of the South Plains. There are many sage grass and sage brush. There has been found ing of settlement of this section. Rivalry between opportunities in Terry county and those who are In honor of an official of the company who was a to be some difficulty encountered in farming the factor in extending the road and who is head of very sandy lands of this section because those very sandy lands of this section because those the winner of the county seat, stopped the growth should read carefully, every word of this section Santa Fe Development Company.

who farmed had not the experience and were of Gomez, and there are only two stores remaining and we are sure they wil I have a general idea in Terry county's first town. Many houses were and understanding of the county of Terry and the the northwest corner of the townsite and crosses out the young crops. That condition is change moved to Brownfield some of which are housing many opportunities it really affords. Material ingrapidly and the farmers are beginning to wait firm of that city who did business in Gomez furnished for the compiliation of facts relative to through the towns of Ropesville, Meadow, and until after the spring winds have passed before years ago, at the present time. While there yet Terry county as well as other counties of the South Brownfield, the county seat of Terry county. The planting. On this sandy land corn does best and remains a fine neighborhood in the Gomez sec- Plains represented in this paper, is reliable and albrownfield, the county seat of ferry county. The planting of this branch line which serves the county great crops have been raised within the past few tion, served by a postoffice, and general mercanthough containing facts that are apparently of a length of this branch line which serves the coun- great crops have been taked the street of Hockley, Terry and Gaines is seventy-five years. It is also on this extremely sandy land tile store, one of the finest schools of the county boosting nature are justified by the experiences thes of Hockley, Terry and Gaines is seventy-live years. It is located there and that community is developing of people who have lived in this section for securing a large amount of trade from Gaines from a general experience with the sandy lands of more as an intensified farming section, than pro- years, who have tried and succeeded, who came county and from the eastern part of New Mexico. Terry county the writer can truthfully state that bably any other section of the county. beagraves draws trade from the eastern portion of for safety and regularity of crops there are no

field cater to the New Mexico trade and much community known as Meadow will be found the with Plains, the county seat of Yoakum county tractive opportunities at the present time. Facts freighting is done from that place. Brownfield choicest of the lands of Terry county. Here the and Tahoka, the county seat of Lynn county as relative to Terry county can be secured from the has a cotton gin which has ginned cotton hauled soil bears a heavy growth of cat-claw and the old well as at Lubbock. out from New Mexico by wagon a distance of times of the South Plains know from experience times of the South Plains know from experience pleted a large brick school building, modern in city also supply the cattlemen of Eastern New the best farms are located. The soil is a firm mix-Mexico with feeds for cattle during the winter ture of sand and heavier soils and besides being pleted it was found inadequate for the needs and Texas.

bigger portion of their fuel from Brownfield. Lum- Meadow, the wonder town of Terry county, ber and fence material finds a market in the east- serves this rich body of cat-claw lands in the em portion of New Mexico and the shipping pens northern part of Terry. This little city is thirty at Brownfield affords the nearest place for ship- miles from Lubbock and Lubbock wholsale houses ment of cattle for many large ranches. Thus it serve Meadow promptly. Thus the merchants of is seen that Brownfield has a big aid in the building Meadow always keep a nice and complete stock of their town by serving the needs of many people of goods to serve the people of their community with. There are two grocery stores, one bank, one Terry County land is similar in portions to hardware store, one drug store and a garage with that of other lands in the South Plains, but taken filling station for oils and gas and supplying essenas a whole the soil of Terry county contains a tial traveler's accessories. The town of Meadow larger proportion of sand than does its sister coun- was originally started by S. T. Jackson, two miles ties of Lubbock, Lynn and Crosby, while Gaines east of the present site. When the railroad was county on the south has more sand than has Terry built the store which composed the town of county. This sandy land is by no means a handi-Meadow was originally started by S. T. Jackson. cap, instead it provides one of the surest crop two miles east of the present site. When the railsoils to be found. Corn does exceedingly well road was built the store which composed the town

IF IT'S IN TERRY COUNTY

and if it's Hardware or Implements, you will find that we have it. We expect our business to develop with Terry County and we expect Terry County to develop fast-come on and join us.

> HOLGATE-ENDERSON HARDWARE CO. Brownfield, Texas

church.

Gomez was the first town in Terry county. will be provided.

Brownfield has many business houses, repre- ent. sented in practically all lines efficiently and also Several large business firms in the town of Brown- In the northern portion of Terry county, that has a private telephone exchange with connections county, yet in its infancy and affords unusual at-

much larger size. It has a nice school building and when the financial conditions of the county as a whole become easier, no doubt additional facilities

> Lands in Terry county can be purchased at here with little or nothing and are now independ-

> Terry county is a progressive South Plains County Judge or the County Clerk at Brownfield both of whom have lived there for years or the

BIRD & DEAN

several sections of the South Plains and is recog- Brownfield, is one of the most progressive connized as leaders in the Dry Goods business in each cerns of that section. In charge of the managethis firm is under the management of R. W. identified with the development of Terry County Rutherford and has made an enviable record in since its organization. This concern enjoys the the short time they have been engaged in busi- confidence of the buying public and because of ness at that place. Mr. Rutherford has been with such they have weathered the storms of depresthe firm for the past three years, and went to sion without the wails of hard times, etc. Brownfield as manager last; November at the time of the opening of the store.

in the sandy land and also other crops, but the of Meadow and its postoffice moved to the railand also other crops, but the of Meadow and its postoffice moved to the land store in the South Plains and was established six organization of the county. R. W. Headstream are more sure of good corn crops year in and store to its present magnitude and has many dwells wears ago. They now operate besides at Browngreat out than are some of the more firmer soils. ings which would do much credit to a town of the company in June of this year. and are gradually spreading out over this section. A general line of merchandise, a selection South Plains country, as can be evidenced by the opening of stores in the various localities.

13 YEARS AT MEADOW, J. J. NETTLES TELLS EXPERIENCES

I came to McLennan county in 1877. I lived in McLennan, Bosque and Jones counties, Texas, till 13 years ago, when I came to the South Plains, Lynn County, near Meadow, Terry County. Think it to be the best country I ever lived in. I am a farmer and have not made a failure in crops since I came here. I raise corn, cotton, maize, kafir corn, sudan, sorghum, water melons, potatoes, and nearly everything that can be grown in Texas. I have succeeded as a farmer and I owe it to this and getting homes for many people of that seccountry. I have made more money farming here tion and that is L. Wesley Read of Lubbock. Mr. than any where I have ever lived. I own two Read purchased a lot of land around Meadow sections of land and do not care to sell it. I about two years ago. He believes that section think this is the lowest priced land in Texas, ac- is the cream of the South Plains and because of cording to its intrinsic value. I have 359 acres in such and his enthusiasm he began immediately cultivation and keep 50 head of cattle and 20 to seek people who wanted to live in a good sechead of horses and mules. I keep my farm stocked at all times and have sold as much as \$3000 worth of grain in one year. I have gathered as much as one bale of cotton to the acre. I have are now in Meadow as a direct result of the innot failed to have fruit but two years since my terest taken by Mr. Read in developing that secorchard began to bear. I have five acres of ap- tion. To him then goes the honor of doing most ples, peaches, plums, and grapes. I raised as fine syrup sorghum as I ever tasted and I am a native munity. of Louisiana.

Signed J. J. Nettles.

CASTLEBERRY DOES NOT WANT TO MOVE

I have lived in Oklahoma, Grayson, Collingsworth, and Haskell Counties, Texas, before coming here in the autumn of 1917. I came from Haskell county here and bought unimproved land four miles west of Meadow, same being the north 1-2 of section 35, block 4x. I have made an average yield of 30 bushels of corn, one ton of to his farming operations: I came to Terry counmaize heads, and 1-2 bale of cotton to the acre ty 9 years ago from Fisher County, Texas, have since coming here. I am stock farming, have 20 raised nine crops, never made a failure on crops cows (beef cattle) besides teams and some hogs and have sold lots of feed every year except and have sold feed every year and expect to have a surplus to sell this year. My wife always raises a fine garden, in fact we have garden truck, to eat the year round, either fresh, dried, or canned. twice to finish up on in the spring. I can safely Sweet potatoes do exceedingly well here, also melons, peanuts, pinto beans, peas, pumpkins, etc. I think this country will develop into one of the later than the spring. I think this country will develop into one of the later than the spring. I was a safety say that I have for the past nine years made the following average yields: Corn 40 bushels; cotton, l-2 bale, 1 ton maize heads; 5 tons sorghum hay; best hog countries in the southwest. The water and climate are the best I know any thing about. I am 70 years old and my son and I do all the work necessary to make the crops on the 140 if I have to have the leads; I ton sorghum hay; and 200 bushels sweet potatoes to the acre. Pinto beans will average 600 pounds to the acre. Last year I sold \$400 worth of poultry, eggs, turkeys, etc. I am here to stay, am satisfied, healthy and if I have to have to have the leads; I ton sorghum hay; acres I have in cultivation, except at harvest time, when we are compelled to hire help to gather what we have made. I have refused \$60 per acre for my place. I am satisfied with the country and do not want to sell at any reasonable

Signed R. C. Castleberry.

There are just three classes—the man who thinks work is a curse, the man who thinks work is a necessary evil, and the man who thinks work goes forth must return to us again. You are your is a privilege. Only the latter is worthy of the own fate. Destiny is self-determined. We create

LEWIS BROS. & CO.

The firm of Bird & Dean is well known in Lewis Bos. & Company, general merchants of ocality where they operate stores. At Brownfield ment of this business are men who have been

This concern is composed of D. P. Lewis. Clyde Lewis, Clarence, Miss Eldora and R. W. This firm is owned exclusively by John D. Headstream. D. P. Lewis has resided in Terry Bird and Cleon C. Dean, both of Ralls, where county since 1910; J. N. Lewis, former sheriff of

> the highest grade in each line gives this concern a very promising future. Fall goods have been received and they are ready to show the people of Terry County that their part in the reconstruction of prices has been made. Visit this store when in Brownfield.

L. WESLEY READ

The quick development of Meadow and that community has not been wrought by no one man, but to one man goes the honor for interesting

This section is in its infancy and Mr. Read is still on the job locating people and those interested in the Meadow country will find no one more reliable, more interested and more anxious to serve them than will L. Wesley Read.

MEADOW COMMUNITY O. K. FOR BROWN

Mr. John M. Brown, who lives 5 miles east of Meadow has the following to say in regard if I have to have a drouth let's have it on the Plains where we have lots of water.

Signed J. M. Brown

Because a man is in a happy mood is no sign of sainthood. A fellow can be happy when he has done no wrong; and again a fellow can be happy because he wasn't caught in the act.

Every act completes its circuit. Each one that our hells and we make our heavens.

BIRD & DEAN

Offer to Those Wanting Dry Goods Bargains in the New Fall Goods---

Bird & Dean are anxious for you to see their new goods; they are equally anxious for the people of the outside world to know about the South Plains of Texas.

When in Brownfield be sure to call around to see us. We are anxious that you get the truth about our coun-

We Are Headquarters For

Hart Schaffner & Marx Clothes for Men-

Perfection Clothing for Boys-

Bischof Suits and Coats for Ladies-

BIRD & DEAN

Brownfield, Texas

ect Terry County to

itions of the county as a doubt additional facilities

nty can be purchased at lmost at prices that would et-book, according to the from school or the nature robably more cheap lands Gaines counties than any Plains. There are many ounty and those who are nome on the South Plains very word of this section I have a general idea county of Terry and the really affords. Material iation of facts relative to ther counties of the South paper, is reliable and althat are apparently of a ified by the experiences ived in this section for

rogressive South Plains and affords unusual atthe present time. Facts can be secured from the unty Clerk at Brownfield d there for years or the Commerce at Lubbock,

nd succeeded, who came

g and are now independ-

ny, general merchants of ne most progressive concharge of the managere men who have been opment of Terry County This concern enjoys the g public and because of d the storms of depreshard times, etc. posed of D. P. Lewis.

Miss Eldora and R. W. vis has resided in Terry Lewis, former sheriff of in that section since the ity. R. W. Headstream became associated with

rchandise, a selection of line gives this concern Fall goods have been ady to show the people r part in the reconstrucmade. Visit this store

Y READ

nt of Meadow and that rought by no one man, honor for interesting ny people of that sec-Read of Lubbock. Mr. land around Meadow e believes that section Plains and because of he began immediately d to live in a good secfar as we can learn no about Meadow from Mr. e of it. Many businesses direct result of the inin developing that seche honor of doing most ent of the Meadow com-

infancy and Mr. Read people and those interintry will find no one sted and more anxious Wesley Read.

O. K. FOR BROWN

who lives 5 miles east wing to say in regard I came to Terry counr County, Texas, have ade a failure on crops ed every year except 30 acres in native grass ion. I keep 35 cows ought a little feed only e spring. I can safely st nine years made the orn 40 bushels; cotton, s; 5 tons sorghum hay; atoes to the acre. Pinto ounds to the acre. Last poultry, eggs, turkeys, o satisfied, healthy and h let's have it on the of water. ned J. M. Brown.

a happy mood is no w can be happy when again a fellow can be ught in the act.

circuit. Each one that s again. You are your etermined. We create heavens.

FEEDING THE DAIRY COW

JOS W. JENNINGS, County Agent,

Lubbock County. 5 annum managam managa

As the population of our South Plains country grows, and it is doing so consistently, more food will be required to sustain it, a large part of which a dairy cow more than any other farm animal. In must be animal products in some form, either meat fact it costs no more to feed a cow giving 300 or milk, butter, cheese or eggs. Milk and its by- pounds of butterfat per year than it does one products, butter and cheese, will continue to be giving only 150 pounds butterfat per year. The used in increasing quantities, and in fact is be- Minnesota Experiment Station has found that with coming the major portion of the diet of many peo- a cow of a beefy type it costs 17.5 cents per pound

as a food in comparison with other articles of pound; good dairy type 12.1 cents per pound. food, one can readily understand why the con- The Connecticut Experiment Station has found sumption of milk (and should be) increasing so that cows of good dairy type produce milk at a rapidly. For instance, one quart of standard milk cost of 69 cents per hundred pounds, while with is the equivalent in food value, of 45-5 pound of cows of a beefy type it costs \$1.00 per hundred beefsteak, 2 1-4 pounds of chicken, 1-2 pound of pounds to produce milk. ham, 2 1-3 pounds of codfish, 8 average sized eggs, 1 1-7 pounds of beans, 2 2-3 pounds peas, comparative values of these foods in terms of freshen in the fall rather than in the spring, for quirements, and one that will furnish digestive nu cents per pound, fish 6 3-7 cents a pound, eggs summer pastures, and the less consumption of but-combined in such a manner as will as nearly as 22 1-2 cents per dozen, bean 11 2-3 cents per ter during this period. (2) Dairy labor can be got-possible furnish correct amounts of each for milk pound, peas 5 5-8 cents per pound, and tomatoes ten cheaper in the winter than in the summer when production thereby avoiding an excess or shortage 2 1-4 cents per pound. One can readily determine the demand for labor is much greater. (3) By of either. The nutritive ratio of protein to carbofrom the above comparisons where he is getting using a properly balanced ration of home feeds, hydrates in one feed or in a combination of feeds. the most for his money.

for converting feedstuffs into milk, or unedible freshen in the fall and have produced milk all pounds of dry matter, 1.6 pounds of protein, 10.67 foods from the standpoint of human consumption, through the winter tend to maintain the flow of pounds of carbohydrates or a nutritive ratio of into a highly nutritious article of diet. Unlike the when put on green pasture in the spring, drying per day requires 27 pounds of dry matter, 2 beef animal which stores all it produces within its up in the summer when dairy products are cheap- pounds of protein, 12.1 pounds of carbohydrates own body, the dairy cow gives up each day her est. It is given on good authority that a cow or a nutritive ration of 1 to 6.0. A cow giving daily production of milk. The dairy cow is the freshening in the fall will give from 1000 to 1200 22 pounds of milk per day requires 29 pounds of most efficient animal of the two, as will be seen pounds more milk than when freshening in the dry matter, 2.5 pounds protein, 14.1 pounds carcalories, while one pound of fat contains 4220 However, in winter milk production, the cows would be correct. calories. The calorie is the unit of heat that is must have protection from extreme temperatures universally used, and is the amount of heat required to raise the temperature of 4 pounds of changes in temperature. During real bad spells water through one degree Fahrenheit. Using the scientific standards for a 1000 pound cow giving 22 pounds of milk per day, and a 1000 pound steer gaining 15 pounds per week, it will be found that the cow's daily ration contains 30,940 calories, pend the profit that is to be made from them. from which she produces milk containing 9334. There is a greater variability in the amount and calories; the steer's daily ration contains 34,600 kind of feed required by a dairy cow than any calories, from which he produces meat containing other far manimal. This is because of the vary-6945 calories. Therefore, 3.3 calories in food are ing amounts and quality of milk given by differ-

Dairy Type. Type and individuality affect the profits from Thumanum and the profits from Type and individuality affect the profits from Type affect the profits from Type and Individuality affect the profits from Type and Individuality affect the Indivi to produce butterfat; less of beef type 15.1 cents When one stops to consider the value of milk per pound; lacking depth of body 14.6 cents per

բառավարատությունների և արագարի անականության անագարի արագարի արագարի արագարի արագարի արագարի արագարի արագարի ար

Winter Milk Producteion

Fundamentals in Feeding

Upon the proper feeding of dairy cows de-

THE BROWNFIELD HARDWARE COMPANY

s interested in the development of Terry County. We strive to build our business in accord with our county.—See us for Hardware, Implements, Windmills, Stoves or Harness.

BROWNFIELD HARDWARE COMPANY Brownfield, Texas

quirements, standards of feeding have been determined for cows on the basis of average con- amount of roughness and should always have all ditions. Also, the age of the cow is a determin- the good hay or fodder she will consume. Even ing factor in calculating a ration. A young ani- though she is receiving a full feed of silage, she mal requires a ration richer in protein because it should have 8 to 10 pounds of dry hay per day is building bones, muscle and flesh. A mature to furnish the necessary amount of dry matter. animal requires less protein as it is not building The amount of roughness should usually be these tissues, but is only maintaining those already double the amount of concentrates in the ration built. However, all animals require a certain The amount of feed a cow should have is largely amount of feed, usually one-half the ration, for determined by the amount of milk she is producmaintenance purposes and the amount of feed ing and it has been found by experiment that one above that is used in the production of milk. In pound of concentrates is required for each 2 1-2 the feeding of dairy cows (and all other animals to 3 pounds fo milk, the latter being the most for that matter) it is very necessary to feed a bal-A farmer that keeps a number of cows will anced ration. By a balanced ration is meant a and 6 2-3 pounds tomatoes. Or to express the find that it is more profitable to have his cows ration so proportioned as to meet the body re- for feeding dairy cows: summer on account of heavy production on green genous and non-nitrogenous nutrients must be milk can be produced nearly as economically in It has been found by experiment that a cow pro-The dairy cow is merely a machine, as it were, the winter as on summer pasture. (4) Cows that ducing 11 pounds of milk per day requires 25 most efficient animal of the two, as will be seen from the following comparison: one pound of either protein or carbohydrates contains 1860 selves when turned on the grass in the spring. Solves that are fed on skimmed bohydrates, or a nutritive ration of 1 to 5.6. Uncertainty of the selves when turned on the grass in the spring.

The dairy cow is able to consume a large

The following suggested rations are suitable

100 pounds whole ground cottno seed. 200 pounds kafir or milo chops. 25 pounds cotton seed meal. Silage, Sudan hay, kafir or milo stalks.

50 pounds cotton seed meal. 300 pounds kafir or milo chops. 100 pounds wheat shorts. Silage, Sudan hay or kafir or milo stalks.

100 pounds ground corn in shucks. 100 pounds ground maize. 50 pounds cotton seed meal. Silage, Sudan hay or kafir or milo stalka

100 pounds wheat bran. 100 pounds wheat shorts.

100 pounds ground oats. 100 pounds kafir or milo chops.

100 pounds corn chops 100 pounds cotton seed meal.

Silage, Sudan hay or kafir or milo stalka

Texas Agricultural Products And Potentialities

her borders, 103,000,000 acres of which are cul- everything else is more people. The buildings of required to produce one calorie in milk, and 5.4 ent cows. The cow giving a large amount of milk tivable. Yet there are at present slightly upwards good roads and other improvements by those peocalories in food are required to produce one calorie low in butterfat, can profitably be fed a ration of 32,000,000 acres of land in cultivation in the in meat. Or in other words, 64 per cent more high in protein content, while the cow giving a energy is expended by a steer in converting a given lesser quantity of milk rich in butterfat should be thermore, this cultivated land, wit here exceptions, bring millions of people regardless. And when amount of feed into meat than the dairy cow ex- fed a ration comparatively low in protein con- is cultivated without the use of fertilizer or other the population of Texas is twice as large, then pends in converting the same amount of feed into tent. Since it is impossible to figure out a ration intensive farming methods; again, much of the there will be just about four times as much good for each individual cow according to her re- so-called uncultivable land of the State is really roads, four times as much manufacturing, four

fancy, whose commerce is confined to distribution in the future. to its own population. If Texas should develop into a manufacturing and commercial state, which all other states in value of annual farm products. it undoubtedly will during the next thirty years, it would easily maintain a population of 50,000. If Texas maintains even her agricultural development of the past ten years, hampered as they were 000 people, or nearly half the population of the by war-time conditions and the most persistent United States. The present population of Texas drouth in the history of Texas, the state will be is 4,663,228.

per cent during the past decade according to the government bureau of census figures. This was the smallest in the history of the state. It was due largely to the war-time conditions, which even as largely to the war-time conditions, which even as early as 1915, started a flow of population to the great industrial centers of the East where war-time factories were spring up. From 1915 to the total and the start where war-time factories were spring up. From 1915 to the total and the started and th autumn of 1918 this flow of population to the great industrial centers increased, and the big agricultural states like Texas had little chance to increase TERRY COUNTY THE GREAT DIVERSIFIED in population. This was an abnormal condition, however, probably the most abnormal condition which will ever exist in this country. If it had not been for the war in Europe, followed by the lation, or approximately 39 per cent.

During the next decade, however, the flow will be Westward again. Heretofore, Texas has never gotten the full benefit of this Westward flow of immigration, for Texas is in the Southwest corner of the United States so to speak. Iowa, Kansas, Missouri and other central western states have grown faster than Texas during the last half century because they were nearer the center of population of the nation and directly in the path of the onrush of migration to the West.

The fact that such states as Iowa have developed more rapidly than Texas has given rise to statements that they are "richer agricultural states." Figures of the United States Department of Agriculture, show that Texas' cultivated lands produce more new wealth annually to the acre measured in dollars and cents, than any of the Middle-Western States. Texas' production per acre of cotton, corn, wheat, oats, kafir, and a number of small crops rank well with the leading states of the union in each of those agricultural industries. Texas has slightly lagged behind a few of the more favored Middle-Western States for one reason only-location. Texas has only a small comparaitvely speaking, boundry exposed to westward tide of home seeking Americans, and none of this is exposed to the main channel.

But Missouri, Iowa, Kansas and other middle- range of your individual motives. Western states have about reached the point of saturation; their agricultural lands have gone as high in money value as possible; their cultivable ed by the freedom of others to do that very same land is all under the plow, and the tide must thing.

turn toward the Southwest. Now is the time for Texas to advertise; Texas needs people above everything else.

Much is said about factories for Texas, more shipping for Texas, expansion of Texas commerce into foreign fields, more railroads for Texas, better highways for Texas. Much is said about building these things to draw population—and this is a Texas has 167,000,000 acres of land within good doctrine. But what Texas needs above of soil formation and will be brought under times as much commercial activity, etc., for it the plow if present irrigation projects are put seems to be the rule with a state developing as Texas that the industrial resources, after once start-In other words, Texas has acreage for the sup- ing, develops much faster than the agricultural port of a State of 15,000,000 even if the easygoing agricultural methods are pursued. Texas
has enough arable land to support 30,000,000 people if intensive methods of Eastern States were adopted. This is still considering the State pri-marily an agricultural State, that is, a State whose would have 25,000,000 residents—up to the prescities depend largely upon the former for their ent date to support a great industrial and comprosperity, whose industries are still in their in- mercial fabric. But this development will be rapid

Texas has for the past two years outranked twice over the greatest agricultural state when the The next ten years will see a great growth of 1930 census is taken. Based upon the upwards the state. Texas population increased only 19.6 production trend of the past ten years, Texas will

FARMING COUNTY

Those who attend the Fair at Lubbock and at Dallas should by all means take a look at the exentrance of the United States into the conflict, hibit from this county. You will find many pro-Texas would have shown twice the increased popu- ducts of the farm and orchard or the garden that will surprise you. This is a great diversification county, and nearly everything grows well. This gives Terry an advantage over many sections of the Plains for the reason that the one crop practice has long since been found unprofitable one year with another. The farmers of Terry county who have been there for years will tell you that they have never failed to raise enough stuff every year for their own consumption, and the greater part of the time have a great deal to sell. If you are looking for a real diversified farming country, you should not fail to see Terry county.

> Appoint yourself a pioneer in independent thought. Try intellectual scouting for a while. It is like breathing the tonic of the upper zones. Try it just once. For once know the luxury of belonging to the aristocracy of brains.

> A whole bunch of these vegetarians and humane society folk are having their literary effusions bound in calf, and with the coin gained therefrom they buy a feather to adorn their vacant

> Anything that is necessary is right. To others it may not so appear. But you are responsible for your own acts and must therefore move within the

Your right to do as you please is always limit-

WELL DRESSED PEOPLE OF TERRY COUNTY---

LEWIS BROS. & COMPANY

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 Custom 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.

General Merchandise

Brownfield,

Cheap Feed Means Large Profits If Marketed As Livestock

By FRANK D. TOMSON "The Shorthorn in America."

It is a good time to arrange to market your crops through livestock. Corn is cheap. will continue to be cheap evidently for a long while. Hay has a low market value. Forage by the hundreds of tons on many farms has no market value but it will make silage of high feeding worth or can be put into the shock and provide an extensive quantity of stover, etc., and will produce many pounds of beef and

The cattle market apparently is more favorable and hogs at this writing are doing well for the growers offering encouragement for the feeding of these crops that if directly marketable at all will not return much cash. Thousands of farms are without livestock with exception of enough milk cows to supply the family table, few hogs-very few-and enough horses or hiss them so much when corn could be sold at careless about keeping the quarters of farm and wheat for over two dollars and hay from health. It takes work, of course, to keep everytwenty dollars per ton up to forty and even thing shipshape and the time to do it is not alhigher during an emergency. We seemed to ways available. "Anyhow," we have heard get along pretty well then without the livestock, men argue, "never had any truble with sickness Hall, Brisco, Gray, Crosby, counties, Texas and True, we were drawing on the fertility reserve around here." And so it may go for year after rather obscured the situation.

It is different now. It will be different, made up in several "lucky" years following. in the extreme situation. The calf that is decalf, the heifer or the steer, because it acquires weight a sa result of its natural growth and also numbers of animals. from the accumulation of flesh and fatness that farm that has as its motto, "Keep Clean."comes from the liberal feed consumption.

Many a bushel of corn that is sent directly to the market returning to its grower a net a tweytyfive or thirty cents or probably must less when all charges are assessed against it, would return double like spring salad with very little dressing. To see the amount net or considerable more if fed to them one would think Mother Eve was slightly growing young stock, and beside, there would be overdressed. a similar proportion of return on hay and other forage consumed nad in addition to all that the accumulation of fertility which has its actual value. pass an examination. Those who have been prac-striking straight from the shoulders. We can't get away from this situation. We haven't ticing three years in that country may continue, any prospect of marketing the grain crops for a provided they register diplomas from foreign instisatisfactory price with the possible exception of tutions of good standing.

wheat which has maintained a near dollar price. But corn, oats, hay, and all classes of forage must be fed on the farm to insure a fair selling price.

ond growth grass in the meadows, a lot of volun- ber 29th, 1919 and have made two crops here. I have made excellent crops. Last year I made teer oats, etc., that have a real value if pastured I can truthfully say that Terry county is far an average of 50 bushels of corn per acre. off and there are millions of acres of corn stalks ahead of any county I have ever lived in. Last have never failed to have apples, plums, and that can readily be converted into feed of much year I made 40 bushels of corn per care and my grapes and I consider this a fine fruit country, value if either made into ensilage or corn stover. cotton would have averaged more than 1-2 bale although peaches will get killed some years by A little study of the situation on every farm may to the acre if I had gathered it all. My maize late spring frosts. I am in the stock farming reveal some opportunities holding interesting pos- was on sod land and was very fine. This year business and would rather risk my heances right sibilities of beef, mutton and pork making of milk I have a fine crop and lots of it is on sod but here than any place I know of. I have never production at a low investment.

Young cattle can be purchased that Young Cattle can be cheaply fed while they are last year.

I have lived in the lillinois and in Williamson, Wheeler and Collingsmow they will make a return in cash that Meadow is a nice little town, located in the Worth counties of Texas and like Terry county prosperity.

GUARD AGAINST DISEASE

elevator for a dollar and a half per bushel animals as clean as they should be for the best

Drovers' Journal.

At some of the elite parties the women are

All doctors and dentists entering Mexico must

TERRY COUNTY IS LEADER

I have farmed in six different counties in Young cattle can be purchased fairly cheap fine watermelons at present and had fine melons any other part of the cotton belt of Texas.

ume. The day of big grain profits seems to have abundance of fine land around it-just as fine as around Meadow, much better than any of the slipped quickly by; on the other hand, the day of you will find in the State of Texas. This land is above localities. accumulated value found the growing and well- easy to work, one man can cultivate 100 acres bred livestock is always with us. This should be and not be busy more than half his time. Fruits a continuous practice. It makes for permanent of almost any kind do well here. The people are clever and progressive as is evidenced by the splendid school and churches, so if you want to locate in a live community in the best county in the State come to Meadow, Terry county, where here and with that exception I have sold feed Filth breeds disease. We all know that we have good gardens, good schools, good every year and for the past seven years I have nules to furnish the farm power. We didn't well enough, yet it is easy to grow a west bit churches, good water, good markets, wintered 100 head of mother cows. This is a and the best climate in the U. S. A. Signed, A. C. LUTTRELL

ANOTHER MAN LIKES TERRY COUNTY

in the soil all of the time but the incoming cash year, but sometime the blow is likely to come, I have also farmed in Western Oklahoma and and a season's losses cost more than can be salt River Valley, Arizona. On the fourth day of April, 1921, I bought 178 acres of land near agreeable; start today with a clean sheet. Write Disease germs thrive where the dirt is thick- Meadow, Terry county, Texas. This land was ab- upon it, if for memory's sake alone, only those no doubt, for a long time to come and we must est, and as a precaution every livestock farm solutely raw. I ran my first furrow the 2nd day things which are lovely. ing with livestock as the basis. A hopeful indicating with livestock as the basis. A hopeful indica-tion all along has been that those who have stuff that kills the germs. It is not expensive of the same month, planting corn, maize and some tion all along has been that those who have unless used wastefully. There is a right, as well truck, planting my last (maize) on the 9th of wealth comes by piracy and pillage, even though stayed with livestock nad who have grown out as a wrong way to use it and those who are not July. I have grubbed, broken, and planted 47 it be gotten under the guise of progress and the their caives it they were in the beer-producing acquainted with it should write manufacturers acres of land with only one team and a ten-inch commercial policy of the age. for directions. They have conducted experi- walking ploy, doing all the work myself. My ments to learn how best to use the stuff they crop is as good as I could want and will make a veloped on the farms eating the cheap feeds, make. They know just how big a dose of it is fine yield. I am now feeding matured maize won't buy the rich afterglow that comes to him to make the property of th that grows into his yearling or two-year-old necessary to put a germ on his back to rise no long to my hogs that I have grown this year on sod. whose life's sun is going down in glory behind the more. And incidentally, while making money I do not think I could have equaled this crop in western hills. makes a profit and puts a good deal of value for themselves they have at the same time any place in which I have lived. I consider the performed a great service to the live stock in deadow section of Terry county the best of any place has I have lived. dustry, for their products have saved uncounted place htat I know of as a farming country. When among our American girls who are in love with this country is developed to the extent that there chocolates, want a box at the theatre every night, There is little trouble from disease on the is a real farmer on each quarter section, the world and are dead gone on their pet pup. cannot show its equal as a farming community. Signed B. C. HORTON.

> Angora Goat Breeders' Association will meet in blaze he saw. San Antonio to discuss the proposition of building a woolen mill in that city.

No apologies are needed when a man is

Our "ups and downs" are only the hills and the valleys we cross in our eternal quest for happiness.

EXCELLENT CROPS FOR YEARS

I have been living in Terry county for the past Texas, Coke, Wilbarger, Hardeman, Cottle, Cros- eight years. In 1917 my crop was a failure and On most farms, there is a great deal ofsec- by and Terry. I came to Terry county Decem- in 1918 was about a half crop, but all other years is just as good as the crop on old land. I have went in for cotton, although it grows well here as

Signed G. W. ELLINGTON.

FINE FOR STOCK FARMING

I have lived in Terry county since 1907. In 1917 I made my first crop failure since coming good stock farming country for horses, cows, hogs, chickens and turkeys. Apples and grapes do well. especially where they can be watered some and we have lots of good pure water for that purpose. The health is fine and the climate is su-I have lived the life of a farmer in Eastland, perb except an occassional sand storm.

Signed, R. H. TIMMONS.

A man had better die poor if his hoarded

There are some things money cannot buy. It

A whole lot of these divorces are to be found

Many a man succeeds in covering a dirty, filthy A number of the member of the American life. Such a one when dying, told the parson he saw a great light just ahead. It was doubtless a

> New Zealand had more than 1,000,000 more cattle on January 1, 1921, than she had on the same date in 1914.

"May I call you by your first name?" "By your last name if you wish.

TOWNLOTS

MEADOW, TEXAS

Buy your lots now before more development takes place and make the profit yourself.

Choice Business and Residence Lots at low prices -small cash payments and easy terms on balance.

Prices and Plat furnished on application.

C. G. GOODMAN OWNER, Abernathy, Texas

Meadow is the only town between Lubbock and Brownfield which is the logical marketing and shipping point for a portion of 4 counties having a trade territory of 100 square miles. It is growing and will continue to grow-profits will be made in town property.

N. F. EMERSON

AGENT, Meadow, Texas

FOR YEARS

y county for the past op was a failure and p, but all other years

Last year I made

a fine fruit country, illed some years by

the stock farming sk my hcances right v of. I have never it grows well here as belt of Texas. of the corn belt of heeler and Collingsd like Terry county er than any of the

ELLINGTON.

ounty since 1907. In failure since coming on I have sold feed seven years I have er cows. This is a or horses, cows, hogs, s and grapes do well, e watered some and water for that purnd the climate is su-

yesterday that is disa clean sheet. Write ke alone, only those

poor if his hoarded pillage, even though of progress and the

oney cannot buy. It w that comes to him

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than 1,000,000 more than she had on the

first name?'

It was doubtless a

et pup.

FARMING

sand storm. H. TIMMONS.

of corn per acre. apples, plums, and

LS---THE WONDER TOWN OF



CRYSTAL THEATRE AT RALLS, TEXAS



ONE OF RALLS' FINE PUBLIC BUILDINGS

(By the Ralls Banner) The following from the Ralls Banner will give you an insight into the Ralls Country:

It won't be long now until all West Texas, and especially the Plains country will be teeming 5 minimum mi with people who are tired of endeavoring to eke out an existence on the worn out land of the old states and the older portions of Texas-some are compelled to do much sowing and little reaping, insure a bumper crop each year. and where ill health combined with other unfavorable conditions make the efforts futile and of no avail. These people, that is, the most ener-that of other Plains counties, is ideal; and owing are free from cholera and are easily raised and getic and progressive among them, are looking to the elevation and rarity of the atmosphere, the fattened on peanuts, alfalfa and corn. for better things, and many will be looking over heat of the summer is not oppressive, yet at the our splendid country in the near future.

which is yet within reach of the man of moderate means, good schools, churches and the best class

of people to be found anywhere, Our land is adapted to the successful production of cotton, corn, wheat, broom corn, millet, sorghum, kaffir corn, fruits and vegetables, and there is no other country in the world where conditions are more favorable for the raising of hogs poultry and livestock of all kinds, hence the altitude for the man who desires to cultivate the soil is unlimited, and conditions are such that he gets

ample reward for all efforts made. And, then, the climate—our summers are delightful-no unusually hot days during the summer, and there are few nights that do not require a blanket for comfort. The winters are always

The altitude here is right close to 3000 feet, hence, it is too high for malaria to exist, and we are absolutely free from the hundreds of diseases caused from this poison.

In a word, of all the vast domain of the West this immediate section is regarded, by those who know, as being the very best.

Located in the center of an immense amount of fertile territory is the splendid little city of Ralls, now admitted to be among the best and most progressive towns on the South Plains, affording a splendid market for all products of the country for miles around, and containing business institutions that are able to supply the people with every conceivable need for the farm home and ranch at the most reasonable prices. In fact, our town is the wonder of all who see it. Being complete and up-to-date theatre building to be atmosphere of the lower countries. found on the Plains.

And we have: Three modern up-to-date dry goods stores; An exclusive gent's furnishing store; governmental reports, averages 22.6 inches anthree exclusive grocery stores; two drug stores; nually, the greater part of which falls during the on the Ralls country lands of the small farmers the people and businesses of the town of Emma, two strong banks; one furniture store; three garages crop growing seasons, but in sufficient quantity are ample evidence that peaches, apricots, pears, which we failed to state was untouched by the and one filling station; two hotels; two meat mar- to insure ample seasons in the ground for early apples, grapes, small berries and other fruits are new railroad, moved very quickly to Ralls. They kets; one mattress factory; two produce houses; planting. These rains, owing to the character of especially adapted to this county, and the high ele- went there because they wanted the service of the two restaurants; two shoe shops; one auto top fac- the soil of the Plains, do not sink into the ground vation insures escape from the damage by frost. road and because they wanted to build a town tory; three lumber yards; two blacksmith shops; beyond the reach of planted crops, but lie near the one racket store; one modern theatre building; surface, so that during the driest season of the two watchmakers and one optician; three barber year a putty ball can be made from the earth K. & T., the Denver System and the Santa Fe to Ralls were those, and they are still there—those shops; four modern up-to-date gins; three elevathat lies no more than six inches below the surter are now all pointing in this direction, none of the surter of large capacity; one telephone exchange; face.

which, except the M. K. & T. is more than 30 it is today and the prosperous community it serves. newspaper and job office; three physicians, two lawyers, one dentist and other enterprises too numerous to mention.

And it is estimated that Ralls now has a popu-

So you will note that the farmers locating in crops of this county, that during the drouth of the that lies before the Plains country. this country will find a splendid up-to-date town last three years in the counties of East Texas, Crosand be able to buy all their supplies.

ducements to the homeseeker than any other sec- cotton 1-2 to 3-4, and, often an entire bale to the tion of the United States, and believe you will acre; corn 25 to 50 bushels, while broom corn, ed by President Harding as United States Amthink so if you will come and see.

FEW FACTS ABOUT RALLS COU

The Soil

The top soil of Ralls land consists of a dark chocolate loam about 4 1-2 feet deep, which is weary of living in the malaria-infected section, very productive; and so strong in its crop-grow- of the small stock farmer, and is well adapted to where owing to the ravage of insects they are ing qualities that no fertilizetion is ever needed to the same. The high grade stock of all kinds that

While the Plains country as a whole is by lar the best and most desirable portion of Texas, we fully believe that our immediate section is the best and most desirable portion of the Plains.

We have the purest sparkling water, and it is in abundance, the most fertile land, the price of in abundance, the most fertile land, the price of land an early harvest, and the summer consideration by the cluzenship but can anyone learn about this town of anything who live there. In Ralls as in the whole of the months in other countries. Winter gradually better prepared to care for the needs of the chilling that has not been secured through the resourceful in abundance, the most fertile land, the price of land an early harvest, and the summer consideration by the cluzenship but can anyone learn about this town of anything that would make it a prettier and better town, better prepared to care for the needs of the chilling that has not been secured through the resourceful in abundance, the most fertile land, the price of land an early harvest, and the summer consideration by the cluzenship but can anyone learn about this town of anything that would make it a prettier and better town, better prepared to care for the needs of the chilling that has not been secured through that has not been secured through the resourceful in abundance, the most fertile land, the price of land the summer consideration by the cluzenship but can anyone learn about this town of anything that would make it a prettier and better town, better prepared to care for the needs of the chilling that has not been secured through that would make it a prettier and better town.

In all the winters are free from extreme cold, the wind that the shools are that would make it a prettier and better town.

In all the winters are free from extreme cold, the wind that the shools are the would make it a prettier and the would make it a prettier and the would make it a pr

averages of the State. Stock Raising.

This county will speedily be the home is raised in this county insures a local market, while direct railroad connections with Fort Worth The climate of Crosby county, in common with insures an easy disposition of the surplus. Hogs



Fancy, if possible, a town after your own mak-What kind of a town would you make? Possibly you would want the very best kind of a country in which to build that town, that the people who lived there and the industries and businesses that came would be prosperous, contented and ambitious. In all probability that 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 marked. Ralls is a beautiful little town—the home of twelve hundred happy American citizens—ambitious that their town grow bigger, that their country develop faster and that the conveniences splendid country in the near future.

splendid country in the near future.

While the Plains country as a whole is by far while the winters are free from extreme cold, come first in the consideration by the citizenship but can anyone learn about this town of anything

chant of Oklahoma. That occupation together with ranching he followed in that country for many years. Then he heard of the South Plainsof Crosby County and of the lands now constituting the vicinity of the town of Ralls. One could 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 easily cultivated and exceedingly fruitful. It was 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 fine lands. And he paid a big price-vastly greater than what other lands could have been bought for at the time. These lands were of a firmer nature and they were recognized as the finest grazing 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 purchase was made.

Upon these beautiful, grassy covered plains he built a home and for a few years this man raised the finest Hereford cattle in this section. His was an ideal ranch and he took as much pride in his stock, their care, their breeding as he does in the promotion of the town of Ralls today: and that's a great deal. Then came the railroads; and through the very heart of his ranch lands the rails of the Crosbyton-South Plains branch of the Atchison, Topeka and Santa Fe were laid. Development started very naturally with settlement.

In those years, very visible to many residents of the South Plains the county seat of Crosby coun-The water underlying the Ralls country is cold, ty was Emma, located a few miles southeast of to Crosbyton resulting in Crosbyton winning and also in the rapid building of Ralls, encouraged The beautiful orchards that are now growing and fostered on every hand by John R. Ralls, and a community that they would be proud of The Quanah, Acme & Pacific railroad, the M. and after their own ideas. The people who went

This tract of land is especially adapted to those imagination to believe that during the next five occasion demands and that means when the time crops which find the most ready market, and is years the town of Ralls will be the crossing point comes for new industries, new businesses, new noted for the quality and quantity of its milo maize, of all, or at least, a large part of these systems. schools, amusements, or any other thing which lation of more than 1000, and is growing all the cotton, broom corn, millet, oats, wheat, peanuts, The great financiers of the East are realizing, more would make Ralls a better place in which to live, and alfalfa, and so certain are the seasons and than the local citizens of Texas, the great future John R. Ralls seems to know how and has the wherewith to produce those very things. An instance of this is the erection of the finest and William M. Miller Collier, Persident of George- most beautiful picture show house to be found in credit to a town of many thousands of inhabitants. Of course many of these investments are . Chas. B. Warren of Michigan has been select- largely not monetary investments—everybody

(Continued on page 3)



HOME OF GUARANTY STATE BANK, RALLS

established less than ten years ago on an almost tinues until the early part of November. To buildings and teachers of experience, will be found trackless prairie, we can now boast of some of those afflicted with malaria, lung trouble, general in Ralls' schools. the most palatial homes in the State, miles of ce- depression and other maladies of East Texas, ment side walk, four modern churches, one of Crosby county is an open hospital whose only which is built of brick and cost \$17,000, a mod- medicine is its pure air, light atmosphere and its ern school house costing \$47,000 and the most freedom from the damp, swampy, disease-infected from gyp, alkali and other injurious ingredients, Southwest of Crosbyton. A hotly contested elec-

The rainfall of Crosby county, according to

the stock in those drouth-stricken districts. Maize ed Ambassador to Chili. We honestly believe our country offers more in- and kaffir corn usually average a ton to the acre; millet, peanuts and alfalfa maintain the general bassador to Japan.

pure and sparkling the year round, and is free the present site of the town of Ralls and to the and can be han in abundance at shallow depths tion for the removal of the county seat from Emma and at small cost.

Future. miles distant, it is requires no great stretch of the Now, it is generally known that whenever the

already in their midst—a town where they will by county proved to be a granary from which supalways find a good cash market for their products plies could be obtained to feed the people and town University at Washington, has been appoint-

THE LUBBOCK AVALANCHE

VOLUME XXII

LUBBOCK, LUBBOCK COUNTY, TEXAS, THURSDAY, SEPTEMBER 1, 1921.

JUST ONE MONTH TILL THE FAIR AT LUBBOCK BEGINS

REVIVAL AT METHODIST CHURCH ATTRACTING LARGE CROWDS

MORNING SERVICES ARE ALSO UNUSUALLY LARGE AND INTEREST SEEMS TO BE GROWING FROM DAY TO DAY

REV. BROWNING BRINGS STRONG MESSAGES

A Number of Conversions Have Been Reported, and the General will be spudded in on Monday, Sept. families in Lubbock, the first to back Spiritual Condition of the Church is Greatly Improved-Next Few Days of Meeting Likely to Bring Good Results.

into the second week, and large men could not hear the message of liver his message, which he does with future.

the eleven o'clock hour the message by the evangelist was heard by a very of the meeting promises much visable large congregation, and it was a results.

spiritual feast for the Christian peo-

of the town. It was a message of ond piano,

The revival meeting is now well mon sins of the country today, and crowds gather in the church each eve- warning and condemnation and not ning to hear this great preacher de- resolve to live a better life in the

At night the great auditorium of

ple of the community and was very evening services are greatly enjoyed greatly enjoyed.

At three-thirty the evangelist delivered a burning message to the men piano and Mrs. Robinson at the sec-

Every Lubbock citizen and in the truth, and was heard by a large number of men from all churches as surrounding country should hear this well as a number who do not profess evangelist's message. Come and hear Christianity. He dealt with the com- him. You will enjoy every service.

Judge Starnes, of Eastland, who

was a guest at the luncheon, made a

splendid talk to the boys bringing out

on what was in view for the Junior

required to catch up with what is al-

The closing event was a motion

made and carried that the Junior

same as the Senior Chamber. Either

one moral that should stick for a long

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

The first real exploitation of oil Lease activity is reported in the and gas possibilities of Lubbock neighborhood surrounding the well

pectors and land owners.

of finding oil and gas in paying quan- line. tities to be worthy of exploitation, and at a depth not too prohibitive in

a financial way. For many years Col. Bledsoe has been interested in the geology of the pushing ahead the first real develop- in full-force Friday morning.

AND A GOOD SUPPLY OF PEP

The part called on to speak was

hope, and the opinion as well, of old that in some future time the bowels of the earth would yield wealth in oil and gas, Much effort, energy and money has been spent in geological investigations, and it is said that the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of the people, more or in Lubbock county, a man who holds the confidence of somewhere on the Plains have been the site of drilling is being manifestindicated by geologists who have sur- ed. veyed the country than in many ter-

he millions. home man who has an unbounded in paying quantities on his lease holdand the Lubbock country may con- sibilities for large production as has sider itself fortunate that outside in- other portions of his holdings, but he terests with only the financial benefit is also confident that near 1800 feet

found a place that I liked better than

the first three days of last week.

County has started. With derrick up, and there has been a rush of buyers casing, machinery and tools now on for close up acreage at good prices. the ground and being set up, water The drilling of the well is in charge supply provided for, and everything of Messrs. Allen and Lauderdale, in readiness, the first deep test for experienced oil drillers, who are on oil and gas in the Lubbock section the ground and residing with their 5, to be known as the Bledsoe test, the judgment of experienced geolo-five miles west of Abernathy and 18 gists who have many times expressed miles northwest of Lubbock on the the opinion that oil and gas in paying bank of double mountain fork of the quantities could be found below the Brazos River, that time-honored river surface of South Plains prosperous of Texas whose banks farther along farms and ranches, and have started in the interior of Texas have yielded operations on a scale that indicates millions in liquid gold to oil pros- real action. Leases have been se- the Fair Park, cured, derrick has been built, all cas-The real power behind this develop- ing, tools, machinery and other neces-

ritory and pronounce the possibility one mile north of Lubbock county

To Spud In Bledsoe Well This Afternoon.

Definite word has been received by South Plains, and as a result of his this office to the effect that the Bledresearch and untiring effort, the pres- see well, a test for oil and gas, one etn development is made possible, mile north of the Lubbock County Without outside financial aid, without line and about four and one-half stock promotion schemes, and with miles west of the town of Abernathy, modesty of a man successful in other will be spudded in this afternoon and lines of endeavor, Col. Bledsoe is that actual drilling operation will be The President of the Fair Associa-

It has always been the dream, the that little or no effort is being made member of his family, hope, and the opinion as well, of old to dispose of leases held by W. E. The secretary and

itories that now are paying out in la yof the formation of the lands in the northern part of Lubbock county. It has remained, however, for a He is confident that oil will be found faith behind him and the well wishes ings of twenty thousand acres. Hef all his friends to put the thing over is frank in stating that in his opinion in a way worthy of commendation the site of drilling has not the pos-

the well now drilling will produce oil sufficient quantities to show the world that the South Plains offers oil

HAS BEEN GREATLY INCREASED THIS YEAR IN ALL DEPARTMENTS

CATALOGUE BEING DISTRIBUTED—BIGGEST HOG SHOW IN THE WEST WILL BE HELD DURING THE THREE DAYS OF THIS FAIR AND MORE THAN \$5,000 IN CASH PREMIUMS ARE BEING OFFERED TO EXHIBITORS BE-SIDES OTHER SPECIAL INDUCEMENTS.

The Fair is just a month away, automobile and truck displays and October 4th, 5th and 6th will record a third tent of smaller size for the the Eighth Annual South Plains Fair poultry and pet stock. to be held in Lubbock and the second old fair board with a capital stock lodge and a man is kept in charge of of \$10,000—all of which has been the grounds at all times the year put into the permanent buildings on around. The tourist have been in-

ords for attendance, number of ex- it has become widely known as a demuch power, and the people of Lubbock are hearing the messages with
a great deal of interest. The morning services attract larger crowds
than have ever been known in Lubbock on like occasions.

Last Sunday was a great day. At

The real power behind this developing, tools, machinery and other necessities are on the ground and drillers
ords for attendance, number of exit has become widely known as a dement is Col. W. E. Bledsoe, a pioneer sities are on the ground and drillers
ords for attendance, number of exit has become widely known as a dement is Col. W. E. Bledsoe, a pioneer sities are on the ground and drillers
ords for attendance, number of exit has become widely known as a dement is Col. W. E. Bledsoe, a pioneer sities are on the ground and in great counties representand the great congregation listened and premiums paid. There were
attentively for an hour and thirty
minutes to as strong a gospel message
well is five miles west of Abernathy
book on like occasions.

The real power behind this developing, tools, machinery and other necesthe string is a strong a ground and indiging will
a great deal of interest. The mornand the great congregation listened
attentively for an hour and thirty
minutes to as strong a gospel message
well is five miles west of Abernathy
as has ever been delivered in Lubbook on like occasions.

The real power behind this developing, tools, machinery and other necesthe mornis that become widely known as a dement is Col. W. E. Bledsoe, a pioneer sites are on the ground and indiging will
and premiums paid. There were
and the great auditorium of
the Methodist church was packed
to an premiums paid. There were
and the great auditorium of
the Methodist church was packed
to an an hour and thirty
and the great congregation listened
and premiums paid. There were
and the great congregation listened
and premiums paid. There were
sirable place to spend the night
and the great congregation listened
and premiums paid. There were
and an about eighteen miles nor this size demands, without mistakes partment as last year. Col. Mullican geologists who have surveyed the ter- Mountain Fork of the Brazos River, being made. But the directorate and will again be in charge of the entire stockholders are determined to make building with superintendents in this the biggest and most represent- charge of the various departments.

> never pay one cent in dividends, one cations point to more than double the rigidly adhered to again this year, shown in this fair. ment in the Lubbock country with his own money, and with an abiding faith in the outcome.
>
> In Iuli-force Friday morning.
>
> Quite a little enthusiasm is being shares of stock and put in three months hard work at the fair bought breeders over the entire South Plains a season ticket for himself and each and the Lubbock management have tion, who paid \$100 cash for his four the Fair management in the swine de-

> > merchants who maintain exhibits, the office at the Courthouse, farmers who exhibited poultry, proets again this year.

Special Price For Exhibitors. However, a special reduction of \$1 has been made for all bons fide exhibitors for this year. That doesn't mean every man that brings a turnip will be given a dollar reduction on his season ticket but each family will be allowed not to exceed two "If I elopment in an honest manner is go- opportunities as well as the many they exhibit agricultural, industrial, other oportunities already proven, and or other regular department exhibits of material importance and value. In order to secure that special ticket entry must be made ahead of the opening of the fair and the ticket. bought for a special office to be maintained for that purpose on the fair stubs must be presented in purchas-

Special Price for Farmer's Short

Course. Arrangements have with the A. & M. College, Prof. Ridgeway of the Nissley Creamery Company, A. L. Ward, the swine expert, and others, to deliver a series though the number was about 10,000 ded declease. The additional to drown out the demonstration of livestock judging, by moving to Lubbock County. of lectures accompanied by actual upon the care, breeding and feeding of the different forms of livestock, noultry and hogs each morning from 9:00 until 11:30, and to each farmer that attends each of the three mornings in this department a special refund of \$1 will be made on his sea-

son ticket. In order to take advantage of this refund it will be necessary for each man to be present each morning and get his ticket punched with the punch for that day. Following the Fair he will present that ticket to the secretary and receive a refund of \$1 if he has all three days correctly punched.

As in the exhibitors ticket, only wo tickets will be allowed to one family-or one exhibitor's ticket and one short course ticket. It is be-lieved that this innovation in the Fair program will not only prove of great value to the farmers and stockmen that attend but will be of great interest to all farmers and livestock men of that section. It would cost hundreds of dollars to secure the services of such able speakers through AL MEETING TO BE
HELD AT BAPTIST CHURCH entative bunch of high bred livestock

The poultry building of last year fair since the reorganization of the has been converted into a keeper's vited to utilize the park through this The Fair last year broke all rec- summer in every way possible and

ative fair in West Texas.

In order to realize that ideal the \$10,000 worth of stock was sold upon was possibly the most complete exthe absolute guarantee that it would hibit of the fair. This year the indicent of interest on the money-nor show of hogs that we had last year. would the stockholders be granted a Every provision is being made for single privilege on account of their the most effective display of this re-That rule was rigidly en- markable exhibit. It is expected that forced last year and will be just as more than 300 head of hogs will be

The Futurity Shows secured by been very fortunate in securing both

The premiums paid in every deduce, hogs, and other things, the cold partment are the highest paid at any drink men, the hamburger men, serv- fair of this size in the state of Texice car men-all of these paid for as, and compare very favorably with their season tickets last year and will those paid by the Dallas Fair, the be required to purchase season tick- Waco Cotton Palace and ahead of the Houston fair. Some comparisons may be made from the fact that the Hall County Fair is paying \$75 total premiums on Poland China and Duroc Jersey hogs, while Lubbock pays \$400 on same classification. The same comparison holds through pretty

well throughout. The premiums paid are generally higher than any found in any other fair of this size and this is made pos-sible through the arrangement that no man is to be paid a dividend or interest on his money-but that it shall all go toward making the Fair bigger and better each year.

There Are No Entry Charges In no department are there entry ground the day previous to and the charges for exhibits, except for space opening day of the Fair. Entry in the industrial, implement, machinery and automobile buildings. All agricultural, livestock, poultry, woman's departments, etc., are absolu-tely free to any citizen in the United States that grows his own produce and exhibits it himself. county exhibitors are especially invited to place their produce by the side of that grown in Lubbock County, and then profit by the experience

To be a success, the Fair needs your co-operation. Are you behind it heart and soul?

Bledsoe Would Include Palo Duro in State Park Itinerary

Stamford, Texas, Aug. 27.—Amarilloans and Lubbockites are interested in the strong plea made by Senator W. H. Bledsoe of Lubbock for the inclusion of a visit to the Palo Duro Park Site in the itinerary of the Texas Senate and House trip to West Texas in connection with the establishment of a site park and camping grounds.

Senator Bledsoe in a letter to the West Texas Chamber of Commerce says that he took the liberty of saying to the comomittees that it was his desire that the committees visit the Palo Duro Canyon and the Mount Davis Park Site.

Hon. Clifford B. Jones, president of the West Texas Chamber of Commerce has been invited to accompany the committees on their trip to Amar-illo and Peces. It is understood that the party, after assembling at Fort Worth, would proceed immediately to Amarillo. At Amarillo automobiles will be furnished for the party to Palo Duro Canyon. After leaving

JUNIOR CHAMBER OF COMMERCE STARTS WITH BIG MEMBERSHIP

Much interest is being shown by the members of the Junior Chamber Percy Spencer who brought out some of Commerce that has recently been splendid pointers for the young board organized, and a get-together meet- to follow, and he also made several ing was held at the Cova Hotel Fri- talks on the sim of the board, carryday of last week. After luncheon a ing several ideas into details which short talk was made by R. L. Douglas, every member should think about in president of the Junior Board, after the future, by not trying to accom-which several other speakers were plish too much at once but just keep introduced by him, the first being B. on grinding. C. Dickinson. Mr. Dickinson introduced the slogan that was adopted, "We Will Be Heard," and was at the head of the winning team of member solicitors, and was called upon to time to the Senior board as well as solicitors, and was called upon to time to the Senior board as well as tell just how his team could solicit the Junior. Mr. Starnes said he liked of stock selling schemes at stake, sixty-two members while the losers this part of the country very well, but have been headed off, and real devcould only write up forty. "This ex- not as well as his home town, clamation is very easily made," said found a place that I liked better than Mr. Dickinson. "It happened that Eastland I would move," said Mr. Mr. Dickinson. "It happened that L. E. Hunt, J. E. Griffith and C. E. Starnes, "but as long as I live in a town, just that long I will boost it." Simmons were on my side." And

another instance where the winners Many other things were discussed by Plains Cattle Bring R. G. Dunn & Co. was when Mr. Griffith went into a ciated by the board.

certain store and signed up three clerks, while one of his opponents tis A. Keen, secretary of both Senior who also worked there was sweeping and Junior Chambers, and he spoke the floor.

The next man up was Mr. Duggan, board to take up, giving ideas how who was called upon to tell how they various things should be handled, were defeated. Mr. Duggan refer-making plain that the Junior board red to the noted slogan, "There is a had their hands full, and several Reason," and making a very nice talk months of constant work would be on why the organization should stick together, and work just as hard in ready behind. the future as the teams did in the con-

Next was O. I. Slaton, who made Chamber of Commerce have a geta wonderful talk to the Junior board, together meeting once a month, the telling them what the board really meant to Lubbock, and ended his

Vote a Million

Stamford, Texas, Aug. 29.—Plans for the further expansion of work along the Gulf-to-Colorado highway between Fort Worth and Wichita Falls were further advanced by the decision of Clay County enthusiastics to call a \$1,000,000 good roads bond election immediately. Enthusiastic meetings have already been held in Henrietta and Petrolia, and the Service Bureau of the West Texas Chamber of Commerce has offered to assist in plans for carrying the election.

Dollar Bond Issue Monday Morning

Texas, sold 58 caives, 257

St. 25, 10 heifers 626 pounds at \$5.
In the meantime deflation, goes pick Jones, Lubbock, Texas, sold points a position to know, to have traveled as far in one year since the world war as it took several years to cover after

ranged for paved roads, and the day is drawing closer when a paved road between Fort Worth, and Wichita.

All pupils bring report and book and assign lessens so that we may begin regular class work and supply all schools.

R. L. Motley, of Canadian, was here the first of this week visiting and attending to business matters.

C. H. Jordan, of Merkel, Texas, spent a couple of days in Lubbock pent a couple of days in Lubbock pent a couple of days in Lubbock week looking after business matters.

M. M. DUPRE, Supt.

Bandry, and all boys in the High School may elect this subject.

All pupils bring report and book cards Monday, as we want to issue all books and assign lessens so that we may begin regular class work. The act provides for appointment by the Governor of a State Board of Examiners in optometry, compostant to the County, and to meet the new teachers.

Bandry, and all boys in the High School may elect this subject.

All pupils bring report and book cards monday, as we want to issue all books and assign lessens so that we may begin regular class work. The act provides for appointment by the Governor of a State Board of Examiners in optometry, compostant to the County, and to meet the new that the clay they will be with us. He is one of wour prince pastors and you will not want to miss this message. Let every hear of Waco, who furnished two gold pens for the weeks less through stealing and from possible loss through stealing and fire. The Fair comes two dust and dirt. The Fair comes two dust and dirt. The Fair comes two weeks later than last year and at that city, they will take dust and dirt. The Fair comes two works are and stealing and form wheth and we may begin regular class work.

The act provides for appointment by the Governor of a State Board of Examiners in optometry, composting the party of the Texas optometry association.

The act provides for appointment by the Governor of a State Board of Examiners in optometry, composting the party of the Texas optometry association.

The act provides for appoi

Top of Market In Say Failures Are Kansas City Now Decreasing stubs must be a

Kansas City, Aug. 27.—Despite the R. G. Dunn & Co. report that busiwarnings sent out by local commis-ness failures are declining. They sion men to their clients in the coun- have fallen from 1,895 for the whole try, there was a large number of country in January, to 1,200 in June. cattle on the market this week, although the number was about 10,000 ued decrease. The note of improve-

000 fewer calves here Monday, Tues- chorus of alarm. day and Wednesday than there were One of the financial experts says the first three days of last week, that many of the failures, although speech by reading a creed to the organization, which was adopted unever might be the most convenient were still selling below market level cellent signs of returning business of three weeks ago. There seems to solidity, for they have occurred where be an almost unlimited supply of this business had been built upon inflated standards and conducted along un-

Among the sales made for Texas sound, wasteful lines. of steers that have been pastured in disappearing, as it should. The firms the flint hills of Kansas during the which weather the depression will be

ber of Commerce has offered to assist in plans for carrying the election.

All teachers will meet in Boom 19 of the High School building, Saturday, September 3, at 2:30 p. m. Do to fail to be there.

The ultimate plan of the advocates of the Gulf-to-Colorado Highway Assistiation is a completely paved road between Fort Worth and Amaellot, and hence to Denver. Three counties in Colorado aiready have paved roads, and since Wichita, Potter, and Tarrant, and parts of Wilbarger and Hardeman either have, or have arranged for paved roads, and since Wichita, and all books and sistence of the Subject.

All teachers will meet in Boom 19 of the High School building, Saturday, September 3, at 2:30 p. m. Do not fail to be there.

The Music department will be under the direction of Mrs. Gellin, assisted by Mrs. Hopkins, Mrs. Neal, Miss Browning and Miss Garrison, who will teach animal husbandry, and all books in the High School may elect this subject.

All teachers will meet in Boom 19 of the High School building, Saturday, September 3, at 2:30 p. m. Do not fail to be there.

The Music department will be under the farmers of the Baptist Church. This is to be a get-together and hence to Denver. Three counties in Colorado aircady have paved roads, and since Wichita, Potter, and Earrant, and parts of Wilbarger and Miss Browning and Miss Garrison, who will teach animal husbandry, and all books in the High School may elect this subject.

All teachers will meet in Boom 19 of the High School building, Saturday, School building, S

to the members as a whole. Clay County May Lubbock City School cattlemen, there were a large number Ready for Business past season.

kind of cattle.

Program for Week Beginning Sept. 1st

R. & R. Lyric and Lindsey

Thursday, September 1st. William S. Hart in "JOHN PETTICOATS"

Also "Her Self Commencer" Comedy There was no way out. His uncle had willed him a modiste shop, and he had to leave his lumberjacks and run it. Can you fancy William S. Heart, fresh from the West-selling lingerie to the fair elite of New Orleans? He couldn't either. But when he got in the game, found an aged judge in need of a friend, a girl in need of a companion, and a certain crooked gentleman in need of a real Hart thrashing—you'll say his ladies' shop was a gift from the gods. A Hart picture that's different. Come!

Wanda Hawley in "FOOD FOR SCANDAL" and "Out West" a Fatty Arbuckle comedy

Staurday at the LYRIC

Friday

Conway Tearl in "THE FIGHTER"

and the third chapter of "Do Or Die"

Saturday at the LINDSEY, night only Bert Lubin presents Allene Ray and Harry McLaughlin in "HONEY MOON RANCH"

A thrilling romance of the Western Plains, Based on Tex O'Reilly's widely real novel of the same title, Also Hank Mann in "For Heaven's Sake"

> Monday and Tuesday William S. Hart in "THE TOLL GATE"

Black Deering, bandit! Terror of Three counties and good for nothing except to handle a gun. But he sure could do that. And at last the sheriff got him and be begged for a chance to die like a regular man—A heart touching story of hate that a wonderful love conquered. Hart's greatest picture—With Anna Q. Nilsson—Also a Sunshine comedy "THE JANITOR"

Wednesday Wallace Reid in "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,

Federal Tax Laws Effective Jan. 1922 Washington, Aug. 29.—The main features of the tax revision bill passed by the House Saturday are:

Provisions of the

Repeal of the excess profits tax ef-

fective January 1, 1922.

Reduction of the sur-taxes on high incomes from a maximum of 65 per cent to 32 per cent, effective January

than \$5,000 by increasing exemption for married persons from \$2,000 to \$2,500 and that of each child from \$200 to \$400 effective January 1, 1921, (correct).

Complete repeal of all transportation taxes, with the exception of those on parcel posts, effective January 1,

Repeal of all the "nuisance and uxury" taxes. These include the ice cream, soda water, "extra pennies" taxes and the

drug store stamp levies. Increase of the corporation income tax from 10 to 12 1-2 per cent.
Repeal of the taxes on sporting goods, with the exception of those

sually bought by the rich.

Repeal of the tax on new life insurance policies with a provision makng insurance companies' income subect to the corporation tax.

New levies on cereal beverages, carbonic acid gas, fruit juices, and fountain syrups, as a substitute for the repealed ice cream and soda water taxes, all to be paid by the manufacturer.

New manufacturers taxes of five per cent on most of the high priced articles on which the consumer now ays a luxury tax. Reduction of the excess taxes on

andy, furs and electrical articles. Exemption to foreign traders or foreign trade corporation, income from business abroad.

To secure this exemption, 80 per cent of the total business must be

CEMETERY ASSOCIATION

The Lubbock Cemetery Association will serve chicken dinner on the 14th September, in the rear of the building now occupied by the O'Neal Dress Shop. A membership drive

For Sale or ==Trade==

320-a well improved land, good well and mill, five room house and barn, two hundred acres in cultivation, all fenced and cross-fenced, every foot of this land is high grade agricultural land, within two miles of good school 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

Office Security State Bank Bldg. Lubbock, Texas Phone 196

SERVICE 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 service 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 save disappointments.

A. G. McAdams Lumber Co.

Lubbock, Texas

Farwell, Texas, Aug. 25 .- C. G. for burial Bratton, Tax Assessor of Parmer County since its organization with the exception of one year, was found LAXATIVE BROMO QUININE Tablets remove the dead in his bed Friday in Farwell. cause. There is only one "Bromo Quinine. He was the father of S. G. Bratton E. W. GROVE'S signature on box. 30c. of Clovis, who is Judge of the Ninth

Judicial District of Ne wMexico. Mr.

COUNTY FOUND DEAD IN BED 67 years old. The body will be sent back to Kosse, Limestone County,

Colds Cause Grip and Influenza

Scrath pads for sale at this office,

information assembled there is not a will also be conducted on that date.

Mrs. R. A. Barclay, of this city, members and many are prominent spent last week visiting in the home workers in behalf of religion. The of Rev. J. B. Cole, in Crosbyton.

Excellent attendance and hearty Raymond Reed and G. C. Barrier, participation in religious activities on Jr. spent part of last week on the part of the students is reported W. G. Murray ranch, near Aber-

IRA C. STALEY

NINTH FLOOR LIVE STOCK EXCHANGE

COMMISSION COMPANS

Werland

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.

Had You Thought 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.

Hunt Grocery Co.

Phones 24 and 75

Lubbock, Texas

Religious Status of University at Austin Surveyed

Austin, Texas, Aug. 23.—Religious life in the University of Texas is the subject of a survey to be issued soon in the form of a bulletin from the University Press. According to the single atheist in the faculty of that institution. On the contrary, a large majority of the faculty are church president is a minister of the gospel,
two deans are superintendents of Mrs. Panch Arnett and son, of
Sunday Schools, and at least twenty Mickey, spent last week visiting with of the staff are Sunday School work- relatives in Lubbock

onthe part of the several University nathy. churches. About 80 per cent of the students are church members, and 14 per cent are non-church members with decided church preference. The Young Men's Christian Association has a large membership, and carries on a broad work in its own building. The Young Women's Christian Association is smaller, but none the less effective, it is asserted.

Although the University itself is debarred by law from direct religious teaching, the work has been taken up by the various churches, and has The work of the Texas Bible Chair of the Church of Disciples led to the establishment of similar work of the Presbyterians, the Catholics. Methodists, Baptists and Conservative Leaders. All of these activities are ocated within three blocks of the campus, so that the oportunities for religious life can hardly be said to be equalled elsewhere in the country.

THE RALLS BANNER

Preparations are being made for the opening of the fall term of schools in the Ralls district. It is not known just now on what day the Ralls school will be commenced, as it is expected there will be some delay as a result of the construction of the new build-Teachers for the Ralls school far elected are: Prof. J. K. Wester. Superintendent; Miss Ruby Lattimore, Principal; Mrs. J. K. Wester, Primary; Jimmy Rankin, English; Miss Minnie Lee Grant, Miss Maud Grant, Miss Maggie Gaines, Miss Martha Gaines, all of Brownwood; Miss Ina Gaskins, Madera, California; Miss Donnie Winters, Stephensville. Three teachers are yet lacking but the trustees hope to secure them within the next few days.

The schools at Emma and League 4 will open on September 12. Teachers for the Emma school are: Prof. Grant, Principal; Miss Chessie Lou Ray, Miss Jewell Chappel, Mauna Lou Stapleton. Prof, Burnett is again principal of the League 4 school. He will be assisted by his

sister and Mrs. Justice. Mrs. J. W. Murray was here from near Lorenzo Tuesday attending the funeral of Uncle Charlie Hawes. Mrs. Murray is the widow of the late Judge Murray, who lived at Emma for many years and edited the first newspaper published in Crosby coun-

J. T. Woodard and W. L. McGowan, two of the pushing farmers and citizens of the League 4 community, were looking after business in town Monday. They report fine crops but are badly discouraged over the prospect for prices. They say their maize is made and their corn is about

Spur, lost his baby child Wednesday night at three o'clock. The child had got to a trunk and found a bottle of arsenic which he put into his mouth, which the mother found when he had started coughing, and thought that she had got all of the poison out, but decided to take him to a hospital at Floydada, where he died.

B. F. Chatman, of Wilson, Texas, spent last Saturday in Lubbock atending to business matters.

NEWS ITEMS OF INTEREST FROM DIFFERENT PORTIONS OF THE STATE

September 15, 16 and 17 are dates the rodeo and there will be bucking will be used for primary grades, and set for the Baylor County Fair and horses, steer and goat roping, steer Maiden pupils will be brought to the Rodeo. Plans are being made for a riding, calf roping, ball games, swimbigger event than ever. Two cars ming contests, etc. A total of \$5,of wild steers have been orederd for 000 in premiums is offered in the

Authorized Sales and Service

There are many parts made and sold on

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

The Lubbock Auto Company is the only ua-

thorized Ford and Fordson Agency in Lub-

bock county. They are interested in seeing

each and every car and tractor give the de-

sired service. They are the ones you should

Lubbock Auto Company

see before having repairing work done.

Authorized Agency.

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agricultural, live stock, poultry, economics and rodeo events. Consolidation of schools in Arm-

strong County took concrete form this week when the Maiden schoolhouse, six miles from Claude, was hauled there and placed on the campus of the local school. The biulding

The annual midsummer revival of the First Baptist Church of Clarendon, has recently closed with twentyfour conversions and many additions the church by letter. Mr. Matthews of Plainview did the preaching and the song service was led by Mr. Walker from Memphis.

A peanut caused the death of a child at Amarillo last Saturday. Joe, Gleen Gilbert, 20-months old son of Mr. and Mrs. Guy Gilbert of Wichita Falls, who are visiting in Amarillo, was trying to eat a peanut when it lodged in his throat and choked him

The Texas and Pacific railway company has recalled for work in its big railway shops at Big Spring, thirty-nine of the men laid off in April. It is believed that all of those laid off in April will be re-employed within the next few months.

The first carload of watermelons

was shipped from McLean this week. Melons have been unusually late in ripening, but it is expected a number of cars will move out during the next two weeks.

Demand for rent houses in Amarillo is rapidly increasing, real estate men-say. One firm said requests for houses from his company had trebled within the last few days. The reason given is that families are settling for to-Liberia" movement among the

Amarillo High School began August beria on the west coast of Africa, is 29. School will open September 5. being organized among Denton neg-Superintendent M. H. Duncan has roes. Two meetings have been held completed employment of the faculty. and officers elected for the local Glenwood pupils will start work in a chapter and twenty-two members new ward building, which was erec- have been enrolled and are pooling

The American Railway Express put up an equal amount. It was said Company will commence the con- today that a greater part of the funds struction within the next thirty days were expected to be realized from of an express building at Sweetwater, just west of the present Texas & from the city for their land when it particle depot. It will cost \$10,000. It will be about 75x100 feet in size and will contain all modern conven- mittee of the Williamson County Fair iences. The company plans to make Association was held at Georgetown it large enough to meet needs for Thursday and the date of the fair

A meeting of the executive com-

this fall changed from October to

November 17, 18, 19 and 20, which

is the date of the annual Williamson

attracted State-wide and national attention for several years on account

> during the west Texas fair at September 26 to October 1 le race will be staged at the

ibuted among the winners and ners-up. The contest is expected attract boy cyclist from all parts

Boys of the agricultural clubs of

lardeman and Cottle counties rearned to their homes Saturday, afcamping for three days on Gros-

beck Creek, four miles north of Quanah. The boys, 108 in number,

pent the time in agricultural and ve stock demonstration work, with

elenty of time for swimming, fishing, oxing, wrestling, baseball and other

Suit for mandantory injunction has been brought by J. N. Rayzor

against the People's Home Telephone

quire the company to republish its

current telephone directory in com-Hance with alleged contract because

the number of the plaintiff's telephone at his residence was left out

The anthrax situation in Hunt County is reported by officers in

charge as much improved, and it is

contemplated that one or two dis-

tricts will be released from quarantine. The city situation as to meats

and milk appear to be excellently

Los Angeles was selected as the

922 convention city for the Inter-

national Rotary Clubs, by the board

The Rev. G. B. Hall, residing at Weatherford, and missionary for Ft. Worth Presbytery, is conducting a largely attended tent meeting at

Sweetwater, assisted by Pastor Mc-Laurin, with B. B. Skiles of Denton,

Two fires broke out here last Thursday. One at R. W. LeMond's, and the other at W. L. Porter's.

Neither fire did much damage. The

HALE CENTERE RECORD

in charge of the singing. LOCAL ITEMS FROM THE

handled and no hardships endured.

f the current edition.

of directors.

ompany of Denton, seeking to re-

his section

punty Poultry Show at Georgetown. The Georgetown Poultry Show has

A charter of the national "Back-



"SEE US BEFORE YOU DIE"

he school year. negro people of the United States to Classification of students of the colonize portions of the State of Li-**WE ARE INTERESTED IN** YOU BECAUSE their funds, each being required to

1st. Unless we are able to think of your welfare along with that of ours, we cannot expect compensation or consideration at your hands.

2nd. You and this bank, by working together, may be able to overcome many obstacles neither could overcome alone.

Unless you prosper, we cannot hope to, and by sincere trying to help you we are helping ourselves.

(MEMBER GUARANTY FUND

AND TRUST CO.

"Wants to help those who try



He's the Man

Don't wait and worry and spoil many hours of pleasure "putting up" with bad plumbing. Call on one who knows how to fix your plumbing and do it quickly and with the lease possible expense to you-in other words, here's the man—

Roche Newton, the Plumber

LUBBOCK, TEXAS

one at LeMond's started from some present practically every night. Extrash which was being burned. The fire was extinguished before it made much. Only one new member was much headway. The fire at Porter's taken into the church, but, everyone started from an oil stove. They states that the meeting did a great phoned to town and in a very few deal of good.

minutes a very large crowd of men were there to help put the fire out, although the fire had already been Pastor A. N. Julien, of the First Christian church, returned home last although the fire had already been extinguished before anyone got there.

Mr. and Mrs. Nick Alley and son, and Al LeMond left Tuesday on an overland trip to Denver, Colorado. They will go through New Mexico, visiting the main summer resort. After a short stay in Denver they will return home.

Christian church, returned home last Thursday from Plains, where he has been engaged in a ten days meeting. He reports a fine meeting with fifteen additions on confession of faith, and a church organized with about thirty members. He will fill his pulpit here Sunday morning but there will be no night service owing to the revival.

The revival meeting which has been in progress for the past two G. V. Hall, of Plainview, spent weeks at the Methodist church, closed Surday of this week visiting in Lub-Large .crowds were bock.

Catarrh Cannot Be Cured with LOCAL APPLICATIONS, as they cannot reach the seat of the disease. Catarrh is a local disease, greatly in-fluenced by constitutional conditions, and in order to cure it you must take an internal remedy Hall's Catarrh Mediinternal remedy Hall's Catarrh Medicine is taken internally and acts thru the blood on the mucous surfaces of the system. Hall's Catarrh Medicine was prescribed by one of the best physicians in this country for years. It is composed of some of the best tonics known, combined with some of the best blood purifiers. The perfect combination of the ingredients in Hall's Catarrh Medicine is what produces such wonderful results in catarrhal conditions. Send for testimonials, free testimonials, free
F. J. CHENEY & CO., Props., Toledo, O
All Druggists, 75c.
Hall's Family Pills for constipation.

Curtis A. Keen, spent the week end in Post City, golfing and visiting.

The Red Cross

New Things for the Fall Season

CARRY PRICES THAT ARE A PLEASANT SURPRISE

You'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 every home. But there is a bright side. The dollars will buy much more 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 _____\$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

K. Carter's Store

North Side Square

Lubbock

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.

Pharmacy

W. M. CRAWFORD, Proprietor.

Business is reported to be improv-urday.

Miss Dee Hood, visited at the home running full time in most indus- of her aunt Mrs. S. C. Bourland, last trial districts. As compared with week. last week reports show distinctly better feeling on the part of the farmers and business men. Farm crops genderally with the exception of cotton ity.

Mr. Ealy Eoff, spent Saturday Irrigation System at Wichita Falls, will be so electrified as to furnish all necessary power for light and power purposes in Wichita Falls and are excellent. There is ample food and feedstuffs for the needs of the and feedstuffs for the needs of the last Saturday afternoon.

It has been considered certain all along that electric current would be preparations for feeding the Texas deen, of Lubbock, visited at the home grain crops to fatten Texas cattle of their brother and sister Sunday, ing community in the district and for the market are under way to a Henry and Girthie Nunley.

greater extent than ever before.

Mr. Calvin Eoff was a Lubbock visgreater extent than ever before. Industries in the several industrial itor Saturday, and also Tuesday af-

The shortage of the cotton crop is very real. In addition to the re- Sunday, duction in acreage planted to cotton as to indicate a higher price than had been expected. Lands not devoted to cotton have produced abundant crops of grain and the situation of

theory of farming. Merchants are generally buying sparingly and consumers are in the market only for things they need. The period of thriftiness that has succeeded a period of extravagance is viewed by business interests with equanimity and the belief is general that a season of prosperity based on sound principles of production and marketing and careful spendig is now at hand in Texas.—Dallas News.

NEW HOPE NEWS OF THE PAST WEEK

We are having some showers in some spots of this vicinity this week. The Methodists' began a revival at New Hope last Sunday. We failed to frightened over it that he forgot to. lear nwho is doing the preaching. Some of our people are attending

the "Holy Rollers" meeting.
Mr. and Mrs. J. C. McDole and children, visited at the home of Mrs. McDole's sister, Mrs. Fred Barton of the Wilson community, Saturday and

Sunday. Mr. S. P. Eoff, was a Lubbock visitor Saturday, and took dinner with his daughter, Mrs. J. L. Floyd. Mr. and Mrs. Claude Keater and children, were in town Saturday.

of the Wilson community. Miss Mat- is obliged to pay. tie Barber accompanied them home.

and Mrs. S. P. Eoff. etta, spent Thursday at the home of of nearly a million dollars a month.

THE LUBBOCK SANITARIUM

A Modern Fireproof Building

Equipped for Medical and Sur-gical Cases. X-Ray and Path-

ological Laboratories

Dr. J. T. Krueger General Surgery Office Phone 710

Residence Phone 710

Dr. J. T. Hutchinson

Eye, Ear, Nose and Throat Office Phone 209 Residence Phone 216

Dr. M. C. Overton General Medicine Office Phone 710

Residence Phone 407

Dr. O. F. Peebler General Medicine Office Phone 209

Residence Phone 341

Anne D. Logan, R. N.

Mamie A. Davis, R. N. Helen E. Griffith, R. N. Dietjtian

C. E. Hunt, Business Mgr

A chartered Training School is con-ducted by Miss Anne D. Logan, R. N., Superintendent. Bright, healthy young women who desire to enter may

SIMMONS UNDERTAKING

COMPANY

E. C. SIMMONS

Licensed Embalmer

Day Phone 438

Night Phone 437

Lubbock, Texas

DR. G. G. CASTLEBERRY

Medicine and Surgery

Office in Leader Building

Lubback, Texas

Residence 742

PROFESSIONAL COLUMN

Business Pulse Beat McDole. Wichita River Co. Mr. L. C. Boyd was in town Sat-

Saturday. Mr. S. D. Stewart was in town Sat-

Mr. S. C. Bourland was in town

districts of Texas are reported oper- ternoon. visited at the home of Vern Osborne,

Mr. and Mrs. Jack Brown and famthere has been great damage by in- ily, of the Shallowater community, sect pests and the crop is so reduced visited at the home of Mr. Brown's suitable for boiler purposes, if steam as to indicate a higher price than had sister, Mrs. S. C. Bourland, Sunday. were to be the source of Power. Wisister, Mrs. S. C. Bourland, Sunday. were in town Saturday.

rops of grain and the situation of Mr. Cordius Stephenson, was in the Texas farmer is not so bad as town Wednesday, and also Saturday. Mr. and Mrs. Curry and family, visited relatives in the Abernathy it might have been on the one-crop vicinity, Sunday.

Mr. and Mrs. M. Rhoades were in own Saturday.

Mr. Lloyd Hood, of Shallowater, visiting at the home of his aunt, Mrs. S. C. Bourland, at this writing. Mr. T. J. Richardson was a Lubbock visitor Saturday.

Miss Ethel Caldwell, of Lubbock, is visiting at the home of Mr. and Mrs. M. Rhoades. She and Mrs. Rhoades are painting the house.

Mr. S. C. Bourland went to the home of Mr. Hood in the Shallowater community Monday, after the bundle carrier of a row binder, and it rained while he was there and he became so get the rod, and was compelled to make a second trip.

Vegetable canning and pickle mak-

MAY RECALL YANKS FROM RHINE NEXT

Washington, D. C., Aug. 27 .-Withdrawal of the American forces on the Rhine is expected to be considered by the administration once Miss Jackie Ashcraft was in town the peace treaty between the United

There was no consideration of the Misses Veda and Ettie McDole, subject in the negotiations leading up lation and the tonnage it develops. spent Saturday night and Sunday at to the treaty so far as is known. Acthe home of their grandparents, Mr. cording to latest figures there are

RIX FURNITURE & UNDER-

TAKING CO.

Lubbock. Texas

J. A. Rix and H. H. Griffith

Day Phone 675. Nights Phones: J. A. Rix 650; H. H. Griffith 397 A. C. Sanders 227

DR. R. B. HUTCHINSON

Dentist

DR. J. G. HICKS

Suite No. 2, Burrus Building

Phones: Office 131, Res. 122

Lubbock, Texas

M. FULTON Attorney at Law

Practice in all Courts, State and

Federal Lubbock, Texas

DR. R. M. HARKEY

Veterinary Surgeon

Office 579 License Number 174 Res. 602

Lubbock, Texas

BALLINGER & REED

Dentists

Office Lubbock State Bank Bldg.

Lubbock, Texas

DR. C. G. BLOOM

DENTIST

Over Barrier Bros. Store

Lubbock, Texas

Telephone No. 209

Licensed Embalmers

to Be Operated by Electric Current

Stamford, Texas, Aug. 29.—According to advices to the Irrigation Committee of the West Texas Chamber of Commerce, the Wichita River

the electric plant in this city is equipped already to furnish current for that purpose. At Saturday's meeting, however, the directors discussed the Mr. and Mrs. Osborne and family, advisability of making the electrical installation in advance of the construction work. The necessity for this arises from the face that it will be difficult to obtain water that is Messrs. Williamson and Evans chita River is notoriously unsuitable, in its natural state, for use in boil-

> Members of the board expressed the belief that with a 50 to 70-foot fall of water at the main dam, it would undoubtly be found feasible to generate electricity there, making hydroelectric plant a prominent feature of the undertaking.

Electric current can be used for a variety of power purposes during the construction of the system. After completion it can be employed for farm power purposes, for lighting homes and for operating the pumps along the canals. The main dam is said to be capable of generating sufficient power not only for all irrigation purposes but to supplement the plant in Wichita Falls at the very ow cost of one-half cent per kilowatt

In preparing the advertisements for bids Saturday morning the directors inserted a provision for alternative bids to be considered in the event that the electric installation is made before the work is started. The ing is the order of the day in this furnishing of such current would materially reduce the expense of the contractors and the district would get the benefit of that reduction.

Members of the board considered it certain that rail facilities of some sort will eventually be provided between the city and the dam site. I is not thought necessary, however, that provision be made for this prior Mr. and Mrs. Jack Brown and fam-ily, and Misses Dee Hood and Lavell Bourland, spent Saturday at the home of Mr. and Mrs. L. N. Barber, of the Wilson community. Miss Mat. to the completion of the project, and of the board thought, will be contigent largely upon the district popu-

With Saturday's meeting of the are Board, all preliminaries incident 14,000 American troops in the army the sale of the bands have been dis-Mrs. S. P. Eoff and daughter Vin- of occupation at a maintenance cost posed of. Although the present condition of the bond market is far from encouraging, it is hoped to consummate a trade before long. In the meantime, all other preparations for Frank Parish, of the Wolffarth NEW KIND OF BOOTLEGGER the actual beginning are going forward steadily.



C. T. Watson, county agent for Lubbock the first of this week en-Dawson county, located at Lamesa, route to Pueblo, Colorado, where he announces dates for the Annual Daw- will spend a short vacation. son County Fair. These dates are September 28-29. Exhibits will be shown from every precinct in the sas, was in Lubbock the first of this county. After the close of the fair week visiting with relatives. the best products will be picked and County products will be taken with other products there shown from various West Texas counties and be sent to the Louisiana State Tair at Shreveness with Lubbock merchants and visiting with relatives and attending of New Mexico, returned home yesport, and the Houston Fair and Ex- meeting their many friends in Lub- to business matters. position at Houston.

ton Exposition at Waco, and will be among the products that will thus on display at Waco.

GERMANY TO AID FRANCE IN RECONSTRUCTION WORK

Weisbaden, Germany, Aug. 27.— An agreement by which Germany is to furnish materials for reconstruction of the devastated regions of the first part of the week attending France was reached today in negotia- to business matters and trading. tions between Louis Loucheur, French minister for liberated regions and Dr. Walter Rathena, German ing C. I. A. College at Denton, is minister of reconstruction.

The plan will be submitted to the parents in this city. respective governments for approval. Miss Zora Sims, of Pecos, is visit-ing at the home of Miss Lila Gibson, An official note says the agreement is divided into two parts. The first indicates the general condition of the agreement and provides for the formation of two private societies, one French and one German, to serve as here the first of this week visiting.

The Lubbock County Farmers' Union will meet at Abernathy Saturday, September 10. A full delegation requested and visitors invited from other counties. is divided into two parts. The first ing at the indicates the general condition of the this week. agreement and provides for the formintermediaries between the German with relatives.

There is a new kind of bootlegger Geo. Swearingen, of Dalhart, Tex- in Lubbock, we are informed by the G. C. Whitum, of Canadian, is here as, was here the first of this week Lubbock Auto Company, authorized visiting with relatives and looking sales agents for the Ford cars and over the country with the intentions Fordson tractors for this county. It of settling on the South Plains. Walter Clark, of the Rix Furniture Walter Clark, of the Rix Furniture is the Ford bootlegger. Because of Company, made a trip to Slaton last changes made in the distribution of Wednesday, in the interest of his Ford cars agents can now sell their

Think its too Early to

Talk About Heating Stoves?

Do you realize that it is only

We do not want to let winter

We handle the Great West-

ern line of heaters in moder-

ate priced goods of high qual-

ity. These heaters give you

great satisfaction and service

est and most efficient heating

stoves built, will create more

heat than any heating stove

The Round-Oak line, the fin-

and the price is very low.

slip up on you without letting

you know the right place to get

your heating equipment.

a few weeks until we will be

having some cool mornings

and evenings?

Phone 127

looking after business maters.

son of Lakeview, in Lynn county. week. They spent Thursday with J. E. Henthey shall represent the Dawson Fair, W. F. Graham, barber of Texark- derson of the Avalanche force. It James Sanderson and family, of which will be sent to the State Fair and, spent a few days in Lubbock this is their first trip to the Plains and Frederick, Oklahoma, who have been

bock. He reports Tahoka progres-They will also be shown in the sing nicely and much signs of real Exhibit to be held at the Texas Cotevery hand.

Miss Nancy Dupre, left today for Clarksville, Texas, where she will be business matters.

compete for the \$1000 cash prize of- R. E. Davis, of the Acuff comfered by the Texas Cotton Palace for munity, was in Lubbock Wednesday ters, Bessie Alice and Margaret, of Blanche Bean, left this morning for

W. C. Matthews, of Brownfield, was here the first of this week trans-J. A. Rix, of the Rix Furniture and acting business matters and visiting Undertaking Company, made a busi-

J. W. Moore, of Gomez, was here this week, visiting and trading.

industries and the French sufferers.

The second part specifies the conditions of delivery of material to the French.

Mrs. J. A. Raley, returned to her home at Wichita Falls Monday, after home at Wichita Falls Monday, after a visit with her parents, Mr. and Mrs. J. O. Jones.

Mrs. J. A. Raley, returned to her home at Wichita Falls Monday, after a visit with her parents, Mr. and Mrs. J. O. Jones.

you ever saw. They are the highest grade heaters built. Considering the quality, you will be surprised that they cost no more.

take the chill off in the early morning and make you comfortable in the even-Our line of accessories, such as stove

things for the early cold snap. They

An oil heater is one of the finest

pipe, stove shovels, stove boards, coal stove pokers, stove polish and enamel is complete.

If you have a basement and want a furnace or are going to build and want to put in a furnace, let us figure with

We have the Round-Oak, both pipe and pipeless. We can give you more heating capacity for your money than

The Western Windmill Co. THE WINCHESTER STORE 1212 Ave. I

ranch, was in Lubbock yesterday, HAS BEEN FOUND HERE

C. Holt, of Canadian, passed thru adjustments should be sure that they Mrs. B. F. Eden, together with her J. T. Padden, of Dodge City, Kan-sas, was in Lubbock the first of this

at Dallas. After being shown at the week looking for a location for a they seem to be well pleased with visiting at the home of G. L. Mills, State Fair, the best of the Dawson barber shop.

the best regional agricultural exhibit of this week looking after business San Angelo, are here this week visit- her home. ing at the home of Mrs. Liming's parents, Mr. and Mrs. L. H. Shelton.

> ness trip to the eastern part of the The party report a splendid trip, not county Monday of this week.

A. U. Swearingen, of Crosbyton, was a visitor to Lubbock the first of

Mrs. A. J. Hicks, left for Amarillo last Friday, to visit her daughter Mrs. Collum, for several weeks.

Mrs. B. M. Davis, of Waco, is visiting relatives here this week.

Charles Nordyke, of the Lubbock Business College, made a business trip to New Mexico this week, in the interest of the College.

Miss Helen Ludeman, of Gaines-

Mr. and Mrs. Louie F. Moore and mother Mrs. Carter, Miss Gladys Mc-Spadden and Mr. Gib Bellah, spent

Sunday at Two-Draw Lake near Post. mentioning mosquito bites. Mrs. Tom B. Triplett, of Floydada,

was a visitor in Lubbock Tuesday of

Mrs. G. Hunkson, of the Idaiou ing down first base for the Floydada community, was a visitor to Lubbock ing down first base for the Floydada the first of this week, shopping and day visiting with his mother, Mrs.

Here to Stay BRIGGS Always On the Job

Office 748

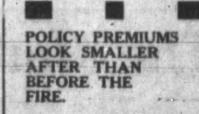
THE CRUEL TRUTH

matters.

with relatives.

Why take the ground, "I never had a fire, and don't need insurance," It's like the man whose home had a leaky roof. He said he couldn't patch the roof in the rain, and when it was good-weather, it didn't need it.

Just because you never had a fire, is no reason why you never will. Don't fool yourself. Some doy fire may show you that your house is not especially favored by Providence. Insurance is a safeguard for your invested money.



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Amarillo daughter

intentions

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Lubbock business

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left Mon-o join her moved to

t city.



GINGHAM WEEK

For clothes at home and in school Ginghams are dainty, modest and practical.



Sept. 6th to

SPECIAL PRICES ON ALL **GINGHAM AND EVERYTHING** MADE OF **GINGHAM**

Ding! Dong! Bell! It's Time to Go to School

Bang! dropped Mary's first reader and her pencil box just as she and Tommy Tucker were hurrying to be the first ones at school.

"Um! What if I'd brought my ink and spilled it over my brand new dress!" said

Of course, it was a brand new dress and so was Tommy's suit. Every boy and girl wants to come down to the Store and pick out at least one brand new thing to wear to school the first day, don't they?

Here are some of the items:

Boy's Perfection Suits from \$5.00 to \$20 ys Hats and Caps_____50c to \$2.00

Hosiery, several grades, double knees, and good fast colors from__20e to 60e

Shoes, the good Billikens, in several leathers (pay more and get a little that is more economical in the and an) small sizes ______ \$3.00 pd \$3.75 Larges Sizes \$4.00

Other Shoes also for Schot

FREE to the boys a pr \$3.00 minimum spent. (while the last) a book st

Important Notice

To every school girl or boy in Lubbock schools and to every one in the rural schools of the county we want to make the announcement that we have plenty of book covers and they are absolutely free to you for the asking. Your teacher will hand you a requisition slip Monday which fill out and bring to us for your covers.

Sept. 6 to 10--Reason for Buying Ginghams Now

Special reductions and beautiful displays of superior quality ginghams are features of this week. Why has gingham come to the fore as an all-around dress goods? Among many substantial reasons, a few of the foremost are: its practicality, durability, smartness and economy. Gingham is washable, fresh-looking and sanitary. For children's school frocks nothing could be better. Becoming house dresses and aprons. and a multitude of charming garments are fashioned of gingham. Come one of the earlier days.

Dresses for little sister that are so well tailored, smartly designed and finished as to be very exceptional at these prices, will make your girl look and feel her best. For wear during the remaining vacation days, or at school, these stylish wash dresses of excellent quality are ideal.

All specially priced for Gingham week. One selection for children each \$1.00

Specially Priced for Gingham Week

\$1.00 Ginghams 89c 35c ginghams.... .29c 25c Ginghams.... And as low as.....

IUMPER DRESSES of gingham for ladies,

the very newest thing, in checks, and solid, new and pretty styles \$2.75 to \$4.00.

IOLLAR \$ DAY ONDAY, SEPTEMBER 5, 1921--ONE DAY ONLY

A Wonderful Past of Bargains for Our Monthly Dollar Day, Monday, September 5, 1921

Dollar Day Bargains FREE BELT

One Sanitary Belt Free with one dozen napkins for ____\$1.00

INFANTS' VESTS Short and no sleeve styles 6 for____\$1.00

TOILET GOODS A number of \$1.50 assortments for \$1.00 5 cakes of Woodbury's soap for ____\$1.00

SILK DEPT. 40-in Crepe de Chine in light blue, navy, canary, tan and white, one yard

TRUNKS and BAGS For every one priced \$5 or over____\$1.00 Off

The buying power of your dollar far overdows it's usual value. The proposition this will try convey to you is not how many ms we can sell for \$1.00, but how much

your \$1.00 will buy. This day \$1.00 will purchase \$1.25, \$1.50 and up to \$3.00 worth of good reliable merchandise. Just read carefully the following money-saving bargains and see how we have stretched your dollar.

MEN'S GOODS ood Blue Overalls____\$1.00

all cap for

lig assortment of Dress Shirts, with without collas_____\$1.00 .25 khaki shorts _____\$1.00 .25 Railroad Dot Shirts __\$1.00 Vork Gloves ----wo 75c Ties for 1.25 and \$1.50 Ties_____ pairs 65c silk hose_____ 1.25 silk hose ____

on any Stetson Hat____\$1.00

piece underwear, 2 suits for \$1.00

UNDERWEAR AND HOSIERY Ladies Unions, 3 for____\$1.00

Ladies Vests, 5 for_____\$1.00 Children's hosiery in several colors and grades, 4 pairs_____\$1.00 50c sox for children, 3 pair_\$1.00 35c sox for children, 4 pair_\$1.00

COTTON PIECE GOODS

yards fine percale shirting \$1.00 3 yards very pretty madras__\$1.00 8 yards draperies____\$1.00 6 yards smooth cheviot_\$1.00 8 yards cambray in solids _\$1.00

"DRY GOODS SERVICE AT THE RIGHT PRICE"

<u>^</u>

Sarrier Brothers Department Store

SHOES

Men's black tennis, sizes 7 to 8 1-2, per pair_____\$1.00 100 pair patent, Louis heel pumps and Oxfords that have sold from \$7.50 to \$10.00, to close out for _____\$1.00 One lot children's white canvas shoes, leather soles and heels, sizes 8 to 11 1-2, 2 pairs for ____\$1.00 On every pair of men's and women's shoes in stock over \$5.00 in price you get off for Monday Only

Dollar Day Bargains

well trimmed and prettily finished made of voile _____\$1.00

PRINCESS SLIPS For ladies, val and embroidery trimmed, \$1.00

NIGHT GOWN for ladies and children, of muslin, good quality, each _____\$1.00

BAGS AND PURSES On any one in value over

\$5.00, off \$1.00 Another selection to clean up present stocks and make ready for a shipment to arrive soon each _____\$1.00

at Broadway

TOWELS 35c values in either huc or Turkish, 4 for_\$1.00

ROMPERS A good selection for less than it would cost to make them, 3 pairs \$1.00

ARROW COLLARS 5 for _____\$1.00 BOY'S PANTS \$1.25 values____\$1.00

HANDKERCHIEFS 15 handkerchiefs for men

or 15 for children \$1.00

BOY'S SUITS

Lubbock, Texas

\$6.00 suits for boys, (silk waist and corduroy trousers') off____\$1.00

MILLINERY Some Bargains for ----\$1.00

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 THEIR TAXES AMOUNTS TO keep in mind that more than half of available funds come from sources

to cover all needs of the State for notes in this connection that there ad valorem tax, rate 30c, \$8,089,127 the coming year, according to a state- are 103 counties in which property receipts other sources.

LUBBOCK DRUG COMPANY.

Austin, Texas, Aug. 22.—Actual sees the real issue to be whether the financial resources of the State for the coming fiscal year is as follows: valorem tax levy will be adequate 22c or 30c on the \$100 valuation. He "Cash Sept. 1, 1921, \$3,723,042;

His statement materially differs from any other that has yet emanated from House members and is as follows: Statement of Black.

and the Legislature is expected to keep within that limit. The actual figures show that a 30c ad valorem levy will cover all needs, with a margin of safety. It is well to note and keep in mind that more than half of other than ad valorem taxes. The real issue is whether the State levy is to be 22c or 30c. The estimated

ment today by Representative W. A. valuations are so far below a fair total, \$21,277,755; total appropria-average for that State that the taxes tions and expenditures to date, \$15,-charged against them last year were 344,592; conference committee reabout \$3,000,000 less than their just port for educational appropriation, \$4,975,296; margin available for fut-

Some Counties. "I believe the people of Texas "It is also well to note just how named: hould have a clear understanding the difference between a 22c and a of the situation at Austin, so that 30c rate wil affect the taxes on farm public opinion may be formed from lands in a few counties selected at

ertinent facts. The constitutional random. The average assessed value

We SKINNERS The Highest Grade Macaroni Sell SKINNERS Egg Noodles, Spaghetti and other Macaroni Products

WE WANT YOUR BUSINESS

We are just as earnest in wanting your patronage as we are careful in seeing that your grocery orders are filled properly. Think of anything good to eat and we have it

BARCLAY & DeSHAZO, Reliable Grocers

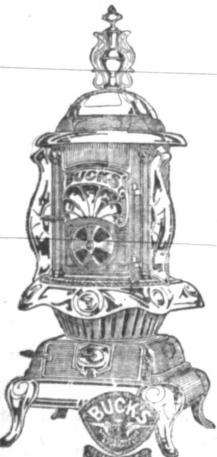
Lubbock, Texas.

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 Lubbock 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 arrive—both are necessary for comfort.

Before you buy be sure to see the BUCK line.



troller's report. The increase here given is the total on 1,000 acres of average farm land in the counties

Merrill Hotel Block

Some of the Counties is hardly thinkable that an in priation for our educational in-Navarro County drew out of school funds \$23,000 more than

'Hopkins paid into the school fund 42,000 and drew out \$88,000. In

unty land. Milam County paid into the school d \$64,000 and drew out \$94,000. a 30c tax rate will add but \$13.-1,000 acres of Milam County

Yet a 30c tax rate will add taxes on 1,000 acres of Falls

nst them last year was \$3,000,less than their due share. I beieve such facts as here given, to which many others can be added, should be given out and studied by

must be adequately supported, and if each and every county will do its share this can be easily done."

NOTICE BY PUBLICATION IN PROBATE

THE STATE OF TEXAS. To the Sheriff or any Constable of abbock County, Greeting:

You are hereby commanded to cause to be published (in a newspaper of general circulation, which has been published continuously and regularly for a period of not less than one year in your County) at least once a week for ten days previous to the return day hereof, copies of the following

THE STATE OF TEXAS. To all persons interested in the

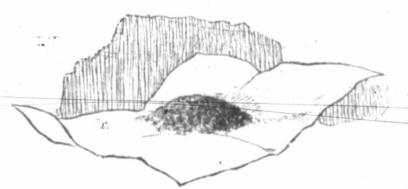
Estate of J. J. Dieter, deceased: Minnie L. Dieter has filed an appli-Minnie L. Dieter has filed an application in the County Court of Lubbock County, on the 20th day of August, 1921, for appointment as administratriz of the estate of J. J. Dieter, deceased, which said applications will be beard by said Court on tion will be heard by said Court on the 19th day of September, 1921, at the Court House of said County, in Lubbock, at which time all persons interested in said estate are required to appear and contest said applica-tion, should they desire to do so.

Herein fail not, but have you be-fore said Court, on the first day of Correspondents here lear the next term thereof, this writ, with Burleson's credit schemes f

you have executed the same.

Witness my hand and official seal, at Lubbock, Texas, this 20th day of August, 1921.
(Seal) SAM T. DAVIS, Clerk,
County Court, Lubbock County, Tex9-4

Scrath pads for sale at this office.



The Dirt that Sifts from Your Clothes

If you could see the common street dirt, dust and grit that sifts from your clothes when they are dusted in our special dusting machine before we clean them, you'd wonder what happens when you wear clothes that are not dry-cleaned.

Of course the dirt sifts through, onto your under apparel—and your

More than that, it grinds and cuts O bur outer garmentsear out faster than they

Both for health's sake and econokirts, jackets, suits and coats should be dry-cleaned frequently and of course there is the matter of good looks to be considered.

Ill for your things today. the modern way. We dry-

The Lubbock Tailoring company

Dry Cleaner

BIG COTTON DEAL IS CLOSED IN GERMAN

Berlin, Aug. 29.—Albert S son, formerly United State 1 ter General, is reported in B having closed a deal involve 000,000 worth of cotton from ica, which German mills will thread and cloth for Roumani Mr. Burleson was said to Correspondents here learn ed longer credits than the A

banks were now ready to give The Burmstaedted Bank, who reported to be handling the end of this transaction, denie cipation in it. It was authoritatively s Bremen that American bar Texas with stocks of cotton v

ng them to German textile manufacturers for refinement and were takig a part of the manufactured goods as payment. This method, with cet-ton again dear for buyers with depreciated marks, is for the first time finding favor. However, these transactions have so far been of only limited proportions.

Habitual Constipation Cured in 14 to 21 Days

LAX-FOS WITH PEPSIN" is a speciallyrepared Syrup Tonic-Laxative for Habitual n. It relieves promptly but mid be taken regularly for 14 to 21 days

Misses Annie and Alice Ford, of the Barrier Bros. Department Store, spent the week end with their par-

Fill That Coal Bin Now!

A good time to get all the coal you will need for next winter is now. Coal is generally cheaper during the summer months and always more plentiful. See us for grain, hay, etc.

Jackson Brothers

FRESH VEGETABLES---

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 kind of service we are giving the public. Trade here this month!

ED WILSON'S

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 pigs feel that the expense of curing hams and preparing pork products is

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 pre-

cautions to insure the purity of our

milk and products and we use the

best machinery obtainable to make

it nutritious, healthful and clean.

cold, blustery winter morning to find on his breakfast table a dish well farmer, who besides sacrificing profit has also given away one of his cutting knife, a bell-shaped scraper, laden with home-cured ham, juicy, tender and smoking hot? Why do not more farmers convert their area of products. more farmers convert their crop of products. summer pigs into meat for their own use instead of selling it on the mark-et and buring cured meats and high-priced pork products? There is pro-product through the agency of a few

What is more inviting to a farmer fit in the fransaction for the dealer The tools and equipment necessary than to come in from the barn on a and for the packer, but none for the for killing and cutting up a pig are:

Any farm will support a few pigs.

raised and more pork cured than can be consumed at home there is always opportunity for its sale among the

A great many farmers who raise too great, but some of the best results are secured through the use of inexpensive supplies and equipment.

Many farms have an outbuilding while others have regular brick smoke-houses in which the hams, shoulders, and bacons may be hung and smoked. A very satisfactory smoke-house can be constructed with a barrel and a cement fire pit. For a few pigs such small equipment is ample, but where many are to be killed and cured the equipment will need to be enlarged so that all the meat of a single killing can be cured

The smoking process not only helps to preserve the meat but also imparts a very delicate and desirable flavor which can not be obtained in any

The meat for smoking, if brinecured, should be taken from the brine, soaked in water for half an hour, washed and hung in the smokehouse to drain. It should dry for 24 hours before the fire is started Hang the meat at a distance from the fire so it will war mup gradually and not become too hot. Take care that the pieces do not touch one another. For fuel, use green hickory, maple, or any hard wood. Never use rosinous wood. The time required to smoke a lot of meat is from 36 to 48 hours, but a slower and longer smoking is desirable if the meat is to be kept for a long time.

When the smoking process is complete the meat should be allowed to cool and then be wrapped and stored. It should first be' wrapped in heavy paper and then put into muslin sacks In tying the top of the sack the old string by which the meat was hung be removed and the top of the bag given a tight fold or double wrap to keep out insects. The bag is then brushed with a coating of yellow wash and the meat hung up until needed.

Yellow wash pounds of smoked meat may be pre-

SECOND HAND AUTOMOBILES

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

2.—Ford Touring car for \$225

3.—Overland 4, Touring, fine shape____\$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

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.

manufac-

were tak-red goods with cot-

with de-

first time

ese trans-only lim-

or Habitual mptly but to 21 days



COLE-MYRICK HARDWARE AND. IMPLEMENT COMPANY

pared from the following recipe: 3 pounds barium sulphate.

06 pound glue. Spound hrome

The celebrated Smithfield ham ike wine, the older the better, and it quires a different curing process.

mithfield hams are cured as follows: The hams are placed in a large tray of Liverpool fine salt, then the flesh surface is sprinkled with finely ground crude saltpeter until the hams are as white as though covered by a moderate frost-or, say, use 4 to 6 ounces of the powderd saltpeter to each 100 pounds of green hams.

After applying the saltpeter, salt immediately with the Liverpool fine salt, covering the entire surface well. Then pack the hams in bulk, but not in piles more than three feet high In ordinary weather the hams should remain in salt in bulk one day for each pound each ham weighs-that is, a ten pound ham should remain ten days, and in like proportion of time for larger and smaller sizes. Next wash with tepid water until the hams are thoroughly cleaned, and after, partially drying, rub entire surface with finely ground black pepper, after which they should be hung in the smokehouse and the important operation of smoking begun.

After the hams are smoked they should be repeppered, to guard against vermin, and then bagged. These hams improve with age and are especially fine when one year old.—Southwest Plainsman.

Too many of our farmers are do-ing this. They are selling their pigs for little money and buying hogs wrapped in fancy paper of canvas, and paying a mighty big price for it. This process brings the farmer out at the wrong end of the horn if he ever gets out, and this is not only true of the farmer, but the ranchman is playing the same game. This great South Plains country can produce enough meat to feed all the people in Texas if they would only get down to business and do it. Texas should be shipping as much meat out of the state each year as she has to have shipped in if the producers would get down to business and produce the

Announcement was made recently will be in active operation within the by the Agricultural Bureau of the Next thirty days. that they would co-operate with H. A. Clapp, dairy cow expert of the A. & munity, was in Lubbock Monday of M. College of Texas in plans for community Holstein-Friesian Calf

Only boys and girls of eighteen years and under will be permitted to purchase through these clubs, these special calves, which under the plan, are to be imported from Wis-consin, and sold at discount to the club participants. A similar work was done in Texas in 1919 under the auspices of the West Texas Cham-

IT RAINS, HAILS OR STORMS,

IF YOU DIE, GET SICK OR HURT

HAVE YOU GOT INSURANCE?

See

M. O. Owens

Security State Bank Building

LUBBOCK TO HAVE CANDY FACTORY SOON

ery, has recently organized an in- Enriching the Blood. When you feel its down to business and produce the meat, instead of selling the hogs and cattle as pig or calves, and let the other fellow make the big profit on them.

COMMUNITY HOLSTEIN FRIESIAN CALF CLUBS

COMMUNITY HOLSTEIN COMMUNITY HOLSTEIN COMMUNITY HOLSTEIN CALF CLUBS

CALF CL

J. J. Bradley, of Slaton, was in Lubbock Saturday of last week look-ing after business matters.

H. O. Hubert, special agent for the Santa Fe, was in Lubbock Friday of last week, attending to business mat-

Mrs. J. W. Newcomb, who has been wisiting in the home of E. M. Jones, of Electra, are visiting this week at returned to her home in Ardmore, the home of Rev. C. E. Lynn, of this Oklahoma, the latter part of last week visiting and looking

A TONIC

Grove's Tasteless chill Tonic restore R. H. Martin, of the Martin Bak- Energy and Vitality by Purifying and

pleasant even children like it. The blood needs QUININE to Purify it and IRON to Enrich it. Destroys Malarial germs and

Dud Nabors, Hilburn Auther, and

E. E. Stimson, of Amarillo, was a visitor to Lubbock the latter part of last week visiting and looking after business matters.

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

"Considering that the United dred and forty, but has not been rat-States, acting in conjunction with its ified by the United States: "Considering that the Congress of stice with Germany on November 11, the United States passed a joint ressuccessor. or successors, and of all olution approved by the President on German nationals which was on April might be concluded:

To Stop a Cough Quick take HAYES' HEALING HONEY, a ough medicine which stops the cough by healing the inflamed and irritated tissues. A box of GROVE'S O-PEN-TRATE ALVE for Chest Colds, Head Colds and oup is enclosed with every bottle of HAYES' HEALING HONEY. The salve ould be rubbed on the chest and throat of children suffering from a Cold or Croup. The healing effect of Hayes' Healing Honey inside the throat combined with the healing effect of Grove's O-Pen-Trate Salve through the pores of the skin soon stops a cough.

Both remedies are packed in one carton and the cost of the combined treatment is 35c. Just ask your druggist for HAYES' HEALING HONEY.

than this year.

stripped our closest calculations.

vestment they could make

to the terms of its article, four hun- or otherwise.

Section Two. declaration as a part of it, there are same, to which it, or they, have become entitled under the terms of the

Quality Goes Clear Through

Doubtless no year has thrown a clearer light upon the Dort

and its high standing in the esteem of the American public

Enthusiasm towards the car and appreciation of its remark-

able performance ability and operative thrift have grown and

extended further and further, day after day, and month after

The regular Dort clientele that inevitably replaces one Dort

with another has augmented with a rapidity that has out-

And the only conclusion that can be drawn is that more and

more people who in past years have sought other cars are

now turning to the Dort as the most desirable automobile in-

Earhart Motor Company

LUBBOCK, TEXAS

armistice signed November 11, 1918, or any extensions or modifications thereof; or which were acquired by or are in the possession of the Uni-ted States of America by reason of its participation in the war or to which its nationals have hereby become rightfully entitled; or which, under the treaty of Versailles have been stipulated for its or their benefit; or to which it is entitled as any "Considering that the treaty of of the principal allied and associated The text of the treaty between the United States and Germany:

"Considering that the treaty of the principal allied and associated Versailles was signed on June 28, powers; or to which it is entitled by "The United States of America and 1919, and came into force, according virtue of any act or acts of Congress; Versailles was signed on June 28, powers; or to which it is entitled by

> "Section 5. All property of the Imperial German government or its July 2, 1921, which reads, in part, 6, 1917, in or has since that date, as follows:
>
> "Resolved, by the Senate and control of, or has been the subject of House of Representatives of the Uni- a demand by the United States of ted States of America, in Congress America, or any of its officers, assembled, that the state of war de- agents, or employes, from any clared to exist between the Imperial sources, or by any agency whatso-German government and the United ever, and all property of the imperial States of America by the joint resolu- and royal Austro-Hungarian governion of Congress, approved April 6, ment or its successor or successors, 917, is hereby declared at an end. and all of Austro-Hungarian nations which was on December 7, 1917, in "Section 2. That in making this or has since that date come into the possesion or under the control of, or expressly reserved to the United has been the subject of a demand by States of America, and its nationals the United States of America or any any and all rights, privileges, indem- of its officers, agents or employes nities, reparations, or advantages, to- from any source or by any agency gether with the right to enforce the whatsoever, shall be retained by the United States of America and no disposition thereof made, except as shall have been made heretofore or specifically hereafter shall be proided by law, until such time as the imperial German government and the imperial and royal Austro-Hungarian government, or their successor or successors, shall have respectively made suitable provisions for the settlement of all claims against said governments, respectively, of all persons, wheresoever domiciled, who owe permanent allegiance to the United States of America and who have suffered through the acts of the imperial German government or its agents, or the imperial and royal Austro-Hungarian government or its agents, since July 31, 1914, loss, damage, or injury to their person or property. directly or indirectly, whether thru the ownership of shares of stock in German, Austro-Hungarian, American, or other corporations, or in consequence of hostilities or of any operations of war, or otherwise, and also shall have granted to persons owing permanent allegiance to the United States of America most favored national treatment, whether the same be national or otherwise in all matters affecting trade, navigation, commerce and industrial property rights and until the imperial German government and the imperial and royal Austro-Hungarian government, or successor or successors shall have respectively confirmed to the Uni- the United States and the United ted States of America all fines, for- States shall have and enjoy all the feitures, penalties and seizures im-posed or made by the United States ations or advantages specified in the of America during the war, whether afore perial German government or German nationals or the imperial and advantages stipulated for the benefit

royal Austro-Hungarian government of the United States in the treaty of Austro-Hungarian nationals, and Versailles, which the United States shall have waived any and all pecun-shall fully enjoy notwithstanding the iary claims against the United States fact that

the two nations prior to the outbreak of Germany under the foregoing ar-

The President of the United high contracting parties sel, commissioner of the United "1. That the rights and advan-States of America to Germany, and; tages stipulated in that treaty for the

or foreign affairs,

Apples!

The new apples are coming on the market and we 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 door and usually we sell you a better variety as we are extremely 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 you to use them. Call us daily and if in a hurry ask the clerk to rush your order.

Yours for more and better business

Martin & Wolcott

Phone 309 and 310

Store on Broadway

OUR SERVICE IS COMPLETE

The service of this company is complete. Our stock is amply large to care for your wants and the interest we have in pleasing our customers with whatever kind of building requirements they may have, makes the service of this yard worth-while.

Shamburger Lumber Company

Telephone 419

Every Visit to Our Yard Makes a Friend

Lubbock

full powers: found to be in good and due form, have agreed as follows:

Article One.

"Germany undertakes to accord to 2, 1921, including all the rights and

"Being desirious of restoring the "Article 2. With a view to defin-friendly relations extising between ing more particularly the obligations "Have for that purpose appointed ions in the treaty of Versailles, it is

Rights Set Forth That the rights and advan-"The president of the German em- benefit of the United States, which it pire, Dr. Frederick Rosen, minister is intended the United States shall United States in availing itself of the rights and advantages stipulated in the provisions of that treaty mentioned in this paragraph will do so in a manner consistent with the

> That the United States shall not be bound by the provisions of part one of that treaty nor by any provisions of that treaty including those mentioned in paragraph one of this article, which relate to the nor shall the United States be bound by any action taken by the League of Nations, or by the council or by the assembly thereof, unless the United States shall expressly give its as-

rights according to Germany under

sent to such action. "3. That the United States as sumes no obligations under or with respect to the provisions of part two, part three, sections two to eight inclusive or part four and part thirteen

U. S. Not Bound. "4. That while the United States is privileged to participate in the reparation commission ,according to the terms of part eight of that treaty, and in any other commission established under the treaty, or any other agreement supplemental thereto, the United States is not bound to participate in any such commission unless it shall elect to do so.

"5. That the periods of time to which reference is made in article four hundred and forty of the treaty of Versailles, shall run, with respect to any act or election on the part of the United States from the date of the coming into force of the pres-

ent treaty.

"Article 3. The present treat;
shall be ratified in accordance with the constitutional forms of the high contracting parties and shall take effect immediately on the exchange of ratifications, which shall take place as soon as possible in Berlin,

"In witness whereof, the respective plenipotentiaries have signed this treaty, and have hereunto affixed "Done in duplicate in Berlin, this 25th day of August, 1921."

COLORED REVIVAL CLOSED



"The End of a Perfect Day"

-and all ready for another, whether it be to plow, harrow, drill; to run the thresher, the corn sheller, the hay baler or what-not. For Fordson Tractors are not only doing in the most economical and most efficient manner, all general field work for farmers the world over, but they are saving them time, labor and money in taking care of every power job.

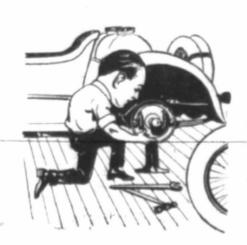
It combines all of the qualities-all of the advantages-you have wished for in a tractor. It is light; it is powerful; it is efficient; it is economical in both fuel consumption and upkeep; it is durable; it is dependable; and it is not extravagant in cost.

It's hard to tell you all the facts about the Fordson here. We prefer to talk to you personally and to show you its many advantages. We'll gladly bring all the facts to you if you will phone or drop us a card.

> Lubbock Auto Company Lubbock, Texas

Rear End Troubles

are quickly and expertly attended to at our repair shop. If you axle is bent or new ball bearings are needed bring your auto to us and we will do the needful. We do all kinds of auto repairing. We are just as skillful in one branch as in the other. No matter what ails your car we can cure it



RED & POSEY

Broadway

Lubbock, Texas

You Will Never be Disappointed



in your meat if we supply it. As judges of good meat we buy only the 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.

In Martin & Wolcott's Store

COLORED REVIVAL CLOSED

WITH TUESDAY'S SERVICE

real trouble. I have learned long since that it is far better to pity than to censure, and those disorderly persons have my humble prayers in their behalf, and trusting that God will bless them and that they may see the church seventeen souls—thanks to God for his unspeakable gifts. Now, light while there is light.

Thanking one and all for their do-Box 9, Morgan, Texas.





MRS. JEFF WIMP HAD A PAINFUL MISHAP SATURDAY WHEN SHE FELL AND INJURED HER SOMEWHAT OUCH!



Texas Cotton Crop 2,000,000 Bales for 1921 Crop Season



Insurance and Bonding

Typewriters Ribbons

Will E. Ballew

is the present indicated yield, accord- NEGROES AND WHITES HAVE ing to reports furnished by the Texas industrial congress, based on advices received from practically all cotton producing countries of the state.

cessive rains in early summer, tropi-cal storm damage, abnormally hot It seems that the colored popula-weather, continued drouth and heavy tion of that district had assembled Dallas, Texas, Aug. 20.—Two mil-lion bales of cotton in Texas this year Deterioration has been steady during arguments were started. July and August and there is no possibility of a top crop, it is said. Pick-stated by reliable authority and then ing has been reported completed in appealed for aid from some white ome counties while in others the seas people.

son will be very short. rop is being marketed as rapidly as wounded Ira Elder in the back it is picked and ginned.

ek attending to business matters.

\$2.25. This is a splendid combin will get well it is thought, ation for the farmer and the rural. Two of the negroes were badly

ing and shopping.

Mother's

FIGHT NEAR HAMLIN SAT.

There was a most serious affair out Reduced acreage, late planting, ex- place, which is five miles south of

bale to the acre, according to reports. men arrived on the scene and some

The argument grew into a fight, Reports from South Texas say the when some negro shot and seriously y, was in Lubbook Saturday of last by wounded and is still at the home The Avalanche and the Dallas and placed in the sanitarium, where Semi-Weekly News for one year, the bullet was cut out of his back. He

35tf hurt in the fight, as they were on the run and one ran into a tree badly Grace Seedy, of Tahoka, spent Sat-cutting his face, while the other was urday of last week in Lubbock visit-severely cut on the body by getting entangled in a barb wire fence.

There must have been seventy-five cople engaged in the fights, all told, no other part of the affair was serious except those especially mentioned above. - Stamford Leader.

V. B. Knox, of Roswell, New Mexco, passed through Lubbock Friday of last week enroute to Jones county where he will attend the bedside of his father, who is dangerously ill.

J. H. Nelson, farmer of the Loren to communityfi was a visitor to Lubfriends and attending to business

My Pal

EXPERT SHOE REPAIRING

Thorp Makes New Auto Tops and Repairs Old Ones

Save, by having your shoes repaired. You will find that the shoes repaired at this shop fit as well, look as well and wear as well as they did when new. Experts only do the work on modern machinery.

Dress up your car—buy a new top. Let me figure on the work, see how cheap a new top can be made.

W. B. THORP

Next door to Russell Building

11th Street

MUSIC STORE---East Side Square

For everything in the string instrument line. Violin, Guitars, Mandolins, Banjos, Ukuleles, etc. Supplies of all

First class repairing on instruments, especially Violins. Sheet Music, Instruction Books, Talking Machines and Rec-

> J. D. BOYD'S MUSIC STORE. First Door North of W. S. Hodges

Happy the mother whose child can say that.

with her youngsters.

is vitality-making food-

ment, economy.

At your grocer's.

Who is always serene, unworried, ready for a romp

MARTIN'S

Butter-Flake Bread

Eat Bread—more Bread—the food for health, enjoy-

Because abounding vitality keeps her spirits high.

Every mother needs it as well as her children.

MOONSHINERS ARE AFTER HALL COUNTY ATTORNEY

Memphis, Texas, Aug. 29.—The ome of County Attorney William J. Bragg was fired into one night about red the living room ranging just ove the bed where the occupants ere asleep. They were fired in apid succession from a fast running utomobile. The officers of Hall county have been very active of late and a general crusade against lawlessbock last Saturday, visiting with position is that opposition to law enforcement gave rise to this act. Several moonshine stills have been raided and more than thirty arrests made Several petty thefts have taken place and with one still location raided several hundred feet of garden hose were found, all of which had been stolen from lawns in the city. The owners of the hose identified it and

SHERIFF'S NOTICE OF ELECTION

STATE OF TEXAS,

got it back.

County of Lubbock.
Notice is hereby given that an Notice is hereby given that an election will be held on the 17th day of September, 1921, at the school house in Common School District No. 9, of this county, as established by Act of the Thirty-Fifth Legislature of the State of Texas, House Bill No. 175, Chapter 27, Fourth Called Session, to determine whether a majority of the legally qualified property taxpaying voters of said district desire the issuance of bonds on the faith and credit of said Common School District in the amount of \$15,000.00, the bonds to be of the denomination of \$100.00 each, numbered consecutively from one to one hundred and fifty, both inclusive, payable forty years from their date, with an option of redemption at any time after twenty years from their date, and bearing five per cent interest per annum, payable annually on est per annum, payable annually on the 10th day of April of each year, to provide funds to be expended in to provide funds to be expended in payment of accounts legally contracdin constructing and equipping a public free school building of brick, or brick and tile material, within and for said Common School District, and to determine whether the Commissioners' Court of this county shall be authorized to levy, asses and col-lect annually while said bonds or any of them are outstanding, a tax upon all taxable property within said district sufficient to pay the current in-terest on said bonds and provide a sinking fund sufficient to pay the

principal at maturity.
S: F. Colier is hereby appointed presiding officer for said election, and he shall select two judges and two clerks to assist him in holding the same, and he shall, within five days after said election has been held, make due return theerof to the Commissioners' Court of this county, as is required by law for holding a general election.

All persons who are legally qual-ified voters of this State and County, and who are resident property tax-payers in said District, shall be entitled to vote at said election, and suance of the bonds, shall have written or printed on his ballot, the

suance of said order. Dated the 16th day of August,

Co-Operation

Million of the contract of the

"THE FIRST PRINCIPLE OF SUCCESS"

All Union Men and Women, your Friends and Families are requested to be CONSISTENT, PATRONIZE HOME IN--BOOST FOR LUBBOCK and demand the DUSTRY-UNION LABEL on all commodities you purchase, whenever 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.

BAKERIES

Martin's Baking Co.

White Front Bakery

BATTERY CO's.

Lubbock Battery & Electric Company.

Exide Battery Co.

BOOT & SHOE DEALER L. E. Hunt & Co.

Barrier Bros.

SHOE SHOP

Electric Shoe Shop

CLOTHIERS

L. E. Hunt & Co.

K. Carter

Barrier Bros. CAFES

Busy Bee Star Cafe

De Lux

DAIRIES

Sanitary Dairy Ed. Vaughn

DRY GOODS STORES. K. Carter

Barrier Bros.

DRUGGISTS

City Drug Co. Lubbock Drug Co.

ELECTRIC CO'S. Owen, the Eelectrician **MANUFACTURERS**

Lubbock Mattress Co.

FURNITURE

Rix Furniture and Undertaking Co.

Robinson Furniture Co.

GROCERIES

Hunt Grocery Co.

North Side Grocery

HARDWARE

Western Windmill Co.

Moore Bros.

Cole & Myrick.

HARNESS DEALERS

Moore Bros.

ICE CREAM MFG.

Clover Leaf Ice Cream

LUMBER

W. C. Bowman Lumber Co.

A. G. McAdams Lumber

Company

Company.

E. P. Wilson Grocery.

VARIETY STORES Lubbock Variety Store.

PLANING MILLS

B. Quinn.

BLACKSMITHS Brown & Lacewell

JEWELRY

G. K. Watkins

BUY AT HOME

WANT TO TRADE

"For The Bonds."

And those opposed shall have written or printed on their ballots, the words:

"Against The Bonds."

Said election was ordered by the County Judge of this County, by order made on the 12th day of August, 1921, and this notice is given in pursuance of said order.

WANT JO TRADE

We have some clients who want to trade their farms here in Lamar County for farms around Lubbock, Texas. We want to hear from own-ers only. If you want to get in a good country where crops are sure for two or three weeks will enrich the blood, improve the digestion, and act as a General Strengthening Topic to the whole system. Nature will then throw off or dispel the worms, and the Child will be in perfect health. Pleasant to take. Get per bottle.

K: L. Jackman, of East Texas, C. A. HOLCOMB, spent Friday and Saturday of last Sheriff, Lubbock County, Texas. week in Lubbock and the surroun spent Friday and Saturday of last J. H. Nelson, of Lorenzo, was among those in Lubbock Saturday of last week looking after business matters and will probably move to Borden county.

No Worms in a Healthy Child



HE LUBBOCK AVALANCHE

Published Every Thursday by THE AVALANCHE PUBLISHING CO. (Incorporated)

IAS. L. DOW. _ _ Editor and General Manager

Entered at the Postoffice at Lubbock, Texas, for transmission thru the mails as second class matter.

CAN THE LOAFERS

A cripled lady who was selling crochet needles secured a box, to display some of her work and Texas. needles. When she had only been there a few minutes the boxes were ordered carried into the

move. of this kind on the sidewalks, and our officers come together. Auto roads, wagon roads, railwere merely doing their duty, but there should be another ordinance on the heels of this to keep men start an argument about how the government several counties around. should be run, same as if he knew anything about it, or what should be done with Mexico or Germany, or the labor unions, something else that him, until a man who really has business on the sidewalk, and the ladies who come to town shopwho have an overflow of oratory rent a hall and take his congregation of eager hearers to some place where they will not interfere with traffic

AS TIMES CHANGE

Some of our neighboring cities, Amarillo among them we believe, are aching about the price of ice, which range from 50c to 75c per hundred pounds. Wonder what would be their dying yelp per hundred like Brownfield folks?-Terry Coun- to town like so much dog meat. ty Herald.

There was a time too, that Lubbock folks Lubbock, and the price seems mighty high.

Advices from Plainview to the West Texas Chamber of Commerce from Col. R. P. Smyth, President of the State Fair Agricultural Exhibitors' Association report that sixteen Plains Counties will have exhibits at the State Fair this year. There will be about fifteen counties with exhibits from the lower Plains country and Central West Texas. The West Texas Chamber of Commerce will tender its third annual banquet to the West Texas Exhibitors' at the State Fair. Hon. J. A. Kemp of Wichita Falls has been extended an invitation to address the banquet. All West Texas county exhibits will be taken from the State Fair to the Texas Cotton Palace at Waco where they will be exhibited in a general competition of exhibits with smaller exhibits from East and South Texas for a \$1,000 cash prize offered by the Texas Cotton Palace.

Mrs. Ada Douthit, publicity manager of the 5000. So great has been the travel there is im- this good town. perative need for a resort hotel. The matter has been taken up with prominent Baptists who have recently purchased fifteen additional acres of land calling you brother, its a pretty good idea to keep M. Guinn, lot 9 and west one-half of adjoining the present property. The Baptists are your hand on your pocket book, unless you have lot 8, block 42. ready to announce plans for improvement on this recommendations in your possession from some property. The Del-Rio-Canadian Highway runs one that you know is o. k. just west of this property and gives a very beautiful frontage south and west with deep and wide pools for swimming. Some splendid pecan trees and live Oaks adjoin the property.

In order to bring the entire community together bad case of grouch! harmoniously, there has been organized a Ladies Auxiliary of the Odessa Chamber of Commerce. This Ladies Auxiliary is ready for a very comprehensive work, having already fitted up a turist rest room, and established a library. Mrs. A. I. Cooper who is president of the Ladies Auxiliary, as a principal reason for the organization of same, states that in the smaller towns there are no general social gatherings which bring together the representative ladies of the entire community. In the past about the only social work that has been done, and been through the different churches. The Ladies Auxiliary of the Chamber of Commerce has made application for affiliation and will get busy and have one suited for the needs with the West Texas Chamber of Commerce.

If there is an effort to collect the delinquent taxes of the Lubbock County Independent School District, we do not know what it is, and this certainly should be attended to and that at once, campaign promises. The school needs the money, and there is no justice in a lot of people to pay their taxes and let ficit that is caused for no other reason than a lot with the people. of fellows refusing to pay their taxes.

its force, and purposes to see that Lubbock schools we have ever had. are kept up to a high standard. This will be easy if the board will get in behind those tax payers who have failed to pay their taxes. There is no Lubbock, but we have not found anyone that is rense in going in the whole every year in order to willing to admit it. for conveniences, and have the balance of the people put up money to educate their children.

Those poor benighted legislators who are so charitably inclined toward the Western part of the State, in as much as they are expecting a drouth and a famine at any time, and are listening for distress call at any minute should take a trip through the Panhandle and South Plains of the greater portion of West Texas without having to call on the fellows in East Texas for anything. They should also take a look at the tax rolls and the amount of money that is paid into the School Fund and the amounts received therefrom by the different counties of the State and on the street Saturday of last week was forced to see if West Texas is not paying their Eastern move off the street, owing to the fact that there counties a gerat big sum of money every year was not room for her. Through the kindness of more than they get back. Just take a look gensome of the clerks in Barrier Bros. store the lady tlemen, the ledger will show you in debt to West

The fair dates of the Panhandle South Plains County of Hockley. store by an officer. It is very common to see men Fair are now just a, month ahead of us. Everysitting and standing on that particular corner on thing is shaping up nicely for the biggest fair that Saturdays so that it is almost impossible for ladies has ever been held on the Plains, and the interest to pass. This is allowed to go on, but a lady is very great. The people for miles and miles who was making an honest living was forced to around know about it, and are taking an interest in the fair. They realize that in Lubbock there Of course there is an ordinance against things is a central location. The place where the roads roads, all lead to Lubbock, and there will be an immense crowd here all three days of the fair, and from blockading the streets. Some old fellow will you will be sure to find your friends here from

Twist a smile out of that old long face. The fair will soon be pulled off and the exhibits there he knows little or nothing about, and get a crowd will be so fine, that they will make you laugh, with some small mesquite bushes and the grass of loafers who do not have anything to do, and Get ready now. Practice up a bit and make the would not work if they did have a job, around fair a big happy, cheerful period. Your friends him, until a man who really has business on the will be there. Your neighbors will be there. The big hogs and the fine cattle. The big watermelons To ping have to wade and worm through. Away and the fine cotton. The fine babies will be there, An with such stuff on the sidewalk. Make the fellows and the occasion will be one of the greatest events An of the South Plains. Come to Lubbock.

We cannot have a great deal of sympathy for the fellow that tries to beat the train to the crossing, and they get there about the same time and the automobile gets bumped off. The safest way is to give the train plenty of room. The engineer cannot stop his train as quickly as you can, so it is safer for you to stop your car and let him get by, then go on your way rejoicing, instead of if they had to plank down from \$2.00 to \$2.50 having to be gathered up in a basket and carried

Lubbock is building bigger and better all the were glad to get ice at five cents per pound, but time. The people have confidence in the future that time is past. We were a long way from the of this city, and believe it is the coming biggest railroad, and conditions were entirely different city on the Plains, and the buildings being built People who are in position to know, claim are all erected with a view to the future needs. that Lubbock should have ice at not to exceed The foundations of the brick buildings are all thirty cents per hundred. We do not know, but sufficiently strong to carry from two to five stories. we do know that the delivery service is rotten in and the five story building will not be imaginary If you are interested in lands in any section of in the very near future years.

> indeed on eyery class of people, except possibly the of the firm. normalacy. Mr. Harding, please take notice of 8:00 o'clock each week. Arrange to go with us. this, and see if you and your economy gang can get a readjustment, and we will give you credit for being really sincere in what you have been

If there is any way in the world to get the Santa Fe Railway Company to pave their depot ground from where the city paving stops to the depot platform it certainly should be done as it is badly needed. Lubbock and the people of this REAL ESTATE TRANSFERS section have certainly paid the Santa Fe enough | money to have more consideration shown them | + + along this line.

After the building of more than a hundred Consideration \$300.00 new homes in Lubbock during the past twelve W. F. t ssex and wite to marving the past twelve W. Bounds, lot 21, block 1; \$40.00. Christoval Chamber of Commerce states that months, still there is a shortage, and rent houses L. C. Adams to S. Lester Guinn, 1921 has so far proven an extraordinary year in are almost an unknown thing in Lubbock. School lots 7, 8 and 9, block 24, Overton tourist travel to Christoval. She states that at the time housen us again, and many people are want- addition; \$1300.00. celebrated Baptist Encampment annually held at ing homes, but they are not to be had in Lubbock. Christoval the attendance for 1921 so far exceeds It seems that a lot more rent houses are needed in block 24, Overton addition; \$1500.00.

When you meet a stranger and he goes to dition; \$1,000.00.

Some people wait for business to come to them, Burns, lot 18, block 71, original town while others get up and go after it-make busi- of Lubbock; \$500.00. ness. That is the reason that some firm are always busy selling good, while other are nursing a of Lubbock; \$150.00.

Get behind the school. Boost it along. You Overton addition; \$1750.90. will gain nothing for your town or your child by knocking. Fall in line and help the faculty to town of Lubbock; \$2500.00.

Lubbock continues to build. There has never been a time since the railroad came into Lubbock. Thorp, part survey 1, block E-2, in and for several years priod to that date that there Lubbock county; \$1250.00. was not something doing in Lubbock.

We hope that the people will not forget that we are in great need of an auditorium in Lubbock. before another six months rolls round.

Governor Neff has no doubt found that the Governor's seat is anything but a soft one, and he has also found that he cannot carry out all of his

Always support home enterprises when it is the other fellow go without having to pay his and possible to do so. The home enterprises should then raise the taxes the next year to cover a de- also remember to be reasonable in their dealings have returned from New Mexico.

September 5th, school starts. Patrons get The Rotary Club is behind the school with all right in behind the school, and make it the best

There may be better towns in West Texas than

OPPORTUNITY!

the State and they will see enough stuff growing HERE IS YOUR CHANCE TO GET A HOME and in fact practically made to take care of HERE IS YOUR CHANCE TO GET A

The undersigned is cutting up a 6000-acre ranch into farms and is putting it on the market so that the poor man can buy and have a home.

very small.

LOCATION-The land is located in Hockley 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 Elwood, the County Site of newly organized

DESCRIPTION-The land is practically level 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 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, the deepest one at 162 feet and when reached the water level comes up to the first vein. The land has scattered cat claw over it is of the mesquite variety, an indication of the best land

The average ranifall for the country is estimated at about 22 inches. CROPS-The land is peculiarly adapted to

The surface is nearly free from lakes or de-

pressions and where they exist are shallow and

ACL

head

nice

the growing of cotton, kaffir, milo, feteria, Sudan grass, cane and corn, while wheat and oats can be grown.

PRICES-The land was offered and a part of it 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 lands referred to.

Owing to the depression we are offering this land at marked down prices, \$21 per acre and the 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:

payable in oix difficult installinents as	LUMBURE
otal price on 147.6 acres at \$21	\$3,099.60
mount you assume to Plaskell County, 11.22 persons 41.656.07	45,077.00
mount you pay cash, \$2.00 per acre	
plance to be paid	

\$3,099.60 3,099.60 The above balance of \$1,148.33 to be paid in six notes at 7

		-						for the state of the co	44.9.1		
Ni-	NI.	1				** **			Payment	Interest	Total
Note	NO.	١,	due i	n	year,	\$1.00	per	acre	\$147.60	\$163.18	\$310.78
LAOLE	INO.	Z,	que i	n z	years,	\$1.00	per	acre	147.60	152.85	300.45
Note	No.	3.	due i	n 3	vears.	\$1.28	ner	acre	188.93		
Note	No.	4	due i	n 4	Veare.	\$1.50	per	acre		142.52	331.45
Note	No	5	due i	- 5	years,	41.50	per	acre	221.40	129.29	350. 70
Note	NI.	2,	que i	n 🤈	years,	\$1.50	per	acre	221.40	113.80	335.20
Note	No.	О,	due i	n 6	years,	\$1.50	per	acre	221.40	98 30	319.70

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

To the purchaser who moves onto the land, uilds buildings, puts down a well and puts the land in cultivation the payments will all be automatically extended by the payment of the in-

the Great South Plains of Texas or Eastern The excessive freight rates are making it hard about lands in any size tracts, see any member

If you are not interested perhaps you have a friend that desires a location and would like to investigate this proposition.

We specialize in colonization. If you have a large tract of land in West Texas or Eastern New Mexico and want it divided up and sold for farming purposes, it will pay you to get in touch with us.

railroads. There must be a reduction, a big slump if you want further particulars write to Texas Land Exchange, to C. W. Alexander or J. E. Alexander in freight rates if the country ever gets back to der, Lubbock, Texas, Sales Agents. We leave Lubbock for these lands Tuesday and Friday at

Texas Land Exchange

Office in Conley Building

J. C. Damron to J. C. Duff, part of block 5. Merritt and Wild addition,

W. F. Essex and wife to Marvin

S. Lester Guinn to W. B. Powell, S. Lester Guinn to G. . Guinn, lots , 11 and 12, block 24, Overton ad-

F. F. endley and wife to B. Dodd, lots 15 and 16, block 167, original town of Lubbock; \$550.00. R. Q. Pierce and wife to R. C.

A. B. Smith and wife to C. E. Smith, lot 7, block 185, original town R. C. Burns and wife to R. Q.

J. W. Sowell and wife to S. E,

Cortinas, lot 9, Easley sub-division block 37; \$50.00. J. C. Duff and wife to Lottie D. A. Calley and wife to V. P. adsell, southwest quarter of section 27, block D-5; \$10,000.00.

NEWS ITEMS FROM THE CANYON COMMUNITY

Most everyone is very busy trying to harvest their feed. Mr. Pruitt has returned from a wo weeks' visit back east. Mr. and Mrs. Boudine and children, pent Sunday afternoon with Mr. and

Little Royce Kimmell very sick the past week, Mr. and Mrs. Deanours and family,

Bro. Brabham closed a meeting at this place Sunday night.

Quite a number attended the band concert in Lubbock, Tuesday night.

Mr. and Mrs. J. B. Potts have re-

SCHOOL SUPPLIES

Can be had at Blake's Grocery.

Remember we sell groceries and will buy your butter

BLAKE'S

Near Grammar School

Phone 618

STATE OF THE PARTY. For Sale at your Dealer ASK FOR THE YELLOW PENCIL WITH THE RED BAND EAGLE MIKADO EAGLE PENCIL COMPANY, NEW YORK

Mr. Clayton Gammill from Lubbock, spent Sunday with his parents. Messrs. Earnest and Luther Guillott have purchased them a Ford. Mr. Hugh has relatives visiting him? from East Texas.

Mrs. J. A. Richards spent Wednes-day with Mrs. Trotter. Mr. and Mrs. H. M. Williams were shopping in Lubbock Saturday.

Mr. and Mrs. Raymond Pinkerton,
and Mr. Charlie Sides, spent Sunday
with Mr. and Mrs. A. E. Sides.

Mr. and Mrs. J. F. Goodnight have

returned from a visit in East Texas. Messrs. Johnnie and Willie Pugh, happened to the misfortune of getting their car torn up last week when they ran into a ditch. Mr. Willie Akins was visiting in

Several attended the Perfection stove demonstration at R. A. Rankin and Sons Tuesday, but none were fortunate enough to get the fine

the Badger Lake community, Sun-

attended the meeting at Idalou last dered. Everybody is invited to come, Miss Crim spent Thursday after-noon with Mrs. Trotter. Miss Christine Barnett spent Sun-

day with the Hufstedler girls.

LUBBOCK COUNTY FEDER. ATION HOLD SESSION SAT.

The Lubbock County Federation met in a short business session, Sat-urday, August 20, and donated a couch in the Red Cross Rest Room. Also the ladies who were interested in coming met with the Secretary of the Chamber of Commerce agreed to do all they could in the way of canning various products to be put on display at the Lubbock Fair, Oct. 4, 5 and 6.

The Federation will hold another meeting Saturday, September 3, at 3 p. m., in the Justice Court Room. A full attendance is urged as much important business is to be transact-

Secretary Federation.

aluminum roaster. Chicken stealing seems to be one Mrs. J. F. Richardson was away of the latest hobbies. The thieves Quite a number attended the band concert in Lubbock, Tuesday night.

Mr. and Mrs. J. B. Potts have returned from a three weeks' visit in stedler, and Miss Lillian Phillips were to leave the feathers for the owners stedler, and Miss Lillian Phillips were to clean up. We are informed of three coops that were visited Sunday Miss Theola Crawford is spending returned from a visit in East Texas.

Mr. and Mrs. Buell Boles are in Mrs. H. M. Williams' father, has led.

ling to admit it.

New Mexico, where they went for been very sick, but we are glad to makes been very sick, but we are glad to been very sick, but we are glad to report that he is somewhat better at this writing.

Mr. J. K. Boudine spent a short this writing.

Mr. J. K. Boudine spent a short this writing.

While with the Guillott boys recently. The social center will meet Friday night. A good program will be ren-business matters.

OF THE PAST WEEK

Several of the farmers are busy heading their maize.

Misses Mae and Eva Kelsey visited Misses Mitchell, Sunday.

The Singing School, taught by Mr. Dyess, closed Friday evening with a nice little program. A large crowd

See Us Now About

Your Battery Suppose some queer trick of fate made you the owner of this service station and me the customer.

And I came in some day red hot because my battery had gone wrong-And I had missed my train-

And disappointed a good customer-And stood to lose a lot of money-

You bet your life I'd be good and sore, but I'm mighty sure I couldn't ask for any more courtesy and conmideration and square dealing and SERVICE than we are giving right now day after day. The time to have us look at your battery is before anything happens.

Lubbock Battery & Electric Co.

Phone 262-Lubbock, Texas.

Batteries

was present and everyone seemed to WAS SURPRISE OF enjoy themselves, Misses Louise Rush and Lorine
Brown called on Misses Velma and Oklahoma Business Man Says Tanlac
Zelda McInroe, Monday afternoon.

Restored Him A Year Ago And

Mrs. W. D. Davis and Mrs. D. Pounds and children, visited in Ralls from Saturday until Monday, with Mrs. P. G. Selman and family.

from Canyon last week, where she health ever since,"

and took dinner with Mr. and Mrs. comment.

and Mrs. E. R. Davis, Sunday.

back to his home in Palestine, for to. The entire community exsympathy to the bereaved. building this week at Acuff.

Mr. and Mrs. Dewey Dunlop and daughter Viona, visited Mr. and Mrs. been in as good health as I ever was

Miss Leona Burns visited last week question about its being a great Mrs. E. R. Davis. She will leave for Seagraves this week to begin her

Most of Acuff community went to Idalou Sunday, and heard a great discourse by Bro. Sewell, of Abilene.

J. A. Rix and wife, accompanied by a niece, and his brother W. W. All patrons are urgently requested Rix and family, of Big Spring, re- to be present with children. turned home Saturday of last week from a two weeks' trip to New Mexico. Mr. Rix reports a very enjoyable

Clyde Lewis, who has been in the eastern part of the state buying cotton, passed through Lubbock the latter part of last week enroute to his

Selling a Texas Ranch

The famous Lemen Ranch and adjacent lands comprise ing 13,480 acres, adjoining the city of Dalhart, Texas, at Public Auction, on Thursday, Sept. 15, 1921, commencing promptly at 10:30 a. m. This entire body of land is in adjoining square sections and will be sold in parcels of 1.4 section, with the privilege of purchaser taking the remaining three quarters of the section at the same price per acre, if desired, according to the following attractive terms: 25 per cent of the purchase price to be paid the day of sale; balance to be paid in six equal annual payments, at the rate of six per cent per annum; in other words, SIX LONG YEARS TO PAY IN FULL. Address

KING BROTHERS

Hutchinson, Kansas,



Western Windmill Co.

Service!

We do Picture Framing

We have recently installed a complete line of picture

mouldings and the necessary equipment and are now

Bring us your pictures. We are going to give you

RIX FURNITURE

THE HOUSE OF SATISFACTION

AND UNDERTAKING

in a position to take care of your wants in this line.

MY LIFE, HE SAYS

He Still Feels Fine.

"I endorse Tanlac from the bottom of my heart, for it set me right a year Mrs. Julia Kelley returned home ago and I have enjoyed the best of has been attending the Summer Nor- Andrean, 200 Garfield St., Sand mal. Mrs. Kelley will teach at Acuff Springs, Okla. Mr. Andrean is a this term of school.

Mr. and Mrs. L. S. Evitt attended Day, and his standing and influence church at Lubbock Sunday morning are too well-known to require further

"I hadn't been in good health," he Mr. and Mrs. S. S. Rush and daugh- went on, "for some two years and ter Mrs. Kelley, took dinner with Mr. was so run down generally I could hardly take care of business. Mrs. Lee's daughter returned to little I ate did me more harm than her home in Canyon City, Saturday good and I felt tired out from morn ing till night. I was nervous and Mr. Carroll's brother-in-law, who restless and my whole system seemed has been here on a visit for some to be out of order. I didn't know time, died at the Carroll home Mon- what it was to feel good, and I was day afternoon. His body was shipped worried over where it would all lead

"I saw Tanlac so highly recom mended that I made up my mind to Work will begin on the new school try it, and nothing ever surprised me more than the way I picked right Mr. J. M. Bloyd and family, mo- up. Three bottles simply put me to J. M. Bloyd, Friday night and Satur- in my life. Tanlac certainly proved

Tanlac is sold in all leading drug

OF THE PAST WEEK

School will begin September 5th.

Acuff has nothing standing in the 'path" which leads to a successful school term. Every prospect is entrip, having met several Lubbock couraging. We have competent, enpeople at that place spending a few thusiastic trustees, efficient teachers and a new school building to be com

The new brick building will be lo cated one mile east of the present school ground. The temporary building will consist of three large class rooms, music room and two cloak Only this one story will be completed within the next six weeks The auditorium will constitute the second story, which will be completed some time in the near future.

A number of the men of the com munity have been busy hauling sand from the canyon. This sand will be used in making mortar for the school

Monday, the 29, was the date set aside to move the school windmill from the old standing place to the new location. There was work for all to do. Everyone that heard that call was there willing and ready to do his part,

graduate of the West Texas Normal College, has been elected as principal of the school. Mrs. Baucom comes to this community with high recommendations from the college and her

former board of trustees. Mrs. Julia Kelley, who lives in the community, will teach the primary department, Mrs. Kelley has been in school at the Canyon Normal College the past year. She has taken special raining to equip herself to teach

primary work. A number of Acuff people have een attending the Methodist meeting the past week in Idalou. Saturday seems to be the favorite

day of the week for all farmers to Acuff was well represented in Lubbock Saturday.

Mr. Dyess has just closed a sucessful ten day singing school at the cuff schoolhouse. Friday night, Acuff schoolhouse. August 26, the entire community and visitors from Lubbock, Idalou and Canyon enjoyed a splendid program & few weeks. which was prepared by the class, with Mr. Dyess' assistance. We need to have Mr. Dyess with us for a longer period of time, as his kind of instrucafternoons.

The singing held at the schoolhouse Sunday afternoon, was enjoyed by all present. Everyone is invited to at- T. H. Carter, of Sweetwater, who

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 vegetables we carry.

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

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

Start the New Month Right.

Darby & Willeford, Grocers

LOCAL HAPPENINGS OF THE SLIDE COMMUNITY

My! what hot weather we are havng the past few days. All of the armers in this vicinity are busy eading and cutting their feed stuff. Mr. Lindsley and son, from near Meadow community, passed through this vicinity this week enroute to

Mr. C. L. Hale and family, moved Southland last Wednesday to make eir home for a while. Mr. Hale I teach school there this term. Mr. Robert Dopson and sons, Roy and Ben, from Ropesville, were at

he store Saturday. Mrs. Jim Mabray and son Martain. returned home last Saturday after a ew days visit in Fort Worth and Abi-

Several from this community have been attending church at Lakeview the past week

Misses Wonna and Villo Davis and Messrs, Clarence Barton, Westley Willis, Leonard and Herschal Davis, and Dick Crouch, attended the all-day singing at Wilson Sunday, and also church near Woodrow Sunday

Messrs. Wesley Willis and Austin Barton, spent Thursday night and Friday with the Davis boys. Mr. T. J. Davis and family, return-

ed home Saturday, after a two weeks visit at Mayesville, Oklahoma. Mr. W. L. Cone and family, from near Brownfield, visited Mrs. Cone's parents here, a few days last week.

Miss Leona Sumner came home from Canyon last Thursday, to spend Messrs. J. C.

Stanford. Williams and W. B. Copeland, each carried a wagon load of hogs to Slaton the first part of this week. tions have proven a benefit to our singings which we conduct on Sunday brother, R. A. Wisener came in Tuesday from Coleman, to visit with his afternoons.

tend these singings which we have is connected with the Sweetwater Reevery second and fourth Sunday of porter, spent Sunday and Monday each month. Dont forget the hour is three p. m. here visiting. From what we can learn his visit will likely be quite frequent during the next few months. There not blame him for coming as often as he can possibly get away from his

SCHOOL CHILDREN

I have added a line of tablets and encils to my business. I will have line of novelty goods later. Call ind see me when you want lunches fixed up-or when you are in need of pencils, tablets, etc. I carry lots of good things to eat.

MINUTE LUNCH ROOM, L. Shropshire, Prop.

Geo. M. Mulkey, of Fort Worth, has recently moved to Lubbock and expects to make this his future home.

A. L. Walker, of Brownfield, was in the city the first of this week visit-ing and attending to business mat-

Mrs. G. D. Atkinson, of Crosbyton, Neal Wright made a business trip was here the first of this week visit- to Lamesa, the latter part of last

LAMP SHADES

ELECTRICAL FIXTURES OF ALL **KINDS**

School days call for better lights better shaded lights and if you are interested I will be glad to show you my line of electrical goods and fixtures.

Fred A. Owens

The Eelctricial

Announcement of Music Dept. Lubbock High School September 3, at 3 p. m., in the Justice Court Room. This meeting is for the purpose of

charge of Mrs. Gelin, assisted by Mrs. and place. Be there. Hopkins, Mrs. Neal, Miss Browning, auring the next few months. There is a young lady who is attracting the attention of Mr. Carter, and we cannot blame him for coming the common description of the common description descripti er boys of the district. The Federal throat and killed her. Government pays one-half of this sal-

ary, the Stae government one-fourth we are told, and loving husband. But and the schol district the remainder. whiskey made him a maniac and drove All teachers are requested to meet his wife into a premature grave. Room 19, high school building, on Saturday, September 3, at 2:30 p. m. got sober ,of course, and the remor

ing of school to return these books, ishment for the crime which he com-Edd O'Sullivan, of the Cadillac to get your card, for the librarian mitted while in his crazed condition, cannot attend to it at that time, and but this will not atone for the crime; you will perhaps be compelled to and the ends of justice will not be Silas Sheep, of Lupe, was in Lub-bock Saturday of last week looking after business matters and visiting.

wait several days to get a book card. Those pupils who come from other whiskey and the man who made the whiskey and the man who sold it are convicted and given the full penalty NOTICE

All members of the Lubbock County Farm Bureau are urged to be present at the regular monthly meeting Saturday, September 3, at 2:00 p. m., in the County Court Room.

NOTICE

to enter our school for the first time, and has no book or report card, write immediately to the school where you attended last and get these cards.

M. M. DUPRE.

NOTICE

ast week, looking over the country. sary in order that one inspection may

Cecil Honey, who has been attend-ing school at Canyon City, returned home last Thursday.

A. M. Allen, of Floydada, was here the latter part of last week visiting and looking after business matters.

NOTICE TO EX-STUDENTS OF STATE NORMAL SCHOOLS

All ex-students of Texas State Nor-mal School are requested to meet at the Lubbock County Courthouse on

The Music Department will be in Students' Club. Remember the time

A CRIME AND ITS LESSON.

It is a sickening story that comes Mrs. Doyle. Mr. R. C. Mowery will from Burke County, N. C. A promiorganize the agriculture and animal nent citizen of the community, a husbandry department, which we ex-pect to be very valuable to the farm-fluence of whiskey, cut his wife's He was a good citizen when sobe

He was filled witr remorse when he

Some books are yet out and should will abide with him every minute for the returned next Monday morning at 8:30 to the Geo. M. Hunt school building. Do not wait until the open-

Pred Harvey, of this city, made a business trip to Amarillo the latter part of last week.

H. P. Norman, of Greensboro, N. C., was in Lubbock the latter part of last week looking over the country are in order that one inspection may be made. This is necessary to have their line will make good people every where more determined than ever to stamp out, root and branch, whiskey making and whiskey selling.

If we do these things, there will be no need to worry about whiskey drinking.

Judge Klett transacted legal business at Plainview, the first of this

J. N. Waldrop, of Slaton, was here Saturday of last week visiting and tooking after business matters.

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and opyable ation 9.60

19.60 Total 0.7800.4535.20 9.70 eed

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ration, Sat-ted a com. rested ry of and e way be put , Oct.

3, al Room much nsact hieves nerve

Water is Necessary

for your Battery

Water is as necessary to battery life as it is to plant life. The water should be pureand it should be put into the battery regularly, at least once every two weeks.

You can easily put this water in, but we will gladly do it if you

We are also equipped to recharge and repair batteries. We carry a complete line of Willard battery parts, rental batteries and Willard Threaded Rubber

Ask us how Willard Threaded Rub ber Insulation puts an end to the separator replacement expense caused by warped, cracked, punctured and car-bonized wood separators.

Lubbock Battery & Electric Co.

Phone 262-Lubbock, Texas.

atteries

Twenty-Six Autos Found in Pasture Near San Angelo

Long strides have been made to-ward breaking up the organized gang of automobile bandits who are operating in West Texas from El Paso to Fort Worth, in the opinion of Deputy Sheriff C. S. Looney, who returned yesterday morning from San An-

gelo.
Mr. Looney went to San Angelo in connection with the locating there of twenty-six autos in a pasture wests of the city. He obtained a full description of the cars and is of the opinion that some of them may belong in this section.
Al and Drew Garrett and S. H. Rouse have been placed under arrest.

Rouse have been placed under arrest by San Angelo authorities in connection with alleged illigit operations of the gang, and officers in all sections of West Texas are on the lookout

for other members.

Mr. Looney said he had just received descriptions of a number of stolen autos which had been recovered and that if parties here who had recently lost cars will call on him he may be able to uncover some of them. Four of these cars were found in Llano, two in El Dorado, four in Ranger and four in Abilene.—Eastland Chronicle.

NOTICE TO BANKS

The Lubbock Independent School
District is ready to accept bids for depository of funds of this year.
Lubbock Independent School District.

An implement shed for housing farm machinery is one of the best investments that can be made. It adds

Mrs. Will Millsap and daughter, of of last week visiting and shopping.

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

Lubbock, Texas

Ample Protection For Machinery is Asset to Farming

several years to the life of the ma: chine, and saves constant annopance and delay oceasioned by breakdowns due to exposure, for no machine can Ropesville, were here the latter part stand out in the weather and operate efficiently a week, a month, or a sea-

> for the scrap heap before the last payment is made on it, and for no reason except that it was allowed to stand in the barnyard or under a tree ollecting dirt and rust.

Drop the work you had planned for today and put the machinery under cover; clean off the dirt, oil the running parts, and grease those that are likely to be affected by rust. If you have no shed then cover the machinery with canvas so spread and supported as to shed rain and be secure against high winds.

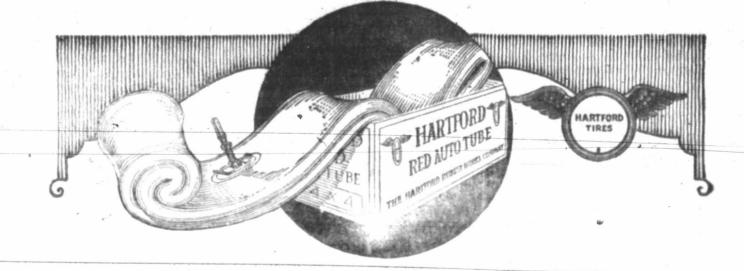
In planning an implement shed careful consideration should be given to the size of the machines and the sequence in which they are employed in the farm's operation, and if sufficient headroom is provided, and the frameof space can be saved by suspending some of the machines or parts of them from the roof ties or walls.

Naturally the machines which are used the least should be stored in remote corners, the binder for example, is seldom used but once a year and should be stored in the most inaccessable corner.

The binder requires more space than any other implement on the farm with thet execption of the tractor and thresher. Some of this space can be saved by removing protruding parts or by elevating the platform and slipping other low implements, such as walking plows, be-

Mowers, spreaders, cultivators, and other machines which are frequently used should be stored where they are easily removed; drags and some harrows such as the spike tooth can be hung on the walls, if the tongues of machines are removed and placed on wall racks, these machines can be housed in little space.

The hay loader can be hoisted and lashed to the under side of the roof ties, wagon bodies and the hay rack can be slung in the same manner, a little ingenuity will work miracles in the matter o fstorage. Expensive construction nee dnot enter into the construction of the machine shed, it is little more than a frame work to carry the roof and walls that will



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

GOOD many motorists there be a slow leak around the valve or any imperfections in the rubber, and the tire suffers.

> It is always safe to be very 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!

COLE-MYRICK HDWE. CO.



T. B. GALLAHER,

Agent, or write

Wonder.

year after August 26.

General Passenger Agent, Amarillo, Texas

Summer Excursions

You may visit the GRAND

CANYON of ARIZONA on

your way-the World's Scenic

Reduced round-trip tickets on sale to and

including September 30, final return limit

October 1, 1921. Rates the same as last

Santa Fe Service as Usual

Now is the time to plan your vacation-

let me help you. Write for "Off the Beaten Path," "Grand Canyon Outings," "California Picture Book."

Fred Harvey Meals

All the Way

For in formation as to rates, routes, reser-

vations, etc., call on R. F. BAYLESS,

keep out the weather, have as few that there are plenty of doors of the interior posts as possible but be sure sliding variety so that all parts of the shed may be accessable

LOCAL NEWS ITEMS FROM THE POST CITY POST

Last Friday afternoon one of the most pleasant entertainments of the year took place at Two Draw Lake, when the guests of Judge and Mrs. J. M. Boren, who had been invited to a barbecue joined forces with the friends of Mr. and Mrs. J. Pat Horton of Floydada, and made it a double picnic and barbecue. Early in the morning Judge Boren had his fires. going, a nice young goat dressed and sizzling on the coals and by six o'clock had some of the finest barbecued goat prepared that it has ever been our privilege to eat. The Bor-ens' had invited a number of friends ens' had invited a number of friends contract for mail service between to this fine spread and a good crowd Midland, Seminole and Lovington soon began to arrive. In the meanwhile friends of Rev. and Mrs. J. Pat
Horton also began to arrive at the
lake to honor this splendid couple
with a picnic and pleasant home
coming for we consider Post the home
of these good people still, though
they have moved away from us.
When the big crowd had all gathered they have moved away from us. When the big crowd had all gathered it was proposed that they make it one big jolly crowd and all have a time together which they did, and something like 300 people gathered around the tables under the arbor and after a few words of thanks to our Creator for such splendid fellowship, by the Rev. Horton, a great feast was enjoyed.

Last Sunday one of the best, if not the best ball games of the season was played at the Fair Grounds, when Post defeated the Lubbock boys by a score of 3 to 2.

by a score of 3 to 2.

Thursday afternoon immediately af- in the revival meeting. Rev. Lloyuter the rain, some tourists who were is now located at Balmorrhea. Thursday afternoon immediately arter the rain, some tourists who were traveling in a big Cadillae car skidded into a ditch, overturning and smashing up the car, but fortunately none of the passengers were hurt.

Scratch pads for sale.

In N. Dalmont, of the Dalmont Nursery, of Hobbs, New Mexico, was a business visitor here Thursday. He is moving a bunch of cattle back home that he has been pasturing in the east part of this county.

BUY OR BUILD A HOME

Some very desirable HOMES and choice well located LOTS for sale at prices worth while. School time is near. Get your location NOW. See us at once.

NOAH & BALLEW

Security State Bank Bldg. Phone 10. Lubbock, Texas

FROM THE SENTINEL

On Tuesday of this week the new

len, one would say he must be right

en Post defeated the Lubbock boys a score of 3 to 2.

About five miles south of here last has been here the past week assisting

Dodson's Liver Tone Killing Calomel Sale

Don't sicken or salivate yourself or paralyze your sensitive liver by taking calomel which is quicksilver. Your dealer sells each bottle of pleasant, harmless "Dodson's Liver Tone" under an ironelad, money-back guarantee that it regulates the liver, stomach and bowels better than calomel without mak-

ing you sick-15 million bottles sold. W. E. Wheelock, of the Hunt Grocery Company, says he dived one time too many at the Tumble N Pool Friday evening of last week, and to see the way his nose in skinned and swol-



WRIGEYS **EUERY** MEAL" The new sugar coated chewing gum which everybody likes-you will. delicious peppermint flavored sugar Jacket around peppermint flavored chewing gum that will aid your appetite and digestion, polish your teeth and moisten your throat. THE FLAVOR LASTS

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'

G. Granville Johnson

W. Dud Arnett

Phone No. 152

how to dress a family.

Let's look into this matter a little. represent this brand has been the be- part of a girl's education. ginning of millions of domestic trag- Here is our personal confession. edies. There is a period in the life During our childhood we spent sev-

242 ACRE FARM FOR

99 per cent good tillable land. 1.2 in good state

of cultivation. Located 8 miles from Lubbock,

2 1-2 miles from good school. Has county seat public road, R. F. D and rural telephone. 2 sets

Good Substantial Improvements. Possession Ian.

1st, 1922, and is a good cotton and grain farm.

Water good and inexhaustible, at 100 feet and is

one of the very best farms in Lubbock county, at

only \$55 per acre. Terms 1-2 cash, balance easy.

Spikes Land Company

"30 Years on the Plains"

Lubbock, Texas.

ALLEN ACADEMY for BOYS

BRYAN, TEXAS

Certificate admits to more than 100 colleges and Uni-

Splendid Military Training; Two U. S. Army Officers;

School recommended by three members of former Presi-

Remarkable health; fine athletics; Strong Moral Influences.

If you have a boy, or if you are a boy, you will be interested in our catalogue. We shall be glad to send it to you on request.

THE PRINCIPALS, Allen Academy, Bryan, Texas.

See Us For-

Best Junior R. O. T. C. in Southwest; Allen Boys ranked

first among junior units at Ft. Logan, Colo., summer camp.

dent Wilson's Cabinet and by member of General Staff, War

If interested, see, write or phone

23 Years under the same management.

Faculty of 12 Men for 130 boys.

Department. (References on request.)

A school with Spirit and Ideals.

OTS

Get

cxas

Sale

urself or

guarantee

funt Gro-

one time Pool Fri-nd to see

of every normal girl when her clothes eral years studying geography. There is her life. She wants pretty clothes was a time when we could have reworse than anything else in this life, cited every country in the world and Don't blame her. God made her that told you the name of its capitol city. way. He made the birds in the trees. There was a time, years ago, when we the same way and put the same touch could work out every probolem in of pride in them. But he clothed square and cube root in Ray's old girls them. And they are prefectly beauti- arithmetic. We have not worked one criticised for the clothes they wear ful in all their gay colored costumes. for thirty years. Even the styles of or rather for the clothes they do not And that may be one reason birds are working such problems have changed. girl if were accidently to meet one? They are the expression of her nature months on astronomy daughters' clothes a chance to express itself. And if it chemistry, geology and her what to wear.

While clothing the family is one of homes? Do they mean any time or trained to solve it. The world expects from now on work or worry for the mother? Do us to know how to sew, how to dress, they in any way express the spirit and how to dress the family without LOCAL ITEMS FROM of the home, or the standards of the ever learning. We are expected to THE SLATON home? Do they add anything to the learn to dress the family just as natcontentment and happiness of the urally as we learn to walk or talk. home? Do they reflect the conditions Until very recently the teaching of a cepit of announcement of the marand ideals of our home? Father, girl how to make her clothes, what riage of Miss O. T. Simmons to Mr. mother, your girl's clothes is one of to wear and when to wear it has Johnnie C. Becker of Bodder, Colo., the brands of your home. To mis- never been considered a legitimate

We wonder if the girl-critic so happy. But he left the clothing A little later on in our young career ever asks himself why girls wear such of our children to us. A girl's we spent two years on Latin, two on silly clothes. We wonder how many clothes is her badge of purity or im- French and two on GERMAN. That fathers or mothers either for that purity; or morality or immorality; of is two hours a day for nine months matter have any idea how a girl her taste whatever that may be. Her in each year. A year on algebra, a How many of us clothes is her introduction into what year on geometry, a year on trigon would recognize a properly dressed ever kind of society she may enter, ometry, and surveying, and three How many of us would have ever or they would be if her nature had a years on botany, zoology, physics, LOCAL NEWS ITEMS FROM thought except what they were going does not then our girl's clothes are graphy. During all those years we to cost us? If we mothers had been a lie, they deceive and do not repres- were paying our own way through taught how to dress our daughters ent her as she really is. Who is to school by hard work and teaching, to know that the Legislature, thru it might have saved us a lot of worry, blame if our girl's clothes misrepressuch as it was, and hiring every gare the assistance of Hon. G. B. Mchumiliation and cash. But scarcely ent her? Many an innocent girl has ment made that we had because in Guire and Arthur Barron, who have a mother of the present generation of been tracked and trapped by her on those years no one ever taught us just returned from Austin, has regirls was ever taught one lesson about clothes because no one ever taught how to make a button hole, make an Does a girl's clothes mean anything? the four great problems of a woman's get to wear to school, church, a party, O'Donnell Independent School Dis-Suppose you have four girls in your life, it is one of those human prob- or on the streets. But thank the trict. This ends a tangle that did Does their clothes mean any- lems that is so universal and so es- Lord and the State of Texas, girls thing in the financial problems of the sential that few have ever been are to be educated in a better way Dawson County schools, had it not have a possible the sential that few have ever been from now on.

THE SLATON SLATONITE

Mr. and Mrs. C. D. Simmons, at Thrall, Texas, on August 19th. in Slaton, having taught in the public schools here during the past term. Miss Tessie McKenzie, wife of Geo.

McKenzie, Santa Fe engineer, died last Saturday night after a lingering illness, at the family home 605 Johnson street, Amarillo. The family had about six weeks ago. The remains were shiped to Slaton Sunday and conveyed to the home of Mr. and Mrs. J. S. McDonald. Funeral services were held at the Baptist church and them locate among us. Monday afternoon at three o'clock. On last Friday while cutting bear rections were under the direction of well, Mrs. May Mears of Ochiltree, this coming term and this may prev and Mrs. J. S. McDonald of this city. ent his ability to do so. Tuesday night Mrs. Frank Sumner

of this city received a message stat-ing that her father T. C. Anderson, of Breckenridge, had been accidently The Statement of This Big Spring She left the following day to attend his bedside but Mr. Anderson died before she reached Breckenridge, ac- points the way in the words of one cording to a felegra mreceived Thurs- of its most respected residents: day by Mr. Sumner from her. The

identified with the business interests back and regulated my kidneys. Be-of the town. He has bought a two-fore long I was entirely cured and ITEMS TOLD IN THE thirds interest in the Howerton Fur- my work doesn't bother me now at niture and Undertaking business, and all

H. H. Griffith, of the Rix Furni-ture Company, left for Big Spring Tuesday to do relief work, while Harvey Rix makes a business trip Mrs. Mary E. Penney and children,

SELL US YOUR POULTRY

The Plains Poultry and Hide Company wants an opportunity to bid on all your poultry

A dependable market is maintained at all times by this company.

THE PLAINS POULTRY & HIDE COMPANY

Lubbock, Texas

THE LAMESA REPORTER

Phone 128

This ends a tangle that did incalcuable damage to some of the

hese good people, it doesn't matter people who inflicted this wrong really hould pay the expense of fighting it. Saturday morning, August 8th, ny at Lamesa knew her well. It r witnessed in Colorado

Messrs, Clark and Lowry have ught out the Perkins Drug Company at this place, and Mr. Lowry will take charge at once and as soon as ssible will be at home in Lamesa. Lowry is a brother of Mrs. Dr. onle to Lamesa and wish for them profitable soluorn among us. These re progressive young men and we bel that Lamesa is fortunate in hav-

conducted by the pastor, Rev. John grass at his home Kelly Thruston, P. Hardesty. Burist fellowed in En-18-year-old son of . E. Thruston, had glewood Cemetery here. Funeral di- the sad misfortune to have a piece Foster and Howerton, undertakers, left eye and had to pull it out as it Mrs. McKenzie was 26 years of age, stuck so deeply in the ball. The ata consecrated Christian, being a tending physician has little hopes member of the Baptist church. She that the eye may be saved. We ceris survived by her husband, father, tainly regret to learn of this mis-A. H. Grantham, and three sisters as fortune for the young man as he will follows: Mrs. Lora Dickson, of Fare or would have finished high school

POINTS THE WAY

shot and was in a serious condition. Resident Will Interest Our Readers.

G. D. Griffice, proprietor of blacktelegram also stated that the body smith shop, Dunnels Street, Big would be taken to Sadler, Grayson Spring, Texas, says: "Bending over County, for burial. Mr. Anderson the anvil constantly, put my kidneys was proprietor of a soft dring stand in bad shape. I had pains across my in Breckenrige, and was reaching for kidneys and if I bent for any length a package on an upper shelf when the of time it was hard to straighten pistol went off. He was 52 years old again, my back hurt so. There was and the father of thirteen children. a constant ache in my back and I

has assumed active management of Price 60c, at all dealers. Don't A plan is now under consideration that institution. Mr. McClintock, who simply ask for a kidney remedy—by the deacons of the Baptist churck has been with the store for a long get Doan's Kidney Pills—the same to build a large addition to the church time, will remain with the business that Mr. Griffice had. Foster-Mil-building here. A conference was burn Co., Mfrs., Buffalo, N. Y.

NEW ITEMS FROM

Mr. and Mrs. Kid Powell and son, for several days yet.

and Mrs. J. E. Stokes yesterday. The Lynn County Singing Conven-

South Plains. This is the first time rons and a program of the opening the convention has been held at Wil-exercises will be printed also. son, and its citizens are making great preparations to entertain the crowd.
The District Singing Convention, composed of thirty-five counties, meets in Lubbock the second Saturday and Sunday in September.

Mr. and Mrs. F. M. Sherrod rewent were M. R. Rushing, G. J. ceived a telegram Tuesday from Catching, O. Stephens, N. E. Smallin, Washington, D. C., stating that the J. G. Leverett, and families, and Mrs. day and Sunday in September.

remains of their son Joy, who was J. R. Duncan.
killed in actic noverseas, would arrive in Hoboken, New Jersey, the 25th instant, and would be incompleted to age, was recovered Thursday at Lo-

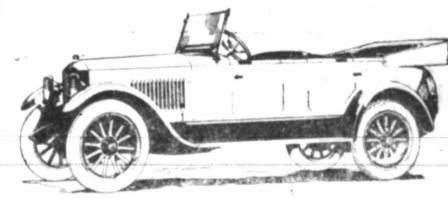
age, was recovered Thursday at LoTahoka immediately. It is expected
that the remains will reach here some
time next week where burial services
will be held.

A marriage ceremony was performed by Rev. J. H. Hunt at the
Baptist parsonago Sunday morning,
uniting Mr. Rolland Tankersley and
Miss Bessie Moore in the holy bonds
of wedlock. These young people reside in the south portion of Lynn
county, and have many friends who



LIGHT "SIX"

There are lots of people who won't be bothered or wor ried with just any kind of car-they're the ones we want to show the new Light Six Studebaker to.



More Studebaker cars sold than any other kind this year

South Plains Studebaker Distributors

for Lynn county, begins Monday, September 5. A list of the grand jury and petit jurors will be pub-lished in the News next week, Mr. and Mrs. E. R. Haynes, of

ubbock, spent Sunday in the home of the News editor. Fire destroyed the dwelling and contents belonging to Henry Warren residing out on Route A, last Satur-Dr. C. E. Foster, of Ozona, was also troubled with my kidneys day night. The family was absent Crockett county, with his wife, has acting too freely. Doan's Kidney from home attending a revival meetarrived in Slaton and has become Pills soon eased up the pain in my ing at Draw. Nothing was saved.

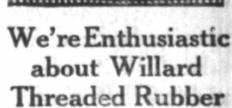
wish them many happy years of wed-

LORENZO ENTERPRISE

called Sunday morning and the matfer was discussed and members present voted favorable to the plan of THE LYNN COUNTY NEWS making the addition. A decision on the matter will not be made probably

The Lorenzo Public School will Mesdames Joe, Bob and John Penney open the 1921-22 session Monday, of Lubbock, were the guests of Mr. September 12. The term will continue for at least eight months and probably nine. Opening exercises will be ion will meet in the little city of held on the morning that school opens Wilson, Sunday, August 28. A large and an iteresting program is promiscrowd is expected to be in attendance ed. More information will be given from all parts of the county, as well in these columns next week that as from adjoining counties over the might prove of interest to the pat-

Quite a number of our people at-



And of course, the source of our enthusiasm is in the product -the high quality materialsthe careful inspection-ond on top of it all Willard Threaded Rubber Insulation.

Batteries

And if you need battery service you know where we are!

Lubbock Battery & Electric Co.

Phone 262-Lubbock, Texas.

Batteries

Rev. C. E. Lynn, who conducting a meeting at Lakeview for the past two weeks returned home Monday, and left the same day for New Hope, where he will conduct another revival meeting.

Moore Brothers North Side Square THE BEST HARNESS IS MADE AT MOORE BROS.

GET OUR PRICES BEFORE BUYING FURNITURE

Auto Tops and

Harness

The Leader

"WHERE THE PRICE IS RIGHT"

"BIG NEWS"

FROM THE STORE OF THE PLAINS

Showing 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 pride.

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

	Out at Once
	One lots Frolaset Corsets1-2 price One lot White Middy Dresses and
	Blouses\$1.00
	One lot Ladies' House Dresses_\$1.79
	One lot Children's Dresses, embroidery and lace trimmed\$1.00
	One lot Organdy Blouses\$1.00.
1348	One lot all silk Skirts, pleated and plain - 1-2 price
	One lot Silk and Sateen Petticoats at1-2 price
	Eig reduction on negligees and evening

LADIES' READY-TO-WEAR

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 at

FOOTWEAR

You, naturally are interested in securing the best values in foot-wear 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.

MEN'S 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 workmanship up to \$15.

CHILDREN'S AND MISSES SWEATERS

It 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 "scientifically" 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?

THE LEADER

THE STORE OF THE PLAINS

WHERE THE PRICE IS DICH

Burial Expenses on Our Soldier Dead Averages About Seven Hundred Dollars

Our Uncle Samuel, never does any-hundreds of bodies of our soldier the field, they were wrapped in their thing half way. It has lately been dead are sent back to their families army blankets and buried in one genfect as possibly manner, in which the The uninformed citizen The uninformed citizen will be sur-

The NEW EDISON



If you would like to control your mental and physical well-being; soothe your ragged nerves; refresh yourself when tired; cheer yourself when sad, - send the coupon for our booklet on "Mood Music,"because "Mood Music" helps do these things

For two years, Mr. Edison has had Mood Music experiments conducted under the direction of Dr. W. V. Bingham, Director of Applied Psychology, Carnegie Institute of Technology, and other psychologists. These psychologists have classified over 100 musical selections under such headings as "To Make You Joyous"-"For More Energy"-"To Bring You Peace of Mind", etc.

Fill out the coupon today for your copy of "Mood

FURNITURE AND

LUBBOCK, TEXAS

BIG SPRINGS, TEXAS

Mood Music Free If you do not own a New Edison, we will gladly loan you one on three days free trial so that you can discover what Mood Music and the New Edison will do

Three Days of



prised to learn that it costs the gov-ernment \$700, on average, to send each body to its final destination.

Every possible means of identifica-tion and caution has been employed to prevent errors, and only a few have been recorded.

eral grave, and after the armistice they were gradually moved to the U. S. Army Cemeteries in France, and each grave carefully marked. When shipments back to the United States, by the government began, each in turn were taken up, the bodies wrapped in new blankets and laid in a metallic coffin. To hold the body firm in the coffin, small white pillows of excelsion are laid on top of the body, till the coffin is full and the whole is then covered with a neat little sheet of white silk. The metallic coffin is placed inside of a beautiful solid Oak casket, and then placed inside an ordinary coffin box. The

average weight is around 650 pounds. The bodies of those who died in hospitals were embalmed before their first interment, and many have reported that bodies still retained a very life like appearance when they were opened after reaching their des-

In addition a military escort whose transportation is paid by the govern ment from place of embarkation till the body is signed for by the family, and his return to his military encampment, besides the express charges both ways and the escorts expenses enroute both ways.

The government even pays the ex-penses of the hearse which carries the body to the grave, as well as digging of the grave.

Considering the hundreds of bodies being received at New York almost every day, one cannot estimate the heavy expense bills the government is accumulating, carrying out their promises to send as many back home as is humanely possible.

They gave their all, and now their ones only have the consciousness of their having done their duty to their country in time of stress. Many left behind glorious records, but all left behind a record of loyalty to the flag which drapes every soldier's coffin, and is retained by the family in memory of the one from whom the last "taps" were sounded after a glórious victory.

SHERIFF'S NOTICE OF ELECTION

STATE OF TEXAS,

County of Lubbock. Notice is hereby given that an elec-tion will be held on the 17th day of September, 1921, at the school house in Common School District No. 9, of this county, as established by Act of the Thirty-Fifth Legisalture of Texas, H. B. No. 175, Chapter 27, Fourth Called Session, whether a mojrity of the legally qualified property taxpaying voters of said district desire to tax themselves of and at the rate of not exceeding \$1.00 on the \$100 00 valuation of all property in said district for the purpose of supplementing the State School fund apportioned to said district, and to determine whether the Commissioners' Court of this count shall be authorized to levy, asses and collect annually a tax of and at the rate of not exceeding \$1.00 on the \$100.00 valuation of all taxable pro; erty in said district for said purpose S. F. Collier is hereby appointed pro siding officer for said election and he shall select two judges and two clerk to assist him in holding the same, and he shall, within five days after said election has been held, make due re turn thereof to the Commissioner Court of this county, as is required

by law for holding a general election.
The ballots for said election shall

Strong-Friendly-Reliable

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

The Lubbock State Bank has evidenced its friendship to its customers many 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 invite you to start an account with us.

'HE LUBBOCK STATE BANK "THE BANK FOR EVERYBODY"

HAVE YOU GUESTS IN YOUR HOME?

For diversion and rest try the Manhattan. Bring your guests and friends here and be assured that they will appreciate your taste and knowledge of Lubbock.

The Manhattan wants to be just what it is intended to be—the best place on the South Plains to meet friends, eat, drink and smoke.

The Manhattan Parlor and Cafe

F. K. Mitchell and O. R. Phillips, Managers

From Now On

Miller's Grocery will discontinue giving S. & H. Green Trading Stamps with 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 is

"Just Good Groceries at the Best Prices"

H. E. MILLER'S GROCERY

BUY COAL NOW

COAL will not be any cheaper this fall than it is now. There is a possibility that it will be higher. The proper time to buy coal is while the demand 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.

Phone 324

have written or printed thereon the

"For School Tax." "Against School Tax." All persons who are legally qualified voters of this State and county and who are resident property taxpayers in said district shall be entitled

to vote at said election. aid election was ordered by the county Judge of this county by order made on the 12th day of August, 1921, and this notice is given in pursuance of said order. Dated the 17th day of August,

4 C. A. HOLCOMB, Sheriff, Lubbock County, Texas.

TAXES ARE RAPIDLY GROW-

ING IN LUBBOCK COUNTY

The valuation of land in Lubbock County was cut two dollars per acre last year, which amounted to approximately \$1,145,600, but with the increase in live stock, business and improvements, there was only \$59,229 difference in this year and last year's tax valuations. The exact value of taxes in Lubbock County last year amounted to \$12,083,823, while this year more than one million dollars was deducted from the valuation of land rendered, and the exact val-uation amounted to \$12,024,594, showing that the valuation of the county has increased in the neighborhood of one million dollars.

This speaks well for Lubbock County, and shows that the city of Lubbock is growing rapidly, as the improvements and buildings are a big item in this greatly increased tax

NOTICE OF INTENTION TO INCORPORATE.

Notice is hereby given that the rtnership lately subsisting between G. F. J. Stephens, A. W. McKee, and J. F. Bacon, of the County of Lab F. Bacon, of the County of Lubbock, State of Texas, under the firm name of "Stephens-McKee-Bacon Co." will incorporate on or about September 8, 1921. All debts due to the said partnership are to be paid, and those due from the same dis-charged at Lubbock, Texas, where the business will be continued by the said Stephens-McKee-Bacon Co. as a

August 11, 1921.
G. F. J. STEPHENS.
A. W. McKEE.
J. F. BACON.

BANK AT NECESSITY CLOSED LAST WEEK



Use a Plan

Do you know, it often costs more to build an old-fashioned, poorly-arranged, unattractive barn, than it does to build one that is up-to-date, scientifically framed and planned-one that will add more value of the farm than the barn costs?

To get the most out of your building money and labor you should build with our barn plans.

Old rule of thumb building methods waste lumber and labor. Such methods use too much material where it is not needed, and too little where it is.

Examine our barn plans before deciding how you will build. THEY WILL SAVE YOU MONEY AND GREATLY IN-CREASE-THE SATISFACTION YOU WILL EXPERIENCE WHEN THE BARN IS COMPLETED.

The Long-Bell Lumber Co.

of Texas

Lumbermen Since 1875

South 2nd St. Lubbock, Texas

Phone 311

The Guaranty State Bank at Necessity, Eastland county, closed its doors last week following a run by depositors, according to word received here. The bank is capitalized at \$25,000 and has been in operation nearly two years, it was stated.

All books and records were trans-

What a Dallas Man Thinks of Lubbock's Future

Mr. E. O. Massie, Tsxas represent-accommodations, good drainage for a a \$5 War Saving Stamp, others have ative for The Lippincott Company, city and an average altitude, and it acted on the principle that 'what you makes Lubbock one time each year, as well as other towns in Texas, and made the following statement to a Lubbock citizen, while traveling in a Pullman, and not knowing he was talking to a Lubbock man: "Speaking of the growth and progress of Amarillo, Plainview and other towns of the state," Mr. Massie said, "after travellogical towns of the state," Mr. Massie said, "after travellogical towns of the said, "after travellogical towns of the state," Mr. Massie said, "after travellogical towns of the said towns of the said, "after travellogical towns of the said towns

and healthy, are bothered occasionally with indigestion. The effects of a stomach on the system are dangerous, and prompt treatment of indigestion is important. "The only medicine I have needed has been something to aid digestion and clean the liver," writes Mr. Fred Ashby, a McKinney, Texas, farmer, "My medicine is

WEST TEXAS CHAMBER

who make things happen.

THIEVES STEAL AND DRESS

CHICKENS NEAR HOUSE

Lubbock, Texas.

About twenty-five chickens were

stolen from B. F. Brown Sunday

night and dressed near the house.

The flock was evidently stolen at a

late hour as both Mr. and Mrs. Brown

were at home all evening, and knew

nothing of the theft until morning.

Officers were working on the clew Monday with little hopes of finding

I hedford's

indigestion and stomach trouble of any kind. I have never found anything that touches the spot, like Black-Draught. I take it in broken doses after meals. For a long time I tried pills, which griped and didn't give the good Black-Draught liver medicine is easy to take, easy to keep, inexpensive."

Get a package from your druggist today-Ask for and insist upon Thedford's-the only genuine.

Phone 73

Ready With The Bottled Goods

We are ready to fill your orders for the following bottled

goods: Coca Cola, Orange Crush, Lemon Crush, Lime

Crush, Green River, Delaware Punch, Strawberry, Lemon

Sour, Lemon Sweet, Cream Soda, Cherry Julep, Orange

Soda, Root Beer, Ginger Ale, Vanilla, Peach, Concord

Grape, Reif's Special, Ciders, Fountain Syrups, Cones,

We have just received a car load of empty bottles and

another car load enroute. We can fill your orders. None

THE LUBBOCK CREAMERY

Well, if the grand old State of

If you will trade with us—buy

Texas gets 20 cents per pound for

cotton, then we'll all be coming fine!

your groceries regularly from us-

you will find at the end of a month

that you are doing well and saving

And-Second Hand Furniture-

too large to handle, and will give prompt service.

20c Cotton

we have it for sale.

W. A. TERRELL GROCERY

Still Near the Avalanche

money.

ing Texas over for twenty years and watching developments, I can now see beyond any doubt, the three towns that are to be the great commercial centers of Texas—Dallas, El Paso, and Lubbock, and when Texas is divided into two states. Fast and West to Postmaster S. P. Postmaster ided into two states, East and West to Postmaster S. P. Robbins. Texas, Lubbock is more than likely "While some folks still h

"While some folks still have the to become the capitol of West Texas idea that it is beneath their notice to on account of othe location, railroad salt four dollars and a few cents in

each working hand in hand offering comfort and information to home-seeker and tourist alike." I could not stand it any longer, I said Broth-er, I live in Lubbock. May I repeat this general to our news report.

"August has been a good month in

"August has been a good month in this conservation to our news reporter, and Mr. Massie said "yes, it is all saving so far as Postoffice sales of true." Treasury Savings Certificates are concerned, though commercial business has been slack.

"The way people are turning from OF COMMERCE MAN HERE reckless spending to sure saving is E. Bennett, representing the certainly pleasing to us at the Post-West Texas Chamber of Commerce office, because every dollar wisely in the Abilene district, was here the saved in this community helps the first of the week soliciting members people and the merchant alike. Monfor that organization here. He had ey makes the mare go, according to secured quite a good list, and was the old saying, but it is safely saved very much pleased with the interest money that makes a community and the people of this section were taking its people prosperous. Growing bank in the work of the Chamber of Com- accounts, increasing sums invested in merce work being done by the West Government Savings Securities and Texas organization. Mr. Bennett economy in spending makes business stated that he saw no evidence of the better for all. We are indeed grati-business depression on the Plains as fied to have played a part at the Postit is seen in other sections of the state. Our crops are better than in many places, and general conditions

THE HOUSE THAT

JACK NEVER BUILT Fact of the business the Plains

country is just a whole lot better than (Lady) big portion of Texas anyway, and Now, Mr. Architect, in drawing up the people are of the progressive type my house plans; Arrange closets for each room, and pantrys for pans,

ook and cosey corner and portiere disclosure, And don't forget that each room must have south exposure. want colonial porches, beautiful,

spacious and wide, Parlors and all other rooms must be on the south side; Elegant mantles, and beautiful hard-

wood floors, Moorish grills and four pairs large sliding doors. (Architect) Your husband will pay two thousand

J. S. Carning, of Brownfield, was dollars, no more, a visitor to Lubbock the first part of And that you have outlined will the week attending to business matcost cover four; Shall I proceed to plan as you have

before fall; house at all, Specify oak finish and guilded mould-

ed border, with my order. (Architect)

Then I went to work with wild and she sed No yure not & you go rite rumpled hair, And drew a sketch that showed a closet everywhere.

She saw it and with five words she & Jake sed she was a lady wich lived sealed my doom. like the plans said she, but I must brook

have more closet room. Then I drew a sketch, and sought my rage to hide. drew a house of closets, and left

fierce despair, had failed to show a closet un-

derneath the stair. Now when my wings are yet untried, day & she ast me did my pa ever dis-I linger at the gate, agree with my ma & I sed Does he I linger at the gate, And old St. Peter looks

what makes me wait; will find me on my his knees, searching there To see if they have closets built

beneath the golden stair.

Walter E. Taylor, Architect,

Lubbock, Texas.

CARD OF THANKS

We wish to express our sincere thanks to our friends and neighbors which we must study like Rithmetick who so kindly ministered to us during only worse. Mebbe our greatest trouble—the death of Thursday—Got s our guardian angel, wife and mother.

Especially do we appreciate the beautiful flowers. May the hand of affection be ever with you, and Heaven's richest blessings rest upon

T. W. Gill and family.

Get a Fair catalogue at the Cham ber of Commerce office and start to shaping things up for some premium money at the coming Fair.

Mrs. J. Rhea, of Crosbyton, was in Lubbock the first of this week attending to business matters.

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.

GEO. R. BEAN, Chairman of Board. FRANCE BAKER, President.

SAM C. ARNETT, Vice-President. C. C. PEARSON, Ass't. Cashier.

JAMES B. REED, Ass't. Cashier

The Citizens National Bank

"The Bank for You."

CAPITAL \$100,000.00

SURPLUS \$60,000.00

mad and

saba Robe Step

visiti

last v Mi

from

retur

erfore

Grove

Hend

Friday

the hip

hostesr

Winn, Reid,

Member of the Federal Reserve System

Friday-I tuk 50 cts I had ernt working & sent it 2 a Co. which is to send me a secret for how to get rich (Lady)
will have what I want, and finished then end up by being a poor man who must work, for of course I will help

Saturday—ma put me 2 work nocking bugs off of potatoes & I got tired want the plans tomorrow-hurry and set down 2 rest & ma cum out & ketched me & she sed What are you about & I sed I am about done ahead now so ahead I went.

Sunday at Sunday skool teecher ast Jake who was Rebekka on a farm wich they called Sunny

Monday had a tawk with , Jane this afternoon p. m. & acksidently got Sentimental & I ast her diddent she like me & she sed she Diddent the rooms outside; dance with you & she sed it real sassy Whereat she pointed out amid my but all the same I have a feeling I am Ace high with that little lady.

Tuesday-A lady which visits at ake's house was tawking with me tohonest facks 2 for here of lately pa disagrees with most everything ma says. Only he never let her know it.

Wednesday-The skool teecher told me & Jake we was 2 take Kalisthenicks next year at skool. Jake ast his ma what is Kalisthenicks and she sed she haddent never caught them. But I diddent let her know I that she was ignorant for I know blame well it is some kind of a book

Thursday-Got stung on getting The Co. rote 2 me & sed 2 get Rich work like the devil and dont spend a cent.

Out of town patients who are here Out of town patients who are here for Chiropractic treatment this week:
Mr. J. A. Cockerham, Floydada;
Mr. O. N. Nelson, Floydada; Mrs. J. I. Bartlett, Post; Mrs. T. L. Barnes, Post; Mr. M. J. Gregory, Petersburg; Miss A. L. Stith, Tulia; Mrs. Fred Robertson, Lorenzo; Mr. J. A. Mathis, Post; Mrs. A. J. Cockerham, Floydada; Mr. C. E. Overman, Phoenix, Arizona; Mr. Alvin Morris, Post; Mr. Henry Longbrake, Brownfield; Mr. J. Henry Longbrake, Brownfield; Mr. J. T. Allen, Hollis, Oklahoma; Mr. B. T. Elliott, Post; Mrs. J. T. Allen, Hoflis, Oklahoma; Mr. J. B. Connell, Lam-

J. C. Wooten, of Crosbyton, spent Thursday of last week here looking after business matters.

J. N. McFarland, of Shallowater, was here the latter part of last week visiting and trading.

J. E. Forney, of Jacksboro, passed through Lubbock last Saturday en-route to the mountains in New Mexico, where he and family will spend a month. Mr. Forney says that Jack county, and all surrounding counties are suffering for want of rain.

R. L. Peck, of the Slaton community, was here the latter part of last week visiting and trading.

J. W. Lemond and family, returned home the first of this week from a two weeks' visit in Wilbarger.

Hotel Broadway

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 distaste-

Hotel Broadway

Formerly City Hotel

South of Courthouse

Lubbock, Texas

L. B. SEATON, Mgr.

GOVERNOR WILL NOT REAPPOINT LYDAY

Austin, Texas, Aug. 26.—Governor Neff has notified D. M. Lyday that he will not be reappointed Commissioner of the Department of Warehouses and Markets. Mr. Lyday's term of office will expire September 1. The Governor has not yet announced Mr. Lyday's successor.

Oscar Gentry, of Hale Center, was business visitor in Lubbock, Mon-

W. A. Bacon and family, who have been spending the summer in Colo-rado, returned home Sunday of this week. They made the trip overland and returned home by way of New Mexico, spending a few days there and resting before the trip

Judge and Mrs. D. W. Puckett returned home from Royce City, Monday of this week. Mr. Puckett was called to the bedside of his sister in that city, who died while he was there. Mr. Puckett says that cotton picking is in full swing in that part of the country, and yielding from one-fourth to one-third of a bale per acre.

The girls and boys of the Christian
Church Mission Band will serve ice cream and cake Saturday afternoon, from two to six. Watch for poster.

10-1t

The girls and boys of the Christian

J. M. Smith, of the Petersburg community, was in Lubbock the first of this week trading and attending to business matters.

FOR BLUE BUGS

Head lice, stick-tight fleas, or any blood-sucking insect simply feed "Martin's Blue Bug Remedy or Insectimun" to your chickens. Your money back if not satisfied. Ask Floyd Beall.

BUYS THE ELK CAFE

Mrs. Condor Henry has recently closed a deal with H. A. Davidson for the Elk Cafe. Mr. and Mrs. Henry have been in the restaurant business Write, wire or Phone for a Fair catalogue to the Chamber of Commerce. Get it early and get in the game.

The past eight years, until something like a year ago, when they sold the Elk Cafe on the north side of the square. Mrs, Henry has been in California for several months, and was called back to Abilene a few Write, wire or Phone the Chamber of Commorce for post cards.
There are plenty left. Send them everywhere.

days ago to mourn the death of her husband. Mrs. Henry is a first class restaurant lady and no doubt will do a splendid business, as she has many friends here, as well as out of town, that know of the good means they use to serve.

Sam Arnett and family, of this city, returner home the latter part of last week from New Mexico, where they have been spending a few weeks on an outing trip.

Mr. and Mrs. E. R. Haynes, spent last Sunday in Crosbyton, guests of Rev. Cole and family.

Bob Brown, of Lorenzo, was a business visitor to Lubbock Monday.

machinery as used in the shoe factory we can make the shoes practically as good as new. Cost is small compared to cost of new shoes. Work done while you wait.

LONGER WEAR---

BRATCHER & JORDAN

is assured to your shoes if you bring

them to us to be repaired by modern

machinery. Using the same kind of

SOUTH SIDE

SOCIETY NOTES

Wednesday Needle Club. Mrs. G. F. J. Stephens was the charming hostess of the Wednesday Needle Club on Wednesday of last

hostess. Beautiful bouquets of golden glow made the reception rooms cheerful and inviting. Ice cream and cake were served, after an afternoon of unusual enjoyment. Guests and unusual enjoyment. Guests and members present were: Miss Sowell, of Waxahachie; Mesdames Friend, Ballenger, Cole, Wagner, Ellis, Sensabaugh, Maddox, Thomas, Wilson, Ballenger, Briggs, McKee, Cosby, Robertson, Adams, Hopkins and Stephens. The next meeting of the club will be the second Wednesday

Personals

in September.

Messrs. F. W. and Henry Turner. of Santa Anna, are guests of relatives in this city. Mr. Ross Mitchell, has returned to his home in Itaska, after visiting

friends in this city.
Mr. Arthur Wheatley, of Amarillo, visiting in Lubbock, Saturday.
Misses Annie and Alice Ford, spent

last week end in Post City. Miss Willett Waters, has returned from a visit in Abilene.

Miss Pearl Mays, of Fort Worth, is visiting her sister, Mrs. H. K. Por-Mrs. G. H. Collins, of Floydada,

spent last week visiting with her brother, Mr. H. O. Waters. Mrs. Sidney Smith and little daughter Frances, of Austin, have returned home after a visit with their uncle,

Mr. H. O. Waters. Mr. E. L. Robertson has returned home, after spending several days in

Mrs. I. J. Hicks and son, of Weatherford, are visiting with Mesdames Grover Merrill and W. D. Benson, of this city.

Mrs. Emma Thompson and Mrs. Hendrick Dodson, of Cabot, Arkansas, are the guests of Mrs. G. F. J. Mr. T. Duke, of Roswell, New Mexico, visited friends here Tuesday.

Mrs. Jones Entertains.

Mrs. B. H. Jones very charmingly entertained a host of friends on last Friday afternoon, honoring Mesdames Fred Cockrell, of Savannah, Ga.; Sam Munn, of Bertran, Texas, and J. W. Newcomb, of Ardmore, Okla. In Bridge, Mrs. Floyd Beall won

the high score prize, with Mrs. J. W. Newcomb winning guest prize. The hostess was assisted in entertaining by Miss Grets Teal, of Fort Worth. At the close of the afternoon's served to: Mesdames Griffin,

merriment a delicious ice course was Winners Crosbyton, Buckner, Ballenger, Beal, Cockrell, Munn, Newcomb, Jones, and Miss Teal of Fort Worth.

Miss McKee Entertains.

Miss Louise McKee delightfully entertained a few friends with a morning party on Wednesday of last week, complimenting Miss Manry Nan Mc-Horg, of Plainview.

the pleasure of the occasion and at matters.

Citizens National Bank Bldg.

NEW

the close of the hour a dainty salad * * course was enjoyed.

Mother Boone and Mrs. Harry Boone entertained their school classes out at Mother Boone' lovely country home last Friday afternoon. At five o'clock a watermelon and cantaloupe feast was enjayed. Then all had their pictures taken and returned home at six week. Mrs. B. P. Hopkins was joint o'clock, after having an enjoyable

Campus Club,

Misses Blanche Bacon and Eppie Edsall entertained the Campus Club at the home of the former Wednesday afternoon. The regular club members and several guests enjoyed "42" until late in the afternoon when ice cream and angel food cake were served. Guests of the afternoon was Mrs. Waldrit and Misses Moss and Ludeman.

Students Organize.

The Lubbock County students who attended the Summer School at the West Texas State Normal, met July 28, and organized a Lubbock County Students Club. The following officers were elected to act during the summer session, and until the first meeting held in Lubbock county: Chairman, Dowling Cox of Monroe; Secre-tary, Julia Kelley of Acuff commun-

Miss Olive Michael was elected permanent secretary of the organization. The election of the remaining per-Miss Arlene King, of Abilene, has returned home after visiting with Miss Willett Waters.

The election of the remaining permanent officers was postponed until the first meeting to he held in Lub-The organization met twice during the summer to discuss the plans for the future welfare of the organization. We summed the aims of the organization to be, first, to form a band of boosters so that we may boost our county while in Canthen when we arrive in Lubbock we may advertise our college; second, to promote social interest; third, to arouse and stimulate interest in education in our county; fourth, and lastly, to aid each other securing desirable position.

It was agreed that all ex-students of any State Normal School residing n Lubbock, should be counted as egal members of the organization.

The Club voted to meet at the Lubbock County courthouse September 3rd, at 3 p. m. in the Justice Court Room. The secretary insists that each ex-Normal School student be present at the first meeting to be held in the County Courthouse, Sat-urday, September 3, and organize for How

Maggie and Jiggs 42 Club. Delightful indeed was Tuesday evening for the members of the Maggie and Jiggs Club, at the home of Mrs. Louie Moore, with Mrs. Martin Ruby as joint hostess. In 42, Mrs. Fred Oliver, won high score prize for the . ladies and was presented with an iv- + ory nail buffer. Mr. Ruby was the + lucky man and received a pair of + culf links. Hand painted tally cards + + of Houston, Thomas, Mast, Duggan, Winn, Quillen, Geo. Reed, Wesley Reid, Simpson, Griffith, Lindsey, Wheelock, Pearson, Hunt, G. John-Wheelock, Pearson, Hunt, G. John-Son, Slaton, Weaver, Della Wilkin-members of the club. Mr. and Mrs. S. E. Cone were made a lingering illness. The body was shipped to Denton, Texas, Saturday, transacting business matters in Aberson, Oliver, Conley, Hilton, Hutchin-son, Dick Arnett, Beall, Spencer of At a late hour the establishment of the club. At a late hour the guests departed wonderful hostesses.

> H. B. Kileen, of Shallowater, was here the first of this week shopping and visiting.

J. C. Hood, of Abernathy, was in dren to mourn his death. The body Lubbock Wednesday of this week, was shipped to Palestine Tuesday for Progressive "42" added much to trading and looking after business

CHURCH NOTES

CHURCH OF CHRIST Junior Bible Study.

Leader-Lambert Hookers Song Leader-Warren Smith. Roll Call-Repeat from memory

Ex. 20:3-5. Circumstances of Giving the Law: Ex. 19:3-25-Louis Shipman. Scripture Reading: Ex. 20:3-17-

Margaret Conner. Worshiping the One God Law-

ence Green. Keeping the Sabbath-Edith Hicks. Thou Shalt Not"-Ex. 13, 14, 15, 16-Orville Hooker.

Covetousness Eunice Holcomb. What Promise Did God Make the Israelites?-Ex. 23:20-32. How did Israel Receive These Laws and Promises?-Ex. 24:1-8. Why did Moses go up into the Mountain?—Ex. 24:12.

Did Joshua Go With Moses Into The Mountain?—Ex. 24:13-14; 32: How Long Did Moses Remain In father. the Mountain?-Ex. 24:18.

Duet-Jaunita and Pauline Mere-

CHURCH OF CHRIST Young People's Meeting. September 4, 7:30 to 8:15 p. m.

Songs. cake, melons, included with the din-Reverence for the House of God-Harbert Hooker. Righteousness—Ala Burrus. Self Denfense-Paul Clark.

All young people cordially invited.

CHRISTIAN CHURCH

Mission Band Leader-J. D. Jenkins. Subject-Charity or Love. Prayer Scripture Reading-1 Cor. 13

Erin Mackey. Talk by Leader: Charity-What It Means to us.

Col. 3:14-Lila Lee Robertson. Thess. 1:3-6-Maurine Mullican. Tim. 2:22-Raymond Barrier. Peter 4:8-Peggy Whipp. Peter 5:8 James Julien. Cor. 16:13-14-Nadine Young Charitable to Morn-Mary Lois

How and When-Anna Lou Bar-How may we learn to love God

more and to love the things He would have us love?-Paul Squyres.

Close with Sentence Prayers.

declaring Mrs. Moore and Mrs. Ruby

D. F. Hinson, aged 45, and a brothwonderful hostesses.

D. F. Hinson, aged 45, and a brothWiss Martha Abney was visiting i while visiting at the Carroll home. week. Mr. Hinson was a resident of Pales-tine, Texas, and had only been in ROPESVILLE ITEMS this part of the country a few days. Deceased leaves a wife and two chil-

NEW CORPORATION ORGANIZED IN LUBBOCK

The Lubbock Wholesale Candy thorns. Company, will be the name of a new corporation organized the latter part of last week by local men for the pur- Lubbock and were quietly married, he left the Plains. pose of making candies for wholesale

the same concern, will be vice presi- nice cool air on the Plains. dent and general manager of the and James B. Reed, assistant cashier cane is ripening very fast.

now under construction on Avenue I, by the Panhandle Construction Co.

BLOOD POISON

of the American Legion post at Hag-

Mrs. Dr. Hughes, of Roaring will begin on it next week.

Springs, was in Lubbock the first part of this week visiting and shopping: just returned from New Mexico, her cousin, Miss Lila Gibson.

+ + + + + + + + + + + + MONROE NEWS ITEMS OF THE PAST WEEK

Several nice showers of rain have fallen since our last report. Mr. Ward Crim is cutting Sudan.

The Baptist meeting continues with much interested manifested. They claim many conversions and additions to the church. Many visitors from other communities are attending the meeting here.

Prof. Dyess and wife were dinner guests at the John A. Long home,

Prof. W. D. Cox and mother, visited in the home of George Robinson and wife, last Sunday.

Mr. and Mrs. Rufus Bundy have for their guests, Mrs. A. A. Batcher and family of Lubbock, and Mrs. Harrall of Cook County, near Gainesville. Mrs. Batcher and Mrs. Harral are

sisters of Mr. Bundy.

Mrs. Hickerson, of Commerce, returned to her home after a visit with her daughter, Mrs. Rufus Bundy. Mr. and Mrs. J. A. Long, are enjoying a visit from Mr. Long's mother.

Mr. and Mrs. Charley Vaughn, have for their guest Mrs. Vaughn's Mr. and Mrs. S .A. Graham entertained at dinner Sunday the following named friends: Prof. Horne and family, Mrs. L. E. Stephenson and daughter Delia, Misses Leola and Irene Cox, and the family of Andrew Graham. A delightful feast with ice cream,

Mr. Bill Clutter and family, of Lubbock, visited in the home of Mr. Jack Merrell and family, last Sunday

Mr. Ray and daughter, of Carlisle, spent part of last week among old friends here, attending the revival. We are very sorry to report that little "Snookey" Thaxton has been suffering from rheumatism and was unable to walk for a few days. Mr. Joe McDonald and Miss Myrtle Gillette said the report I heard of their wedding was only a joke, put out by some of their friends. I hereby correct the error and advise no one to believe all you hear about a

Mrs. Landers and children, of Grovesville, were visiting Mrs. T. H. Cox and family Monday afternoon.

CENTER NEWS ITEMS OF THE PAST WEEK

The farmers are beginning to harvest their crops. Some are heading maize and some are cutting sudan. Mr. E. T. Williamson, who has been working at Tahoka for several months, arrived here Tuesday and is visiting his brother D. W. Williamson, where he will remain for a while Several from this community have been attending the meeting at Monroe, that is being held by Brother Tennyson. The services have been . beneficial to us all and we have en-. Joyed the singing very much.

Miss Lucille Baker has been visitthe Monroe community for

shipped to Denton, Texas, Saturday, transacting business matters in Abernathy, one day last week. Miss Carrie Mae Baker spent last

Miss Martha Abney was visiting in ern part of the county, died suddenly the Badger Lake community last

OF THE PAST WEEK

Bernice Evans and Hazel Swafford, where stole a march on their many friends tives, at Ropesville. They motored over to Brown. We wish them a happy life doing fine since the operation.

Last Saturday evening, Bud Car-

R. H. Martin, owner and manager of the Martin Baking Company of this city, heads the new company as president, and M. C. Willhoit, now here. They are highly pleased with promptly the first day if possible, Our in charge of the retail department of everything and spoke of enjoying the same concern, will be vice president.

month with her son, J. R. Evans. KILLS ARTHUR WIMBERLY the county, August 19th.

Prof. Teague had the misfortune

Arthur Wimberly, for a number of to get a bug in his ear recently. He years editor of the Hagerman, N. M., went to the doctor at Lubbock and munity, was here Wednesday u Messenger and postmaster at Hagerhad it removed, but he is suffering treatment of a local physician. man, is dead as a result of blood greatly from it. We wish for him a Wimberly was commander speedy recovery.

There was a trustee meeting at the

cided to build them a house and work



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 WEAR. And the simplest answer is the "DOUBLE PANTS" idea, inseparably linked 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 right"

where they have been visiting rela- OFFICERS CAPTURE BOOT-They report a nice trip. Mrs. Palmer took her liltte boy Teddie, to the sanitorium and had

Brown. We wish them a sand few Word has been received from Brotogether, with many roses and few T. B. Sowell. He is in Fort Worth Hufstedler Tuesday night of under treatment of a physician there. week, in the north part of the city. ter and Miss Mabel Millsap, went to He says he has been sick every since The first part of the week several

purposes. The company starts with friends. All the good wishes of their and their families, left for home last also found in the same house. The acquired accompany them—hoping as Monday after visiting here for the Mexicans are being held in the country. purpose of making canding the friends. All the good wishes of their purposes. The company starts with friends. All the good wishes of their and their ramines, left for nome last also found in the same nouse. The months accompany them—hoping as Monday after visiting here for the past three weeks. They speak in high praise of our good water as they have to boil and filter their water at the same nouse. The months also found in the same nouse. The months also found in the same nouse. The months are being held in the county high praise of our good water as they have to boil and filter their water at the same nouse. The months also found in the same nouse. The months are being held in the county high praise of our good water as they have to boil and filter their water at the same nouse. The months are being held in the county high praise of our good water as they have to boil and filter their water at the same nouse. The months are same nouse. The months ar

and let us make it still better this one who dies leaving a memory un Lee Cowan has began syrup mak- year. Last year we began with an stained-a legacy richer than pearls, Candy Company. T. G. Shaw, of the ing again. He is making syrup for enrollment of nineteen pupils, at the more costly than rubies. So great Panhandle Cigar Company, goes into the concern as one of the directors of the continued dry weather the first day and get acquainted with friend, that we, her co-workers in the our teachers, and make them feel that Womans' Auxiliary of the First of the Citizens National Bank, will be secretary and treasurer. Roscoe Wilson, local attorney, will be one of the directors of this company. Other prominent local men are stockholders.

The Lubbock Candy Company extensions the Directors of this company of the Grand Cowart, Sunday.

The Lubbock Candy Company extensions the Directors of this company. Other prominent local men are stockholders.

The Lubbock Candy Company extensions the Directors of the Grand this week to help gather ten acres of peas.

Mrs. Longly visited her daughter, Mrs. Longly visited her daughter, Mrs. Charley Cowart, Sunday.

Mrs. Owano.

Mrs. Owano.

Mrs. Award.

Mrs. Longly visited her daughter, Mrs. Charley Cowart, Sunday.

Mrs. Longly visited her daughter, Mrs. As we have been having a vacation through the summer it is time to get to work in earnest. Revive our Literary and Community Society, for this goes in hand with good work.

Resolutions adopted by the Womans' Auxiliary of the First Presbyterian Church:

Whereas, the death of our beloved member. Mrs. Hall, has left our

ness matters.

Information has been received here by relatives that a six-pound erman and very prominent in both business and social circles. He was business and social circles are wanting a school built in that residing at Crystal City, for a few olutions be recorded in the minutes of neighborhood. The trustees have de-months.

Miss Brooks Gortin, of Mississippi,

LEGGERS AND STOLEN CHICKS

Word has been received from Bro- John McCulloch, and Chire of Police dozen chickens were stolen in the Messrs. Ike Ardis and Bob Soreter, west part of the city, and these were

Swafford's, Wednesday.

Grandma Evans is spending a month with her son, J. R. Evans.

Most everybody from Ropesville, attended the picnic at the center of week shopping and attending to busi-

Resolved, that though Mrs. Hall J. W. White, of the Wilson com- has gone from us she has left her munity, was here Wednesday under pious example of a legacy to this sohas gone from us she has left her ciety, to enrich it's treasury and to encourage others on their way to the better land to which she has gone. Resolved, that we extend our con-

our society and that a copy be sent to the family of the deceased. Mrs. Spencer. Mrs. Wagner.

CLAUDE B. HURLBUT

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 to give the service you need when seeking a

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

Lubbock, Texas

DOCTOR

TO THE ABERNATHY BUILDING L. WESLEY

SEE ME FOR FARM LOANS

susiness, until en they the side as been the has a few of her at class by will she has out of the means to the state of th

feed

Your

CAFE

ecently son for

Henry

usiness

s a busi-iday.

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

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

New Plans to Market Wool From Texas is Completed

Plans for the grading and market-ing direct to the mills of approxima-tely 1,000,000 pounds of Texas wool have been completed by the South-western Farm Bureau Wool and Mo-hair Growers' Co-Operative Associa-tion. George E. Butann, representing the association, will leave in the near future for the New England states and other woolen mill cetners with the first samples of wool ever graded in Texas, J. E. Boog-Scott, director of the association, stated re-cently. He will arrange to sell the wool direct to the mills. In this manner the association expects to realize a greater profit for the members than they obtained under the old system of selling their wool to speculators

direct without grading.

Approximately 700,000 pounds of wool have been signed up with the association and about 300,000 pounds more is expected at the association warehouse in Houston when the fall clip begins to move the latter part of September, or early in October. The association is largely composed of the small wool growers of the state, Boog-Scott said. The larger wool Boog-Scott said. The larger wool growers have a system of marketing of their own and maintains warehouses at Del Rio, San Angelo and Kerrville, he said. The grading system is not used by them, but it is expected that in all probability it will be adopted on the successful outcome of the association's plans.

U. S. Grader in Charge.

The association warehouse at Houston has a capacity of 2,000,000 lbs. and the associations expects to eventually handle wool from Arizona and

ually handle wool from Arizona and New Mexico growers. A Government grader is in charge of the warehouse and so far this year about 200,000 pounds of wool has been graded, acrding to Boog-Scott.

A concentration freight rate has been obtained into Houston and the water rate to New York will prove especially advatageous to the growers in marketing their wool at the Eastern mills, the director stated Heretofore, he said, six or seven men have handled all of the wool from Texas and all except one has offices on Summer Street in Boston. Some wool was consigned to Boston and other points by the growers, but no advantage was obtained by this method, as the consignees were us-

Industry Improving. The wool and mohair industry in Texas is improving each year, Boog-Scott stated. Practically all of the sheep taken from the state in the drouth of 1917 and 1918, have found ducer. Texas is now furnishing sixtenths of all the mohair grown in the country and the goat herds are now being increased and improved. the county is in Edwards and Sutton Counties, where the government is working on the improvement of the day evening.

omplished by the goat breeders since arrangements were being made to at this writing. take a large goat exhibit from the Dallas Fair to the Portland Oregon place last week. They are preparing Fair, and the breeders expected to to move their house closer to the carry off blue ribbons with their road stock.—Ft Worth Star-Telegram. My

A TRIBUTE TO THE MEMORY MRS. J. H. MULLINS

Mrs. Bettie Barnette Mullins, was born March 31, 1861, and died Aug- pleasant trip. She was born and reared in Mercer County, Kentucky. She was married to J. H. Mullins, who survives her, in Richmond, Ky., Sept, 1882. To them were born seven children, three daughters and four sons; the daughters died in early childhood but the sons are all living and were at their mother's bedside when she died. Besides her husband and sons, four daughters-in-law and six grandchildren are left to live and

For several years after her marriage she and Mr. Mullins lived in Illinois, but came to Texas about thirty-two years ago, and came from North Texas to Lubbock in 1908, where they have since resided. Their home has been on the beautiful farm just east of the town of Lubbock until two years ago when they pur-chased an elegant home in the town

for more than a year and has been a few days. great sufferer most of that time.
In the early years of her life she sas, and his daughters, Mrs. Ellison great sufferer most of that time. became a Christian and her whole life has been a most beautiful example of love, devotion and sacrifice. She joined the Baptists' and died a member of the good Baptist church at Lubbock. Her family, her friends and all who knew her well are better for that knowledge. All of her family are Christians, including her husband, sons, and daughters-in-law, and are members of the Baptist church.

The home-going of this good wo-man , while naturally sad for her loved ones, but is the passing of a child of Heaven from earthly cares and afflictions to peace and happiness in the "Home Over There." She has fought the good fight, kept the faith and received her crown.

Loved and lonely ones left behind may the comforting hope of a happy reunion cheer you; may the sweet memories of her Christian life inspire you to nobliest living; may her words and deeds cheer in trying experiences and may you enjoy that cheerful hope, cloudless faith and tender love that bespoke her peace

with God, rest ever upon you all. We all have another friend and dear one in the eternal home, another till the world immortal and a shining example to light our pathway here as we travel home to God. Lovingly, your brother,

Scratch pads for sale.



These Competent Laundresses are at Your Service

nomical way to be rid of washenlist the services of this corps of competent laundresses.

These are the folks-conscientious and careful-who do your washing when you send it to us.

washing. It is they who super- call for your family bundle.

There's a convenient and eco- vise your ironing, and give to it the painstaking attention you day and all its trials. It is this- would give yourself. It is they who send back your family bundle-snowy white, refreshed and ready to put away.

Have these willing assistants take off your shoulders the burden of the wash. Ours is a ser-It is they who look to the vice that will satisfy. Have us

Lubbock Laundry Company

Phone No. 305



LOCAL NEWS ITEMS FROM ACUFF COMMUNITY

rapidly and will come to a close Fri-

Mr. S. S. Rush took painfully ill Monday morning with his side. We from Oregon, Boog-Scott stated that are glad to report that he is better

Mr. Grimes had a well dug on his

dren, Mr. and Mrs. D. F. Pounds and children, Mr. and Mrs. L. S. Evitt and Mrs. W. D. Davis attended church at Slaton Sunday, and heard Brother Warlick preach. They report a very

Mr. Holland and children, returned to their home in Ochoa, New Mexico, Monday morning, after spending a week or so with his daughter, Mrs. E. O. Evitt.

Mrs. J. C. Burns visited her daugh ter Mrs. Earl Davis, from Thursday until Sunday of last week. Davis Pounds visited his aunt from Sunday until Monday of this week. of Canyon, and Miss Hartles of Cel-attending the meeting at Emma-Mr. and Mrs. J. M. Bloyd and son

Jesse, attended church at Emma Sunday morning and evening. in Blythe, Texas, improving They are preparing to move in the very near future. We certainly hate to give these good people up.

Urney Evitt is visiting his brother S. Evitt, this week. Mr. Hart and son, were in this community this week digging the well for Acuff new school building, Mrs. Mullins has been an invalid which will be under erection now in

The Chocolate Shop

"Where We All Stop"

Home of Stanton's Famous Hershey Covered Chocolates Made Fresh Every Day

If 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. Special attention to the kiddles

The Chocolate Shop

F. H. STANTON, Prop.

este, are visiting them this week. Mr. and Mrs. J. J. Carrol returned from Palestine, last Thursday, and their brother and sister and family, J. M. Bloyd Tuesday afternoon, His Mr. A. B. McInroe is at his place their brother and sister and family, the all came back with them.

> Mr. and Mrs. L. S. Evitt, and Mr. and Mrs. C. W. Evitt made a trip to county, are visiting them, and they Denver, Colorado, two weeks ago. all were visiting at Mr. Bloyd's. They report a splendid time. Mr. J. R. Rush and sons, Newell

and Elvin, visited Mr. and Mrs. S. S. Rush, Saturday.

Friday evening.

brother, Bruce Eubank and family, and his mother, Mrs. Eubank of Knox D. Pounds was on the sick list this

We have 26 pupils in singing school. Everybod ytry and come out Friday evening.

Several of the Acuff people are look for the signature of E. W. GROVE.



Have You Heard the News?

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.

LUBBOCK BUICK COMPANY

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

CORNS

Lift Off with Fingers



Doesn't hurt a bit! Drop a little

"Freezone" on an aching corn, instantly that corn stops hurting, then shortly you lift it right off with fingers. Truly?

Your druggist sells a tiny bottle of "Freezone" for a few cents, sufficient to remove every hard corn, soft corn, are corn between the toes. soft corn, or corn between the toes, and the calluses, without soreness or

J. C. Howard, of Gorden, Texas, was here the first of this week visiting and attending to business mat-

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oank, of ind Mrs. oon, His family, of Knox

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EM

Auto Owners May Profit By These Hints About Tires

The greatest danger that befalls a tire in service is under-inflation, says the makers of Hartford tires. Proper inflation is the life of a pneumatic tire what proper food is to the life of a living being. Eighty per cent of the failures in tires can traced to under-inflation. Briefly, the results of under-infla-

tion are early separation in all parts of the tire, rim cutting, abnormal development of frictional heat, greatest power and fuel consumption, rup-turing of the fabric, splitting of tread, and abnormal strain throughout the tire.

No matter how fine the materials that go into a tire nor how perfect the workmanship in its construction, the tire cannot give good service if it is neglected and abused, say the makers of Hartford tires.

If given a reasonable amount of attention a tire that is carefully made of good materials will repay a motorist for every dollar he puts into it. But even the best materials and the finest workmanship amount to nothing when a tire is run under-inflated

or is subject to rough treatment.

It only takes a light turn of the steering wheel to avoid having a tire strike a big cobblestone lying in the roadway, yet many motorists won't take even that much trouble to save their tires. It is the driver who is careful who is able to boast of big tire mileages.

It seems hard for a motorist to un-

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

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 of 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 nto do your work while you wait.

L. H. SHELTON, at Shoe Shop

Lubbock, Texas

out apparently for no reason at all that the cause of the break was a bump against a curb that the tire sustained two or three weeks before, OUR BATTERIES FOR say the makers of Hartford tires. Bederstand when his tire suddenly blows cause the tire showed no external evidences of damage at the time the ump occurred, the owoner is likely REAL SERVICE to blame the tire when the internal damage done by the blow finally makes itself felt.

A rubber tire will stand a great

deal; it will deliver thousands of miles of service over rough roads,

and wear amazingly under conditions that are unfavorable. But one thing

it will not withstand is a sudden,

heavy blow. The injuries done by such a blow are to the fabric that

forms the carcass. The blow breaks some of the threads, and this break-

ing gradually spreads until the tire

The amount of air which should be

cept at all times in automobile tires has been carefully worked out on scientific lines, say the makers of

Hartford tires, and these pressures should be adhered to religiously in order to obtain the highest mileage.

low, damage to the tire is sure to re-

sult. Other causes for premature failures of tires are: Improperly fit-

ting rims, which causes rim cutting,

and later a rupture; over-heating

which causes separation; and sun ex-

posure, which causes checking and cracking of the rubber surface.

Piles Cured in 6 to 14 Days

pruggiets refund money if PAZO OINTMENT fair o cure litching, Blind, Bleeding or Pretruding Pur-notantly relieves litching Piles, and you can set estful sleep after the Past apparation. Price Go-

Monday of this week in Lubbock,

visiting and looking after business

If you have never used an Exide battery, now is the time to start and find out why it is superior to many others. Service is what you look for in a storage battery, and real service is with the Exide battery will give you. Batteries recharged, rented and repaired.



Old Buick Garage Building

Postoffice Street

thus exposing the fabric to moisture and chafing; misalignment of wheels, West Texas Crops ion, running over curbs, deep ruts, The largest Ever stones, nails and glass, which causes breaks and cuts in the tread and carcass; sudden use of the brakes, which Harvested Before causes tread agrasion and separation; turning corners at high speed, which causes excessive strain on the fabric

The Texas Grain Dealers Association advises the West Texas Chamber of Commerce in a letter from Fort Worth, that the 1921 grain sorghums crop for West Texas for 1921 will be the largest ever harvested. This letter from the Texas Grain Dealers Association confirms the forecast made in July by the Agricultural Bureau of the West Texas Chamber of Com merce that the largest grain sor-ghums crop on record would be harvested this year in West Texas. While much of this crop will move in caroad lots to the grain centers of Texas and other states where it will be sold as feed or else compounded with other ingredients as basis of various other food products, still there will be a very large quantity left for local

The joint livestock and feed campaign which is to start on September 1st, has for its purpose the importation into West Texas of additional the farm. The slogan of the campaign is to be "Every Farm a Facand is the plan of the campaign managers to try to get additional numbers of farmers to market their sorghum grains in the form of pork

and dairy products. This campaign will be participated in by the West Texas Chamber of Commerce, the Fort Worth Stock Yards Company, A. & M. College of Texas, and the Mistletoe Creamerich of Amarillo and Fort Worth, and it will be under the immediate super-vision of J. W. Ridgeway, chairman of the Agricultural Committee of the West Texas Chamber of Commerce. Itineraries will be announced next

THIEVES TAKE GROCERIES FROM STORE AT CLOVIS

Clovis, New Mexico, Aug. 26.— The grocery store of E. B. Eastham Grand avenue was broken into and about \$200 worth of groceries were taken. The discovery was made by plice officer Sadler, who was called the Star Grocery and Market, across the street from Eastham's. The thieves had broken into a rear room adjoining the Star Gro-cery, which is owned by Hatley Bros., but for some reason failed to get into the grocery department. They went from there to Eastham's, it is be-lieved, where they were successful. The robbers escaped, and chief Sadler warns the people to lock up as he is almost certain that more robberies

Reagan returned Wednesday from an auto trip to Lubbock. His daughter Miss Lucille Reagan, who had been visiting Rev. W. A. Bowen and family at Lubbock, ac-companied him home.—Big Spring

H. H. Jons, local sign painter, has recently painted a large sign and do-nated it to the Red Cross. The sign will hang in front of the Lyric Theatre, directing people to the Red Gross rest room. READ THE AVALANCHE CLASSIFIED ADS

Avalanche

Time Savers

Lubbock Mutual Aid Association

Life Insurance at Cost Elmo Wall, Secretary Conley Building Lubbock, Texas

Oliver-Barnes Insurance Co.

Phone 411

Office in Security State Bank Building

Texas Land Exchange

Owners' Agents for Farms, Ranches and City Property Conley Building Lubbock, Texas

M. Maddox

Farm Loans Life Insurance. Office in Lubbock State Bank Building

Phone 302 3-10-21

NICKERSON

"The Concrete Man"

All kinds of concrete work done right and promptly.

Phone 640

M. O. OWENS

Security Bank Building

J. E. Henderson

Notary Public

Avalanche Office

Phone 14

Guarantee Abstract & Title Company

Lubbock, Texas

Abstracts to Lubbock, Hockley, Cochran Counties, and Town-

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 COMPANY

West Broadway

Lubbock, Texas

RATES PER LINE OR FRACTION THEREOF 10c

Avalanche Classified Ads

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

NO AD TAKEN FOR LESS THAN 30 CENTS

WANTED

WANTED Wanted to cut feed with binders, or mower and rake. WANTED To rent by October 1,

industrious Texas. WANTED Honest, oy, not over 15 years of age, to work in store when not in school. Good home for the boy who can make good. Call on or address SHAL-LOWATER MERCANTILE CO. -7tf

Post, Texas.

office work. Plenty of experience and best of references. Write Box 734, Lubbock, or Phone No. 287. 10-1p

WANTED TO TRADE-Well loproved, 155-acre Anderson County farm, and \$2500 cash for 160-acre improved farm in Lubbock County. Write H. M. Carroll, Route 1, Box 10-3p 42. Palestine, Texas.

WANTED—Couple of lady boards. Mrs. G. C. Hufstedler, 1620

dy wants place to teach school. Methodist minister's daughter and willing to work; first grade certificate. If you have a place to offer an or would trade for lot well located. applicant, address J. W. Armstrong, Phone 236. 10-2
Seminole, Texas.

WANTED-Experienced to do general house work. Mrs. W. 10-1t

WANTED-To rent a 3 to 6 room Abernathy, Texas. house for C. C. Duncan. Phone Dr. Council residence, 636. 10-1

WANTED-A first class vulcan-Unexperienced need not apply. Texas Tire and Vulcanizing Co.

Phone 9034-F11. Roy Cowart. 9-2 small modern house for family of three. Address Box 684, Lubbock,

FOR SALE

FOR SALE—An ideal suburban home in the southwest part of town, WANTED-Want to trade good convenient to both school buildings, ar on 4 or 5 room house in west part | consisting of a seven room house with of town. Box 627, Post, Texas. 9tf bath, well, windmill, milk house, town. Box 627, Post, Texas. 9tf chicken house, garage, barn, etc.

WANTED—Want to rent 4 or 5 forty fine locust shade trees. About om house. Write Marion Collier, 9tf cash or trade for vendor lien notes st. Texas.

FOR SALE—Two sections of land good price. To appreciate this home the Leader Store. See me for Farm situated nine miles northwest of you should see it. On account of my and Ranch Loans. L. Wesley Read.

Lubbock. For particulars write The age will sell; take some trade. J. A. San Antonio Loan & Trust Co., P. J. Bradford, Sweetwater, Texas.

10-4t FARM AND RANCH LOANS or unencumbered land. Address Mrs. O. Box 706, San Antonio, Texas. WANTED-Position as typist, or Eva Knight, Lubbock, Texas. 6tf

E. Williams, northwest part of town. Tex Motor Co.

FOR SALE-I now own the poultry farm one-half mile from Lubbock and will sell at a bargain; if interested see megat once. Chas. W. Alexander.

FOR SALE-Dry mountain cedar rs. Mrs. G. C. Hufstedier, 1620 Post, all sizes, sell direct to consum-fhirteenth Street. Phone 661. 9-2 post, all sizes, sell direct to consum-ers. Sold 82,000 posts in 18 months. Office. Phone 133. WANTED-A Christian young Prices f. o. b. San Saba, Texas, Aylor Cedar Co.

FOR SALE-Jersey cow with calf,

FOR SALE-J. I. Case, 15-27 enwoman gine, 22x36 separator, complete with extension feeder; Oliver 6-disc en ed by such boars as Liberator, Ace, gine gang plow; all in fine shape, Liberator Equal, Kansas Bob. These worth the money. G. C. Pearce, hogs are as good as the best at prices Phone 36.

FOR SALE-Four room house, new paper in each room, outbuildings, WANTED—Special work by graduate nurse. Call Mrs. W. G. Boyd,
Phone 612.

WANTED—A first class wilcan.

WANTED—A first class wilcan.

WANTED—A first class wilcan.

coal coming the first of October.

condition; also new 3 to 1 gears. For Lubbock. further information see Royce Wat-

FOR SALE-Small herd of fine

Holstein milch cows. Apply Knight Auto Company, Plainview, Texas.

sold at once will throw in my part Meadow, Texas.

FOR SALE-Registered Holstein bull calf, five months old. R. Q. Jenkins, Woodrow community. 7-3p

type Poland China hogs, bred sows Phone 540, Lubbock. and gilts; spring gilts and boars siryou can afford to pay. T. Teal. 10-1p

FOR SALE-A good second-hand

FOR SALE—Ford racer in good plements. C. A. Dawes, Route 1, Walker, Littlefield, Texas. 8-3p Phone 384.

FOR SALE-Baby bed. Phone 47. 10tf

Type Poland-China pigs. Prices you can afford to pay; papers furnished.
M. T. Warlick, 2 miles out West 6tf

FOR SALE—A real, two-story 12-room home, located on a fine lot in the best paved street in the city. Can be used as rooming and boarding be used as rooming and boarding house; have eight roomers now at a

FOR SALE-Registered Holstein Freisian cattle: two 4-year-old cows; one 11-months-old heifer; one 3-months-old heifer calf; one 18-months FOR SALE—10 acres fine land ad- red. Price \$1,000; this is a promisjoining townsite on Southwest. If ing young herd. Write G. S. Verner,

MISCELLANEOUS

FOR TRADE-80 acres of land in ultivation, three miles southwest of courthouse, will trade for residence book: I hereby withdraw my land FOR SALE-40 registered big mile of town. Dr. M. T. Council, Reed.

IF YOU ARE interested in a ing, see M private school for your children, Avenue F.

NOTICE-I have a good line of Watkins extracts in now. Come back and trade with me. R. L. Newton,

FOR SALE—We have a car of gine, almost new. See W. A. Mc-Pennsylvania Red Ash anthracite Donald.

FOR SALE—We have a car of gine, almost new. See W. A. Mc-office, Phone 540.

For second hand for new car, or will pay the difference. Phone Dr. Council's furnished. 1306 10th Street, Lub-C. W. Payne. FOR TRADE-A second hand

WANTED—To rent typewrite for month or more or would buy machine priced right. Phone 310. 9tf calves. On time to right man, or trade for vendor's lien notes. Geo. WANTED—To rent by October 1, R. Bean. 7tf Lubbock, close to two first class winter calves. See owner, P. W. to bath, three blocks from square.

HEMSTITCHING and Picoting attachment, works on any sewing ma-modern, on west 15th street, or will chine, easily adjusted. Price \$2.50, trade for good young cattle or sheep, with full instructions. Gem Novelty or will sell. Address W. H. Vaughn, Co., Box 1031, Corpus Christi, Texas. Box 723, Lubbock, Texas.

MOVED-I have moved to second floor of the Abernathy building, over

FARM AND RANCH LOANS-Make arrangements now for a longer Texas. FOR SALE-Six room house and term, liberal pre-payment option FOR SALE—Two good Jersey FOR SALE—Two good lots on 5 acres land, well improved, for sale milk cows, \$35 and \$40; one heifer strong good horse \$85. Mrs. J. on deal. See F. N. Payne at Lub-dence close in. Lee Smith, Box 1374. liberal terms and artes. L. Wesley Read, over Leader Store.

> TO INSURE your anthracite coal for winter, Phone your orders to us NOW, at Phone 194. Lubbock Grain & Coal Company.

TO TRADE-480 acres of land in Lynn County, well located, for small venient to town and school. Phone town drug store. Box 225, White- 125.

NOTICE-To land men of Lublose in, or for small tract within one from all who have it listed. J. R.

> FOR Dressmaking and plain sewin a ing, see Mrs. Florence Jackson, 1306

FOR RENT

FOR RENT-Light housekeeping-fice. Veal Manly. rooms. Phone 563.

FOR RENT-Nicely furnished bed room to lady or settled school girl. See Welch, afternoons at Manhattan.

WANT TO RENT-By October 1, a small modern house for family of three. Address Box 684, Lubbock,

FOR RENT—By October 1st, five room house with bath, close in. City conveniences just finished. See Dr.

Westlake. FOR RENT-Store building. Sec

Moore Brothers.

FOR RENT-Front bed room, con-

ROOM FOR RENT-Southeast room, outside entrance, close to schools. 1415 Ave. M, Phone 125.

FOR RENT-A garage. Phone 47. . 10tf

LOST AND FOUND

LOST-Long bladed, home made butcher knife on streets of Lubbock. Finder please leave at Avalanche of-

LOST-Between town and Tumble N Pool, one 32x4 Goodrich casing.

WANTED Experienced garage will be sure to get a supply from this man wants position. P. O. Box 846, 10-1 10-1t 10-LOST-In alley behind Telephone Office, key ring and key ring holder please return to H. W. Dick, at

Reunion of Relatives And Friends Who

shade trees on the banks of a large finish and the ornamentation pool where the guests sat and talked "fatted mutton" had been slain a better heater than a stove. and roasted, with the many other were most heartily enjoyed. Those warm-air furnace of the Mrs. M. S. Berry, Aspermont; Mr. top of the heater. Just like a pipe-and Mrs. E. B. Sams and children, of Benjamin, Texas; Mr. and Mrs. Will Walker and Miss Dessie Walker, of house of three to six connecting Bronce; Mrs. Mary F. Hinton and rooms at the cost of operating an or-C. Berry and daughters, of Bronco.

To Cure a Cold in One Day. Take LAXATIVE BROMO QUININE (Tablets.) the Cough and Headache and works off the E.W. CROVE'S signature on each box. 30c.

Attorney Percy Spencer, attended

JONS-PRESCOTT

COMPANY

HIGH GRADE

Sign and Automobile

Painting

SOUTH SIDE

SQUARE

PUTTING THE FURNACE

windows of The Western Windmill as Company a decided nevelty.

n Benjamin and Knox County, was ed, apparently in the fine-grained ma-held at the ranch home of Mr. and hogany with the lustres of rare furni-Wednesday. Comfortable seats and a fine cabinet talking machine. This a long table were arranged under the idea is carried out in the shape, the

Everyone who has seen the Heatof the happenings of the past, and rola is enthusiastic in praise of this the possibilities and fond hopes for effort to substitute for the homely the future until the noon hour when black stove, with the giaring nickel well filled baskets were brought out trimmings, a piece of furniture which a sumptuous feast was spread, is actually ornamental and which is

The Heatrola is not merely a clevergood things too numerous to mention ly disguised stove, it is a regular present on this most happy occasion type. Inside of the fine chamber is were: Mr. and Mrs. Willis Adams, a patented air chamber. This takes fir. Oscar Adams, of Tatum, N. M.; in air from the room, sterilizes it, Mr. and Mrs. A. B. Sams, Benjamin, moistens it and heats it, then dis-Texas; Mrs. Minter Hornby, Dickens; charges it through registers in the

coal-hard or soft, lignite or slack. It is guaranteed to hold fire for fifty hours on one charging.

Women who have seen the Heatrola are particularly impressed with its convenience. It is as easy to keep clean as a phonograph. There is no to legal matters in Plainview this blacking, no metal to polish. The week.

grained like rare old crotch mahogof glass. All you need to do to clean There is on exhibition in the store it is to rub it with a soft dust cloth, you would your furniture. It is a very economical heating

in Benjamin A banner invites passers-by to plant for small homes, because it "Stop and See Estate Heatrola—the holds fire so long, because it burns any kind of coal, and because the A happy reunion of relatives and because its appearance is that of a requires very little attention, much friends who used to live neighbors fine phonograph. Its sides are panel- less than the ordinary stove or fur-Physicians recommend it because

Mrs. Dan C. Berry near Bronco, last ture. In design it has the lines of warm, moist air is the healthiest heat you can use. It is a pipeless furnace in effect, a handsome piece of furniture in appearance. The Heatrola is manufactured by

The Estate Stove Company, of Hamilton, Ohio, builders since 1845 of the famous Estate Stoves, Ranges, and

The editor and wife were guests at the Broadway Hotel one day last week. The hotel is now under the management of L. B. Seaton. building has ben thoroughly over-The rooms are all nicely papered and woodwork painted or varnished, and the dining room is spick and span in every way, and presents a very pleasing appearance. So, the Heatrola heats a whole kitchen and dining room, which gives it a real home-like appearance and is a mighty nice place for people to go when they are looking for com-The Heatrola burns any kind of forts and a nice place to take their

> Prof. and Mrs. J. A. Humphries, accompanied by their little daughter, were here Monday. They have recently arrived in this section from Temple, and will make their home in Ropesville, the coming year, where Prof. and Mrs. Humphries will be employed in the school. The Avalanche is glad to have these splendid people come to the Plains country, and feel that they will assist much n the development of the schools of this section of the country. The school at Ropesville will begin Mon-

T. H. Sears and Walter Myrick, reurned the first of the week from Lubbock county, where they spent several days looking after their farmng interests in that section. They report big feed crops and a fine prospect for a good cotton crop in that section of the state. So far cotton on the Plains of Texas has not been damaged by the boll weevils .-- White-

Mrs. M. S. Berry, spent a few days visiting relatives in this city, leaving Saturday for a visit in Benjamin, Texas, after which she will visit relatives in Sherman, and will then go to Houston to spend the winter with her daughter, Mrs. S. B. Pierson. Dan C. Borry accompanied his mother to G. Berry accompanied his mother to Benjamin in his car, returning to Lubbock Monday.

Mrs. Dan C. Berry and daughters, f New Mexico, and Mr. and Mrs. E. Lane and children, of Benjamin, Texas, have returned to their homes after a visit with Mrs. Mary F. Hin-

L H. Hudson, rancher of Terry ounty, was in Lubbock Monday of this week. Mr. Hudson had started to market with two are f cattle, but sold them here and returned to his

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, blankets, etc.

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

All Ladies Shoes 15 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

A lot of waists and blouses in georgette, crepe de chine,

A beautiful line of children's dresses from 6 to 14 years \$1.55

Also a beautiful line from 2 to

5 years, all colors at \$1.18

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.

Don't forget that we carry tab-

lets and composition books

also, at per dozen ____42c

Our Notion Department offers greater values than merchants can buy at wholesale.

WE HAVE HAIR NETS--ALL COLORS

Olim's Family Shop

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

C. C. McDaniel, of the Abernathy Lubbock local of the Farmers Un

The Lubbock Civic Federation will community, was a visitor to Lubbock ion meets at the Courthouse every not meet Saturday, September 3, but the first of this week, visiting with will meet in regular session the first friends and attending to business each month. Remember the date and Saturday in October.

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County of Lubbock

Dairying Industry

The dairy industry in Lubbock county is growing in interest and favor due to the ·low cost of production of feed, the ideal climate for the care and growth of healthy dairy stock and the efficient transporta-tion facilities offered by the highways of the county and the railroad outlets to foreign markets.

It has been found that a dozen cows can be kept on the average farm without very little additional cost either of labor or time taken from other crops and will, year and year out pay the farmer more ready cash than any of his so-called cash crops.

This is particularly true when dairy farming is done in connection with pure bred hog raising, poultry raising and general diversified farming. The cotton acreage in this section is being reduced by half this year due to the simple fact that a diversity of farm crops are proving to be more profitable to the farmers who have been following that method of

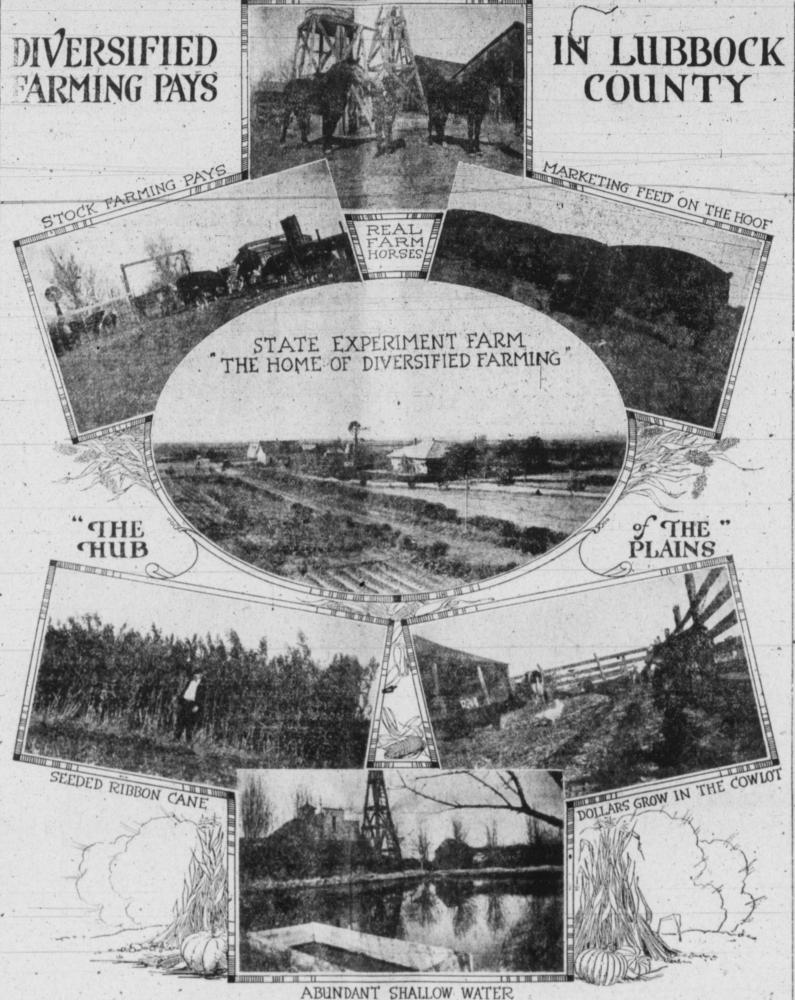
Dairy experts from the Mechanical and Agricultural College of the State and from the industrial plants tell us that the temperature and abundant water and cheap feed to be found in this section gives the Dairyman the most ideal opportunity to make a profit out of his herd year in and year out to be found anywhere in the United States.

The cream and butter produced from the herds of this section is measuring up in quality with the best cream and butter produced in Iowa and the oil cream and butter producing states according to authorities on this subject.

The industry is yet in its infancy but very rapid strides are being made in that connection at this time. It is predicted that the dairy herds of this county will increase more than 100 per cent this coming year and that cream shipments will increase even greater rate, due to the fact that there is much cream produced in the county at this time that is not efficiently marketed that will be encouraged on the market by a growing interest in the industry.

More than a half million pounds of wool are marketed through Lubbock each year and a bonded warehouse to handle the cotton situation would also care for the wool storage and encourage the storing of more than a million pounds of wool in this city each season.

Cotton is one of the principal money crops of the section and more than 18, 000 bales per year are ginned in Lubbock county. More than 30,000 bales are marketed through the City of Lubbock and the need of a bonded warehouse is very evi-



Pure Bred Hogs

At the Panhandle South Plains Fair last year there were more than 200 head of pure bred hogs shown-indicating something of the interest that is developing in this industry in this section. Provisions are being made for a greatly enlarged Hog Department this year and present indications are that it will be filled to overflow-

This is due to the very simple fact that pure bred hogs are profitable in this section. An abundant supply of water, ideal hog climate, and an abundant yield of feed at a low cost of production sup-plemented by dependable alfalfa crops for forage makes this Hog Heaven of the most profitable variety.

There are a number of hog breeders on a large scale who specialize in the production of breeding stock. There are more breeders who bred the pure grade and one good grade hogs because they make a more profitable gain when fed for market and because it pays to breed the best even for market purposes. It is that type of hog breeder that is making the hog industry in this section of interest and profit to the average farmer.

The breeding of pure bred breeding stock is a profitable game for a hog specialist but for the average farmer it does not pay-but the production of pork at a cost below the market value and the sale of this pork at a profit does sound good to the average farmer and it is upon this basis that the present interest in the hog industry is being built over this coun-

The possibilities of feeding beef steers upon the low priced feed produced in this section, followed by hogs in the feed lot have begun to be realized in this county and the result is that more hogs are being fed to market than ever before. This is one of the coming industries in this county that will pay a steady profit to the average farmer year after year.

The dairy farmer is finding hogs profitable to consume the by-product from separating his cream, feeding the skimmed milk to hogs and pigs and fattening resulting rapid growth hog out to market on grain sorghums produced on his own farm at a very low cost.

A Hen, a Sow, a Cow, is getting to be the slogan of the progressive farmer in the South Plains.

A Potato Curing Plant is one of the first industries being encouraged by the Lubbock Chamber of Commerce to provide a permanent, dependable market for the garden produce of this section. Every commercial garden product can be profitably grown in and around Lubbock with sweet potatoes leading the list with a dependable production of 200 bushels to the acre.

POULTRY IN LUBBOCK COUNTY

5 remonantimental management of the community of the comm

In connection with the diversified farm where for their share of interest and profit to the farmer that cares for this side line of production.

garden and two or three cows as her husband will make out of his so-called money crops. In fact that has been demonstrated time after time.

is without the possibilities of the industry being quantities.

around.

poultry helping out on the corners is proving both

dant pure water and ideal growing climate that ries, blackberries and all others produce well with

Any fruit found in the Southwestern United mercial scale as yet. States is found in Lubbock county. The late frost frequently kills the fruit but that is due to the fact tion every year-almost without regard to clia dozen head of dairy cows, fifteen head of hogs that the late bearing fruit has not been developed matic conditions, rainfall or any other condition.

The average farmer's wife in Lubbock county sibilities are best realized when it is remembered yet. It is one of the coming profitable industries the number of feeder stuff brought into the coming profitable industries. will make as much clear money off of her hens, that the finest peaches shown at the Dallas Fair a of the future. few years ago were from Lubbock county. Apples produced in this county compare very favorably abundance throughout the South Plains section. with those produced in the Apple State of Arkan- Commercial production has not yet been at-Through the early summer months the aversas. Apricots, cherries, plums—all similar fruits tempted for the simple fact that a dependable built and these growths and development of these age income of Lubbock county from her poultry produce an abundance of fruit with little care and market has not yet been developed. All kinds products was near \$40,000 per month. And that with some thought could be developed in paying of beans, peas, beets, turnips, asparagus, celery, bears, products an abundance of fruit with little care and market has not yet been developed. All kinds ed in the growth and development of the City.

There is not a farm in the county that cannot the production of fruit and gardens a mere matprofitably run 200 or more hens. And that num- ter of care and not one of waiting for seansonable alone are boundless and with the continued develber of chickens on any farm will pay the farmer conditions. Windmills with surface tanks pro- opment of the county will no doubt be developed more than \$50 per month on the average the year vide an abundance of cheap water for small irri- in the near future. . gation projects and have been found to be most Diversified farming, with dairy cows, hogs and profitable throughout this section.

Berries of every known kind produce well in more chances than there are real men.

with the Everbearing strawberry that produces Again it is the low cost of production, abun- from the early spring until late frosts. Dew bermakes the industry both possible and profitable. little care in the home gardens of the county. Fruits, Berries and Gardens in Lubbock County They have never been developed upon a com-

Grapes grow throughout the South Plains Secand a few beef cattle are helping out the so-called to meet the conditions found in this section nor has The yield is abundant and the quality good. They money crop, the hen and chicken is coming in fruit raising been undertaken upon a serious scale. have never been grown in a commercial way for market in this section last year and several thous-Every farm in the county has a small orchard the simple fact that this is a new country and the and head of steers are finished each year. A hunthat is given little care and less thought. The pos- special industries have not been developed as dred carloads of fat hogs were finished over the

> Garden produce of every kind is grown in lettuce, cabbage and similar garden produce are

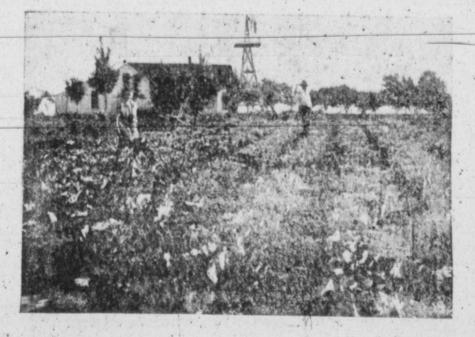
The commercial possibilities of this industry section have scarcely been scratched as yet.

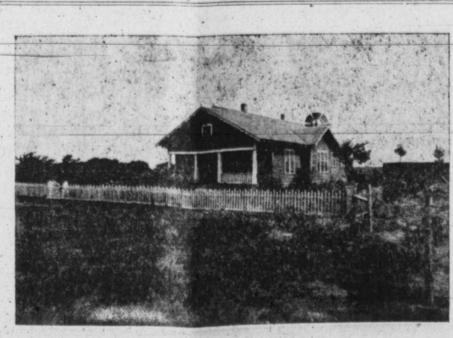
FEEDING INDUSTRY **GROWING**

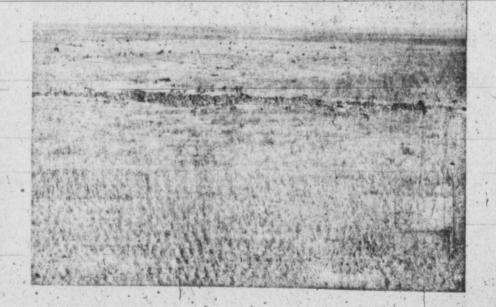
The feeding industry is growing in interest and importance throughout this section. More than 7,500 head of sheep were finished for the the number of feeder stuff brought into the section for market finishing.

Upon such a variety of substantial interests and investment incomes is the City of Lubbock Each year sees an increase in the number and The shallow depth to boundless water makes both easily and profitably grown in this section. scope of the operators and operations along these and similar industries and the possibilities of the

> More than 100 per cent increase in the volume of poultry products is being reported as moving out of Lubbock this year over that of any previous year. Through a part of the summer \$40,000 a The trouble with this country is that there are month was the income from poultry products alone to this city.









Bred Hogs

andle South Plains Fair last more than 200 head of shown-indicating someerest that is developing in this section. Provisions for a greatly enlarged Hog year and present indicawill be filled to overflow-

to the very simple fact hogs are profitable in this bundant supply of water, te, and an abundant yield w cost of production supependable alfalfa crops for is Hog Heaven of the most

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lities of feeding beef steers priced feed produced in this ed by hogs in the feed lot be realized in this county is that more hogs are being than ever before. This is ing industries in this county steady profit to the average

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sow, a Cow, is getting to be he progressive farmer in the

Curing Plant is one of the being encouraged by the ber of Commerce to pront, dependable market for luce of this section. Every den product can be profiin and around Lubbock atoes leading the list with production of 200 bushels

INDUSTRY

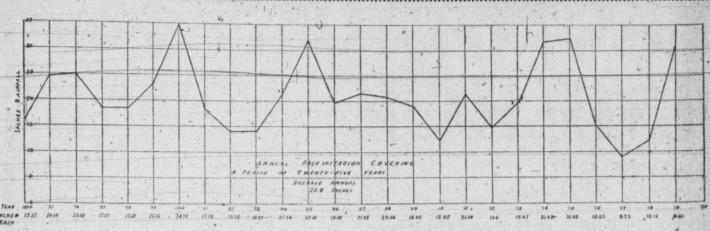
try is growing in interest shout this section. More neep were finished for the ast year and several thousfinished each year. A hunogs were finished over the nd each year an increase in stuff brought into the sec-

ety of substantial interests es is the City of Lubbock and development of these will continue to be reflectdevelopment of the City. crease in the number and and operations along these and the possibilities of the een scratched as yet.

cent increase in the volume eing reported as moving out over that of any previous of the summer \$40,000 a from poultry products alone

County of Lubbock

FARMING"



Over a period of 25 years the average rainfall has been 20.8 inches per year, 75 percent of which falls through the growing season as shown by chart at bottom of page. Some years are better than others of course but over a ten-year period no section can show better average crops. The production cost is exceptionally low on South Plains farms. The shallow water underlying the entire section at from 45 to 130 feet guarantees an abundance of water for stock-raising, home and commercial gardens and orchards the year around, and adds greatly to the profits of diversified farming. We are blessed by the total absence of such weed pests as Johnson G ass, Crab Grass, Morning Glory, Cockle Burrs, Pursley, Coffee Bean, Rag Weed, Tie Vines, Tea Weeds, Bermuda and Water Grass and the rest of the eternal nuisance prevalent over regard to the different soil types, since it is believed that the amount and distribution of the section at from 45 to 130 feet guarantees an abundance of water for stock-raising, home the selection of crops and varieties best in. An ordinary grade of work animal is used on the farm. The cattle consist of good grade stock, believed that the amount and distribution of the selection of crops and varieties best in. An ordinary grade of work animal is used on the farm. The cattle consist of good grade stock, believed that the amount and distribution of the selection of crops and varieties best in. An ordinary grade of work animal is used on the farm. The cattle consist of good grade stock, believed that the amount and distribution of the selection of crops and varieties best in the selection of crops and

of the richest soil in the Southwestern United States and culture methods, ranging from one-sixth to one controlling factors in yield. The sorghums have Jersey predominating. less than twenty per cent of which is under culti- bale per acre. Tests conducted at the State ex- been selected as the most dependable crops and

any crop profitably grown in the Southwestern to 1,614 pounds of seed cotton per acre. The counthis region is so new that the adaptation of the dif-United States is lower in Lubbock County than in ty lies outside the zone of boll-wevil infestation. ferent soil types to special varieties of the staple. any other county in the United States. The per Of the sorghums, kafir ranks next to mile in crops has not yet been worked out. The differ-

homa, Kansas, Idaho, and the high priced land grain is about 25 or 30 bushels per acre. belts of the Northwest States then Lubbock coun- Sorghum is one of the principal crops grown to melons and peanuts give better results on the forge to the front in point of interest and profit belts of the Northwest States then Lubbock coun-ty and the South Plains will be filled with a pro-supply roughage for the winter feeding cattle, and ty and the South Plains will be filled with a pro-supply roughage for the winter feeding cattle, and it is also the principal crop for silage. A small

bring out the following facts: The Plain that variety generally grown. composes Lubbock County is near 3250 feet! miles or 555,520 acres of practically featureless this grass, and on a few farms its cultivation re- soils, as the sandy soils naturally absorb more

The average rainfall is approximately 21 inches (21.06 to be exact as shown by the chart on another page). The lowest rainfall ever re-corded being 14.37 inches and the greatest 40 inches. Seventy-five percent of the rain falls during the 295 growing days of the year.

The mean temperature for the summer is 77 degrees and for the winter 40 degrees with an average mean for the year of 53 degrees-or within one half of one degree of perfect. There are an average of 3250 hours of sunshine per year with a crop growing season of 205 days.

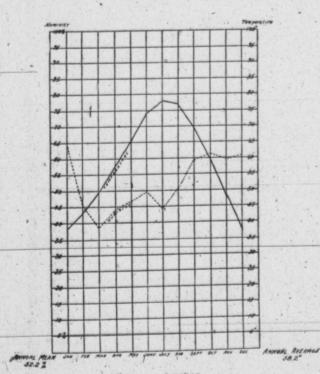
The average date of late killing frost is April' The average date of early killing frost is October 30th.

the following information as to crops:

ranking in acreage in the order named.

Milo occupies the largest acreage and is the principal grain crop. It is generally regarded as principal grain crop. It is generally regarded as instance of the surest crops under the prevailing clione of the surest crops under the prevailing clipreparation very early in the fall is believed to be matic conditions, and is perhaps the most suitable bock. crop for sod or virgin land. The average yield on cuch land is close to one ton, or 40 bushels per devoted to it is steadily increasing, especially on account of the late maturing of crops. acre, depending upon the preparation of the land the heavier soils. It yields from 10 to 30 bushels and the distribution of the rainfall. The Dwarf per acre. Much of the crop is sown primarily for with the "rod breaker", a plow having iron rods Yellow is most commonly grown. Milo is used winter pasture. principally as feed for live stock, though a part of the crop is sold.

cotton-growing sections of the State,. The total ing. acreage of cotton is probably almost as large as that of milo. The yields have varied widely from



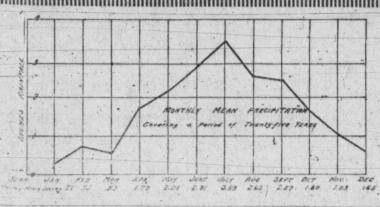
YEARLY AVERAGE HUMIDITY AND TEMPERATURE OF ATMOSPHERE

With an altitude of 3241 feet the temperature and humidity of this section maintains an average of 58.2 that a condition approaching the ideal is maintained throughout the year, with the natural exceptions to be found in every locality.

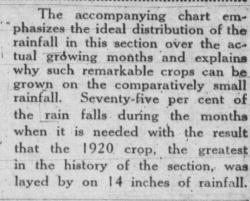
The nights are cool enough to make a light blanket omfortable throughout the year. The days are neither lished farms and pork production, as an adjunct to forget malaria, hay fever, asomia and other aliments a special industry on several farms. Milo and corn a corn binder, and four to six horses or mules. county enjoyable. to forget malaria, hay fever, asomia and other ailments

periment farm with 36 different varieties during considerable attention has been given the varie-The per acre and per bushel cost of producing 1913 and 1914 showed yields ranging from 1,002 ties best suited to local conditions. Farming in

ton production of feed in Lubbock County is less acreage. It is grown on practically all the farms ences in soils, so far as they affect agriculture, than the same cost of production on \$600 per acre and ranches. Most of the crop is consumed on the have been taken into account mainly in their reland, not counting the interest on the money in- farms as forage, but it is used to some extent for lation to tillage requirements. It is generally recsilage. A comparatively small percentage of the ognized that wheat and other small grains are When those figures are finally realized by the crop is thrashed for the grain. The Dwarf Black best suited to the havier soils or "tight land," on account of the tendency of the sandy soils to drift vest. A sweetpotato curing plant is practically



ready moved into the section and year after year part of the crop, is thrashed for seed, the yield are prospering and laying by wealth for their old being about the same as in case of the grain sor-practices which assist in the absorption of moisghums. The yield of dry forage is probably 3 to ture, such as deep plowing and maintaining an ef-Figures taken from a Federal Soil Survey 5 tons per acre. The Sumae (Redtop) is the fective mulch. All the farmers realize the neces- acre is a common record on common plots without sity of working up a thin, dry, lumpy mulch, form- special care or scientific cultivation. Sudan grass has become an important forage ed by deep plowing and subsequent shallow tillabove the sea level. It has an area of 868 square crop. Most of the farms have a small acreage of age. This is probably most essential on the heavier section but like the sweetpotatoes and garden pro-



are the principal dry feeds, with alfalfa, There are a number of tractors in use on the larger wheat, rye, and barley are used for pastur- farms. The barns are small, as few of the crops rown require indoor storage. Silos have been in general, attention has been given to constructed on most of the ranches and on those believed that the amount and distribution of and Holstein and Jersey in the dairy herds. There Lubbock County comprises a half million acres year to year, and with different conditions of soil tions, rather than the differences in soils, are the

Sweet Potatoes and Broomcorn

These are two specialty crops that demand a during the winter and spring months and that assured for the coming year and this industry will

> Broom corn grows to a good profit in this duce awaits a dependable market development before it is extensively grown. This will come with the further development of this section in the next few years.

> Wheat, cotton, corn, grain sorghums, Sudan grass, alfalfa-all the standard crops of the Southwest are produced at a lower cost of production in this county than in any other county in the State. These are not bold assertions but the result of carefully compiled facts and figures that will be furnished anyone desiring the

A record is on file of 720 acres of land being cultivated with six teams and six men last yearthe crops were kept clean and the production of a bale of cotton to the acre, two tons of maize, forty bushels of corn and similar yields speak for its profitable production.

One hundred acres is a good average crop for one man and two teams through this section. It is only through personal investigation that Plowing generally begins about the first of these facts can be believed and it is a waste of

Quotations from the Soil Report of the U. S. ceives special attention. It is grown principally as moisture and suffer less from evaporation, so that Department of Agriculture made in 1917 includes a hay crop, yielding two to three cuttings per year, the chief value of frequent shallow cultivation here with an average of a little more than I ton per is in keeping down weeds. Milo, cotton, kafir, corn, sorghum (cane), and acre at each cutting. Probably 25 per cent of the Milo, cotton, kafir, corn, sorgnum (cane), and acte at each can be believed and it is a waste of Sudan grass are the principal crops, probably crop is grown for seed, which gives an average January and continues until the first of May. A time and effort to write at length along this line. yield of about 500 pounds per acre. Sudan grass large majority of the farmers prefer listing or bed- If you are interested you will come to this secmakes a good summer pasturage crop. It was ding to flat breaking, and practically all the plant- tion and see for yourself and then locate. If first grown in the State in 1912 at the Texas State ing, except in the case of wheat and other small you are not interested, no amount of writing will

falfa, peanuts, cowpeas, millet, rye, and barley. about three inches thick. Through preparation of Cotton is the principal cash crop on the farms. Alfalfa has been grown in large fields under irri- the seed bed and efficient cultivation the first year tions are being made toward establishing a cotton The cotton acreage has greatly increased during gation in two localities chiefly for hog pasture, and are therefore very difficult. On such land plantthe last three or four years, owing to the advent several small patches of dry-land alfalfa gives ing is usually done with a two-row planter, which out of this territory at this time. of large numbers of settlers from the eastern or promise to success. The acreage is rapidly increas- makes only a very shallow, narrow trench for the

> acres generally supply sufficient fruit for home seed bed can be worked up the first year. use and frequently a surplus for sale on the local markets. Apples have proved to be a much more certain crop than peaches. Some varieties of grapes do especially well.

A varied list of garden vegetables can be grow nunder irrigation and good yields of watermelons and sweet potatoes have been obtained without irrigation.

Dairying as an adjunct of general farming, has been carried on during the last two or three years by a number of farmers. Cream and butter are sold throughout the year, the skimmed milk being fed to hogs. Silos, especially the pit or underground silo, have been constructed where dairying is engaged in. Sorghum and kafir are the principal

tant branch of the livestock industry. Only a com- sionally orchards, the water being obtained from products shipped through this point. paratively small number of cattle are finished for wells equipped with windmills and stored in small mentary feeding for two or three months during the two farms, the water being pumped from deep winter and spring. Under this method the wells by means of oil engines. tute the cattle feeds.

winter pasture.

Hogs are raised on most of the longer estab- and with a grain binder when grown for seed.

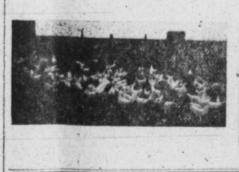
preparation very early in the fall is believed to be Investigate and convince yourself and then use . Wheat is an important crop, and the acreage advantageous, but is generally impracticable, on your own sweet judgment.

Most of the sod land or virgin soil is broken substituted for the moldboard, and so constructed Crops of minor importance include feterita, al- that it cuts and practically inverts a slice of sod

Major Industries

The Lubbock Compress Company handles the cotton output of the entire section and investiga-

A Mill and Elevator for the manufacture of seed. When a tractor or the ordinary moldboard prepared feeds and mill products is being investi-A variety of tree fruits and vine and brush or disc plow is used in breaking the sod, and the gated by three separate concerns with a view of fruits can be grown. Small orchards of a few plowing is followed by thorough harrowing, a good opening up here just as soon as conditions will permit of the expansions. Five wholesale grain Irrigation is carried on only to a very small and feed companies established here at this time







The raising of beef cattle is the most impor- extent. Most farmers irrigate gardens and occas- maintain a top price market for all grain and seed

carrying capacity of the pastures is about 10 acres In harvesting milo, the crop is generally head- this section. for a cow and calf. Most of the ranches are equip- ed in the field by hand and hauled to the barn or ped with silos. Sorghum and kafir silage, kafir in feed lot for storage. It is subsequently fed either bundles, and Sudan grass hay, together with a in the head or thrashed, the grain being crushed small amount of cottonseed cake or meal, consti- for feed as desired. Kafir is generally cut with a corn binder and shocked in the field in the same produced over a perior of years in this section. Sheep raising is growing in interest in the county way as corn. It is later stacked in the open feed A 40,000 bushel plant is planned and an acreage degrees and 52.2 percent respectively. The rise of the one counteracting the fall of the other with matter pasture is very closely grazed and is supthrash the grain it is usually headed in the bundle. 7,500 head having been fed in the last year. The lots and fed in the bundle. When it is desired to large enough to fill such a plant will be contracted plemented by feeding and the use of wheat for Sorghum is handled much the same way as kafir. Sudan is cut with a mower when grown for hay

The small farms are usually equipped with one

A cotton warehouse plan is under way in the the market, most of them being sold as feeders. earth reservoirs or galvanized-iron tanks. Exten- local Chamber of Commerce to come under the The cattle are grazed on native pasture supple- sive irrigation of field crops is practiced only on bonded warehouse provisions of the State Marketing and Warehouse Department for the efficient handling of the great cotton crops produced in

A potato curing plant is assured for next season to handle the large volume of sweet pototaes that can be profitably grown in this county. Two hundred bushels per acre is a good average for in advance.

"A Cow, a sow and a hen in Lubbock county spell prosperity.

Diversified farming, good schools, fruits, vegeexcessively hot nor cold. It is an ideal country in which to general farming is rapidly increasing. It is or two plows, a harrow, a lister planter, a mower, tables and good rdads make farm life in Lubbock

LUBBOCK

BAILEY

EY | LAMB

TERRY

COCHRAN

LYNN | GAINES

BORDEN

The LUBBOCK CHAMBER OF COMMERCE

INCORPORATED

Offers Definite Facts, Information, Industrial Surveys, Reports, Personal Contact, Direction, Assistance, and Service to the World at Large

THAT IS OUR BUSINESS---ASK US!

FLOYD

IF WE HAVEN'T THE INFORMATION ON HAND WE WILL GET IT FOR YOU IF IT CAN BE HAD

LUBBOCK

"THE HUB OF THE PLAINS"

- BELIEVES in Every One of the Fifteen SOUTH PLAINS counties and the opportunities Each One of Them Offers. They are All Good! INVESTIGATE!
- CO-OPERATES With Every One of the Fifteen SOUTH PLAINS
 Counties and Will Secure You Definite Information, Facts
 and Figures or Put You in Personal Touch With Responsible
 Parties in Each County. TRY US!
- <u>SERVES</u> Every One of the Fifteen <u>SOUTH PLAINS</u> Counties with Publicity, Advertising, Highway Information, Crop Reports, General Information and Personal Service at Every Possible Opportunity or Call. <u>COMMAND US!</u>

"OUT WEST WHERE A MAN FEELS AT HOME"

THE LUBBOCK AVALANCHE

VOLUME XXII

LUBBOCK, LUBBOCK COUNTY, TEXAS, SEPTEMBER, 1921

NUMBER 12

Perhaps a better time than right now could not be had 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 with 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

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 public 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 a 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 dissimination 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."

OUR PATRONS

This store feels keenly the bond between it and its patrons. Every effort is made to serve them in the best manner possible, to give them authentic, dependable fashions, reliable merchandise, every convenience to faciliate shopping, and a receptive attitude to suggestions and criticisms.

SUCCESS

Individuals and institutions grow. They become more proficient and better capable of contributing more to the welfare of a community. Worldly gains are an index to success only when they represent an increasing capacity to render a human service.

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.

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!

Barrier Brothers Department Store

"A Good Place To Trade"

Lubbock, Texas

PRIDE

We take a certain wholesome pride in 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 of 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 wholesome satisfaction and profit for both.

bock County as compared with what it should be such factors as palatability, kind of feed and be fed in hoppers and should contain about 25 pounds ground mile, 10 pounds cotton seed meal, and what it will be when our people fully realize variety must be considered. For instance all the per cent beef scraps.

the possibilities of the industry. Poultry on the protein could be furnished by the use of vegetable farm with the proper grazing facilities, will refeeds, but for profitable egg production some rate of about three ounces per hen per week will eat. This should be scattered in litter. Laying rate of about three ounces per hen per week will eat. turn more net profit on the investment than anything else that can be

The poultry industry is in its infancy in Lub- necessarily be a good egg producing ration as hen will have to work for it. Dry mash should bran, 50 pounds shorts, 50 pounds corn meal, 50 50 pounds poultry beef scraps, and one pound

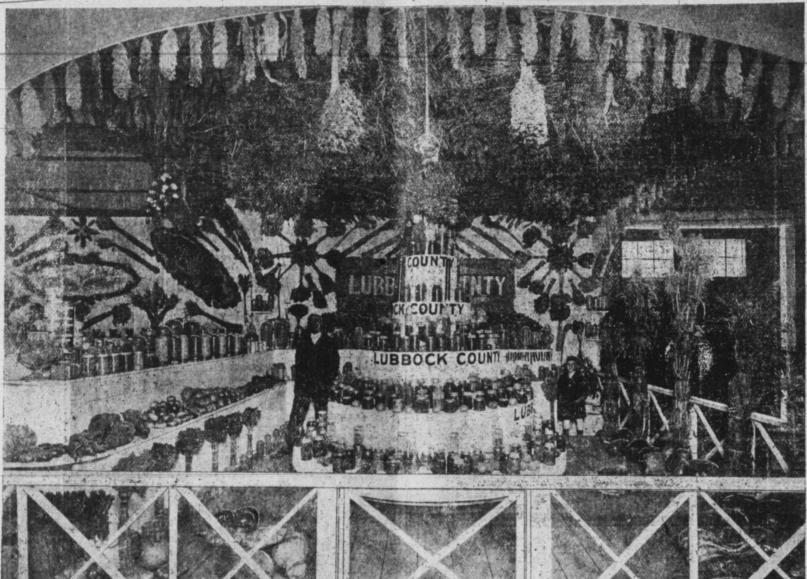
green feed. Artificial Incubation.

Before "setting" the incubator thoroughly cleanse the inside by washing it out with a five per cent solution of carbolic acid or a'l to 25 solution of zenolium. The incubator should be placed in a well ventilated room or cellar and kept in a uniform temperature as nearly as possible and free from draughts. This can be accomplished by placing muslin covered frames over some of the windows. The incubator room must be kept free from kerosene or rotten vegetables. Moisture should be provided by flooding the floor once a day regularly. The incubator should be put near artificial heat or in direct sunlight, and should sit level in every direction.

In incubator thermometer should be tested in comparison with a clinic thermometer at your druggists by inserting both in water at 100 degrees farenheit. Keep the water in motion while testing and note any variations and do not use a thermometer with great variations.

In selecting eggs for hatching use only large uniform eggs with good shells and even colors. Use only fresh eggs, not older than ten days, and they should be free from mature breeding stock that have been on free range. Do not crowd eggs on the tray. If the eggs are taken from a cold cellar they should be placed in a warm room (about 75 degrees) for several hours. All eggs that are purchased should be disinfected by dipping into a 92 per cent solution of alcohol or a 3 per cent solution of kreso or zenoleum.

Do not allow the temperature to run higher than 101 degrees for the first day of incubation, after the first day and during the remainder of the first period of seven days the temperature should run between 102 and



LUBBOCK COUNTY'S BOOTH AT THE STATE FAIR

Before a hen can produce eggs, she must have enough food to maintain her body. The eggs are produced from the feed over and above the amount required for maintenance purposes. It takes a fat hen to be a laying hen and this requires liberal feeding. Care should be used in selecting the kind of feed to be used.

grown on the farm.

lots or more.

For commercial egg production

males should not be used in the flock.

as infertile eggs keep much better and

bring more money on the market. To

reap the benefit of this price infertile

eggs must be produced in quantities

that will permit of shipping in case

be kept and that should one of the

medium type heavy laying breeds

so that the surplus or cull stock can be

disposed of to the best advantage.

common sense must be used in addi-

tion to a balanced ration. It is use-

less to try to make a hen lay more

eggs than she is bred to lay. The

proper ration will do much to im-

prove the laying qualities of a hen,

but it will not overcome poor breed-

ing. One hen on experiment laid 259

eggs in one year while another hen

in the same pen with the same feed and environment laid only 60 eggs in

balanced ration and adapt it to profitable egg production. The smallest amount of an ingredient in the feed

is the limiting factor in egg production. For instance, if the feed were

deficient in protein, but contained an overplus of fat or mineral matter the

hen will produce only as many eggs

as she has protein for and will have

to wait for enough protein to balance

the other ingredients.

The composition of an egg is constant and a hen cannot take an un-

Only standard bred poultry should

In feeding for egg production

Very little of the fibre or woody content of a feed animal protein is necessary. Also, easily digested Oyster shell, grit and charcoal should be available 103 degrees. During the first week of incubation is digestible or can be used in the formation of an feeds are the most desirable, as too must energy at all times, as should sweet or sour milk and the germ is very easily injured by too high temperaegg, but a certain amount of coarse or bulky feed is is required to digest the less digestible foods. Ex- pure water. A good method of feeding chickens ture while during the last period is easily injured by necessary in order to keep the digestive system in ercise is very necessary for laying hens. It in is as follows: Give a short ration of corn, wheat, too low temperature At hatching time the temperaorder. A ration deficient in fibre will overload the creases the amount of feed consumed and aids kaffir or milo early in the morning. Keep the ture should run at about 105 degrees. The eggs liver and otherwise derange the digestive organs. in digestion. Whole and ground feed should be following mixture in a good dry mash hopper at

A properly balanced ration alone will not fed in litter or should be scattered well so the all time in the proportion of: 50 pounds wheat

(Continued on page 4)

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

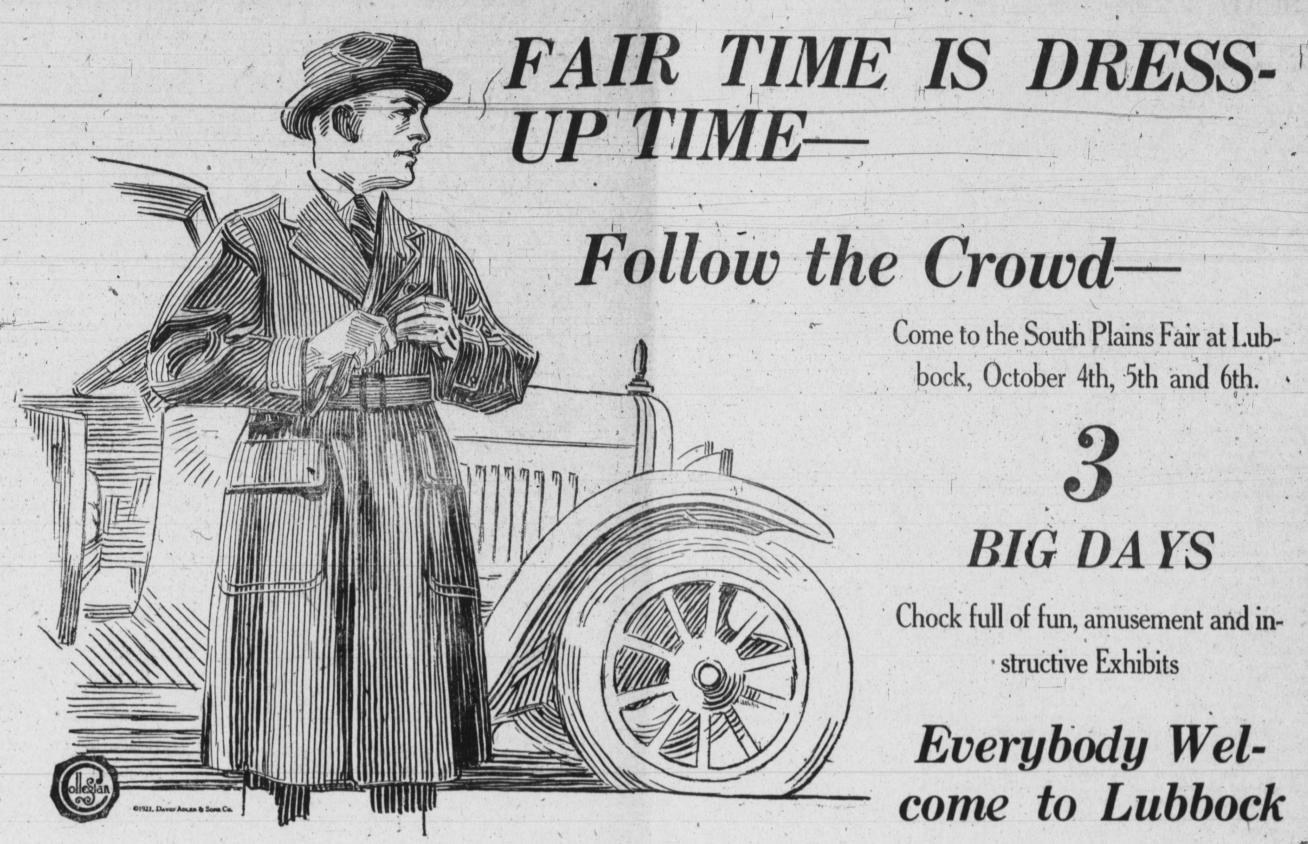
PEGGY PARIS and SUNSHINE Suits. MERIT and PARISTYLE Dresses. LAROSE Waists and Blouses. McCALL PATTERNS. NEW NOVELTY FOOTWEAR.

For Men and Boys:— STEADFAST and PONY BOY Suits. SELZ and W. L. DOUGLAS Shoes. STETSON and LION Hats.

K. Carter's Store

Northside of Square

Lubbock, Texas



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

BIG DAYS

Chock full of fun, amusement and instructive Exhibits

Everybody Welcome to Lubbock

MEN and BOYS of the SOUTH PLAINS--- We Say 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 good-looks 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 Furnishings 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"



(Cantinued from page 2)

should be turned twice daily, 12 hours apart, from the third day to the 18th day. Keep the incubator door closed while turning the eggs and be sure the hands are clean. Beginning on the 7th day and continuing to the 16th day the eggs should be cooled until they feel cool to the touch of the lips or the eye lids. Cooling too much must be avoided as that is responsible for weak and dead chickens when hatched. Little ventilation is required in the incubator during the first week of incubation and the most ventilation during the second week. Directions coming with the machine should be carefully followed.

As soon as one or two of the eggs are pipped all the eggs should be sprinkled with water at about 100 degrees fahrenheit. At this point the ventilation should be restricted and the incubator door 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 should be hatched on the afternoon of the 21st day. If the hatch is late, the temperature has been too low. All eggs of the same age hatch at the same time. White eggs hatch earlier than brown ones and should not be hatched together. The chickens should be accustomed to outside temperatures gradually by opening the incubator door a little and securely fastening it. In removing the chicks from the incubator do not allow them to become chilled.

Artificial Brooding. Temperature and ventilation are the main 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 same as the incubator. In winter 100 degrees and in summer 95 degrees gives best results. During the first few days in the brooder, the chickens require sleep and rest mostly, but should have plenty of fresh water before them at all times. For the first week the temperature should not be allowed to drop below 95 degrees. After that the temperature should be reduced 2 1-2 de-

grees per week until it is dispensed with entirely. Cleanliness is of prime importance in raising chickens. The brooder should be cleaned and disinfected 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 large extent.

Feeding Baby Chicks.

As soon as the chicks are dry they may be fed a little sour milk, but 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 starttwo weeks old, and give two feeds of finely cracked grains, including wheat and hulled oats. The grain should be fed in a litter to induce the chick- indicates that she is a good rustler. A lazy bird ens to take plenty of exercise. At the end of the is not a good producer. two week period reduce the feedings to three times daily, one of starting food and two of crack-ed grains, and keep the following mixture before plumage as this also indicates hard work during them at all times: 2 parts wheat bran, 2 parts corn meal; I part shorts, 1-2 part high grade sifted meat scraps, and 5 per cent finely ground bone morning and returns to it late in the evening in-

Care of Growing Chicks. Chicken yards should be rotated just the same as field crops in order to prevent the contraction of diseases, the germs of which will accumulate in the soil. As soon as the chickens are old laying hen. 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 better advantage. Especially should this be done early pullets. where stock is intended to be used as breeders an-

Chickens should be taught to use the roost just as soon as possible. They thrive much better when sleeping on roosts than when crowded into corners of buildings. Roosting on a floor causes such disease as roup, sorehead, indigestion, rheumatism and leg weakness and crooked breast-

Prevention of Diseases.

Success in the poultry business depends upon the ability of the poultryman to keep his flock in the Leader has been associated very closely with a healthy and vigorous condition. Diseases not the affairs of Lubbock County for the past twentyonly cause a high mortality rate, but they may five years, serving the county as an official for produce such a weakening condition in the flock several years in its early history. He entered the as to make it unprofitable. The weak chicken is banking business in this section with the organizathe first to contract any disease and so is a menace tion of the Citizens National Bank of which he was to the whole flock. It should be killed. It is a president years ago. He remained in charge of the bad practice to try to cure poultry diseases, ex- affairs of the institution until about one year ago cept in case of highly valuable individuals. The when he disposed of his interest to France Baker axe is the best remedy that can be used. It is of Lockney. Directly after selling his interest in not profitable to spend much money on poultry the bank he purchased the Leader and has since remedies or is it advisable to use any drug or had the affairs of that large business in charge. stimulant for any length of time. Keep all houses and yards clean by removing all droppings and ple of the South Plains and of Lubbock County spraying with a good disinfectant regularly. Iso- that his heart is in the right place; that he will Disenfect the drinking water by adding enough better known and appreciated. stock solution of permangamate of potash to color the water a light wine color. Sodium Flouride may be dusted on chickens

to destroy lice and should be applied at the following points: on back of head and neck, back, throat, breast, and below the vent.

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 a vessel large are carried in stock by this store. enough to entirely immerse the fowl. Hold fowl securely and place entirely under the dip except the head. Then release the wings and allow depressing has not hurt them but that the prosthe solution to penetrate to the skin. Then dip the head once or twice. One pound of flouride business has turned out better than was looked for will make six gallons of dip and will treat about this summer. A very complete line of fall goods

How to Select Laying Hens Everyone keeping poultry should make it a

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 following facts are closely observed, anyone should be able to detect the best layers:

Hens that molt in September, October and November and molt quickly are the heaviest layers. Early and slow molters should be culled out. Experiments have shown that 200-egg hens do not begin to molt until November.

Among the Rocks, Wyandottes, Rhode Island Reds and Leghorn breeds, hens with pale

K. CARTER

It is common knowledge on the South Plains no better merchant in West Texas than K. Carter, and that isn't saying so because he is a Lubbock colored shanks are better layers than those with attending to K. Carter's business strictly, keeping ritory.

fidence of the buying public and has retained it

K. Carter started into the dry goods business in 1902; his business at that time was known as the Carter-Spikes Dry Goods Company and was so operated until 1904, when Mr. Spikes disposed of his interests to Mr. Caryisle. The firm was and especially in Lubbock county that there is then known as the Carter-Carlisle Dry Goods Company and was operated that way for several merchant but because he has thoroughly proven was known as the Lubbock Dry Goods Company, himself in his business career in Lubbock county and under this name the business began to asfor the past nineteen years—the same K. Carter, sume large proportions an dto serve a great ter-

> In 1917 the Lubbock Dry Goods Company was sold to Barrier Brothers and for a short time K. Carter was out of business. In 1918, however, he again entered the Dry Goods Business under his own name and has so operated since that time. He enjoying a very liberal trade at the present time and tells us that he has no kick to make about conditions affecting his business at the present time.

Mr. Carter's business has thrived so well that he will erect a modern building next Spring on West Broadway. where he will continue to prosper, we are sure.

Representative Briggs has introduced a bill in Congress providing for the erection of a marine hospital at the Port of Galveston to cost \$400,000.

Because of some men's rapid promotion we call them creatures of opportunitylucky, we say. It is much nearer the truth to say that they were men ready for the opportunity.

The income and profits tax for the year ending June 30 netter the United States Government \$4,593,033,248.

The gate receipts of the recent prize fight between Carpentier and Dempsey amounted to \$1,623,380, it was an-

HALL ROOM OF THE LUBBOCK SANITARIUM This hall-way connects the seven rooms devoted to surgical work. This department to the Sanitarium is located in the extreme east end of the building and has every facility that contributes toward good surgical work.

the fall of the year. The above principle also K. Carter has proven himself a merchant with the common rabble. applies to the color of the ear lobes in breeds a desire to please the customers. He has followwith yellow, creamy or white lobes. This does ed very closely the prices downward and has not apply to breeds having red ear lobes.

through the molt quickly and easily is better than one that develops all kinds of ailments during the men all over the United States. He had the con-

4. Hens that show the least broodiness are better layers than those that are broody a large part of the time.

5. A hen with closely worn toe nails indicates a better layer than one with long toe nails, as this

6. A hen that goes into molt with a ragged

the preceeding season. 7. A hen that is off the roost early in the

dicates a good layer for the same reason.

8. Hens that go to roost with a full crop

are good layers. 9. A hen to be a good layer must carry some body fat. A real poor hen cannot be a

10. Rather large wattles for the breed are considered good characteristics. 11. Pullets are the best layers. Keep the

THE LEADER

"The Leader-the store of the Plains" a motto recognized as such throughout this section, belongs to the Leader, one of Lubbock's finest Dry Goods concerns

George C. Wolffarth, owner and manager of

late all sick individuals as soon as they are dis do his part toward developing the country and covered. Feed only pure and wholesome foods. make the necessary sacrifices that this section be

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 millinery establishment and dressmaking concern n the same business and quarters as the Leader. Such nationally known lines as Society Brand Suits for men; Utz and Dunn Shoes for Ladies, etc.,

Business is good with the Leader. That is to say that they are not claiming that the business s being shown by the Leader and all visitors to he big fair this year have a hearty welcome to visit this big store.

bright yellow shanks. Heavy producers will con- up with the growth of the town nad community

The mystery of the great soul is to be found vert the feed into eggs rather than deposit it into and a constant display of desire to help in mak- in that dramatic crisis—the moment when the acthe body cells. This indication holds good only in ing this country a better place in which to live. tion of brain and heart would be a torment to

Quit dreaming about so many sweet things and come through the awful depression period without do a few of them. Do them often. Get used to 3. A constitutionally strong bird that passes the hurrah and noise made by hundreds of like it. Stop this eternal drifting. Don't longer dream

FOR INFORMATION **ABOUT**

FARM and RANCH

In LUBBOCK, HOCKLEY, COCHRAN, LYNN, DAWSON, CROSBY, TERRY, YOAKUM OR GAINES COUNTIES

Wire or Write

Member of the Lubbock Real Estate Board

Phone 201

Lubbock, Texas

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convenience customers is The Lu

Barrier Brothers Department Store

It is our private opinion the unfailing courtesy exceeding \$34,000. to the public, unfailing attention to their wants, demands and whims, have done more to secure a the gloomiest prospects for merchants throughout large patronage for this Dry Goods establishment the country, we find that Barrier Brothers began than any other thing. Of course within the past to prepare to serve the public just a little better, to the public, in other words every merchant has Brothers have weathered the worst storm ever a merchants over the country have done. They is most promising. have followed the trend of the prices downward

ly known lines of merchandise gives to this dry attractive stores on the South Plains. goods store probably one of the highest grades of stock to be found in any like establishment

G. C., manager; Raymond, office manager; A. B. rier Brothers made many friends by treating their who is making his home in Denver; R. B. Jr., in customers with courtesy and giving them good sercharge of men's furnishings; Clifton, in shoe de- vice. We are serious in predicting that this firm partment; Paul, floor manager, Mike, in shoe de shall continue to hold their own-which is one of partment; Mervin, the junior brother, who is gen- the leading dry goods establishments of the South erally assistant and Miss Rhoda, who is is charge Plains. 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 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 stores, one at Argo, and another in a rural com-

Barrier Brothers first located in West Texas by starting a store at Lamesa. This was in 1917. In the fall of that year they started two other stores they had built up and conducted a very large handled the matter of styles wonderfully and we ity State Bank and Trust Company's building. on the South Plains, one at Lubbock and another business, their experience has been of several find that there are more Lubbock women wearat Brownfield. G. C. Barrier became manager of the Lubbock store and Raymond went to Brownfield 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 same year a store was purchased at Floydada, the stock held by Foster Brothers and Paul was

bock purchased the Lubbock Dry Goods Com- very closely, and therefore they retain their trade pany, the Hy-Style Dress Shop, and consolidated and have came through with ambitions for more their stock, opening up in their present location. business. The outlook for Lubbock is very prom-In the summer of the following year, Richard ising to the firm. For this fall they have secured Brothers & Collier, dry goods merchants of Plain- a very comprehensive stock of merchandise to view was purchased by Barrier Brothers and they offer their customers who are numbered by wearoperated a store there for some time.

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 one told this firm, or whether they knew that those conditions were bound to change for the worse, we do not know, but we do know that the two stores at Floydada and If the writer was asked to name a firm which Plainview were sold at the very peak of prices; he considered had certainly demonstrated beyond that the effort of Barrier Brothers was concentrated a doubt that they are capable of meeting competi-tion as gentlemen; meeting the public as servants, at Brownfield was brought to Lubbock and when and securing the confidence of the buyers and the fall in prices started, Barrier Brothers had only holding them steadfastly, he could go no further this stock. They began cutting their prices to rethan Barrier Brothers, a firm well known on the duce their stock and we know that in eighteen days South Plains, a firm who have done the things of the early depression period during one of Barrier Brothers' sales that they totalled an amount

Then, when the new year of 1921 started with year conditions have involved many kinds of mer-chandsing. Firms have been found true or untrue interest of the public upon them, thus Barrier been called upon to show his "colors" during the merchant experienced and they have their plans past few months. Merchants of Lubbock took their for bigger business, better facilities to serve the losses in the big price slump as the finest type of public in the future and the outlook for this firm

Through a recent sale of the Burrus Building, who want to know just what kind of business dressed women of the South Plains. just as they followed them skyward. Barrier now occupied by the Robinson Furniture Company, houses Lubbock has, to visit the store of Jones Brothers' alertness to keep their prices right down Barrier Brothers secured a ten-years lease on the Brothers and incidently if they need any clothing firm and they are strict in their observance of the 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 than fifty national
E

You can depend upon Barrier Brothers for good merchandise, for appreciation of your business, for courtesy and friendliness. During the Barrier Brothers, a firm made up of brothers, times when business was good for everybody, Bar-

JONES BROS.

Jones Brothers, exclusive dealers in men's are those who are exacting about their clothing business. He is a man that makes no unbelievable clothing, shoes and furnishings, is one of the real- and for some time they purchased a great deal claims, no statements but what he can back up ly fine concerns of the South Plains. In fact the from the great shopping centers of the north, and does business strictly on the basis that the most complete line of the very highest grade of Now the O'Neal Shop, owned by the O'Neal Sis- customer is buying so much property and wants men's clothing is always kept in stock by this ters who opened the first exclusive ladies ready-to- it to be an investment worth what he pays. concern. Originally from Oklahoma City where wear and clothing store in Lubbock last spring has

Such nationally known lines as Wilson Bros. generally in the past. Furnishings, Stacy-Adams and Walk-Over Shoes, Stetson, Noname and Mallory Hats, Fashion Park bany, Texas, where they were in the ladies cloth- marketing.

servative in this section. They followed, as other ply able to care for ordinary needs of the best proximately \$68,000,000,000. In the spring, 1918, Barrier Brothers at Lub- merchants did the tendency of the market prices ers of good clothing throughout the South Plains. Now from the above information one learns While attending the Fair in Lubbock, the fourth, that at the very peak of prices, Barrier Brothers fifth and sixth of October, we want all visitors



LUBBOCK, TEXAS

THE O'NEAL SHOP

It has been a distinct need for Lubbock and the South Plains, keenly felt for an exclusive dealer in Ladies' Clothing. There are numerous firms 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

Ladies Clothing, especially is this true of Laing clothes bought from Lubbock merchants than

The O'Neal sisters came to Lubbock from Al-Clothes, etc., constitute the lines carried by Jones ing business for several years. With much experience in hat trimming and a close study of the This firm is considered one of the most con- various whims of the lady customers they are am- ing buildings in the United States are worth ap-

Style centers are searched regularly by this and if the people of this section are interested in seeing the new things first they have a fine opportunity in the O'Neal Shop at Lubbock.

'Parisian" Dresses, Hanaur Coat Suits, Wear-Ever Hosiery, etc., are a few of the nationally known lines carried by the O'Neal Shop. Quality and service is the motto thrust upon the O'Nea

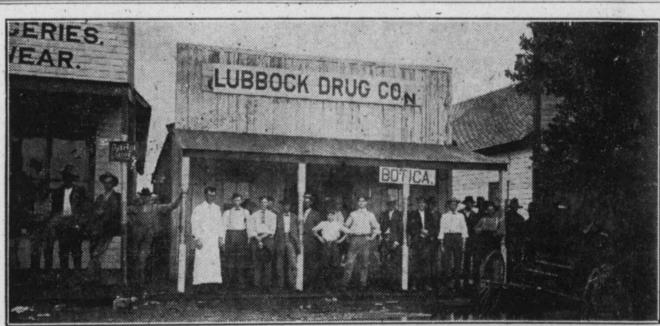
WILL E. BALLEW

If attending strictly to one's business is dies' Ready-to-Wear Clothing, is a business which tribute of a successful business man, then Will demands a keen appreciation of following closely E. Ballew, insurance man of this city is on the the interpretations of styles and that is really an road to success. Mr. Ballew has been here only important thing in Lubbock. Lubbock women a few years yet he has worked up a good insurance

Mr. Ballew's office is in the rear of the Secur-

Texas dairymen are planning an organization for the purpose of increasing producing and for

According to the recent census, farms includ-



THE HOME OF THE LUBBOCK DRUG COMPANY IN 1909

Keeping pace with the growth and development of the town of Lubbock has been no small matter with many concerns. In 1909 Lubbock was a sure enough small country town as can 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 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.



PHOTOGRAPHO 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 large trade accorded to this company and the

The Lubbock Drug Company has grown from its home of 1909 into a modern brick, located (Photo by Johnson, Lubbock) in the very heart of Lubboc

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 HANUAR COAT SUITS "PARISIAN" DRESSES SCOTT'S IDEAL BRASSIERS 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**

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"A man is known by his clothes" is a trite saying that may not always hold true, just the general quality and standard of living in a community can very closely be judged by the stock of goods carried by the merchants of a city to meet the demands of the citizenship. For it is an accepted fact that merchants carry only those goods that will sell thru a steady demand over a long period of time.

Upon that basis the City of Lubbock may well congratulate herself upon the high standard of citizenship that lives within her trade territory for nowhere in the United States will you find a higher grade of merchandise carried in stock, a more complete representation of the recognized Trade-Marked Quality Clothing and supplies than are to be found in the retail stores of this city.

Every recognized standard brand of both ladies' and men's clothing are carried in a full assortment of sizes, styles and colors in some one of the dry goods or furnishing stores of the city. Standard grades of the better quality merchandise is carried on the shelves of the stores of the city, and frequent trips are made to the market centers of the United States by the merchants of the city in order that they may keep abreast of the trend of fashion and the development of the time in merchandising policies.

The result is that the retail stores of the City of Lubbock are known throughout the traveling fraternity, who are the most capable judges of such matters, as the most modern, completely stocked and up-to-date trade centers in the State.

Due to the fact that the city has been built within the last ten years since the value and importance of plate glass fronts and good show windows have been generally accepted and practiced it is frequently remarked that Lubbock has more, plate glass per inhabitant than any other city in the world. Practically every retail store in the city has a modern show front that is artistically decorated at least once a week. A number of thèse decorative schemes have appeared in the trade papers of the nation from time to time.

In addition to the outstanding atmosphere of exclusive modernity that prevails within each restores speak well for the progressiveness of the entire community. Conservative advertising on the part of individual merchants with a cumulative efresulted in the establishment of Lubbock in the minds of the surrounding territory as an attractive trade center where not only quality products and due attention is given to bargains, low prices and trade territory, a minimum of losses for the mer-

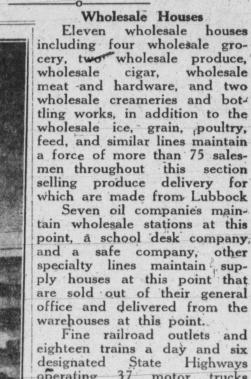
saving to the consumer over this territory.

The most splendid spirit of co-operation and zenship of the trade territory. good will exists between the various mercantile houses of the city as evidenced by the fact that the credit requirements of the farmers and long tail stores. They all bespeak progressiveness, conat a recent committee meeting of one representatime laborers of the city, functioning as banks structive development, conservative prosperity, and tive from each class of business of the city in the should function, leaving the individual merchant unlimited possibilities for future growth and ex-Chamber of Commerce for discussing the next the sole responsibility and business of merchandis- pansion.

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, increased prosperity and buying power for the citi- time. Lubbock is well to be judged by the quality

annual budget, one dry goods man signed for the ing and not combination mercantile establishment

exceptional purchases on the part of wide awake chants, enabling them, therefore to sell at a lower extent but a "city is easily judged by the grade of merchandise carried, the advertising policy The banking institutions of the city care for maintained and atmosphere surrounding her re-



designated State Highways operating 37 motor trucks each day in the year distribute the Lubbock industrial supplies over this territory and bring in the market products from over the territory.

A move is on food among dairymen in Vernon County, Texas, to secure regular tubercular inspections of all cows in that section.

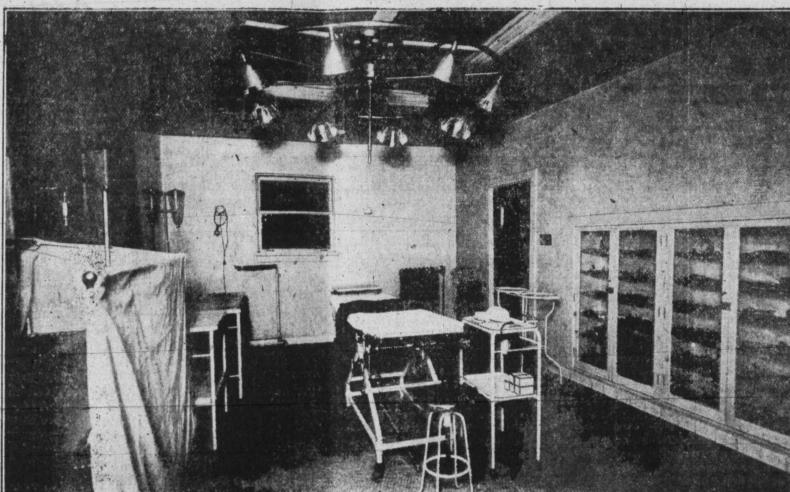
Great men are to be measur-

measure the tower by its Character is just like clay. The ideal isthe mold. For that very reason character is de-

After all, idleness is nothing but self-imposed isolation. It promises nothing, nor does it bring

What you can't use you lose. At last, we

Ninety-three carloads of hogs have been shipped from Hemphill county, Texas, to the Cali-



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. ed by their critics just like you Powerful "no-shadow" light at night for emergency work. The latest and most modern operating table and other equipment can be seen. Note instrument cabinet built in the wall on the right and seats for visitors on the left.

tail store of the city, the advertising policy of the allotted budget assigned to each dry goods man and loan office. in the city and took the personal responsibility management and has been of great value to the of securing their approval of his endorsement. old "time" policy in every conceivable way and termined by our ideals.

classes of business was made responsible for his as the merchant. fect upon the city as a whole and with the lead- line of business and in this way the budget was ing merchants of the city contracting for set spaces put over with a minimum of time and labor. merchants of the city in ironing out the undesirable anything. throughout the year in addition to their special and Such co-operation can but result in more constructively "cold check" artists that creep into the business feature advertising campaigns the reaction has tive policies that will in the long run react for the life of any community and provide a suitable rebetterment of the city as a trade and market cen- ward for all petty thievery, burglary and profes- are going to shuffle off the stage just like a pen-

and has been of great value in promoting conservaexclusive merchandise may be bought but where tive buying on the part of the citizenship of this care thru the association.

The policy has been found preferable to the

In turn the representative from the other gives better satisfaction to the consumer as well A Retail Merchants Association assists the

sional cold checking that is ever an attending dan- niless man. The cash policy was early adopted in this city ger of every established business. Considerable loss is saved the city thru this co-operation and

"A man is known by this clothes" to a certain fornia market since March 15.

JONES BROS.

LUBBOCK'S FINEST GENTS' **FURNISHERS**

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 For Men and Young Men Stacy-Adams and Walk-Over Shoes Stetson, Mallory and No-Name Hats

Wilson Brothers' Furnishings E. & W. and Lyon Brands of Collars 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

Lubbock, Texas

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TEXAS INDUSTRIAL **POSSIBILITIES**

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The recent discovery of great potash beds rels. To make a long story short, Texas started underlying the Panhandle and South Plians counher oil producing career in 1896 with 1,450 bartry is only a single example of the often repeat- rels and had reached a yearly output of 103,000,ed assertion, "The mineral resources of Texas 000 barrels by the close of 1920, which is nearly have only been scratched." Last year Texas pro-one-fourth of the petroleum produced in the duced more than 100,000,000 barrels of oil; United States. In the meantime, the petroleum retwenty years ago the state was producing less fining industry in Texas has more than kept pace than 1,000,000 barrels, and ten years ago was with the production record and this state leads producing less than 15,000,000 of oil annually. the states of the Union in the refining industry. Just as oil has developed, so the potash industry wtih its many by-industries may reach proportions

ten or twenty years. has been greatly developed brought to light the in her borders, she would have 2,000 cotton mills big sulphus deposits of the costal plains. Great of the average size found in Texas today. This deposits are now being surveyed in Reeves cound would mean that every town in Texas of 2,000 ty just west of the Pecos River and plans are be- or more population would have an average of ing made for the mining and refining of sulphur three cotton mills. there. The costal sulphur fields of Texas together

undreamed of today-all within the short space of

Coal and Lignite. of any state in the Union with the possible exception of North Dakota. This lignite stratum runs across the State in a belt about fifty miles twenty-five mines in operation and a number of present indications. For many years lignite was considered fuel for only the immediate locality of ture for this fuel.

Clays and Gypsum Union in the production of clay and gypsum pro- United States ports in trading with the rich Mexiducts. The clays, range in quality from the coarse can seaboard country and the Mexican hinterland of brick to the finest kaolin. These clay deposits Vera Cruze and Tampico. Texas ports have a are scattered throughout the length and bredth distinct advantage over all Atlantic ports in tradof the State, and Texas plants manufacture an- ing with Central America and all West Coast nually more than enough brick for her own con- South American ports through the Panama Canal. sumption. There are also large pottery plants at In other words, the trade territory of Texas in-Athens, Fort Worth and other points in the State. cludes Mexico, all Central American states, Ecua-There is an excellent undeveloped deposit of kao- dor, Colombo, and Chili. Furthermore, Texas line in Real county, west of San Antonio, accord- ports have almost an equal advantage with U. S. ing to government investigations of recent date. Atlantic seaboard ports in trading with Rio de Jan-The State has 118 brick and pottery plants.

Texas has four large plants turning out gyp- South America. sum products, wall plaster, sheet rock, tile, etc. The gradual opening of this trade territory. The greatest gypsum deposit in Texas runs in a should greatly stimulate industrial activities in sum products, wall plaster, sheet rock, tile, etc. narrow strip from the vicinity of Qunah and Texas during the next ten or twenty years. Childress to Sweetwater and it is in this belt that the gypsum industry has developed. There is also an excellent deposit of gypsum in the Malone mountains about 100 miles southwest of El Paso. and this deposit has been developed, but no plant erected upon the ground. Texas has gypsum of the finest quality, including a deposit in Stonewall country which compases favorably with the finest of alabaster used by the artists of old. The boys' furnishings store in West Texas which has quantity is inexhaustible, and Texas should become and especially the Panhandle-South Plains country the leading gypsum manufacturing section of the West, if not of the nation.

Building and Road Materials the largest deposits of cement material in the the years of 1917 and 1918 their business pros-United States. This deposit begin near Texarkana and runs westward to the vicinity of Denison and Sherman, then turns south nad runs south and southwest as far as San Antonio. There are nuthe Citizens National Bank. In February, 1919, merous limestone and sandstone quarries over the state and some Fuller's earth is being mined for Knippa in Uvalde county and the other near Austin 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) sand at Santa Anna in Coleman county, and a sifting and loading plant of about six cars capacity daily has been built there. There is also an 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 annually. This comes from the mines of El Paso and Hudspeth counties. This country including the counties west of the Pecos River are rich in minerals; great deposits of sulphur are known to exist, and there are ores bearing silver, copper, lead and gold. Prospects seem to be particularly bright for the development of the copper deposits. Zinc and tin are also found in considerable quantities. Quicksilver has for a number of years been mined 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 the Pecos River holds forth promises of becoming an extremely rich mining country during the next

Lastly and by far the most important of all Texas mineral resources, is petroleum.

and Alaska.

in Texas was in the Corsicana field in 1896 when 1,450 barrels were produced, the following year During the fiscal year ending June 30, Gal-production jumped to 65,975 barrels, and in 1898 veston led all ports of the United States in the exwhich was from the Corsicana field.

The Corsicana field was the pioneer Texas oil field. The second great field was brought in at Spindletop in 1901. With the development of this snake out of an old stump started a fire that field Texas production ran up to the 15,000,000 burned a twenty-acre hay field and came near mark nanually... Texas production did not run burning the city of Augusta, Ky. much above this mark, though a number of new fields were brought in in the southwestern part of the state, until the development in North Central Grocer:—Why, madam, if they were any and West Texas set in. The first West Texas fresher, they'd be impertinent.

minimum in the production of this field ran around 100,000 annually. Production in Wichita County hit the 1,000,000barrel mark in 1911 and went to 8,000,000 in 1913. The years 1917 and 1918, saw the coming in of the first wells in Stephens and Eastland counties and the production from these two counties alone in 1919 had jumped to 32,000,000 bar-Agricultural and Forest Products as Basis for

New Industries. Texas has nineteen cotton mills at present, with a total of about 150,000 spindles. If Texas Another great discovery of recent years which manufactured into cloth all the cotton grown with-

Texas produced from 14,000 to 18,000 pounds with the coastal fields of Louisiana supplied the of wool annually, but there is only one small mill year round. Texas has the largest legnite deposits in Texas which handles this prodouct. Texas pro-Allies with 99 per cent of their sulphur during the duces about 175,000,000 bushels of corn, 60,000,-000 bushels of oats and 20,000,000 to 25,000,000 bushels of wheat annually, yet she has no grain There are several good veins of coal in Texas products industries. Texas is the greatest producer and mines are worked in Eastland, Erath, Palo of raw material in the United States, and if Texas Pinto, Wise, Webb and Maverick counties. There manufactured into finished products only what she are nine mine in the State which are active the produced in raw materials she would be the great-

Texas Potential Market Texas' growth has been handicapped during wide from Laredo to Texarkana. There are about the past because, as you might say, she is tucked away in the southwestern corner of the world. new shafts will be sunk within a year according to But this location which has been a handicap in the past, is going to be a great asset in the future, for it is going to give Texas a monopoly upon a the mining country, because of the difficulty of great Mexican, Central American and South Amerishipping. New methods of handling and burning can trade. Texas cities control all railroad openthis fuel has largely done away with these objectings with the exception of the west coast line tions, however, and there seems to be a great fu- which enters through Nogales, Arizona, and the completion of the K. C. M. & O. railroad will give Texas a direct connection with that part of Mexico. Texas ranks well up among the states of the Texas ports have a distinct advantage over all other iero, Buenos Ayres and other Atlantic ports of

L. E. HUNT & CO.

Probably there is no other exclusive men's and established itself as one of the leaders in business of this section as has the store now known as L. E. Hunt & Company.

The concern started into business in 1916 under the management of I. L. Hunt, in the building which they now occupy on West Broadway. Texas has five large cement plants and one of Like all other concerns in the country through pered under unusual conditions. L. E. Hunt was active in the management of the affairs of the store while his father was connected officially with the death of one of the town builders was re-corded—that of I. L. Hunt. His loss was keenly use in the Texas oil refineries. There are two felt by the entire community and remembrance of excellent deposits of trap rock in Texas, one at his many worthy acts of helps is fresh in the minds his many worthy acts of helps, is fresh in the minds of the Lubbock people.

Following the death of his father, L. E. Hunt continued in charge of the men's and boy's furnishing store and since that time, changed the firm name to L. E. Hunt & Company.

Mr. Hunt is proving himself a follower in the foot prints of a good father; he is active in all things which have a tendency for the betterment of the town of Lubbock and the South Plains. In his career as a merchant he is going ahead following the methods employed by the most progressive concerns of the country. In his store he is featuring nationally known lines and is letting the public know about them. The firm of L. E. Hunt & Company is known as one of the many firms of Lubbock which has helped in giving to the town the enviable record of having the finest stores in West Texas.

For Fall Mr. Hunt is featuring a new line for his store but a line of men's clothes said to be the best on the market—the Collegian. He is requesting the people who come to Lubbock to shop, or those coming here to attend the fair or on a visit, to be sure and see the new line of fall goods.

A man in Corsicana, Texas, raised two beets which tipped the scales at thirteen and a half pounds each, and claims to have thirty or forty more on his place that will weigh as much or

And the stary of Texas peroleum reads like the story of the gold fields of Colifornia, Australia, United States Government for the year ending June 30 amounted to \$52,122,825, a decrease of The first record of annual production of oil \$28,548,529 as compared with the year previous.

the production went up to 554,620 barrels, all of portation of wheat. This port shipped 86,645,-551 bushels.

A farmer trying to smoke a six-foot black-

Customer: -Are your eggs fresh?

"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 piece of paper, held at arms length, one sees the ball clearly, while the other sees only the paper. The "MASTER EYE," is the one which sees beyond the paper and finds the ball.

That reminds us very much of portions of the public. They apparently close their "MASTER EYE" and can only see as far as the present. They are groaning, complaining and wondering if things will ever be the same again.

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 busy working. They've got both eyes open and are getting ready to drive.

Read these descriptions, not the prices. Honestly, for real merchandise, can you find anything that will stack up against these?

LADIES' READY-TO-WEAR

BLOUSES

The newest vogue in blouses, featured In Crepe de Chine, Georgette, Crepe in Georgette, Crepe de Chine, Crepe-back-back-Satin and Canton Crepe, various lat-Satin and Poiret Twills. They come in a wide range of all the favored colors. est styles and colors. Priced

Priced from _____ \$12 to \$25 from _____ \$3.75 to \$15

LADIES' COATS AND SUITS

In the new highly favored models emphasizing the uneven length idea. They not alone embody the finest tailoring obtainable but are authentic interpretations of the latest fashions. An excellent showing in brown, marabou, taupe, navy, sorrento blue and black. Ranging in prices from _____\$15.00 to \$75.00

DRESSES! DRESSES!

The Dresses we are showing embrace the most approved style features and are offered in Tricotines, Poiret Twills, Duvet de Laine, Moussyne, Veldyne and Yalama. They offer those latest basque and flare features which give that much approved straight line and long waisted effect. The clever trimmings are other features. They are exceptionally interesting because of their high grade and attractive prices______\$12 to \$65

IN OUR LADIES SHOE SECTION

An opportune time to make your 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**"

Just try using our "ROYAL SOCIETY" Embroidery packages and thread.

GINGHAMS

A new shipment in attractive stripes, checks and plaids suitable for all occasions, the yard_____11c and 17c

NEW PERCALES 36-inch percales in a wide variety of designs on both light and dark grounds; extra good quality, the yard_____19e

BLANKETS! BLANKETS! BLANKETS!

A most complete showing of all wool, wool nap and cotton blankets in the wanted colors. Very specially priced from ______\$2.75 to \$13.75

OUTINGS

In the very best and all the highly fav-

MEN'S OVERALLS Genuine 240 denim, union made over-

alls and jumpers. Mogul brand____ King and Giant brands_____\$_.95 CREPE DE CHINE, GEORGETTE AND SILKS

A wonderful color assortment, full width and very specially priced.

MEN'S HATS

One lot men's hats, desired shapes and colors. Sold as high as \$8.50, extra spec-

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 ____ \$5 to \$15

"THE VOGUE EMPORIUM"

Hats to match your new dresses. You will find them here—a select assortment of 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.

FURS! FURS! FURS!

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, Kolimsky Russian, Pomeranian Whiff-Sniffs, etc. Priced



The Store of the Plains.

We Have a Trade That Good Service Made Where the price is right

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. Ginghams wear longer and launder better than most ginghams you see. They ose none of their freshness and clearness of pattern and color after a few week's wear. They are the best values in our stocks of wash fabrics.

Marshal Field's Lines

That are Found Only at Our Store

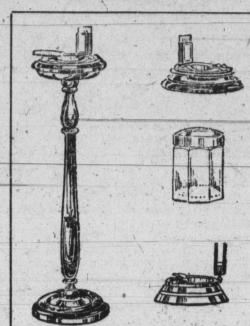
During our buyer's 17 years' experience we have at no time been able to find so many desirable lines in one house as at Marshal Field's and lately it has been decided as our store policy to keep all their lines (unless certain items from time to time can be had elsewhere at better prices) continuously in stock thereby insuring you quality merchandise of an invariable standard; i. e., 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 shall certainly pass on to you. So, notice the different lines on this page.

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 errors, to know both sides of the question. To be an example, to be courteous, to work for the love of the work, to anticipate requirements, to develop resources. To recognize no impediments, to master circumstances. To act from reason rather than rule. To be satisfied with nothing short of perfection.



AU

VOLU

In the Kenilworth Gift Shop many of the small fine articles actually are brought from the far ends of the world, as in some of the Japanese pottery shown, but it is especially noteworthy that there is nothing in this attractive selection that could be called high priced. Nearly all of them are, in fact, very moderately priced, and wonderfully adapted either for beautifying of your home, for card prizes, favors or other gift



Are a very high expression of artistic taste as seen in the rich, well harmonized colorings, the beautiful and rare designs, and the ingenuous new weaves.

Home can be made a spot of sunshine within as well as without with these radiant



LINGERIE

Camisoles and skirts, envelopes, "stepins," daintily trimmed. You will want a generous supply of changes to keep looking nad feeling fresh nad cool. These are Puritan undergarments, made for service as well as beauty, in all up-to-date styles.



VARSITY CRAVATS Are of the newest silks the latest styles, and always correct. Step in and buy one frequently.

Some other lines not described here. One of them being Crystal White



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



the quality mark on novelty jewelry, regardless of its price.

The Little Paris Shop

in our store is a veritable mine of appropriate gift suggestions. There are things here for women, men and children, and each article bears the Merite trade-amrk, a guarantee of quality.

Pay our little Paris Shop

SUNLIGHT YARNS

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

much admired. We rec-

ommend Sunlight Yarns be-

cause we are confident of

their high quality. You will be glad of this advice

after your first trial of Sun-

light. Start a baby cap,

or a scarf; both are easily

made. Sunlight Yarns, in

all staple colors and the

season's newest shades.

Sunlight yarns of strong.

preciate the economy of buying IVANHOE GLOVES always. Here is an occasion for purchasing with still further advantage.

GLOVES FOR EVERY

OCCASION

Gloves, which is entire-

ly sufficient to women

acquainted with this

quality. Those who have

worn these fine gloves

and enjoyed their good

service, smooth, grace-

ful fit and style, best ap-

are IVANHOE

WEARWELL BLANKETS Warm, Durable, Luxurious. Cotton, Woolen or Mixed Attractively

Thrifty housewives are enthusiastic users of Wearwell Blankets. Women who want full value for every dollar paid out, appreciate the economy of buying Wearewll. Blankets. Soft of fniish, beautifully colored either in border or all-over checks, etc., on white or colored grounds, evenly woven and light of weight, they make an ideal

REAL BEDDING ECONOMY

The woman who buys Wearwell Sheets exercises good judgment for a number of reasons. First, she knows the sound sense of buying sheets that will stand the inevitable strain of constant worshing, the satisfaction of possessing quality sheeting whose fine white finish will last. Every user is a Well booster are you on this list?



FINE PHILIPPINE UNDERGARMENTS

Bonita hand-embroidered garments are the supreme in value giving at these prices. They are the more unusual because of the excellent quality of materials and lovely trimming. Exceptional indeed are Bonita garments on which the patient fingers of Oriental needlewomen have worked such beautiful embroidered designs. At these attractive prices, selection of needs should be made now. Fresh, complete assortments are a further incentive.

THE BEST PINS

When you purchase a paper of American Maid pins, you can rest assured your money has bought the best made pins on the market. The points are sharp and stay sharp—the heads are smooth and even and more than ordinary pressure does not bend them.

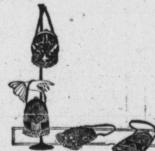
CARMEN HAIR GOODS

These first quality accessories do wonders toward improving one's appearance. A fire hair net, properly adjusted, and tucked in with Carmen unbreakable celluloid hair pins, gives a well-groomed ef-



EXQUISITELY BEAUTIFUL SILKS

Silks Beau Monde, famous for their lustre, softness and smart finish, are here in dazzling array for your selection. Georgeous evening gowns, fashionable afternoon dresses, blouses, and lingerie of refinement and distinction can be made up very inexpensively with these lovely sliks. There s a pattern and shade here for every use now in vogue, nad the prices will please



HYCREST BAGS

Another top line comprising newest novelties as well as the more staple meaty numbers.

Others of their lines will be added from time to time.



BURLINGTON NEW FASHIONED HOSIERY

There are a good many things to be considered. Some people emphasize fit, for in order to look trim and neat hose must fit to perfection and retain its shape. Others look first to the wearing qualities of a stocking. Others to material and finish, price, etc. When all these advantages are combined in one line, as in Burlington New Fashioned Hosiery, that is as near to stocking perfection as human skill can make it.



Barrier Bros. Dept. Store

West Broadway

Dependable Merchandise

Lubbock, Texas

AUTO SECTION—Panhandle South Plains Fair Special.

THE LUBBOCK AVALANCHE

VOLUME XXII

LUBBOCK, LUBBOCK COUNTY, TEXAS, SEPTEMBER, 1921

NUMBER 1

"WHILE ATTENDING THE PANHANDLE-SOUTH PLAINS FAIR AT LUBBOCK, OCTOBE 4, 5, 6th MAY WE DEMONSTRATE A GOOD RIDING, MONEY-SAVING AUTOMOBILE?"

THE LUBBOCK HOME

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.

ROYALTY MOTOR CO.

Lubbock, Texas.

The Automobile and South Plains Progress

trip each week" said Bill of the old six horse trail action to his psychological makeup he lays a heavy wagon freighting out of Big Spring twelve years foot on the gas and clips the rest of the way off lead mules to set the page now.

By hitting the ball we came thru in three hours and a half. Had a little Essex right ahead gical reaction that the learned professors have not of us setting the pace and the roads are good" investigated at length but one trip across the Plains said Bill who has retired from his freighting and in a good automobile will thoroughly convince is now selling real estate.

The two statements are imaginary of course, but they truthfully depict the change in transportation that has been effected for Lubbock in the short period of twelve years. In those days the railroad finally got to Plainview and from there they caught a passenger or mail tack and drove ten hours by changing teams once or twice.

Today we get up a little early in the morning back to Lubbock well in time for lunch.

to the Lubbock market by three Ox teams one bright fall morning. In 1920 an even dozen bales equipment, a teacherage on the school grounds were brought from the same farm on one big truck with a trailer. In 1908 it was an all day's job. In 1920 it was a three hour's job-and the price was about twice as high.

The Panhandle of Texas is the last remaining land of great distances. Fifty miles between towns of anything like commercial inportance and twenty-five miles between postoffices. Neighbors are still considered close neighbors at two and three miles in some sections of this vast country of virgin soil; and yet the distances are shortened tionizing the very crops planted throughout this by good roads, fast automobiles and a people of section not to mention the method of farm operaa different temperament.

great distnaces—in fact it is nothing to mention vidual farmer nine or ten miles out in the country. as out of the ordinary. For the roads are good occurence in a Plains Country road.

of signs for the simple reason that once on them before nine o'clock. there is nothing left for you to do in order to get where you are going but to lay your foot heavy on farm. More chickens, hogs, vegetables, fruits the gas and keep straight ahead. It is not an un-melons, and other commercial produce, which common experience for a commercial traveler mak- means more ready money, a more steady income. miles per hour on his whole week's run from town er prosperity for the former with more time and

wide corners,-unconsciously he begins to step the first opportunity. on it just a little heavier. About the time he thinks he is making pretty good time—"Whiz" like a wasp, little Ford passes him just dusting the high

\$ national and an analysis and a superior and a sup "By steady pushing along we made a round spots of the road and if he has any normal re-"I've got a mighty high-stepping string of at from 45 to 55 miles per hour and does not realize that he is driving particularily fast.

The lure of the Great Distances is a psycholothe most skeptical of its postive existence.

The Motorized Rural School.

The automobile is becoming a vital part of the rural schools of this section. Due to the sparcely settled condition of the section the Rural High Schools have been impossible due to the thru to Lubbock in the remarkably short time of fact that the children would have to come from transportation by motor busses that is being change ed into a condition of consolidated schools, Rural run up to Plainview, transact our business and get High Schools with modern brick buildings, com-In 1908 eleven bales of cotton were brought pletely equipped with laboratories, Delco lights, pianos, Victrolas, efficient maps, charts and other and one or more motor busses to transport the children to and from school.

This method of transportation combined with school policy is already established in this sec tion and proving of great value to the Rural Schools with the result that further consolidations are being planned with the resulting elevation of the school standards for rural communities.

The Motor's Influence on Agriculture.

The automobile and motor truck is revolution as a whole. Diversified farming is following Fifty to a hundred miles to a game of golf, the advent of the motor car and truck that bring an afternoon picnic or a swimming party is not the markets of the city within reach of the indi-

In the old days of the farm wagon it meant a and built upon the old geometrical theorum that whole day wasted to take butter, eggs, or cream a straight line is the shortest distance between two to town. Today the farmer's wife jumps in a points. Ten miles without a turn is a frequent Ford deliver car and runs into town with \$5 worth of eggs and poultry, \$8 worth of milk and The six State designated State highways that cream, \$6 worth of vegetables, brings out a plow lead out of Lubbock are marked with the minimum point and a sack of salt and is back canning fruit

The result is more dairy cows on the average ing this country in an automobile to average 35 reduction of the slavery of one crop farming, great opportunity to enjoy the recreations of the city There are speed limits in the cities of the man-a run in for the picture show, the free Plains but across the country the only limit im- Chamber of Commerce Band Concerts on Tuesposed on the driver is the speed of his car and day evenings—all of the advantages of living in when the eyes look straight ahead for thirty miles town without the disadvantages-all of which without seeing an obstruction or a break in the means happier farm homes and less inclination on landscape, with roads as level as a floor, a few the part of the farm children to move to town at

This fact is well shown by a comparison of the

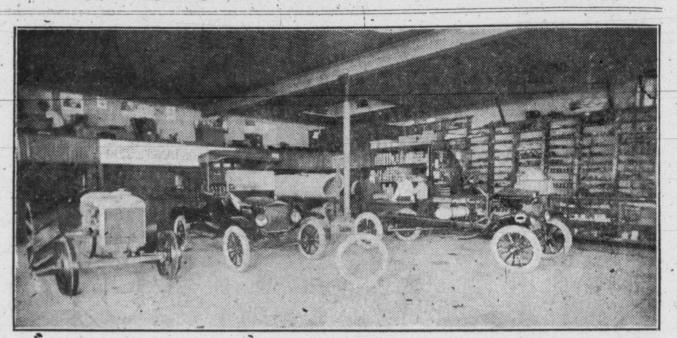
(Continued on page 4)



EXTERIOR VIEW OF LUBBOCK AUTO COMPANY'S HOME

(Photograph by Johnson's Studio, Lubbock, Tex.)

The above photograph of the home of the Lubbock Auto Company does not give justice to the 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 company. In the rear of the building is found the repair or service department. The center part 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 imported from Mexico.

A special bureau for experimenting in and used in the United States for road building is study of tractor plowing has been established by the 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

Summ torist, broker stone except timate before in min cials h any nu entrand over 1 that w 20th a discard to the automo cars up the fac

making would entrand travelin for inst park th

based

Ho the Exic nected most of four ye bock M Las Cru of the employe the insta tion he ployed remaine the Exid city, on his stora Hensley conventi

EXTRA HEAVY TRAVEL BY AUTO IS REPORTED THIS SUMMER

broken all automobile travel records in Yellow- and west gates. stone Park. What heretofore has been considered in mind, hotels, camp companies and park offi- to many big parks of the West. cials have made elaborate provisions for handling any numbers that may come.

During the twenty days of June, when the park entrances were first opened, auto travel doubled over 1920, but the July figures showed an increase that will set a pace in years to come. The 19th, 20th and 21st sent all previous records into the discard, and the total number to visit the park up to the latter date was 31,310 persons and 6,190 automobiles, as against 27,288 persons and 4,378 cars up to the same day a year ago. And this in the face of pessimistic predictions of an "off year;" based on economic reports from the outside.

Thousands Traveling.

oom

Auto

making its appearance in the American motorist, erintendent Horace M. Albright from Senator A. then lock the door upon it till next Spring. would no longer down. Careful check at the four W. Miles, Montana who, for nearly half a century this is a mighty poor proceeding. Inside of the traveling from 5,000 to 10,000 miles. California, The camp sites and general accommodations battery, owing to its chemical nature, a certain sort for instance, has sent more automobiles into the are also shown in various reports to be in better of action and reaction is continually taking place, tion to the motoring public. park than any other State, with the exception of shape than ever before.

HOMER L. HENSLEY

Homer L. Hensley, manager and owner of

the Exide Service Station in Lubbock has been con-

nected with the electrical and battery businesses

most of his life. He came to Lubbock from Dallas

operated battery stations. Prior to coming to Lub-

of the Mechanical Training Division, during the

Yellowstone Park, Wyo.,-The Ameriacn mo- Montana, which borders so closely as to be contorist, treking the long trails as never before, has sidered within commuting distance of the north what parts of his car he never sees or hears a com-

exceptional is this season the rule, and it is now es- more of the national parks while en tour, and wind- fers-it never complains timated 90,000 persons will have visited the park shield by the hundreds are to be found literally before snow barriers block the road. With this plastered with national park stickers, denoting visits has nothing more to give, under the most negligent

> through Portland and Seattle and the entire North- and building it up again is going to cost Mr. Care- the Cadillac Garage a popular place. west, and are visiting most of the Western states less Motorist a penny that he might very well have adjacent to Yellowstone.

in the Jackson Hole country, to the south—the sending them folders and circulars—on the subject north part of which soon may be annexed to of getting better performance and long life from Yellowstone National Park-in order to view the the battery and keeping down big repair bills by incomparable Tetons.

cation seekers comes the official report that never ing the importance of giving the battery proper you have free air and water. before have the park roads been in better shape. storage when the car's laid up for the winter. It stone. I have never seen the highways in such ex- ers at the approach of cold weather to simply run

Plains. About the battery for automobiles, Mr. Hensley has the following advice to give:

"Talk to the average motorist about carbureater adjustments, cylinder synchronism, gear shart and there is assurance that nothing detrimental can careful and skillful work. The equipment of the alignments or any simple little matter like that. happen to the battery during Jack Frost's reign. Mr. Hensley "and he's with you on every count. Ask him to explain to you the action of his storage battery and he'll usually go down to the end of

four years ago. In Dallas and in Palestine he the class without a struggle. bock Mr. Hensley was instructor at State College Las Cruces, N. M., in battery and ignition service chap who can figure out the elemental mechanics in easy reach of the driver and guards. of an automobile possesses plenty of intelligence with which to dope out his battery. And he ought war. Shortly after his arrival in our city he was employed by the Western Electric Company, in to do it. Experience proves that the more a mothe installation of telephones and wires. This position he held only a few months until he was employed as an electrician at the City light plant. He —and my personal opinion is that many a good gasoline, and made over 1,000 miles on two remained with this municipal plant until he opened starting and lighting battery is ruined just because quarts of oil. the Exide Battery Station in the Quick Service Garage. About one year ago Mr. Hensley leased the of its action. I'm not so much of a lecturer, but it Buick Garage building, one of the largest in the is my object, just as it is that of every other "Excity, on 11th street and has since been operating ide' Service Man in the country round, to help my ington police. his storage battery business in that location. Mr. customers get the absolute best out of their batter-Hensley is an Exide booster and attends the many ies; and I'm willing to sit down any time and give conventions held by dealers throughout the United them an enlightening little discourse on the whats working day during the present year for expen- on charges of operating automobiles while under

I'm there to bet the average battery in these parts would be considerably lengthened if they absorbed my advice and that my job would be a more cheerful one. For even so husky a product as the 'Exide' is a good deal like the garden variety of husbands-it's better to live when it's properly understood."

"The average motorist," said Mr. Hensley, "is a queer combination of sound American common sense and unsound American easy-goingness. And plaint from he is most prone to neglect. And that The tendency appears to be to visit three or of course, is mainly why the starting battery suf-

"It does its work, right up to the point where it and cruel treatment. But, of course, by the time it The check shows also that scores are routing has reached such a point it is in mighty bad shape, saved himself.

Coupled with the unprecedented influx of va- Right now we are sending out a little folder show-"In the thirty-eight years I have visited Yellow- has been the bad habit of many automobile own-But the gypsy strain, which has gradually been cellent condition," is the statement to Park Sup- the old bus, fully equipped, into the garage and

> even when it is idle. For this reason it demands certain attention at regular periods. This attention can best be given when it is stored under such conhis business is growing and that he looks forward ditions and superintendence as only the battery exfor a general improvement throughout the South pert can give it. Because of this, we advise our customers to remove their batteries from their cars, department. The cost of Winter Storage is small

To safeguard its truck from attack by highway men while on the road, the National Freight Corporation of Philadelphia is installing hand "And there is no real reason for this. Any grenades on the dashboards of the vehicles, with-

W. J. Lander, 74 years old, a resident of

Visiting motorists entering the District of

States. At the present time Mr. Hensley states that and whys of storage battery theory and practice. diture on the highways of the United States.

CADILLAC GARAGE

Eight years ago Joe Hilton came to Lubbock. came here as Cadillac salesman for this section. And with the exception of the time he was in the army he has been on the job, boosting Lubbock

During the first years of Mr. Hilton's residence in Lubbock he devoted all his time to the sale of Cadillac automobiles. Since that time, however, he has conducted the Cadillac Garage, an institution which he founded to better serve his custo-

Close attention to business, coupled with courtesy, fair dealing and standard goods have made

Beginning at the curb in front of the Cadillac Garage we are served by the Tokhein Visible Park Roads Are Good

And all this in spite of the fact that we are Casoline Gauge. You see what you get and the Continually writing our customers—talking to them, measure you pay for. The Tokhein is the only visible supply station in the city, with exception of one. It's correctness is attested to by governmental experts. All gas is filtered thereby giving it the right kind of service at the right time. doing away with the foreign substances that so often cause carburetor trouble. Right at hand

From the curb we enter the sales-room, the place where you buy Racine Extra-tested, Multi-Mile Tires, the kind the factory stands behind with its millions to see that you get service, road service and dollar service. A neat supply of auto accessories are displayed in this room also, a complete line of goods that requires constant care and a feature that can give much satisfac-

Our next department is the repair department. Right here we wish to state, that while Mr. Hilton gives his attention to every department of his garage, if there is one department in which an additional pride is shown, it is that of the resending them to us to be cared for in our storage pair department. The make of car to be redepartment. The cost of Winter Storage is small paired is immaterial. All cars receive the same repair department of the Cadillac Garage is superior to any in the city. In addition to the many small things essential for repair work, here we find a South Bend Lathe which is valuable for reboring cylinders and other kinds of work.

In addition to the Cadillac car, Mr. Hilton is also agent for the Stephens Salient Six. Everyone knows the Cadillac. It has established its reputation by its characteristic performance-endurance and stability.

The Cadillac Garage is an institution for the people and its management is always awake to the needs of the hour. Its service is for you and your every want will receive proper attention all the time in every possible way-courteous service-skilled service-satisfying service.

In Philadelphia, the campaign of the police department against drunken motorists, has result-Approximately \$2,000,000 is available every ed in 274 men being arrested since January 1, the influence of liquor.

SEE THE

Studebaker Light "6"

At the Panhandle-South Plains Fair

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

Free Air

Vedol Oils

Good Gasoline

West Broadway, Lubbock, Texas

The Automobile and South Plains Progress

(Continued from page 2) census figures compiled in 1920. For the city of in New York City make 50,000 calls a year-Lubbock there was an increase of 109 per cent an average of 35 a day. in population during the past ten years. For the County of Lubbock this increase was 260 per cent. While the number of farm homes in Lubbock County increased 384 per cent during the same

In spite of these facts less than 20 per cent of the available land in Lubbock County is now under cultivation. With diversified farming, dairy stock, hogs, poultry and garden produce the size of the farm is decreasing the profit and prosperity is increasing. The net result will be a better satisfied rural population, a more prosperous city population and a greater county for the future.

The Motorized Industrial Center.

The automobile and motor truck is a vital factor in the industrial development of the City of Lubbock. The goods from the eleven prosperous wholesale houses are being distributed at least 50 per cent by the motor truck fleet that operates out of this city over the six State designated highways to every section of the South Plains. Distributing goods from Lubbock wholesale houses these trucks pick up the produce from the entire South Plains section and bring it back to the markets of Lubbock. Making this city the Industrial Distributing Market Center of the section.

With the installation of the potato curing plant, poultry killing plants, a bonded warehouse, a commercial garden produce commission markets, a broom factory, a cotton seed oil mill, a flour mill, and the hundreds of other industries that the demands of this great section will bring to this city just as rapidly as the section develops and demands them, this method of distributing finished goods and the return of market produce will grow, linking the City of Lubbock more closely to her vast trade territory known as the South Plains thru the use of the motor truck.

The same thing is true of the automobile. Every night finds every hotel in the city filled with traveling men who make this great prosperous country from out of Lubbock. They make the three or four swings out of the city thru the day, returning here at night for the superior accommodations to be found with the hotels of the city -making Lubbock the Industrial Center of the

The cotton buyers, grain buyers, livestock buyers, real estate, loan, insurance and commission men of every class-work out of Lubbock. Live in Lubbock or stay at the Lubbock hotels and work this section out of Lubbock as the Hub and Industrial, Commercial and Market Center.

As time goes on, the country is more thickly torized influence upon the city as the Industrial and only seven of the 13 starters managed to in the last year alone. A firm doing a business of modest investment.

Commercial and Market Center of the South get safely over the three trenches, hills, ditches that extent must be handled properly and if the Plains will become more pronounced. Automo- and woods.

bile men are realizing if in the installation of modern sales rooms, equipment shops, repair plants and "service stations of every kind. The future has scarcely been touched.

> The only vehicles available for sale by the war department are cars classed as serviceable.

> Motor ambulances attached to 13 hospitals

year includes the construction of 500 miles of heavy duty roads, representing an outlay of

LUBBOCK AUTO CO.

There's a lot of difference in automobile distributors-some want to sell cars for the commission only and others want the commission but want to earn it rendering to their costomers a service that they will appreciate. The Lubbock Auto Company, Ford distributors, composed of Joe Dick Slaughter and Geo. E. Benson, both West Texas The street highway system of Ohio for this boys who have a host of friends throughout the serve their customers well.

telling that a business is being conducted in a very high class manner, then Mr. Benson and Mr. Slaughter are competent to handle it. Besides selling the Ford cars this company are also distributors for the Fordson Tractor. About three months ago to show the interest these men are taking in their business, this firm held a tractor demonstration at which two expert from the Fordson factory attended. Everything that a tractor can do and is made to do was demonstrated at this event and farmers were there to get the benefit of the expert knowledge. It was a successful demonstration from a point of educational value to the firm and South Plains, is a company that we believe like to the prospective tractor purchasers. The money spent by this firm on this demonstration will no The automobile business in Lubbock is a big doubt be returned in the interest taken in tractor or

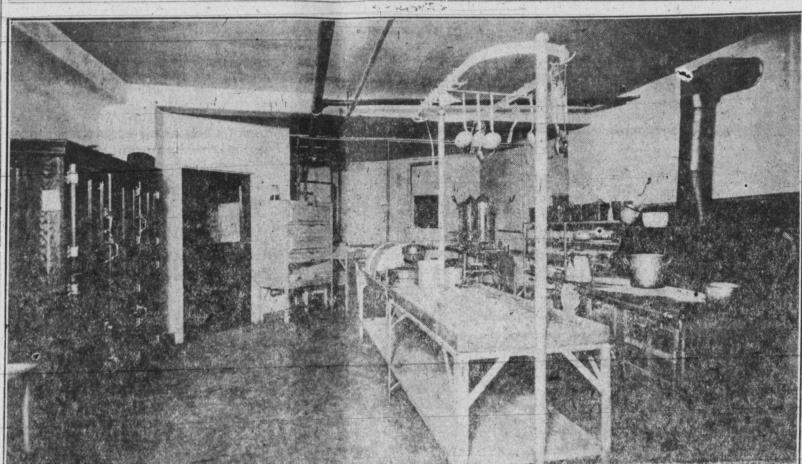
power farming, but eventually this method of farming would have come on anyway and they would of course receive their share of the spoils. But this demonstration shows that this company wants to help in other ways and other people besides getting the profit from the

A filling station, a display room, a nice office, an accessory department in which all Ford and Fordson parts are stocked, a storage room, free air, and a repair and vulcanizing plant, is the magnitude of the Lubbock Auto Company's business in Lubbock. The management of this concern is highly interested in the development of this section and they can be counted on to do their part in sacrificing for the betterment of conditions.

There is one automobile agency in Lubbock which did a business of nearly three hundred thousand dollars during the past year. This is only an indication of the importance Lubbock is as a distributing center. Practically all makes of cars are represented in Lub-Plains counties.

In Japan passenger automobiles are sold to a for motorcycle and automobile traffic throughout cally the entire South Plains. A general idea of group of people organized into a company. Each the country. A central control of traffic will su- the magnitude of the business can be gained when stockholder pays \$10 and in return receives one percede the control peviously exercised by each one is informed that the Lubbock Auto Company, year's interest in the car. The year is divided into under the management of the Bradley Auto Com- days and hours and a specified time allotted for pany through the year 1920 sold approximately each stockholder to take a ride. The arrange-In France the annual tank race was recently two hundred cars. The business of the company ment nets the Japanese concern \$2,000 for each settled, roads are even more improved, and motor held at Satory, near Versailles, which affair drew through the sale of cars, parts, gas and service, car sold and gives the automobile enthusiasts the transportation more efficiently perfected this mo- 50,000 people. The course was a difficult one, amounted to nearly three hundred thousand dollars satisfaction of being a car owner in return for a

We are looking for you at the Fair.



SANITARY KITCHEN OF THE LUBBOCK SANITARIUM People who have seen the kitchen and its sanitary equipment, are high in the praise of it. In fact the kitchen is bock agencies and they are praised as highly as the operating room of this fine institution. It is as clean and is in charge of a trained dietitian. No sold to nearly all the South other department of this institution is given more special attention.

canton which resulted in varied confusing rules.

Switzerland is establishing uniform regulations thing. Lubbock distributes automobiles to practigeneral appearance of things has anything toward

SEE JOE HILTON FOR A DEMONSTRATION OF THE STEPHENS SALIENT SIX AND THE CADIL-LAC DURING THE FAIR AT LUBBOCK, OCTOBER, 4th, 5th and 6th.

The Cadillac Garage

Affords not only one of the largest storage rooms in Lubbock for cars but maintains one of the most modern repair departments to be found in West Texas. With our South Bend lathe we expedite all repair work and at a saving to car owners. We do cylinder reboring, etc. We guarantee satisfaction with every repair job done by this department.

Our Accessory Department

In this department we feature parts for Stephens and Cadillac cars; Brunswick and Racine tires and tubes; Michelin tubes, etc.

You will find that in each department of this garage that our equipment and management is such that will assure you good service-service in keeping with the two fine cars we represent.

The Cadillac Garage

Joe Hilton, Manager.

Lubbock, Texas

Don

Sminnin This car worl harder d out his b evening in seekin open cou So, at that it is cars, but cation of in the coo lates and pone the

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Don't Neglect Your Motor Car During Busy Season

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This is the busy season of the year in the motor car world. Not only is the automobile pressed harder during the day in helping its owner carry out his business duties with promptness, but in the evening and over week-ends it serves the family in seeking respite from the heat and relief in the open country and at the shores.

So at this time we wish to suggest to owners that it is advisable not to neglect the care of their cars, but to pay especial attention to the lubrication of working parts and to the supply of water in the cooling system. Mileage very easily accumulates and there should be no tendency to postpone the attention the car deserves.

During the warm weather oil should be drained from the crank case and replaced with fresh oil regularly. This is necessary because the car is usually driven more at this time of the year.

It is not advisable to try to use too heavy an oil in the transmission. A good grade steam cylinder oil should be used, keeping the transmission case filled to the level of the opening at all This insures proper lubrication of the universal joint, which is virtually an integral part of the transmission. When the transmission is supplied with a good grade of oil, there is a flow of oil from the transmission case through the bearings to the universal joint and back to the transmission case.

It is well to see that the rear axle is properly lubricated at all times. The differential housing should be kept filled to the opening with good steam cylinder oil.

The steam cylinder oil used in both the transmission and the rear axle should be a high grade mineral oil. It is better for efficient lubrication in such instances than most of the so-called "Gear greases.

The oil supplied to the motor should be a high grade, medium heavy, mineral oil. This oil should be used exclusively in the motor lubricating system, for valve rocker arms, distributor, and generator bearings, spring seats, king bolts, and for small joints not otherwise provided with lubrication, such as spark and throttle rods, brake rods, and the

The grease used for cups during warm weather should be a high grade grease consisting of a homogeneous mixture of mineral oil and pure lime soap. It should be free from acids and other adulterants, of a soft nature, yet have a sufficient high melting point to prevent free flowing when warm. The lubrication of the tie rod bolts, starter sliding gear, brake shaft, brake camshafts, steering connecting rod and wheel hubs should be attended to regularly.

through the telescope first put out all the lights. weight motor car that we are able to lay before wheelbase. But with the heavy car economy was hesitatingly refer you to them. And in the night of sorrow don't complain. It you this condensed record of its achievement in out of the question. brings out the stars.

LUB-TEX MOTOR CO.

One of the livest automobile concerns of Lub-the Chandler, Cleveland and Overland Automo-biles. This company is in the company is Plains is the Lub-Tex Motor Company, agency for This company is incorporated with a capital stock of \$20,000 and is under the management of F. N. Payne who is everlastingly on the alert for a prospective buyer and is a result getter. The sale of the Overland 4 over the section which is very marked, is a result of course of a good car, but then the merits of the car had to be shown the public and Mr. Payne has interested a great many.

Most of the efforts of this company is directto the sale of Overland Cars at the present time. A stock of accessories are kept on hand in the company's nice brick building on 11th Street. Some of the features of this car have been pre-

ented to us and we reproduce them here: 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.

It is because the Overland on Triplex Springs

A Service for Autoists

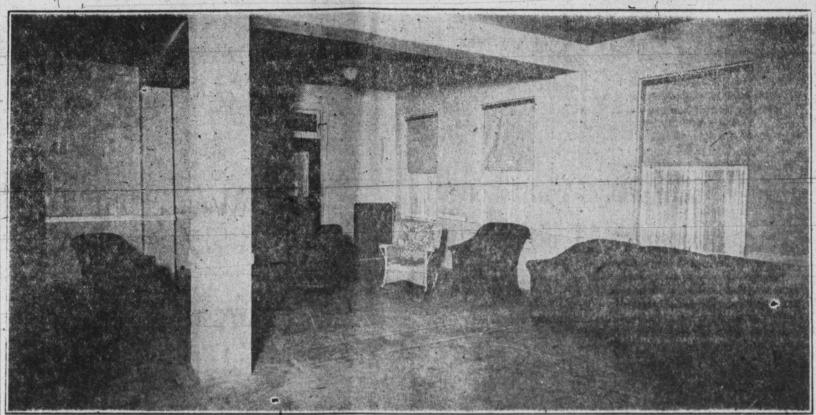
That there is a distinct need for automobilists saving on tire costs and repair is genuinely felt. Re-treading tries and vulcanizing tubes properly is the business of this plant. Our equipment is such that we can do the work properly. Our desire to serve the motorist is genuine. Whatever your tire troubles may be, see us, and if we can not remedy them we will tell you so.

> WE ARE HEADQUARTERS' FOR GOODRICH TIRES Royalty Motor Company's Building

Carrington's Tire Shop

Lubbock, Texas

W. I. Carrington, Mgr.



RECEPTION ROOM OF THE LUBBOCK SANITARIUM

As this picture will show the reception room of the Lubbock Sanitarium is very commodious, where patients and this plant is of the very latest. friends may be comfortable. Opening from this room are the private offices of Drs. Kreuger and Overton. The business office of the institution is an inclosure off the reception room.

has given the world a new standard by which to its first year of service.

The Overland 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

Doing more work at less expense is an everyday habit with the Overland. In competition with Economy Contest held in the last spring of 1920 in California.

Overland won first prize in cash of the two classes it entered and in addition to that the Grand Sweepstakes trophy and the Baker Economy Cup for the best economy record in gasoline, water,

The Overland made automobile history in especially during these hard times. South Africa by a non-stop sealed-hood run of

Endurance. A stock Overland touring car endured a year's tubes repaired. abuse in seven days when it sped 5,452 miles over frozen Indiana country roads in 168 hours of con-

tinuous driving.

floats etc. 17,275. Pounds.

Strength. Down the track speeds the Overland; up the incline platform and then-Into the air'it leaps; clear a five-foot barrier and lands safe and sound, eighteen feet away.

feature of the Overland in many tests. At Hugo, Oklahoma, an Overland touring car was loaded automobiles. with three bales of cotton and five passengers and then hooked up with floats loaded with ten bales claim to see that each and every car that comes of cotton and 20 people, making a total of 13

Lubbock Battery & Elec. Co.

"Service is our stock in trade" says the management of the Lubbock Battery and Electric Company of Lubbock, composed of Messrs J. E. Connor and C. A. Paulger. From the record these men have made in the electrical and battery business one is sure to know that behind their success in this line is a desire to render real serthe needs of their customers, thereby assuring the public of a reliable battery service.

In the battery business there has been a few who were looked upon as "grafters"—their only odesire was to get all the money out of the customers without giving much thought as to what the customer is generally entitled to. We have heard of no such complaints about this company and the mere fact that they have been in business in this section of the country over such a long period and that today they are enjoying their largest patronage, is enough to setablish the truth that this company is here to serve and to profit from the service they

This company is located on West 11th Street, in the building west of the old Buick Garage. Plenty of room for storage and for many different kinds of accessories for the electrical apparatus of cars is available. The equipment of A big stock of various sizes of Willard Batteries are kept in stock to fit all makes of cars.

If you are in need of the Until this Overland was manufactured, riding services of anyone doing the class of business as If you want the clearer vision when looking judge the quality and the performance of the light-comfort was the luxury of the heavy cars of long the Lubbock Battery and Electric Company, we un-

"One of the most expensive things about the automobile" says W. I. Carrington, manager of Carrington's Tire Shop of this city, "is tires." The reason for this as explained by Mr. Carrington is that people do not take the proper care of seventeen different motors, Overland won a sweep- them. Many people ride on tires entirely too deing victory in the 335-mile Los Angeles-Yosemite flated, resulting in rim cuts and other damage to the tires. Others fill their casings too tight and run recklessly over rocks and generally stops following a blow-out.

Proper inflation is very important and one should test their tires often, according to Mr. Carrington. He also thinks that because people An Overland touring car averaged 35.1 miles have tried vulcanizing plants that did not take an to the gallon of gasoline. An Overland Sedan interest in their work, resulting in inferior remarkable record for cars of its class pairs, that they should not condemn other plants. of 27.6 miles to the gallon. And this is one of He states that it is a gratifying experience to witthe severest motor performance tests in America. ness the service his customers are getting from retreaded tires, vulcanized blow-outs of tubes

Mr. Carrington's plant is located in the Royal-1,030 miles from Capetown to Johannesburg. ty Motor Company's Garage. 'All the equipment Seventy-five per cent of the journey was tortuous of this plant is of the Miller type, steam operated. beyond description. Time and again the car was This operation of a vulcanizing plant does away axle deep in mud; then in sand; next in water. with the hazards usually experienced repairing "The engine worked like a Trojan and never fal- tires and tubes. This tire shop is also headquartered despite the heavy going across that practical- ters for Goodrich Tires and a nice stock is kept ly roadless country," said Tom Smith, Editor of on hand. A free air station, where oils cannot Motoring in South Africa, official observer of reach your tubes, will be found here. Mr. Carrington is really anxious to show the people that they can save money by having their tires and

RED & POSEY GARAGE

Just a little better service than usual is the idea of Red and Posey's Garage, recently established on West Broadway. These boys are build-Abundance of power has been an outstanding ing up quite a trade too, because of their insistance on treating people right, even in repairing

These boys are expert mechanics and they to their shop to be repaired goes out a repaired bales and 25 people—a total weight including car—one that the owner will feel like he has done a good thing because of having it repaired.

A filling station for oils and gas, accessory department and repair department are maintained here. Should you in any way need the services of good mechanics, those who will rush the work through and do a thorough job, call on Red and

So mysteriously are we linked with each other in this world that we cannot fail to do our duty without harming others, nor bear ourselves bravely without benefit to others.

Whom have you buried in your sepulcher of vice to the automobile owners. Both men have hate? Looking down into the vast grave, the been engaged in the Battery and Electrical busi- tomb of one at least as good as yourself, your ness for years; both of them personally wait upon petty whims ought to dwarf into nothingness.

Both Leaders in Their Class-THE BUICK 6 and the

Have you seen the new Buick Four? It's what we think the best four cylinder car on the market-regardless of the price.

NEW BUICK 4

While you are in Lubbock this fall, attending the biggest fair in West Texas-October 4th, 5th and 6thlet us introduce you to and take you riding in the Buick Four.

We are in position to make deliveries on either the Four or Six. The Lubbock home of the Buick cars always keeps parts in stock; besides we maintain storage room, repairing service and a gas filling station, free air, etc.

VISIT US DURING THE FAIR

The Lubbock Buick Company

R. I. Tubbs, Manager

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

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.

C. A. PAULGER

LUBBOCK, TEXAS

J. E. CONNOR

The Anteres 1

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 WILL 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

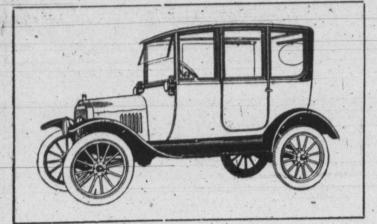
Lub-Tex Motor Co.

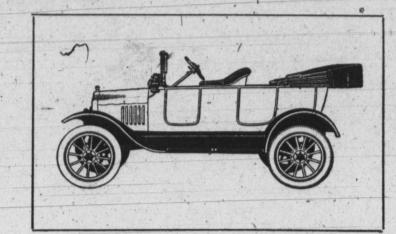
Capital Stock \$20,000

(Incorporated)

F. N. Payne, Manager

1111 Eleventh Street, Lubbock, Texas





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

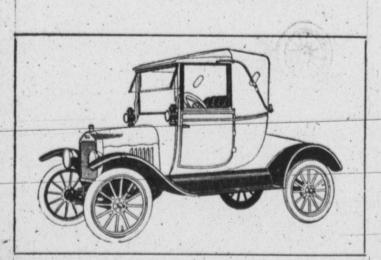
Service

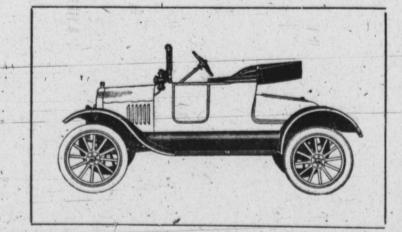
Geo. E. Benson

FORD AND FORDSON
Authorized Sales and Service

Satisfaction

J. D. Slaughter





SECTION FOUR-Panhandle South Plains Fair Special.

THE LUBBOCK AVALANCHE

VOLUME XXII

LUBBOCK, LUBBOCK COUNTY, TEXAS, SEPTEMBER, 1921

NUMBER 12

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 attention 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 ability—ability 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.

THE MANAGEMENT

The Lubbock Drug Company's management, G. Granville Johnson and W. D. Arnett, take this means of thanking the people of the entire South Plains for their confidence and patronage in the past and we promise a continuation of improved service in the years to come.

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)

is one he would not like to forget.

journey as far north as Lubbock. This was be- we might expect to encounter on the Plains, gave fore Lubbock came to be generally known as the us a little more paint for our already highly color"Hub of the Plains." That knowledge would not have brought us to Lubbock, however, for we we have brought us to Lubbock, however, for we were not hunting towns. "The lure of the wilder- ing the summit just in time to feast our eyes for a ness" had laid hold upon us and our object was few moments upon the grandeur of the scene as to get as far away from towns and civilization the sun went down and the shadows settled over as we could and see what it was like. But per- the landscape.

Nearly a week's travel was required before That first night on the Plains saw a tragedy. we came in sight of the cap-rock. That first week enacted at the Three Windmills. We were forced of our journey, though it led through some beauto cook our first meals with "Plains wood" for tiful West Texas valleys, across rivers and mountains, was to us commonplace—a season to be enthe cap-rock. The tragedy soon turned out to be dured. "Our hearts were in the Highlands"—the a farce, for once broke in, we found that in many great Llano Estacado or Staked Plains. We asked respects it was superior to the sticks we had been a hundred and one questions and had it all pic-accustomed to. We liked the new fuel so well tured out in our imaginations. We had a map that on our return trip the timber-line did not along and we studied it. I remember we wonder-ed, as probably many other have done, what the into the brush before we changed fire wood. "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

and 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, not a blotch nor a wrinkle far across a valley to the westward we saw what looked to be a range of flat-topped mountains somewhat of an illusion for the surface elevation

had touched up our enthusiasm somewhat for were once so famous. from then on the balance of the afternoon we Soon we spied a small varment bounding across pushed on the lines, determined to cross the valley and make our beds that night on the Plains. Some said it was a coyote, some a fox and others Just at the foot of the mountain we met a con- a swift. We never knew what it was or how far voy of Mexican burros and Spanish ponies piloting away but we never seemed to get range on him and old prairie schooner inhabited by some dirty, though we shot until he became a mere speak

5 orangamentalisan mangamentalisan mangamentalisan pengarahan mengangan mengangan mangamentalisan mengangan pe Those who never saw the Plains before they sunburned, Gypsie looking human beings coming down off the Plains. They told us we would writer in company with four other young fellows have to make it to the Three Windmills, six miles was fortunate enough to see this, in many respects, away that night as that was the only water. Such unique country before it became marred to any a rag and tag, wild and wooly, sun baked and great extent by the hand of man, and the picture half starved looking "caviyard" showing up at the one he would not like to forget.

It was the summer of 1903. We did not to our active imaginations as a sample of what

haps my story should start at the beginning.

Our homes were in Ceneral Texas. We had the foreground of the broad landscape, and inheard interesting stories about the Plains and de-stead of being six miles away, they looked to be termined to see them. I remember how eagerly not more than two. We could not help believing 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 be horses and a covered wagon with everything that hitting a pretty good pace in the same direction travelers like us were apt to need. But a very important part of it was guns. We had most any kind of gun that one not too choice would ask windmills was only one of those "optical illusions" that the Plains used to put off on the traveler.

out there. Our interest grew as each day's travel of the new country and alert for big game to shoot at. I used the word "at" advisedly. As gathered along the road made us wiser.

At last our suspense was partially broken lay it seemed as level as the surface of the ocean reaching all along the western horizon. That was the edge of the Plains. The ledge of rock extending all the way along and seeming to crown the mountain was the much talked of "cap-rock." approach. A lake showing up in the distance was Our team must have realized that something sure to be a fake, a mirage, for which the Plains

October 4, 5 and 6 1921

The Panhandle-South Plains Fair Will be Held at Lubbock and We Want to See You There

THE LUBBOCK 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

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 you 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 is capable of saying "it". better.

Stanton is an "old" hand at the bat and has been in the business for eight long years. He understands it well. No matter where you go you will find no better candy than Stanton makes, so be thoughtful as you were when you first courted her, and then, stop at Stanton's Chocolate Shop, and take home a dollar's worth to the sweetest girl on earth.

Stanton's Chocolate Shop

and disappeared in the distance. In a few min-farmers of that section are demonstrating the utes a big wolf offered himself as a moving tar- truth of these statements every year. some more "optical illusion" stuff.

ment but clearly above the horizon and entirely without further bloodshed, whereupon, they arose surrounded by blue sky was a beautiful little city. in the air with a whir-r, cackling, and sailed away As we drove on in that direction noting the like quails, leaving us looking the part we had actphenomenon and enjoying the joke the buildings ed.

put on story after story until they formed sky
That night we camped at a windmill the tank at scrapers worthy of a metropolis. Then a beautiful which seemed alive with cat-fish but upon investilake spread out over the landscape mirroring gation they proved to have legs, and when landed palaces adding to the beauty and perfecting would crawl away to a place of safety. They were the delusion. As the lake faded away the lower amphibious little creatures, having gills for breathportion of the picture began to reach downward ing water or lungs for air in case of a drouth. The and mingle with things terrestrial. Finally laying traveler who made his bed near one of these waterall jokes aside, it settled down to terra firma and ing places without having to divide with we drove into town dry shod. That little one or more of these cold, clammy bed-fellows becity was Tahoka, Texas, only a few months old fore morning may declare congratulations in order but had a beautiful courthouse, a hotel, a post office, a number of stores, and dwellings. It had still a lot more enterprises on paper besides the still a lot more enterprises on paper besides the many air-castles in the minds of the promoters. And all were promoters. The air-castles might have had some sipritual relation to those we saw that morning in the heavens, though the Soon after leaving Tahoka, we had entered the

in perfection. It seemed there was not a withered game but most always something to shoot at. blade in the whole field and the ears were per-fect. Here was a cue for all who saw it. There we drove to the edge of one of these dips and are several million acres of this sandy natured fired. A second or two intervened and then one of land nor is the yield per acre over stated for with perfect conditions it will do even better. The

get, then a big eagle went into a tail-spin within | Shortly after passing the field of corn we were easy range of our best guns. Antelopes galloped surprised to see a covey of large birds walk leisureaway in the distance. We were in high spirits for ly out from under the team barely avoiding the wawe had reached the "happy hunting ground" we had dreamed of and was not disappointed. All We had never seen their like before. They were morning long the bombardment went on with no a species of pheasant, looking something like par-casualties. Some were reported to be true but none tridges, were almost the size of guineas and seemverified. It was more fun than watching a negro ed to be not the least frightened at our presence. ball game. We shot all that morning without Someone yelled "sage-hens" and one of our party breaking a single law enacted for the protection of game. But our poor marksmanship was easily explained off onto the treatchery of the Plains—they never stirred. After he had shot one or two without flushing the bunch, someone plead, "Don't As the day drew on even the heavens got playful with us and showed us the "city in the fly." With that, several of us made a rush at them There in the northwest low in the firma- with open arms, thinking to capture them alive,

we saw that morning in the heavens, though the Soon after leaving Tahoka, we had entered the connections we never satisfactorily worked out. tall sage-grass and the greater portion of our jour-Leaving Tahoka, we hit a course westward. ney led through grass waist high that waived like About ten miles from Tahoka we saw the one ripening wheat except in the dips or depressions and only farm between there and the line of heretofore in this article called lakes. These dips and only farm between there and the line of New Mexico. It was on the Judge Elliot place. There was a field of corn in full roasting-ear, the distributed over all parts of the Plains. These lakes finest and most perfect plants I had ever seen, are usually carpeted with short curly mesquite grass. though I had been reared on a farm in Central there is little or no water in them during dry Texas and had observed the fine corn fields in all weather and seem to be very attractive to all kinds parts of the state—except the Plains. Here on the of animals native to the Plains. Heavy rains fill Plains one hundred miles from the nearest rail-these basins with water. Then they become the road point was the superfine. The soil, the cli-feeding ground for millions of ducks, and other mate, the perfect plant. I had thought it nat- waterfowls. So that there was a certain degree of ural that the first tiny blades of the infant plant, expectancy connected with peeping over into a dip. having served their purpose, wither and die long There was almost sure to be something of interest before the plant was mature, but here they were to show up. It might be varments or it might be

lay a million acres of land that could be put into looking over in the basin we saw a large bunch of one field of corn, every acre exactly like that antelope. But they had discovered us and seemed on which the corn was growing and every acre much agitated. We stopped the wagon and watch-would grow fifty bushels. Multiply fifty by one ed them. Finally they huddled up in a close mass million and you would have fifty million bushels, and stood still. One of the party decided to take enough to cut a figure in the food supply of the a shot at them and adjusting his sights for six world. And this is not an over-statement for there hundred yards and taking aim across a wagon bow,

(Continued on next page)

Some Early Day Experiences of a Traveler on the Plains

(Continued from page 2)

the number reared straight up and about faced, whereupon the herd made off at full speed. We liked to think of as the wilderness proper for Roswell, New Mexico, and the morning sun found that joint to feed or carry life and health to the noticed that one did not seem to handle himself as there were no towns to the westward nearer than us traveling. We crossed the line into New Mexiwell as the balance and was dropping further and the Pecos Valley in New Mexico. All day long co, then a territory, and camped at a large tank further behind. That convinced us that he was hit and effectively wounded and that by following no one nor seeing a human habitation. Late in swim and a consultation. We had been told that up we might overtake him and land the meat. the afternoon the western horizon took on a saw- in order to reach Roswell we would be forced to So turning across the prairie after them we hit a tooth appearance. That was the sand-hills; the ford some eight or ten miles of sand to the axle brisk trot and as our excitement increased upon home of the black-tail deer and the sage hen's Roswell was much nearer the ranchers of that prospect of success we whipped our team into a paradise. We longed to explore them but the section but because of the strip of sand they used gallop. The ground proved to be covered at that sand was impassable, so we were forced to keep Big Spring, Texas, as their trading point. The place with bunch grass that gave everything a to firmer ground. As the sun sank behind the reckless shaking up. We finally succeded in driving between the wounded animal and the herd ing between the wounded animal and the herd ranch house. We pitched camp near by and two might have erected a monument to mark the furtherest points reached as explorers are went to and as we did so about every one hundred or so yards apart one of us would drop off the wagon and crouch in the grass until we had him pretty and crouch in the grass until we had him pretty learned that we were in Yoakum County, (the central purpose and we turned our faces homeward. well surrounded and he did not seem to know sus gave the county's population at 3) and that Our experiences back across the Plains were which way to run. While he hesitated we were closing up on him. One of our number nearing to were at the house, the former suffering very much so leisurely taken. We were impatient to get because of a crushed hand which he had that day back to civilization that we might tell our people magazine of a thirty-eight Winchester and missing fed into the cogs of a gasoline engine. They were what a really and truly fine country lay out there him every shot, when somebody instructed him to lower his sights. This he immediately did, shooting the animal behind the shoulder and bringing him down. He had raised his sights for six hundred yards to begin with and in the excitement of the chase had failed to readjust them. All hands rushed to the struggling beast and finished him hardships of frontier life. They were very friend-law cutting his throat. He was a fine specimen by and glad to see us and when we wanted to friends in the swamps are doing today this 1921 by cutting his throat. He was a fine specimen ly and glad to see us and when we wanted to friends in the swamps are doing today this 1921 with horns. About this time the herd came buy a sack of flour they tried to give it to straight back almost running over us. Why they us, and would not accept more than cost at Big Spring. When Mr. Cone and the cowboy got off the straight back and when we wanted to give it to when they are told of the Plains country. To their way of thinking we were just boys building air-castles expecting them to move in. To our friends in antelopes differ from other wild animals when under fire. They have an objective as they say in the army and if that objective happens to be beyond the hunter they will run almost over him beyond the hunter they will run almost over him to furnish us with saddle horses to ride up into the our conservative fathers. The Plains had not been to furnish us with saddle horses to ride up into the our conservative fathers. The Plains had not been to fire the cowboy got of the swamps I suppose we are the descendants of Anamias with an inherited weakness. There were some grounds then for misgivings in the minds of our conservative fathers. The Plains had not been

Next we proceeded to dress our game and tiful. salt it down. Well, when we opened the chuck box it presented the worst scramble imaginable. on and we could not be persuaded. Leaving the turn a stream of emigration Plainsward sufficient to the organ or body that is fed from that joint, as In outrunning the antelope over the bumpy ground ranch near noon we pulled four miles of deep sand develop the resources that nature has so richly is plainly shown when the back is broken and all we had produced a chaos in the kitchen. The to some windmills in a dip where the cowboy had stored away in her bosom. sugar and salt, pepper, grease, eggs, coffee, flour told us the game was plentiful. There we pitched cards, with syrup tastefully poured over all and camp and remained for several days. We found frent to one made today. Then the thoughts ran power comes from the brain through the spinal dripping from the box at every pore. But we didn't mind a little thing like that, it was incident

in a draw where we watered our team, filled our tranquility of nature until we chose to. water keg, washed our feet in the tank, timed the pump to see how many gallons of that fine water

no courthouse it did have a fine place to put one where we hit it—the game. and was friendly and hospitable to all comers, As we stated in the beginning we were seeking It was a candidate for the capital of the new the wilderness. Well, there in Yoakum County we county of Terry and the news had just reached its saw the Plains country in all of its primival granears that it had a new rival. We were informed deur, minus buffaloes and Indians. The former that the tents at the large windmill in the draw we did not miss and the latter we were glad we is the science of removing the cause of all abnor-were the headquarters of a corps of engineers did miss. So we were highly pleased with the mal conditions of the human body, called disease, surveying a town and that the town was to be Plains as we found them. called Brownfield.

to the chase, and could not have been helped, even if we had foreknown it.

try was more broken, inclined to be sand-hilly is is cars, fine crops, registered cattle and hogs, blowouts, towns and hotels and back to tall tim-Later in the day we came to a large windmill grass with many depressions where we could ber in one day.

Crawl up and peep over without disturbing the We reached home after a month's "outing"

But my story is growing to unpardonable ences and thrilled by the discoveries we had made it was bringing, for it was throwing a big stream. length and to tell of the many incidents that took of a new and better country. To be sure we had We noticed a couple of tents on the hillside not place we haven't space. Suffice to say that we carried a number of souvenirs of our trip but the far away but no one near them and we thought did not suffer for meat. Had we been better greatest and best was the picture stored away in little about them. Pulling on about four miles marksmen we might have wasted the game. But the memory—a picture of the Plains as they were we came upon the town of Gomez, a live little as it was we can look back now across the years in the days of yore.

place almost as large as Tahoka, and though it had and see where we missed it more often than

Leaving Gomez we plunged into what we the idea of visiting the Bottomless Lakes and pressure or inpingement from the nerve that leaves

sandhills and hunt deer which he said were plen- proven. But today we have statistics and data, and live intelligent human witnesses which ought to

tanned and brawny, elated over our new experi-

CHIROPRACTIC

Chi-ro-prac-tic, as defined by Doctor Council, by adjusting or putting in proper line the joints or One night around the camp fire we conceived vertebra of the human spine, so as to take off any



MUTON T. COUNCIL

organ or part of the body that gets its life or health

from that particular joint. The nerves that leave the neck carry life and health from the brain to the eyes, ears, nose and throat, while those from between the shoulders or from the upper part of the spine carry life and health to the lungs, heart, liver and stomach, and the nerves that exit from the lower part of the spine convey life and health to the kidneys, intestines, ovaries and all other pelvic organs.

When one of these joints is slipped out of place But an inexplainable something was luring us be sufficient to convince the ultra conservative, and it cuts off the nerve that carries life and health to life is cut off or paralysis is caused from the brok-A trip across the Plains then meant quite dif- en joint downward, showing also that all healing

> That man who wilfully neglects his own, or that woman who deliberately refuses the crown of motherhood-these are the shoals upon which the American home is sure to wreck. It has never

Because a man has been described as "a poor worm of dust" is no sign that there is any virtue in his crawling through the world just like a worm.

"Say it With Flowers"

When it Comes to Social Usage-

Out-of-town obligations are no longer puzzling to encounter, wedding anniversaries, birthdays, graduations, or any other event which literally demand flowers, are handled by us with greatest ease.

No matter how far away the destination, but short notice is required for the correct execution of your remembrances.—Simply phone 451.

Lubbock Floral

Member Florist Telegraph Delivery Association Lubbock, Texas

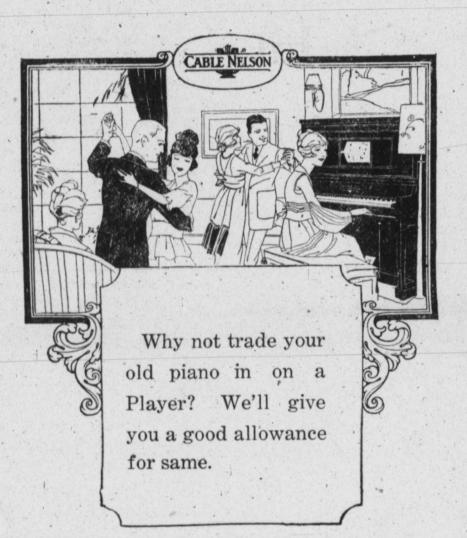
IT TAKES TIME TO B

Free Delivery Service

Of course we deliver goods in town—most 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 building 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.

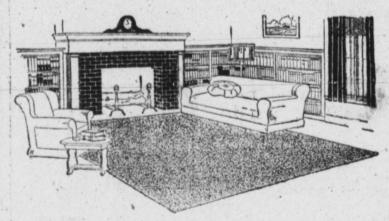
The average like of any business is be year mark. We have been serving to West Texas for over seventeen years, so our business is past the experimental so it to be a permanent institution and a build it in such a way that it will be carafter the present generation is gone.



NATIONALLY KNOWN LIN

Hoosier Kitchen Cabinets
Singer Sewing Machines
Safe Cabinets
Brenlin Shades
New Perfection Oil Stoves
Florence Oil Stoves
Globe-Wernicke Book Cases
Sealy Mattresses
De Laval Cream Separators
Smith Davis Beds





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

Klearfla)

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

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 have been serving the people of over seventeen years, so we feel that ast the experimental stage. We want ment institution and are trying to way that it will be carried on long t generation is gone.

Our idea of building a permanent business is to handle 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



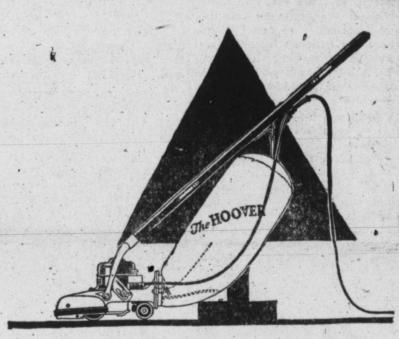
Edison Phonographs.

Victrolas

Brunswick

Columbia Grafanola
Cable-Nelson Pianos
Iver & Pond Pianos
Klearflax Linen Rugs
Karpen Furniture

The HOOVER



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

Limited by the

lose a good part of his cows'

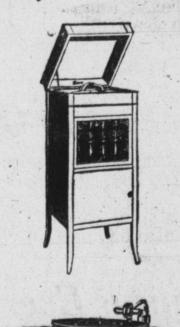
val Separator will pay for itarmer is milking as many as

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.

Phonograph Dept.

Our Phonograph department is one of the largest and finest in the Southwest.—Records are received weekly and monthly.





e Undertaking Co.

OF SATISFACTION"

Lubbock, Texas

MARTIN & WOLCOTT

When one knows that Raleigh Martin, manar of Martin and Wolcott's Grocery Store of this place, has been in the grocery business for twentysix years, it is then clear that he should be in position to know what the people demand of a first considerable attention. Several state known

thian Grocery. Here he remained in charge for the profitable prothirteen years. Coming to Lubbock some twelve duction of pork due to the climatic conditions under the firm name of Martin and Holland, Mr. dant water. Holland at the present time is employed by Mr. Martin. Mr. Holland's interest in the store was purchased by Mr. Wolcott, a relative of R. Martin, are the twin sisters of failure. several years ago and the firm now operates under the name of Martin and Wolcott.

In view of the success attained by Mr. Martin in this line of business it is well to know some of the methods he has employed and which he finds to be good at the present time. Martin and Wolcott's store in Lubbock is recognized as having the freshest and finest stock of groceries, of course; this stock includes vegetables and fruits in season and because of the care taken in purchasing and handling the vegetables and fruits, the store has made many customers. In each and every brand of goods sold by this house, Mr. Martin has made it his aim to pick the best and to stay with that line until reason caused a change. An instance of how he believes in backing up and staying with the very best lines is demonstrated very clearly by the fact that for sixteen years he has handled the line of Chase and Sandborn's Coffees. Another is that of White Crest Flour which he has sold continuously for the past thirteen years. These lines he found to be the very best and he has featured them since he became distributor.

Martin and Wolcott's Store is located on the south side of the street of West Broadway between Floyd Beall's Drug Store and Rix Furniture Store. The home is that of a modern brick and it is furnished with the very best cases and shelving. Inside of the store, in addition to the stock and equipment for groceries is the market of Sid Caraway, one that has established a record for quality and service. The market is screened from the balance of the store. Refrigerator service is maintained by both the grocery and the market.

Mr. Martin is a progressive merchant-one that has helped in giving to Lubbock a record for pro-gressiveness. He knows the grocery business and the best. His business growth has kept pace with ball. Park her, old fellow! Lubbock and that in itself is an enviable record.

The brilliancy of a sudden rise to fame and fortune frequently blinds a careless public to the generations of high breeding and unremitting selfpreparation which made that career a possibility.

A man's life must fall in one of three classes: The pure and uplifting, the bad and destroying, means evasion—and just at this point comes in the preserved against juggled justice and the bloomerthe burned out and withered.

LUBBOCK A DAIRYING CENTER

The low cost of feed production together with the ideal climate for the production of dairy stock and products, bids fair to make this city a dairy- 3 minimum m ing center of note according to all dairy specialists familiar with the various sections of the State. .

In connection with the development of the Dairy Industry pure bred hogs are coming in for it looks like it ought to prove a winner.

South Plains Sod Lands Very Productive

R. L. Carter, until recent years of Alabama, bushels of wheat. and who has taken to the Plains way of farming like a duck to water, is trying a new scheme and While not exactly a summer fallow proposition

class grocery and as he does, supply their demands. breeders are located in and around the city and 9-foot rows and is now cultivating it. First he portunity to prepare it really as well as the other Mr. Martin commenced his grocery career in a larger number are located throughout the South used the go-devil, knifing the ground good around method. The stalks left while not interfering Ellis county when he was manager of the Midlo-

land looks like it ought to raise twenty to thirty -Floyd County Hesperian.

His experiment will be watched with interest. it is a modification of the summer fallow idea, After plowing his sod, he planted maize in giving him an income from the land and an opso have a tendency to hold snow and moisture This fall when wheat planting time comes he on the ground during the winter months and the years ago, Mr. Martin entered the grocery business plus the low cost of feed production and abun- will go into the field with an eight-foot tandem foot of space between the drills will also act in and drill and sow his wheat and gather the feed the spring as a moisture storage space and, if the crop at his convenience. One thing is certain. year proves a dry one, will really be more value Somebody has said that wishing and hoping He will get a mighty good crop of feed and his than the same amount of ground planted in wheat.



INTERIOR VIEW OF MARTIN AND WOLCOTT'S GROCERY STORE (Photo by Johnson's Studio, Lubbock, Texas.)

The general appearance of Martin and Wolcott's Grocery Store has much to do with making it the popular place that it is today. The very latest equipment for the best care and display of vegetables and other perishable goods, the sanitary methods of handling and the various other conveniences afforded by this store, make it one of the South Plains leading grocery establishments. This firm is managed by Raleigh Martin, a man who has been in the grocery business for twenty six years; twelve of them in Lubbock. He is well known and is a man who believes that Lubbock in not a distant future, will be the largest and most important town in West Texas.

Brace up old fellow! It will soon be your in-

Many a storm could be so easily averted if we wall of the human heart.

In all secrets there is a kind of guilt, however moral problem.

Amidst all this newspaper slush about our ning. They may cat-call you now, but the fans in modern discovery, we must not forget the age-old is building on the strength of serving the people the grandstands will go crazy when you park the discovery. The greatest discovery in any age is the man who discovers himself.

> We always deny the evil reports about our only watched the barometer what hangs on the friends in the very same proportion that we love

> Just as long as man can see the star of the beautiful and joyous those secrets may be. Secrecy future, that long will the sancitity of the home be ed gang who hunger for equal privileges.

A MAN'S BEST ASSET

The credit man of one of the largest business houses in the country, having customers in nearly every city and town in every state, was asked the other day what was his main rule in granting credit. "I try to get a line on the personal life of my customer," he replied. "I want to know. whether he leads a clean life or a disipated one; I want to know if he is economical and prudent in his business affairs. My information on that line has more to do with granting credit than almost

A banker in a neighboring city has the same Not long ago a man came to him for a loan. He had securities worth eight or ten times the amount he wanted to borrow, but the loan was refused. One of the bank directors heard about the incident and asked about it. "Yes, replied the old banker, "the man had ample security, and the loan no doubt would have been safe. But I happen to know that he is leading a very wicked life; he is doing things which will involve him in disgrace sooner or later and I would much prefer that some other bank would handle his busiA man's good character is his best asset. Reputation is based upon character and business men judge a man by his reputation. This has always been the case, but never more so than now. A man's good character tried and proven, is his best asset and his best friend.

Be patient with everyone, but above all, with yourself. We mean do not be disturbed because of your imperfections, and always rise bravely from a fall—only the brave do that.

Each generation must stop where the other leaves off. Thus are we to be forever approaching that one afr-off, divine event toward which the whole creation moves.

Forget your past losses, your past errors, your mistakes; or thing of them only as sent to enrich your inner leif, to strengthen you and make you more thoroughly human, helpful and sympathetic.

We Took Our Loss Good-naturedly

Passing through the reconstruction period, when prices were tumbling daily, we took our loss cheerfully and have gotten on rock bottom once more and are now ready to serve the trade with new goods at pre-war prices.

After a Service of Twelve Years---

Through period of prosperity, and through periods of hardships as encountered by all pioneers of the Great Plains of Texas, and meeting as we have all kinds of competition, we are better prepared today to serve the people of Lubbock and the South Plains than ever before, and we are very optimistic in our views as to the growth of Lubbock and the development of the South Plains.

Let Us Add You to Our List---

of satisfied customers: "The proof of the pudding is the eating thereof." We need your support and you need our goods, and so let us co-operate together.

We handle the most wholesome staple groceries that can be had, together with all fruits and vegetables in season, and also have a first class meat market in our store. This makes a happy combination.

We are Trying Every Day---

To improve our service. We appreciate your orders, and will give you the best price possible, correct weights, measures and count, and a square deal every day in the year. TRADE WITH US

Martin & Wolcott

Phones 309 and 310

West Broadway

Chase & Sanborn's Coffees and Teas

Chase & Sanborn's Coffees and Teas are goods of merit and cup quality can't be surpassed; we have exclusive sale of this line in Lubbock and we want you to give it a trial if you are not using Chase & Sanborn's Coffees and Teas; once you get used to these quality goods some other brands taste like thirty cents. You wonder how you ever drank other brands of coffee especially.

The Home of Pure Milk Products



Medlock's Dairy

PHONE 405 LUBBOCK, TEXAS

Under the management and care of J. A. Medlock, owner of Medlock's Dairy, milk from this concern has been sold to patrons 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.

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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 Mechanical Milker separators, Clarifiers, etc., has aided us in handling as much as ninety-five gallons per day. Delivery of milk is made each morning.

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. Duroc Farm

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 beginning 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 and 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.

Rix Furniture and Undertaking Co.

people living in this section, this fairm is composed a base of operation in this part of the country. of a family that has been living in this part of the country for over thirty years. This business was started fifteen years ago in Big Spring, the first building occupied being a small wooden shack it is a quotation from Edmond Burke that reads: 20x40. Today it consists of two modern stores "Applaud us when we run, console us when we located in Big Spring and Lubbock. The Big fall, cheer us when we recover, but for God's sake, Spring store covers 13,500 square feet while the let us pass on." Lubbock store occupies the new Jones building of over 6,500 square feet. Their warehouse facilities gives them an additional 15,000 or a total of over 35,000 square feet of floor space.

While the business is incorporated, it is still a family affair—consisting of three brothers, H. L. W. W. and J. A. Rix, the father, B. C. and sister, Ruth Rix. H. L., the oldest of the brothers, start-Ruth Rix. H. L., the oldest of the brothers, started the business. All he had at the beginning was nearly ten years experience as a clerk in a mercantile business and plenty of nerve. His total assets were \$1000 in borrowed money. Today the capital and surplus of the company amount to investigated, that with a determination to serve, \$60,000. As the business grew, other members of the family were taken in. H. L. manages the Big Spring store and J. A. Rix is in charge of the Lubbock business. In every successful business there must be a financier and that place in the concern is filled by W. W. Director of the conc there must be a financier and that place in the con-cern is filled by W. W. Rix. His experience was Medlock, but of course that is a matter that lies gained in fifteen years service with the First National Bank of Big Spring.

the work being done by two people. The business the work being done by two people. The business this year will amount to approximately \$200,000 and there are now twelve people employed to other herd of dairy cattle in this section as well bairy farm. handle this volume. There is one noticeable feature about their employees and that is their loyalty; in fact, it seems like one big family. One novel instance along this line is the fact that at one time five members of one family were employed by the Rix Company.

One of the principal features of this concern has been their idea of not confining their efforts to a single community. Long before the time of automobile trucks the country surrounding Big Spring was served with a wagon and team. "Dick and Coley" the faithful old black team, have made many a trip fifty and sixty miles delivering a piano, sewing machine to a phonograph to some out of the way place. When autos became more popular, this firm was the first in this part of the country to take advantage of this method of serving their

This firm has always enjoyed the reputation of always doing its part towards building up the community in which it has done business. One noticeable feature along this line was when it was quite a task for the farmers to get their products to town. Quite a number of them had cream, eggs and chickens to dispose of, but had no means of bringing these things to a market. In order to relieve this situation, the Rix Company purchased thru the country gathering up these products. All ducts. of this was handled at exact cost to the farmers. To ascertain whether or not this was appreciated all that is necessary is to ask any of the Howard known as the Medlock herd. Mr. county farmers of those days,

With an institution doing as large a business as the Rix Company, it is necessary to turn some of the departments over to the employees, and it may be said that the employees of this concern are given every opportunity to show that they are capable of responsibilities, but there is one department that is always given the personal attention of the managers, and that is the undertaking end of the business. H. L. and J. R. Rix are both licensed embalmers, with years of experience, and they both feel that this is one part of the business that deserves their personal supervision. This department in the Lubbock store is said to be one of the most modern and best equipped institutions of this kind in Texas. The fact that they have nearly \$10,000 invested in hearses and ambulances goes to show that they believe in sparing no expense to give their customers the best service pos-

store facilities or equipment. This is not true of the Rix Company, as it has been their policy since business. the establishment of their business to never be

but to be always striving to out-do their past re-During the past year this concern has sold goods in over twenty counties, this outside business being handled with a fleet of six automobile trucks. It may be said that their decision to establish a business in Lubbock is the direct result of securing business by this method. Their volume of business in the Plains Country reached such While the above name is new to some of the a magnitude that it became essential to establish

MEDLOCK'S DAIRY

Commencing seven years ago with seven head While the success of this concern can be attributed to team work; (each member of the firm doing the work for which he was best fitted), a great deal of credit is due to the personality of the founder, Harvey L. Rix. It is an easy matter to find people all over the Plains who, when the name of Rix is mentioned, will say, "Any kin to Harvey Rix. Sure I know him—bought all my furniture from him fifteen years ago."

more than any other commodity must be handled to the customers in motor trucks each morning. Everything that is considered time and labor save to the customers in motor trucks each morning. Everything that is considered time and labor save to the customers in motor trucks each morning. Everything that is considered time and labor save to the customers in motor trucks each morning. Everything that is considered time and labor save to the customers in motor trucks each morning. Everything that is considered time and labor save to the customers in motor trucks each morning. Everything that is considered time and labor save to the customers in motor trucks each morning. Everything that is considered time and labor save to the customers in motor trucks each morning. Everything that is considered time and labor save to the customers in motor trucks each morning. Everything that is considered time and labor save to the customers in motor trucks each morning. Everything that is considered time and labor save to the customers in motor trucks each morning. Everything that is considered time and labor save to the customers in motor trucks each morning. Everything that is considered time and labor save to the customers in motor trucks each morning. Library to the customers in motor trucks each morning. Everything that is considered time and labor save to the customers in motor trucks each morning. Library the

We Believe in the South Plains!

The Shamburger Lumber Company believes in the South Plains; and we believe that its future growth and development is unlimited and that it affords for the investor or home-seeker greater opportunities than any other section.

We maintain a complete stock of building materials at all times. In addition we strive to serve our customers by advising them on all building problems presented to us. It is our pleasure to help those who will

The Shamburger Lumber Company

Lubbock, Texas

while the success of this concern can be at-

furniture from him fifteen years ago."

The first year's business of this firm, which was formerly conducted under the name of H. L.

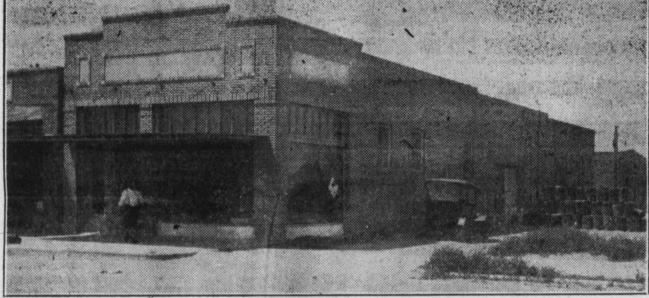
In his modern dairy of today Mr. Medlock they have a few horse for the state. greater than he can supply.

In his modern dairy of today, Mr. Medlock they have a few hogs for sale and those wishing which makes the equipment of the plant not only Rix & Co., amounted to about \$15,000, all of has a herd of forty-two fine Jersey cows. A gen- to get a start of Duroc hogs of the very highest

solely within the man. Milk and milk products ers, separators and clarifiers. Delivery is made line is a fine method of cleaning if rightly used.

very large expense. There are various departments used in the process of this plant, many the best in this section of the State, but the most expensive. The saving in time and the quality of work is worth all the expense attached to operating a plant like this one.

This company maintains an alteration department in charge of a lady who is experienced. In addition, a dyeing department and an accordion pleating machine is being announced in this paper. The Lubbock Tailoring Company, is without doubt the best equipped plant in this section of the State and the management appreciates the fact that the people of Lubbock recognize what he is doing and has done for our



THE HOME OF CLOVER LEAF CREAMERY

From this modern brick building in Lubbock, the Clover Leaf Creamery manufactures and sends an automobile truck and added a man to their forth to the entire South Plains a large quantity of their products. This plant is equipped with payroll whose business was to make regular trips the most modern machinery for the sanitary and efficient method of manufacturing creamery pro-

> dairy farm is one of the prettiest country homes of the South Plains, situated on the highway out of Lubbock to Brownfield, only about three miles distant from the city. He has a modern home and the care the place shows is an index to the general business-care and pride in which he is working. Most country homes of the South Plains do not afford a grassy lawn; a few only have flow-ers, why, we do not know, but on the Medlock farm the most modern cleaning plants in West Texas, these things will be found and they are contribut- has succeeded to an extent that the citizens of ing factors to the beautifying of this farm. A neat and modern house, well and windmill, nice large dairy barn, garage, two silos and a vast Plains man, who has been making Lubbock his amount of shelters for cattle and hogs comprise home for many years and the company of only a part of the improvements on the Medlock farm. These silos are filled with corn and cane, considered the best ensilage crops of this section, and the cattle thrive on this feed during the win- and abounding energy, would have succeed- dies of any like concern in this section of the

Theatre Confectionery

Under the management of F. K. Mitchell, now part owner of the Manhattan Parlor, the Theatre Confectionery established for itself a reputation of friendly service and upon that it ing business. Mr. T. E. Buckner, who purchased this business from Mr. Mitchell a few months ago has continued the management of this confectionery in the same high class manner and there are lots of people in Lubbock who walk a block further for a cool drink, a good cigar or a box of fresh chocolates, to patronize the Theatre Confectionery because of the appreciative attitude taken by the management. This confectionery is located in the Lindsey Theatre Building, one of the finest theatres in West Texas.

Mr. Buckner, a son of O. A. Buckner, well known merchant of Canadian, prior to coming to Lubbock last spring, was auditor of the 4th National Bank of Wichita, Kansas. He is a man very pleasant to meet and to deal with and we are sure that he will continue the growth of the

There is a hustling young man in Lubbock who started into the tailoring business in a small way here several years ago and because of the South Plains should be proud. The man is none other than Eric Posey-a native South!

The mechanical operations on this modern to be wrinkled by the wind, dried by the sun where he was employed in the manufacture of contented with what they have done in the past, dairy farm consists of steam turbine driven milk- and filled with sand, was in that time, about candies for several years. He was raised in the best way to have clothes cleaned. Just as Clarendon and has spent the past eight years diin the days of the wooden plow, they both had rectly associated with and employed in the manutheir place and were the best then in use. But facture of candies and is therefore very capable of we all now depend upon the steel plows and making the very best. most of us are learning to depend upon a very Mr. Stanton makes practically any kind of unique and efficient method of cleaning clothes candy, from the chocolates made in any flavor —the French Dry Cleaning system, which is now in use at the Lubbock Tailoring Company. But few people recognize the thoroughness of ment of chocolates in boxes, very appropriate for the work done by this system. They of course gifts, holiday and birthday. He always tries to realize when they get their clothes back from keep a big selection of candies appropriate for the the cleaner that they are delightfully clean, sweet holidays in stock. smelling and last much longer when cleaned regularly by the Dry Cleaning method.

when they get your clothes to clean is to see good business in that line and he is now ambitious that everything is taken out of the pockets. Many valuables are saved this way. The next chants of any section of the South Plains to get is to get any article out of the pockets that would in touch with him prior to the coming, holidays. Stain the clothes. They are then put into a machine which is filled with a mixture of gasoline perienced in the candy making business and is perienced in the candy making business and is (the gasoline is thoroughly cleaned before using) and whirled at terrific speed. This method is a good citizen of Lubbock and active in variing) and whirled at terrific speed. This method is a good citizen of Lubbock and active in various ways of making this City a better place in which clothes are cleaned also contains live which to live. steam. All 'dirt is loosened and taken out without the least possible injury to even the most delicate articles. But when gasoline was used to clean clothes in the olden times, (and gaso-borders are not touched by the hills,

THE CHOCOLATE SHOP

Under the management of F. H. Stanton, a which he is manager and head is the Lubbock native West Texas man, the chocolate shop of Tailoring Company, now known throughout the Lubbock has built up a reputation for making South Plains. Of course his very disposition, the finest and biggest variety of home-made canter months when succulent feeds are scarce. Some- ed in almost any other kind of business, be- State. The Chocolate Shop, located in the rear pense to give their customers the best service possible.

It is thing like one hundred and sixty acres are under cause he is just that type who, when business cause he is just that type who, when business of the Citizen's National Bank of Lubbock, is cause he is just that type who, when business of the Citizen's National Bank of Lubbock, is cause he is just that type who, when business of the Citizen's National Bank of Lubbock, is cause he is just that type who, when business one of the neatest confectionery places to be found, and brings it home, making a friend and a last-ing an improvement of any kind in the way of larger hor in Lubbock.

The chocolate Shop, located in the real cause he is just that type who, when business one of the neatest confectionery places to be found, and brings it home, making a friend and a last-ing customer of his patrons. The old style of dipping clothes in a tub of gasoline and hanging them out on a clothes line about one year, coming here afrom Dalhart,

The Chocolate Shop caters to supplying the retail dealers of candies on the South Plains. The first process used by this company Here in Lubbock, Mr. Stanton has established a

Be cheerful. There is no valley whose outer

Joe L Noah

Will E Ballew

Real Estate Investments

- If you want to buy, or if you want to sell we will be glad for you to see us. We will give you our best service. We try to keep posted on values, and sell land anywhere on the South Plains.
- We specialize in small farms and stock farms and are in position to render you every service.
- 'Let' us know your wants for farms, Stock farms, Ranches and all kinds of City Property.

NOAH & BALLEW

P. O. Box 437 Security State Bank Building

Lubbock, Texas

THE LUBBOCK AVALANCHE

VOLUME XXII

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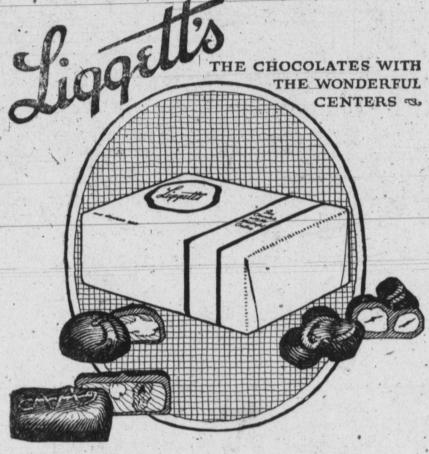
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LUBBOCK, LUBBOCK COUNTY, TEXAS, SEPTEMBER, 1921.

NUMBER 12.

THE CITY DRUG STORE

The Rexall Store



EVERY candy in this smart orange and gold Wonder box is one that everybody likes. All the "second choices" have been left out. Delicious, fresh nuts, creams, fruits, caramels, marshmallows, etc., dipped in rich brown chocolate. Take "her" a box today.

Not only wants you to attend the Panhandle-South Plains Fair

AT LUBBOCK, TEXAS
October 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!



Look for the Water Mark

Ever pick up a sheet of writing paper so invitingly beautiful to the ever 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 show you Symphony Lawn?



Lovely tints to

match every com-

plexion. 50ca box.

Competent Pharmacists

Men who are naturally cautious and who have years of experience in preparation of prescription-filling are in charge of the compounding department of the City Drug Store.

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.

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.



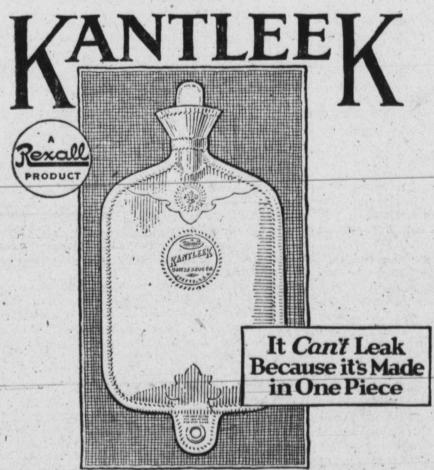
ror white teeth and a clean mouth. Just the most delightful dental preparation you ever used. With Klenzo, children don't have to be urged at tooth-cleaning time. Take a tube home to try.

APPRECIATION OF BUSINESS

We want to merit a continued patronage.

We welcome you to our store and when in

Lubbock be sure and visit with us.



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

THE CITY DRUG STORE

The Rexall Store



FACE Powder in its handiest, most economical form. Dainty cakes of Face Powder Jonteel in charming little boxes that slip into your hand-bag. No spilling-no waste. Exquisite shades—to match all complexions. Complete with puff, 50c.

MOHAIR PRODUCTION IS IMPORTANT PART OF TEXAS' WEALTH

Santa Claus whiskers.

is to be used in the making of fine shawls, wigs, long, clean wool and the high price which it etc., the goats require little attention. Usually one Mexican employed at small wages looks after a large herd.

The animals are sheared every nine months and each time the yield is large. They are gen-erally sheared in the spring, which permits them year, according to Mr. Taylor. It is the aim of to grow a new crop of wool through the summer the Mohair Growers' Association in the waging of and fall and be amply protected for the next its educational campaign to bring about the sub-

As an extensive campaign for the purpose of of mohair the greatest care is given the goats. acquainting the public with the mohair industry They are washed regularly during the period of and the uses to which mohair products may be growth of the wool. Often it requires several put is being planned by the Mohair Growers' Asmonths to get a growth started. Sometimes it is necessary to clip the animal four or five times be-"The general public has no idea of the quality fore the wool is glossy enough. In washing the and purpose of mohair as it is now produced," and purpose of mohair as it is now produced, vat of clear water and rinsed. The wool is not of the association. "A large variety of articles rubbed with the hands or by any other means that the average person would call silk are made except when the soap is applied. After the from mohair, such as the 'Persian' rugs which soaping process the animal is caught by the back are made in this country, plush for Pullman seats of the neck and the tail and churned up and shawls, wigs for theatrical purposes and even down in the water. Each time he is lifted up the action of the water on the soapy wool straightens Mohair goat raising is a profitable business, it out and untangles it. When all the soap is The animals are exceeding hardy. They sub- rinsed out of the goat is put down to shake itsist on underbrush and acrons and grow fat on a self like a dog and dry. The wool then aprange of mountainside where other animals would pears perfectly clean and in its natural early starve to death. Except in cases where mohair state. There is always a ready demand for this

Approximately 200 million dollars' worth of ter. Stitution of home grown mohair products for this imported silk.—Indianapolis News.

Treating Seed Wheat for Smut

taken from this section by this disease every year. The yield of wheat is not only reduced but the market value is decreased. Stinking smut affects only the kernel. It does not affect the chaff and close inspection is necessary to distinguish the healthy and diseased heads. The smutted grains in the threshing and handling of the wheat seed and adhere to the kernels when planted and gerits spores again.

This disease can be controlled by a simple and from this disease another season.

cheap treatment of the seed before planting. The Formalin Treatment is the cheapest and easiest and is accomplished as follows: Blow out of the seed wheat by some means as many of the smut balls as possible. Mix one pint or 16 ounces of 40 per cent formaldehyde with 45 gallons of water. Put this solution in a barrel or container and emerse a sack of grain containing about a half bushel in this solution and allow to soak for The most common disease of wheat is the about 10 minutes and then spread the grain out stinking smut. A toll of thousands of dollars is to dry. The sprinkling method is just as good spreading the seed out several inches deep on a clean floor or canvas and sprinkling it with the solution of formaldehyde and water and stirring until every kernel is thoroughly wet. Then cover with sacks or canvas and allow to stand several are larger and more irregular and when broken hours and then thoroughly dry and sack. Do are found to contain a compact mass of dark not put the treated wheat back in the old sacks brown spores. These spores are distinguished which held it before treatment. If this is to be done the sacks should be thoroughly wet with the solution. This treatment is inexpensive and if plant below the surface of the soil and develops properly done should not need to be repeated for with the plant until blooming time when it in-several years. There has been a great deal of vades the young grain and develops and matures smut present the past year but proper treatment of the seed before planting will insure freedom

Ed Wilson's Cash Grocery

THE BUSY GROCERY

Wants the Panhandle-South Plains Fair to be the biggest attraction and best educational factor in West Texas. We want all our customers to take an interest and help boost the fair over.

BUT DON'T FORGET

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.

The Home of RENOWN COFFEE

Ed Wilson's Cash Grocery

On Broadway

K. Carter, President

W. S. Posey, Treasurer

Elmo Wall, Sec'y.

Lubbock Mutual Aid Associations

(LIFE INSURANCE AT COST)

For five years this association has been offering men, women and children who are in good health, and between the ages of 15 and 55 years LIFE INSURANCE

The people are well pleased with it as evidenced by the way they are becoming members, and at this time we have about 1800 who believe in it enough to be members, and many more who want to join as soon as they can pay the price.

We take members anywhere in fifty miles of Lubbock.

The cost is \$5.00 per membership and after becoming a member there is a fee of \$1.00 to be paid in Nov. and in May of each year for expense money, and nothing else except death calls, of \$1.00 each.

The average cost per year has been about \$5.00.

People are joining faster now than ever, and we hope every reader of this who is not a member and is eligible will join promptly to help fill out the second ASSOCIATION, this can be done very quickly.

We pay promptly when we have a death, this is the people carrying their own INSURANCE managed by home officers, all the money stays at home.

If you have a friend who needs INSURANCE it will be a kindly act to tell such a one about the benefits of this Association.

Lubbock Mutual Aid Associations

ELMO WALL, Secretary

LUBBOCK DRUG CO.

Lubbock Drug Company enjoys the full confi- favor. dence of the patrons who are exacting in their preference for drugs, medicines, druggist sundries, school supplies and fountain drinks. It is an ad- cos receive the usual personal attention of Mr. mirable thing for any business house to reach Johnson, which is an insurance policy upon their that attainment such as this concern has by sup- quality and keeping. Several popular lines of choplying goods which the house and patrons are colates is another commodity kept in fine condition fully aware of the purity, the cleanliness and the by this company. Stationery and toilet articles have service which are blended so perfectly. A smile individual space and display room in this store.

and kind words have brought trade into and Besides being manager of a very high classical statements. retained trade for the Lubbock Drug Company, business in Lubbock, Mr. Johnson is a believer in addition to the very completeness of their in civic betterment and backs his belief with fi-

ent height in the esteem of the community and also in the commercial field of West Texas, did not jump haphazardly into the business. Prior to purchasing this business, Mr. Johnson was connected with the Red Cross Drug Store. In the years of experience he has had in the drug business he has established an enviable position for himself and his store, for accuracy, due to a for the successful dispensation and compilation of drugs. In addition to possessing these qualiand consciousness of the sufferings of others, Dairy." can find that underlying cause for the success of this Drug Company.

Drug Company in 1915 from John King, the man valuable time. who established this store in our city in 1909. About one year ago Mr. Johnson traded a half in-

In connection with the drugs and other articles carried, there is a fountain, employing skilled men who are experienced in mixing drinks served at the fountain. The worth of the men employed 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 customers, and efficient work. Therefore when which the entire business is conducted.

fort of the customers. The interior finishings, cow as she were a lady.

with glassed-in-shelves, the sanitary appearance, all contribute to make this one of the neatest places in our city.

The location of the Lubbock Drug Company in a portion of the city where the traffic is the heaviest, in the Lubbock State Bank Building, Like many other enterprises of our city, the is another contributing factor enrolled in their

In connection with the fountain department, cigars of every good brand, cigarettes and tobac-

Besides being manager of a very high class nancial and material assistance to every worthy G. Granville Johnson, under whose personal enterprise. He is a director of the Lubbock Chamsupervision this company has reached its pres- ber of Commerce and as such has helped in many notable advancements of this section.

A Lot of Sense and Nonsense Regarding the Treatment of the Dairy Cow

A West Virginia farmer, who seems to be fications, he possesses a personality that wins something of a wit, offers the following suggestions friends-a natural smile, a quick understanding, of dairying under the title: "How to Fail in a There is so much real sense in this apwhich with these, bring forth a business with a parent nonsense that we are glad to pass the sugcharacter such as the Lubbock Drug Company. gestions along to our readers, as follows: "Don't The minute you enter into this store you are weigh your milk, for then you might have to figimpressed with the welcome extended you. Every ure and think. Feed the cows timothy hay-it consideration for your comfort is provided; that is so good for race horses. Cow-testing associatrue understanding of man to man friendship is tions are needless- they show how to save you apparent and that expression of "make yourself know. Keep the barn hot-cows are like woodat home" is visible. Under these conditions you chucks. Don't have many windows in the barn can find that underlying cause for the success —the hired man might look out. Keep water ice cold-shivering gives the cows exercise. G. Granville Johnson purchased the Lubbock Avoid heavy milkers-they consume too much

This reminds us of a similar line of reasoning advanced by an lowa farmer, who said: "Don't terest in his company to W. D. Arnett, a well strike a mean cow with a milk stool-it might known cattleman of the South Plains. Under break the stool!" There used to be a lot of mean this present management the business is growing cows on the farm, and generally there was a mean hired man or farmer along with them. There once was a farmer who was reputed to keep the corn knife handy while doing the milking. If a cow switched him three times in the face, she never did it again. He had a habit of cutting off her tail so that she looked like a fox terrier dog or a fine coach horse.

One of the reassuring evidences of our civilization getting better all the time is the increased visiting at the Lubbock Drug you receive that "at home" feeling because of the manner in vide for them and their comfort in a more humane way because we have found that gentleness and courtesy is the policy with cows. It pays be-Glass top tables, provided with easy sitting cause they reward us with more profit. A good chairs, electric fans and many other conveniences sign to hang in the dairy barn is one originated by are provided here for the convenience and com-

As a Staff Correspondent to the Dallas News See and Writes of the South Plains

By HARRY BENGE CROZIER (Written for the Dallas News in July)

Far East, alfalfa, fruits and vegetables of farm stock and dairying. and field, farm cattle as opposed to range cattle

that flourished generally in some seasons and for and below the Plains when they campaigned for have been made to test the fedeing value of grain very essential to one whose duty it is to finance

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the centers of Hale and Lubbock counties, the is declared to be particularly suited to the char- buy the product back for our tables while our feed plain truth about this organization according to the come into view along with row crops of grain last year. Mr. Karper's efforts have been to -sorghums with the acreage predominantly given work out a system that would relieve farmers of over to milo maize in many fields is beginning the "peonage" of cotton farming. In normal to head out. There are sections, however, where seasons the milo maize crops will average from a the milo, feterita and kaffir is yet in a younger ton to a ton and a half of heads to the acre stage of development. Some of the fields, too, that will thresh out about 1,500 pounds of grain. where wheat was grown have been plowed and Sudan Grass on Increase.

The trend of agriculture in the South Plains sorghum grain crops also have been curtailed. The fourths of a ton at the cutting has been grown. Company, Mr. C. E. Maedgen. He received an country would indicate that as old kings are top- idea seems persistent and generally prevalent The limestone content of the soil in this section agriculture education from the Texas A. & M. pled from their thrones the princes of other that the Panhandle-Plains country has just arrived has made it so that inoculation for alfalfa is not required as it is in other sections. In the Plain-that it is a year-in-and-year out wheat growing and cattle are not holding joint sway this search that it is a year-in-and-year out wheat growing on in the shallow water belt. Their reign of district. In that trend of though the more caremany years is threatened by a democracy of farm ful farmers fear there will be a tendency toward to claim the land. Cotton at the stage where it may declare to the world that it is a year-in-and-year out wheat growing of the stage where it may declare to the world that it is a year-in-and-year out wheat growing of the stage where it may declare to the world that it is a year-in-and-year out wheat growing of the stage where it may declare to the world that it is a year-in-and-year out wheat growing of the stage where it may declare to the world that it is a year-in-and-year out wheat growing of the stage where it may declare to the world that it is a year-in-and-year out wheat growing of the stage where it may declare to the world that it is a year-in-and-year out wheat growing of the stage where it may declare to the world that it is a year-in-and-year out wheat growing out for the third time this season and the present time Mr. Maedgen is a proper of the proper of t products that includes milo maize, feterita and deserting all other crops for wheat. The agentituded several hundred pounds of alfalfa seed tributed several hundred pounds of alfalfa seed to the deserting all other crops for wheat. The agentituded several hundred pounds of alfalfa seed tributed several hundred pounds of alfalfa seed tributed several hundred pounds of alfalfa seed tributed several hundred pounds of alfalfa seed to the tributed several hundred pounds of alfalf

Cotton Acreage Cut. Chambers of Commerce and banks found an In other years corn has been a rank outsider ally in weather conditions in the South Plains the faithful few who wooed it with ardor was pro- a cotton acreage reduction. Estimates of the sorghums on cattle and sheep. In these feeding his customers and protect the stockholders. ductive nearly every season. For some reason, pledges and voluntary acreage reduction for the tests during the last two years it has been determined that mile maize and the other grains of was organized in 1917, right in the middle of one

rain that extended north into the all-wheat coun- into rolling hills and valleys along the pictures- in Garza county. try and south along the cap rock on July 5 gave que barrier that is formed by the Caprock developdecided impetus to cotton and grain sorghum ment of grain sorghums types has preceeded per- mous feed crop shall be an economic asset or an has made and established a reputation of being crops which are in early stages of growth and will haps farther than in any other section of the State. economical liablity. If we turn our sorghum grains humanely interested in the condition of their cusbe of vast benefit to the rapidly flowering corn Out of something more than 2,000 tests on the into money through the production of meat in tomers. That is to say they are willing to offer State Experiment Sub-station three miles east of our own feed lots then we will profit this year counsel and to give advice upon matters which Lubbock, R. E. Karper, station superintendent, and in the years to come. If we continue to ship their customers see fit to bring before them. Their Somewhere south of Plainview and between has developed a dwarf type of milo maize that our cattle to the corn belt for fattening and then slogan of "Wants to help those who try" is the long rolling vista of wheat fields gives way. Cot- acter of the soil and the climate. There was, ac- stacks rot in the fields then we face lean years opinion of their customers. ton now only a few inches above the ground in cording to Mr. Karper's records, a 100 per cent and poverty. this section is clean, well tilled fields begin to increase in the number of visitors to the station

where wheat was grown have been planted to row crops of sorghum grains during The popularity of Sudan grass as a round planted to row crops of sorghum grains during has been continuously increasing since the Experiments with it in h There are farmers north of the wavering line periment Station began its experiments with it in has undergone a change from a stock-raising counthat this year separates the all-wheat country from 1911. When the station at Lubbock and the one try strictly, to a combination of farming and stockthe varied crops to the south, who scents the at Chillicothe began to grow and distribute Sudan raising; from large cattle dealers to farmers who danger of "wheat poverty" under a one crop grass seeds the price was around \$1.25 a pound own and fed a small herd. Large ranches that plan for the Panhandle-Plains country. They for the seed to plant and the earlier crops were once was the home of unnumbered cattle have fear that concentration on wheat in that section grown primarily for seed. Lubbock claims yet given place to smaller ranges, stocked with bet-

grass seed. In recent years the yield of grass as the leading industry of the South Plains and has been from 700 to 1,200 pounds of seed and of West Texas. from one to two tons of hay. In the years since

station has sought to point the way to successful ganized in 1917. dry land culture of alfalfa and now it is being

speed up hog and dairy development.

"We have got to determine whether this enor-

Security State Bank & Trust Company

%aanaaaaaaaaaaaaaaaaaaaaaaaaaaaaa Within the past fifteen years the South Plains

Seeing the opportunity offered in this section 1911 there has been a constantly growing zone for banking; financing the new farmers and the for the grass and inquiries continue to pour in small cattlemen and to take an interest in the development of these opportunities the Security Along with it grain sorghum experiments the State Bank & Trust Company of this city was or-

Probably no other man in this section of the parts of the South. The cotton acreage certainly recommended that alfalfa be planted in rows and State has a better conception of the needs of the has been greatly reduced in all sections of North-cultivated. The result has been that three and farmers and the cattlemen than has the president west Texas and in local districts to the north the four cuttings a year of from one-half to three- and organizer of the Security State Bank & Trust are constantly being broadened in an effort to learned the fundamentals of the business. This experience with that of much dealing with the Feeding Experiments Made. farmers and stockmen has given him a fine op-At Substation No. 7, near Spur, experiments portunity to broaden his knowledge of things farmers and stockmen has given him a fine op-

in corn this year and from Lubbock south and and the actual reduction will amount to from 30 that group have a fat building value commensu- of the worst drouths ever witnessed in the great southeast on the plains and below the cap rock to 50 per cent in the opinion of practically all rate with Iowa corn for both sheep and cattle. Southwest. The perfection of the organization of the number of acres planted in corn has been in of those bankers and commercial secretaries who Private feeding tests also have been numerous. this bank at that time came as a blessing to many creased largely. In the regions farther south corn have attempted to make crop surveys. The soil and efforts are being made at Post, Lubbock, farmers and cattlemen of our country. The oriis in full silk and tassel and the menu of every was dry at planting time and a large part of the Snyder, Spur, Slaton and other towns to bring ginal official organization of this bank consisted botel and every home includes roasting ears of acreage is late. Some of the crop was planted so about a general feeding movement for the com- of the following: J. O. Jones, vice president; L. C. botel and every home includes roasting ears of full-grained succulence, done to a turn. There are optimistic farmers who anticipate a yield of fifty and sixty and even seventy-five bushels to the acre. The rains have been plentiful and at the proper time. A corn crop of fair dimensions, the farmers declared, a country, where the plains table lands merge that extended a set of the corp was planted so about a general feeding movement for the combining fall and winter. Assurance already is given by weather conditions and the acreage planted that the grain sorghum production over the whole country will be unprecedented. This is the problem of the following: J. O. Jones, vice president; L. C. Ellis, cashier and F. W. Groce, assistant cashier. At the present time Chris Harwell, well known in Lubbock and for several years in business here, country will be unprecedented. This is the problem of the lack of moisture early in the sections around Lubbock and Post in Carra country, where the plains table lands merge into rolling hills and valleys along the pictures.

The Security State Bank & Trust Company

This bank has a capital stock of \$100,000 and besides benig in the hands of men who are experienced bankers and conservative fore-sighted financiers, is a member of the Guaranty Fund of the State of Texas and also a member of the Federal Reserve Bank, therefore offering all the safety and convenience necessary for any banking Jannection one might wish.

The Security State Bank & Trust Company is destined to become one of the big financial institutions of this section.

BORN TALENTED

"How you do stutter, my boy! Have you ever attended a stammering school?"

WE BELIEVE IN DIVERSIFICATION

We know of nothing that will encourage diversified farming more than a fair. So, we want all of our friends and customers to get behind the Panhandle-South Plains Fair to be held in Lubbock, October 4-5-6. We want to meet you and we want you to know us better. We will have a chance to talk over our future together.

The Security State Bank & Trust Company

LUBBOCK, TEXAS

OFFICIALS

C. E. Maedgen, President

A. V. Weaver, Vice President J. O. Jones, Vice President L. C. Ellis, Cashier

F. W. Groce, Ass't. Cashier

OUR BOARD OF DIRECTORS

J. O. Jones, Chairman C. E. Maedgen A. V. Weaver L. C. Ellis

Chris Harwell Chas. S. Middleton G. K. Watkins.

"WANTS TO HELP THOSE WHO TRY"

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

5 noncommunication and the second Some people are born late and never quite matter. At a directors' meeting, or a dinner contrive to catch up. They always rise just a lit- party, or a funeral, these persons of discriminattle late in the morning, sigh over it, but are a little ing unpunctuality always appear five or ten minlate to breakfast and to luncheon and to dinner, utes after the appointed hour, and a dozen or and just a little late in going to bed again. Either fifty of the more precise are incommoded. they are not aware of the existence of the clock, or No doubt a good deal of valuable time is it represents a hopeless ideal, which they admire saved by the practice. One every public occaafar off, but which they long since gave up at-tempting to achieve. If by chance they some last arrival you avoid waiting and will gain a few times, manage to meet the stern necessities of minutes that can be profitably employed elsetrains and other convenient fixities, it is usually where. All the same, one of the worst objections by the considerate assistance of friends. Those to unpunctuality is its abominable selfishness. You people are late to church as they are to every-thing else. We expect it and admit it and tolerate effect a small saving to your own.

who are late when it suits their own convenience the service is well begun they walk in with leisand not otherwise. Those people are perfectly urely indifference and seem to think they have aware of the nature of promptness and the de-honored God sufficiently by coming at all. mands of time. If there is anything to be gained by punctuality, anything to be lost by tardiall. If you do not go, you are the worst sufferer. ness, if a good bargain may be missed or a val- But if you do go, a proper respect for the minisuable contract go to a competitor, they arrive ter, for God and for yourself requires that you 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 service begins,-Youths Companion.

The people of deliberate tardiness are always But there is a very different class of persons, late to church. After everyone else is seated and

R. A. RANKIN & SONS

cerns in West Texas. The fact that this store was ter people know little about the Wilson Abstract South Plains have had an opportunity of either many people believe that the abstract companies dealing with R. A. Rankin and Sons or have have little invested: While this may be true of

one story wooden building located on the west side Building of our city. of the square or occupying the same space as that This plant originally started in 1902 when the now occupied by the Hub Barber Shop. In this Benson Abstract Company and the Dillard Abstract small building this concern did business eighteen Company consolidated. Later this plant was purmonths. The quick settlement of the South Plains chased by R. A. Holland and under his managecountry and their growth of business demanded ment it remained until last September when R. I. better housing for the growing concern. So, in Wilson purchased the plant from Mr. Holland. 1909 the concrete building now standing on the Since that time Mr. Wilson has been in active west side of the square and as we stated before charge and is building up a good business. In a occupied by the Hub Barber Shop, was built. The statement relative to the change and the plans of material for this building was hauled by wagons the Wilson Abstract Company recently made by from Canyon, as Lubbock and the South Plains the management the following appeared: was not served by the railroad in 1909. Shortly after occupying the one story concrete building it Company was purchased by R. I. Wilson, and from was seen that more room would have to be secured July 1st, 1921 the firm is to be known as the Wilfor handing the ever increasing business and so a son Abstract Company, and as manager I desire deal was made whereby Col. Fairris, a well known here and now to express my appreciation for any caritalist of this section at that time, constructed a and all favors shown the old firm and trust you large brick building, 50 feet wide and 115 feet in will see fit to continue with the new firm. depth on 11th Street which building this firm lt has indeed been a pleasure to me to serve now occupies. In addition, R. A. Rankin and Sons the people of Lubbock and in this connection perhave a warehouse containing six thousand square mit me to say that we are sparing neither pains feet of floor space for storage of implements, etc. nor expense in keeping our plant up to the high-

firm and father of the other members, died. Since have one of the best equipped abstract plants in that time the business has been conducted under West Texas, and with our twelve years of exthe same name, the interest of the deceased mem- perience in this line of work we offer you service ber remaining in the estate. Mr. Rankin and his second to none. We believe the best is none too sons had lived in West Texas for thirty-five years, good for our customers. going to Eastland county in 1885. In 1892 this family moved to Lynn county and there they en- counties will say we have a complete abstracted gaged in farming until 1907 when they moved to copy of the records of these counties in our Lub-Lubbock and started their hardware business.

They are local distributors for the J. I. Case line filed with the clerks of these counties and that this of farm implements which are so well known be- places us in position to serve you promptly and efcause of their quality materials' from which they ficiently from this office. are constructed and the workmanship. All kinds of shelf hardware, harness, electric stoves, heat- for the development of the South Plains and for a ers and glassware, aluminum ware, etc., are carried greater Lubbock. in stock. This concern also keeps implements for use on power farming.

Featuring the store of R. A. Rankin and Sons this fall is their announcement of the introduction of a complete line of the famous Buck stoves and ranges and furnaces. This line is nationally recognized as one of the very highest clsas and the warm. above fairm states they will have an assortment from which almost anyone can secure the right type of stove.

AIN'T IT TOUGH?

Weary Will: "I see by the paper there's a new disease called Sleeping Sickness."

Other half—"No other eyes than mine shall feast themselves on its loveliness."—N. Y. Uni.

WILSON ABSTRACT CO.

The firm of R. A. Rankin and Sons, Hard- Few people recognize what a complete abstract ware dealers is one of the best known like con-plant is located in Lubbock. The fact of the matstarted in Lubbock in 1907 is veidence that most Company other than they can get good abstract of the people of West Texas and especially the service from that office. Another thing, a great some, one could hardly go about estimating the This firm was established by R. A. Rankin and worth or the cost of the equipment in the Wilson his two sons, L. D. and A. M. in 1907 in a small Abstract plant in the lower floor of the Conley

In 1917, R. A. Rankin, Senior, member of the est standard of efficiency and can truthfully say we

· "To owners of land in Hockley and Cochran bock office and are now receiving and will con-This firm believes in handling the best lines. tinue to receive complete copy of all instruments

"When we can serve you, command us. Yours

'R. I. WILSON, Mgr.

AFTER THE COLD FACTS

The poor girl," remarked the sympathetic "didn't have enough clothes to keep her woman.

"Which was she?" inquired Miss Cayenne, 'terribly poor or awfully fashionable?'

APPRECIATION MINUS

Better half-"Don't you adore that necktie gave you for your birthday?' Other half-"No other eyes than mine shall

One of the Many Fine Rural School Buildings of Lubbock County



Lubbock county is one of the leaders in providing fine buildings, good teachers and good equipment for the rural schools. In this photograph will be seen the building of of Monroe community of Lubbock county. There are several of these buildings in this county some of which are some larger than the one in this photograph and some slightly smaller. Shallowater, Idalou and Canyon are other communities of this county which boast of having fine brick buildings. Other communities are voting bonds this year for the erection of bricks and we predict that within a year each rural district of our county will boast of brick school houses.

Southland Life Insurance Co.



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HOME OFFICE, DALLAS, TEXAS

Admitted Assets \$ 5,347,795.31 Insurance in Force . . . \$68,248,221.00 Total Payments to Policyholders \$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



When this section was in the hands of the large cattlemen of the early days, poor grades of cattle were the rule. Now that the country is developing and the price of land is demanding that only shall pure bred cattle be ford cattle for market purposes has been recognized as the best type of beef cattle. This class is ar in the lead of any other herd of the South Plains section. The best breeders of pure bred Hereford cattle are prepared, as the above protograph indicates, to care for their stock during the winter months. Silos and barn protection is common on the best Hereford farms of

There are some of the finest razing pastures on the South Plains to be found. Oftimes the lakes of these pastures are full of water as shown in the above photograph, and on these lakes, especially in the fall and in the early spring months can be found plenty of wild ducks:

These lakes are oftimes a great help to the farmer rather than a drawback, as thy were first thought by early farmer settlers. They furnish a lot of good grazing for the work stock and the milk cows as well as a watering place for them and a fine place for the ducks and geese on the farm. Many times they are scooped out and make splendid surface tanks.



CLOVER LEAF CREAMERY

Lorenzo, Idalou, Floydada, Abernathy, Slaton, of people who once purchased the creamery pro-O'Donnel, Wilson, Tahoka, Lamesa, Brownfield, Seagraves, Littlefield and Shallowater as well as

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 market for all kinds of dairy products.

the South Plains will be more than likely started is served here efficiently. In cases where there this fall by this company. The men in whose hands are social occasions, calling for a lot of goods from our section, represents the financial heart, arterthe Clover Leaf Creamery is operated are progres- the Lubbock plant, the Plains Bottling Company ies and force that portrays to the world the finansive and alert to the opportunities offered in that serves their customers by truck. It is no uncom- cial pulse-beating of this territory. Therefore line of business on the South Plains and you can mon thing for this company to make as many as within these institutions there must of necessity rest assured that the Clover Leaf Creamery will three trips daily to and from the picnic celebrations be persons whose extensive financial learning, be the leader in this section.

LATER DAY METHODS

First Crook: "De last guy I stuck up didn't are made and under what conditions.

Second crook: "Wotcha do? Croak him?" First crook: "Nah! He looked like a straight guy, so I takes his I. O. U. for 50 bucks."

Brown's little one was ailing and on his way to work Brown sent up the doctor. When he got home in the evening he asked her what the doctor had said.

'Nothing, papa.' 'Then what did he do, dear?' 'Oh, he just telephoned me all over was the child's reply.-Boston Transcript.

One-half of our citizens who are eligible voters

PLAINS BOTTLING WORKS

Furnishing a market for the milk products of . The South Plains people are served their soda the South Plains is the Clover Leaf Creamery of waters mostly from the Plains Bottling Works of Lubbock. Texas. This creamery housed in their Lubbock. E. F. Tatum who is manager of this own modern 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, unherein. We are reliably informed by this company that through certain periods of the season operated prior to its present organization. He is the plant manufactures and distributes three hundred gallons of Clover Leaf Ice Cream per day. This cream is shipped to the towns of Ralls, Crosbyton, ing of his bottled products through the same class

plant and great care is taken with the products of-The Clover Leaf Creamery is attempting to fered to the public. The building and equipment lead the creamery industry of the South Plains and as well as the management makes for cleanliness this fall they are putting on the market "Clover and cleanliness makes friends when it comes to

This plant is located on the northeast corner of the square in a neat brick building. Distribution is A campaign for the stimulation of dairying on made over the South Plains country by rail which held in South Plains towns.

Mr. Tatum extends a welcome the people of this section to visit his plant while in Lubbock. He money. Without these qualifications, bankers are will be glad to show you just how their products not bankers, but are tresspassing the privileges of-

A BOTHERSOME DISEASE

Flim:- 'Are you ever bothered with rheuma-

Flam:- "Yes, continually. My friends are forever telling me about theirs."-Life.

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 them. "Well, honey," said the old lady,, "I dun-no bout dat. I allus lowed when de Lord sent me tribulations he done spec me to tribulate."

time to get up in th eworld again.

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 of combined with qualities of high character, which guarantee the principle of every investment 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 funds

Therefore to thoroughly appreciate the Citiens National Bank and its activity, we must know who created it and who backs it and under whose management it operates. Most all people of the South Plains are thoroughly conversant with this part of this bank. The Citizens National Bank is the oldest financial institution in Lubbock County and its founders and present directors are pioneer inhabitants and successful business men of our section. Their activity in many lines of business, as well as the development of the South Plains has reached the eyes of thousands of peo-When a man is short he must work a long ple. Geo. C. Wolffarth, now manager of the eader, one of Lubbock's finest Dry Goods houses, die!' organized the Citizens National Bank and was he guiding spirit of this big institution until a ew months ago when he sold his interests to France Baker of Lockney, Texas. Mr. Baker has kind old man in passing a small boy who was made an enviable record in the banking circles carrying a package.

"No, I won't," was the reply. "I've got the iest banking position in Lockney, where he was meat."-Exchange.

raised. In one institution he worked until he becmae president of the bank. Ambitious and young he sought broader fields and thus he found his opportunity in the Citizens National Bank. He is acquainted thoroughly with conditions of the South Plains and is conservative as well as progressive.

George R. Bean, local attorney, Joe Boyd, retired cattleman, Sam C. Arnett, capitalist and France Baker, compose the Board of Directors. All these men are typical West Texans, having lived here for many years, are successful in their vocations and are well known throughout this sec-

C. C. Pearson and James B. Reed are assistant cashiers of this bank and their courteous treatment of customers is another factor entering into the success of this institution.

All in all, the Citizens National Bank is a strong and conservative banking institution, destined to be a prominent factor in the affairs of the great South Plains.

SHAKE WELL BEFORE USING

Young lady (telephoning): "Oh, doctor, I forgot to ask you about that eye medicine you gave me. Doctor: "Well?"

Young lady: "Do I drop it in my eyes before after meals?"—Cornell Widow.

CONSISTENCY

"Oh, doctor, I am suffering so much I want to

"You did perfectly right to call me."

"You'll be late for supper, sonny," said a

Line Up With the Best. Equipped Abstract Plant In West Texas

20 years this plant has been serving the public. Abstracts cover every foot of land in Lubbock, Hockley, and Cochran counties.

Wilson Abstract Company

Prompt Efficient Service Lubbock, Texas

Are You a Stranger in Town? Patronize the

Theatre Confectionery

Where you can get the best candies and save money. Get her a box of Chocolates-she will admire your taste.

T. E. BUCKNER, Proprietor

Raising of Hogs Proves Good Investment by Those Who Have Engaged in the Business

livestock is the most important and profitable mean diversified crops, increased soil fertility and now a universally accepted fact that admits no ar- quence of the first two. gument. It can be said to the credit of the insituation that will never again be known to the consumer of farm by-products has never been as State for 1920 being \$9,735,723 compared with world of agriculture. Livestock is perma-

nent on every farm and it can be truthfully said 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 accomplishments of the community are livestock

In an analysis of what constitutes livestock on American farms we are told by figares officially compiled that nearly fifty per cent 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. fact that fifty per cent of the meat

products of the United States is progin the production of pork.

dations. Why is this true? Because production of get.—Southwest Hog Breeder.

yond a shadow of a doubt that the production of and financial independence. Hogs on any farm for

telligence of the American farmer that once confarm animal that will make greater gains in a vinced of the advantages of livestock as a means given period of time on the same amount of feed is placed at \$31,591,662 which is almost one-tenth of the total value of all the sheep in the lare here today who have been farmers and ranchto increase the fertility of the soil, he undertook the most meat in the shortest time with a minimum United States. increased production of livestock and the results feed expense. There is no farm product that the have been such that farming without livestock is a hog does not eat and his position as the champion the United States. The value of the herd in that cause of greater opportunities offered in the real

MILLER TEXAS SECOND IN LIVESTOCK VALUES -LEADS IN CATTLE, SHEEP, GOATS

While Texas ranks only second among the States in the value of its livestock, it leads all other States in cattle, sheep, goats and mules, according to figures made public by the United States Census Bureau as part of the returns of the 1920 census. An increase of more than two-thirds in The past few years have served to prove be- pork is profitable and is a fore-runner of success the decade form 1910 to 1920 is also reported

phase of farming. Not only is this true, but it is increased production, which is a natural conseby the Census Bureau as \$300,837,222 which is man who is in the real estate business and who more than one-twelfth of the total value of \$3,-



THIS IS THE KIND OF HOGS THE SOUTH PLAINS FARMERS ARE RAISING (Courtesy Mr. Boener)

duce all farmers, not heretofore raising hogs, to be- possible use of pasture, turning into high priced in the United States. pork, alfalfa, rape, wheat, oats, clover and most as rapidly, reproduces as rapidly and in as great corn or other grain alone but good pasture is ofnumbers, and requires as small an initial invest- ten all that is needed to make a balanced ration ment. The capital labor and equipment necessary and in all cases greatly cheapens the cost of proto engage in raising hogs is so small that it is best pasture plus good corn is not a properly balwithin the means of every farmer to be a producer anced ration for young stock that is being grown continuous and sure, which insures the farmer the out and developed for breeding animals. Such use of ready money at all times of the year. Grow- stock should have other feeds that will grow bone, ing hogs thus earn quick interest on the principal muscle and internal organs and that will stimulate in the value of its horses valued at \$84,102,951; He has made the real estate business his vocation and enable the hog grower to realize on the prin- growth and development. Without protein feeds seventh in the value of poultry, valued at \$16,- for many years and is today in that business. We cipal which can be re-invested. In other words, no animal can make growth, much less produce 719,722, and ninth in the value fo swine, valued cannot but believe that Mr. Denham wants to money invested in hogs is subject to "quick turn- pork at a profit. Hogs that have access to good at \$31,060,789. over" and is not indefinitely "tied-up". The banker readily appreciates the financial advisability ed to close pens. By grazing, hogs secure roots, the second investigation will show that the prospectors are given a fair deal.

The average value of horses for 1920 was contented and that ne will do all that the prospectors are given a fair deal. \$90.13; mules, \$142.88; cattle \$54.40; sheep, \$11.30 and swine, \$16.66. The value of meat the prospectors are given a fair deal. \$11.30 and swine, \$16.66. of growing hogs and investigation will show that herbs and sometimes mineral matter that their system of growing hogs and investigation will show that herbs and sometimes mineral matter that their system of the pork producer is generally regarded by bankers herbs and sometimes mineral matter that their system of the decade while the decade whil as a safe risk and is always given bank accommo- tems demand, and that they would no otherwise horses showed a decrease and mules a very slight property here and is a good man to see if you ex-

duced by the hog, should be sufficient reason to in- sailed. The hog like-wise, makes the very best a total valuation of \$17,344,440 for all the goats experience in selling lands and aiding in the de-

The value of the mules in Texas is about one The hog is primarily the most profitable ani- Hogs cannot be profitably raised on pastures alone States. Those in Texas in 1920 were valued at seventh of hte value of all the mules in the United mal on any farm. No other farm animal matures no more than they can be profitably raised on \$113,202,384 out of a total valuation of \$778, 768,092 for all the mules in the United States.

Missouri, which is supposed to be the home of far outranks all other states in the value of its heading with a value of \$878,518.

FRED W. DENHAM

There are many real estate dealers on the South Plains and that is because of the development and settling up of this country has been so fast within the past fifteen years that men find and have found big opportunities offered in that line of endeavor. In any business where success The value of cattle in Texas in 1920 is given is conspicuous there are many followers. Every has been in the real estate business in the South The hog is an economical feeder. There is no 634,334,614 of all the cattle in the United States. Plains country are by no means here only because men of the South Plains since the earlier days and Texas has more than half of all the goats in who have retired from their lines of endeavor beestate business. You will find men who are really interested in settling good farmers and small stockmen in this country. Every real estate man on the South Plains is not here for settling and developing the country, but are here because they see an opportunity for making a few hundred and 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 we believe that the best thing for you would be for you to see those who have weathered the storms of this country from the early days and men who are looked upon as the leading citizens 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 ten years in Gaines County Fred Denham farmed and raised stock. That was his mission to this country and he succeeded. He became owner of

much land in Gaines County while a resident there. In 1900 Mr. Denham left Gaines County for 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 velopment of the South Plains section has given him 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 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 asses and burrows. Texas ranks third under this that is higher than he could have purchased if he had dealt with reliable men. Mr. Denham has As to other live stock, Texas stands fourth made this section his home for thirty-one years. make those who purchase lands in this section pect to buy.

If you want to get in touch with a man who has spent more than thirty-one years of his life on the great South Plains of Texas, who knows what the country will do, what it has done; who knows literally every foot on the South Plains and who has bargains to offer on farms, ranches and town property in the counties of Dawson, Gaines, Terry, Yoakum, Lubbock, Hockley, and Crosby as well as Eeastern New Mexico, then write or call on

FRED W. DENHAM

LUBBOCK, TEXAS "THE HUB OF THE PLAINS"

P. S.—If you want to know anything about this country, why not get ready now and attend the Plain's biggest Fair, The Panhandle-South Plains Fair, which will be held at Lubbock, October 4-5-6th, 1921.

Office in Citizens National Bank-Phone 39

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

developbeen so en find in that success

Every and who be South because business.

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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 capacity-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 Clover 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 products—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 develop— A South Plains ambition by a South Plains industry—forever striving forward.

The Clover Leaf Creamery

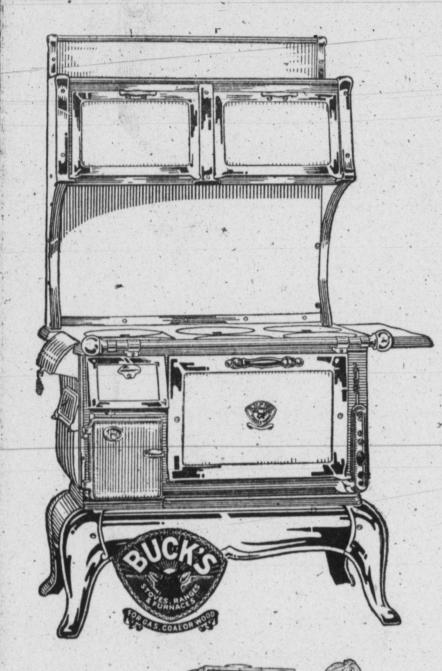
INCORPORATED

Headquarters and Home Office at Lubbock, Texas

R. A. RANKIN & SONS

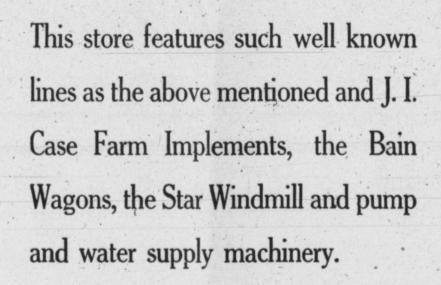
Introduce to the people of the South Plains a complete line of the famous

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 every person at prices all can pay.

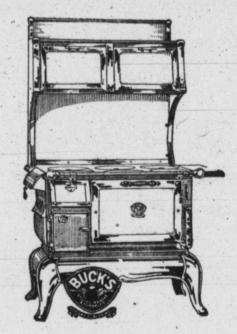
The Buck stove people feature six different ranges, ranging in price from \$60 to \$190. All of these ranges have the same grade and class of material in their construction. The only difference that is to be found in these ranges is their "dress."



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"

THE LUBBOCK AVALANCHE

VOLUME XXII

LUBBOCK, LUBBOCK COUNTY, TEXAS, SEPTEMBER, 1921.

NUMBER 1

A Reliable Market-

FOR THE SOUTHPLAINS FARMERS

Through bad years as well as profitable years farmers throughout the great South-plains country have found and will find---

The Plains Poultry & Hide Company

HOUSES AT

Ralls, Texas

and Lubbock, Texas

Always in the market and ready to pay cash for all kinds of poultry as well as hides, eggs and other produce.

Throughout the five years this company has operated in the South Plains, a steady and dependable market has been established.

The prices paid for farm produce by this company is made from close observation of markets of national scope. Quotation are received regularly from these markets. Local consumption of produce, which is growing, of times provide better markets than does those of the national sources.

FARMERS EVERYWHERE-

Will find here, if their local market will not sustain, a dependable source for getting produce turned into money quickly.

The Plains Poultry & Hide Company Lubbock, Texas Ralls, Texas

I. O. Jones says Farmers Get Cattlemen Spirit

According to one of our very best observers, I. O. Jones, well known cattleman and vice-president of the Security State Bank, one of the things noticeable about the development of the South Plains is that which is manifested by the new farmer who comes in to take the place of the ranchmen. Mr. Jones says, the cattlemen are plungers." By that he means that when they make a few thousand dollars on a bunch of catfinally this continuous borrowing bring the collapse that is inevitable with that kind of busi-Some cattlemen make much money on borrowed money. Prosperity by one man is catching and when his neighbor sees that he is does likewise. The new farmer comes in and is not satisfied with 160 acres of land. He could raise crops but failure was the result. Of course terest in a large body of land will meet some possibly pay for that much but in order to make a bunch of money he makes payments on a much larger tract. Oftimes he sells the larger were scattered over the country very thinly. It been present within the past two years and 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

"If we could all be satisfied with what we are able to buy and pay for we would soon learn the lesson that has made loaning communities out of the north instead of borrowing people as we have here" says Mr. Jones, who also states that "the northern farmer, owning a small rocky farm and an interest in some manufacturing concern started years ago and inherited by him, comes South each year, or sends, to purchase mortgage papers made in this country. That way they are reaping the benefit of the much praised 'Jew interest.'. We've got to learn to-invest our money in things which we can pay for and thereby receive a good interest and not be caught in distress when prosperous conditions leave. These bad conditions are just as numerous as the prosperous ones and it behooves everyone to look out for them.

"Human nature is the same the world over" is a saying that is incorrect insofar as that applies to that few people who go first and make their and a gradual rise in prices followed until 1914. the big factor in our development. The speculator is a hindrance. homes in the newest territories. There is a dis- During this time small cattlemen grew prosperous tinct class of people who do those things and they, too, are divided into more than one class.

The South Plains of Texas was the home of some of the largest ranches in the United States lands when railroad building in Texas was first started. There fore it can easily be seen why the early cattleman had a feast upon these lands, came on. It was directly after the crisis started There was hardly any expense attached to keep- that cattlemen became farmers and the process South Plains for farming and there will continue

pastured so lightly and the cattle shifted so often is well under way at this time. it was never necessary to feed them during the winter months.

out the South began investigating what kind of bition that lead the cattlemen to their downfall. lands these were and what possibilities the country offered for settlement. Naturally the people values are extremely high find that the South dreds of dollars on a small farm. terest.

on the South Plains in the early days. These the result is they are holding the "sack crops were planted for the purpose of being fed crisis in the cattle industry of the United States doubled.

to make riches is one of the commonest habits holders. They will always find someone want-About 1900 when the State of Texas adver- of the people of this section. They have inherited ing to "cash in" and many bargains can be found tised to the world that the lands held by it the habits of the pioneer cattleman and today would be open for settlement, people through we find the farmers are exhibiting the same am- South Plains have men whose business it is to

most interested in purchasing lands from the Plains country has just as good land and at en-State were those who were homeless or had lit- tirely different prices than that found in older tle and were ambitious and just as naturally it settled countries. These farmers come out here follows that most of these people were small cat- with enough money to purchase a small farm tle dealers or those who wished to get into that and a few head of stock and if satisfied with business or farmers. When people began investi- this would become prosperous citizens, of course gating this country by personally visiting it, we many of them do, but the majority of the farmthe they then become too ambitious and borrow find that the stockmen were doing all they could ers who buy land here see such opportunities for heavily in order to handle too many cattle, and to discourage the settlement which in itself is hu-investment in these lands, generally pays down on man nature—protection of self and personal in a large body a first payment and depends upon the development of the country to bring in new It is told that cattlemen who dared plant corn people and then he will dipose of his large holdor other feeds would plow these crops entirely ings at a big profit. This is done generally or under and see that all signs of growth had disap- often in this country and many people have made making money on borrowed money, he goes and peared. Then the visitor who wanted to farm much money doing that kind of investing. In the would be told that attempts had been made to long run, however, the farmers owing only an inwhen the country was in the hands of these large condition of which he had not previously figured pany. stock holders we realize that wells and windmills then lose his entire holdings. This condition has is told by some of the early settlers here that many people have lost thousands of dollars and the cattleman used to tell the prospective settler a fine opportunity for owning a home by trythat wells were from five hundred to six hundred ing to speculate when they should have invested.

per cent of the wells dug in this country were dry, they have such confidence in the growth and came had small herds of cattle and depended up- into debt trying to get a hold on as much properon them for a living. Farming was taken as a ty as is possible with the expectations of selling side line and crops such as maize and kaffir was at a big profit. That was what happened in planted as late as the middle of June, generally. 1919-1920. Local people purchased hundreds pany, they did \$25,000 worth of business. The Frost oftimes killed these crops, that is maturing of thousands of acres of lands on term payments annual business will run around \$150,000. the grain and waste was the result. Many a pas- with intentions of reselling immediately. The deture has been made out of maize and kaffir fields flation period caught many of thes people and

Speculation in lands, while they might tend at home. There were no farmers in the beginning to aid the establishment of interest in the counof the settlement of the country. The railroads try, do more harm towards its development than were not here and it was both impracticable and many people really think. Investors or farmers impossible to raise crops for marketing purposes who want to buy small farms, a few head of cattle, other than to feed it to the stock. Cattle were a few hogs, etc., and will come here and buy and cheap along about the settling of the South Plains pay for as much land as he can handle will be

and 'plungers' were made out of them. When tures, ideal for farming have been sold to big Why we say that, is because many large pasone made a few thousand dollars on a few hun-syndicates for settlement. These syndicates buy dred head of cattle he wanted to go deeper by the lands at what the farmer should get them at. at one time. The State of Texas owned about borrowing on his holding and this condition led This syndicate sells the land on long term payments one-half or two-thirds of the lands on which the people of the South Plains throughout several stabout twice the figure that they buy it for. So one can easily see that more people would early stockmen pastured their cattle and the bal- years of prosperity and finally landed many a buy land direct at the figures given to large comwould-be cattle king into bankruptcy when the panies than upon the figures after they have been

There are plenty of bargains in lands on the

minimum in the second of turning formers throughout the South Plains to be for years. One who wishes to buy these lands would do well to come to the country and We are told that plunging into debt in order spend a little time investigating among the small that way. Lubbock and all other counties of the keep informed on salable property and these

Plains Poultry & Hide Co.

Five years ago, F. A. McCaskill was an employee of the Neal Commission Company. Later he was sent from Abilene to take charge of the Lubbock branch house of this company. After residing here a short time in charge of the Lubbock house, he saw an opportunity for growth, and for the 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 Plains Poultry and Hide Com-

Mr. McCaskill has been very alert to the market conditions and has provided a steady and dependable source of revenue for farmers of this section, by always being in the market for their products. At one time since he has been here he In 1919 following the close of the war and has paid as high as 40 cents per pound for hides, feet in depth and that many a dry hole had been In 1919 following the close of the war and sunk. The truth being that there was not a well the commencement of inflation, the South Plains 75 cents per dozen for eggs, and 35 cents per on the South Plains one fourth the depth they country loomed up big and strong. There is pound for frying size chickens. Of course through told and that less than one-tenth of one-thousand another thing about the people who live here: other periods he has been forced to pay as low as 3' cents per pound for hides, and lower prices Of course the truth was found out and the worth of the country that when conditions be- for other produce. The Lubbock market is in country began settling. The first people who gin looking bright our own people go out and constant touch with national markets and from Lubbock many carloads of produce are shipped to these national markets through this company.

Last March, to give one an idea of this com-

SALT AND CANCER

Some learned doctor has discovered that salt is the cause of cancer. He says we eat salt as a matter of habit and that it is a very bad habit. Some day somebody will compile a book on 'Our Deadly Habits," and we may expect that when it is finished, we'll find that just about everything we do in the way of play, work and amusement will be found to be deadly, and then we'll abolish them all, and hope that we'll not 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

Husband-"Why do you wear that dress? It looks like half mourning.

Wife-"Well, you're always complaining that you'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.

-Indianapolis-

MORE THAN

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

CONSERVATIVE PROGRESSIVE SAFE THE GROWTH OF OAK THE SOLIDITY OF GRANITE

LEGAL RESERVE Life Insurance furnishes to the human race TWO of the most valuable Assets 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.

If you desire a Contract-If you need a Policy

"SEE US BEFORE YOU DIE"



HOME OFFICE BUILDING

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

THE BIG 3 AGENCY

ROOM 3, CONLEY BUILDING

RYLANDER & ROBBINS, General Agents

LUBBOCK, TEXAS

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Co.

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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 modern 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 modern dyeing department in connection 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 can—This 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 PLEATING

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.

FRENCH DRY 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

OF LUBBOCK, TEXAS

Peaches Do Well In the South Plains Country \$ monutation and the second and the



Although the peach crop of the South Plains is or freezing weather does not kill the fruit crops in irregular-about every other year there is a large the early spring the trees are extra heavily laden. crop of fruit raised. As a general rule when frost Orchards of the South Plains are mostly young.

Natural Development Has Kept Pace With Handiwork of Man

While man has been one of the instruments most prominent in the development of the great South Plains country of Texas, nature has accomplished much in changing natural appearances in regularity to the present fruit crops. Prairie and profitableness. Probably the most striking chickens, the finest fowl eyer for the hunter, flockfrom that of scattered bunches of sage grass, sage brush and shinery to an even coat of curley mesquite grass, the finest grazing pasture to be found. This change was not made over night and it is not a complete change until the present time. However thousands of acres that once waved its silvery head as that of the finest wheat fields in response to the winds of the times, has given way to the new and better grazing pature grass.

The development of this section has been constant, but gradual since 1900. At that time one traveling through this section would find great pastures of sage grass, tall and in bunches, sometimes as far as eighteen inches apart. The grazing value of the land was not comparative with the grazing pasture today. No pasture land twenty years ago on the South Plains boasted an over supply of short mesquite grass on which cattle thrive and fatten so well. However, at that time there were great stretches of short grass land especially evident north of the central portion of Lubbock county, east to the extension of the Plains. Lynn county also boasted great stretches of short grass land, noticeable facts, however, about that immediate section was the rank growth of mesquite. Nearly all heavy mesquite land has grown short grass for many years.

West of the central portion of Lubbock county and South as far as Midland the growth of sage grass was most evident. In this section cattle were generally driven from the short grass section where they went through the spring and summer, to tall grass and there they were wintered without expense. It has never been known for snow falls of the winter months becoming so great but that cattle and other stock could get plenty to eat from the sage grass section. Cattle generally did well on sage grass through the winter. In early spring, however, cattle had to be watched very carefully and sometimes moved from the sage grass country, on account of eating young shinery, the first green growth of the season, which is always evident in the sage grass

Plains section about 1900, fires broke out and war period. sometimes as much as a million acres of sage grass country would be burned within twentyfour hours. These fires swept over these pastures ing to console the lad's mother. swiftly, sometimes as fast as the best saddle horse could run. There are many old-timers yet living here who can remember how they suffered to bring right home to me.' from the heat of these great fires when they attempted to out-run them. High winds generally followed these fires. Always it was impossible to control them to any extent. Cowmen from distance would go with plows, drags, etc., and fight on a weighing machine and was studying it with these fires always without much success until they a puzzled eye. were stopped upon reaching a stretch of short grass country.

In the spring, for generally the fires were of matters Britannical: "Let's see it." winter origin, when these pastures began growing up with short and young grasses the cattle would drift to them. Tall grass seldom regained its throne and in only a few cases did these pastures piece of three by one-half inch board and a couple of the Avalanche. ever become a sage grass country. Mixed grasses of shingles."-Pickup. generally" replaced the tall grass following the fires and heavy grazing followed, by continued grazing came the mesquite grass which has been engaged in 1.10 wars or military expeditions,

one of the great advances of the country both from the standpoint of value to the land and the general appearance of the country as a whole.

When these pastures of tall sage grass, sage brush and shinery began their exit they were followed closely by the prairie chickens which, by the way got their name of "sage hens" from the fact that they stayed in the sage grass country. It is in the sage grass country, as we have stated before that shinery grew. This shinery bore acorns about once very two years, similar try as a whole is shown in the change of turf sport these fowls provided the hunter with parties is one of the finest grazing sections to be found.

were sometimes spent wandering over the lower country of the South Plains. The home of the infamous Lobo Wolf, the greatest enemy the cattlemen has ever had (excepting probably the packers) were generally in the tall grass country. The same was true with deer and antelope which were in abundance over the South Plains country twenty years ago. Of course when the summer months came the deer and antelope went north to the short grass country. Between the towns of Lubbock and Plainview, some twenty years ago, the country was noted for having great herds deer and antelope during the summer months. This was not so with the Lobo, his home, that is his preferred home was always in the tall grass, not because of his timidity however, but because of his trickery, sneakiness and cunning.

Without doubt, thousands of calves and young cattle, as well as a great many grown cows, have may assist in this development. been lost from the depredations of the Lobo wolf. In the tall sage grass, which was about the same color as his coat, he would lie and wait or neak and crawl upon the cattle and sometimes before they had time to see what happened the Lobo had finished his job by cutting their throat. t was the sage grass protection for his mischief hat made him love that section and it was always n the sage grass country that the most depredaions were done. This does not by any means bay that the Lobo never worked in the short grass chountry, because he did. Time and heavy with his best home and skillful hunters have alnost exterminated the Lobo in the South Plains country. It is only in rare cases is there found he danger of the Lobo at the preent time, and hen, generally it is in the large pastures that have never been cut in to farms. The Lobo has lmost gone with his favorite surroundings, giving way to the progress of civilization brought about by work and pioneering of man.

Back to the grass question. Millions of acres hat once grew tall sage grass, upon which only wenty, or thereabout, cattle could graze successully throughout the year, is now growing curley mesquite grass and successfully grazing forty or more head of cattle to the section by the year. Cattle grow bigger and stay in better condition on the short grass. The South Plains country is well noted for its fine cattle and no other one ply products that are always in demand. in regularity to the present fruit crops. Prairie thing has brought about its enviable standing as a grazing country than has the turning from tall example of the general improvement of the coun- ed to the shinery pastures and because of the grass to that of short grass. Without doubt it

Dairying--- A Means of Developing the Panhandle

By J. W. RIDGWAY, Director Dairy Development Department MISTLETOE CREAMERIES

The Dairy Cow is becoming established in the Panhandle Section of Texas. It is no unusual sight to see cream cans representing a part of the Express shipments on many of the railroads. Small herds of Jerseys and Holsteins may be seen upon the prairie, and everyone interested in the development of this great expanse of Texas soil is asking the question-how the dairy cow

In the past the dairy cow has afforded the safest system of production for this particular section and fortified with such side partners as the hog and hens, make for safe and sane farm-Bankers will tell you that the man with the weekly cream check has met his obligations easier this past year than the one crop farmer. Merchants welcome this system of production because of the cash income daily which it affords. Public spirited citizens and organizations who have the welfare of the community at heart are glad to assist in the promotion of the dairy busipasturage, together with the fires, have done away ness because of its general influence on the prosperity of the community.

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The Panhandle section of Texas can produce feed crops in abundance and at lower cost than any other part of the State-this because of the level acreage permitting the use of improved machinery, and further because of the minimum amount of cultivation necessary. The big problem, however, is in the finding of a market for the feed crops which can be produced so easily. High freight rates with the long haul is destructive and these feeds must find a local market through live stock if the country ever develops into prosperity.

The three most efficient animals for converting this feed into live stock products are the dairy cow, the hog and poultry. They will reduce the freight bill over 85 per cent and in addition sup-

Grain sorghums sold through dairy cows at the average price paid for butter fat covering period of ten years will bring from \$60 to \$80 per ton, hay from \$16 to \$20 per ton and small grain such as oats and barley, will bring approximately 75c per bushel.

Texas will purchase this year large quantities of butter, pork and poultry products to supply her demand, and at the same time, judging from present favorable outlooks for feed production in the Panhandle Section, tons and tons of valuable feed will be wasted or sold below the cost of pro-

What would it mean to the aggregate wealth of this section if enough of the above mentioned live stock were available to convert this feed into marketable products, such products that are now in demand at a good price. Think of this Mr. Farmer, you must find a better market for your feed crops. Think o fthis Mr. Business Man. whose business will thrive and grow in proportion that the farmers prosper. The united efforts of all concerned is essential to "put this campaign across." Everyone of you should support a movement to put eight good dairy cows, 200 laying hens and 2 brood sows on every farm in the Panhandle.

The annual cash income from the combination of the above animals, based on average prices covering a period of ten years, will be as follows: 8 cows, 250 pounds of fat each, 2000

pounds of fat at 30c_____ 2 Brood Sows, 28 finished hogs, 215 pounds each, 6,020 pounds of pork

200 Hens, average 100 eggs each, 20,-000 eggs, 1,600 dozen at 20c

Total \$1,561.00 Less consumption by family of six. Whole Milk and butter representing 394 pounds of fat at 30c____\$118.00

Balance in cash___ The above animals could be easily handled on a quarter section of lnad which easily demonstrates that the above system of farming, viz. a system of diversification based on dairy production, with hogs and poultry to consume the byproduct, skimed milk, is not only a safe system of The milk production for the United States farming but is one of the most productive that

Few Large Orchards On the South Plains



fregular in this section, or about the same as peaches While Most all the orchards of this section are while cherries and berries of all kinds is the pre-While Most all the orchards of this section are while cherries and bernes of all kinds can be 365 dozen eggs at 30c_____ 109.50 young, there are a few large orchards which have dominating fruits. Crapes of all kinds can be 365 dozen eggs at 30c_____ 109.50 for meat and lard, 1,290 pounds been very productive for years. Apples are ir- grown very successfully in this section.

A DUTIFUL SON

A settlement worker was speaking of the in the house?" a social investigator asked a native. What has become of the big pastures of sage relaxed moral, standards that she found among grass? It's gone practically, and its going fast, the people in her district in New York—owing, keeping my hawgs there for fourteen years and I When people began traveling over the South she thought, to the upsetting conditions of the ain't never lost one of 'em yet."-Louisville

'One boy I knew," she said, "was recently sent to the reform school, and a neighbor was try-

'Yes,' said the mother, 'it is a shame. He was such a good boy, too. Everything he-stole he used

THE ENGLISH WAY

An American gob in England had stepped

'What's the matter, don't you know what it means?" inquired a friend more experienced in den" is the title of an article by He inspected the indicator and announced

"You weigh eleven stones, two bricks, one

During 145 years, the United States has been

Health and Hygiene. in 1920 is estimated at 90,000,000,000 pounds. can be instituted.

Do you think it is healthy to keep your hogs

"Waal, I dunno," he drawled; "but I been a-

Truck Farming Profitable On the South Plains

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"Living out of the Home Gar-R. E. Karper, Superintendent of the Experimental Farm near Lubbock, which will be found in this edition

Truck farming on a small scale has already proven profitable. Most every home in this section is beginning to realize the value of the home garden. This year throughout this section we find more and better home gardens and we find the sentiment of the farmers turning more upon that source to lower the cost of living and thus the cost of production. As can be seen from the above photograph, cabbage do exceedingly well in this section if they are given the right sort of care. That means as in all other

sections that one has to fight the "cabbage well as cucumbers, okra and potatoes, etc., are adaptable to profitable raising in the home gar-Tomatoes, cantaloupes and watermelons,

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Lubbock, Texas

TREES FOR SHADE, ORNAMENTAL AND WINDBREAK PLANTINGS

By R. E. KARPER, Supt. EXPERIMENT STATION AT LUBBOCK (Written expressly for the Lubbock Avalanche)

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treeless plain but man does not intend that it and arrangement of trees: shall remain so. To have beautiful trees is merely a matter of selecting the proper varieties and giving them proper care and time to grow. During the past few years the Experiment Station sian Olive. has been growing from the seed and trying out numerous varieties of trees for this section, and cust. distributing surplus trees to the public for planting. The past year there were some eight thousand trees distributed in 24 counties in West Texas to over 500 different institutions and in- Arborvitae or Red Cedar. dividuals. Forty to fifty different species or varieties have been tried out and data kept on slow growth to be used in a windbreak. best evergreens for this section.

ever cultivated close and one of the many sur- process of transplanting. It is a common mistake face roots broken. Notwithstanding this fact, it in planting trees to not cut the tops back sufficientis perfectly hardy, grows rapidly, and should be ly. There is much more danger of leaving too planted to some extent, especially if the best attention cannot be given the trees planted. It has been aptly said that a live black locust is

sirable trees for city or street planting are Amerigreens are desired the Arizona Cypress, Chinese very slow growth for the first few years. The sprinklings. streets and cities and towns of West Texas are laid out on generous plans generally and are inproper care is not given to the planting of trees. Perhaps in no other portion of the country are trees more appreciated and more being planted than in West Texas. This active interest in tree planting today is going to mean a great change in the city and farm homes in a very few years, resulting in a more attractive environment as well as a greater comfort. Trees are generally property or a farm home in West Texas and enhances the value of such property a great deal

ally to trees on a well planned basis. asset to any farm in West Texas. Comparatively afford a more permanent basis of operation. few such plantings have yet been made but the near future, will see more of them made to as- live stock production, pasture must play an imsist in arresting high winds and adding to home portant part. West Texas is rich in native pascomforts and profits. Windbreaks break the tures, and because of this fact, it is one of the ment Station at Lubbock, in 1920, from alfalfa care of it. Many a good field of alfalfa has been velocity of the wind and deflect it upward af most important stock producing sections to be fording protection to a considerable distance on found anywhere, so far as production under range This season was ideal for alfalfa production be annual or native pastures or runways should be the leeward side for the farmstead, crops or the conditions is concerned. The farmer with a small home garden. It is a particularly valuable asset acreage, however, needs to have greater acre planted on the windward side of the garden to grazing production than is afforded by native pasafford protection from the high winds and sand- tures, if he expects to be able to carry one the storms of early spring and makes an early spring live stock he should have on his farm and progarden possible and profitable in many years duce it economically. when it would otherwise be a failure until later in the season when the period of high winds be greatly increased, but in order to economically

more than can be done in any other way with

west and south sides to furnish protection from is recognized as being the most valuable pasture the prevailing high winds in the early spring crop for hogs that it is possible to grow. Unforwhich comes from these directions. The effi-tunately alfalfa requires a large amount of moisciency of the windbreak depends upon the ar- ture for maximum results and therefore there are rangement of planting to make it impenetrable many places in West Texas to which it is not well to the winds. Most effective results can be ob- adapted in this one respect. In other respects. tained by planting the center rows to taller grow- alfalfa is well adapted to this section. An abuning varieties and the outer rows to low branch- dant supply of lime is necessary in the soil for closer to the ground. In order to gain the most West Texas soils are well supplied in this respect.

protection from a windbreak five or six rows should be used in the planting but three rows will be valuable for this purpose.

The following planting plan comprising six The Llano Estacado is naturally a fertile but rows for the windbreak shows a desirable choice South or West row____Tamarix or Russian

> Second row ____Osage Orange or Rus-Third row____Black Locust or Honey Lo-

Fourth row____ Fifth row_____Russian Mulberry Sixth row____ Arizona Cypress, Chinese

The American Elm is a hard tree but pretty their performance. Out of this number at least makes a beautiful and substantial tree of long two varieties which have hitherto been unknown life and should be used for city and farmstead here have been found which promise to be among plantings and can substitute for or take the place the best trees for this section. These are the of black locust to good advantage in many cases. Arizona Cypress and the Chinese Elm, the lat- If given excellent care it will grow almost as well ter being an importation from China. The seed as the black locust and produces a much more atof this is hard to get and it will probably be tractive and lasting tree. Trees are oftimes several years before trees will be available. The planted as monuments to the dead. Every tree Arizona Cypress is a beautiful evergreen which planted is a monument to the living hand that makes growth equal to that of the Chinese ar- planted it and if well cared for will prove a borvitae or red cedar which are considered the comfort and pleasure to themselves and their posterity.

Planting may be done any time between No-The Black Locust is almost universally grown and makes very saitsfactory growth with minimum vember and March. All that is necessary that the This probably accounts for its popularity plant be in a dormant state. The ground should This tree has several undesirable habits, the be well prepared and the tops praned back to corworst of which is that it sprouts up badly when- respond with the amount of root system lost in the

The most important item in the growth and debetter than a dead oak. The black locust should velopment of young trees in West Texas is cultivanot be used to the exclusion of other varieties in tion. Trees are no different from any other crop in any planting since they are rapidly killed out if this section in this respect. Moisture is the limitattacked by locust borers, an insect working un- ing factor and it is not possible to obtain a maxider the bark. This pest has made its appearance mum results where they are crowded by other plant in the northern part of the Panhandle and wrought growth, be it grass, weeds or some crop. Cultivadestruction to many of the trees and may find tion is especially necessary for the first few years of the life of the tree. Where the trees are plant The purpose of the planting, whether shade, ed in a row and a strip of land can be left and ornamental or windbreak and the location will given clean cultivation the best results will be had, largely determine the varieties to be grown. If and if a favorable season is chosen for setting out close to water or on the side of a dirt reser-voir the cottonwood will make the most rapid be made without the necessity of applying supplegrowth and reach large development in 15 to 20 mental water. Clean cultivation renders all the years. If in draws or canyons close to water the moisture in the area available for the utilization hackberry makes a good growth and beautiful of the trees and is of prime importance to their tree. On the uplands or plains, however, it makes best development. Unless a great abundance of slow and scrubby growth. In the Panhandle and irrigation water is available cultivating is much South Plains section of the State the most de- more important to the best success than is irrigation. Where trees are planted in the lawr can Elm, black locust, silver maple, box elder, a clean tilled circle of from three to six feet in Russian Olive, honey locust, green ash and syca- diameter should be maintained about each tree and In the more humid sections it is oftimes necessary be sufficient for a good stand if optimum condimore of the deciduous varieties. Where ever- water applied as needed for maximum growth. When watering is done a thorough job should be arborvitae and red cedar are the most hardy. The made of it and the ground given a good deep soakare hardy but are hard to transplant and make One such waterings is better than a number of

Plant a tree and then care for it. One thereclined to have a bare appearance if prompt and but as a citizen has made a valuable contribution to the public welfare.

Growing Alfalfa In West Texas

With the low prices of farm products, many many cases where farms have increased in actual and incorporating in their farming operations, plans selling value five, ten or even more dollars per for raising more live stock. West Texas is essenacre where the farmstead had been planted liber- tially a live stock farming country. Cash crops may pay good dividends for a few years, but live Windbreaks or shelterbelts are a valuable stock farming will insure a more steady income and

In order to have an economical system for

passed.

The windbreak should be located on the sufficient grazing crops should be made. Alfalfa ing and more compact varieties which branch profitable production of alfalfa. Practically all

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to inoculate the soil with bacteria before successful tions were had for planting and germination of of the soils in the regions of lighter rainfall are planting an acre of alfalfa in this way is small, Western Yellow Pine, jack pine and Scotch pine ing so as to induce the roots to penetrate deeper, abundantly supplied with these nitrogen forming in case of failure to secure a good stand or be-

Growing it in Three Foot Rows by not only increases his own pleasure and profit West Texas is moisture. To overcome this lack of ers have made a start planting alfalfa but because Experiment Substation at Lubbock, has been not persistent enough to try it again. A stand of growing alfalfa for several years in rows success- alfalfa is good for a number of years and will refully, and this practice is recommended for the pay the effort made to establish it. farmers in this section who are in need of a valuable hog pasture and are not located in sub-irrigated valleys or practicing irrigation farming. This method of growing alfalfa on upland in West tachment, stopping up the holes, with a piece of looked upon as one of the improvements of city standpoint of hay production. Yields at the Experiment Station show on the average about one- the rows the proper distance apart. The holes half ton to the cutting is produced in favorable are usually seven inches apart in the seeder atseasons, three cuttings are usually made, while tachment and if a ten disk drill is used, by leavequal expenditure of money or labor. There are farmers are interested in diversifying their crops in less favorable seasons, as little as one cutting ing each end hole and the one in the center open may be had. During normal years alfalfa hay to plant, the rows will be placed 35 inches apart. in a limited way, may be obtained from row A marker will be necessary to drive by which planting and will be valuable for feeding young could easily be made at home and fastened to the calves or pigs during the winter. There is also drill. If only a small acreage is desired, for a prevail in West Texas. A yield of 4.5 bushels of free from trash and laying off the rows. seed to the acre was produced on the Experiwhich was planted in 1919 in three foot rows. ruined by indiscriminate pasturing. Adjoining the soil full of moisture and sufficient spring rains of the alfalfa during the very wet weather or to coming to start the crop well on its way toward prevent them from grazing it too close during maturing a seed crop, and dry weather prevailing dry periods. This crop comes on very easily in from then on until the crop was harvested in the spring and oftimes affords pasture in February harvested, one and three-fourths tons of hay to grazing has been furnished the year round. the acre was produced.

The Seed Bed is Important. bed for alfalfa this spring. The best success is the net profits derived from hog raising. had from planting alfalfa after a rain, if possible. because the rains which are usually of a dashing we are in at the present time. nature in this section have a tendency to fill up this depression either covering the seed too deep or may cover the young alfalfa plants up until they are a week or more old so that the stand would be lost.

Small Amount of Seed Required

results can be had with this crop. Practically all the seed. Since the expense of the seed for, bacteria and no artificial inoculation is necessary. cause of heavy rains damaging the young plants after they have made a start, the end is well worth The limiting factor then, in alfalfa growing in the effort and expense to plant over. Many farmmoisture under dry land conditions, the Texas they were not successful in their first attempt, were

Planting in rows may be accomplished by usan opportunity occasionaly to pick up a seed chicken or hog pasture, the planting can be done crop from Alfalfa planted in this way. Alfalfa with an ordinary hand garden planter by first putseeds are best under climatic conditions such as ting the ground in first class condition, getting it

Start with a small acreage of alfalfa and take cause of the preceeding favorable season storing maintained so as to be able to take the hogs off August. In addition to this amount of seed being or in mild winters such as we have had this year,

A small acreage of alfalfa for hog pasture will pay bigger dividends than most any other area The preparation of the seed bed for alfalfa is that can be maintained on the farm. There are an important item, and the two factors, that to be over one hundred thousand farms in Texas withwell farmed and free from weeds, are essential out any hogs on them. Texas does not raise as to success in planting this crop. The best seed is much pork as she consumes, which means that to be had by summer-fallowing the land the pre- several million dollars goes to other markets every vious year and keeping down all weed growth and year. During the past year there has been a dekilling the first crop of weeds the next spring just crease of about seven per cent of the supply of prior to planting if spring planting is to be prac- hogs in the United States. Texas has increased her ticed. Where this has not been done land that number about three per cent which is a good start was in cotton last year and was kept well cultivated in the right direction. More affalfa will not only and free from weeds should make a good seed help to maintain this lead but will greatly add to

A campaign for more alfalfa is very pertinent A small furrow or depression where the seeds are just now and will help to round out our crop planted, should be avoided as much as possible program so as to overcome some of the difficulties

INHERITED—A LOOSE TONGUE

A schoolmaster wrote this brief criticism on a boy's report: "A good worker, but talks too much." When the report came back signed ac-A small amount of seed is required for plant- cording to rule by the body's father it bore b ing alfalfa in three foot rows. Five pounds to the sides the signature this feeling retort: "You should acre is sufficient and in fact a lesser amount would hear his mother!"

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The Present and Future of Dairying

-By J. W. RIDGWAY Formerly Professor Dairy Husbandry Texas A. & M.

What is the outlook for dairying in Texas quoted on the Chicago market at 30c with cows and abundant pasturage.

cal slump in the butter markets will throw some producer of butterfat is concerned primarily in on all farm commodities better than any other crops in the markets of the products of live stock or any staple farm

to them, as against approximately 56 cents for figure as a basis, the farmer might ask himself what for grain of 10 1-2c per pound of butterfat. April one year ago, or a decline of slightly less to expect from his feed when fed to dairy cows. than 40 per cent. Offsetting this reduction in 75 per cent, hogs and cattle varying from 40 income. to 60 per cent, while in the staple crops such as cotton and grain, we find in the case of the former the astonishing reduction of more than 80 decline of more than 50 per cent. With such conditions as these it was only a question of time before butter would be forced to the level of other farm commodities.

The direct and contributing causes of the sharp and radical drop in the price of butter may be briefly summarized as follows:

An open winter favorable for production, with large feed crop on hand; the closing of a thus overcrowding the butter industry, and, finally the the rate of exchange encouraging butter we find a depleted purchasing power of consumers due to unemployment and wage reduction, and last but not least, a tight money market, ent indications would represent a profit of \$6.00 way.

the decline in the butter market.

falls on the producer and the producer of dairy ghum grain. products will necessarily have to bear his portion of this readjustment. An analysis of the situa- of milk containing a half pound of butterfat will the South Plains, where there is actual need for goal in the years that are to come.

brighter than appears on the surface.

be produced largely on grass.

We have never had an over-production of the prices for feed as the good cow. during the coming fall and winter is a question farm dairy products in Texas covering a period

Past experience would therefore justify the for oats and 87 1-2c for the sorghum grain. Butter is the principal "dairy crop" of Texas conclusion that improvement in price will come

butterfat prices we find a reduction in standard of milk daily containing one pound of butterfat, for one pound. feeds of approximately 50 per cent. In compari- he would have an income of 25c for butterfat son with other animal products we find in the and about 8c from the skim milk, valuing the the above figures. Good dairy cows will afford case of eggs and poultry a reduction of about skim milk at 3c per gallon, or a total of 33c daily a means of marketing home grown feed at a

per cent, with the bulk of small grains carrying a which one-third should possibly be cotton seed producing only one-half pound butterfat daily. meal and two-thirds farm grown grains, such as oats, barley, sorghum or corn.) It should be stated by way of diversion that if any pasturage at all is available this quantity of feed will not be necessary and it is possible under average conditions in Texas to provide pasturage for nine or ten months out of the year.

We are assuming however in this instance that

Valuing the hay at \$10 per ton, he estimated that is causing the producer no little concern of twelve months. The surplus is usually conmarket prices, we have left 4 1-2c to pay for raise one hundred chickens and turkeys each year following the sharp drop in butter which had its fined to about three or four months in the late two and a half pounds of concentrates at 1 3-4c for the market, besides the marketable eggs deculmination about May 1st, when extras were spring and early summer, attributable to fresh per pound for the home grown grain. This rived, one could hardly estimate the money that means a price of 98c per bushel for corn, 58c

Considering this from another angle, viz. and largely governs the price of other dairy with the fall and winter months. We cannot that of charging the cow with the prospective products. A review of the causes of this radi- hope for the high prices of last year, but the market price for farm grains, which liberally estilight on the present situation and future to note that this important and indespensible human food that this important and indespensible human food that the present situation and future to note that this important and indespensible human food that the present situation and future to note the present situa mated appears to be about 8c per pound for has held up under the downward pressure brought cows at a better price than he can sell such feed of the good cow would be, for hay 10c, for home grown grains, five pounds 4c, purchased cotton Conditions would justify a prediction that fall seed meal three pounds 4 1-2c, or a total of and winter prices for butter fat will not fall be- 18 1-2c. Deducting the value of the two and April 1921 prices paid the farmer in Texas low 25 per cent with good indications that the one half gallons of skim milk at 3c per gallon for butterfat, was approximately 34 cents net price will average above that figure. Using this or 8c, we have a feed cot based on farm prices

The low producing cow will have a feed cost

Two striking conclusions may be drawn from ens and eggs, price well above the expected market price of To produce this amount of product a cow must feeds on a basis of 25c butterfat. The cow capaconsume twenty pounds of good ordinary farm ble of producing one pound of butterfat daily hay and about eight pounds of concentrates (of does so at one-half the feed cost for the cow the D. L. Rucker Produce Company, the manage-

Rucker Produce Co.

There is a man in Lubbock who has personally no pasture is available and that the cow si fed a witnessed the effect caused by raising poultry and number of condensaries in the East and West, ration necessary to produce the above quantity eggs for marketing purposes in this section of of milk. If we deduct 4 1-2c, the price of three the country—that man is P. T. Rucker of the pounds of cotton seed meal at 1 1-2c per pound, Rucker Produce Company of this city. He paid importation, all contributed to over production. there is left 28 1-2c return for twenty pounds of out for eggs and poultry to farmers of Lubbock Coupled with the above mentioned conditions, home grown roughage and five pounds of home and surrounding territory in two months of this grown grain. Charging the cow \$16 per ton year about \$9,000. This money came at the time for the home grown roughage which from pres- the farmers needed it and could get it in no other

discouraging the absorpton of surplus through per ton above market values, we will have a cost Mr. Rucker is a produce dealer who wants of 16c for the roughage to be deducted from his customers to raise the quality of their produce. Briefly the same combination of factors that the 28 1-2c, the cash returns received for five He knows from actual experience that poor grade caused the big break in the egg market n late pounds of bome grown grain. This represents a poultry costs as much to keep and raise as do February and early March contributed towards price of 2 1-2c per pound for the grain produced pure bred and the market is always better for on the farm, of \$1.40 per bushel for corn, 80c the pure bred chickens. It is practically the same In periods of readjustment the burden usually a bushel for oats and \$1.25 a bushel for sor- proposition in the poultry business as is experienced in the cattle business. Poor grade chicken will

figured above of 16 1-2c. She will consume the by inefficient barns and equipment for caring for In the first place there is no over-production same quantity of rough feed as the high production, any kind of poultry is profitable. If poor of farm dairy products, if we are to accept re- ing cow, but only about one-half of the quantity grade chickens are profitable on the South Plains ports on holdings of butter in storage at central of grain will be necessary for her production. De- pure bred chickens are worth a great deal more. points; and indications are that these holdings will ducting the value of the one and a half pounds At the present time there are several breeders of not be materially increased over normal holdings of cotton seed meal which should be fed this pure bred chickens in Lubbock county and they due to money stringency. The surplus will be cow, we have left 14 1-2c to pay for twenty can boast of receiving many ribbons in competiforced on the market and absorbed at a low price, pounds of roughage and two and a half pounds tion at the Texas State Fair at Dallas. The enwhich surplus, insofar as Texas is concerned, will of home grown concentrates. It can be readily couragement of raising pure breeds of chickens seen that this cow will not return anything like given by the Rucker Produce Company as well

as the Lubbock County Agent is getting results. "If each farmer in Lubbock county would would come into this county in one year from this source" says Mr. Rucker, and "people figure too much on the big things when a great many sales of small items will soon amount to large figures."

Mr. Rucker has been in Lubbock for about one year and a half, coming here from Lockney. Mr. Rucker engaged in the poultry business in that town in 1917, coming from California where he had spent ten years of his life in the hardware business, nine of which were in Los Angeles and one in San Francisco. Directly after coming to Lubbock Mr. Rucker purchased a building on the east side of the square, rebuilt, and repainted it and put it in first class condition for handling poultry. He has built a large pen on the rear of his lot and here he keeps a large supply of chickens. for local consumption. Mr. Rucker tells us that In the case of a cow producing three gallons of 10c for one-half pound of butterfat or 20c he is trying now and will continue to try and meet the requirements of the local demand for chick-

> The South Plains ships out more chickens than many people think. The Rucker Produce Company has shipped out many cars of chickens and eggs this year. Many of these cars are partly loaded in Lubbock and are finished at Plainview by ment of which is under L. D. Rucker a brother of our fellow townsman.

> Mr. Rucker is a native Tennesseean, having spent the first twenty years of his life in that state. He is a man who is willing to share in the sacrifices necessary for fast development of a new country. He is a Lubbock and South Plains booster and a great believer in the merits of chicken and poultry farming in this section.

AMBITION

"You will never get anywhere unless you have higher ideals than this," preached the woman to whose door the tramp had applied for assistance. 'Are you really content to spend your life walking around the country begging?"
"No, lady," answered Weary Willie. "Many's

the time I've wished I had an auto.'

Just as well accept the truth and have done with it-the strongest will always have the most, no matter what the most may be.

Keep up the glow in the heart. Somehow. The cow producing one and a half gallons make a profit—that is a fact. On the farms of somewhere—believe that good will be the final

WHILE ATTENDING THE PANHANDLE-SOUTHPLAINS FAIR AT LUBBOCK, TEXAS, SEPTEMBER 29th-30th AND OCT. 1st AVAIL YOURSELF OF VISITING

THE PLAINS BOTTLING WORKS

The place where the finest soda waters are manufactured—the company which furnishes more goods to more good people than any other like concern in this section.

We especially invite those who are patrons of this company and reside in this section which we serve; we want to form a closer acquaintance with you to the end that we may be better able to serve you.

THE HOME OF GOOD SODA POPS

THE PLAINS BOTTLING WORKS

Look for our label on the bottle

E. F. Tatum, Mgr.

Lubbock, Texas

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 relieving all manner of human ailments. Every kind of disease

"The Drugless Healer is one of the best things that has come into the life of the present," Chas. Mayo, M. D., Rochester, Minnesota.

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"Chiropractors are obtaining results that I could not have obtained with medicine or surgery," E. G. Rutherford, M. D., Birmingham, Alabama.

"The skill of some Drugless Healers in curing disease should 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 results of Chiropractic," F. A. Hall, Indianapolis, Indiana.

"I am convinced of the superior method of the Chiropractic form of healing," Wm. Vore, M. D., City Point,

Under spinal adjustments, acute diseases are cut short and aborted, and chronic diseases recover, which have been believed incurable." A. A. Gregory, M. D., Oklahoma City,

The Drugless Healers are giving more real service to humanity than any other science that has ever been discovered," M. T. Council, D. C., PH. C., Lubbock, Texas.

"I use the drugless methods of healing because I can get marvelous results and I consider that my patients are entitled to the very best results as they pay me to regain their health for them," Hulen K. 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 Council justice in the Sleeping Sickness case that was brought to Lubbock from Post City, we, the undersigned, parents of the boy, hereby volunteer to give all of the facts to whom it may concern, as we believe that the people are entitled to know the whole truth:

Beckham Fortune, our son, had Sleeping Sickness for nineteen days when our family physician at Post City advised 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 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 Lubbock, Texas, this 26th day of February, A. D. 1921.

T. E. Fortune, Mrs. T. E. Fortune,

Subscribed and sworn to before me by T. E. Fortune and Mrs. T. E. Fortune on this 26th day of February, A. D. 1921. Notary Public, Lubbock County, Texas.

CANCER

To whom this may come greeting: This is to certify, that I had a cancer on my face, which had been treated by the medical doctors for eleven years and it was only growing worse all the time. Dr. Council treated me six weeks and at this writing there is not even a scar where the cancer was, he also cured me of a sever stomach trouble and I highly recommend him to all suffering hu-Alx. Shipp, Rotan.

INSANITY

manity.

To whom this may concern: This is to certify that Dr. 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 that no one would ever think that he had ever been in ill health. He can follow any occupation or trade with efficiency. Dr. 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 anyone who is suffering from any acute or chronic disease of any nature. Guy M. Stewart.

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.

APPENDICITIS

This is to thank Dr. Council for his great work in my case, and to say to anyone that this may concern, that I 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 relief before I tried to travel any more. I 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 thankful to get well without an operation.

Mrs. K. Y. Lee, Peacock, Texas

HEART TROUBLE

Know all men by these presents, that I this day gladly certify, that I 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. Council 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.

This is to certify that I have known Dr. 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.

Mrs. Rollo, Rotan.

CANCER 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 ten years ago, and I can do any kind of work on the farm.

I praise Dr. Council as the king of all healers, and I commend him to you regardless of your trouble. Mrs. Hank Trout, Electra.

PNEUMONIA

I hereby take pleasure in recommending Dr. Council in any pneumonia case, as I was suffering with a severe attack of Pneumonia and was getting worse from day to day under the treatment of two medical doctors. I saw I could not live at that rate so I called Dr. Council to treat me and in three days I was sitting up and feeling fine,

STOMACH TROUBLE

To whom this may concern:

This is to certify that Jim Cheyne, 18 years old, was brought to my house at Crosbyton to be treated by Dr. Coun cil 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 to a great extent and he only weighed between 75 and 80 pounds.

I want to say that he was completely cured in ten weeks and is now breaking sod every day with a walking plow and he weighs 140 pounds. J. M. Reed, City Marshal, Crosbyton, Texas.

PELLAGRA

To whom this may concern: This is to certify that I had 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 Ovaritis in four weeks after I had been suffering with my Ovaries for three years and I had been treated by two medical doctors who told me that I would never get well without an operation. I am now in fine health, with many thanks.

Mrs. E. L. Spivey, Rotan.

APPENDICITIS

To whom this may concern: This is to certify that Olin Bartley was taken with the Appendicitis and the family physician advised an operation and he was taken to Lubbock for same and there was advised that nothing short of an operation would save him, but for some reason they decided to try the drugless route first and he was brought to Dr. Council and completely cured in two weeks.

J. M. Reed, City Marshal, Crosbyton, Texas.

APPENDICITIS

I, Ward Gardner of Swenson, Texas, was cured of a severe Pus case of Appendicitis by Dr. Council in eight days, after I had been given up to die by the medical doctors.

This is to certify that I am glad of the opportunity to recommend Dr. Council as the greatest healer that I have ever known, and the only one in my case, as I had suffered for three years with Cancer of the left Ovary and Kidney, and I had been operated on for same twice, which only seemed to Mrs. Jim Weir, Rotan. aggravate the cause..

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 Sleeping Sickness, which lasted two weeks and as she was rapidly going deeper and deeper into her sleep our family physician advised us to take her to the Chiropractor 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 to any one that may be interested, as the girl is now able to come home. Witness our hands at Lubbock, Texas, this 26th day of February, A. D. 1921.

Mrs. A. J. Guthrie A. J. Guthrie.

Crosbyton, Texas. Subscribed and sworn to before me by A. L. Guthrie and *Mrs. A. J. Guthrie on this 26th day of February, A. D. 1921. C. L. Adams, Notary Public, Lubbock County, Texas.

These are some of our patients that were suffering with a severe attack of the following ailments. See them:

Goitre-Mrs. Jim Eubanks and Mrs. S. B. Thomas of

Typhoid Fever-Mrs. W. A. Meek and Mrs. A. A. Simondes of Lubbock.

T. B .- Mr. D. H. Cochran and Mrs. E. J. Ford of Lub-

Appendicitis-Mr. Ward Gardner of Swenson, Mr. Copeland 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. John McCul-

loch's baby of Lubbock. Head Aches-Mrs. G. K. Watkins and Mrs. John Dean

of Lubbock. Smallpox Dee Blake and Miss Elizabeth Easter of Lub-

Stomach 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 of Ralls, Mrs. Clary of Post.

Gall Stones-Mrs. John Marcy, Mrs. W. S. Clark and Mrs. J. J. Easter, all of Lubbock.

Insanity-Mrs. Damron of Lubbock, Mr. Williams of Tahoka and Mr. Stewart of Crosbyton.

Tuberculosis-Mrs. J. J. Garland 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 will refer you to any bank or firm in or near Lubbock. Write us. Hulon K. Finley, M. D., Muton T. Council, D. C., PH. C.

FINLEY & COUNCIL

Lubbock, Texas.

The Rucker Produce Co.

of Lubbock, Texas

Wants 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-O-PEP Growing Mash
FULL-O-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

East Side of Square

Phone 11

Lubbock, Texas

THE LUBBOCK AVALANCHE

VOLUME XXII

LUBBOCK, LUBBOCK COUNTY, TEXAS, SEPTEMBER, 1921

NUMBER 12

A Brief History of Lubbock Churches

For the information of our readers, the Avalanche has undertaken to compile some information about the churches of the city for this special edithe churches of Lubbock.

Church of Christ.

bock by Elder Liff Sanders in the year 1899, sometime in the month of November. Thirteen people composed the organization at that time, on lots where the Waples Platter Wholesale Grocery is now located. Here they remained for a number of years, till the railroad built through whole sale district of the town. Then they secured lots at the corner of 9th and Avenue K and large and equipped for taking care of their congregation for many years to come. This church gregation for many years to come. This church great deal of the sometimes necessary to adjust the course to special money and a great deal of effort to produce this conditions. The schools are fairly well graded and edition, and we are anxious that it do as much delication in the newspaper field of the schools are fairly well graded and edition. has a record of having fewer preachers who have pastored their church than any other congregation possible by the progressiveness of the South Plains, the utmost faith in the future of the South Plains, in the city. Two pastor have occupied that position during all this time, and the church has had a eral in their patronage, and show a willingness to made, we invite you to investigate to your entire satisfaction. Once you see this wonderful country regular pastor all the time, too. Elder Sanders, who organized the church served it for twenty ing a success, and we believe the people will agree you cannot keep from being an enthusiastic adyears, and Elder Smith, who now has charge of with us that the accomplishment of this edition mirer of the Great South Plains of Texas. the church is serving his second year, with great is certainly wonderful, taking the size of the town, success. The present membership of the church and the general condition of things throughout the is about three hundred, and their Sunday School world, we might say, into consideration. attendance is about 150.

Seventh Day Adventists The Seventh Day Adventists have not been organized here but a short time, though there have been people of this faith in the city from the early days of the city. In February, 1920, Elder 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 South Plains Fair Association, the Ralls Chamber farms, and smaller farms, and as Lubbock is the use as a place of worship, which cost about \$1500. Elder Geo. W. Spies, has served this church as pastor about one year and its present membership. is 15 with about twenty in their Sunday School.

Cumberland Presbyterians

E. P. Earhart, who is one of 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. B. H. Baker and C. W. C. Norwood. The organization was completed with seven persons as charter members. The organization was perfected in the home of E. P. Earhart. In 1909 the church building was erected 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 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 these people: J. L. Elliott five years; G. O. Hubert, who died while pastor of the church served about 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 5)

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

tion. Through the kindness of some of the lead- Avalanche has been trying to meet every require- this edition will not make the Avalanche more great amount of pleasure the wonderful develop- For the splendid articles appearing in this is- may be accomplished. ment of this section, its changing from an absolute sue on different subjects we are indebted to a The Church of Christ was organized in Lub. cattle raising section to that of a prosperous agri- large number of contributors, who cheerfully do- and belong to the people, it is only just that they cultural "empire", and the great growth of the nated their time and talent to their preparation, should be advised of school conditions. Lubbock City of Lubbock, which is the county seat and and we certainly appreciate them all, and hope county has 23 school districts. Six of the 28 the most important city in Lubbock county, and they will be generously rewarded by continued district are Independent, and 17 are common and the organization was perfected in the District looked upon by many people as the most import-prosperity, and we feel sure that if they will re-school districts. All of the 23 districts have been Court room of the court house. Here they worshiped till 1908, when a church house was erected Lubbock, and know how the people of this coun- will leave this great South Plains section, try pull for the things that mean much for the The Avalanche does not hesitate to say that school district have held elections to raise the Lubbock trade territory, that Lubbock will be the we are proud of the achievement in the publi- tax not to exceed one dollar on the one hundred

people fifteen years ago, this city has developed we consider the loyalty and genuine co-operation The patrons are almost universally active in the their building was moved to this location, and is into one of five thousand or more, and at of the mechanical force that has produced this support of their schools, and take an active part, at present housing their congregation, though far this time, in the face of the deluge of inquiries issue no small item and the public cannot appre- and interest in all community development, inifrom adequate to the needs of their people, this from every section of the United States, about ciate their work too highly. Our advertising and tiated by the school authorities. The people of building cost them at the time it was built about this country, the idea was conceived by this publi- field man, J. E. Griffith, has also played a very Lubbock County are proud of the development twenty-five hundred dollars, and the material in cation that we would do a good thing for the South important place in the making of this edition, and and progress of the schools and always loyal to the building was purchased at Canyon City and Plains of which Lubbock is the center, to gather deserves more than ordinary commendation for the teachers and school officers, thereby, makfreighted here on wagons. The have purchaed an authentic information from the various counties of his faithfulness on the job. freighted here on wagons. The have purchaed an ideal building site at the corner of Broadway and this section and compile it in one great paper to the cause of education.

All schools in the country follow the State that the country is the country follow the section pass it on to country follow the country follow the cause of education. which will cost about \$30,000, and will be amply of this effort, and the fulfillment of one more resomeone else who might be. It has cost much sometimes necessary to adjust the course to special

business men and organizations who we find lib- and if in doubt of the authenticy of the statements

This all goes to show the progressive spirit of the people of the South Plains, and the close cooperation of the people and various organizations

development of this country.

For twenty-one years the management of the financial success of this undertaking, and while

that part of the city, and that section became the largest city of the Southwest in no far distant time. cation of this edition, and not minimizing the im-dollars. Three of the independent and 12 of From the village of less than three hundred portance of the co-operation from outside sources, the common school districts voted the increase.

This gigantic newspaper achievement is made good as possible for this great country. We have

LUBBOCK A FAST GROWING CITY AND IS A RAILROAD CENTER

and firms with the Avalanche in furthering of the of its size in the west. This is not caused from schools are the pride of the people and no effort The publication of the Special Edition has been natural resources of the South Plains. The sur- up to the highest possible standard. The scholasmade possible by the hearty co-operation of the rounding country is developing rapidly. The large tic census for Lubbock Independent School Dislocal Chamber of Commerce, the Panhandle and ranches are rapidly being converted into stock trict for 1921-1922 is 1461. of Commerce, the Chamber of Commerce of center of railroad connections in this section, it is Crosbyton, the Meadow Chamber of Commerce, likewise the wholesale center of this section for the West Texas Chamber of Commerce, the citi- numerous commercial lines. It is rapidly coming The agricultural industry is developing rapidly. zens of Shallowater, the live-wires of Abernathy to its own as a manufacturing point, and new and the progressive people of Brownfield, and the manufacturng firms are being attracted to this always loyal and liberal merchants and other or place, and within a short time this will no doubt ganization of the City of Lubbock, to all of be recognized as one of the leading manufacturwhich we publicly extend hearty thanks for the ing cities of the Southwest.

History of the Schools of Lubbock County

take this opportunity to thank the people, teachers and trustees of Lubbock County for their support and co-operation in the educational development of the schools of the county. Especially, ing members of the various churches who were ment of Lubbock and the South Plains in the than a break-even deal in dollars and cents, still do I wish to thank the county and district trustees assisted in the refreshing of their memories by some newspaper line and we believe we have, to a con- it affords us a great deal of satisfaction to know for their earnest efforts to place the educational of the old timers, we believe we have secured a siderable extent accomplished this. During these that we have been able to put such a great propodepartment of the county upon a better and stronger basis, that better and more effective work

> Since the schools are paid for by the people the independent and fourteen of the Common ing it possible for them to do their very best work

Plans are now under way for material increase in equipment, building and improvement of school houses and grounds, and such other improvements as will add to the efficiency of the work.

The City of Lubbock, the recognized metropolis of the South Plains, has what is known as one of the very best high schools in Texas. Superintendent 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 employ 48 teachers, have well equipped and thoroughly organized departments in manual training, Lubbock is probably the fastest growing town domestic science and domestic arts. The city out through the is spared to keep the entire educational machinery

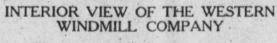
Slaton is situated on the Santa Fe railroad 16 miles Southeast of Lubbock, in the heart of as and Slaton is growing. The town is incorporated, has telephone system, electric lights, four churches, a number of progressive business firms, a local newspaper and good hotels. Slaton schools rank among the first-class high schools of the Plains and are under the supervision of one of the strongest 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. Martin, an experienced and successful teacher and school man is superintendent, assisted by 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

1921-1922 is 703. The Canyon Independent School District, situated seven miles east of Lubbock has 137 scholastics, and the people take great pride in their school, and the community is rapidly developing 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 being 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 4)





The accompanying photograph is enough to show that no expense has been spared by this company to give the City of Lubbock a good hardware store, as well as a very attractive one. The Western Windmill Company of Lubbock, under the management of S. C. Wilson is one of the growing, prosperous businesses of the South Plains.

The Eclipse Windmill which has long been a favorite of the ranchmen of the Plains and those who are well acquainted with mills of various kinds, the Red Star Detroit Oil Stove and Majestic ranges, are items of stock carried by this company, while their line of implements is the well known John Deere

(Photo by Johnson, Lubbock)



INTERIOR OF RIX STORE AT LUBBOCK

Occupying one of the most prominent corners in the business section of Lubbock is one of the finest and largest furniture establishments in West Texas—the Rix Furniture and Undertaking Company. The interior of the store, while always crowded with a large stock, is arranged so as to best 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 of the city and to meet up with one of the most progressive firms on the South Plains, don't over look this establishment. (Photo by Johnson, Lubbock)

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 the City of Lubbock and the clean, 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 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 proud of "their" druggist. (Photo by Johnson, Lubbock)

Care and Management of Swine

The time to begin to prepare for a strong and healthy litter of pigs is when the sow is bred. After breeding she should be put on a good pasture preferably alfalfa or some other protein crop, and should be fed a balanced grain ration. The feed should be of a coarse or bulky nature and plenty of mineral matter should be kept before her at all times. Corn or grain sorghums and tankage in the proportions of ten parts corn to one part tankage makes a well balanced ration. If a self-feeder is used, feed a mixture of 100 pounds allowed and 100 pounds of corn and to this mixture are on full feed. The time to begin to prepare for a strong and falfa and 100 pounds of corn and to this mixture are on full feed. add 5 pounds tankage. In case the sow puts on too much fat increase the alfalfa or decrease the and lice. All ages are subject to lice, but young

ond day she should be given a thin mash of one pound of wheat bran. This ration should be gradually increased and after a few days skim-milk and shorts may be added. Tankage may be added not to exceed 1-15 of the ration and skim-milk 1-3 of the ration by weight. In two weeks time the sow may be put on full feed and should be given all she will clean up twice daily.

When the pigs are about two weeks old a pen

All swine in all localities are subject to worms



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 Lubbock Tailering Company's plant is one of the most beautiful and modern in West Texas. This room hardly gives one an idea of the fine equipment that is employed in the business. The French Dry 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 booster and a loyal citizen. (Photo by Johnson, Lubbock)

For the first twenty-four hours after farrowing to giving this treatment. Mix the medicine in a the sow should be given only water. On the sec-small amount of thin bran or shorts solp. Repeat

corn. Any of our grain sorghums may be substi-tuted pound for pound for the corn. 90 per cent 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 is a hair. Ten days before farrowing the sow should good remedy for lice and the following remedy be put into quarters where she is to farrow, and will expel the stomach worms: Santonin 8 gr., should be fed a bran mash to prevent constipate areca nut 2 dr., calomel 1 gr., sodium bicarbonate tion. Rich feeds should be avoided so as not to 1 dr. The above dose is for 100 pounds of liveproduce a strong flow of milk, and to prevent weight. Increase or decrease according to weight. The hogs should not be fed for 24 hours previous





Does it Pay to Save 29%. 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, without cost?

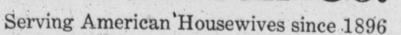
There's almost no limit to what you can get in exchange for S.&H. Stamp Books without cost. Try it—you'll know it pays.

"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.



The Sperry and Hutchinson Co.





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; be believe that we are in a position to meet your needs whatever the requirements may be.

Robinson Furniture Co.

West Broadway

Lubbock, Texas

in ten days to three weeks, if necessary. The folmineral mixture is a Wood charcoal I pound, surphus I pound, sodium chloride (common salt) 2 pounds, sodium bicarbonate (cooking soda) 2 pounds, antimony sulphide (black antimony) I pound, sodium hyposulphate 2 pounds, sodium sulphate (gaublers salts) I 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 barley may be substituted for corn pound for

Dry Lot Rations for Sows Before Farrowing. Ration No. 1—Corn, 9 pounds; Tankage

Ration No. 2-Corn 8 pounds; Alfalfa. pound; Tankage I pound. Ration No. 3—Corn 2 pounds; Alfalfa

pounds. Ration No. 4-Corn 25 to 50 per cent; Skim Milk 50 to 75 per cent. Ration No. 6-Corn 60 pounds; Shorts 25

pounds; Bran 10 pounds; Tankage 5 pounds. Dry Lot Ration for Suckling Pigs. Ration No. 1-Corn 6 pounds; Shorts punds; Tankage 1 pound.

Ration No. 2-Corn 1 pound; Skim or Buttermilk 3 pounds. Ration No. 3-Corn 1 pound; Shorts 1 pound; Skim Milk 6 pounds.

Ration for Fatening Pigs. Ration No. 1-Corn 1 pound; Tankage Ration No. 2'-Corn 1 pound; Skim Milk

Ration No. 3-Milo Chops 4 1-2 pounds; Rice Bran 4 1-2 pounds; Cotton Seed Meal 1 1-2 pounds. (Do not feed this ration for more than

Robinson Furniture Co.

To know Lubbock is to know the Robinson Furniture Company and the magnificent display of fine furniture always kept in stock in their nice store on West Broadway.

Mrs. W. E. Robinson, has been in charge of this business for several years and deserves the South Plains to its present state of development. much credit for the excellent manner in which the business has been conducted. It is a commonly the country and by its high standard of service known fact that this furniture store is one of and the high quality of merchandise it has always the best kept in the city and the show windows offered to the public has maintained first place as 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 Windmill Co. believes in Lubbock and the South

APPRECIATION MINUS

Better half-"Don't you adore that necktie gave you for your birthday?"

Western Windmill Co.

On the first of June, 1905, Mr. Jno. T. Johnon, of the Western Windmill Co., which firm was at that time operating several stores on the T. & P. railroad, bought from Stringfellow and Hume, the hardware business they had been operating, under the management of S. C. Wilson, since the fall of

The new owners retained S. C Wilson as manager of the business and he is still acting in that

In those early days a few thousand dollars worth of merchandise was sufficient to supply the needs of this trade territory.

The business, for a number of years, was conducted in the 25x60 box house located no the south side of the square, just across the alley east of Davidson's Feed Store. After a few years it was necessary to make more room and an addition was built to the rear of the original building. This addition was about 25x30 feet. The building still stands in its original location and is now in use as a paint shop. It is one of the few of the old buildings originally composing the old business section of the town of Lubbock.

With the advent of the railroad, the old quarters had become too small and it was necessary to have more room. A new location was secured on Avenue I, the present location of the Western Windmill Co., and the first brick business house in the town of Lubbock was erected. This company did not build for the immediate needs at that time. It believed in Lubbock and in its future and built a store building 50x125 feet. The store was equipped with modern store fixtures and made a really up-to-date hardware store. The business continued to grow and it was later found necessary to secure more room. A location for a warehouse, just to the rear of the store sales-room was secured. This warehouse occupies a space 50x125

The Western Windmill Company has always been interested in the development of this country and has always been in the forefront with its money and its efforts for the furthering of every enterprise which has helped to bring Lubbock and

This firm has grown with the development of a distributor of high grade hardware, windmills As one of the progressive concerns of the and general ranch and farm supplies.

As in the past, so in the future, The Western anything you might need in the way of furniture. Plains and is always for a bigger and better Lub-

That man who wilfully neglects his own, or that woman who deliberately refuses the crown Other half-"No other eyes than mine shall of motherhood-these are the shoals upon which feast themselves on its loveliness."-N. Y. Uni. the American home is sure to wreck. It has never failed. It cannot fail.

Results Obtained By Lubbock **Experiment Station**

(By GEO. W. BRIGGS)

While many people appreciate the local experiment Station, few fully realize what an asset it is to the entire West Texas. First, the real purpose of the station is not generally understood. The original purpose of an Experiment Station is to collect realiable data along agricultural lines, this data to be used in the teaching of Agriculture at the A. & M. College, Normals, High Schools and by County Agents for the application on any and all farms.

This data is collected through long years of experiments. And when once something definite is obtained this knowledge is given to the above agencies. Much of this work is given to the farming public through bulletins. These bulletins can be obtained from College Station or from County

To put it briefly, the purpose of an experiment station is to improve agriculture, by the discovery and development of better seed, and better farming methods.

As indicated above, the time to carry out one experiment runs into years, for it takes many seasons to try and test a plant to discover its good and bad qualities, to eliminate the latter and develop the former. For example, the local station has been at work on the breeding of kafir for five years, and the superintendent expects to continue these experiments for five years longer.

The purpose of this kafir test is to learn what constitutes a high yielding type of kafir head and to determine the correlation of the head characters to each other and to yield. In this experiment Mr. Karper is striving to find out what type of head will produce the best and most grain. No one knows at this time just what that type is, and after finding it, the problem is to reproduce this and stablize the reproduction.

During the past five years, over twenty thousand heads of kafir have been studied, and carefully measured. This involves tremenduous work, and it also gives one some idea of the great amount of labor connected with the station.

If, through these tests and experiments, kafir can be improved to the extent of increasing the yield in Texas by one bushel per acre, it will add bock is known as the headquarters for Sudan the state. This at 50c per bushel would mean an of this section every year. increase of \$1,500,000 to the value of the kafir crop. This has already been done. While the tests will probably take another five years, yet an improved kafir has been developed. Last But this one discovery and development through be grown successfully in rows, without irrigation. thirty-one counties. Some of the Lubbock County for the entire expense of the station since it was farmers have good crops of this better kafir, started in 1909. and the general increase in yield over other

thirty thousand pounds of this seed.

ing made, we could say that the station was worth the country. while, but during the last year there was a total of 2069 experiments carried on at this farm has become more or less mixed, through careless- portance to the Plains Country, and this developalone, everyone having some bearing upon the ness of the farmers, and Mr. Karper hopes, by ment of row alfalfa is a long step towards making betterment of agriculture.

mention Sudan grass, as everyone is familiar with than it is now, mensely popular over the country, and today Lub- acteristics.

If this one experiment were the only one be- variety of Sudan than is now being grown over hay, nor necessarily in the seed, but it has been

making a new start, and by proper education, the West Texas a real hog country. It is hardly necessary in this connectoin to Sudan grass situation can be made even better

proven that it is a very successful hog pasture. As everybody knows, the grass as now grown The raising of hogs is becoming of increasing im-

The writer can attempt to cover but a small portion of the work that is being done at this this life saver for the Plains country. However, In connection with this, the government has station, and has only mentioned a few of its ena few words will not be out of place. This grass turned over to this station thirty-three other va- deavors and accomplishments. However, it would was brought to this country from Africa by the rieties of grain sorghums, which were obtained by not be right to close this article without telling U. S. Government a little over ten years ago. It one of the agricultural experts, after a year's hard something of the work being done in changing a 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 1913. So satisfactory was its and determining what their qualities are, it will be three years ago a nursery of shade trees was startgrowth and feeding qualities, that it became im- necessary to christen them according to their char- ed, and last year over 8,000 trees were distributed over the entire Plains at no cost to the people, ex-

cept for transportatoin. However, we understand that next year, it will possibly be necessary to make a small charge for these trees owing to the rather peculiar economical streak our legislature got into this year.

Two new trees of this country have been found to be especially fitted for the Plains, one the Chinese Elm, and the other the Arizona Cypress. It is believed that these two trees will be found very desirable for shade trees.

This station, like all the other agricultural stations of this state, is greatly handicapped on account of the small amount of means provided for this work. The writer believes in economy, but it does seem foolish to kill the goose which lays the golden

Forget your past losses, your past errors, your mistakes; or think of them only as sent to enrich your inner self, to strengthen you and make you more thoroughly human, helpful and sympathetic.



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 institution 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.

known to make it necessary to comment on them.

The station has a small plot of Sudan planted from seed imported by the United States gov- have been threshed, which is worth approximately money in the South Plains This year the government will distribute ernment last year, and from this small amount of \$25 besides two hay crops were cut. seed, Mr. Karper expects to produce a purer However, the value of row alfalfa is not in the

Another experiment, which is beginning to 3.000.000 bushels per year to the kafir crop of seed, and hundreds of carloads are shipped out show results, is the test which has been made over able industry on the South Plains. several years, with row alfalfa. In this part of The qualities of Sudan grass are too well the country and much of the west, alfalfa has been raised only through irrigation. The Lubbock Sta- take it the year round, of any town in Texas. tion has now proven that this excellent hay can year 1400 pounds of this seed was distributed in the Lubbock station has many times over paid Last year, 1920, four bushels of seed were thresh- the Southwest. ed from one acre, netting \$75.00 besides the hay. This year about two and one-half bushels

The raising of fine hogs is becoming a profit-

The South Plains climate is the most pleasant

This is the ideal diversified farming country of

You make no mistake when you invest your

Come to Lubbock-The Hub of the Plains

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.

TEXAS UTILITIES COMPANY

Lubbock Texas

H. L. Allen, Mgr.

warehouse, e 50x125 as always is country with its of every bock and relopment.

D. T. Johnh firm was he T. & P. Hume, the ting, under the fall of

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HISTORY OF THE SCHOOLS OF LUBBOCK COUNTY

(Continued from page 1) and she will have three assistants and there is no doubt that the school will continue its progress of school efficiency. and that the coming year's work will be up to the standard of former years.

The people of the Carlisle Independent School of taxation and the erection of a beautiful brick building. This is one of the best rural schools in for the present term with two assistants. Taken dollars. altogether, Carlisle School District is a good place to live, educate your children and make money

on the Lubbock and Crosbyton railroad, 14 miles northeast from Lubbock. Idalou is a fine growing little village. The Idalou people take great pride of school and the erection of a splendid six room history of the district. school building with a large and commodious audi- - I firmly believe in the people of Lubbock

Shallowater ing lands and a splendid high school.

Common School Districts Distcrict.

14; Posey, District No. 15; Acuff, District No. 16; the community and race. New Hope, District No. 20; Woodrow, District No. 21: Foster, District No. 25; Hardy, District No. Texas. 26 and Petit, District No. 30 compose the Common School Districts of the county.

These schools have made some educational growth in recent years, yet they do not measure

up to the needs of the day. The people are beginning to manifest more interest in the educational development of their districts by voting the limit of taxation and the erection of some nice brick buildings. Acuff district has let the contract for a \$7000 brick building. This will be among the best rural schools in the county, and the people in West Texas, was raised in the West. He came are pressing forward to reach a higher standard to Lubbock in 1905 and went into the First

building. The bonds have been bought by the then remained there until 1918. State, and when they receive their bond money will at once erect their building. Vaughn district just West of the Lubbock townsite and in 1918 District, manifest their interest in the educational has ordered an election for a bond issue of \$15- when he quit the Lubbock State Bank to live on development of their district by voting the limit 000 to erect a fine brick school house. These peo- this tract, he purchased eleven bred gilts and one ple take great interest and pride in their school. boar from the Williams and War herd, well known They have also called for an election to increase Central Texas breeders. He believes in Duroc the county, and has employed W. M. Pevehouse their tax rate not to exceed \$1.00 on the hundred Jerseys and believes in the best stock of that breed

erect a fine school building this winter. This is the result that today one of the best herds of the a very progressive community and are forging for- Duroc Jersey breeds to be found in the state is Idalou Independent School District is situated ward along educational and agricultural lines. They on the Boerner Duroc Farm. As a reminder have also increased their tax rate to \$1.00 on about the Pathfinder breeding it is well to note the hundred dollars.

Monroe, Caldwell and Posey have nice brick and interest in their school affairs. This is evidenced by the people having a nine months term enthusiastic over having this term the best in the

county, and I am fully convinced that within five Mr. H. C. Bolin is superintendent for 1921- years that every school district in the county 1922 term and he will have six assistants and will have a nice school house and a nine months there is no doubt that the school will continue its term of school. As a whole the people of Lubbock progress and that the coming year's work will be county are upstanding and forward-looking, with a better than of former years. The school is the fair margin of wealth. Poverty is practically unchief attraction to the people seeking homes who known. Most of the farmers own the land they are interested in the education of their children. till; tenant farming is not yet, at least, much of a menace. Democratic ideals prevail; ability and The Shallowater Independent School District thrift are the criteria by which men's worth is is located 12 miles northwest of Lubbock. This measured. Such a people offers the best opporcommunity has a first class modern brick school tunity for a universal education of high standards, building. The people are industrious, energetic cultural, scientific and practical. The highest culand wide awake to the school interests of the dis- tural level must be maintained, for without aptrict. The school has ten grades, and excellent preciation for the noble, and beautiful in life and work is being done. Mr. J. H. Roles is superinten- without ability to think and act for one-self, real dent and has two assistants. This district is de-democracy is impossible. An efficient school sysveloping rapidly by the influx of wide-awake tem should be planned to enable the people to farmers who are attracted by the excellent farm- get the greatest good out of life for themselves and their fellowmen. Our schools must provide an education to keep the people in the enjoyment The above mentioned schools are Independent of good health and sanitary surroundings. Our Districts of Lubbock county, and the remaining schools must teach the children and their parents districts, seventeen in number, are Common School the great responsibilities and opportunities as members of the greater social group—the community Slide, District No. 1; Center, District No. 2; and State. Our schools must prepare the pupils Union, District No. 3; Grovesville, District No. 4; to earn a good living on the land and in the Bledsoe, District No. 5; Caldwell, District No. 6; industrial centers. The schools must instruct the Vaughn, District No. 9; Monroe, District No. 10; children in such a way that they will dedicate their Prairieview, District No. 12; McClung, District No. | wealth to improve themselves and help upbuild

Yours for better schools in Lubbock County,

E. R. Hayhes, County Supt. Lubbock County, Texas.

Come to Lubbock-The Hub of the Plains.

TEXAS LAND

EXCHANGE

J. E. Alexander

C. W. Alexander

Conley Bldg.

W. T. THAXTON

For farms and Ranches

in Lubbock or adjoining

Office in Security State

Bank Building

Texsa

F. W. BOERNER

Fred Boerner, as he is most generally known National Bank where he remained until that bank Woodrow has bonds voted for a \$6,500 brick was absorbed by the Lubbock State Bank and

Mr. Boerner purchased a twenty acre tract, New Hope has voted \$15000 bonds and will a hog of the Old Pathfinder breeding, he did, with that the get from Old Pathfinder, the original

> Mr. Boerner is continually breeding up his herd. He has annual sales for the disposal of the young stuff and at all times during the year has a few head of different or varying ages for sale. He is contemplating now on having at the South Plains Fair where he always exhibits, one aged boar, a few yearling sows and three litters for sale.

> In the Duroc Jersey hogs it has been the experience of Mr. Boerner that they are more prolific, easier fed, requiring less feed and make bigger and more valuable hogs. The Boerner herd is kept immunized from contageous diseases.

EVERY ADVERTISEMENT IS A GOOD NEWS STORY

Advertisements in this paper are real news items. Unlike advertisements in many newspapers, each one contains some valuable information interesting to those who are anxious to learn about this section of the country and the various lines of business in our town and in the several counties represented in these columns. We hope that our readers will not overlook a line of these advertisements as they cost each advertiser a considerable amount of money, and made this edition of the Avalanche possible, and deserve recognition at the hands of our readers.

The firms whose names appear in this issue are recognized leaders in their various lines of business and are foremost in contributing to the upbuilding so when the first opportunity came to him to get of the town. They are progressive and stand ready at all time to contribute in money or time to 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 Pathfinder boar, received more premiums at the and Lubbock, and you will find every one of them a booster, and have nothing but good words for their town and country.

> In addition to the wholesale features, Lubbock s the headquarters for a large number of commercial men, and traveling salesmen who work out from this point covering a large territory by auto each week, and our splendid hotel facilities attract many commercial men here for a stop over

> Be cheerful. There is no valley whose outer borders are not touched by the hills.

THE CITY TAILOR SHOP

NORTH SIDE OF SQUARE—LUBBOCK TEXAS

Will appreciate an opportunity to convince you that you can have your clothes cleaned and pressed right and at a siving.

Phone 233

The Only Hat Blocker in Lubbock

A. L. HAWKINS, Prop.

SINGER SEWING MANCHINE AGENCY

Modern Equipped Shoe Repair Shop

North Side Square.

Lubbock, Texas

REAL ESTATE BOARD

OF LUBBOCK, COUNTY, TEXAS

This Board is an organization of high class, ethical and honorable real estate dealers of Lubbock 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 the very best; climate unexcelled; no boll weevils or other pests. Can you afford to pass up this opportunity? Write-

O. V. Bagwell Box 429 LUBBOCK, TEXAS

STOCK FARM 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.

Noah & Ballew Lubbock,

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.

Lubbock County

Wall's Land Exchange

A Ranching

Proposition 30 sections of fine land, improved, within 20 miles or railroad, can be bought for \$5 bonus on easy terms. Write quick

Lubbock,

FOR SALE!

Section of land fifteen miles of Brownfield; near Wellman switch, 160 acres cultivated, three room house well and mill; fenced and cross fenced. Other good improvements. Terms: \$18 per acre; \$2,500 cash, balance 1 to 3 years.

Hess-Sears Co.

LUBBOCK, TEXAS.

A SNAP

I. E. Barr

320 acres, well improved, one-half mile of good school. One hundred seventy acres in cultivation. No Lakes, all tillable. On public road and mail daily. Priced now at \$45 per acre. Terms.

Green & Holt Office, In Security State Bank. Lubbock, Texas

IF ITS LAND YOU WANT, improved or unimproved, any size tracts, in Lubbock or surrounding country, COME STRAIGHT TO US.

Lubbock,

Lubbock,

Lewis-Meredith Land Co. Security State Bank Bldg. Lubbock, Texas _Room 5, Lowrey Building_

MORE than ten years in

business at Lubbock.

242 ACRE FARM

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.

FRED SPIKES Lubbock, Texas

I'M LOOKING FOR A MAN

He must have a little money and want to buy either a farm or ranch on the South Plains.

I've a Bargain for Him J. A. (Andy) WILSON Office in Citizens National Bank Bldg.

See

POSEY FOR SOUTH PLAINS' BARGAINS

COSBY &

Office over Lubbock State Bank

WE HAVE FOR IMMEDIATE SALE

Lubbock, Texas

OWENS &

COOPER

C. E. PARKS

& CO.

SELLING SAN AUGUS-

TINE SCHOOL LANDS

Lubbock,

160 acres good land with 100 acres in good state of cultivation, 4 room house, small barn at \$30.00 per acre, good terms. Wire or write us for other bargains in the famous Lubbock County lands. We answer correspondence day received

WEAVER BROS. LUBBOCK, TEXAS

R. Q. PIERCE

Bargains in Lands REAL ESTATE on the South DEALERS

> Plains Texas Lubbock,

J. P. FULTON

Real Estate and Rental Property Lowrey Bldg.

Texas

Lubbock,

40-A NEAR LUBBOCK

Well improved, at \$100 per acre. 80 acres adjoining to sell at \$80 per

D. W. PUCKETT Lubbock,

WHAT DO YOU WANT? For any kind of reliable

information about any real estate proposition in this section, I will be pleased to furnish you

Fred W. Denham Lubbock, Texas

SEARS & POWELL

Real Estate

Lubbock, Texas.

Homeseeker I am owner and agent for 12 tracts from 160 acres to 640 acres surreunding the town of Meadow Terry County, and also have two sections near Lubbock and ranch of 5,000 acres Southwest of Lubbock. All these tracts are oftered at bargain (pre-war) prices. Can sell to reliable people with small cash payment or all cash, on easy terms, low interest rate. If you expect to buy on the South Plains, it will pay you to see what I have and get my prices.

L. Wesley Read Lands and Loans

whose outer

S, Prop.

A BRIEF HISTORY OF LUBBOCK CHURCHES

(Continued from page 1) Slover, is at present superintendent of the Sunday School.

Episcopal Church.

According to the best information we can find, St. Paul Episcopal Church was organized in 1914, with a membership of 18. This church is as yet a Mission and for the past eighteen years dedicated by Bishop Temple of Amarillo, Diocese, of Fort Worth, Texas.

brick. The present building being a frame.

Baptist Church.

proved it in various ways, where they have wor-known. shiped up until about a month ago when they moved into the basement of their fine new church

From the best recollections of our informant terial of course was bought here. the following pastors have ministered to the peo- This church during its history here has had a ple of the Baptist Church: Rev. J. R. Miller, for number of pastors and bears the distinction of beeighteen months; Rev. Otis Summers a year; Rev. B. F. Dixon, three years; Rev. A. C. Miller, one year; Rev. John A. Arbuckle, two years, Rev. I. Cagle occupied the position for a year. J. W. L. Grumbles, about three years; Rev. J. B. Cole, Bost, a year and Mrs. Cagle came back and stayfour years and the present pastor, W. A. Bowen, ed another year, followed by T. C. Eason two has been with the church two years. The present enrollment of the Baptist Church is over six year, George Kidd, one year, P. B. Wallace one hundred and the enrollment in the Sunday School year, Rachel Elder, one year and P. B. Wallace is well in proportion to the membership of the is again in charge and is now in his second years church. Hon. E. L. Klett has served as the Super-work. The present membership is 31 and 75 intendent of the Sunday School for a long term are enrolled in the Sunday School. Their church

Mr. Willian Fox, President,

Fox Film Corporation, New York, N. Y.

My Dear Sir:

of years, and is still guiding the old Sunday School ship, and is having great success in the work, and with the occupancy of more adequate quarters for housing the School a very noticeable growth will no doubt be seen within the next few months, and in all probability the Sunday School enrollment will reach a point in excess of the church membership.

The following from the pen of Mrs. Mobley will be interesting as an addition to the above

A record of the old Baptist church house of Lubbock, which is about to pass into history after has been supplied by Archdeacons Goodman, Foster, Berry, Weary, Wicks, Gardner and Swift. As soon as their building was completed it was Texas. One day just twenty-one years ago a Lubbock Baptist "had a vision" and with a pur-The building cost at the time it was built about pose in heart and a sheet of paper and pencil \$2,000, and is a neat well furnished building, and in hand "struck out up town." The first man sufficiently large for the present needs of the con- met was Mr. George M. Hunt and after a few gregation, though they will no doubt in the near moments conversation down went his name for future want to build a more modern structure of ten dollars to help build a Baptist Church. It took only a short time to canvass the entire business population and that Baptist solicitor returned We are indebted to Mrs. J. B. Mobley who home triumphantly displaying a paper on which furnished us the information about the Baptist was subscribed the fabulous som of seventy dollars. To this were soon added several hundred The church was organized by Rev. J. W. Winn more dollars, not only from Lubbock people of sometime during the year 1891. Eight ladies all denominations, but from non-residents who composed the organization at that time, and it owned vast acres for and near. Among these was organized in the building that was used for a jail, and for ten years they used the school house. M. Dupree, of Mount Pleasant; Col. C. C. Slaughjail, and for ten years they used the school house, and court house for a place of worship. In 1901 Lector of Plaintieur, Burton Lings Lymber Co. and court house for a place of worship. In 1901 a new church house was built on the lots now occupied by the Shamburger Lumber Company, and later a parsonage was built just south of the church property. The lumber with which the church was built was freighted from Colorado City and Amarillo, a distance of 120 miles on added R. C. Burns, S. A. Richmond and R. A. wagons, and the cost of this building at that time was \$1800. Several years ago this congregatime was \$1800. Several years ago this congregation purchased another location, and moved this to throw their support with the first far-reaching same building and increased its capacity and im-

Nazarene Church The Nazarene Church was organized in Lubbuilding which they are erecting at a cost of \$50,- bock in the year 1909, or about that time with 000 to \$70,000, the old building having been sold a small membership, by Mrs. Mary Lee Cagle. A and torn down, and will be converted into two church building had been erected prior to the orgood residence buildings in this city. This church ganization, at a cost of several thousand dollars. also has parsonage property valued at six or seven This building was erected after the lumber yards thousand dollars which has recently been finished. had been established in Lubbock, and the ma-

A HEARTY WELCOME and COURTEOUS TREATMENT AWAITS YOU

AT THE

Citizens National Bank

Lubbock, Texas

THE OLDEST BANK IN LUBBOCK COUNTY CAPITAL AND SURPLUS \$150,000.00

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

I have just witnesses a run of your wonderful

picture entitled "THE FACE AT YOUR WIN-

DOW," and, I 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.

ment for the release of this picture and I feel as-

sured that the people of our country will profit

greatly by the lesson it teaches and the thought it

leaves in the mind will be of great value to Amer-

In my opinion, this is the psychological mo-

Yours very truly, WILLIAM JOSEPH SIMMONS,

Imperial Wizard,

Knights of the Ku Klux Klan.

Aflanta, Ga., April 22nd, 1921.

Monday, Tuesday Wednesday

Special Cast

"Good Woman"

Also Comedy "The Night Before"

Wednesday—

"Woman in the Case"

Tuesday—

Featuring Bennett Comedy

Monday, Oct. 3rd One Day Only

A continuous show Monday from 11 a. m. to 11 p. m. Monday.

A Big Western-Featuring Bennison in

"Sundy Burke of U-Bar-U" It's a Goldwyn

Tuesday-

Dustin Farnum in

"Light of Western Stars"

By Zane Grey

Wednesday—

"See My Lawyer"

An all-star cast



property is valued at \$9,000, which includes the tendents, and a teaching force of over thirty. church building and parsonage property. The Nazarene church was the fourth church erected in local church and as near as we have been able to

First Christian Church The First Christian Church was organized in August, 1901, by Elder Lay, who was pastor of the Christian Church at Colorado City. The chartwo years; Rev. Bentley, one year; T. W. Sharp. ter members numbered fourteen and was organiz- three years; C. A. Clark one year; S. B. Sawyer, ed in the Baptist Church here, eight years passed one year; Walter Griffith, one year; J. P. Callaand in 1909 they erected a house of worship at way, two years; Ben Hardy, four years; W. M. a cost of \$3,200. Several different ministers have Lane, four years; O. P. Kiker, six months; G. B. figured in the history of this church and are as Overton, superanuated preacher, filled out unexfollows as nearly as we have been able to learn pired year of O. P. Kiker; J. T. Hicks, two years; from a questionnaire sent out to members of this J. T. Griswold, three years. It might be interestchurch: Elders 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 so presiding elder of the district for some time months. The membership at this time numbers after it was changed to the Plainview District as two hundred, and they report enrolled in the Sunday School about 120. Methodist Church.

Back in 1891, in the month of May, Rev. Stegal, organized a class of the Methodist faith, there 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 Baptist Church till 1903 when they erected a building on the corner of what is now 14th and Avenue I, on the corner south of the Avalanche office. This building was erected at a cost of about two thousand dollars, and the lots cost about \$45 for three. This building served the congregation with several enlargements during the time till February, 1917, when fire destroyed the building. This disaster befell the church on Saturday night. Sunday School was conducted the next morning in the High was composed of twenty-two members. The or-School building, and before the next Sunday a ganization was completed in the Baptist Church. large tabernacle of boxing was erected and ready and that building was used for a place of worship for services. Here the congregation continued to till 1909, when a building was erected at a cost worship till the present new church basement was of approximately \$2000. Since that time, in fact completed and this was used till the building was during the past twelve months a brick building completed. Rev. Hicks was pastor of the church has been started and the basement completed to at the time, and much credit is due him for the a point where services can be held and is being rapid arrangements being made for a place of used for Sunday School and church worship at the worship. Little delay was experienced in the let- present time. The former church building will be ting of the contract for the new building, and converted into a Manse for the pastor, and when within a short time actual building was in progress the church property of this church is completed and moved steadily on till completed and furnish- will have a conservative value of \$50,000. d. The new building was paid for at the time | Several pastors have had charge of the church with the exception of about five thousand dollars and the list as furnished by Mr. S. C. Wilson. which was carried in the church extension depart- who is one of the charter members of the organizament of the church. The second year after this tion in Lubbock is: Rev. O. G. Jones served the loan was made it was paid off in full, and the church a few months after he organized it and church dedicated by Bishop W. F. McMurry, in was followed by Rev. R. M. Hammock, who the fall of 1920. The present church property including the parsonage is valued close to \$90,000. two years; Rev. J. P. Ward, 10 years; Rev. Free-The church enrollment at the present time is in land part of a year; Rev. T. H. Pollard two the neighborhood of 1100 members. The Sun-years; Rev. A. E. Miller, one year and he is now day School enrollment is about 1,000, with a good serving the church as pastor. percentage of attendance. Dr. J. T Griswold, is now serving his third year as pastor, and James L 100 in the Sunday School. Geo. W. Briggs and thoroughly organized with departmental superin- ing splendid progress along all lines.

Quite a number of pastor have served the learn from old timers here the following is the line-up:

Rev. Stegall, one year; Rev. Adams, two years; Rev. Morris, two years; Rev. Bloodworth, ing to state that the present pastor was presiding elder over the church for several years when it was in the Colorado District. Rev. Hicks was al-

well as O. P. Kiker. We are greatly indebted to Mr. G. A. Rush who is one of the old time members of the church for this information.

While the church is large and one of the best arranged churches on the Plains, it will in a year or so not be large enough for the Sunday School, and the officials are already beginning to realize the coming need for an annex, and this will no doubt be commenced within a short time. The church owns sufficient ground for this building and a twenty-five or thirty thousand dollar modern brick building will in all probability be erected in time to take care of the rapid growing Sunday School.

First Presbyterian Church Back in 1904 the First Presbyterian Church was organized by Rev. O. G. Jones, and the class

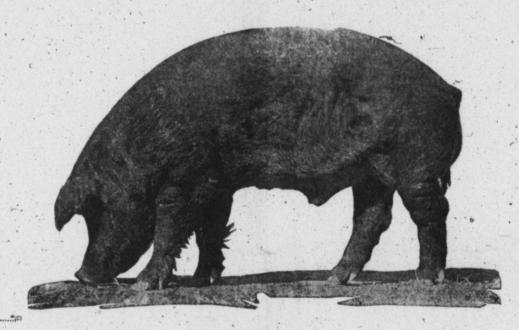
Dow is serving his fourteenth year as superintend-ent of the Sunday School. The Sunday School is School and the church and Sunday School is mak-

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 best 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 Panhandle-South 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

LUBBOCK, TEXAS

FAITH IN CAR

"It's 3,000 miles," he said, "and part of the way is rough going, but I'll drive it just the same." The gentleman referred to was none other than George R. Wickham, who, in making the trip to Washington, was responding to the call of the government, for the senate had just confirmed his appointment as assistant U. S. commissioner of lands, with headquarters at the national capital.

"As Mr. Wickham drove up to the salesrooms

of the Abertson Motor Co., Dodge Brothers dealers in Los Angeles, to say goodbye," says the Los Angeles Express in its account of his departure, "his early Dodge Brothers car, built in 1915, belied its age. The original finish was still there, a little scratched, but still there."

"I understand that the field service department of the general land office has standardized day. on Dodge Brothers cars, so I will be right in style when I arrive to take up my new duties," said ers cars for the use of their surveyors, assistants and supply men. I bought my car which, by the way, was one of the first in Los Angeles, early in 1915 and have piloted it over every foot of California, Nevada and Oregon.

"I have driven it in every conceivable sort of yet to be towed or have any serious trouble.'

Mr. Wickham made the trip with his wife and two children. That their faith in the old car was fully justified is attested by the fact that the journey was made in good time and without the slightest untoward incident.

Texas Land Exchange

Your attention has been called steadily through this paper to the many possibilities offered for home building on the South Plains. The climate, the crops and the soils have been spoken of, but you know little about the value of the lands when it comes to the price you must pay to own a home in our section.

ness on strictly a business plan, who know the overdressed. real values of the various lands in this section of the country will be of much help to you in securare on the South Plains if you will but find them. in his crawling through the world just like a worm.

The Texas Land Exchange, composed of two] brothers, C. W. and J. E. Alexander of this city are men who you can rely upon to furnish you with facts about how much you should pay for certain They are thoroughly His car was six years old and had rolled up acquainted with the country and have been en-102,000 miles of travel, but that did not deter the gaged in the real estate business in this country for sixteen years. Their office is in the Conley buildcity attorney of Hermosa Beach, Calif., when he sixteen years. Their office is in the Conley build-had occasion to make a trip to Washington, D. C., ing on West Broadway, Lubbock and when you are here be sure and look them up and ask to hear about some of their listings. They are progressive and dependable.

NEIL H. WRIGHT

In 1909, before the railroad came to Lubbock, Neil H. Wright came on a visit to our city. He was impressed but did not remain. In 1913, three years after the railroads came, then Neil Wright decided upon making Lubbock his home and did so. There is no more enthusiastic South Plains and Lubbock citizen than Mr. Wright to-

Before coming to Lubbock he was intrumental in the organization of the Southland Life Insur-Mr. Wickham. "And after the strenuous mountain ance Co. of Dalas, in which city he then made his trips that I have made I can readily understand home. He signed up the second agency contract why the land office has decided on Dodge Broth- given by this company when he came to Lubbock

when Life Insurance could be sold like oil stock, to any and everybody, and almost any kind of weather and on every known variety of roads and policy, Mr. Wright knew enough about the insurexcuses for roads. And in all my travels I have ance business to select with care the men who became policy holders of the company which he represented. Although he has written something like four million dollars worth of insurance in this section, when the depression period came, Mr. Wright was not caught with a lot of delinquent policy holders as were many life insurance agents.

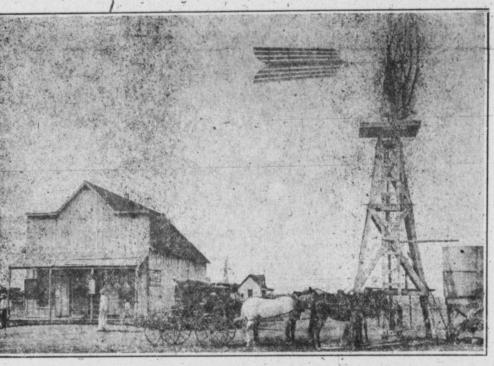
He believes in the thing he sells. For an investment and for protection, Life Insurance is becoming the one important thing. Mr. Wright sells service with the policy and does not believe that the first premium collection is the "best"

Assets of the Southland Life Insurance Company with the amount of insurance in force will be found in another section of this paper. It will be interesting and informative to read.

At some of the elite parties the women are our section.

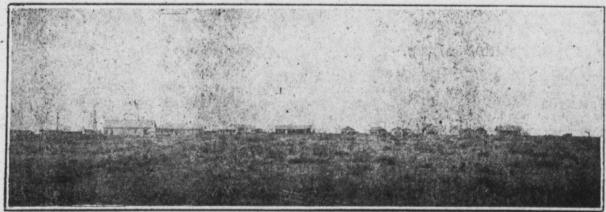
Real estate men who have followed the busi-

Because a man has been described as "a poor ing the bargain that is your due. Bargains there worm of dust' is no sign that there is any virtue



FROM THIS TO A NICE TOWN IN TWO YEARS

Two years ago there was in the town of Meadow just what is shown in the accompanying photograph. Today Meadow is one of the thriving little towns of the South Plains, with practically all kinds of stores that are essential for a fine farming community, garage, lumber yard, drug store, groceries, hardware, etc. And Meadow has an attractive school building and many nice residences. The town of Meadow is in the "Cream of the South Plains" on the northern border of the county of (Photo by Johnson, Lubbock)



THE TOWN OF MEADOW TODAY

It hasn't been over two years since the town of Meadow boasted only one store—it a combination post office and general merchandise. Today there are several—a drug store, bank, hardware, garage, lumber, groceries and others. Meadow has grown very rapidly in the past few months and their fine community is being readily taken up by prosperous farmers. Meadow is one of the finest communities to be found on the South Plains. (Photo by Johnson, Lubbock)

H. A. Davidson Paid \$\$\$\$\$\$\$\$\$\$\$

For this space in this edition. So read what he has to say and oblige him: He has for sale, field seads, garden seads, flour bulbs, Kow chawins, Hoss chawins, Hogg chawins, Hen chawins, Rooster chawins, oyster shels, Grite, Bone. He handles Purina checkerboard feeds. Cow Chow makes all kows give milk (except Dead ones and Dry ones).

H. A. DAVIDSON, Lubbock, Texas





Transportation and Development

The Santa Fe is earnest in its desire to assist in the development of the Panhandle and South

Plains Country

The facilities of the Traffic Department are at the disposal of its patrons in their problems of Transportation

Constructive criticism and helpful suggestions are most cordially invited

T. B. Gallaher

General Freight & Passenger Agent Amarillo, Texas





Several hundred new houses are being built in Lubbock County towns this year, and many into its own in the South Plains section, and it is new business houses. A large number of new farms are being opened throughout the Lubbock thing that the farmers can do. country. This is a good indication of the rapid development of this section.

No floods, no cyclones on the South Plains. People can sleep six, eight, ten or twelve hours every night with no fear of being blown away or carried off by flood waters.

The dairying industry is just beginning to come going to be one of the most profitable of any-

Poultry in the South Plains brings thousands upon thousands of dollars into this section every

Lubbock has five railway outlets, and is going to have more in the very near future.



MEDLOCK'S FINE HERD OF JERSEY CATTLE

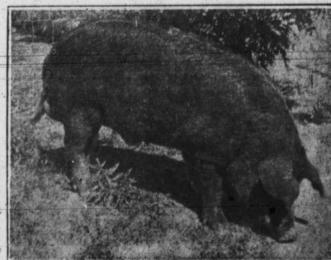
From four head of mixed breed Jerseys to thirty-two of the finest in this section of the country is the remarkable record made by Medlock's Dairy, one of the finest concerns operating near Lubbock, in the past seven years. Mr. Medlock takes every possible precaution that his herd be kept in good condition and free from disease. This dairy is located about four miles west of the town of Lubbock. (Photo by Johnson, Lubbock)

MEDLOCK'S PRINCE PATHFINDER

DUROC JERSEY The Duroc Jersey Hog Farm of Medlock prothers, sons of Dairyman J. A. Medlock, headed y Prince Pathfinder, photograph reproduced here, is one of the finest herds to be found on the South Plains, This herd was started about four years ago and has grown until it is one among the largest in the county.

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 them. "Well, honey," said the old lady. "I dun-no bout dat. I allus lowed when de Lord sent me tribulations he done specs me to tribulate."

When a man is short he must work a long time o get up in the world again.



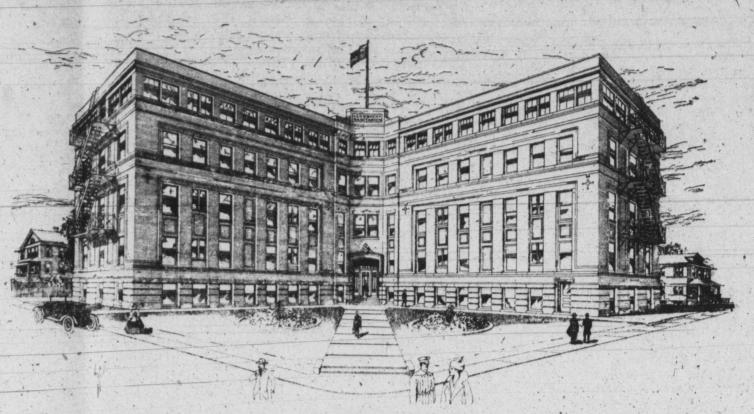
What Prominent Men Say About the Lubbock Sanitarium---

"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.

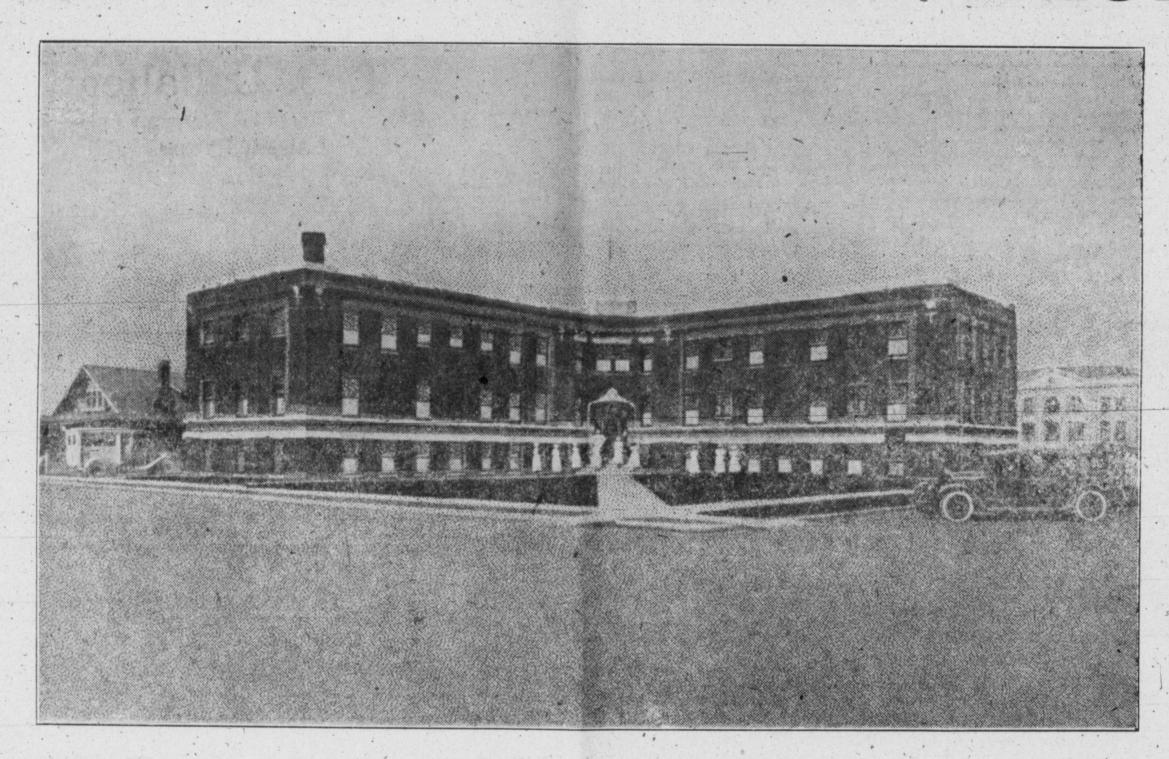
"A wonderful institution, run in a way that the patients receive more personal attention than any other witnessed in my associations of over twenty-five years"—Cornelius S. Loder, New York Hospital Efficiency Expert.



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 fifth 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 Phones 209-216

DR. M. C. OVERTON General Medicine^a 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 institution is open to all ethical physicians)

Spacious Lobby—Cool and Comfortable—Electric Elevator and Inclines for Patients

X-RAY AND LABORATORY

TRAINED DIETETIAN IN CHARGE OF KITCHEN

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—invigorating—a result of clear sun-shiny weather and an altitude of more than 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 post office—and paving from the depot to within one block of the Sanitarium.

WE WOULD BE GLAD TO SHOW ANYONE THROUGH OUR BUILDING AT ANY TIME